

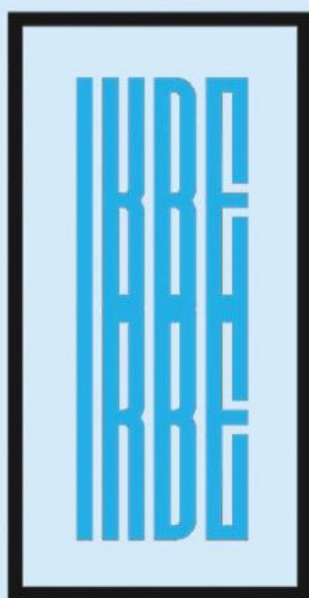
International Review of Business and Economics

VOLUME No. 4
SPECIAL ISSUE NO.1
JULY 2020

ISSN : 2474-5146 (online) 2474-5138(Print)

Kishore G. Kulkarni, Ph.D., Distinguished Professor of Economics, Chief Editor, IRBE,
Metropolitan State University of Denver, Denver, CO 80217-3362. Phone: 001-720-244-3663.
Office phone number: 303-615-0114 Personal website: www.kulkarnibooks.com
Published papers available at www.researchgate.net

DYNAMICS OF BUSINESS AND ECONOMICS : GLOBAL PERSPECTIVE



VOLUME EDITORS

Dr. M. SIVARAJAN
Dr. S.VEERAMANI
Dr. N. MUTHU

ONE DAY ONLINE INTERNATIONAL CONFERENCE
ORGANISED BY
IRBE PUBLICATIONS, DENVER, USA

INTERNATIONAL REVIEW OF BUSINESS AND ECONOMICS

IRBE is published by IRBE Publications, Denver, CO. All rights are reserved. No portion of the contents may be reproduced in any form without permission in writing from the publisher.

Subscription: Rs.1000 per year for 2 issues. Individual issues can be requested for Rs.600/-. Please email or mail your request with your name and address to the appropriate address listed below.

By email: Address all permission requests and subscription correspondence to Dr.S.Veeramani, Managing Editor, at drsvmani@gmail.com

By mail: Prof. Kishore G.Kulkarni, Department of Economics, Campus Box 77, Metropolitan State University of Denver, PO Box 173362, Denver, CO 80217 -3362 USA

Change of Address: Send address change requests to Dr.S.Veeramani, Managing Editor, IRBE, Associate Professor, Department of Economics, DRBCCC Hindu College, Chennai-72, email : drsvmani@gmail.com. Please include your old address as well as your new address. Allow four weeks for change of address.

IRBE respects academic freedom but carefully monitors academic integrity of the authors. Papers submitted to IRBE should be completed with independent and original research, free of any plagiarism, and should not have been submitted to any other publication outlet including online publications. Violation of this requirement may result in IRBE informing authors' employer/ manager or any other decision making authority to take further legal or punitive action.

ONLINE INTERNATIONAL CONFERENCE ON DYNAMICS OF BUSINESS AND ECONOMICS- GLOBAL PERSPECTIVE

Copy Right- IRBE Publications, Denver, USA.

Printed and Published by IRBE Publications.

Note: The contents of this Volume are expressed by the authors and they are responsible for the same.

ISSN: 2474-5138 (Print) 2474 -5146(Online),Vol.4, Special Issue No.1, July 2020.

Volume Editors

Dr.M.SIVARAJAN, M.A (Eco).,M.Phil., MBA., Ph.D,
Principal
Mar Gregorios College, Chennai -37

Dr. S.VEERAMANI, M.A (Eco).,M.A (Eng)., M.A (Tamil)
NET, PGDMM, Praveen (Hindi), M.Phil., Ph.D .,
Associate Professor & Head
Department of Economics,
DRBCCC Hindu College
Pattabiram, Chennai- 72

Dr. N.MUTHU, M.A (Eco).,M.Phil., MBA., SLET.,Ph.D,
Assistant Professor, Department of Economics,
DRBCCC Hindu College
Pattabiram, Chennai- 72

All Correspondence should be addressed to

Prof. Dr. KISHORE G KULKARNI
Chief Editor, IRBE Journal,
Metropolitan State University of Denver, USA



INTERNATIONAL REVIEW OF BUSINESS AND ECONOMICS

WWW.IRBEJOURNAL.COM Chief Editor: Kishore G. Kulkarni, Co-Editors: Bansi Sawhney and Amitabh Dutta ISSN: 2474-5146

Message from the Chief Editor, IRBE



Dear Participants of IRBE International Conference:

The new era of COVID-19 has changed life of all people on this earth to some degree or the other. In the heavily hit areas such as some parts of Europe, Mexico, USA and India there are severe economic effects especially for the small businesses. By their very nature, small businesses and their owners are cash strapped, have a daily cash flow, and are many time indebted even if they are successful. COVID-19 scenario has affected them the most. While government policy makers have tried to help them directly, the impact of shutdown for so many days is going to be felt. IRBE sponsored this conference is designed to fill the theoretical as well as practical need of better awareness of the small businesses. It is also important to recognize the business dynamics that has arisen as an aftermath of the crisis. As no one can predict the future accurately, uncertainty surrounding this crisis is very high.

I am very happy to see that organizers of this conference have spent so much time and have taken so many efforts to make this successful. Even if I will miss some names, I am indebted to Dr.N. Muthu, Dr. S. Veeramani, Mr. John Joe of the DRBCCC Hindu College who have come in contact with me. Their dedication is commendable and their sincerity is quite visible. I am sure a large contingent of other supporters have lent them an able hand. I also want to recognize the help of Dr. Amitabh Dutta and Dr. Rajeev Sooreea who spared their time to do the addresses for the conference. I wish a tremendous success to the conference and its participants, and hope your presentations go well. You can always contact me by going to www.kulkarnibooks.com.

SD

Prof. Kishore G Kulkarni
Chief Editor, IRBE

Table of Contents

IRBE, Volume 4, Special Issue No.1, July 2020

S.No	Contents	Page Number
1	COVID – 19 PANDEMIC AND PRIMITIVE KURUMBA TRIBES IN NILGIRIS DISTRICT OF TAMIL NADU – A THEORIETICAL PERSPECTIVES Dr.G.YOGANANDHAM & Mr.A.GOVINDARAJ	1
2	ROLE OF WOMEN ENTREPRENEURS IN INDIA – PROBLEMS AND OPPORTUNITIES DEEPTHI POREDDY	10
3	ISSUES AND CHALLENGES OF HAND WASHING WITH PARTICULAR REFERENCE TO PREVENTION OF COVID -19 MS. DIVYA & Dr.J.MAHESWARI	14
4	AN ANALYSIS OF AIR POLLUTION AND HUMAN HEALTH EFFECTS Mrs. A.SUBASHINI	18
5	THE NEW ERA OF DIFFERENT TYPES OF DIGITAL MARKETING FOR ECONOMY GROWTH IN INDIA Mr.J.KUMARAVADIVELAN	23
6	ECONOMIC PERFORMANCE OF SHGS IN DHARWAD AND BELGAUM DISTRICTS OF NORTH KARNATAKA IN INDIA - A PERSPECTIVE OF MICROFINANCE FAZALATH HUSSAIN R	28
7	SOCIO-ECONOMIC STATUS OF MIGRANT WOMEN LABOUR FORCE IN GOA: A LITERATURE BASED ANALYSIS VIJAYA NEMIKAL & PRABIR KUMAR RATH	35
8	BIODYNAMIC PREPARATIONS: A DILEMMA TO USE SHWETAZALAVADIYA, & PAYALMAKAVANA	43
9	IMPROVE YIELD AND QUALITY OF SENILE ORCHARD WITH REJUVENATION AND NUTRIENT MANAGEMENT KIRAN S. JOTAVA	47
10	THE IMPACT OF THE NATIONAL LOCK DOWN ON MIGRANT WORKERS Mrs.S.SARASWATHI & Dr. J. MAHESWARI	52
11	A COMPREHENSIVE ANALYSIS OF GOODS AND SERVICES TAX (GST) IN INDIA MARUTHI M V	62
12	AMALGAMATION OF DIGITALISATION, TEACHING AND LEARNING –A TEMPORAL STUDY WITH A GLOBAL PERSPECTIVE S. SELLADOURAITCHY & K. MARCELLINE MARIE CHRISTINE	70
13	A STUDY ON BUSINESS ETHICS IN CORPORATE SOCIAL RESPONSIBILITY K.KHASIMPEERA & Dr.M.SUGUNATHA REDDY	79
14	THE EFFECT OF INDIA'S E-COMMERCE & TRADE DUE TO COVID-19 PANDEMIC Mr. YOGESHKUMAR A B	88
15	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN ECONOMY: A COMMENTARY Dr.S.YASOTHA MARGARET	93
16	A STUDY ON THE CAUSES AND IMPACT OF UNEMPLOYMENT IN INDIA Ms. SHRUTI NAIR	98
17	ISSUES AND CHALLENGES OF INDIA'S UNHEALTHY ECONOMY DURING COVID-19 PANDEMIC WITH GLOBAL OUTLOOK C. KOKILA HARINI & Dr.K.PARIMALAM	103

Table of Contents

IRBE, Volume 4, Special Issue No.1, July 2020

S.No	Contents	Page Number
18	Will 3 + 3 be NINE? Dr.S.CHANDRACHUD	110
19	E-TAILING IN INDIA –AN OVERVIEW Mrs. J. LILLY & Dr.I.SANTHI IMMACULATE JACULIN	114
20	ORGANIC FARMING IN BANANA AND GUAVA PUJA H. VYAS, D. R. KANZARIA & A.M.BUTANI	118
21	IMPERATIVE ROLE OF HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONAL ACTIVITIES NANDHINI B R & VIMALA B.S	124
22	ROLE OF ENTREPRENEURS IN THE DEVELOPMENT OF INDIAN ECONOMY WITH RESPECT TO POST COVID ERA CHETHAN KUMAR M & SPOORTHI A S	130
23	A STUDY ON IMPACT OF GLOBALIZATION ON BUSINESS M. SIVANYA	135
24	THE PEOPLE AND ACTIVITIES OF BUSINESS LIKE HUMAN RESOURCE, PRODUCTIVITY FOR ONLINE EDUCATION Mrs.GLANCIYA FERNANDES	139
25	OCCUPATIONAL HEALTH HAZARDS OF WORKING WOMEN IN UN-ORGANIZED SECTOR Mrs.SHANMUGA PRIYA	144
26	TECHNOLOGICAL ENTREPRENEURSHIP AND DYNAMIC ENTREPRENEURIAL CAPABILITIES IN INDIAN IT INDUSTRY Dr. C.A. ANNE BENEDEXA	148
27	A STUDY ON IMPACT OF COVID -19 ON MSMES IN INDIA Ms. AYESHA SIDDIQUA & Ms. SWATHI J	155
28	ENTREPRENEURS - TURNS MASSIVE CHALLENGES (COVID 19) IN TO MEANINGFUL CHANGE L.NOOR ASMA & Dr. P.PRABHAKARAN	159
29	DYNAMICS OF BUSINESS AND ECONOMICS - GLOBAL PERSPECTIVE WITH RESPECT TO INDIA, DURING COVID-19 PANDEMIC ARUN KUMAR L.S	163
30	A STUDY ON ENTREPRENEUR AS A GOOD DECISION MAKER IN CHANGING PERSPECTIVE OF BUSINESS AND ECONOMY Ms. DIVYA R & Ms.RAKSHANA R	169
31	COVID – 19: IMPACT ON THE INDIAN ECONOMY Mrs. A. KAVITHA & Dr.J.MAHESWARI	178
32	A CRITICAL STUDY ON GLOBAL RECESSION - 2008 AND ITS IMPACT ON INDIA P.MAGESH & Dr. A. NANDAGOPAL	183
33	THE CRUDE OIL PRICE CHANGES IN THE RECENT SCENARIO AND ITS IMPACT ON THE INDIAN ECONOMY Y.EBENEZER	187
34	“IS COPORATE SOCIAL RESPONSIBILITY ETHICAL?”- RECOGNISING ETHICAL ISSUES IN BUSINESS SPOORTHI A S & CHETHAN KUMAR M	197

Table of Contents

IRBE, Volume 4, Special Issue No.1, July 2020

S.No	Contents	Page Number
35	ROLE OF WOMEN ENTREPRENEURS IN OUR INDIAN ECONOMY: ISSUES AND CHALLENGES -AN OVERVIEW Dr.V.PREETHI MAHESH	202
36	INDIA'S GOVERNMENT & GLOBALIZATION IN 21ST CENTURY UNDER PM MODI DIVYA ARORA	210
37	UNDER UTILIZATION OF HUMAN RESOURCE AND ITS MANAGEMENT- A CASE STUDY OF PURBA KHAIRBARI VILLAGE, ALIPURDUAR, WEST BENGAL ARUNIMA BHATTACHARYA	215
38	A STUDY ON IMPACT OF LEVERAGE ON THE PROFITABILITY & RISK OF THE INDIAN STEEL INDUSTRY Mr. HARSHA C MATHAD	223
39	A COMPARATIVE ANALYSIS ON THE DISTRIBUTION OF POPULATION AMONG THE DISTRICTS OF TAMILNADU & THE CONCENTRATION OF INDUSTRIAL GROWTH Ms. JONY FATHIMA L	228
40	HUMAN RESOURCE PRACTICES IN THE ORGANISED RETAIL SECTORS Mrs.S.KRITHIKA	238
41	HEALTH OF THE ECONOMY AND ITS MEASURING INDICATORS Dr.J.SUGANTHAM PARIMALA	245
42	IMPACT OF WORKPLACE ETHICS ON JOB SATISFACTION AND JOB COMMITMENT OF SELF FINANCING COLLEGE PROFESSORS - A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT Dr.G.KAMALASELVI & Dr.G.MAHALAKSHMI	252
43	EMERGING ISSUES AND CHALLENGES OF PUBLIC HEALTH INFRASTRUCURE OF COVID-19 IN INDIA Ms. S. KIRUTHIKA & Mr.G. RAJA	260
44	ROLE OF AGRICULTURE BANKING TOWARDS ECONOMIC DEVELOPMENT A.ELAVARASAN	265
45	A STUDY ON OUTCOME-BASED EDUCATION – ISSUES AND CHALLENGES C. NIRMALA RANI	271
46	COVID-19 AND ITS IMPACT ON INDIAN ECONOMY WITH RESPECT TO CRUDE OIL SUNITHA V	280
47	WORK-LIFE BALANCE OF TEACHING PROFESSIONALS Mr.PRAVEEN. B	285
48	THE SOCIO-ECONOMIC PERFORMANCE OF WOMEN ENTREPRENEURS IN VARIOUS SECTORS OF BUSINESS UNITS IN THANJAVUR DISTRICT OF TAMILNADU IN INDIA Dr.R.GOPALASUNDAR	291
49	KNOWLEDGE, AWARENESS, ATTITUDE AND PURCHASING DECISION MAKING BEHAVIOUR AMONG WOMEN TOWARDS GOLD JEWELLERY IN VELLORE CITY – AN ASSESSMENT Dr.G. YOGANANDHAM, Mr. A. GOVINDARAJ & Mr. P. SENTHIL KUMARAN	300
50	SOCIAL RESPONSIBILITY OF PRIVATE HIGHER EDUCATIONAL SECTOR TOWARDS THE TEACHING FACULTIES S IRISH ANGELIN & Y.EBENEZER	312
51	A STUDY ON EXTERNAL ENVIRONMENT OF BUSINESS AND ITS INFLUENCE ON MSMEs IN THE CONTEXT OF COVID-19 SARANYA DEVI.M & NM.ANIRUDH	319

Table of Contents

IRBE, Volume 4, Special Issue No.1, July 2020

S.No	Contents	Page Number
52	ROLE OF SELF HELP GROUPS IN PROMOTING RURAL ENTREPRENEURSHIP FOR STRENGTHENING AATMA NIRBHAR BHARAT Dr. S.R. NAGARAJA & Dr. G M SUDHARSHAN	329
53	EFFECTIVE CAPITAL BUDGETING DECISIONS BY FIRMS Mr. MANJUNATH M.S & Mr. PRAVEEN B	338
54	AN ECONOMIC ANALYSIS OF MARINE BOAT OWNERS IN THANJAVUR DISTRICT OF TAMILNADU IN INDIA Dr. N.CHITHRA	343
55	IMPACT OF LEATHER INDUSTRIES ON GROUNDWATER IN TAMIL NADU WITH SPECIAL REFERENCE TO VELLORE DISTRICT Dr. A. ROYAL EDWARD WILLIAMS & Mr. M. P. PARVEZ AHMED	351
56	GROWING DYNAMISMS' OF BUSINESS AND TECHNOLOGY: GLOBAL PERSPECTIVE SARAVANAN.K & Dr.N. MUTHU	358
57	COVID-19 AND ITS IMPACT ON INDIAN STOCK MARKET AND PHARMACEUTICAL SECTOR: AN ECONOMETRIC TESTING RAJESH R & CHAITRAPRAKASH	363
58	ECONOMIC IMPACT OF INDIA-CHINA TRADE WAR: FUTURE DIRECTIONS Dr.S. SARANGAPANI & Dr.N. MUTHU	372
59	STATUS, SURVIVAL AND CURRENT DIELLEMA OF SCHEDULE CASTE ARUNDHATHIYAR WOMEN IN RANIPET DISTRICT OF TAMILNADU G.SASINTHA & Dr. G.YOGANANDHAM	377
60	PROGRESS OF INFORMAL SECTOR WORKERS IN GUDIYATHAM TALUK OF VELLORE DISTRICT IN TAMIL NADU Mr. G.ELANCHEZHIAN & Dr.G.YOGANANDHAM	388
61	THE IMPACTS OF COVID-19 ON GLOBAL TRADE Dr.T.PONSHUNMUGARAJA	401
62	FEMALE NURSES IN PRIVATE SECTOR: THEIR PROBLEMS AND PROSPECTS IN CHANGING SCENARIO OF CHALLENGING WORLD REXEN JACOB. R	405
63	ROLE OF SOCIAL MEDIA IN SUSTAINING BUSINESS DURING CORONA VIRUS PANDEMIC Dr. SATINDER KAUR & ANTERPREET KAUR	411
64	HOW A PANDEMIC CRISIS SERVES AS A PREDICAMENT IN TRADE MERCHANDISES? - A GLOBAL PANORAMA Dr. V.YAMUNA & SOURCEMARIE	419
65	IMPACT OF COVID 19 ON TAMIL FILM INDUSTRY Dr.S.VEERAMANI	428
66	INDIAN DIASPORA: ANALYSIS OF ITS ADVANTAGE TO THE HOME COUNTRY AND TO THE WORLD N. SHRADHA VARMA	433
67	ROLE OF ENTREPRENEUR IN THE ECONOMY SYED BABU HB	440

1. COVID - 19 PANDEMIC AND PRIMITIVE KURUMBA TRIBES IN NILGIRIS DISTRICT OF TAMIL NADU - A THEORIETICAL PERSPECTIVES

Dr.G.YOGANANDHAM, Associate Professor & Head, Department of Economics, Thiruvalluvar University, (A State University), Serkkadu, Vellore District, Tamil Nadu – 632 115.

Mr.A.GOVINDARAJ, Ph.D., Research Scholar, Department of Economics, Arignar Anna Government Arts College, Villupuram, Tamil Nadu.

ABSTRACT

The tribal community is the most economically backward and vulnerable population in the country. Their backwardness is in addition difficult by their deprived health indicators and status. Health is an significant factor in social development. It seems that the fruits and benefits of progress have not reached to this section of the society properly. The health situation of tribal community is in a state of a immense crucial and wretched state of affairs in spite of the government's vast efforts and apprehension for this immature section of the society. The present paper mainly concentrate on the COVID – 19 Pandemic and its impact on Kurumba tribal community in Nilgiris district. A systematic review is done to understand the impact of COVID – 19 on health of Kurumba tribal communities in Nilgiris at large. It is exposed from the review of literature that tribe and their health status is very depressed and require a systematic policy intervention to revitalize and cure the health condition of the respondent in the study area.

KEYWORDS: Tribal Community, Vulnerable Population, COVID – 19 Pandemic, Impact of COVID – 19, Health Situation, and Acute Respiratory Syndrome.

INTRODUCTION

The tribal community is the most economically backward and vulnerable population in the country. It is revealed from the review of literature that tribe and their health status is very miserable and need a systematic policy intervention to revive and cure the health condition of the most vulnerable population.

Their backwardness is in addition difficult by their deprived health indicators and status. Health is an significant factor in social development. It seems that the fruits and benefits of progress have not reached to this section of the society properly. The health situation of tribal community is in a state of a immense crucial and wretched state of affairs in spite of the government's vast efforts and apprehension for this immature section of the society. The present paper mainly concentrate on the COVID – 19 Pandemic and its impact on Kurumba tribal community in Nilgiris district. A systematic review is done to understand the impact of COVID – 19 on health of Kurumba tribal communities in Nilgiris at large. It is exposed from the review of literature that tribe and their health status is very depressed and require a systematic policy intervention to

revitalize and cure the health condition of the respondent in the study area.

CONCEPT OF TRIBE AND STATEMENT OF THE PROBLEM

Irrespective of the progress a country has achieved the tribals constitute a major part of the vulnerable segment everywhere in the world as well as in India. India has the second largest concentration of tribal population after that of the African Continent. The total Scheduled Tribe population in India as per 2011 Census is about 10.42 crores, which constitute about 8.6 per cent of the total population. In Tamil Nadu around 4.5 per cent of the tribal population of the state is concentrated in the Nilgiris district along with the majority non-tribal population. The tribes, living in the Nilgiris district are Todas, Kotas, Kurumbas, Irulas and Paniyas. The present study is an attempt to analyse the COVID – 19 and its impact on Kurumba tribal community in Nilgiris district and their nature and believes of health care.

The 2019–20 coronavirus pandemic is an ongoing pandemic of coronavirus disease 2019 (COVID-19) caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The COVID 19 pandemic, also known as the coronavirus pandemic, is an ongoing global pandemic of coronavirus disease 2019 (COVID 19), caused by severe acute respiratory syndrome coronavirus 2 (SARS CoV 2). The World Health Organization declared the outbreak a Public Health Emergency of International Concern on 30 January 2020 and a pandemic on 11 March. As of 11 July 2020, more than 12.5 million cases of COVID 19 have been reported in more than 188 countries and territories, resulting in more than 560,000 deaths; more than 6.88 million people have recovered. The virus is primarily spread between people during close contact, most often via small droplets produced by coughing,

sneezing, and talking. The droplets usually fall to the ground or onto surfaces rather than travelling through air over long distances, although in some cases they may remain airborne for tens of minutes. Less commonly, people may become infected by touching a contaminated surface and then touching their face. It is most contagious during the first three days after the onset of symptoms, although spread is possible before symptoms appear, and from people who do not show symptoms.

Let us control with the spreading of COVID – 19 Pandemic in the tribal area revealed in the vocabulary of Anthropologist which states that, Tribe is a social group, usually with a definite area, dialect, cultural homogeneity, and unifying social organization. It may include several sub - groups, such as sibs, settlements or villages. The present paper highlights that the use of traditional herbs and medicines, as well as the social distancing and hygiene norms rooted in tribal culture, have kept them safe from the coronavirus pandemic until 31 May, 2020 no one in the tribal areas of Nilgiris district had been affected by Covid-19.

The cultural practices rather help in tackling the disease and can be useful in contracting pandemic like Corona, as the basic maintenance of hygiene at home and workplace along with the social distancing is the key in fight. It also credited the washing of hands with hearth ashes, leaving shoes outside the door, groups sitting with sizeable distance between individuals and other habits of rural and tribal culture for preventing Covid-19 infections.

In terms of income, as a tribal either you are working as a worker at a tea estate or you make money by selling forest produce. All that has been shut now for some time. Subsequently these restrictions have put them in a very tough spot. Forest department officials are not allowing them to go

to forests even to dig out tubers to feed themselves. It is not as if, all of a sudden, our forests have potentially dangerous and explosive Covid-19 hotspots.

In the study area you don't really expect officials to deliver food grains to your doorstep. The message is you go and collect the food. But they go in time of social restrictions is a major problem. The government needs to set up a response team which can monitor these problems in real-time. A large section of people are looking at the food distribution systems in urban areas and extrapolating the scenarios from there.

KURUMBA TRIBES IN THE NILGIRIS DISTRICT

Kurumba Tribes in Nilgiris are also facing these type of problems. They are a group of people, usually staying in jungle areas, in a small locality, absolutely illiterate poor, hardly clad in clothes, usually dark and frail, fully living within their own community whose marriage always takes place among themselves, engaged in hunting and searching for roots, shoots and fruits as their vegetable food and roasted animals as non-vegetable food, completely oblivious of the country's political and economic condition, resisting all efforts of development and have a strong dislike for strangers and educated modern community. They are Seven categories of kurumba tribes in Nilgiris such as Alu Kurumbas, Palu Kurumbas, Madugas, Betta Kurumbas, Jena Kurumbas, Mullu Kurumbas, and Urali Kurumbas.

DEMOGRAPHIC PROFILE

The total population of Kurumbas was estimated to be nearly 88,750 and distributed all over the district in Tamil Nadu as per 2011 census. The women population outnumbered male population. The Kurumbas who live in nuclear families are more than in

joint families. The Kurumbas favour modern education for both boys and girls. Even among the boys, there were a few drop outs after primary school, to assist their parents in earning a livelihood. According to the Nilagiri Adivasi Welfare Association Report, there were 36.52 per cent of Kurumba literates in the Nilgiris district.

OCCUPATION

The Kurumbas' primitive occupation was shifting cultivation. They were a food gathering community. Many Kurumbas had occupational migration. The Nilagiri Adivasi Welfare Association Report showed that out of their total population 58.92 per cent constituted workers. A majority of them, i.e., 42.75 per cent were engaged in agriculture. This was followed by 15.23 per cent of industrial workers, and 29.65 per cent were in government service. The remaining 12.29 were in various other unorganized services.

FOOD

The habits and customs of Kurumbas are worth mentioning for indicating their level of civilization. They eat flesh and drink liquor, a favourite beverage being prepared from ragi flour (Eleusine coracana). They subsist on wild bamboo seeds and tender terminal vegetative part of bamboo, called odaikuttu, edible yams and roots. They collect the roots and wild yams (Dioscorea), part of which they eat, and the rest they exchange with farmers for grains. They prepare good food like higher caste people and relish the same.

HOUSING

The Kurumbas are regarded as very old inhabitants of this land. They live in small detached huts in the interior of the forests far away from inhabited places. The villages of Kurumbas are called Motta, Kombai or Padi. The village consists of only four or five huts made of mud and wattle with thatched

roofs of grass. The front of the house was sometimes whitewashed and ornamented with crude drawings of men and animals in red earth and charcoal.

OBJECTIVES OF THE STUDY

The overall objective of the paper is to study the COVID – 19 Pandemic and its impact on Kurumba tribal community in Nilgiris district and their nature and believes of health care in theoretical perspectives. The specific objectives are:

- 1.To understand the severity of COVID-19 Pandemic and its impact on Kurumba tribal settlements in Nilgiris district of Tamil Nadu.
- 2.To assess the health status of the tribal population.
- 3.To understand the problems, difficulties and constraints faced by the respondent Households due to COVID – 19 Pandemic situation in the study area, and
- 4.To suggest suitable policy measures to control the COVID -19 Pandemic in the study area.

SCOPE AND IMPORTANCE OF THE STUDY

The existence of socio-economic and political inequalities in underdeveloped economies is terrible. These inequalities are mainly due to low rate of development, which is influenced by economic as well as non-economic factors. The economic inequalities can be attributed to the low rate of gains of development. The latter leads to the inequalities in the distribution of health care services and hence causes variations in the standard of living of different sections of society in general and tribals in particular. As a result of the significant disruption that is being caused by the COVID – 19 Pandemic among the Kurumba tribals in Nilgiris district are very aware.

Although for most people COVID-19 causes only mild illness, it can make some people very ill. More rarely, the disease can be fatal. Older people, and those with pre- existing medical conditions (such as high blood pressure, heart problems or diabetes) appear to be more vulnerable. While many people globally have built up immunity to seasonal flu strains, COVID-19 is a new virus to which no one has immunity. That means more people are susceptible to infection, and some will suffer severe disease. Globally, about 3.4% of reported COVID-19 cases have died. By comparison, seasonal flu generally kills far fewer than 1percent of those infected. Quarantine is meant for asymptomatic and healthy persons who may have been exposed to the COVID-19 infection but are not manifesting any symptoms. Therefore there is no question of discharge of such persons. However their stay under quarantine period will remain 14 days from the date of last exposure.

The results of this study will go a long way in analyzing the impact of COVID – 19 on weaker sections of the society in general and the tribals in particular for identifying the causes for their backwardness and formulating suitable policies for their development. Based on the foregoing analysis, this research paper concentrate on COVID – 19 and its impact on Kurumba settlements of Nilgiris district in Tamil Nadu. It is socially and timely relevant one and need of the hour.

DESIGN OF THE STUDY

The Nilgiris district of Tamil Nadu was the study area for this research work. The option of the area for the current study was based on the subsequent considerations. Multi-stage stratified random sampling method becomes essential when a

sufficient number of rare units are to be identified in a sample. Hence, the above sampling method was adopted in this study.

An investigation survey was undertaken to acquire firsthand information of the sample population. The pertinent data used in the study were collected both from primary and secondary data and sources of information. This study was based on systematic diagnosis of local conditions and intended to collect an inclusive profile of COVID – 19 situation of households. The extent of collected data was then scrutinized and relationship between different facets was assessed. In view of the objectives of this study, a detailed Interview Schedule was prepared.

REVIEW OF LITERATURE

Review of related literature and studies is an significant aspect of research work. It gives a comprehensible idea about the research problem under study. The investigation of related literature and studies helps for locating, reading and evaluating reports of researchers that are related to planning research reports.

Harkness(1832), pointed out that they have no marriage contract, the sexes cohabiting almost indiscriminately, the option of remaining in union, or of separating, resting principally with the female.

Thurston (1909), mentioned that Castes and Tribes of Southern India. He discussed about marriage, religion and rites of passage prevalent among these groups.

Jesurathnam (1992), explained that the Health planners and health workers of tribal areas should take note of the cultural practices of their clients to ensure good maternal and child health and obstetric care.

R.K.Kar (1993), stated that the tribals believe in traditional methods of curing the ailments. Firstly they approach the traditional healers for

treatment and then to other medical care.

Salil Basu (2000), observed that tribal is the strong believers of the supernatural therapy for the cure of diseases. The unsanitary condition, lack of personal hygiene and health education are the main causes of ill health. The high rate of maternal and child mortality is due to the primitive practices of parturition.

Rahman., Kielmann, McPake, and Normand (2012), aimed at exploring the context, reasons, and choices in patterns of healthcare-seeking behavior of the hill tribal population of Bangladesh to present the obstacles and challenges faced in accessing healthcare provision in the tribal areas.

P.Manikanta (2013), focuses on the health status of tribal elderly of Andhra. It shows that the above 80 years aged category was found to be having more health complication (61.2 percent) followed by 70-79 age category (52.4 percent) and 60-69 age category (39.4 percent) respectively. The study further reveals that the main illness related to aged people was knee pain (39 percent) cold (0.3 percent), Blood Pressure (9.7 percent), Asthma (1.7 percent), Sugar/Diabetes (1.3 percent) and Digestion (1.3 percent).

Anjali(2013), Mentioned that the tribal communities in the country show a varied state of health and sanitation. Poor infrastructure development couple up with remote and inaccessible landscape makes their lives more miserable and backward. They remain at the very different state of development in comparison to the general population in the country.

Logesh .R, Dhanabal .S.P, Duraiswamy. B, Chaitanya.M.V.N.L, Dhamodaran. P and Rajan. S (2017), pointed out that the traditional medical practices and their usage of plants as crude drug for various common ailments were recorded from Nilgiri tribes namely;

Todas, Kotas, Irulas, Kurumbas, Paniyas and Kattunayakas are given.

De (2017), views tribal suffered from inadequate food consumption resulting in poor health condition. They have less calorie intake and become more nourished. They suffer from a number of diseases like diarrhea, filarial, malaria, TB, anemia, and others. PHCs are nor located in the proper area due to which tribal women have to face a lot of problems.

Kiran Dungdung, B.K. Pattanaik (2020), Stated that the well-known phenomenon of tribal disadvantage in India requires constant monitoring to ensure diligent attention to equitable protection of tribal people's right to life.

HEALTHCARE STATUS

Kurumba Tribal areas in Nilgiris has already suffer from a severe shortage of basic healthcare facilities, shortage of healthcare professionals, lack of information and awareness, lack of proper guidance and knowledge and insufficient healthcare in Forest Rights Act structure, etc., leading to prevalence of diseases such as malnutrition, malaria, leprosy, tuberculosis (TB) and others. Absence of healthcare facilities can cruelly limit the capacities to transaction with any major COVID - 19 outbreak in the Kurumba tribal areas of Nilgiris district posturing a severe warning to the Kurumba tribal population in Nilgiris. COVID- 19 impacts people with compromised health circumstances and low immunity. This increases risks of contamination to the Kurumba tribal and forest communities livelihood in dispossession. Testing and monitoring of the infection is insufficient and is frequently imperfect to certain areas. Providing testing facilities in Kurumba tribal areas in Nilgiris is a foremost challenge.

LIVELIHOOD STRATEGIES

The lock down has affected collection,

use and sale of Minor Forest Produces (MFP) by Kurumba tribals and forest dwellers in Nilgiris. As per 2011 Census, around 100 million forest dwellers and tribals depend on MFP for food, shelter, medicines and cash income. The MFP collection season from April to June provides major income support to Kurumba tribals in Nilgiris and, most unfortunately, it coincides exactly with the lockdown impacting the communities right now, which may have a drastic and long term impact on Kurumba tribals livelihood and survival in Nilgiris. The most important MFP system announced by the Central Government is the Van Dhan Vikas and Minimum Support Price schemes are not enough to address the MFP issues due to absence of institutional support in the tribal areas. The trading and value chain of Non - Timber Forest Produce (NTFP)s has been totally dislocated under the lockdown as traders are not willing to buy NTFPs in the contemporary circumstances due to the severe impact of COVID -19 Pandemic.

PRIMITIVELY HELPLESS TRIBAL GROUPS (PHTGS) IN RELENTLESS SUFFERING

The COVID-19 lockdown procedures are reported to have exaggerated right of entry to forests and livelihood behavior of the PHTGs. They have reported troubles due to boundaries on their movement. There are sorrow situations being reported from PHTG areas due to lack of access to public distribution system and other rights.

COUNTRIFIED AND ROAMING COMMUNITIES

The migration and seasonal access of pastoralists have been constrained due to the lockdown. Many countrified communities are reported to be fixed in other states and districts without access to provisions and food for the livestock. Also countrified communities have been exaggerated as the milk economy faces relentless crisis as procurement

and sale has been disrupted during the COVID – 19 lockdown period.

TENURIAL UNCERTAINTY

Though the Forest Rights Act (FOREST RIGHTS ACT) recognizes the inequality faced by communities and provides for Community Forest Rights (CFRs) and Individual Forest Rights (IFRs), the lack of due recording of accessible forest rights and ensuing tenurial uncertainty is likely to increase susceptibility and more harmfully impact livelihoods and food security of forest dwellers in the COVID – 19 lockdown period and after.

CONSTRAINT OF MOVEMENT IN NATIONAL PARKS AND SANCTUARIES

It is instructed all states and union territories to make certain lessening in human wildlife boundary from beginning to end constraint of movement of people to National Parks, Sanctuaries and Tiger Reserves. This suggested would instantly impact people living in and around protected areas. These are mostly tribal communities including PHTGs, roaming and pastoralist communities, fish workers, among others and are most dependent on the natural resources within and around the protected areas for their livelihoods. There is great danger of this recommended being misunderstood and misused to further alienate and restrict access of these communities to the natural resources that they are needy on for their lives and livelihoods.

FOREST LAND DISTRACTION

Distraction of forest land without the approval of Gram Sabha in violation of the Forest Rights Act continues even during the COVID - 19 lock down. It is a substance of apprehension that there has been clearing forest diversion proposals at this time and has issued new guidelines relaxing forest and environmental clearance norms for new leases.

Compensatory Afforestation

There is description of Compensatory Afforestation plantations being conventional out on forest land used by tribals and other customary forest dwellers, together with by Forest Rights Actmework of such areas accessed for community rights. These actions are not only in direct violation of their rights under the Forest Rights Act, but also are causing severe distress to the tribals and forest dwellers in the present situation by impacting their livelihoods and destroying agro biodiversity.

ECOLOGICAL COLLISION APPRAISAL AMENDMENTS

The environment ministry amended the rules for Environment Impact Assessment exempting numerous categories of projects from the requirement of environment clearance without considering the short and long term impacts of such decisions on the livelihood security of the forest dwelling communities. The amendment has also watered down the provision to obtain written consent of Gram Sabha under Forest Rights Act. Moreover, attempts at pushing for post facto environment clearance for projects that already started defying environmental norms are also being made during this period.

OTHER PROBLEMS

Evictions have taken place in some tribal areas and have sustained creating divergence in many areas. There are also reports of deforestation taking place in several areas.

VITAL STEPS SUGGESTED

- Regardless of the COVID - 19 lockdown being in force since March 24, the Central government is yet to come up with a inclusive COVID -19 reaction plan for Kurumba tribals and forest dwelling communities in Nilgiris. Apart from several other suggestions talk about in the statement, these are few steps that instantaneously require

to be taken by the governments.

- The Ministry of Tribal Affairs to set up COVID -19 response cell and issue specific guidelines to address the issues and problems of Kurumba tribals and forest dwellers in Nilgiris.
- The Central Government should organize with the state governments to supply instant relief to the tribal communities in general and Kurumba tribes in particular by ensuring in sequence and awareness, providing health care and testing facilities in the Kurumba tribal areas in Nilgiris, support for Minor Forest Produce collection and sale.
- The Central Government should look into the cases of forest rights violation and eviction due to mining and forest diversions, plantations by forest department, restrictions on access to forest for livelihoods activities, etc.
- The Ministry of Tribal Affairs should also make sure that district and sub-district level officers are well informed about all relevant guidelines and orders related to COVID - 19 and lock-down issued by the centre, states and local administration from time to time and that these are complied with.
- The Ministry of Tribal Affairs should work with state tribal departments to urgently devise effective institutional mechanisms for the collection, storage, procurement and sale of non - timber forest produce during the ongoing collection season. Necessary financial and logistical support should be provided to the Gram Sabhas and forest management committees constituted under Forest Rights Act together with other direct procurement from the gatherers.
- The Ministry of Tribal Affairs should take necessary steps to release the huge compensatory afforestation fund to the Gram Sabhas constituted under Forest Rights Act to support community forest management for generating livelihoods and wage employment for tribals and forest dwellers to deal with

the economic crisis.

- Ensuring support to vulnerable communities such as the PHTGs and pastoral communities.
- Effective implementation of Forest Rights Act, so that communities are more secure in the long run.

CONCLUSION

The deadly coronavirus may not have caused havoc in these far-flung pockets, but mitigation measures, including shutdown and restrictions on movement, have hit them hard. The Kurumba settlements in Nilgiris district seem to be fully aware of the global menace and are enforcing social distancing norms as well as barricading entry points to keep the outsiders away. They are critical not just in sensitizing Kurumba tribals on the coronavirus and restricting outsiders, but also in ensuring the availability of foodgrains and vegetables.

The district administrations have also sought help of newly formed rural squads to enforce the lockdown and facilitate delivery of essential goods to households. On how the tribals' lifestyle is helping them stay safe from Covid-19 Pandemic. They are living close to nature and they eat what they grow. They generally cook food themselves and eat simple food. The clothes are washed each day by ashes of the hearth. Most of the traditional dances and songs are played in such a way that social distance is maintained without any extra effort, it is followed traditionally in a routine matter. The thrust of tribal tradition and culture is on self-reliance.

In Kurumba settlements in Nilgiris, Covid-19 Pandemic is being considered as dangerous infection. So, Kurumba tribes are waiting for the lockdown to lift to perform rituals at village and tribe levels. In times of Corona, people have made white circles at the hand pumps and solar pumps. They made masks with leaves. The cultural values,

life style, world view and ethos did not allow them to have fear psychosis from Covid-19. However, counseling is required to sustain mental health of the Kurumba tribals in Nilgiris.

Overall, Kurumba tribals and other forest-dwelling communities in Nilgiris district have been unfavorably affected by COVID-19 and lockdown measures. The impact of COVID-19 outbreak and lockdown measures on Kurumba tribals and other forest dwellers in Nilgiris comprises concerns shared by Kurumba tribal communities in the study area. It has been compiled from information gathered by activists working on the ground and tribal rights networks from across the Nilgiris district of Tamil Nadu. There is a lack of healthcare facilities in Kurumba tribal areas in Nilgiris district and the lack of an institutional mechanism to address the loss of livelihood from minor forest produces by Kurumba tribals and forest dwellers in the study area.

REFERENCES

1. National Council of Applied Economic Research (1965), "All India Rural Household Survey - Saving Income and Investment", Vol. II, (New Delhi: National Council of Applied Economic Research).
2. Government of India (1995), "Census of India 2011, General Economic Tables Series 28, Part A & B", New Delhi" Government of India Press.
3. Ganguli and Gupta (1976), "Levels of Living in India: An Inter-State Profile", (New Delhi : S. Chand and Company).
4. Nayak and Prasad (1984), "Levels of living of Scheduled Castes and Scheduled Tribes", Economic and Political Weekly, Vol. XIX, No. 30.
5. Bayham J, Fenichel EP (2020), "Impact of school closures for COVID-19 on the US health-care workforce and net mortality a modeling study", *Lancet Public Health* 2020 (published online Apr 3) VIEW AT *Lancet Public Health*
6. Bessiere F, Rocchia H, Deliniere A, et al (2019), " Assessment of QT intervals in a case series of patients with coronavirus disease (COVID-19) infection treated with hydroxychloroquine alone or in combination with azithromycin in an intensive care unit", *JAMA Cardiol (Research Letter)* 2020 (published online May 1) VIEW AT *JAMA Cardiol*
7. Bhatla A, Mayer MM, Adusumalli S, et al (2020), "COVID-19 and cardiac arrhythmias", *Heart Rhythm* (published online Jun 22) VIEW AT *Heart Rhythm*
8. CDC COVID-19 Response Team (2020), "Characteristics of health care personnel with COVID-19—United States", February 12–April 9, 2020. *MMWR* Apr 14;69 VIEW AT *MMWR*
9. CDC COVID-19 Response Team (2020), "Corona virus disease 2019 in Children United States", February 12–April 2, 2020. *MMWR* (published online Apr 6) VIEW AT *MMWR*
10. Chiotos K, Hayes M, Kimberlin DW, et al (2020), "Multicenter initial guidance on use of antiviral for children with COVID-19/SARS-CoV-2", *J Pediatr Infect Dis Soc* 2020 (published online Apr 22) VIEW AT *J Pediatr Infect Dis Soc*
11. Drew DA, Nguyen LH, Steves CJ, et al (2020), "Rapid implementation of mobile technology for real-time epidemiology of COVID-19", *Science* 2020 (published online May 5) VIEW AT *Science*
12. Gold JA, Wong KK, Szablewski CM, et al (2020), "Characteristics and clinical outcomes of adult patients hospitalized with COVID-19", Georgia, March 2020. *MMWR* 2020 Apr 29;69 VIEW AT *MMWR*
13. Hartnett KP, Kite-Powell A, DeVies J, et al (2020), "Impact of the COVID-19 pandemic on emergency department visits", United States, January 1, 2019–May 30, 2020. *MMWR* (published online Jun 3) VIEW AT *MMWR*
14. Jordan MA, Rudman SL, Villarino E, et al (2020), "for the CDC COVID-19 Response Team. Evidence for limited early spread of COVID-19 within the United States", January-February 2020. *MMWR* 2020 (published online May 29) VIEW AT *MMWR*.

2. ROLE OF WOMEN ENTREPRENEURS IN INDIA – PROBLEMS AND OPPORTUNITIES

DEEPTHI POREDDY, *Assistant Professor, Vaagdevi College of Engineering (MCA), Bollikunta Warangal, deepthi.poreddy@gmail.com.*

ABSTRACT

Women's development has been considered the key to the overall development of the nation. The educated women do not want their lives to stay in the four walls of the house. They demand equal respect from their partners. Today in India with growing population we want to take necessary steps to nurture entrepreneurship particularly women empowerment through entrepreneurship. In this process women need to realize their strength, weaknesses, opportunities and threats to come out their potential in order to achieve their goals. Moreover they want new opportunities for self-fulfilment. The opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into creators. They are emerging as designers, interior decorators, publishers, manufacturers and still exploring new avenues of economic participation. This paper highlights the problems and opportunities of women entrepreneurs in India.

KEYWORDS

WOMAN Entrepreneur, Entrepreneurship, Problems, Opportunities, Fulfilment

INTRODUCTION

Women entrepreneurship has been recognised as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions

to management, organisation and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and cultural practices, lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. Women entrepreneur is a person who accepts various challenging roles to meet the personal needs and become economically independent. A strong desire to do something positive is an inbuilt talent of entrepreneurial women, who are capable of contributing values in both family and social life. Women entrepreneurs are having confidence to initiate, organize and operate a business enterprise.

OBJECTIVES OF THE STUDY

- To know the status of women entrepreneurs in India
- To study various problems faced by women entrepreneurs in India
- To know the future opportunities for the development of women entrepreneurs in India.

WOMEN ENTREPRENEURSHIP IN INDIA

It is appraised that presently women entrepreneurs comprise 15% of the total entrepreneurs in India. "Women Entrepreneurship means the act of

businessownership and business creation that empowers women economically and increases their strength as well as position. Indian women business owners are changing the style of businesses today, both literally and figuratively. The dynamic growth and expansion of women oriented is one of the defining trends of the past decade, and all indicators are that it will continue unchanged. For more than a decade the number of women owned businesses has grown at one-and-a-half to two times the rate of all businesses. The expansion in revenues and employment has far exceeded the growth in numbers.

PROBLEMS OF WOMEN ENTREPRENEURS

1. Gender Inequality

India is a male dominated traditional society where women are not supposed to be equal to men folk. They are treated as subordinate to husband and men. They are physically weak and lesser confident to take the responsibility as entrepreneur.

2. Low Risk Bearing Capacity

Women in India are by nature weak, shy and mild. They cannot bear risk which is essential for running the business due to lack of education, training and financial support.

3. Lack of Financial Support

Women entrepreneurs suffer a lot in raising and meeting financial needs of the business. Bankers, creditors and financial institutions are not coming forward to provide financial assistance to women borrowers on the ground of less creditworthiness and more chances of failure.

4. Legal Formalities

Fulfilling the legal formalities required for running the enterprise becomes an uphill task on the part of women entrepreneur because of prevalence of corrupt practices in government offices and delay of various licences. In such situations women entrepreneurs find it hard to concentrate on smooth

working of the business.

5. Limited Managerial Ability

Women entrepreneurs are not efficient in managerial functions like planning, organising, controlling, motivating and coordinating etc. therefore less and limited managerial ability of women has become a problem for them to run the business successfully

6. Obsolescence of Technology

Women entrepreneurs face technology obsolescence due to slow adoption to changing technology which is a major factor of high cost of production

7. Insufficient Training Programs

In India women are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training.

8. Socio- Cultural Barriers

Women's family and personal obligations are sometimes a great barrier for succeeding in business career. In India only few women are able to manage both home and business efficiently, devoting enough time and energy to perform all their responsibilities successfully.

OPPORTUNITIES OF INDIAN WOMEN ENTREPRENEURS

Women entrepreneurs believe good enough to contribute for the society well-being in order to tap the opportunities in entrepreneurship. They have many responsibilities towards society betterment. In recent days woman entrepreneurs are performing extremely fantastic.

- Eco-friendly technology
- Bio-technology
- IT enabled enterprises
- Event management
- Tourism industry
- Telecommunication
- Plastic materials
- Vermiculture
- Mineral water
- Sericulture
- Floriculture
- Herbal & health care
- Food, fruits & vegetable processing

REVIEW OF LITERATURE

Bowen & Hisrich (1986) compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summarizes various studies in this way that female entrepreneurs are relatively well educated general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have first born or only children, unlikely start business in traditionally male dominated industries & experiencing a need of additional managerial training.

Cohon, Wadhwa & Mitchell, (2010), present a detailed exploration of men & women entrepreneur's motivations background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies'. The study identifies top five financial and psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of start-up culture, a long standing desire to own their own company and working with someone else did not appeal them.

Singh, 2008, identifies the reasons and influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles and challenges. He mentioned the obstacles in the growth of entrepreneurship and mainly lack of interaction with successful entrepreneurs, social unacceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking

institutional framework, projecting and pulling to grow and support the winners.

SUGGESTIONS

There should be a continuous attempt to inspire, encourage, motivate and operate women entrepreneurs. Government should encourage and support women by providing infrastructural facilities, finance, training programmes, skill development programmes etc. An awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.

Vocational training to be extended to women community that enables them to understand the production process and production management.

Skill development to be done in women industrial training institutes.

Women entrepreneur guidance cell may be set up to handle the various problems of women entrepreneurs.

CONCLUSION

Women have the potential and determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the society in general and family members in particular is required to help them scale new heights in their business ventures. The right kind of assistance from family, society and government can make these women entrepreneurs a part of the main stream of national economy and they can contribute to the economic progress of India in this era of globalisation.

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in the business

Women entrepreneurs must be moulded properly with entrepreneurial

traits and skills to meet the changes in the trends, challenges in global markets and also competent enough to sustain and drive for excellence in the entrepreneurial arena.

REFERENCES

1. Vasant Desai (2010) "Dynamics of Entrepreneurial Development and Management". Himalaya Publishing House
2. D. Padmavathi (2002), "training Women for Entrepreneurship Social Welfare".
3. Renu Arora and S.k Sood, "Fundamentals of Entrepreneurship and Small Business". Kalyani Publishers
4. www.wikipedia.com
5. www.icfajournals.com

3. ISSUES AND CHALLENGES OF HAND WASHING WITH PARTICULAR REFERENCE TO PREVENTION OF COVID -19

MS. DIVYA, *M.Phil Research Scholar, PG & Research Department of Economics, Quaid E Millath Government College For Women (A), Chennai.*

Dr.J.MAHESWARI, *Assistant Professor & Research Supervisor, PG & Research Department Of Economics, Quaid E Millath Government College For Women(A), Chennai.*

ABSTRACT

Hand washing also known as hand hygiene, is the act of cleaning one's hands with soap and water to remove viruses/bacteria/germs/microorganisms. If water and soap are not available, hands can be cleaned with ash although the benefits and harms are uncertain for reducing the spread of viral or bacterial infections. This is especially important for people who handle food or work in the medical field, but also an important practice for the general public. Hand hygiene is one of the most important element of infection control activities.

KEYWORDS : Hand hygiene, covid-19

INTRODUCTION

Hygiene is closely correlated with human health. of the Sustainable Development Goals (Target 6.2) recognizes that access to facilities allowing good hygiene and sanitation should be universal, and especially important to women and girls, and those in vulnerable situations. Hand hygiene is regarded as one of the most important element of infection control activities. In the wake of the growing burden of health care associated infections (HCAIs), the increasing severity of illness and complexity of treatment, superimposed by multi-drug resistant

(MDR) pathogen infections, health care practitioners (HCPs) are reversing back to the basics of infection preventions by simple measures like hand hygiene. This is because enough scientific evidence supports the observation that if properly implemented, hand hygiene alone can significantly reduce the risk of cross-transmission of infection in healthcare facilities (HCFs).

The availability of a basic handwashing facility is a prerequisite for basic hygiene facilities on premises, and is a useful proxy for hygienic behaviour.

NEED FOR HAND WASHING

Handwashing with soap, when done correctly, is critical in the fight against the novel coronavirus disease (COVID-19), but millions of people have no ready access to a place to wash their hands, UNICEF said today. In total, only 3 out of 5 people worldwide have basic handwashing facilities, according to the latest data. As the pandemic continues its spread, UNICEF is reminding the public of the importance of handwashing as a key prevention measure against COVID-19 and urging renewed efforts to provide access to this most basic of public health interventions around the world. "Handwashing with soap is one of the cheapest, most effective things you can do to protect yourself and others against

coronavirus, as well as many other infectious diseases. Yet for billions, even this most basic of steps is simply out of reach.” (Sanjay Wijesekera, UNICEF Director of Programmes)

In many parts of the world, children, parents, teachers, healthcare workers and other members of the community do not have access to basic handwashing facilities at home, in healthcare facilities, schools or elsewhere. UNICEF works around the world to ensure children and their parents have access to appropriate handwashing facilities. Additionally, UNICEF promotes handwashing in over 90 countries, working with governments to develop handwashing policies, strategies and action plans. According to the latest estimates:

- 40 per cent of the world’s population, or 3 billion people, do not have a handwashing facility with water and soap at home. Nearly three quarters of the people in least developed countries lack basic handwashing facilities at home.
- 47 per cent of schools lacked a handwashing facility with water and soap affecting 900 million school-age children. Over one third of schools worldwide and half of schools in the least developed countries have no place for children to wash their hands at all.
- 16 per cent of healthcare facilities, or around 1 in 6, have no hygiene service, meaning they lack hand hygiene facilities where patients receive care, as well as soap and water at toilets.
- Urban populations are particularly at risk of viral respiratory infections due to population density and more frequent public gatherings in crowded spaces like markets, public transport or places of worship. People living in urban poor slums – the worst form of informal settlement – are particularly at risk. As a result, handwashing becomes even more important.

- In sub-Saharan Africa, 63 per cent of people in urban areas, or 258 million people, lack access to handwashing. Some 47 per cent of urban South Africans, for example, or 18 million people, lack basic handwashing facilities at home with the richest urban dwellers nearly 12 times more likely to have access to handwashing facility.

- In Central and South Asia, 22 per cent of people in urban areas, or 153 million people, lack access to handwashing. Nearly 50 per cent of urban Bangladeshis, for example, or 29 million people; and 20 per cent of urban Indians, or 91 million, lack basic handwashing facilities at home.

- In East Asia, 28 per cent of urban Indonesians, or 41 million people, and 15 per cent of urban Filipinos, or 7 million people, lack basic handwashing facilities at home.

- People with basic handwashing facilities including soap and water, urban (% of urban population) varies by country. The shade of the country corresponds to the magnitude of the indicator. The darker the shade, the higher the value. The country with the highest value in the world is Turkmenistan, with a value of 100.00. The country with the lowest value in the world is Liberia, with a value of 1.76.

Handwashing is also key to protect health workers from infection and prevent the spread of COVID-19 and other infections in healthcare facilities. As the coronavirus response takes its toll on the health services in the affected countries, the practice of handwashing with soap is even more important in warding off common respiratory and diarrhoeal diseases.

As part of their coronavirus response, UNICEF is also reminding the public of the best way to wash their hands properly:

1. Wet hands with running water
2. Apply enough soap to cover wet hands

3.Scrub all surfaces of the hands – including back of hands, between fingers and under nails – for at least 20 seconds.

4.Rinse thoroughly with running water

5.Dry hands with a clean cloth or single-use towe

The WHO guidelines on “Hand Hygiene in Healthcare” describe five key situations where hand washing is required

- Before touching a patient
- Before a clean or aseptic procedure
- After body fluid exposure risk
- After touching a patient
- After touching patient surroundings

The Moments for Hand Hygiene (WHO)

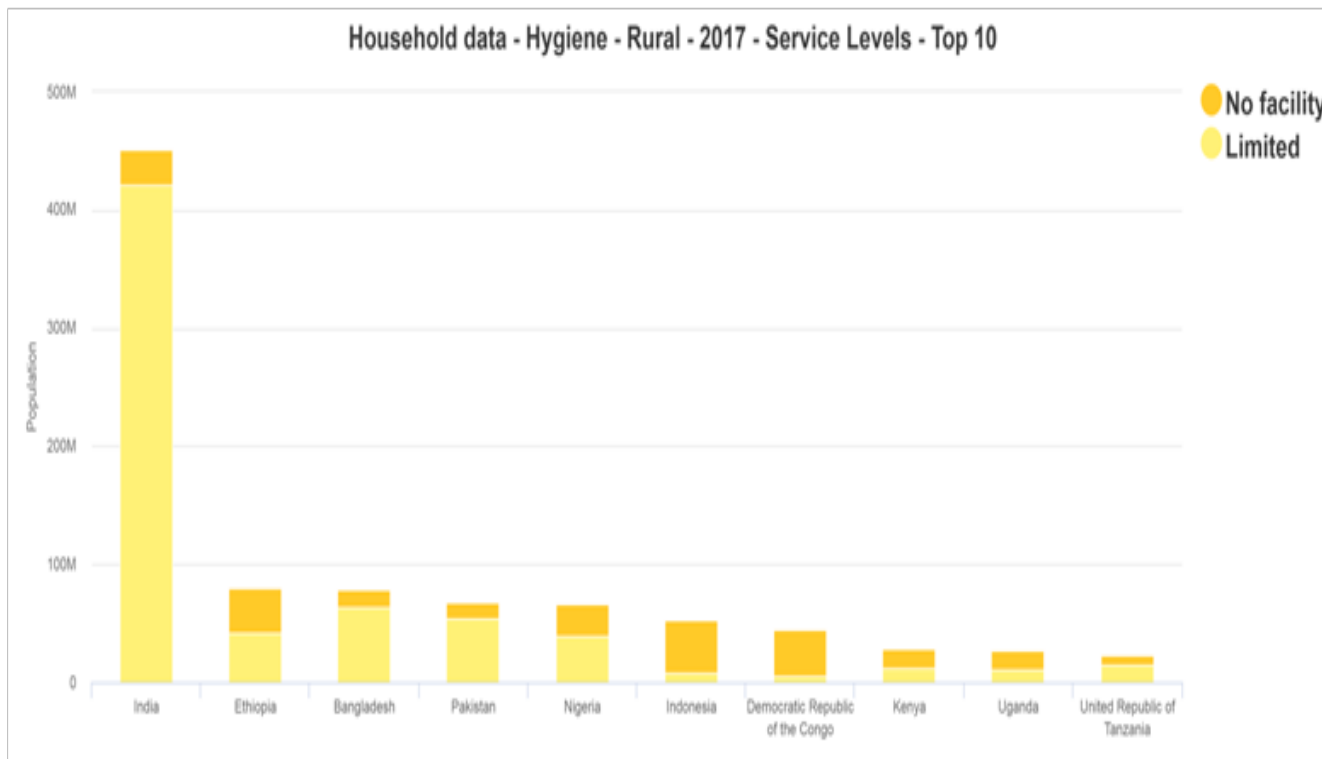


HAND HYGIENE IN INDIA

There is a debate about the reliability of surveys on handwashing and how statistics are captured. According to a national survey in 2011-12, 63% of households reported usually washing their hands with soap after defecation, a low figure for a country where toilet paper is rarely used.

More recent research conducted in India has, however, shown that the most reliable statistics about

hygiene practices are derived from an environmental check in which fieldworkers inspect the house for the presence of a water source with soap where people wash their hands. In India’s national demographic survey coordinated by the International Institute for Population Sciences in 2015-16, it was found that 39.8% of households had no soap or no water, a situation often explained by the absence of soap during the survey.



The chart indicates the people living in households in rural areas in 2017 as regards hygiene concerns. Handwashing facilities may be fixed or mobile and include a sink with tap water, buckets with taps, tippy-taps, and jugs or basins designated for handwashing. Soap includes bar soap, liquid soap, powder detergent, and soapy water but does not include ash, soil, sand or other handwashing agents. Across states, rural areas have lower access to a drinking source in their premises compared with urban areas. Limited access to water and the absence of hygiene could pose significant challenges in the fight against the coronavirus pandemic in several parts of rural India. If the gains from the lockdown were to be sustained, these issues would require urgent attention.

REFERENCES

1. World health organisation, "WHO Guidelines on hand hygiene in health care" 21 July 2008, Retrieved.
2. WHO Guidelines on hand hygiene in the health care: Retrieved
3. "UNICEF Malawi" 5 Jan 2020, www.unicef.org. Retrieved.
4. "The right way to wash your hands", 7 Mar 2020, [mayoclinic](http://mayoclinic.com), Retrieved
5. Books on hand washing: "Clean Hands save lives", Retrieved.
6. Hand washing: Why It's so Important.

4. AN ANALYSIS OF AIR POLLUTION AND HUMAN HEALTH EFFECTS

Mrs. A.SUBASHINI., M.A., M.Phil. B.Ed.,*Research. Scholar-Kandaswami Naidu College for women, Cuddalore.E mail Id :rajasekarans1979@gmail.com*

ABSTRACT

Hazardous chemicals escape to the environment by a number of natural and/or anthropogenic activities and may cause adverse effects on human health and the environment. Increased combustion of fossil fuels in the last century is responsible for the progressive change in the atmospheric composition. Air pollutants, such as carbon monoxide (CO), sulfur dioxide (SO₂), nitrogen oxides (NO_x), volatile organic compounds (VOCs), ozone (O₃), heavy metals, and respirable particulate matter, differ in their chemical composition, reaction properties, emission, time of disintegration and ability to diffuse in long or short distances. Air pollution has both acute and chronic effects on human health, affecting a number of different systems and organs. It ranges from minor upper respiratory irritation to chronic respiratory and heart disease, lung cancer, acute respiratory infections in children and chronic bronchitis in adults, aggravating pre-existing heart and lung disease, or asthmatic attacks. In addition, short- and long-term exposures have also been linked with premature mortality and reduced life expectancy. This paper discussed about effects of air pollutants on human health.

KEYWORDS

Air pollutant; Human health; Environment.

INTRODUCTION

Although a number of physical activities (volcanoes, fire, etc.) may release different pollutants in the environment, anthropogenic activities are the major cause of environmental air pollution. Hazardous chemicals can escape to the environment by accident, but a number of air pollutants are released from industrial facilities and other activities and may cause adverse effects on human health and the environment. By definition, an air pollutant is any substance which may harm humans, animals, vegetation or material. As far as humans are concerned an air pollutant may cause or contribute to an increase in mortality or serious illness or may pose a present or potential hazard to human health. The determination of whether or not a substance poses a health risk to humans is based on clinical, epidemiological, and/or animal studies which demonstrate that exposure to a substance is associated with health effects. In the context of human health, "risk" is the probability that a noxious health effects may occur.

OBJECTIVES OF THE STUDY

1. To study the impact of air Pollution on Human health.
2. To Study the Air Quality of Indian scenario.
3. To obtain the knowledge and understanding necessary for developing preventive and corrective measures.

REVIEW OF LITERATURE

The World Commission on Environment and Development (WCED) opines that "the future is to face ever increasing environmental decay, poverty, hardship and an even more polluted world".

Aziz (1992) observes that urban environmental issues are tending to assume an important dimension especially in developing countries since there is a rapid increase both in the number of cities and in the urban population.

Nagdeve (2007) argues that both population growth and un-sustainable development are a cause for concern in India. Population size and growth tend to expand and accelerate these human impacts on the environment. The biggest concern is that the increasing population will grow to such an extent in future that it will cause overall scarcity of resources.

According to **NEERI (2002)** the share of PM10 in the metropolitan city of Mumbai is as follows: Transport: 32 percent, 45 percent from industry, 18 percent from area sources, and 5 percent from building and road construction.

Air pollutants do not only restrict their impact to causing impaired health conditions, but they greatly influence the global problem of climate change caused due to the release of the Green House Gases (GHGs). Mumbai being a coastal city and most of its population living in the lowlying areas, people will be greatly affected by climate change. (MCGM, 2011)

METHODOLOGY

This study based on secondary data. The data were collected from books, journals, magazines and published articles from leading journals.

AIR

The air we breathe is heavy with toxins. Air pollution is responsible for half the cases of chronic coughing in urban children and facilitates the spread of

respiratory infection. In the poor and developing countries, air pollution in the form of soot and smoke has increased. More than one billion urban residents worldwide breathe air that does not meet WHO air quality standards (Sharma, 2001). In developing countries, indoor air pollution is largely attributed to smoking and the use of biomass for cooking (Rehfuess et al., 2006).

This indicator provides a measure of the state of the environment in terms of air quality and is an indirect measure of population exposure to air pollution. The air we breathe contains varying levels of pollutants such as particulate matter, sulfur dioxide, oxides of nitrogen, ozone, carbon monoxide and volatile organic compounds derived from motor vehicles, industry, housing and commercial sources. Despite efforts to reduce pollution levels, they continue to pose risks to human health. Epidemiological evidence shows that various health effects, including illness and death from respiratory and cardiovascular diseases, are associated with air pollutants. Exposure to air pollutants may lead to short-term effects such as reduced visibility, headaches, allergic reactions, irritation to the eyes, nose and throat, and longer term effects such as breathing difficulties, asthma and various chronic respiratory illnesses such as lung cancer and heart disease. Indoor air pollution is responsible for over 1.5 million deaths from Environment and Health Environmental Health Perspectives of a Panchayat in Idukki District of Western Ghats 15 respiratory infection per year and for 2.7 percent of the global burden of disease (WHO, 2006). In infants and young children, the effects can be far more (Smith et al., 2004). Children with asthma are believed to be particularly sensitive to air pollution. Air pollution may also act synergistically with other environmental factors to worsen asthma.

HEALTH IMPACT OF SPECIFIC AIR POLLUTANTS

Some of these gases can seriously and adversely affect the health of the population and should be given due attention by the concerned authority. The gases mentioned below are mainly outdoor air pollutants but some of them can and do occur indoor depending on the source and the circumstances.

- **TOBACCO SMOKE**

Tobacco smoke generates a wide range of harmful chemicals and is a major cause of ill health, as it is known to cause cancer, not only to the smoker but affecting passive smokers too. It is well-known that smoking affects the passive smoker (the person who is in the vicinity of a smoker and is not himself/herself a smoker) ranging from burning sensation in the eyes or nose, and throat irritation, to cancer, bronchitis, severe asthma, and a decrease in lung function.

- **BIOLOGICAL POLLUTANTS**

These are mostly allergens that can cause asthma, hay fever, and other allergic diseases.

LEAD: Prolonged exposure can cause damage to the nervous system, digestive problems, and in some cases cause cancer. It is especially hazardous to small children.

RADON: A radioactive gas that can accumulate inside the house, it

originates from the rocks and soil under the house and its level is dominated by the outdoor air and also to some extent the other gases being emitted indoors. Exposure to this gas increases the risk of lung cancer.

OZONE: Exposure to this gas makes our eyes itch, burn, and water and it has also been associated with increase in respiratory disorders such as asthma. It lowers our resistance to colds and pneumonia.

CARBON MONOXIDE: CO(carbon monoxide) combines with haemoglobin to lessen the amount of oxygen that enters our blood through our lungs. The binding with other haeme proteins causes changes in the function of the affected organs such as the brain and the cardiovascular system, and also the developing foetus. It can impair our concentration, slow our reflexes, and make us confused and sleepy.

AIR POLLUTION IMPACTS ON RESPIRATORY HEALTH

In 2012 alone, 7 million deaths in the world were attributable to the combined effects of ambient (3.7 million) and household (4.3 million) air pollution (WHO, 2015). Ischemic heart disease is at the forefront in this ranking of causes, and COPD, lower respiratory infections, lung cancer are also amongst the top five causes of deaths worldwide.

TABLE: 1

PERCENTAGE OF TOTAL GLOBAL DEATHS DUE TO CAUSES THAT ARE ATTRIBUTED TO AIR POLLUTION

Years	Chronic Obstructive Pulmonary Disease	Lower Respiratory Infections	Pneumoconiosis	Other Chronic Respiratory Diseases	Total
1990	6.7	7.3	0.4	0.6	15
1995	6.3	6.7	0.3	0.6	13.9
2000	5.7	6.1	0.3	0.5	12.6
2005	5.4	5.5	0.2	0.5	11.6
2010	5.5	5.3	0.2	0.6	11.6

Source: WHO 2015

Table 1 presents data for every five years from 1990 to 2010 for the percentage of total global deaths due to causes attributed to air pollution categorized under three main diseases. As per the data observations, it can be said that the total global deaths due to all the major respiratory diseases seem to be reducing systematically for the time period in consideration. This is also due to the improvements made over these years, 1990 to 2010, in the quality, accessibility and availability of health services and medicines, that are being provided to the geographical areas where treatment from the illnesses are required. There is insufficient data to be able to state that the percentage of total global deaths that are attributed to air pollution have reduced over these years due to improvements in global air quality.

INDIAN SCENARIO

Deterioration of India's air quality has been accentuated by industrialization and urbanization. While India's gross domestic product has increased 2.5 times over the past two decades, vehicular pollution has increased eight times, while pollution from industries has quadrupled. Household energy consumption also cannot be ignored in this respect. Households are a major consumer of energy and contribute, to a large extent, to the total energy use of the nation. At present, the share of direct energy use of households in India is about 40% of the total direct commercial and non-commercial indigenous energy use (Pachauri and Spreng, 2002). If, in addition, one takes into account the indirect or embodied energy in all goods and services purchased by households, then about 70% of the total energy use of the economy can be related to the household sector, the remaining 30% comprise the energy requirements of government consumption, investments and net imports (Pachauri and Spreng,

2002). The distribution of population with regard to energy consumption also shows that over 60% have a per capita total household energy requirement of less than 0.5kw per year. In addition to the wide disparities in the quantities of energy used, there are large variations in the types of energy used and pattern of consumption among households.

A survey by Central Pollution Control Board India (CPCB, 2000) has identified 23 Indian cities to be critically polluted. 12 major metropolitan cities in India produce 352 tonnes of oxides of nitrogen, 1916 tonnes of carbon mono oxides from vehicular emission and 672 tonnes of hydrocarbon. The CO, SO₂ and NO_x in the ambient air of India are above the WHO safe limit. WHO annual mean guidelines for air quality standards are 90 micrograms per cubic meter for total suspended particulates, and 50 for sulphur dioxide and nitrogen dioxide (World Development Indicators, 2000). The total urban air pollution of SO₂ and NO_x from major cities in India are 300 micrograms per cubic meter and 250 microgram per cubic meter during 2004 (World Development Report, 2005). Deterioration of air quality is a problem. A majority of the 300 million urban Indians, about 30% of India's population is directly experiencing this (Gurjar et al., 2008). Recently an Environment and Forest Ministry Report, Government of India, released on September 14, 2007 has identified 51 cities that do not meet the prescribed Respirable Particulate Matter (RSPM) levels, specified under the National Ambient Air Quality Standards (NAAQS). In 2005, an Environmental Sustainability Index (ESI) placed India at 101st position among 146 countries (Environmental Pollution in India, 2008).

CONCLUSION

Air pollution is a serious environmental concerns all around the globe. Over the last few decades, the intensified process

of industrialization and urbanization, coupled with rapid population growth has resulted in severe environmental degradation. In particular, harmful pollutants such as Sulphur Dioxide (SO₂), Nitrogen Dioxide (NO₂), Ozone (O₃), Total Suspended Particles Matter (TSPM) etc, are emitted and these pollutants even exceed air quality guidelines recommended by the World Health Organization (WHO, 2005). This brief review presents the adverse effects of a number of (air) pollutants in human health. As shown, major impairments of different organs can be observed. The main conclusion drawn is that, in view of increased exposure of humans to a diversity of pollutants, dietary interventions, rich in plant-derived foods, may protect or decrease their effects on different organs.

REFERENCES

1. Greenstone M., Nilekani J, Pande R, Ryan N, Sudarshan A and Sugathan A (2015). *Lower Pollution, Longer Lives: Life Expectancy Gains if India Reduced Particulate Matter Pollution. Economic and Political Weekly. Vol I No 8*
2. Ministry of Health and Family Welfare, Government of India (2012). *National action plan and monitoring framework for prevention and control of NCDs. New Delhi, India: GOI.*
3. TERI (The Energy and Resources Institute). 2009. *GREEN India 2047 Renewed: Looking Back to Change Track. New Delhi: TERI.*

5.THE NEW ERA OF DIFFERENT TYPES OF DIGITAL MARKETING FOR ECONOMY GROWTH IN INDIA

Mr.J.KUMARAVADIVELAN, M.Com.,M.Phil.,M.B.A.,DPCP.,(TNSET)., *Assistant Professor & Head In Commerce Shift –II, Pachaiyappa’s College For Men, Kanchipuram.Tamilnadu - 631502,Email Id: Kumaravadivelanjt@Gmail.com, Whatsapp Mobile No: 9600999821.*

ABSTRACT

In India digital marketing team is connect with umbrella team for marketing of the product or service utilizing digital technology, primarily on the net, show advertising, and the other digital medium, however additionally as well as mobile phones. Digital marketing activities square measure search engine optimisation, computer programme marketing, content marketing, and content automation, campaign marketing, and social media marketing, social media optimisation, e-commerce marketing, show advertising, and the other of digital media, e-mail marketing , optical disks and games ,callback and on-hold mobile ring tones. Latest digital marketing trends India they are: Search and e-commerce can transcend Google to Face book and twitter, Snap chat, Link to very engaged audience with live video streaming. During this study reference to getting into numerous kinds of digital marketing era for economy growth in India.

KEYWORDS

Digital Marketing, 7 Golden Values, Different Types of Digital Marketing.

INTRODUCTION

Traditional marketing channels fail to produce instant feedback and reports

about who saw or detected and took action. Digital marketing, on the opposite hand, refers to marketing ways that enable organizations to check however a campaign is acting in period, like what’s being viewed, how often, how long, furthermore as alternative statistics like sales conversions.

Digital marketing in business could be a type of marketing communication accustomed encourage, persuade, or manipulate associate audience to require or still take some action. Most typically, the specified result’s to drive client behavior with relation to an ad providing. Digital marketing is generally done by Company digital marketing team or third party referred to as Digital marketing agency. A digital marketing agency could be a service primarily based business dedicated to making, planning, and handling net marketing for its shoppers. Digital marketing agency is freelance from the shopper and provides an outdoor purpose of read to the trouble of commercialism the client’s product or services. Bureau can even handle overall marketing and stigmatization ways and classified ads for its shoppers. You’ll be able to see this gradual growth since early twentieth century. web User Doubles = Business Competitors Doubles = Digital marketing Grows Day to day each physical businesses are migrating to

on-line, thanks to constant growth on web users. Example, Amazon, Flipkart and Snapdeal are the important time proofs, they're perpetually raising their business targeting customers from all sources like PCs, mobile & tablets.

In digital marketing, a news and analytics engine may be bedded inside a campaign that permits the organization or whole to watch in period however a campaign is acting, like what's being viewed, how often, how long, furthermore as alternative actions like response rates and purchases created.

- The use of digital marketing within the digital era not solely permits for brands to plug their product and services however additionally offers on-line client support through 24x7 services to create the client feel supported and valued.

- The use of social media in digital marketing interaction permits brands to receive each positive and feedback from their customers furthermore as confirm what media platforms work well for them.

✓ Digital marketing provides augmented advantage for brands and businesses.

The hottest forthcoming digital marketing trends are: economical content marketing, Everything mobile, a lot of price or video marketing, marketing Analytics, New payment technique, New technology like increased Reality and wearable technology, a lot of target customers creates a lot of sales, Social Media marketing is that the use of Social Media's and Communities to come up with Public awareness of a product or services. social media marketing activities by delivering your whole and marketing message as posts, links, displays, images, video, articles, news, short stories, queries etc.

BUSINESS RELATIONS ARE SUPPORTED THE '7 GOLDEN VALUES':

✓ Adherence to shoppers Policies

- ✓ Transparency within the method
- ✓ Integrity
- ✓ Client Satisfaction
- ✓ Respect for point in time Commitments
- ✓ Privacy & Building long run Relationship with our shoppers.
- ✓ Value for cash

Digital marketing is associate umbrella term for the marketing of product or services victimization digital technologies, in the main on the web, however additionally together with mobile phones, show advertising, and the other digital medium. The manner within which digital marketing has developed since the 1990s and 2000s has modified the manner brands and businesses utilize technology and digital marketing for his or her marketing. Digital marketing campaigns have become a lot of current furthermore as economical, as digital platforms are progressively incorporated into marketing plans and lifestyle, and as people use digital devices rather than planning to physical outlets.

DIFFERENT TYPES OF DIGITAL MARKETING

Digital marketing is split majorly into twelve kinds were as follows:

1. Search Engine Optimization (SEO)

SEO stands for Search Engine Optimisation. It's the tactic of getting traffic from the free, organic, editorial, or natural search results on the search engines. Simply put, it's the name given to the activity that tries to enhance computer program rankings. In several respects, it's merely internal control for websites.

SEO could target totally different forms of search, together with image search, native search, video search, and news search engines. Using a sound SEO strategy can assist you position your website} properly to be found at the foremost essential points within the

shopping for method or once folks would like your site.

2. Social Media Marketing

Social media nowadays is actually spoken marketing. Obtaining people to attach with you on-line within the social arena helps unfold the word regarding what your company is and what are your product and services. it's involves things like participating your target market on your Social Media channels like Facebook, Twitter, LinkedIn, Instagram etc. to extend client engagement and switch it into real sales over a amount of your time.

3. Content Marketing

Content marketing ultimately aims to drive profitable client action. Content marketing is associate umbrella term covering a collection of ways, techniques, and ways to satisfy business and client goals by victimization the foremost relevant content to serve, attract, convert, retain, and have interaction customers. It's a apply currently being employed by eighty six of companies nowadays. However, effective content marketing isn't very easy to search out.

Goals Of Content Marketing

The content marketing perspective, we have a tendency to see that marketers target some key goals like –

- ✓ Brand awareness
- ✓ Lead generation
- ✓ Engagement
- ✓ Sales
- ✓ Lead nurturing
- ✓ Customer retention and loyalty
- ✓ Customer discourse
- ✓ Up-marketing and cross-marketing

Although these are the standard goals found in content research, plan of the box and appearance at the goals of your "audiences".

4. E - Mail Marketing

E - Mail marketing is associate economical thanks to keep connected along with your shoppers whereas

additionally marketing your business. Doing so, you'll be able to simply and quickly reach target markets while not the requirement for giant quantities of print area, television or radio time, or high production prices.

E - Mail marketing may be dole out by:

- ✓ Email newsletters
- ✓ Digests
- ✓ Dedicated Emails
- ✓ Lead Nurturing
- ✓ Sponsorship Emails
- ✓ Transactional Emails

5. Mobile Marketing

Mobile marketing will give the purchasers with time and site sensitive, personalised data that promotes product, services, and ideas. Mobile marketing is comparable to advertising delivered over alternative electronic channels like text, graphic and voice messages.

✓ SMS electronic communication (text messaging) is presently the foremost common delivery channel for mobile marketing.

✓ Search engine marketing is that the second-most common channel, followed by display-based campaigns.

6. Pay Per Click (PPC)

Pay Per Click, normally referred to as PPC, refers to a model of web marketing within which advertisers pay a fee on every occasion one among their ads is clicked. Pay-per-click is calculated by dividing the advertising price by the amount of clicks generated by an advertise.

The basic formula is:

Pay-per-click = Advertising price ÷ Ads clicked

Essentially, PPC could be a manner of shopping for visits to your web site, instead of trying to earn visits organically.

7. Conversion Rate optimisation (CRO)

Whatever is also the final word goal of your web site, a conversion is that the winning completion of that action. Electronic equipment is that the

method of optimizing the positioning to extend the chance those guests can complete a selected action.

Conversion Rate optimisation is:

✓ A structured and systematic approach to raising the performance of the web site.

✓ Defined by the website's distinctive objectives and desires (KPIs).

✓ Taking the traffic that you just have already got and creating the foremost of it.

8. Face book

It has 1.28 billion active users and is presently the most important social network – that adds up to tons of potential whole exposure.

Your Face book Page makes your business:

✓ Discoverable – once folks hunt for you on Face book, they'll be ready to realize you.

✓ Connected – Have one-on-one conversations along with your customers, World Health Organization will like your page, browse your posts and share them with friends, and sign on after they visit.

✓ Timely – Your page will assist you reach massive teams of individuals often, with messages tailored to their wants and interests.

✓ Insightful – Analytics on your page can offer you a deeper understanding of your customers and your marketing activities.

9. Pinterest Pins

On Pinterest, every Pin is a thought - a present, recipe, or perhaps a quote. They perpetually purpose back to the web sites they came from (like yours!) If you add the Save button to your site, folks will use it to feature your content to Pinterest. Pinterest pins are a hundred times a lot of spreadable than a tweet, with the re - tweet average hit just one.4%. The every board tells a singular story regarding what that person cares regarding.

10. Twitter

In this many innumerable users and over five hundred million tweets being sent daily, there's a good chance for businesses to succeed in a worldwide audience of recent and existing customers through Twitter.

Twitter could be a social communication tool wherever folks broadcast short messages. These messages, referred to as tweets, are restricted to one hundred forty characters long. As a Twitter user, you decide on that others you want to follow; once you follow somebody, their tweets show up in an exceedingly list referred to as your Twitter stream. Anyone World Health Organization chooses to follow you'll see your tweets in their stream. it's not necessary to follow everybody World Health Organization follows you, and not everybody you select to follow can follow you back.

Conversations on Twitter are rather like the face-to-face encounters you have got with customers daily. Compelling content can assist you attract new followers and keep them engaged over time, building awareness of your whole associated declarative yourself or your whole as an authority within the trade or niche space.

11. LinkedIn

It may be a robust tool for people and firms trying to create new connections, generate leads, and build their whole. Additionally to being a good thanks to recruit new talent, LinkedIn marketing could be a possible prime marketing tool to use for B2B businesses. It systematically proves to be the platform of alternative for marketing product launches and lead generation. A comprehensive LinkedIn marketing strategy needs current management, monitoring, analysis, and changes.

12. YouTube

YouTube is not any longer a replacement platform; it's over 10 years old! But, it's seeing tremendous growth. If it isn't already a section of your

on-line marketing strategy, it has to be. However what kinds of YouTube videos must you is making? The secret is to search out the place wherever, what your whole stands for and what your audience cares regarding come across.

3. <https://media3.bournemouth.ac.uk/marketing/02defining/02ddefining.html>
4. <https://www.economist.com/node/16220584>
5. Search engine: [www. google.com](http://www.google.com)
6. <https://tutorial.com>

CONCLUSION

It all boils right down to one factor – perpetually assessing wherever you’re in terms of marketing objectives and wherever you would like to be in each the close to and much future is that the solely factor that may assist you grow your business. No matter reasonably digital marketing you favour over the opposite, it’s vital to distribute your marketing efforts and track campaign results from time to time. Having a team of competent digital marketing professionals, whether or not in-house or otherwise, who is well-versed with the corporate mission and vision is additionally a requirement. If you have got any questions on digital marketing or suggestions about future posts, do allow us to apprehend. And for everything associated with the newest in on-line marketing trends.

REFERENCES

(i) Books and Journals:

1. *Andaleeb, S.S. and Hasan, K. (Ed.) (2016), Strategic Marketing Management in Asia, Emerald Group Limited.*
2. *Romaniuk, J., & Nenycz – Thiel, M. (2013). Behavioural brand loyalty and consumer brand association. Journal of business research.*
3. *Kotler, P. (2007). marketing management analysis planning implementation and control. New delhi, india: prentice hall.*
4. *Kotler, P., & Keller, K.L. (2009). marketing management (13th ed., vol.1) Upper Saddle River, NJ: Pearson Prentice Hall.*
5. *Shaw, E.H., & Jones, D.G.B. (2005). A History of Schools of Marketing Thought. Marketing theory.*

(ii) Citation:

1. <https://doi.org/10.1108/978-1-78635-746-520161020>
2. <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx2007>.

6.ECONOMIC PERFORMANCE OF SHGS IN DHARWAD AND BELGAUM DISTRICTS OF NORTH KARNATAKA IN INDIA - A PERSPECTIVE OF MICROFINANCE

FAZALATH HUSSAIN R, *Lecturer, Dept of Commerce and Management, Karnatak University's Karnatak Arts College, Dharwad. Karnataka. India*
fazalathhussain.r@gmail.com

ABSTRACT

Microfinance has become one of the powerful tool to strengthen the economy by empowering third tier group and helps to uplift the group belongs to chronic and below poverty line, specifically Microfinance through the SHGs turns the accountable group of women's towards monetary productivity as well as reasoned contributing in economic development by addition of their part in Per capita Income and Gross Domestic Product of Indian scale. After 1990s, Self Help Groups empower the women through different dimensions in varied sectors such as agriculture, farming, fisheries, horticulture, dairying, handicraft, tailoring, fashion and designing, small businesses and other entrepreneurial innovative activities can be recognized in financial inclusion of microfinance and SHGs. The bank linkage programmes positively enhanced the rural population in India. The training and development made tremendous contribution in appraisal of rural economy. The SHGs and microfinance via bank linkage programmes interconnected the rural and urban economy in the country. The present work is focus on monetary analysis and economic performance of Self Help Group members in Dharwad District and Belgaum Districts, the

study has been conducted by taking the sample size of 316 in each districts. It is a quantitative research based on the data collected from the samples and to accelerate the financial benefits availed by the beneficiaries in the different time period with distinguish purpose and for economic activities.

After 1990s to till 2020s there is a major changes has been taken place in this regard to promote economy and promotion of standard of living in the below poverty benchmark of the nation.

KEYWORDS

Microfinance, SHGs, Economic Performance, monetary benefits, growth and development.

INTRODUCTION

The Karnataka's economy is basically an agrarian and rural economy. it accounts for 56 percent of workforce of the state and also it supports varied activities like industry, trade & commerce, transport, etc. the rural economy of the state shift food articles and homemade items to non farm sector. Self help groups working as a bridge between the rural economies. Hence, micro productivity of the SHG economical activities is very helpful to urban economy. The transformation of finance and homemade products are creating monetary benefits to the members of SHG.

DATABASE AND METHODOLOGY

The following research methodology has been adapted to smoothly conduct the research work to gain the appropriate results and accurate outputs from the study.

STATEMENT OF THE PROBLEM

The microfinance implemented to empower poor segment and economically backwards through the formation of Self-Help Groups is making a uprising in both the districts of Dharwad and Belgaum, but it requires proper system, planning, strategy and functional methods without which the developmental activities will become weak in future.

OBJECTIVES OF THE STUDY

- To Study the progress of SHGs in Dharwad District and Belgaum District.
- To assess the financial and economical development and growth of SHG members in both the districts.

SELECTION OF TOPIC

The Self Help Group schemes have been gaining more important from the view point of policy-makers. There is a need for broad study on development and growth of SHGs in the districts. Eradication of poverty is a prime objective of the microfinance bank linkage programmes. Hence, understanding the working and prospective of members the interest is fell on the particular topic of financial efficiency of the SHG members.

DATA COLLECTION AND ANALYSIS

The study is based on primary data collected from the members of Self Help group members from both the Dharwad and Belgaum Districts. 316 samples are selected randomly from each districts, there are total 632 sample or respondents.

LIMITATIONS OF THE STUDY

- The study covers only the

Financial and Economical aspects of SHG members of Dharwad Districts and Belgaum District.

- It is purely dependent on the primary data and
- It used simple tabular, average and mathematical methods.

INCOME DETAILS OF SHG – MEMBERS

The monthly income of SHGs members significantly increased. Income is one of the important parameters reckoned in any evaluation programme of economic development to assess the success, maximum of members utilized the loan to undertake income owning activities such as milk business, cloth business, grocery shop and roti & chapati business etc.

In addition to the activities of thrift and credit group members will be trained in the following fields such as Fragrance sticks rolling, detergent manufacturing, candle making, book binding etc. training is very important input especially in the context of low level of literacy and poor skills SHG members were being trained by various agencies on a whole range of activities including above all and management related aspects like leadership, book keeping etc.

The table-01 depicts that the income details of SHG members, out of total respondents 10.44 per cent are earning less than Rs. 2000 especially these are newly joined members and least experienced, where, 18.67 per cent earning level is in between Rs 2001 to 4000, and 42.25 per cent earning level is Rs 4001 to 6000 whereas 25.79 per cent respondents income is Rs. 6001 to 8000 and 02.85 per cent are earning more than Rs 8001 to 10, 000 they are highly experienced members.

Table-01
Income details of SHG-Members in Dharwad and Belgaum Districts

Income Level	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Less than Rs. 2000	30	09.49	36	11.39	66	10.44
Rs.2001 to Rs. 4000	62	19.62	56	17.72	118	18.67
Rs.4001 to Rs. 6000	138	43.67	129	40.82	267	42.25
Rs.6001 to Rs. 8000	78	24.68	85	26.90	163	25.79
Rs. 8001 to Rs. 10,000	8	02.53	10	03.17	18	02.85
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

MONTHLY SAVINGS DETAILS OF SHG-MEMBERS

Contribution of fixed sum on monthly basis as savings assumes greater importance as they directly influence on the growth of the common fund of group's accumulated savings, which is the first source of funds of the group that can be lent to the members. The savings details of SHG members are presented in the table.

Table-02
Monthly saving details of SHG-Members in Dharwad and Belgaum Districts

Savings Level	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Rs 100 – 200	38	12.03	30	09.49	68	10.76
Rs 201- 400	54	17.09	66	20.89	120	18.99
Rs.401- 600	141	44.62	136	43.04	277	43.83
Rs.601 – 800	78	24.68	79	25.00	157	24.84
Rs. 801 – 1000	05	01.58	5	01.58	10	01.58
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

The table -02 shows that monthly savings of SHG members 10.76 per cent of respondents have reported their monthly savings are Rs. 100-200 per month, 18.99 per cent members reported their saving are Rs. 201-400 per month, 43.83 per cent of respondents savings are Rs.401-600

per month which is the highest rate of per cent among the different rate of savings in the study, 24.84 per cent of members is Rs. 601-800 and 01.58 per cent of SHG members revealed that their saving was fall between Rs.801-1000. Thus the formation of SHGs has definitely

promoted the saving behaviour among people especially poor and small savers in the society. Higher the income level increases the saving habits; on the other hand, lower the income level reduces the saving habits among the people. Thus, microfinance through the SHGs are making efforts to develop the saving behaviour among the members and trying to standardise the economic efficiency of poor segment of the society.

LOANS DETAILS OF SHG-MEMBERS

The credit demand was assessed based on the needs of the members. The members unanimously decided about the loan to be sanctioned. The interest rate is 3 to 4 per cent shall be charged the common fund pooled by the SHG members through savings; working capital loans from bank loans comprised the lendable resources of the group.

Table-03
Loan details SHG-Members in Dharwad and Belgaum Districts

Loan Amount	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Less than Rs. 10,000	46	14.56	52	16.46	98	15.51
Rs. 10,001- 20,000	33	10.44	27	08.54	60	09.49
Rs. 20,001- 30,000	121	38.29	142	44.94	277	41.61
Rs. 30,001- 50,000	104	32.91	79	25.00	157	28.96
Rs. 50,001 and above	12	03.79	16	05.06	10	04.43
Total	316	100.00	316	100.00	632	100.00

Source: Field survey.

The above table-03 shows that the 15.51 per cent respondents borrowed loan less than Rs. 10,000, 09.49 per cent SHG members borrowed loan at Rs. 10,001- 20,000, 41.61 per cent were borrowed at Rs. 20,001- 30,000, 28.96 per cent of respondents borrowed at Rs. 30,001- 50,000 and the only 04.43 per cent members have borrowed Rs. 50,001 and above.

The extension of provision of loan is based on the work and linkage with the SHG as well as continuation of relationship with the banks and prompt payment or refund of loan on time. The honesty with the bank supports to increase the quantity of sum of amount.

ACTIVITIES OR OCCUPATION OF SHGS MEMBERS

Distribution of respondents on the

basis of occupation indicates that every group of SHG were find different activities among members. Whereas, the house wives come out to support financially to their family. It is difficult for them to manage both job/work and home simultaneously, so they start business at home which helps to manage home as well as job properly, and some members initiate their business out of home.

The members of SHGs are involved in number of activities namely small business, handlooms, tailoring, horticulture, teachers and factory work, milk business etc are the major production activities for which loans were obtained through SHGs.

The table-04 reveals that the different occupations of SHG members involved out of total sample in Dharwad and Belgaum districts majority of

respondents are involved in the activities of tailoring, servants, milk business, beedi rolling, and roti business. Out of total sample respondents 02.69 per cent are in teaching jobs as private work, 09.34 and 09.49 per cent respondents occupation is milk and cloth businesses, where as 15.82 per cent and 10.28 per cent members' occupation is roti business and Tailoring, 14.56 per cent 07.59 per cent are grocery sellers and

servants, 04.27 per cent and 07.12 per cent are factory worker and handlooms, 10.28 per cent and 3.01 per cent are in fruit dealers and horticulture and the 05.54 per cent are in other type of business. Thus, SHGs helps women to develop in the field economically as well as financially by generating employment.

Table-04
Occupational distribution of SHG-Members in Dharwad and Belgaum Districts

Types of Activities	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Teachers	12	03.80	05	01.58	17	02.69
Milk Business	28	08.86	31	09.81	59	09.34
Cloth Business	33	10.44	27	08.54	60	09.49
Roti Business	49	15.51	51	16.14	100	15.82
Tailoring	36	11.39	29	09.18	65	10.28
Kirani Shops	51	16.14	41	12.97	92	14.56
Servants	22	06.96	26	08.23	48	07.59
Factory Worker	11	03.48	16	05.06	27	04.27
Handlooms	24	07.60	21	06.65	45	07.12
Fruit Business	26	08.22	39	12.34	65	10.28
Horticulture	08	02.53	11	03.48	19	03.01
Others	16	05.06	19	06.01	35	05.54
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

The Loan Utilisation of SHGs members

The table-05 explains that the purpose of which loan is utilized by the SHG participants, 82.28 per cent of members are availed loan for economic or business or productive purpose basically, the remaining members they apply for loan with an intention of their personal purposes but later on they are also converted or diverted their mentality towards economic benefits of microfinance.

Table-05 Purpose for which loan is utilized by SHG-Members in Dharwad and Belgaum Districts

Purpose	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Family Expenditure	13	04.11	22	06.96	35	05.54
Marriage and other	17	05.38	19	06.01	36	05.70
Business or Economic	267	84.49	253	80.06	520	82.28
Other	19	06.02	22	06.97	41	06.48
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

Rate of Interest Charged on credit to SHG-Members**Table-06****Rate of Interest Charged on credit to SHG-Members in Dharwad and Belgaum Districts**

Rate of Interest	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
2-4%	59	18.67	52	16.46	111	17.56
4-6%	152	48.10	160	50.63	312	49.37
6-8%	97	30.70	91	28.80	188	29.75
8-10%	08	02.53	13	04.11	21	03.32
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

The above table-06 reveals that the rate of interest charged on credit borrowed by SHG members in the research work, around 49.37 per cent of beneficiaries are fall in the interest rate of 4-6 per cent, 29.75 per cent of beneficiaries are fall in the interest rate group of 6-8 per cent, 17.56 per cent of members come under the 2-4 per cent and only the 03.32 per cent of loan borrower are in the rate of 8-10 per cent.

Banks lend the microfinance schemes based on their capacity and repayment position, good innovative ideas and business plans are able to get good amount of loan. Systematic payment of loan benefits the users to avail maximum loan amount in future for their economic purpose.

Response to Rate of Interest on Loans SHG-Members**Table-07****Response to Rate of Interest on Loans SHG-Members in Dharwad and Belgaum Districts**

Reaction to the Rate of Interest	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
Fully Agreed/Satisfied	218	68.99	170	53.78	388	61.39
Agreed/Satisfied	62	19.62	102	32.28	164	25.95
Not Agreed/Satisfied	21	06.65	26	08.23	47	07.44
Feels Burdened	15	04.74	18	05.70	33	05.22
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

The above table-07 reveals that the response to rate of interest on loan, the borrower of loan under the scheme of SHG microfinance with bank linkages are reacted that the lower rate of interest would better for them to make interest payment. 61.39 per cent and 25.95 per cent of respondents are agreed and as well as satisfied with the lower rate of interest of the bank, on the other hand, 07.44 per cent and 05.22

per cent of SHG members are not agreed with interest and they feels burden on payment of interest on bank loan, this is the group who paid high interest rate on their borrowed loan. The SHG members believed that the higher rate of interest declines their savings, major portion of the income need to pay back to the bank. The purchase of fixed assets for business also make high expensive to them.

Improvement in Household Income SHG-Members

Table-08
Improvement in Household Income SHG-Members in
Dharwad and Belgaum Districts

Increment in Income	Number of Respondent				Total	Percent Age
	Dharwad District	Percent Age	Belgaum District	Percent Age		
To a maximum extent	42	13.29	31	09.81	73	11.55
To average extent	153	48.42	162	51.27	315	49.84
To some extent	121	38.29	123	38.92	244	38.61
Total	316	100.00	316	100.00	632	100.00

Source: Field survey

The above table-08 reveals that the increase in household income of SHG members, all the self help group members are having common view on income of their business activities, they conclude that there is an economic improvement after joining SHGs, monetary condition of their household was much better than earlier because of microfinance facilities offered to them.

The study shows that the 11.55 per cent of respondents are maximum satisfied and having view that the family income was increased due to SHGs, 49.84 per cent and 38.61 per cent of members are satisfied with average and to the some extent that they got the financial benefits in microfinance scheme.

CONCLUSION

The prime objective of providing financial assistance provided the SHGs for the progress of socio-economic or financial status are initiates the economically weaker section and brings a swift to the self help group members in rural economy. The strategic schemes offered by microfinance through bank linkage programme have made tremendous changes in women empowerment and an opportunity to gain financial benefits with an objective to make innovative strategies and plans.

REFERENCES

1. Goldberg, N. (2005) *Measuring the Impact of Microfinance; Taking Stock of What We Know*, Grammen Foundation USA.
2. Emerlson M (2011). *Women Empowerment through Self Help Group: A Micro Study*. *International referred Research Journal*. Vol. 11, issue 16, Jan. pp 25.
3. Katsushi S imai, Md Shafiu Azam (2012). *Does Microfinance reduce poverty in Bangladesh? New evidence from household panel data*, *journal of Development Studies* 48 (5), Pp 633-653.
4. Chalani N (2017). *A Study of Promotional Aspects of the products produced by SHGs in Kumar Gaon Village, Dibrugarh District*. *Journal of Science, Arts and Commerce*, ERM publications, Pp 44-51.
5. Fazalath Hussain R, and Santosh Kumar (2018). *Micro-Finance- A Step towards Economic Development- A Comparative Study of Hubli-Dharwad Twin City*. *Asian Journal of Management*. 9 (3): Pp 1129-1134.

7. SOCIO-ECONOMIC STATUS OF MIGRANT WOMEN LABOUR FORCE IN GOA: A LITERATURE BASED ANALYSIS

VIJAYA NEMIKAL, *Email: vnemikal@gmail.com*

PRABIR KUMAR RATH, *Email: prathgcasck@gmail.com*

ABSTRACT

Goa is one of the most economically prosperous states of India. Many migrants flow in to Goa from various parts of India to seek employment. Since rural areas people faced the problem of lack better employment opportunities in the villages, they migrate to urban areas where they expect to get productive employment. Though male migrants outnumber females the role played by women migrants cannot be overlooked. Women have migrated to Goa either with their spouses, or independently and they have taken up jobs on various levels of hierarchy from unskilled, casual work to highly paid and highly skilled jobs. The study focuses primarily on low skilled and unskilled jobs taken up by the female migrant workers in different sectors of economy in Goa. It tries to identify the socio-economic status of the migrant women labour-force. It is seen that the female migrants have migrated as associational migrants along with their spouses. They take up jobs as domestic helps, labourers in construction industry and helpers in factories and shops. They earn a low income but nevertheless contribute equally in household expenses and savings. Their social status gets enhanced as they are economically independent which also results in an enhanced autonomy in the family. They

are able to make household decisions. They face a major challenge as they have to keep a balance between their household responsibilities and also focus on their jobs. With the ongoing Covid-19 pandemic situation and the sudden lockdown announced in the country, the status of their employment has come to a standstill. Majority of the migrant women have lost their jobs and their income has stopped. After the commencement of special trains many migrated back to their native place.

KEYWORDS

Associational migration, employment, income, social status, economic independence

INTRODUCTION

The rate of migration has increased with the increase in the pace of urbanisation and modernization. There are many factors contributing to the decision of the people to migrate which include economic, social, cultural as well as psychological factors. When talking about economic factors, it always functions from less developed areas to more developed areas for the purpose of employment. This helps the migrants earn their livelihood and also look after their families in the place they originally come from (Mehta, 1990). Internal Migration is considered as a universal phenomenon which

accompanies economic development. In rural areas of developing economies, there is vicious circle of low agricultural productivity, under employment, low income and poverty. This vicious circle leaves no opportunities especially for landless rural workers and compels them to seek employment opportunities elsewhere. Hence they are pushed to migrate to the places of better opportunities. (Oberai, 1987). Migrants tend to shift from regions of lower economic avenues to those of higher economic avenues. (Bhattacharya, 2002). (Malhotra & Devi, 2016)

The reason for migration in case of males and females vary significantly. Female migrants are assumed not to have much social or economic impact on their places of origin or destination. The existing theories of migration point to social, cultural and economic factors in explaining migration flows, where the focus has largely been the male migrant. (Neetha, 2004). Whereas work or employment was the most important reason for migration among males, marriage was the most important reason cited by the female migrants. (C.Das & Saha).

Despite its significance and growing proportion, the issue of female migration is not sufficiently explored in migration studies. The neglect of research on women's migration is attributed to a number of factors including the emphasis placed on existing economic theories of migration where migration is seen as motivated by economic opportunities i.e. male migration for economic reasons and female migration for social and family-related reasons rather than economic considerations. Several researchers have concluded that migration of females is largely caused by marriage or as dependent s (Bose, 1973; Premi, 1979; Nangia et al, 1990; Rele, 1969). This kind of gender bias in the analysis of migration patterns is often explained

in the context of India's historical, institutional and socio-cultural norms that characterising women playing economic and social roles as secondary to those of men. Due to this male-centric preference, the dynamics underlying female migration remains unexplored. (Mahapatro, 2010)

CHOICE OF THE TOPIC / JUSTIFICATION

Goa is one of the most economically prosperous states of India. Many migrants flow in to Goa from various parts of India to seek employment. Many migrants come to Goa and work in the various economic sectors. Though male migrants outnumber females the role played by women migrants cannot be overlooked. Women have migrated to Goa either with their spouses, or independently and they have taken up jobs on various levels of hierarchy from unskilled, casual work to highly paid and highly skilled jobs. The study will focus primarily on the employment among women migrant, their income and contribution to family income and expenditure. The study will also focus on the autonomy gained by the women migrant within the family and her regard in the society as an economically productive woman. As woman is regarded as the care taker of the whole family and the household, her employment may have both positive and negative impact on the family members. The study will focus on the impacts of employment of migrant women on the families. Since no research in particular is carried out focussing primarily on migrant women in Goa and their socio-economic contribution, this study has been carried out to provide a knowledge base for the same.

OBJECTIVES

- 1.To analyse the reasons for their migration.
- 2.To determine their contribution in household expenditure and savings.

3.To study their status in society and autonomy in the family.

4.To analyse the problems faced by them due to the current covid-19 pandemic.

DATABASE AND METHODOLOGY

The study was carried out based on secondary data. Secondary data was obtained through:

- Governmental and Non-governmental Publications
- Research journals and articles.
- Reference books and magazines.
- Web based documents.
- Newspapers

a)Books – Scholarly books written by renowned authors were read to understand the concept of migration and its processes.

b)Projects: The academic research work done by students on similar topics of migration were reviewed.

c)Reports, Journals and Publications: Various governmental and non-governmental reports, published research papers and articles and journals were reviewed to carry out this study.

d)Web Documents: Many scholarly research papers and articles are available in pdf format on internet. These research papers on similar topics were reviewed for carrying out this study.

e)Miscellaneous sources like records kept in the newspapers, magazines etc were reviewed which helped gather relevant information for carrying out this study.

REVIEW OF LITERATURE

The composition of female migrants in the rural-urban migration seems to be associated with the distance involved in migration and the size of the city. The evidence indicates that the larger the city the less likely are women to migrate (Premi,1980). Guglar and Ferree (1983) observed that, sex selectivity in city-ward migration

and labour force participation varies according to the position of women as well as by major cultural regions. (Lingam)

Women are neglected due to their secondary migrant status, which basically emanates from the assumption of a subsidiary income earning position of women. The traditional image of women as tied to home and family is not true for the working masses that form a majority of the population. Women labour migration is increasingly a means through which asymmetrical, intersecting relations pertaining to gender, caste and class are structured and negotiated. This is particularly important in the context of major economic changes, which have implications for the mobility and structural positions of women. (Neetha, 2004)

Research attempts over the past two decades have focused on incorporating the understanding that women contribute significantly to the survival of their households as associational migrants or as main providers for their families that are left behind by men. (Lingam)

Based on the 1981 census data for India on female economic migration, Shanti (1993) observed that the proportion of female migrants to male migrants is higher for illiterates than for literates and this ratio is higher among marginal workers than among main workers.

The intensity of female labour migration has generally been accepted to increase over the past few decades especially, with the changes in the economic structure of most countries. It is increasingly being recognised that women are no longer passive movers who followed the household head. (Neetha, 2004)

Women from all socio-economic backgrounds migrate, giving rise to varied trends and patterns which also continue to evolve and change over time due to changing opportunities. It is

evident from various case studies that women's migration is now taking place increasingly for employment purposes (Singh, 1984; Sharma, 1986; Shanti, 1991; Sundari, 2004; Premi, 2001). Economic hardships in the form of poverty and lack of employment opportunities force them to migrate for survival. Therefore, women may be compelled to migrate owing to their poor economic conditions (Araya, 2005). On the other hand, the emergence of gender segregated labour markets due to globalisation creates demand for females labourers in export processing zones, garment industries (informal labour market) which act as a pull factor for females to migrate (Shanti, 2006). Here it can be stated that women are no longer passive movers; rather they are influenced by various socio-economic factors in the context of development and reforms occurring in the country. Hence, there is a need for a comprehensive analysis of different dimensions of female migration and the factors responsible for this. (Mahapatro, 2010)

DISCUSSION AND FINDINGS REASONS FOR MIGRATION

The reasons for migration generally, are traced to various socio, economic, cultural and environmental determinants. The most distinguishing characteristics of female migration which makes it different from male migration is marriage. Although marriage continues to be the important reason for the overwhelming presence of females amongst the migrants, the increase is also due to economic factors. It is observed that employment among males and marriage among females are the main reasons for migration. (Da, 2014) (Noronha, 1998) (Astige, 2015)

● **Economic factors**

Economic factor is one of the most important factors in the mobility of workforce from one region to other region or from one location to other

location. Since rural areas people faced the problem of lack better employment opportunities in the villages, they migrate to urban areas where they expect to get productive employment. Those who have better education and skill have the high probability to get employment in the urban organized sector, while those who do not have basic education and skills get opportunity in the expanded informal sector, such as domestic helpers, hotels and construction activities, etc. Empirical studies show that most of the migrants, except for forced migrants, move to the urban areas in search of better economic opportunities. The push factors are factors that compel a person, due to different reasons, to leave that place and go to some other place. The common push factors are low productivity, unemployment and underdevelopment, poor economic conditions, lack of opportunities for advancement, exhaustion of natural resources and natural calamities (Mitcheel, 1959).

● **Socio-cultural factors**

Improved communication facilities, such as, transportation, impact of television, good network communication, the cinema, the urban oriented education and resultant change in attitudes and values also promote migration; the sufficient conditions are the other sociocultural factors which motivate them to move (Rao, 1986).

● **Demographic factors**

There are several demographic factors that determine the rural urban migration. Age, sex, family size, population growth, education, etc are the determined factors in the rural-urban migration. The differences in the population growth rates of the different regions of a nation have been found to be a determinant in the internal migration. Fertility and the natural increase in population are generally higher in rural

areas which drift the population towards the city. Other important demographic factor in internal migration is marriage because females are used to follow their spouses.

- **Environmental factor**

Natural and climatic factors also affect the migration of people. The environmental and climatic factors such as, temperature, rainfall, quality of soil, availability of natural resources, natural disaster like floods, droughts, cyclones, storms, earth quakes, famine, etc, also explain the rural to urban migration. As water is essential for human life, scarcity of water compels the farmers to leave their places for long periods to get alternative livelihood options. The increase in number of frequent droughts is also one of the key push factors in the rural to urban migration. (Viswanathan and Kumar, 2013).

DEMOGRAPHIC PROFILE AND FAMILY STRUCTURE

- **Age**

Age is one of the most important determinants of population study. It categorizes the people into three groups: childhood, adulthood and old age. Each of these age groups have different traits which they inherit. Adults are the productive age groups and hence population growth is affected or highly dependent on them. The migrant women labour-force belongs to adult age group within the age of 25 to 45. This is the productive age group. They are strong and therefore prove highly efficient at work. As the study focuses on low skilled and unskilled workers, the type of work that these migrant women are engaged in is manual and requires good strength. The women of the productive age group are fit to take up such tedious jobs.

- **Education**

It has been pointed out by many studies that a majority of female

migrants are from poorer sections of the society (Hugo, 1993; shanti, 1991; Araya et al, 2005). It is generally known that people having low level of education are from poorer sections. For them mobility is not a choice but a compulsion. The female migrants in this study are associational migrants and have been married at an early age. They are not highly educated and hence they are engaged in low skilled and unskilled jobs.

- **Family Structure and Size**

In urban areas of India it is seen that the culture of nuclear family is on the rise. When people decide to migrate to urban areas for the purpose of employment, they migrate alone and later take their spouses and children. This has given rise to nuclear families in urban areas. Due to higher cost of living, these migrants move with their spouse and children. Their other family members live at the place of origin.

TYPE AND NATURE OF EMPLOYMENT

Nature and employment and occupation can be correlated. The type of occupation the migrant women workers are involved in range from casual workers / domestic helps, helpers and construction site labourers. Occupation and nature of work can be correlated. Most of the female migrant workers work as domestic helps followed by construction site labourers and helpers. The helpers are basically women who work at factories as cleaners, sweepers and packers and also in shops and general stores. The reason for higher percentage of women being employed as housemaids or casual workers is cultural in nature. These women are the solely responsible for their households. They take care of the entire household, their spouses and children. They have to manage both household chores and also their jobs. A house maid has to work only three to four hours a day at

an average. This is an advantage for the women as she can give time to her family and manage all the household affairs and work for only half a day.

INCOME, EXPENDITURE AND SAVINGS

Income can be correlated to the type of occupation. The type of jobs the migrant women are engaged in are low skilled and unskilled jobs. Therefore, they are paid relatively lower wages. The casual workers or housemaids are paid an average of Rs 1500 to Rs 2000 per month for cleaning activity that includes, sweeping, dusting, and washing utensils and clothes. If a housemaid works in four houses of the locality, she will earn a monthly income Rs 6000. In this way the housemaid can earn more wages if she works in more houses or can earn a lower income if she works in a few houses.

Migrant women whose spouses work as drivers, electricians or those having own shops spend less and save more amount of their income. While the spouses of the migrant women who work as helpers, labourers and other unskilled jobs earn less hence the migrant women has to spend more and save less amount from their income. In cases of selected migration or single mother, the migrant women cannot save any amount from her earnings as she is solely responsible for the entire household.

PLACE OF ORIGIN

Migration is a shift of people from one place to the other. In India, internal migration takes place mostly due to the purpose of better employment and flow of people is seen mostly from rural to urban areas. The influx of migrants to Goa is seen from neighbouring states of Karnataka and Maharashtra. Recently Goa has witnessed migration from states of Bihar and Uttar Pradesh and Madhya Pradesh.

NATURE OF ACCOMODATION

The migrant women workers often live with their families in rented accommodations. Many Goans build chawls and apartments on their lands to rent out to migrants who migrate to Goa in search of jobs. The migrants with high skilled jobs reside in flats and apartments as they can afford to pay high rent. While the migrants taking up low skilled and unskilled jobs look for rooms in chawls as the rent charged is relatively lower and affordable. These rooms may or may not have attached toilet and water connection and one common toilet and water cconnection may be available. The rent they choose to pay based on the kind of accommodation to opt for is based on preferences and affordability of the migrants.

STATUS IN SOCIETY AND RELATION WITH LOCALS AND EMPLOYERS

The society views working individual in a different light than the non working one. In India though the traditional view regarding women is that they are expected to stay at home, take care of the household and the family and to be soft spoken and traditionally dressed, the notion is changing gradually. The women in different parts of India are changing as education is become available and the traditional mindset is changing as well. Today in India, jobs are made available for women both skilled and unskilled, and that has led to many women taking up jobs. This has enabled them to be economically independent and contribute in the household expenses. It has also helped in their empowerment. The society views working women as independent and empowered.

The migrants often come in contact with other migrants either from same state or different and thus form a small cultural group of their own distinct from the locals. The locals view them as mere labours and do not establish

any relations with them.

The migrants women workers maintain a healthy employer-employee relation with their respective employers. Their work is appreciated and they are paid regularly and are treated well. The employers view them as mere labourers and do not establish any friendly relation with them.

Autonomy in family

The condition of women once their role changes from mere housewife to working women is empowering. When women became economically independent their status in their family got enhanced which led their empowerment in the household. The migrant women workers migrated along with their spouses to support them as their wives, take care of the household chores and raise the children. This status of a housewife limited their power in the financial as well as cultural aspects within the family. But the economic independency and contribution in the family expenses has had a positive impact on their status and position within their family. When they got involved in economic activity, the household chores were to some certain extent shared with other family members. It is found that women and men shared equally in earning a living and the men do participate in housework. Women had some control over spending and a fair share of food and undertook the ultimate responsibilities of household maintenance. Women workers also participated in the decision making of the family which earlier was only restricted to the males of the family.

PROBLEMS FACED DUE TO THE COVID-19 PANDEMIC

For many women migrant workers, the onset of the pandemic has led to dismissal from jobs, with their health and safety ignored and even violated. For migrant domestic workers, losing their jobs also means losing their place

to live. The onset of travel restrictions has increased financial challenges and uncertainty, with many stranded far from home.

Women migrant workers face a higher risk of losing their livelihoods, having their labour and human rights violated and contracting corona virus. They are likely to work in the informal economy, especially domestic service and the care sector, with insecure contracts and no paid leave or ability to work from home. They are also more likely to be engaged in short-term, part-time work. Their jobs are generally excluded from contributory social insurance schemes which means they have limited or no social safety nets to compensate for lost income and limited or no access to health care and maternity protection. (UN Women, 2020)

With large numbers of women migrant workers losing their jobs due to the global recession caused by the COVID-19 pandemic, the impact on the individuals and local economies dependent on this income is devastating.

(UN Women, 2020) and (Joy, 2020) identified the various problems faced by the migrant women workers in:

- Many domestic workers are just abandoned by their employers in the hour of crisis, asking them not to come to their houses for work, denied full payment for March and not even bothering to pay them in April.
- One of the biggest fears is that the pressure they will face from their landlords to pay the pending rents once the lockdown is lifted.
- Women migrant domestic workers face a significant risk of abuse, leaving them trapped and unable to reach their homes as a result of increased travel restrictions.
- Migrant women working in households caring for children, the sick, and the elderly face an increased risk of contracting the virus as they are likely to be in direct contact with

persons who may have COVID-19.

- Migrant women, particularly those working in the informal economy, have limited or no access to social protection, health care and maternity protection, because they are generally excluded from contributory social insurance schemes.

Conclusion

Goa has witnessed influx of migrants from different parts of the country for seeking employment. The female migrants usually migrate in the form of associational migrants with their spouses. In due course of time they get habituated with the local environment and learn about the scope of employment. They take up jobs which do not require high level of education and high level of skills as they are not well educated. They take up employment to support their spouses financially.

They help in expenditure of the family and also contribute in savings. This helps them empower themselves as a result of which their autonomy in the family gets enhanced. Due to the current covid-19 pandemic many migrant women workers have lost their jobs along with their spouses. Some of them are still employed but are exposed to the risk of contracting the virus. Many migrants were eagerly waiting to go back home and they returned to their native places soon after the Government of Goa recommenced the interstate trains.

REFERENCES

1. Astige, R. S. (2015). *Causes and Consequences of Migration in India: A Sociological Perspective*. *Golden Research Thoughts*, 4 (7).
2. C. Das, K., & Saha, S. (n.d.). *Inter-state migration and regional disparities in India*.
3. Da, J. A. (2014). *SocioEconomic Conditions of Female Domestic Workers in Punjab: A Case Study of Sangrur District*. *Research J. Humanities and Social Sciences*, 5 (1), 120-128.
4. Fleury, A. (2016). Retrieved from

Knomad: <https://www.knomad.org>

5. Joy, S. (2020, April 30). Retrieved from *Deccan Herald*: <https://www.deccanherald.com>

6. Lingam, L. *Locating Women in Migration Studies: An Overview*. Tata Institute of Social Sciences, Mumbai.

7. Mahapatro, S. R. (2010). *Patterns and Determinants of Female Migration in India: Insights from Census*. (The Institute for Social and Economic Change, Bangalore) Retrieved 2020, from *isec*: www.isec.ac.in

8. Malhotra, N., & Devi, P. (2016). *Analysis of Factors Affecting Internal Migration in India*. *Amity Journal of Economics*, 1 (2), 34-51.

9. Mehta, S. (1990). *Migration: a spatial perspective*. Jaipur: Rawat Publications.

10. Neetha, N. (2004). *Making of Female Breadwinners Migration and Social Networking of Women Domestic Workers in Delhi*.

Economic and Political Weekly 11. Noronha, S. M. (1998). *Migrant Construction Workers in Goa*. *The Indian Journal of Labour Economics*, 41 (4).

12. Singh, J. S. (2016). *Female Migration in India*. *International Journal of Multidisciplinary Research Centre Research Article / Survey Paper / Case Study*, 2 (4).

13. UN Women. (2020). Retrieved from <https://reliefweb.int/sites/reliefweb.int/files/resources/guidance-note-impacts-of-the-covid-19-pandemic-on-women-migrant-workers-en.pdf>

8. BIODYNAMIC PREPARATIONS: A DILEMMA TO USE

SHWETAZALAVADIYA, Department of Fruit Science, College of Horticulture, JAU, Junagadh – Gujarat, India

ANWARULHAQ, Department of Fruit Science, College of Horticulture, JAU, Junagadh – Gujarat, India

PAYALMAKAVANA, Department of Fruit Science, College of Horticulture, JAU, Junagadh – Gujarat, India

ABSTRACT

Biodynamics is an agricultural management system based on degradation of food produced through farming practices that increasingly relied on additions of inorganic fertilizers and pesticides. Biodynamics were thought to be one of the first alternative approaches to modern agriculture as one of three alternative or "organic" agricultural methodologies. Biodynamic preparations influences organic life on earth through cosmic and terrestrial forces that would stimulate vitalizing and harmonizing processes in the soil. Some preparations are made by packing cow manure or silica, respectively, into cow horns and burying them for a number of months before use. It was believed that cow horns, by virtue of their shape, functioned as antennae for receiving and focusing cosmic forces, transferring them to the materials inside. The contents are then diluted with an unspecified amount of water to create a homeopathic solution and applied to soil or crops to influenced root or leaf growth. Other compounds are extracts of various plants packed into either the skulls or organs of animals or peat or manure. The chemical elements contained in these preparations were carriers (it was thought) of terrestrial and cosmic forces and would impart these forces

to crops and thus to the humans that consume them.

In general organically grown crops and biodynamic preparations have been uniformly ineffective. Compared with organically managed systems, additions of biodynamic preparations did not affect yields of cover crops, forage grasses, lentil *Lens culinaris*, rice, sunflower and wheat. A similar lack of efficacy can be found in wheat seedling root and shoot growth, lettuce and soybeans. A rice and cabbage found superior in cost-effectiveness and consumer preference than organic treatments with additional biodynamic preparations. Organically raised mangoes had significantly greater phenolics, flavonoids, and antioxidant activity than those from biodynamic fields. So, biodynamic preparations to be of questionable scientific quality and efficacy.

KEYWORDS

Biodynamics, Organic, Preparation, Certification

INTRODUCTION

Biodynamics is an agricultural management system based on a series of lectures given by Rudolf Steiner in 1924 (Steiner, 1958). Over his lifetime, Steiner became concerned with the degradation of food produced through

farming practices that increasingly relied on additions of inorganic fertilizers and pesticides. Biodynamics were thought to be one of the first alternative approaches to modern agriculture, and in 1942 it was listed by Lord Northbourne as one of three alternative or "organic" agricultural methodologies (Paull, 2011). Steiner sought to influence organic life on earth through cosmic and terrestrial forces via nine preparations that would stimulate vitalizing and harmonizing processes in the soil (Kirchmann, 1994).

Some preparations are made by packing cow manure or silica, respectively, into cow horns and burying them for a number of months before use. Steiner believed that cow horns, by virtue of their shape, functioned as antennae for receiving and focusing cosmic forces, transferring them to the materials inside. After exhumation, the contents are diluted with an unspecified amount of water to create a homeopathic solution, which when applied to soil or crops, was thought to influence root or leaf growth. Other compounds are extracts of various plants packed into either the skulls or organs of animals (e.g., deer bladders, cow peritonea and intestines) or peat or manure, where they are aged before being diluted and applied to compost. The chemical elements contained in these preparations were carriers of terrestrial and cosmic forces and would impart these forces to crops and thus to the humans that consume them.

As Steiner believes plants do not suffer from disease, but merely appeared diseased when "moon influences" in the soil become too strong (Smith and Barquin, 2007); It is recommended a weak infusion of dried horsetail (*Equisetum arvense*) for treating soil and crop fungal diseases. Steiner recommended "pest ashing," a practice whereby the offending insect, weed or rodent species was burnt. The ashes

were then scattered over the fields as a way of preventing future infestation. These preparations and practices would make crops more resistant to pests and diseases, reducing the need for pesticides.

Components of some biodynamic preparations are 500 contain cow manure packed into a cow's horn; 501 contain silica from finely ground quartz, mixed with rain water, packed into a cow's horn; 502 contain yarrow (*Achillea millefolium*) flower heads packed into a stag's bladder; 503 contain chamomile (*Matricaria* sp.) flower heads fermented in soil; 504 contain stinging nettle (*Urtica* sp.) tea; 505 contain oak (*Quercus* sp.) bark packed into the skull of a domestic animal; 506

Dandelion (*Taraxacum officinale*) flower heads packed into cow mesentery; 507 contain extract from valerian (*Valeriana officinalis*) flowers and 508 contain Horsetail (*Equisetum arvense*) tea.

A REVIEW OF THE RELEVANT RESEARCH

Reganold (1995) found many of these preparations to be of questionable scientific quality and efficacy of biodynamic preparations. Carpenter et al. (2000a) found no significant differences between soils fertilized with biodynamic preparations 500–508 vs. non biodynamic compost. Carpenter et al. (2000b) reported a consistently higher pile temperature and more nitrate in the finished compost using these preparations. However, there were no differences in several other variables measured, including pH, cation exchange capacity, moisture content and ammonium, potassium and phosphate levels. Mader et al. (2002) published research on bio-dynamics arisen from the DOK [biodynamic (D), organic (O), and conventional (K from 'konventionel')] trials, a decades long field experiment in Therwil, Switzerland, This study

has provided a rich trove of scientific information delineating the differences between conventional and organic methodologies. Unfortunately, a flawed experimental design makes comparisons between biodynamic and organic methods in the DOK trials untenable. Specifically, the biodynamic treatment receives farm-sourced, aerobically composted manure along with Steiner's biodynamic preparations, whereas the organic treatment receives slightly rotted manure from a different farm source (Heinze et al., 2010) and additions of rock dust, potassium, and magnesia (Fliessbacht et al., 2007).

Leiberet et al. (2006) provided an information on modern biodynamics to develop a complex, holistic, systemic form of science. Heinze et al. (2010) even more significantly, copper sulfate was used as a broad spectrum fungicide in the organic treatment, undoubtedly altering the microbial community compared with that found in the biodynamic treatments. This uncontrolled variation in experimental treatment calls into question any purported benefit of biodynamic preparations in the DOK trials. Reeve et al. (2010) found that biodynamic preparations reduced both compost pile temperature and nitrate concentration. Reeve et al. (2011) noticed that the combined application of preparations 500–507 and other biodynamic field sprays were found to be moderately effective in increasing soil pH.

In general organically grown crops and biodynamic preparations have been uniformly ineffective. Compared with organically managed systems, additions of biodynamic preparations did not affect yields of cover crops (Berneret et al., 2008), forage grasses (Reeve et al., 2011), lentil *Lens culinaris* (Carpenteret et al., 2000b), rice (*Oryza sativa*), preparations 500–501, spelt (*Triticum spelta*) (Berneret et al., 2008), sunflower (*Helianthus annuus*) (Berneret et al., 2008) or wheat

(Berneret et al., 2008; Carpenteret et al., 2000c). At the plant level, a similar lack of efficacy can be found in wheat seedling root and shoot growth (Reeve et al., 2010) or in lettuce (*Lactuca sativa*, Preparations 500–501) nitrogen uptake and usage (Bacchus, 2010). Perhaps not surprisingly, organically grown soybeans (*Glycine max*) fertilized with cow manure were superior in yield and quality than those treated only with biodynamic Preparations 500–504 (Tung and Fernandez, 2007). But both organically grown rice (Valdez and Fernandez, 2008) and cabbage (*Brassica oleracea* var. *capitata*) (Bavecet et al., 2012) were ranked higher in cost-effectiveness (Valdez and Fernandez, 2008) and consumer preference (Bavecet et al., 2012) than organic treatments with additional biodynamic preparations. Organically raised mangoes had significantly greater phenolics, flavonoids, and antioxidant activity than those from biodynamic fields (Macielet et al., 2010), which may be of importance from a nutritional standpoint.

CONCLUSION

Biodynamic is a form of organic agriculture and practitioners can become certified biodynamic farmers by following specified practices. The use of biodynamic preparations thought to improve soils and increase crop yields, distinguishes biodynamic from organic certification. When added to organically grown crops, biodynamic preparations have been uniformly ineffective. Compared with organically managed systems, additions of biodynamic preparations did not affect yields of cover crops. Organically raised mangoes had significantly greater phenolics, flavonoids, and antioxidant activity than those from biodynamic fields. So, biodynamic preparations to be of questionable scientific quality and efficacy.

REFERENCES

1. Bacchus, G. L. 2010. An evaluation of the influence of biodynamic practices including foliar-applied silica spray on nutrient quality of organic and conventionally fertilized lettuce (*Lactuca sativa* L.). *J. Organic Systems* 5:4–13.
2. Bavec, M.; Turinek, M.; Mlakar, S. G.; Mikola, N.; Bavec, F.; Mourao, I. and Aksoy, U. 2012. Some internal quality properties of white cabbage from different farming systems. *Acta Hort.* 933:577– 583.
3. Berner, A.; Hildermann, I.; Fliessbach, A.; Pfiffner, L.; Niggli, U. and Mader, P. 2008. Crop yield and soil fertility response to reduced tillage under organic management. *Soil Tillage Res.* 101:89–96.
4. Carpenter, L.; Kennedy, A. C. and Reganold J. P. 2000a. Organic and biodynamic management: Effects on soil biology. *Soil Sci. Soc. Amer. J.* 64:1651–1659.
5. Carpenter, L.; Reganold, J. P. and Kennedy A. C. 2000b. Biodynamic preparations: Short-term effects on crops, soils, and weed populations. *Amer. J. Altern. Agr.* 15:110–118.
6. Carpenter, L.; Reganold, J. P. and Kennedy. A. C. 2000c. Effects of biodynamic preparations on compost development. *Biol. Agr. Hort.* 17:313–328.
7. Fliessbach, A.; Oberholzer, H. R.; Gunst, L. and P. Mader. 2007. Soil organic matter and biological soil quality indicators after 21 years of organic and conventional farming. *Agr. Ecosyst. Environ.* 118:273–284.
8. Heinze, S.; Raupp, J. and Joergensen, R.G. 2010. Effects of fertilizer and spatial heterogeneity in soil Ph on microbial biomass indices in a long-term fields trial of organic agriculture. *Plant Soil* 328:203–215.
9. Heinze, S.; Oltmanns, M.; Joergensen, R. G. and Raupp, J. 2011. Changes in microbial biomass indices after 10 years of farmyard manure and vegetal fertilizer application to a sandy soil under organic management. *Plant Soil* 343:221–234.
10. Kirchmann, H. 1994. Biological dynamic farming: An occult form of alternative agriculture? *J. Agr. Environ. Ethics* 7:173–187.
11. Leiber, F.; Fuchs, N. and Spiess, H. 2006. Biodynamic agriculture today, p. 141– 149. In: P. Kristiansen, A. Taji, and J. Reganold (eds.). *Organic agriculture: A global perspective*. Comstock Publishing Assoc., Ithaca, NY.
12. Maciel, L. F.; Da Silva Oliveira, C.; Da Silva Bispo, E. and Da P. Spinola Miranda, M. 2010. Antioxidant activity, total phenolic compounds and flavonoids of mangoes coming from biodynamic, organic and conventional cultivations in three maturation stages. *Brit. Food J.* 113:1103–1113.
13. Mader, P.; Fliessbach, A.; Dubois, D.; Gunst, L.; Fried, P. and Niggli, U.. 2002. Soil fertility and biodiversity in organic farming. *Science* 296:1694–1697.
14. Paull, J. 2011. The Betteshanger Summer School: Missing link between biodynamic agriculture and organic farming. *J. Organic Systems* 6:13–26.
- Reeve, J. R., Carpenter, L. and Sehmsdorf, H. 2011. Sustainable agriculture: A case study of a small Lopez Island farm. *Agr. Syst.* 104:572–579.
15. Reeve, J. R.; Carpenter, L.; Reganold, J. P.; York, A. L. and Brinton, W. F. 2010. Influenced of biodynamic preparations on compost development and resultant compost extracts on wheat seedling growth. *Bioresour. Technol.* 101:5658–5666.
16. Reganold, J. 1995. Soil quality and profitability of biodynamic and conventional farmingsystems: A review. *Amer. J. AlterN. Agr.* 10:36–45.
17. Steiner, R. 1958. *Agriculture* (English translation). 1 Aug. 2013. <http://wn.rsarchive.org/Biodynamics/GA327/English/BDA1958/Ag1958_index.html>.
18. Smith, D. and Barquin, J. 2007. Biodynamics in the wine bottle: Is supernaturalism becoming the new worldwide fad in winemaking? *Skeptical Inquirer* 31: 44–48.
19. Tung, L. D. and Fernandez, P. G. 2007. Yield and seed quality of modern and traditional soybean (*Glycine max* L.) under organic, biodynamic and chemical production practices in the Mekong Delta of Vietnam. *Omonrice* 15:75–85.
20. Valdez, R. E. and Fernandez, P. G. 2008. Productivity and seed quality of rice (*Oryza sativa* L.) cultivars grown under synthetic, organic fertilizer and biodynamic farming practices. *Philipp. J. Crop Sci.* 33:37–58.

9.IMPROVE YIELD AND QUALITY OF SENILE ORCHARD WITH REJUVENATION AND NUTRIENT MANAGEMENT

KIRAN S. JOTAVA, *Department of Horticulture, College of Agriculture, Junagadh Agricultural University, Junagadh- Gujarat (India)*

ABSTRACT

Day by day newer technologies are under implementation and become popular among the orchardists. Decades ago orchard establishment was made by varying spacing and different source of planting materials of either sexual or asexual methods. Due to the difference in source of planting material and short of application of nutrient of orchards leads to the senile or less productive. Poor management practices also brings orchards to the uneconomical zone. Overcrowding and encroachment of trees resulted in competition for nutrient absorption congestion, poor light penetration and act as good shelter house for insect-pests and disease attacks are obvious problems with older orchards, if trees are not rejuvenated. Timely rejuvenation is wise decision by orchardists which is necessary for the grower to make orchard productive. This must be followed by the balanced application of nutrients of either source. An application of organic, inorganic source of nutrients and bio fertilizers gave optimum growth, more flowering and yield with improved quality parameters like size, average weight of fruit, TSS and ascorbic acid etc. Integrated and balanced nutrient management leads to increasing the efficiency of all nutrients applied thus, decreasing the amounts of fertilizers used and finally obtaining a high yield with quality.

KEY WORDS

Orchard, rejuvenation, organic, inorganic, biofertilizer, yield and quality.

INTRODUCTION

Day by day newer technologies are under implementation and become popular among the orchardists. Decades ago orchard establishment was made by varying spacing and different source of planting materials of either sexual or asexual methods. Due to the difference in source of planting material and short of application of nutrient of orchards leads to the senile or less productive. Poor management practices also brings orchards to the uneconomical zone. The orchard establishment is a long term process and cannot be done in days but once the yield is reduced to such an extent that orcharding becomes non economical, the latest technology of rejuvenation is said to be essential for restoring the production potential of old unproductive orchards.

Overcrowding and encroachment of trees resulted in competition for nutrient absorption congestion, poor light penetration and act as good shelter house for insect-pests and disease attacks are obvious problems with older orchards, if trees are not rejuvenated. The internal bearing capacity of trees also decreases with time, due to overshadowing of internal

bearing wood (Singh et al., 2005). Timely rejuvenation is wise decision by orchardists which is necessary for the grower to make orchard productive. This must be followed by the balanced application of nutrients of either source. Integrated and balanced nutrient management leads to increasing the efficiency of all nutrients applied thus, decreasing the amounts of fertilizers used and finally obtaining a high yield with quality. The use of inorganic fertilizers along with bio fertilizers and organic manures, as a cheap source for supplying of available nutrient to plants, has resulted in beneficial effects on growth, yield and quality of fruit crops. During last few decades' sufficient research work related to various aspects like crop improvement, crop regulation and use of inorganic fertilizer etc. But impact of integrated nutrient management through inorganic, organic and bio fertilizer on rejuvenated orchard has been done in very limited extent.

REVIEW OF LITERATURE

Effect of rejuvenation on growth yield and quality of fruits

Shindeet al. (2002) reported the effect of hard pruning (heading back up to secondary branches, heading back up to tertiary branches, thinning crowded branches) and paclobutrazol application on the rejuvenated mango cv. Alphonso. The highest flowering percentage was recorded for thinning crowded branches and centre opening with paclobutrazol application.

Balet al. (2004) observed that 30 year old ber tree (*Ziziphus mauritiana* Lamk.) headed back during second fortnight of May gave good response against double thinning i.e. during fourth week of August by retaining 12-18 shoot and second fortnight of September (before flowering) in respect of vegetative character (tree height and tree spread), fruit yield, fruit size and TSS content.

Basuet al. (2007) reported the

response of pruning on rejuvenation of old guava orchard cv. Sardar under West Bengal condition during 2003-2004. Eleven-year-old guava plants were pruned leaving only four scaffold branches per tree at monthly interval from March 2003 to July 2003. The height and spread of plant increased significantly after pruning as compared to control only rainy season crop was obtained one year after pruning and pruned plant flowered one month ahead of un pruned (control) plants. Time of pruning had significant effect on fruit set; fruit yield while physicochemical characters of mature fruit were found to be best when fruits obtained from plant pruned in April.

Singh et al. (2007) conducted an experiment on restoring yield and quality production from exhausted tree of guava cv. Allahabad Safeda and Sardar with eighteen-years-age severely pruned orchard for three consecutive years (2002-05) at Lucknow (U.P.). Topping, heading back and thinning generally increased the number of new shoot (below the cut portion) good growth of remaining shoots reduced tree height by 34 to 43 percent over the control trees without adversely affecting yield. Enhancement in yield, i.e. 82.39 kg plant⁻¹ in cv. Allahabad Safeda and 53.10 kg plant⁻¹ in Sardar as against unpruned trees were observed after first year of topping, heading and thinning. Further yield enhancement in the range of 104-112 kg plant⁻¹ and 74.90-79.20 kg plant⁻¹ over the control trees was recorded in cv. Allahabad Safeda and Sardar respectively after second year of pruning as a result of topping and heading back vegetative to reproductive balance begins to stabilize. The fruit produced from pruned tree had better quality as compared to control trees in both the varieties.

EFFECT OF ORGANIC SOURCES ON GROWTH, YIELD AND QUALITY OF FRUITS

The application of sulphur coated urea had significantly increase fruit diameter, length and weight in guava cv. 'Sardar'. Similar beneficial effect on fruit weight due to application of 75 per cent RDF with 10 kg vermicompost was recorded by Athaniet al. (2005a) in guava.

Naik and Babu (2005) observed that fruit TSS was highest with animal manures (20 kg/tree) as compared to lowest at control in guava cv. 'Sardar'. Athaniet al. (2005b) found maximum TSS (10.83°B) in guava cv. 'Sardar' treated with 10 kg vermicompost + 75 per cent recommended dose of fertilizers followed by the treatments in situ vermiculture @ 50 worms per plant + 100 per cent recommended dose of fertilizer per plant. Madhavi et al. (2005) obtained highest TSS (8.2°B) by the application of 5 kg neemcake with 250 g N + 250 g P₂O₅ + 250 g K₂O per tree per year in three year old guava plants cv. 'L-49'.

EFFECT OF INORGANIC SOURCES ON GROWTH, YIELD AND QUALITY OF FRUIT

Application of organic N either alone or in combination with the inorganic form was very effective in improving the growth, yield, leaf nutrient composition and berry quality of vines as compared to the complete application of N as an inorganic form. The increment was associated with increasing the amount of each organic manure. Organic N fertilizer alone was superior to inorganic one in this respect. Applying 75 or 100% of the N requirements for Roumi Red grape vine in an organic form was very useful in improving yield and fruit quality (Wasfy et al. 2006). Ahmad et al. (2009) reported that application of FYM and NPK fertilizers for improving yield and fruit quality of Psidium guajava cv. Larkana Surahi in winter crop. The maximum yield per plant (63.78 kg), single fruit weight

(193.52 g), pulp weight (190.04 g), fruit size (length x diameter = 9.74 x 7.63 cm), number of seeds (200.80/fruit) and TSS (11.35%) were obtained by guava plants when applied with 40 kg FYM + 1 kg each of N-P2O5-K2O per plant during August- September for winter season from 10-12 year old plants.

Integrated and balanced nutrient management leads to increasing the efficiency of all nutrients applied thus, decreasing the amounts of fertilizers used, and finally obtaining a high yield with good quality (Nofalet et al. 2009).

EFFECT OF BIO FERTILIZERS ON GROWTH, YIELD AND QUALITY OF FRUIT

The highest number of fruits (195.2), fruit weight (170.5 g/fruits), total soluble solids (20.8%), beta-carotene (150- 900 g /100 g) and ascorbic acid (36 mg / 100 g) in mango cv. Amrapali with the application of FYM (50 kg) + vermicompost (16.5 kg) + Azotobacter (10 g) + PSB (10 g) / plant under New Delhi condition as reported by Patel et al. (2005).

Ram et al. (2005a) recorded maximum TSS (13.5°B) and ascorbic acid content (34 mg / 100 g), however, variation was found to be non-significant. Maximum reducing sugar (3.58%) as compared to minimum (2.285%) in untreated tree. The maximum acidity was recorded in fruits harvesting from Azospirillum, 10 kg FYM, 250 g N, 100 g P₂O₅ and 250 g K₂O and minimum (0.33%) in 100 g P₂O₅ g, 250 g K₂O and Azospirillum treated plants of guava cv. 'Sardar'.

Ram et al. (2005b) found maximum increase in number of fruits (985 per plant) and yield (135.45 kg/tree) in guava cv. 'Sardar' were recorded by application of 10 kg FYM, 250 g N, 100 g P₂O₅, 250 g K₂O and Azotobacter treatment in guava cv. Allahabad Safeda over the control.

Sahoo and Singh (2005) reported that maximum values such as number of leaves (14.08), yield (242.30 g/plant)

ascorbic acid (52.80 mg/100 pulp), TSS (8.6°B) by the application of Azotobacter (6 kg/ha) in strawberry. Madhavi et al. (2005) recorded the higher vitamin C content 197 mg /100 g pulp in guava fruit cv. L-49 with the application of 25 g N + 100 g P₂O₅ + 250 g K₂O + 10 kg FYM + 250 g Azotobacter per tree per year treatment.

Umar et al. (2009) found the increasing the rates of organic manure up to 75 % + 25 % mineral N, the obtained results was improved particularly the yield, fruit quality and vegetative properties strawberry cv Chandler. The application of 25 per cent nitrogen through FYM augmented with Azotobacter and was at par with the plants supplied with cent per cent nitrogen in the form of urea in combination with Azotobacter. The fruit quality viz. total soluble solids, total sugars, ascorbic acid and anthocyanin content was highest in fruits obtained from plants supplied with 25 per cent nitrogen through FYM + 75 per cent nitrogen in the form of urea + Azotobacter recording 6.81 °Brix, 4.73 per cent, 73.71 mg / 100g fresh berries and 0.191 OD, respectively. Maximum yield of 372.89g per plant was obtained with the application of cent per cent nitrogen in the form of urea along with Azotobacter whereas 358.43g fruits per plant were recorded with the application of 25 per cent nitrogen in the form of FYM + 75 per cent through urea + Azotobacter and were at par with each other.

Effect of inorganic and organic fertilizer on leaf nutrient status

Ram et al. (2005b) reported the maximum content of leaf nitrogen (2.66%) and potassium (1.89 %) were recorded in plants of guava cv. 'Allahabad Safeda' treated with 10 kg FYM + BD 500 followed by 5 kg vermicompost (2.59 %), while phosphorus was maximum with 500 g CPP (cow pat pit) and 5 kg FYM.

Naik and Babu (2005) reported that the leaf nitrogen content remains

same before and even after application of different treatments viz., one chemical fertilization treatment (NPK 250:350:200 g/tree), Vermicompost (10 kg/tree), FYM, pig, sheep, goat manure, poultry manure and guava leaf litter (each 20 kg/tree) in guava cv. 'Sardar'. They further observed the leaf P and K content showed an increase after the termination of trial due to various treatments except control. Kumar et al. (2005) found that the different levels of N, P and K fertilizers significantly influenced the leaf nutrient status of guava cv. 'Pant Prabhat' analysed during the months of June and January, with the maximum leaf nitrogen (2.16 and 1.71 %), potassium (1.23 and 0.87%) and phosphorus (0.135 and 0.118 %). Naik and Babu (2005) observed highest acidity in guava cv. 'Sardar' under FYM (20 kg/plant) treatment which was closely followed by vermicompost. Acidity in freshly harvested guava fruit varies from 0.35 to 0.54 per cent. Maximum was recorded in fruits harvest from 10 kg FYM + 250 g N + 100 g P₂O₅ + 250 g K₂O and Azospirillum, while minimum value (0.33 %) in 100 g P₂O₅, 250 g K₂O and Azospirillum treated plant (Ram et al. 2005a).

CONCLUSION

The orchard establishment is a long term process and cannot be done in days but once the yield is reduced to such an extent that orcharding becomes non economical, the latest technology of rejuvenation is said to be essential for restoring the production potential of old unproductive orchards. Timely rejuvenation is necessary for the grower to make orchard productive. This must be followed by the balanced application of nutrients of either source. An application of organic, inorganic source of nutrients and bio fertilizers gave lucrative growth, more flowering and yield with improved quality parameters like size, average

weight of fruit, TSS and ascorbic acid etc. The sources includes application of chemical fertilization, vermicompost, FYM, pig, sheep, goat manure, poultry manure, neem cake, sunn hemp, guava leaf litter and in situ vermiculturing. It also includes application of Azospirillum and Azotobacter to the plant. Integrated and balanced nutrient management leads to increasing the efficiency of all nutrients applied thus, decreasing the amounts of fertilizers used and finally obtaining a high yield with quality.

REFERENCES

1. Ahmad, M. B. M., Salik, M. R. and Awan, M. Z. 2009. Manure and fertilizers effect on yield and fruit quality of guava (*Psidium guajava* L.). *Journal of Agriculture Resources*, 3: 247- 251
2. Athani, S.I., Prabhuraj, H.S., Ustad, A.I., Swamy, G.S.K., Patil, P.B. and Kotikal, Y.K. 2005a. Effect of organic and inorganic fertilizers on vegetative growth parameters, fruit characters, quality and yield of 'Sardar' guava. 1st International Guava Symposium, Dec. 5-8, CISH, Lucknow pp. 70.
3. Athani, S.I., Ustad, A.I., Kotikal, Y.K., Prabhuraj, H.S. Swamy, G.S.K. and Patil, P.B. 2005b. Variation in growth parameters, fruit characters, quality and yield of 'Sardar' guava as influenced by vermicompost. 1st International Guava Symposium, Dec. 5-8, CISH, Lucknow pp. 71.
4. Bal, J.S., Randhawa, J.S. and Jagjit, S. 2004. Studies on the rejuvenation of old ber trees of different varieties. *Journal of Research, Punjab Agricultural University*, 41: 210-213.
5. Basu, J., Das, B., Sardar, S., Mandal, K.K., Bank, B.C., Kund, S., Hasan, M.A and Jha S.K. 2007. Studies on the response of pruning for rejuvenation of old guava orchard. *Acta Horticulture*, 735: 303-309
6. Kumar, P., Tiwari, J.P. and Lal, S. 2005. Effect of varying levels of N, P and K fertilization on plant growth, yield, and fruit quality and leaf nutrient status of guava (*Psidium guajava* L.) cv. 'Pant Prabhat'. 1st International Guava Symposium. Dec. 5-8, CISH, Lucknow pp. 80.
7. Madhavi, A., Prasad, M., Prabhakar Reddy, I. and Girwani, A. 2005. Integrated nutrient management for increased productivity and quality in guava. 1st International Guava Symposium, Dec. 5-8, CISH, Lucknow pp. 83.
8. Nofal, O.A. and Rezk, A.I. 2009. Role of fertilization in improving quality of some Agricultural crops. *International Journal of Academic Research*, 1: 59-65
9. Naik, M.H. and Babu, R.S.H. 2005. Feasibility of organic farming in guava. 1st International Guava Symposium, Dec., 5-8, CISH, Lucknow pp. 69.
10. Patel, V.B., Singh, S.K., Asrey, R. and Sharma, S.K. 2005. Response of organic manures and biofertilizer on growth, fruit yield and quality of mango cv. Amrapali under high-density orcharding. *Karnataka Journal of Horticulture*, 1: 51-56
11. Ram, R.A., Bharguvanshi, S.R. and Pathak, R.K. 2005a. Integrated plant nutrient management in guava (*Psidium guajava* L.) cv. 'Sardar'. 1st International Guava symposium, Dec. 5-8, CISH, Lucknow pp. 85.
12. Ram, R.A., Bharguvanshi, S.R., Garg, N. and Pathak, R.K. 2005b. Studies on organic production of guava (*Psidium guajava* L.) cv. 'Allahabad safeda'. 1st International Guava Symposium, Dec. 5-8, CISH, Lucknow pp. 69-70.
13. Sahoo, S.K. and Singh, D.B. 2005. Effect of different levels of biofertilizers on growth, yield and quality of strawberry (*Fragaria annanass* Duch.) cv. Sweet charley. *Orissa Journal of Horticulture*, 33: 82-85
14. Shinde, A.K., Waghmare, G.M., Godse, S.K. and Patil, B.P. 2002. Pruning for rejuvenation of overcrowded, old 'Alphonso' mango (*Mangifera indica*) gardens in Konkan, *Indian Journal of Agricultural Sciences*, 72: 90-92
15. Singh, G., Mishra, R. and Singh, G. P. 2005. Guava rejuvenation Extension Bulletin CISH, Lucknow. 28: 1-4.
16. Singh, G., Mishra, R., and Gupta, N. 2007. Modifying existing guava tree canopies for increased production efficiency. *Acta Horticulture*, 735: 243-248
17. Umar, I., Kumar, V., Ravi, W. and Jamwal, K.M. 2009. Effect of Farm yard manure, Urea and Azotobacter on growth, yield and quality of strawberry Cv. Chandler. *Not. Bot. Hort. Agrobot. Cluj (Notulae Botanicae Horti Agrobotanici Cluj-Napoca)* 37: 139-143
18. Wasfy, Al., Abd-El-Galil, M.M. and Masry, H.A. 2006. Effect of organic nitrogen Fertilization on growth, nutrient status and fruiting of Roumi Red grapevines. *Assiut Journal of Agricultural Sciences*, 37: 161

10. THE IMPACT OF THE NATIONAL LOCK DOWN ON MIGRANT WORKERS

MRS.S.SARASWATHI, Ph.D. *Research Scholar, PG and Research Department of Economics, Quaid-E-Millath Government College for Women (A), Chennai.*

DR. J. MAHESWARI, *Assistant Professor & Research Supervisor, PG and Research Department of Economics, Quaid-E-Millath Government College for Women (A), Chennai.*

ABSTRACT

A migrant worker is a person who either migrates within their home country or outside it to pursue work. Migrant workers usually do not have the intention to stay permanently in the country or region in which they work. The International Labour Organization estimated in 2014 there were 232 million international migrants worldwide who were outside their home country for at least 12 months and approximately half of them were estimated to be economically active, i.e. being employed or seeking employment (Mainstreaming of Migration in Development Policy and Integrating Migration in the Post-2015 UN Development Agenda). In India about 120 million people or more are estimated to migrate from rural areas to urban labour markets, industries and farms. Migration has become essential for people from regions that face frequent shortages of rainfall or suffer floods, or where population densities are high in relation to land. Areas facing unresolved social or political conflicts also become prone to high out migration. Poverty, lack of local options and the availability of work elsewhere become the trigger and the pull for rural migration respectively.

During this after the their widespread of pandemic Covid-19 every one and especially migrant workers wish to go back to their home station because the workers think their lives are important than earning money for their livelihood. Beside the migrant workers were scared that COVID-19 would take a couple of more years to subside and the safest thing was to be at home. So many migrant workers expressed a fear of returning their native place. The purposes of this paper are to examine the problems and challenges faced by migrant workers while travelling to their hometown and the measures taken by Government of India to ensure their safety. The present study is based on primary data collected from the sample population who moved from Chennai district of Tamilnadu to their native rural areas. Structured Questionnaire was used for survey and information were collected with the sample respondents through telephonic conversation. Chi-Square test has been employed to identify the issues and challenges of migrant workers.

KEYWORDS

Migrant workers, Government scheme, Frequency, Descriptive statistics, Chi-square test.

INTRODUCTION

Migrant people often migrate from one place to another for livelihood improvement. Some of the reasons for the migration are population growth, political instability, civil wars, education, unemployment and marriage. So, people migrate to different places because of unemployment. Migrant workers thus suffer from overtime, isolation by society, low income, and lack of basic amenities. In some parts of India, three-fourths of the households are displaced. Labour laws for them are not properly enforced.

MIGRATION WORKERS IN INDIA

Migrant workers constitute backbone of Indian economy as migration is a livelihood strategy of millions of people in India. Out of 482 million workers in India, about 194 million are permanent and semi-permanent migrant workers as per 2011 Census. In addition, there are about 15 million short-term migrant workers of temporary and circulatory nature. At the state level, in-migration rates are higher in high-income states such as Delhi, Goa, Haryana, Punjab, Maharashtra, Gujarat and Karnataka. Some of them are badly affected by the COVID-19 compared to low-income states such as Bihar, Uttar Pradesh, Jharkhand, Rajasthan and Odisha with relatively higher rates of out-migration. (4)

Indian migrant workers during the COVID-19 outbreak have faced multiple hardships. With factories and workplaces were shut down due to the lockdown imposed in the country, millions of migrant workers had to deal with the loss of income, food shortages and uncertainty about their future. Their families went hungry so thousands of them return their native place. Migrant workers majorly comprise of daily wage labourers working in the informal sector. They are mostly come from rural areas but live in cities for work for most of the year.

Objectives of the study

- To explore the challenges faced by migrant workers during their returning hometown
- To outline Government measures implemented to help migrant workers.

METHODOLOGY OF THE STUDY

The study is based on primary data. The research has taken a random sample of 15 migrant people from Chennai district in Tamil Nadu. The primary data were collected from the sample respondents with the help of structured interview schedule through phone contact. The data is analysis by using Frequency, descriptive statistics and chi-square test. Data were processed and analysis were made using SPSS.

HYPOTHESIS OF THE STUDY

To examine the stated objective the following objective has been framed:

H_0 : There is no association between level of education and awareness about measures implemented by Government for the welfare of migrant workers

H_1 : There is association between level of education and awareness about measures implemented by Government for the welfare of migrant workers

ISSUES AND CHALLENGES OF MIGRANT WORKERS

Native place

They are mostly come from rural areas but live in cities for work for most of the year. More people came from rural to urban for Employment.

Table 1

Native place

Rural	Frequency	Percent
	15	100.0

Source: primary data

Table (1) showed that the 100 percent of the respondent came from rural areas.

EMPLOYMENT AND EDUCATION

Migrant workers majorly comprise of daily wage labourers working in the construction and household workers, factories and others. The workers are respectively illiterate people. Many of them work in the informal sectors.

Table 2
Employment and Education

Education	Frequency	Percent	Employment	Frequency	Percent
			Construction	6	40.0
Illiterate	7	46.7	Household Workers	3	20.0
Literate	3	20.0	Factories	2	13.3
Graduate	5	33.3	Others	4	26.7
Total	15	100.0	Total	15	100.0

Source: primary data

Source: primary data

The table (2) explore the majority of the migrant population is uneducated and they work mostly in informal sectors. Graduates work in other fields.

ASSETS AND PLACE OF ASSETS

The study revealed that the prolonged lockdown has left most of them without any savings and forced many to take loans. The number of property holders is low. Their Immovable assets are in their hometowns. So those who affected during the lockdown they are returning home town.

Table 3
Assets and Place of assets

Immovable Assets	Frequency	Percent	Place of assets	Frequency	Percent
			Urban		
No	7	46.7	Rural	7	46.7
Yes	8	53.3	Missing	7	46.7
Total	15	100.0	Total	15	100.0

Source: primary data

Table (3) conclude frequency of property holder is low at 8 out of 15. Their frequency of Immovable assets is in hometown at 7 out of 8.

REASON FOR TRAVELLING

Migrant workers faced some problem during lockdown. The migrant people most of them dealing with unemployment problems and people's fears. They faced assault and harassment from the people. So they ready to travel during the lockdown.

Table 4
Migrant problem

Travelling Reason	Sum	Mean	Std. Deviation
Unemployment	12	.86	.363
Quarantine	5	.36	.497
People fear	11	.79	.426
Food and Accommodation	5	.36	.497

Source: primary data

The table (4) indicate sum of the respondent encountered at unemployment 12 members, quarantine 5 members, people fear 11 members and food and accommodation. Some respondent meet all problems mentioned in the table.

REASON FOR MIGRANT

People migrate for a number of reasons. Some of the reasons for the migration are population growth, political instability, civil wars, education, unemployment and marriage. So people migrate to return home because of unemployment.

Table 5
Reason for Migration

Migrant reason	Frequency	Percent
Safety	1	6.7
Lack of Employment	13	86.7
Others	1	6.7
Total	15	100.0

Source: primary data

Table (5) explain most migration occurs for employment. 86.7 percent of the respondent has been displaced for lack of employment. 13.4 percent respondent displace for other reasons.

LACK OF TRANSPORTATION FACILITIES

Lockdown restrictions putting a stop to public transport, thousands of migrant workers were seen walking or bicycling hundreds of kilometres to go back to their native villages, some with their families. The quarantines and other containment measure which may drastically reduce public and private transportation services. Respondent's travel mode.

Table 6
Mode of Travel

Travel by	Frequency	Percent
Walking	4	26.7
Bicycle	2	13.3
Public Transport	4	26.7
Private Transport	5	33.3
Total	15	100.0

Source: primary data

Table (6) explain during the lockdown, he returned to his hometown through at the walking (30Km), two-wheelers (50Km), public transport (150Km) (ex: bus, rain) and private vehicles (150Km) (ex: car, lorry, van). This table shows that people travel with through the native places by walking at the percentage of the respondent 26.7 percent, by bicycle 13.3 percent, by public transport 26.7 and private transport 33.3 percent.

RATE OF UNEMPLOYMENT

Migrant workers say they just want to go home. Because the workers think our lives seem more important than money now. Beside the migrant workers were scared that during the corona virus lockdown would take a couple of more years to subside and the safest thing was to be at home. So many migrant workers expressed a fear of returning their native place. So in cites facing unemployment during the lockdown.

Table 7
Unemployment rate

Month	Unemployment rate (%)		
	India	Urban	Rural
March 2020	8.75	9.41	8.44
April 2020	23.52	24.95	22.89
May 2020	23.48	25.79	22.48
Jun 2020	10.8	12.1	10.2

Source: CMIE Report for Unemployment Monthly Rate 2020

From the Table (7) shows the rate of unemployment during the lockdown period from March 2020 to Jun 2020. Unemployment rate high significantly to 23.48 per cent in May compared to 8.75 per cent in March. The unemployment rate is also high during the lockdown the urban from 9.41 percent in March to 25.79 percent in May and the rural area from 8.44 percent in March to 22.48 percent in May. Urban unemployment rate higher compare to rural. Unemployment rate fell significantly to 10.99 per cent in Jun compared to 23.48 per cent in May, showing signs of improvement in the job scenario in the country and return to the pre-lockdown period, the Centre for Monitoring Indian Economy (CMIE) data suggests. The unemployment rate in urban areas for the month stood at 12.01 per cent, while it was recorded at 10.2 per cent in rural areas.

STATUS OF EMPLOYMENT

During the corona virus lockdown the migrant workers that going to their hometowns they could return to farming and take up small jobs. These situations create Overcrowding in agriculture. In other words it refers to a situation of employment with surplus manpower in which some workers have zero marginal productivity.

Table 8
Disguised Unemployment

Descriptive Statistics			
	Sum	Mean	Std. Deviation
Agriculture	11	.73	.458
Animal husbandry	9	.60	.507
Factories	0	.00	.000
Companies	3	.20	.414
100 days work	2	.13	.352

Source: primary data

Table (8) explain after returning home town the people do work like agriculture, animal husbandry, factories, companies and 100 days work. Table view mean value for the migrant people most of them depend on agriculture at .73 percent and animal husbandry at .60 percent.

LOSS OF INCOME

Low income workers in developing countries face a higher risk of income loss during the Covid-19. Migrant workers majorly comprise of daily wage labourers working in the manufacturing and construction industries. In the lockdown period the government not allow to work so no work and no money, beside in the period

worker loss their income. And decline in wages is unlikely for salaried. The income shock will negatively affect the food security and nutrition.

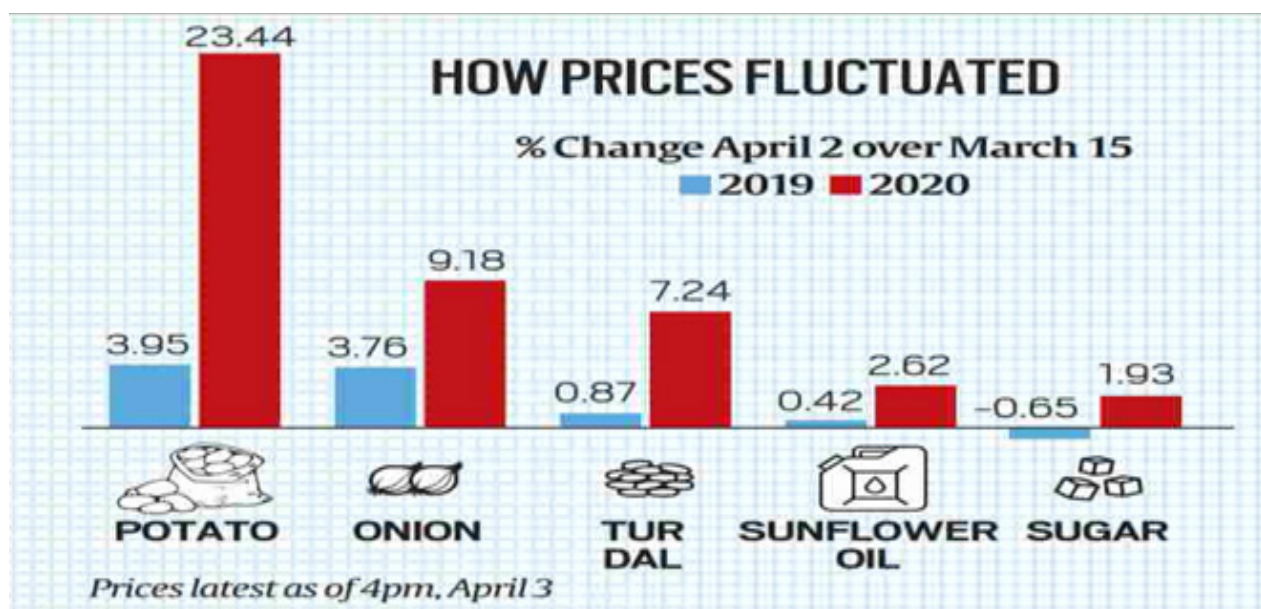
POVERTY

Rural household tend to depend more on domestic remittances from urban migrants, economic shutdowns in urban areas will hurt the poor in rural areas. Lockdown has been created due to the spread of covid-19 in India. As a result, many people are forced into poverty, such as wage earners and low-income workers. The unemployment situation creates income shock. The income shock pushed more people

under poverty.

CHANGE IN CONSUMPTION PATTERN

The consumption pattern has been affected and has shown a downfall due to fall income and lost jobs especially to the migrant workers. Supply chain is shock it create shortages of basic consumption goods and essentials (food, medicine). Shortage of basic consumption Increase at the same time price also rises. Food price rise and income fall historically poor household will fall back on the consumption of staples and reduce their consumption of meat, dairy and fruits and vegetables.



Source: The Indian express July-02-2020 (Wholesale price trends depend on movement of goods to consumption points.)

The Figure (1) explored the rise in prices of the essential commodities such as vegetables to purely supply-side issues, instead of production-linked problems. They also specifically pointed to the lack of transportation and labour to lift stocks from wholesale markets, leading to disruptions in the movement of stocks from production centres to the retail level, even as prices of certain commodities like edible oils have been impacted because of a slowdown in production due to factory closures and labour shortage.

LACK OF SAVING

Migrant workers mostly depends on informal sector so no saving and lived in factory dormitories which were shut due to the lockdown.

Table 9 - Saving

Savings	Frequency	Percent
No	10	66.7
Yes	5	33.3

Source: primary data

Table (9) describe the saving aptitude is low for the migrant workers. The number of savers is very low. 5 members only save at 33.3 percent and other 10 members not save at 66.7 percent.

Uncertainty about their future Migrant workers who decided to stay back during the exodus faced assault from their neighbours, who accused them of being infected with COVID-19. They thus could not venture out to buy food, work, healthcare, nutrition, housing and sanitation. Migrant workers faced uncertainly future.

EMPIRICAL ANALYSIS

Those who are familiar with government programs on migration are graduated.

These are the beneficiaries. According to research, uneducated people are unaware of government programs.

CHI SQUARE TEST FOR EDUCATIONAL AND KNOWLEDGE AT GOVERNMENT SCHEME OF THE RESPONDENTS

The chi square test of analysis was carried out to know the association between education and the knowledge of government programs. Over all education is significantly associated with knowledge of government scheme. Significant level is at 0.05.

Table 10
Educational and awareness about the government scheme of the Respondents

Education		Government Scheme		Pearson Chi-Square			
		No	Yes	Total	Value	df	Asymp. Sig. (2-sided)
Education	Illiterate	7	0	7	12.222 ^a	2	.002
	Literate	2	1	3			
	Graduate	0	5	5			

Source: primary data

H₀ sig value is 0.002 we reject the null hypothesis at 5 percent level of significance which means that we are confident of this result by 95 percent. So literacy has a significant and positive effect of knowledge about the government migrant scheme.

The table (10) show from this analysis, it is seen that the education knowledge was significant association with knowledge of government scheme and use of government scheme. The p value is less than 0.05.

AVAILED AT GOVERNMENT SCHEME

The government arranged transport, relief camps, labour laws and quarantine measures. To provide jobs and wages to workers, the average

daily wages under the MGNREGA, and further announced free food grains for the migrant workers. States also imposed strict measures for migrants to follow, either while leaving or after entering state borders and district boarders.

Table 11
Education and Availed at government scheme of the Respondents

Availed government scheme	Sum	Mean	Standard Deviation
Relief camps	4	.27	.458
Transport arrangement	3	.20	.414
Labour laws	3	.20	.414
Quarantine Measure	6	.40	.507
Source: primary data			

The table (11) explain respondent follow this type of government policies after returning home town. In the sum of availed relief camps 4 members, transport arrangement 3 members, labour laws 3 members and quarantine measures 6 members.

To assess Government policies and program implemented to help migrant workers.

GOVERNMENT MEASURES

By the central and state governments implemented various measures to help them and later arranged transport for them. Many migrant also died due to the lockdown, with reasons ranging from starvation, suicides, exhaustion, road and rail accidents, police brutality and denial of timely medical care.

DIRECTIVES

- On 27 March the Home Minister ordered to ensure that migrant would not move the lockdown period.
- On 28 March National Disaster Fund (NDRF) for providing food and shelter to the migrant.
- On 29 March government orders landlord should not demand rent and employer should pay wages without deduction.
- The order regarding payment of wages was withdrawn in the guidelines for the lockdown extension issued on 17 May.
- On 16 May the government announced the National Migrant Information System (NMIS), an online database created by the National Disaster Management Authority (NDMA). The government planned to keep the workers updated by feeding their phone numbers in the system.

Relief camps

- Delhi government provided free food to 4 lakh people every day as of late march and 500 hunger relief centres. Provided food across the country in food camps run by the government and NGO's on april 5.

- On 12 April 37978 relief camps and 26225 food camps.
- The government of Kerala changed food and provided north Indian dishes, providing carom boards and recharge facilities for phones, as well as provide medical essential such as masks, sanitizers, and medicines.

TRANSPORT ARRANGEMENTS

Buses

✓ On 28 May 91 lakh migrants had travelled back home in government arranged transport facilities.

✓ On 23 May 40 lakh migrants had travelled to their homes by buses.

Shramik Special Trains

✓ On 1 May the central government permitted the Indian Railways to launch "Shramik Special" trains for the migrant workers.

✓ On 3 May the Ministry of Home Affairs mildly reprimanded the state governments for hurriedly requesting for trains to transport migrants, stating that the trains were primarily mainly meant for those who were stranded due to the sudden lockdown and not the migrants.

✓ The central government then faced criticism from the opposition, with the Indian National Congress promising to sponsor the tickets of the migrants on 4 May.

✓ The government then announced that the railways would offer an 85% subsidy on the train fares, with the state governments funding the remaining 15%.

✓ 4277 Shramik Special trains had transported about 60 lakh people, as of 12 June.

RELIEF MEASURE

✓ Most important measure On 13th Jun priministernarantramodilanchrs1000 crore employment scheme to provide income support to migrant workers who returned to their home states during the covid-19 lockdown.

✓ 3 April the central government had released 11092 crore to states and

UT s under the NDRF, to fund food and shelter arrangements for migrants.

√ To help provide jobs and wages to workers, the average daily wages under the MGNREGA were increased as of 1 April.

√ On 14 May Finance Minister Sitharaman Further announced free food grains for the migrant workers.

LABOUR LAWS

√ The government of Uttar Pradesh, Madhya Pradesh and Gujarat sought to temporarily revise their labour laws in early May with the purpose attracting industries and investments.

√ Labour unions criticized this as being harmful to the migrant workers while giving more authority to the employers,

√ Ten of them then wrote to the ILO on 14 May regarding the same, to which the ILO responded by reassuring them that it had contacted Prime Minister Narendra Modi.

QUARANTINE MEASURES

√ State government opened thousands of quarantine centers to houses them, with some states imposing mandatory institutional quarantine. States also imposed strict measures for migrants to follow, either while leaving or after entering states borders.

SUPREME COURT HEARING

√ On 30 March the Supreme Court of India agreed to hear a petition on behalf of the migrant workers.

√ On 16 May the Supreme Court rejected a PIL to direct the District magistrates to identify and provide free relief and transport to the Migrant workers.

√ On 26 May the Supreme Court ordered the centre and states to provide free food, shelter and transport to stranded migrant workers.

STATE GOVERNMENT MEASURES

√ The state government was among the first to launch measures against Covid-19. The state government had announced a 3,280 crore relief package on 24 March. It included financial support of 1000Rs to all ration card holders, free rice and other essential commodities in the wake of lockdown. It also provided registered street vendors, auto rickshaw drivers, Migrant labourers and construction workers in the state with similar provisions. It had also announced extension periods of three months to make loan and tax payments for all citizens, and one month to pay house rent for workers including migrants across the state. Currently, the government operates 311 relief camps and shelters for migrant workers.

√ Earlier it had allocated sum of 60crore from disaster relief fund to deal with the crisis. It had also taken steps to provide medicines for the two months to patients with hypertension, diabetes mellitus, HIV and TB while also monitoring pregnant women who are due within that time. The government had started screening passengers arriving at the airports in January. It had screened 2,10,538 passengers as of 1 April. As of 16, more than lakh passengers have been placed under quarantine.

√ The government has established helpline for public. It also released an app for officials to monitor people under home quarantine. The government has announced a compensation of 50 lakh to the families of those who die during Covid-19 duty.

√ On 31 March in the wake of ht nationwide lockdown, the government announced a one month rent freeze for student and workers, including migrant labourers. It also extended the time to make payments including loans and taxes by three months.

√ On 2 April, the government announced care package of 1000 and

monthly allowed ration of food supply for each household.

√ On 13 April, the Coimbatore district administration made usage of face masks compulsory for all.

√ On 26 April the state government enacted a new ordinance to punish who try to block burial of cremation under Tamil Nadu Public Health Act, 1939.

√ The government agreed to allow flight operations from 25 May 2020. It limited incoming flights to Chennai International Airport to 25. Passengers showing symptoms will be subjected to tests to hospitals if found positive, while ones without symptoms or with symptoms shall undergo 14 day home quarantine. All passengers are stamped with quarantine seals.

CONCLUSION

The covid-19 is spreading around the world and affecting people worldwide. Migrant workers should not be seen as a problem today. The study revealed that the government took more action for migrant people. The research has concluded those who are familiar with government programs on migration are graduated. These are the beneficiaries. According to research, uneducated people are unaware of government programs. So we need to find a solution to this. In particular, migration of human capital should be tailored to economic growth and poverty alleviation to support economic growth. The government should therefore make systematic plans to improve the living standards of migrant workers and increase economic growth.

REFERENCES

1. Centre for Monitoring Indian Economy Report unemployment monthly rate (2020)
2. Fornaro, L and M Wolf (2020), "Covid-19 Coronavirus and Macroeconomic Policy: Some Analytical Notes", manuscript
3. Gali, J (2009), *Monetary Policy, Inflation, and the Business Cycle: An Introduction to the New Keynesian Framework*, Princeton University Press.

4. IIPS, "The COVID-19, Migration and Livelihood in India: Challenges and Strategies".

5. Jamwal, A., Bhatnagar, S., & Sharma, P. (2020). *Coronavirus Disease 2019 (COVID-19): Current*

6. *Journal of Vocational Behaviour* (2020), "Unemployment in the time of COVID-19 A research Agenda".

7. *Literature and Status in India*.

8. Lorenzoni, G (2009), "A theory of demand shocks," *American Economic Review* 99(5): 2050-84.

9. OECD (2020), "Flattening the Unemployment curve? Policies to Support Workers income and promote a speedy labour market recovery".

10. Shruti Agrawal, Anbesh Jamwal, Sumit Gupta (2020), "Effect of COVID-19 on the Indian Economy and Supply Chain", ResearchGate.

11. World Bank Group Flagship Report (2020), "Global Economic Prospects".

12. Wren-Lewis, S (2020) "The economic effects of a pandemic".

11. A COMPREHENSIVE ANALYSIS OF GOODS AND SERVICES TAX (GST) IN INDIA

MARUTHI M V, *Assistant Professor, K.L.E.Society's S.Nijalinganppa College, Rajajinagar, Bangalre-560010*

ABSTRACT

The Goods and Services Tax (GST), implemented on July 1, 2017, is regarded as a major taxation reform till date implemented in India since independence in 1947. GST was planned to be implemented in April 2010, but was postponed due to political issues and conflicting interest of stakeholders. It is a comprehensive tax system that will subsume all indirect taxes of states and central governments and unified economy into a seamless national market. The primary objective behind development of GST is to subsume all sorts of indirect taxes in India like Central Excise Tax, VAT/Sales Tax, Service tax, etc. and implement one taxation system in India. The GST based taxation system brings more transparency in taxation system and increases GDP rate from 1% to 2% and reduces tax theft and corruption in country. The paper highlighted the background of the taxation system, the GST concept along with significant working, comparison of Indian GST taxation system rates with other world economies, and also presented in-depth coverage regarding advantages to various sectors of the Indian economy after levying GST and outlined some challenges of GST implementation.

KEYWORDS

tax, indirect tax, goods and services tax (GST), taxation reforms, Indian taxation system, GST Council.

INTRODUCTION

The word "tax" is derived from Latin word "taxare" meaning to estimate. A tax is not a voluntary payment or donation, but enforced contribution, exacted pursuant to legislative authority and is contribution imposed by the government, whether under the name of toll, tribute, impost, duty, custom, excise, subsidy, aid, supply, or any other name

Taxation was first imposed in Ancient Egypt around 3000 B.C.- 2800 B.C. during the first dynasty of the old kingdom. Records indicate from that period that the Pharaoh would conduct a biennial tour of the kingdom, collecting tax revenues from the people. Other data indications are granary receipts on limestone flakes and papyrus.

Taxes are the only way for financing the public goods because of their inappropriate pricing in the market. It can only be levied by the government, via funds collected from taxes. It is highly important that the taxation system is designed in such an appropriate manner that it doesn't lead to any sort of market distortions and failures in the economy. The taxation laws should be highly competitive so that revenue can be raised in a highly efficient and effective manner.

THE INDIAN TAXATION SYSTEM - SCENARIO BEFORE GST

Tax policies play a vital role in any country's progress and have a direct impact on any country's economy in

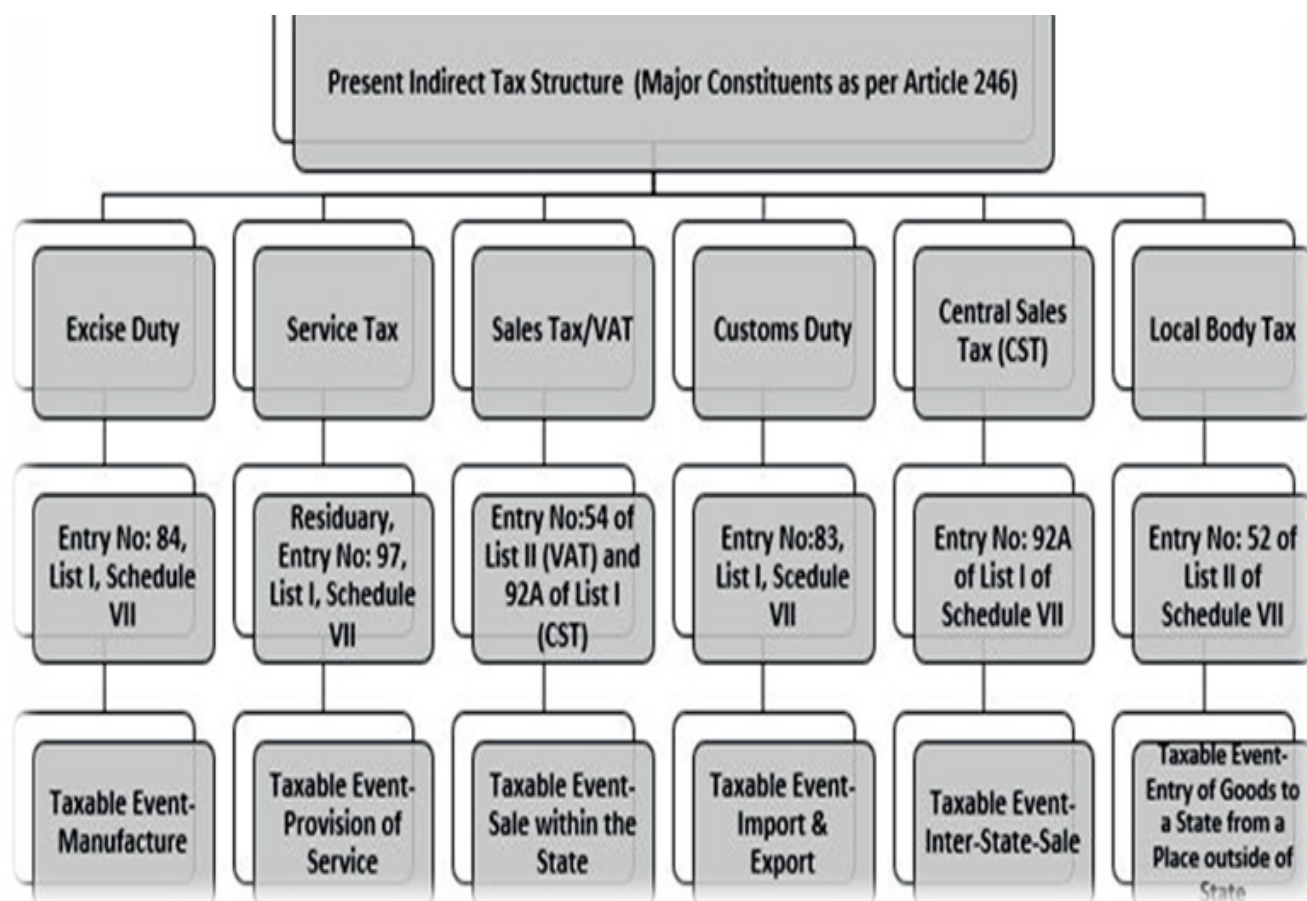
terms of efficiency and equity. A good taxation policy is that which takes care of the entire income distribution and also generates tax revenues in such a manner for Central and State Governments, which can lead to overall benefit in the nation's infrastructure, defense, public amenities, people's security, and a country's exports.

The entire framework to impose indirect taxes comes under Constitutional provisions of India. Article 246, Seventh Schedule gives the right to Central and State Governments to levy taxes and collect indirect taxes on the basis of goods and services transactions.

The taxation system varies from manufacturer to manufacturer on point of sale or level of imports or exports. Indirect taxation based collection systems are based on origin, and are designed to impose tax and collect the same at the event of happening of any taxable activity.

The Figure 1 depicts a tabular representation of Indian indirect taxation system as per Article 246 of the Indian Constitution System. The following Table 1 gives a tabular representation of taxes imposed and collected by Central and State Governments of India.

Figure: 1. Indian Indirect Taxation System as per Article 246



Source: Reproduced from Jain (n.d.) from <https://www.caclubindia.com>

RESEARCH METHODOLOGY

This paper is based on exploratory research technique and data cited in this paper were collected via secondary sources available like statistical data available on various websites of Indian Government like Finance Ministry (finmin.gov.in), GST Council (gstcouncil.gov.in), GST Council Archives (gstindia.com),

and many more; literature review from journal papers; annual reports; newspaper reports; and wide collection of magazine based articles on GST. Based on the analysis of above mentioned data collection sources, the objectives of the study are defined and research design is drafted which is highly descriptive in nature.

OBJECTIVES OF THE RESEARCH UNDERTAKEN

The research has been undertaken and presented considering the following foremost objectives:

- To gain an in-depth understanding of GST taxation system evolution.
- Understanding in - depth the concept of new taxation system introduced - Goods and Services Tax (GST) in India.
- Understanding the features, working, and differentiating the current taxation system in India v/s GST.
- To evaluate the advantages and challenges surrounding GST.
- To evaluate the prospects of taxation position of various goods and services in India.
- To furnish the information for future research on GST based taxation system.

SCOPE OF THE STUDY

This paper provides a detailed insight regarding implementation of GST tax among various sectors of the country. GST after implementation will bring uniformity with tax rates and will also overcome lots of shortcomings in the Indian taxation system with regard to indirect taxation. The Good and Services Tax would surely be highly advantageous for major areas of the India economy.

GOODS AND SERVICES TAX (GST) – CURRENT SCENARIO

(1).Need for GST- Goods and Services Tax: As per the reports of Task Force on Goods and Services Tax (2009), the Indian taxation system led to misallocation of resources and lower productivity in terms of economic growth, international trade, and overall development of the Indian economy. Therefore, there was an emergent need to replace the existing tax system with a new engine of taxation of goods

and services to attain the following objectives (Roychowdhury, 2012)

- (a) The tax incidence fell primarily on domestic consumption.
- (b) The optimization of efficiency and equity of the Indian system is desired.
- (c) There should be no export of taxes across the taxing jurisdiction.
- (d) The Indian market should be brought under a single umbrella of common market.
- (e) Enhancement to the cause of cooperative federalism.

(2).Introduction to the Goods and Services Tax (GST) : New Article 366 (12A) of the Indian Constitution (GST India.com, 2016) defined Goods and Services Tax (GST) to mean any tax on supply of goods or services or both except taxes on the supply of alcoholic liquor for human consumption. New Article 366(26A) defines service to mean anything other than goods. Existing Article 366(12) defines goods to include all materials, commodities, and articles.

As per the government, the Goods and Services Tax (GST) is regarded as a 'Reform' rather than amendment in the existing Indian taxation system to sort out all backdoors and cons of the indirect taxation system. India was one of the 123 countries in the world following the VAT taxation system. VAT was designed and introduced on January 17, 2005 at the Centre and State levels by finance minister P. Chidambaram. VAT replaced Central Excise Duty Taxation at the national level and Sales Tax System at the state level, bringing major reform in the taxation system.

Goods and Services Tax (GST) was proposed in 2014 to be implemented with effect from (w.e.f) June 2016. The GST implementation is "dual" in nature

one component is implemented by Centre (CGST) and another Component by State (SGST). The base of tax would be the same by Centre and State governments. GST came into effect in India on July 1, 2017. With some major modifications, the GST would now have three prime models:

- (i) Central GST: GST to be levied by the Centre.
- (ii) State GST: GST to be levied by the States.
- (iii) Dual GST: GST to be levied by the Centre and the States concurrently.

GST is regarded as a comprehensive and one tax system on manufacture, sale, and consumption of goods and services at the national level. As GST is implemented, all other taxes have been discontinued. There is now one tax, that too at the national level, strictly under the control of the Central Government. Under GST, there is one tax for both goods and services, which is a clear tax policy and this will improvise collections of tax. It would also lead to a clear system and abolish tax based theft and corruption at the national level. GST being a friendly taxation system for the corporate sector will provide easiness in tax policies, reduce inflation levels, and make the overall system more transparent.

(3) Importance of the GST Taxation System - Trade, Government, and Consumer: GST will overcome various issues of development via greater interactions between VAT/GST systems along with overcoming the potential risks of double taxation and unintended non-taxation systems. GST will lay a strong foundation of collecting tax at early stage of value addition. Every business/tax payer would be a part of controlling and collecting the tax and remitting the proportion of tax corresponding to its margin. GST will thereby flow through the business to tax

supplies made to the final consumer.

GST Reforms will play a crucial role for trade, government, and consumers in the following manner:

(i) Trade: In order to harmonize trade and bring significant reforms to boost up development, GST will act as a stepping stone for the following parameters:

- (a) multiplicity of taxes will be reduced,
- (b) tax neutrality, especially for exports goods,
- (c) development of one nation or one common economic market,
- (d) simpler tax with fewer rates and exemptions,
- (e) effectiveness in reducing cost for domestic industries.

(ii) The Government: GST promises a lot for transparent working system for the government in the following manner: (a) Easy and simple taxation system - one common tax across the country. (b) Tax base broadening, (c) Great improvements towards collections of revenues. (d) Resource utilization would be more effective. (e) investments out of savings by consumers - due to mitigation of cascading effect, which contributes to increase in availability of funds out of savings of consumer - which may be used for development.

(iii) The Consumer: For a normal Indian citizen, GST promises a lot in terms of better taxation system as follows:

- (a) reduction in the cost of goods and services due to significant elimination of cascading effect on taxes,
- (b) increase in household income and purchasing power,
- (c) increase in savings of common man,
- (d) high increase towards investment potential.

(4) GST Council (GST Council, 2017): In order to implement GST taxation effectively in India, the

Constitutional (122nd Amendment Bill) was introduced and passed by Rajya Sabha on August 3, 2016 and by Lok Sabha on August 8, 2016. The GST council was framed officially on September 8, 2016 after clearance from the Honorable President of India. As per Article 279A (1) of Amended Constitution, the GST Council was created by the President within 60 days of the commencement of Article 279A. The GST Council comprises of the following members: (a) Union Finance Minister- Chairperson, (b) The Union Minister of State, In - Charge Revenue of Finance - Member, (c) The Minister In-Charge or Taxation or any other minister nominated by each State Government - Members.

The GST Council was setup to perform the following duties:

- (a) Taxes, surcharges, cess of Central and States which will be integrated in GST,
- (b) Goods and services to be exempted from GST,
- (c) Interstate commerce -IGST - distribution between State and Central governments,
- (d) Registration threshold limit for GST,
- (e) GST floor rates,
- (f) Calamities special rates,
- (g) Provision with regard to special category rates, especially North-Eastern states.

(5) GST Models: Considering the importance of taxation reforms and other countries' based GST implementations, the following are the various GST models that are designed and proposed by experts for successful implementation of GST:

- (i) The Kelkar - Shah Model
- (ii) The Bagchi - Poddar Model
- (iii) The Australian Model
- (iv) The Canadian Model

(i) The Kelkar - Shah Model: It is based on "Grand Bargain" to merge various taxes like Central Excise,

Service Tax, and VAT into one common tax. According to the model, GST can be implemented as per the following four stages:

Stage 1: Establishing information technology systems.

Stage 2: Building Central GST.

Stage 3: Political effort of agreeing on "Grand Bargain".

Stage 4: Interaction with States.

(ii) The Bagchi - Poddar Model: It is similar to the Kelkar - Shah Model, which envisions the combination of Central Excise, Service Tax, and VAT into one common umbrella of VAT. The difference between Kelkar-Shah and Bagchi-Poddar model is that Kelkar-Shah model proposes tax collection at Central and State levels, while the Bagchi-Poddar model stresses only on the Centre. The Kelkar - Shah model is like the Canadian Model, while the Bagchi - Poddar Model is like the Quebec model.

(iii) Australian Model: The Australian GST model is federal tax collected by the Central government and then distributed to the State government. But as India is a heterogeneous country, this model is not applicable in India.

(iv) Canadian Model: The GST in Canada is dual between the Centre and the States and has three varieties:

- (a) Federal GST and provincial retail sales taxes (PST) administered separately - followed by the largest majority,
- (b) Joint federal and provincial VATs administered federally (Harmonious Sales Tax - HST),
- (c) Separate federal and provincial VAT administered provincially (QST) - only for Quebec as it is like a breakaway province.

(v) GST Models - Adopted by Foreign Countries: Among various countries which have adopted GST, France was the first country to adopt GST in the year 1960.

IMPACT OF GST ON THE INDIAN ECONOMY: ADVANTAGES AND CHALLENGES OF GST IMPLEMENTATION

(1) IMPACT OF GST ON THE INDIAN ECONOMY: GST will impact the overall taxation system of the Indian economy. It will improve the country's GDP ratio and also control inflation to a certain extent. However, the reform will mainly be advantageous to the manufacturing industry, but will make some things challenging for the service sector industry.

GST is expected to raise the GDP growth from 1% to 2%, but these figures can only be analyzed after successful implementation. Some countries have faced a mixed response in growth like New Zealand saw a higher GDP as compared to countries like China, Thailand, Australia, and Canada (Shokeen, Banwari, & Singh, 2017).

The GST rate is implemented in various slabs like 5%, 12%, 18%, and 28%, which will automatically provide great tax increments to the government and the manufacturing sector will face immense growth with reduction in tax rate. There is definitely something good for everyone. Various unorganized sectors which enjoy the cost advantage equal to tax rate which will be brought under GST. This will make various sectors like Hardware, Paint, Electronics etc. under the tax slab. GST requires everything to be planned meticulously for organized rate of taxation. There are still lots of sectors which are to be discussed under GST and this requires proper planning. For the common man and different companies, the collection of Central and State taxes will be done at point of time when sales originate, both components will be charged on manufacturing costs and price of the product will downgrade and consumption will thereby increase (Shokeen et al., 2017).

(2) IMPACT OF GST ON VARIOUS SECTORS: Goods and Services Tax will unite the Indian economy into one common market under a single umbrella of taxation rates, leading to easiness of starting and doing businesses, leading to increase in savings and cost reduction among various sectors. Some industries will be empowered by GST because of reduction in tax rates, while some will lose because of higher rate of GST interests.

In this section, we discuss various sectors and elaborate the impact of GST on them:

(i) IT Companies: GST will allow more implementation of digital systems and services. GST will increase the rate of tax from 14 -15% to 18%, which will increase the cost of electronic products like mobile phones, laptops, etc.

(ii) FMCG Industry: GST will have a significant impact on the FMCG sector. Some food items are exempted under GST like grains and cereals, milk, meat, fish, fruits and vegetables, candy etc. Before GST, FMCG companies paid 24-25% tax including Excise Duty etc. With GST, the rate of return would be 17-19% leading to strong impact in production and consumption.

(iii) Online Shopping: With the introduction of GST, various Ecommerce companies will face much burden of work in rate of filling taxes and cost will be increased.

(iv) Telecom Sector: With the current VAT charges of 15% being replaced by 18% GST rate, the price of mobile calling, SMS, and broadband services would be impacted. This will have a negative impact for big telecom giants like Airtel, Vodafone, Idea, etc.

(v) Automobiles: GST will provide reduction on on-road price of vehicles to max by 8% as per the latest report. Lower prices mean various automobile companies can boost up volumes

and sales and have tremendous opportunities for expansion in India.

(vi) Small Scale Enterprises: There are three categories: (a) below threshold, need not register for GST, (b) between threshold and composition turnovers will have the option to pay a turnover based tax or opt to join the GST regime, (c) above threshold level, will be within the GST framework. Manufacturers and traders will pay less tax after GST Implementation.

(vii) Entertainment: With GST, taxes can do down by 2 - 4%, but the rate of tax for cinema lovers will be increased. GST will soon comprehend with demands and bring best for boosting up the film industry's business.

(3) CHALLENGES OF GST IMPLEMENTATION: The following are some of the major challenges for GST implementation in India:

(i) Nature of Taxes: In India, there are various taxes like Central Excise, VAT, CESS, and other state level taxes which will all be removed and come under one tax, that is, GST, but still lots of states and union territories have other taxes out from GST which has to be worked upon.

(ii) Types of GST: As GST would be of two types : Central GST and State GST and further division is required on the basis of utmost necessity and property based like need, location, geography, and resources which has to be worked upon.

(iii) Rates of Tax: Still the tax rate is not fully finalized and lots more has to be worked upon considering the standard of living of people, etc.

(iv) Tax Management and Technology Infrastructure: It is utmost necessary that proper management of tax and infrastructure is required to implement proper policies and plans.

CONCLUSION

Primarily, the concept of GST was introduced and proposed in India a

few years back, but implementation has been done by Indian government under the able leadership of Prime Minister Shri Narendra Modi on July 1, 2017. The new government was in strong favor for the implementation of GST in India by seeing many positive implications as discussed above in the paper. All sectors in India - manufacturing, service, telecom, automobile and small SMEs will bear the impact of GST. One of the biggest taxation reform- GST will bind the entire nation under a single taxation system rate. As forecasted by experts, GST will improvise tax collections and boost up India's economic development and break all tax barriers between Central and State Governments. No doubt, GST will give India a clear and transparent taxation system, but it is also surrounded by various challenges as discussed in this paper. There is need for more analytical based research for successful implementation.

LIMITATIONS OF THE STUDY AND SCOPE FOR FUTURE RESEARCH

The following are the limitations of the study: (a) GST is still in maturity phase, so tax reforms can occur from time to time via GST council meetings regarding finalization of tax rates and even imposition of new rates and even deduction of existing rates, (b) most of the data cited in the paper was speculatively exploratory in nature as GST meetings are going and still, a lot more needs to be done, (c) final conclusions may vary considering different perceptions.

After GST implementation, there is emergent requirement of modern technology based infrastructure like GSTNET for successful monitoring of taxation system as well as the GST Council should regularly conduct meetings for change in tax reflections. These areas can be covered by researchers in future studies.

REFERENCES

1. Adhana, D.K. (2015). Goods and services tax (GST): A panacea for Indian economy. *International Journal of Engineering & Management Research*, 5 (4), 332 - 338.
2. Central Board of Excise and Customs, Ministry of Finance. (2017). Revised GST rate for certain goods. Retrieved from http://www.cbec.gov.in/resources//htdocs-cbec/gst/gst_rates_approved%20_by_gst_council%20_11.06.2017.pdf
3. Chakraborty, P., & Rao, P.K. (2010, January 2). Goods and services tax in India: An assessment of the base. *Economic and Political Weekly*, 45 (1), 49 - 54.
4. Garg, G. (2014). Basic concepts and features of goods and services tax in India. *International Journal of Scientific Research and Management (IJSRM)*, 2 (2), 542 - 549.
5. Goods and Services Tax Council. (2017). Retrieved from [http://www.gstcouncil.gov.in/GST India.com](http://www.gstcouncil.gov.in/GST%20India.com) (2016, March 21). Basic concepts of GST (Part - 13) – Constitutional amendment for GST. Retrieved from <http://www.gstindia.com/basic-concepts-of-gst-part-13-constitutional-amendment-for-gst/>
6. Jain, A. (2013). An empirical analysis on goods and service tax in India: Possible impacts, implications and policies. *International Journal of Reviews, Surveys and Research (IJRSR)*, 2 (1). Retrieved from <https://www.ijrsr.com/January2013/5.pdf>
- Jain, J. K. (n.d.). Goods and service tax. Retrieved from <https://www.caclubindia.com/articles/goods-and-st-basics-25424.asp>
7. Kelkar, V. (2009, July 01). A tax for economic growth. Retrieved from <http://www.livemint.com/Opinion/S0hINhimkhI9OhAiYwnbYJ/A-tax-for-economic-growth.html>
8. Panda, A., & Patel, A. (2010). The impact of GST (goods and services tax) on the Indian tax scene. DOI : <https://dx.doi.org/10.2139/ssrn.1868621>
9. Poddar, S., & Ahmad, E. (2009). GST reforms and intergovernmental consideration in India (Working Paper No. 1/2009-DEA). Retrieved from <http://dea.gov.in/sites/default/files/GST%20Reforms%20and%20Intergovernmental%20Considerations%20in%20India.pdf>

12. AMALGAMATION OF DIGITALISATION, TEACHING AND LEARNING -A TEMPORAL STUDY WITH A GLOBAL PERSPECTIVE

S. SELLAOURAITCHY, Assistant Professor of Economics, Bharathidasan Govt. College for Women, Puducherry,

K. MARCELLINE MARIE CHRISTINE, Associate Professor of Economics, Bharathidasan Govt. College for Women

ABSTRACT

School children of the present day cohort are well aware of the internet and the online services provided in it. The influence of the smart phones and electronic gadgets are being infamous in the contemporary lives of children. Due to the existing Pandemic situation and subsequent quarantine measures, the use of widgets like Smartphones and laptops has been made inevitable. On this regard, the education institutions must undergo a relevant digitalisation to co-exist in accordance with the COVID-19 circumstances. The online education serves as a major step up in manifesting the spread of knowledge among young minds despite such adverse period. There are several online ventures that faced a boom during this period and might serve as a prelude to the new business era revolution over the next decade. Computerized information change, is a procedure that intends to improve an element by activating critical changes to its properties through mixes of data, registering, correspondence, and availability innovations. We intend to propound that the necessity of online study is about empowering the budding minds to thrive along with digital education and there by acquiring knowledge. This paper illustrates

the significance of digital learning among students and the phenomenon of a future global transformation in education and also the importance of such concern, to emancipate their consternation to achieve their desired careers in future.

KEY WORDS

Digital education, Global ventures, Covid-19.

INTRODUCTION

While the crown viral infection of COVID- 19 has a worldwide effect on teaching and the teaching based divisions, it is generally concurred that extreme changes in the instruction division are required until the zenith infection is annihilated. Also, the WHO expresses that the particular infection is less inclined to be ousted furthermore, that it is an infection like AIDS. The pandemic of such an infection has additionally changed the route of huge number of individuals around the globe. The fifth period of lockdown, reported or actualized in the nation, has devastatingly affected more than a million understudies. Moreover, 22 other nations have likewise reported incomplete "neighbourhood" terminations. With the fast spread of this pandemic infection Asia, Europe,

the Middle East, and the United States, these nations have made quick and conclusive move to lessen the improvement of the illness as an entirety. Recently, Indian government along with several countries all over the world took a drastic step of adjourning the examinations of all students of schools, colleges and universities. These policy decisions have left students to take up a short term "Online classes", for a bulk population of the students across the world. Such instantaneous switch overs definitely poses a great deal of tribulation, among the students, nevertheless, it shed light on an innovative education, which has been practised in meagre amounts formerly. Most developed countries might not view it as a menace, but for a developing nation like India, it might invite some serious botheration. This enables the education institutions to team up with several online agencies to provide a seemingly reliable experience among students. In developing nations where training is basically given by the government, it can turn into a common and significant pattern for future instruction. (Zhang, W., et.al, 2020). This plague is additionally an open door for understudies to settle on choices in this questionable world, to settle on educated choices, to tackle issues in a productive manner, and most critically to adjust to circumstances where aptitudes should be educated. To guarantee that these abilities will be basic for all understudies, adaptability must be created in our instructive frameworks. (Shenoy, et.al, 2020). Kids of the current generation are bombarded with technologies and electronic gadgets right from their early years. The relationship between them and digital apparatus have started since they are toddlers, in some cases even before. This certifies the fact that their adulthood would be bequeathed by digital world. However, the present children are inclined more

towards social media and its relevant stuff, which makes them addictive to smartphones and laptops. The degree of socialisation between children and the society has been declined by a greater extent. This symbolises that these children might not be mentally herculean in order to handle the technology rich future (Organisation for Economic Co-operation & Development (OECD), 2012; Livingstone & Helsper, 2007). There has been a constant bone of contention that the dividend between the children who might be able to access the internet and who could not serves as a crevice. Despite, the technological revolution, all over India, there still some remote areas without adequate network access. The necessity of online education and its significance among the students and development of such ideas towards a better technological future is prerequisite and inevitable (Wang, G, et.al, 2020).

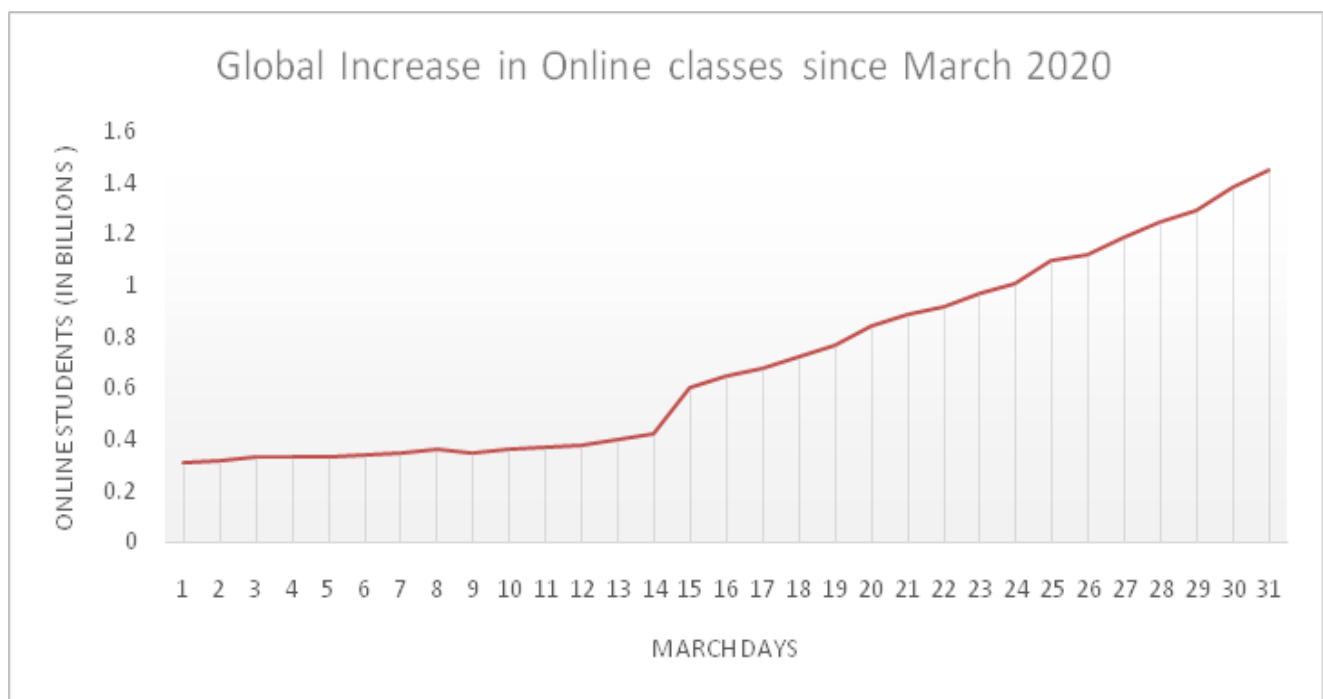
EFFECT OF COVID-19 ON ONLINE LEARNING

It is certain that the pandemic and the ensuing lockdowns has a greater influence upon the education and the learning methodology. The ability of students and teachers to adapt to this new way of education is burgeoning. As the saying goes "Changes are the only thing that doesn't change". A new enthusiastic and innovative change is always welcomed by everyone. Educating and learning are consistently sought after and when personnel found out about lockdown due to COVID 19, it was a test for staff to look this as a chance to go for virtual homerooms, virtual learning and instructing. With the emergency there is a wide adaption of innovation in educating; learning process. The higher educational institutions in India have settled on online classes. The devices utilized by staff during lockdown for educating and learning

through online modes are Zoom, Google Hangouts, Skype get together, Google study halls, LMS, ICT, YouTube, and so on (Jadhav, V.R, et.al, 2020). Numerous establishments led Faculty advancement programs online to equip the energy among workforce during the emergency. Workforce feel there is no much distinction between on the web and disconnected meetings as they can share PPT, play recordings and use board and marker as customary study halls. One fascinating section about online learning was taking care of an investigation course for PGDM

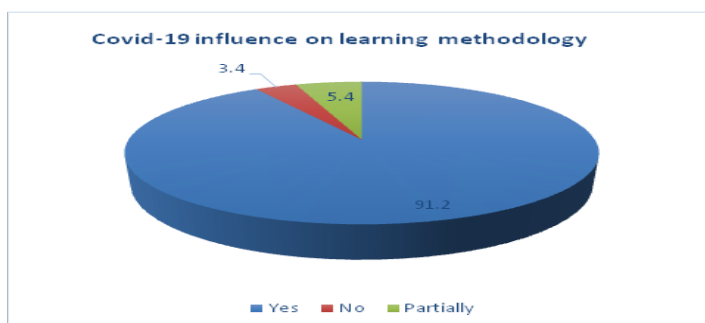
understudies and even he/she can run all the codes on the web and understudies were extremely positive towards the learning and course. What’s more, staff have likewise done online pretend, gathering introductions, visitor meetings by specialists in the field and CEO talk on the web. This has made a transformation in the advanced education establishments and demonstrated the cross breed arrangement of instructing through disconnected and online mode(Jena, P.K, et.al, 2020).

Global Increase in Online classes since March 2020

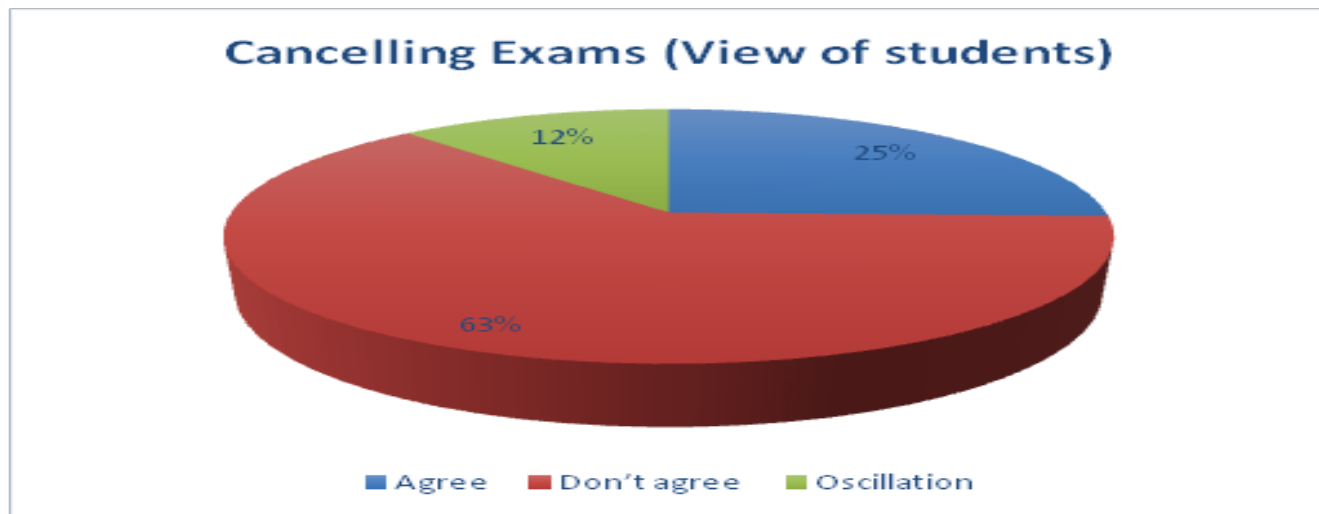


PROPENSITY TOWARDS ONLINE EDUCATION

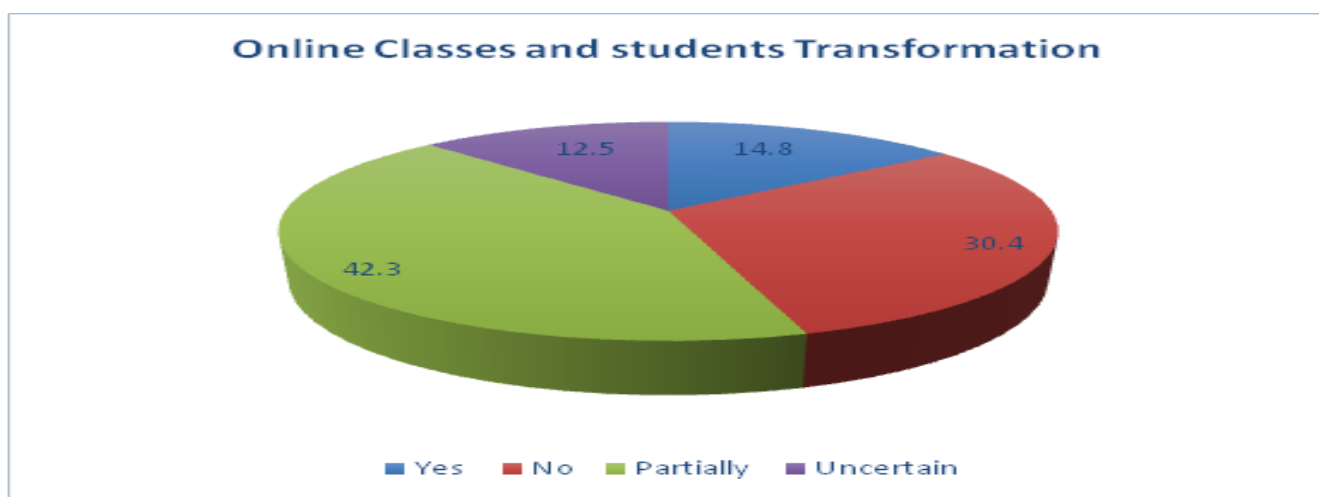
The influence of online education among students has been analysed, a survey has been undertaken on the grounds of establishing the relation between students incorporating the effect that this COVID-19 has upon education. The questions have been fathomed in accordance to bridge the gap between the students and the teachers telephonically, It has been observed that almost 91.2% of the students have a tendency of change in their pattern of learning.



A view on the cancellation of exams globally has been sighted as such more than half of the students detect fallacy in expelling the examinations, the group mostly comprises of top rank and average students, the remaining agree and only a meagre population were in oscillation. The above graph provides a profound notion that several students are interested in uptaking the examinations after the COVID-19 lockdown. The objective was laid out as such their willingness to perform better in the semester and annual board exams have been obliterated.



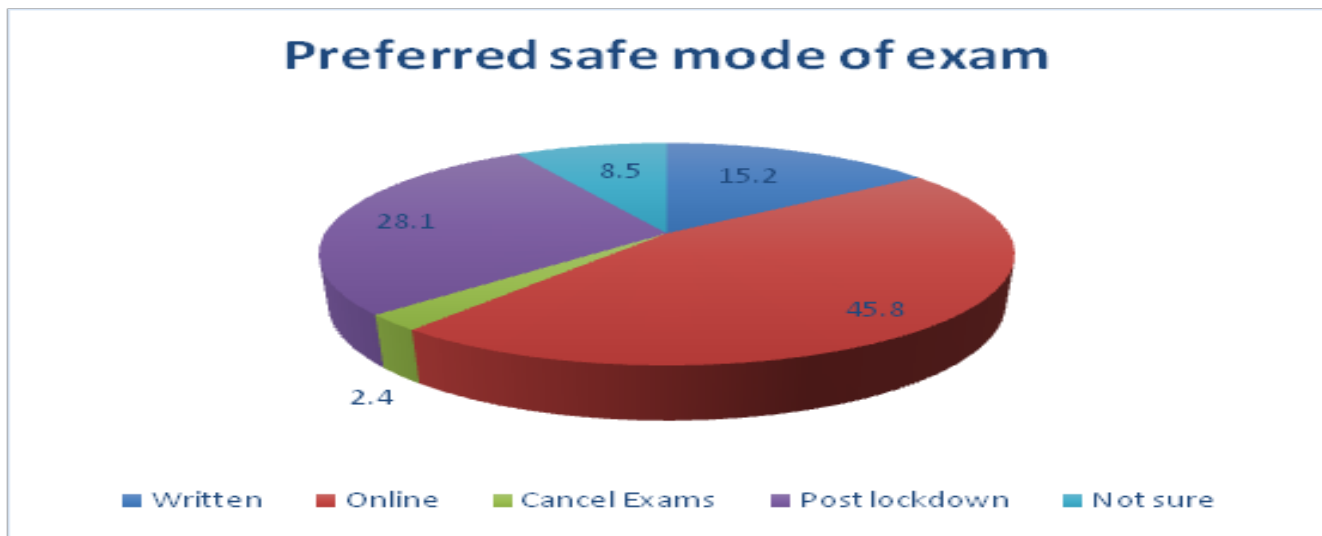
Despite the perspective of students, several response of the teachers have also been recorded, depending and in order to seal the veracity of the topic. The teachers answered and opinions from experienced professors have also been sought. The uniqueness of the lockdown and utilising the golden period as an opportunity to proliferate student's knowledge, subsequent questions have been configured in accordance. The below graph eloquently dictates the mindset of the students upon online classes.



The cancelling of exams by the governments posed a biased opinion among teachers from school level upto the colleges and universities (Bao, W.et.al, 2020..) However, there have been opinions of conducting certain exams online, although there is a shortcoming of the availability of

internet in all regions. Arguments have been proffered that the students could be allowed to come to their nearby educational institution and take up their online examination. This idea is vaguely appreciated that, certain students need to make miles to reach an academic institution in their proximity.

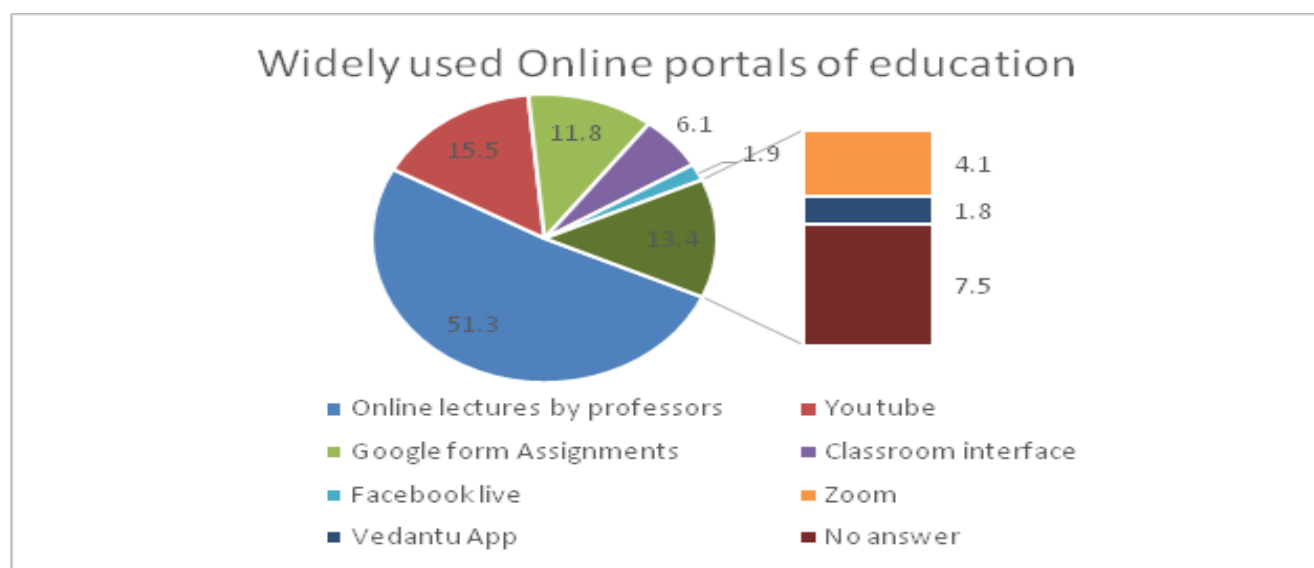
The government in Kerala and certain other governments have served as an ideology in conducting their exams for school children. This might not work in all the other states of India and around the globe, because the patients count in Kerala have been flattened to some extent before the uplifting of the lockdown and the conduction of the exam. The outlook provided by several faculties are represented below,



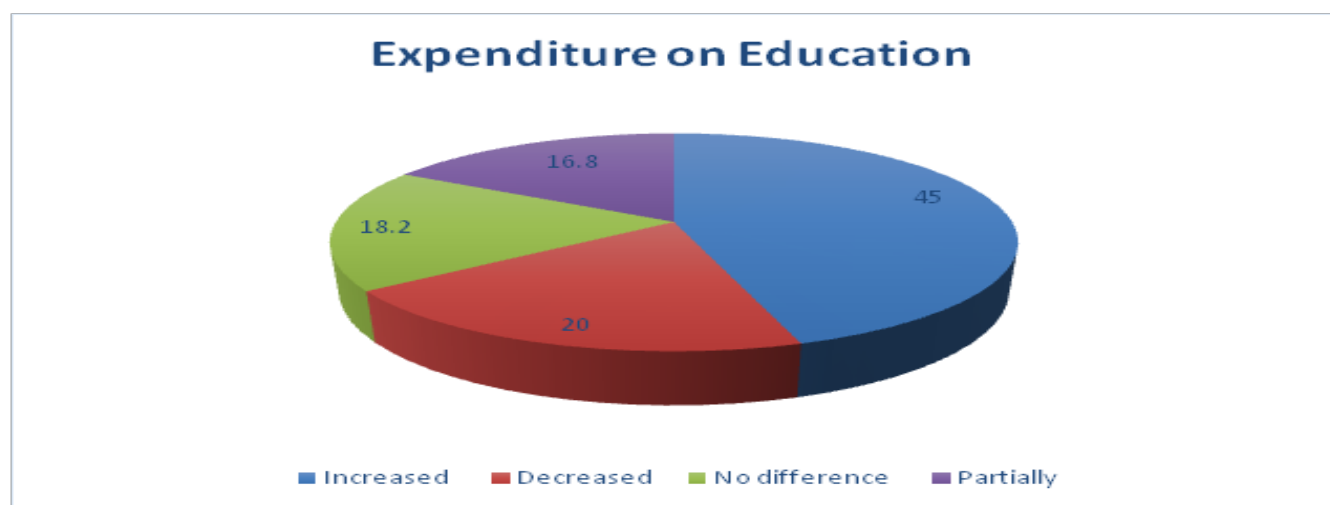
MERCHANDISES PROSPERING AS A RESULT OF COVID- 19

Despite the reason of the viral rampant, there are many other businesses and enterprises are facing a tough time. The online classrooms are elevated to a much higher level, the stocks and the shares of several telecommunications such as Zoom, google and Microsoft skype are hiking up tremendously. The shares of the zoom are ascending who everyday increase in magnitude. Shares such as Microsoft skype and team are thriving as well. The extent of the students availing the facilities are

inclined upon the preference of teachers and their respective institutions. An overview outlook has been regarded depending on the reliability, user friendly and economical applications that are in the preferred list of students and the teachers. A diverse number of variants considering different parameters such as School, Learning level and accessibility to the internet and availability of laptop/ computers and their dependability has been taken into account. A collective observations of the preferred portals of education are represented below,



The stocks and the online portals of learning are gaining momentum rapidly, the change due to the viral pandemic has the potential to recreate the method of learning in the future generation. The epic historic and a splendid form of education is offered to the students. Nevertheless, it might seem the expenses that a student spent upon online education as on collation with traditional educational methods might be scintillatingly increased as analysed by several resource persons. The online education is bounded with internet, despite the availability of Internet in India is not as much readily accessible in remote places. The extent to which the ready reckoner has to be provided is in high demand and the necessity to be facilitated. While some, still believe that the traditional student teacher bonding might be somewhat jeopardised in this online education, this innovation secures the needless transportation of students from one place to another. Moreover, the unanswered question would be that the ability of students grasping the subject. Since the COVID-19 outbreak, the income has not been running hand over fist for most of the middle income families (Basilaia, G.et.al,2020.) The ever-going issue needs to be addressed such as the cost of a well routed internet for every month and other necessities such as computer or laptop. The conceptualisation of expenses are delineated as follows,



STRATEGY OF AGGRANDIZING ONLINE TUTORING AS AN ENTREPRENURAL VENTURE

As advanced education keeps on developing in the computerized age, new roads for online courses are being spearheaded. This has made a ripe ground for financial specialists and new businesses to support new thoughts for the eventual fate of learning. As indicated by the E-Learning industry, the worldwide E-Learning Market came to \$107 billion by 2015. The worldwide self-managed E-Learning market came to \$32.1 billion in income in 2010, with a multi year compound yearly development pace of roughly 9.2 percent. In this way, the self-guided

market earned incomes of \$49.9 billion out of 2015. The development of E-Learning market in India is relied upon to be 55 percent, which uncovers its income openings. Approving the thought basically would bring about replying 'how to assess request before investing time and energy into making your course. Instructions to value your course, when to offer limits and membership income models are a couple of inquiries to investigate before you value your program. Consider the crowd which you intend to focus on, their paying limit, offering simple EMI office and value your items in like manner. It requires an intensive exploration to be done before you really

begin executing it. An examination on its reality, reach and so on ought to be known in advance. Also, input from individuals whom you trust ought to be looked for. Business people have an inclination of stalling out in "thought lock", when they carefully accept that their thought is a champ, paying little mind to what others state. On the off chance that they are the main individual who genuinely thinks the thought is acceptable, at that point the time has come to re-evaluate. On the off chance that the thought is seen as shaking, set a model of your course, check whether everyone will truly utilize it, after which you can begin fabricating a brand around it. Finally, an arrangement ought to be chipped away at with regards to how one will pull in guests to your site.

It is a review of all the various ways you can make and convey content. The conveyance models for online instruction course fluctuate as far as the technique for the course structure. The essential models are specially appointed online courses and projects, completely online projects, School-as-a-Service, instructive associations, competency-based training, mixed/cross breed courses and the flipped study hall, and MOOCs. The initial step is to conclude whether to advertise your course freely or with the help of another site, whose activity it is to do as such. Locales like Udemy and Skillshare have seminars on their foundation while destinations like Skilljar offer individuals the opportunity to sell through their own sites utilizing their course-building instruments. A far reaching course should be constructed and created. The most significant advance is to ensure there is an unmistakable subject focused on a particular crowd. From not having the right innovation foundation to time limitations during creation, each maker goes over their own unanticipated difficulties while attempting to assemble their

courses. Likewise, simple instalment arrangements should be investigated. An examination of the various choices identified with facilitating your course and instalment handling are basic to expand the range of your program. As per Ralhan, Founder and CEO, Next Education, "Innovation is the foundation of order as far as item as well as innovation regarding conveyance of the item likewise has any kind of effect. Likewise center around client assistance experience goes far in growing your customer base." An individual brand will likewise make your life simpler via web-based networking media. Individuals can be hesitant about associating with organizations, yet will connect considerably more promptly with 'genuine individuals'. Quest for individuals who may be keen on your course - in the event that it's tied in with composing a novel, at that point search for novice writers; if it's about administration procedures, search for center supervisors. Tail them and hope to participate with discussions, just as joining business bunches for both online training and your neighborhood. Beginning online instruction site and not advancing it would bring no income and at last would prompt the conclusion of the business. Web advertising and advancement is an unquestionable requirement for advancing any exchange now-a-days. It is a procedure and strategy one uses to join more understudies and drive more income.

Ascending of Market shares of Zoom video communications, as from Feb to July 2, 2020



CONCLUSION

Education has been a major part of every child's life. The apparent reason that it has been highly overlooked these days is due to the stress mentally and physically that every student is subjected through. Even for adults, a program of four day work week are being practised in several IT companies. It has been proved that of the employees are provided a break of three days per week, their efficiency has been improved by 40%. But, in the case of students, they are bombarded with homework and assignments, on regard with Indian and similar education systems. Depending on conversing with the students and professors, most of the crop have acceded that the online classes enables them to be free from the mental and emotional stress. Numerous parents have too accepted this innovative mode of education especially during this pandemic situation. As a coin has two sides, there are some downward traits to this system, the students intend to spend more than 8 hours with their smartphone and laptop, which might lead to stress in their eyes and might be providing them headache. Excessive of anything isn't good, meanwhile resulting in neck and back pain. Ability of students to memorise, grasping and storing of information may be jeopardised, due to the prominent network access. Lack of activity might lead to procrastination, disturbed patterns of sleep and ending up in obesity. Also, students would be possessing only theoretical knowledge, due to unaccessibility to labs and experiments, toweing up in the lack of practical knowledge and subject applications in day to day life. The online video communication systems, apps and softwares are wiring the gap, thereby, inculcating some ventures during this situations. Validation of the course and providing free course might be an option for attracting more

customers. Udacity, an independent endeavor, is extraordinary. Its prosperity is being bet on the notorieties of singular scholastics as opposed to institutional brands, and on the flexibility of innovative and unshy scholastics who wish to expand their introduction by a factor of hundreds. You learn by taking care of testing issues and seeking after audacious ventures with widely acclaimed college educators. The significant advancements with MOOCs are not the components of access to scholastic staff, peer association, wiki-style discussions, and computerized evaluation. These are all pieces of the on the web contributions of customary colleges in the course of the most recent couple of years. The problematic advancements are moving expenses from understudies to foundations, moving expenses from understudies to future bosses, coordinating understudies to occupations through a database or separately, and joining these with directed, in-person tests at areas around the globe. Some will contend that mass online conveyance isn't tied in with learning – and they are right to the extent that it is not a viable alternative for the interest and incitement of up close and personal instructional exercise conversations with the most brilliant understudies and world-class instructor scientists. In any case, MOOCs tap into a hunger for information. Add to that what governments and colleges state about the requirement for enlarging support in HE. The test will be the way they figure out how to saddle what is currently accessible in a way that holds the reason, worth and pertinence of advanced education.

REFERENCES

1. Agarwal, M.S. and Dewan, J., *An Analysis of the Effectiveness of Online Learning in Colleges of Uttar Pradesh during the COVID 19 Lockdown.*
2. Bao, W., 2020. *COVID-19 and online teaching in higher education: A case study of Peking University. Human Behavior and Emerging Technologies, 2(2), pp.113-115.*
3. Basilaia, G. and Kvavadze, D., 2020. *Transition to online education in schools during a SARS-CoV-2 coronavirus (COVID-19) pandemic in Georgia. Pedagogical Research, 5(4), pp.1-9.*
4. Belleflamme, P. and Jacqmin, J., 2016. *An economic appraisal of MOOC platforms: business models and impacts on higher education. CESifo Economic Studies, 62(1), pp.148-169.*
5. Jadhav, V.R., Bagul, T.D. and Aswale, S.R., *COVID-19 Era: Students' Role to Look at Problems in Education System during Lockdown Issues in Maharashtra, India.*
6. Jena, P.K., *Impact of Pandemic COVID-19 on Education in India. Purakala. 2020b, 31(46), pp.142-149*
Organisation for Economic Co-operation & Development (OECD), 2012; Livingstone & Helsper, 2007
7. Shenoy, M.V., Mahendra, M.S. and Vijay, M.N., 2020. *COVID 19–Lockdown: Technology Adaption, Teaching, Learning, Students Engagement and Faculty Experience. Mukt Shabd Journal, 9.*
8. Wang, G., Zhang, Y., Zhao, J., Zhang, J. and Jiang, F., 2020. *Mitigate the effects of home confinement on children during the COVID-19 outbreak. The Lancet, 395(10228), pp.945-947.*
9. Zhang, W., Wang, Y., Yang, L. and Wang, C., 2020. *Suspending classes without stopping learning: China's education emergency management policy in the COVID-19 Outbreak.*

13.A STUDY ON BUSINESS ETHICS IN CORPORATE SOCIAL RESPONSIBILITY

K.KHASIMPEERA, Assistant Professor, Dept. of Management Studies, K.S.R.M College of Management Studies, Kadapa, Andhra Pradesh-516005, E-mail: khasim.mba2011@gmail.com

Dr.M.SUGUNATHA REDDY, Professor, Dept. of Humanities & sciences, K.S.R.M.College of Engineering, Kadapa, Andhra Pradesh -516005.

ABSTRACT

Morals and Corporate Social Responsibility are perceived as significant worries in settling on choice in all parts of our life. What's more, it's adding to quicken the procedure of in general improvement of a country. India being the second most crowded nation on the planet, and have the biggest number of individuals needing essential pleasantries call for progressively escalated endeavors as a major aspect of such activities in the medicinal services space of the country. We as a whole realize that individuals take part in business to win benefit. Be that as it may, making benefit isn't the sole capacity of the business. It performs number of social capacity as it is a piece of society. It deals with the individuals who are instrumental in making sure about its reality and endurance. Business morals are only the utilization of morals in business. It demonstrates that business can be and have been moral and still make benefits. Today increasingly more intrigue is being given to the use of moral practices in professional interactions and the moral ramifications of business. The paper dives into a far reaching comprehension of how Business Ethics and Corporate Social Responsibility includes as idea and the explanation that urge organization in India to be socially dependable.

KEYWORDS

Corporate, Social Responsibility, Economic development, GDP, Amenity, wellbeing.

INTRODUCTION

In any association, from the top administration to workers at all levels, morals is considered as everyone's business. It isn't simply just accomplishing elevated levels of monetary execution, yet additionally to lead one of business' most significant social difficulties, morally. Morals in business is only the do's and don'ts by the business clients in business. It depends on a lot of good and moral qualities. These qualities must be total - that is, you should pay attention to them enough to have need over any human defense, shortcoming, inner self, or individual flaws. At the point when all else comes up short, you will consistently think back to these basic beliefs to manage you or take you through. Shockingly, life isn't unreasonably simple and there's consistently contradiction about what esteems should rule. A good or moral articulation may attest that some specific activity of particular kind is correct or wrong, which may offer a differentiation among great and terrible characters or demeanors; thereof, may propound some guideline

from which progressively point by point decisions of these sorts may be derived – occurrence one should consistently focus on the general joy or attempt to limit the complete enduring of every conscious being, or ... That it is correct and legitimate for everybody to take care of himself. Every such proclamation express first request moral decisions of various degrees of all inclusive statement (Mackie, 1977). On the off chance that we look at the current writing on morals, the attention is on lines given by thinkers, scholastics and social pundits. Be that as it may, pioneers, directors and designers require progressively functional data about overseeing morals. Moral administration in the working environment holds gigantic advantage to all including engineers, chiefs, associations and society. This is especially obvious today when it is basic to comprehend and oversee exceptionally various gatherings, with various qualities at the work environment and working in globalize monetary states of Socrates and Plato rules for moral conduct (Moore, 2004). Morals includes realizing what is correct or wrong, and afterward making the best choice - however "the proper thing" isn't close to as direct as passed on. Most moral difficulties in the working environment are not just a question of yes or no, on circumstance? Business Ethics indicates not just how the business collaborates with the world everywhere, yet additionally their one-on-one dealings with a solitary client, bringing about the business avocation as far as financial, natural and social circles. Today, we live during a time where organizations and society are more associated and intuitive than any other time in recent memory. The triple primary concern approach has been, and stays, a helpful device for incorporating maintainability into the business plan. It has now become basic that supportability shapes an

essential piece of vital arranging of contemporary business association. To be exact, morals is viewed as the "Study of Conduct." Ethics incorporates the central guidelines by which we carry on with our lives. Savants, for example, Socrates and Plato have given rules for moral conduct. Numerous ethicists believe developing moral convictions to be legitimate standards, i.e., what turns into a moral rule today is made into a law, guideline or rule. In this manner adhering to rule that everyone must follow is one of the fundamental temperance's of ethics. Infact, Values, which direct us how to carry on, are virtues, qualities, for example, regard, genuineness, reasonableness, obligation (Spence, 2003). Many of these values are plainly obvious to the instinct of our higher nature. Today is generally recognized that Gandhi an way of thinking, especially Ganghi's Doctrine of Trusteeship assumed a crucial job in the forming of the shapes of current corporate morals.

The advancement and globalization being clear changes in the idea of working together, however the major result like debasement, bias and nepotism, disintegration of human qualities, arrangement of trick in business, government approaches and society are likewise created in the 21st century. There is lost confidence in instruments of society. Business houses are getting huge with control of enormous assets, human, money related and specialized yet their enduring purposes to society are continually having the suspicious qualities. Step by step guiltless Indians are losing their confidence parents in law, courts and govt. At one side business undertaking are adapting up to extraordinary rose rivalry and on the opposite side they are disregarding the standards of legitimate open lead. In the wake of mounting outrages organizations, all around the globe are receiving moral lead, code of morals. They are great associations, which

have indicated a spray of movement towards assessment of objectives, ideas, values the executives and direct. There is at present a developing acknowledgment among corporate pioneers that corporate social duty must be founded on a suffering moral establishment. Morals today is extremely wide fragment. It is straightforward and 'counterintuitive' prompting truth, obviously, not everything that is valid, is clear or basic. Nonetheless, after this, brief, on moral administration and morals when all is said in done, the paper dives to its primary targets of morals in CSR. The study and assessment of CSR is by and large alluded to the corporate world extraordinarily in taking choices in the field of business. Along these lines, the indicate of this paper investigates the various destinations, technique, available resources which the Business association must release their social duties. To exist and work inside the social structure they should satisfy their social commitment alongside monetary commitments.

WRITING AUDIT

Davis and Blomstrom(1975) in their paper analyzed the corporate social duty as social duty is the commitment of leaders to take activities which secure and improve the government assistance of society in general alongside their own advantages. Its recommends two dynamic parts of social obligation—securing and improving. To secure the government assistance of society suggests the evasion of negative effects on society. To improve the government assistance of society suggests the formation of positive advantages for society. In the cutting edge orderly examination, Davis (1975) foresaw the accompanying five suggestions with respect to social obligation of business houses: The main recommendation expresses that social duty of business emerges from business social force. He

stresses the worry about the outcome of business activities that influences interests of others. Due to these outcomes, the organizations obligation towards the network emerges. The subsequent recommendation expresses that business needs to work as a two-way open framework with the open receipt of contributions from the general public and open revelation of its tasks to people in general. The third suggestion says that the social expense just as advantages of a movement, item or administration after altogether thought and estimation ought to conclude whether to proceed with an item or stop its creation. The fourth suggestion expresses that the social expenses of every action, item or administration ought to be evaluated into it so the client needs to pay for the impacts of his utilization on society. The fifth and last recommendation is that past social costs universal business organizations as residents have duties regarding social contribution in zones of their ability where significant social needs exist. Therefore Davis traces the essential standards for growing socially capable strategies. Robin and Reidenbach (1987) have indicated partner's strategies can be coordinated into the creation of hierarchical system. The creators have applied the social duty point of view in the arranging procedure by utilizing the picture of a normal family for creating esteems inside an association. In light of this intelligent foundation the creators have indicated the assimilating of qualities like sympathy, care and worry in working of the association. McGuire (1963) explained the social duties in setting versus monetary and legitimate goals. He affirms that the possibility of social duty guesses that the company has monetary and legitimate commitments, yet additionally certain duties to society which stretch out past these commitments. Despite the fact that this announcement isn't

completely operational either, its allure is that it recognizes the supremacy of monetary targets next to each other with lawful commitments while likewise incorporating a more extensive origination of the company's duties. Chakraborty (1991) featured the wonderful and profound foundations of Indian ethos from which the administrators and business pioneers can build up an arrangement of qualities. From this efficient information on qualities and ethos, the dependable partners' approaches can be created. Garret (1989) has utilized the 'due consideration hypothesis' for expanding the obligations of business towards the partners. The hypothesis depends on traditional factionalism of Plato and Aristotle as indicated by which it is the duty of the administration to take care of others' needs and serves them. Therefore the creator has appeared through 'due care' hypothesis that partnership can be socially capable. Sharpin (1989) has utilized the idea of open firm where the administration is a specialist to all factor providers and not the investors alone. As every partner bunch has enthusiasm for an open firm and can screen the operator, the open firm attempts to deliberately control its agreements with all partners. Here creator's expresses this can be accomplished through the advancement of socially capable partner policies. Wokutch (1990) introduced the Japanese style of corporate social duty particularly as far as word related security and wellbeing practices of the Japanese firms. In light of the staff reasoning, Japanese companies, which offer significance to the human asset, the word related wellbeing and security strategies are incorporated to the center of the creation framework. This joining incorporates high gatherings, accentuation on preparing exercises, quest for zero mishap guidelines and viable double accentuation on conduct and designing directions to advance

wellbeing and wellbeing among laborers and managers. Anand (2002) considered social duty activities as building square of corporate notoriety in the Indian context. He dissected the notoriety from a partner point of view. Notoriety of a firm contributes in situating an association's personality in an appropriate and increasingly appealing manner. This has been demonstrated on account of socially mindful Indian firms are additionally considered to have great notoriety. Biggs and Ward (2004) attempted to interface Corporate Social Responsibility, great administration and corporate responsibility through an institutional structure. They found that it is important to incorporate open administration and CSR exercises for better outcomes. Further they left that corporate must make an increasingly comprehensive plan through a worth structure and appearing and mindful. Eventually, firms must have a multi-partner standpoint to outline their CSR arrangements. Lockwood (2004) clarified the basic job of the HR work in associations having the main influence and teaching these organizations in regards to the significance of CSR, while simultaneously deliberately actualizing sound HR the executives rehearses that help the organization's business and CSR objectives. As indicated by him, firms must move from first and second era social obligation practices of out gambling an association's business accomplishment for the sake of CSR and move over to third era CSR rehearses where a firm tends to noteworthy cultural issues, for example, destitution and purifying the earth and the HR work must lead this move.

CORPORATE SOCIAL RESPONSIBILITY

Expressly, the CSR Voluntary Guidelines (2009) have appropriately given that, government frameworks of an organization ought to be supported by Ethics, Transparency and Accountability.

They ought not take part in strategic approaches that are injurious, out of line, degenerate or hostile to competitive. Corporate Social Responsibility (CSR) is additionally known by various different names. These incorporate corporate obligation, corporate responsibility, corporate morals, corporate citizenship or stewardship, mindful enterprise, and triple base line, to name only a few. CSR is an idea, whereby, organizations coordinate social and natural worries into their business activities and in their collaboration with their partners (workers, clients, investors, speculators, neighborhood networks, government), on an intentional premise. CSR is firmly connected with the standards of Sustainability' which contends that endeavors should settle on choices put together not just with respect to money related factors, for example, benefits or profits, yet in addition dependent on the quick and long haul social and ecological outcomes of their exercises. CSR has gotten noticeable in the language and system of business and by the development of devoted CSR associations comprehensively. Governments and worldwide legislative associations are progressively promising CSR, and, framing CSR organizations. CSR is quickly turning into a significant piece of all business the board courses as it is a significant worldwide issue to-day. As CSR issues become progressively incorporated into present day strategic approaches, there is a pattern towards alluding to it as responsible competitiveness or corporate sustainability. Generally, CSR is comprehended to be the manner in which firms coordinate social, ecological and monetary worries into their qualities, culture, dynamic, methodology and tasks in a straightforward and responsible way and along these lines set up better practices inside the firm, make riches and improve society. As issues of maintainable advancement become

progressively significant, the topic of how the business division tends to them is additionally turning into a component of CSR. The World Business Council for Sustainable Development has portrayed CSR as the business commitment to practical monetary turn of events. Randomly, business without anyone else can't remain without society and its duty Social Responsibility, which are intertwined. They should comprehend their responsiveness towards society. Truth be told, CSR is a developing idea which doesn't have an all-around acknowledged definition.

Expanding on a base of consistence with enactment and guidelines, CSR commonly incorporates beyond law responsibilities and exercises relating to corporate administration and morals wellbeing and security, ecological stewardship, human rights (counting center work rights) maintainable turn of events, states of work including wellbeing and wellbeing, long periods of work, mechanical relations; network association, improvement and venture; contribution of and regard for different societies and hindered people groups; consumer loyalty and adherence to standards of reasonable rivalry; hostile to pay off and against defilement measures; responsibility, straightforwardness and execution revealing; and provider relations, for both household and universal gracefully chains corporate magnanimity and worker chipping in. Corporate Social Responsibility is in this way just around two viewpoints

a) Reducing the negative impacts:

step taken by an organization to kill, limit or counterbalance the hurtful impacts brought about by its procedures and items use.

b) Increasing the constructive commitments:

further advances taken utilizing its assets, center ability, aptitudes, area and store to help individuals and condition.

SOURCES OF THE CORPORATE SOCIAL RESPONSIBILITY

There are shifted the ideas of CSR. It began during the 1950s when American companies quickly increment in size and power, and kept during 1960s and 1970s when the country was gone up against with social issues of neediness, joblessness, race, relations, urban scourge and contamination. Furthermore, in 1980, Corporate Social Responsibility included the past set of accepted rules revealing and began stepping up to the plate in NGO's multi partners moral exchanging. Honestly, Archie Carroll's four section examinations will centers around the sorts of social obligations to indicate contended what business has. Business relies on society for the information sources like labor; assets, cash and so on. The very presence, endurance and development of any firm rely on its acknowledgment by society and its condition. Aside from the four-section definition endeavors to put financial and lawful desires for business in context by relating them to all the more socially arranged concerns. These social concerns incorporate moral duties and deliberate/optional (charitable) obligations.

He examinations, in the first place is Economic Responsibilities. It might appear to be odd to consider it a monetary duty a social obligation, at the same time, as a result, that is the thing that it is. As a matter of first importance, the American social framework calls for business to be a financial foundation. That is, it ought to be an establishment whose direction is to create merchandise and enterprises that society needs and to sell them at reasonable costs which society imagines that, the genuine estimations of products and the administrations conveyed must give business benefits satisfactory to guarantee its propagation and development, obviously, with a prize to its financial specialists.

This is trailed by Legal Responsibilities. Similarly as society has authorized our financial framework by allowing business to accept the beneficial job referenced above, as a fractional satisfaction of the implicit understanding, it has likewise set out the standard procedure the laws under which business is relied upon to work. Lawful duties mirror a perspective on codified ethics in the sense which epitomize fundamental thoughts of decency as built up by our administrators. Business is limited by Law to help society. In the event that business doesn't concur with laws that have been passed or are going to be passed, our general public which has been given a system, by which dissidents can be heard through Court of Laws, explicitly Consumer Act, 1985 and numerous other such laws. With this, comes Ethical Responsibilities. This grasps those exercises and practices that are normal or denied by cultural individuals despite the fact that they are not classified into law. Moral duties epitomize the scope of standards, measures, and desires that mirror a worry for what purchasers, representatives, investors, and the network view as reasonable, to assurance moral rights. In one sense, changes in morals or qualities go before the foundation of laws since they become the main thrusts behind the very production of laws and guidelines. For instance, the social equality, ecological, and customer developments reflect fundamental adjustments in cultural qualities and in this manner might be viewed as moral bellwethers hinting and prompting later enactment. In another sense, moral duties reflect recently developing qualities and standards that society anticipates that business should meet, despite the fact that they may show a better quality of execution than that at present legally necessary.

At last the four-section investigation is the Discretionary Responsibility.

Optional duty is those that force desires for reactions that surpass moral duties and are genuinely proactive sorts of activities with respect to a venture. The best case of this is Ronald McDonald House – these houses are situated close to medical clinics and grant the groups of sick youngsters to remain close to them without paying the restrictive expenses of long remains

in lodging. This program is an optional and proactive obligation that benefits society at large. Thus, the examination of Archie Carroll, expounds four sorts of responsibilities, where in the idea of CSR is translated.

The development of CSR in India has followed an ordered advancement of 4 reasoning methodologies given in the table 1:

TABLE- 1: Corporate Social Responsibility MODELS

S.NO:	Model	Time	Area of Focus	Pioneer
1.	Moral	1930s-1950	Organizations to elect to deal with their business substance as a trust held in light of a legitimate concern for the network for example the advancement of trusteeship	Gandhiji
2.	Statist	1950s-1970	State proprietorship and legitimate prerequisites to choose the corporate duties	JawaharLal Nehru
3.	liberal	1970s-1990	Corporate obligation is limited to its financial main concern for example constrained to private proprietors. This suggests it is adequate for business to comply with the law and create wealth, which through tax collection and private altruistic decisions can be coordinated to social closures.	Milton Friedman and Theodore Levitt
4.	Partner	1990s - present	Anticipates that organizations should perform as per triple base line approach which basically measures a venture's exhibition against monetary, social and natural markers	Edward Freeman, Robert Ackerman what's more, Archie B Carroll

Source: Altered Images: The 2001 State of Corporate Social Responsibility in India Poll, a review led by Tata Energy Research Institute.

On this essentials, Corporate Social Responsibility Benefits society and business. An enterprise that work alongside the non-government associations or government associations to take care of cultural issues, for example, substance misuse, training of monetarily in reverse segments, human right issues, joblessness, kid work and Environmental concerns, for example, reusing of materials, appropriate treatment of modern waste, viable

contamination, decrease, powerful tending to wellbeing dangers and, would help society everywhere as well as it help to construct its notorieties and long brand value. It creates certainty and trust in the commercial center. It builds the deceivability of the association. Corporate social obligation exhibitions, makes benefits for an enterprise in the territories of showcasing, investor esteem, HR, advancement and some more. With regards to Indian, it is

basic that the Indian companies be viewed as increasingly dependable by incorporating social issues with strategic policies. Worldwide clients are requesting expanding social duty and network inclusion from organizations they manage. They like to grow a relationship with enterprises that are focused on significant cultural and ecological causes. Indian partnerships manage lead level business morally, however, additionally guarantee that the business viably with natural concerns and social duty issues. Overlooking Corporate Social Responsibility would mean imperiling business accomplishment in the worldwide world and its market. Corporate Social Responsibility and duty to condition are themselves enormous and significant issues for any organization today.

For this reason, the summarize of contention for social inclusion identified with the likely advantages for society and for business. They is

- 1.Changing Public needs and desires;
- 2.Moral commitment;
- 3.Limited assets;
- 4.Better social condition;
- 5.long-run benefit;
- 6.Discouragement of further government guideline;
- 7.Balance of duty with power;
- 8.System relationship requires social contribution;
- 9.Business added to social issues;
- 10.Public picture;
- 11.Business has valuable assets;
- 12.Prevention is superior to wring;

The paper would be fragmented if the opposite side of the coin-the contentions against social association for business to bring up are:

- i.Need revenue driven expansion;
- ii.Divided purposes and contused desires;
- iii.Cost of social association;
- iv.Weakened universal parity of installments;
- v.Business has enough force;
- vi.Lack of social abilities;
- vii.Lack of responsibility;
- viii.Corporate failure to settle on moral decisions;

HOW TO MAKE CSR WORK (BY ORGANIZATION OF MORALS)

An organization ought to have a sound morals strategy which requires to be executed effectively. To do this, it is fundamental. They are:

- 1)The code of morals is obviously imparted to representatives.
- 2)Employees are officially prepared in it.
- 3)That they are advised how to manage moral difficulties.
- 4)The code is executed emphatically.
- 5)The code is contemporary, and
- 6)The organization administration holds fast to the most noteworthy moral gauges.



CONCLUSION

To finish up, the indicate, investigates the specific closures. In this world, the monetary, social and natural sorrow is seen today in various portions in the worldwide world. One of the primary driver is the hindrance of moral qualities both ethically and socially, which fundamentally the paper shows that morals can't involve decision to be practiced by an organization according to its benefit, nor would ethics be able to be something that must be lectured by to top administration and to be trailed by the officials and staff of the organization .So likewise, moral lead can't be an object of show to be appeared to the world everywhere that the organization is meeting its social commitment.

REFERENCES

1. Anand, Vaani. (2002). *Building Blocks of Corporate notoriety Social Responsibility Initiatives*, *Corporate Reputation Review*, vol.5, No.1 (Spring), pp.71-74.

2. Bansal, Pratima and Sonia Kandola. (2003). *Corporate Social obligation, Why Good People Behave Badly in associations*, *Ivey Business Journal* (March/April).

3. Biggs, Tom and Halina, Ward (2004). *Connecting Social Responsibility, Good Governance and Corporate Accountability through Dialog*. *Conversation Paper of International Institute for Environment and Development*, www.iied.org. Cambridge, Harvard Business School Press.

4/Carroll, Archie B., (1979). *The Pyramid of Corporate Social Responsibility: Towards the Moral Management of Organization Stakeholders*, *Business Horizon*, July-August.

5. Chakraborty, S.K. (1991). *The board by values*, New Delhi, Oxford University Press.

6. Garret, J.E. (1989). *Undistributed Corporate Moral Responsibility*. *Diary of Business morals*, vol.8, pp.535 - 545. [12].

Hopkins, Michael. (2004). *Corporate Social Responsibility: An Issue Paper*, International Labor Organization.

7/Keith Davis and Robert L. Blomstrom (1975). *Business and Society: Environment and Responsibility*, third ed. New York: McGraw-Hill.

8. Khan, A.F., and Alkinson, A. (1987). *Administrative Attitudes to Social Responsibility: A relative Study in India and Britain*, *Journal of Business Ethics*, pp. 419-432.

9. Lockwood, Nancy R. (2004). *Corporate Social Responsibility: HR's Leadership job: Research Quarterly* December Issue.

10/Mackie, J. K. (1977). *Morals and great Society*. The Ruffin Series 3. 40-42. The board. Darden Graduate School of Business Administration, University of Moore, G.E. (2004). *Corporate Social Responsibility and Global Supply Chain*.

11. Robin, D.P., and Reidenbach, R.E. (1987). *Social Responsibility, Ethics and Marketing Strategy: shutting the Gap between ideas Application*, *Journal of Marketing*, vol.51 (January). Pp, 44-58.

12. Spence, L. J. (2003). *Social Capital and the Common Good*. *Diary of Business* 26(3): 10 - 13.

14. THE EFFECT OF INDIA'S E-COMMERCE & TRADE DUE TO COVID-19 PANDEMIC

Mr. YOGESHKUMAR A B, M.com., (Ph.D), Assistant professor, Department of commerce, K.L.E. Society's S.Nijalingappa college, 2nd block Rajajinagar, Bengaluru – 560010, Contact No – 9742451429, Email ID – shivyogi1916@gmail.com

ABSTRACT

The enforcement of group distancing, lockdowns and other dealings in answer to the COVID-19 virulent disease has led regulars to raise up online shopping, public media use, internet telephony and teleconferencing, and streaming of videos and films.

This has resulted in spikes in business to consumer (B2C) sales and an increase in intensity in business to business (B2B) E-commerce. The expansion in B2C sales is mostly evident in online sales of check up supplies, household requisites and fare products.

Query has further more better for internet and mobile information services. The net faculty and spectrum to accommodate the stint to online behaviour has urgently had to be adapted by in corporation operators and governments. Required has fallen however for a variety of military with a outsized online component, such as seeing the sights services.

INTRODUCTION

E-commerce for produce and airforce trade has being adversely impacted by the unaffected factors that control cause disruption in stream and query overall. Such disruption state resulted in providing delays or outright cessation of orders. Numerous other e-commerce-related challenges be inflicted with arisen or been promote bigger during this pandemic. These add in consequences gouging (i.e. ever-

increasing prices to unfairly elevated levels), invention shelter concerns, not to be trusted practises, cyber safety concerns, the basics greater than before bandwidth, and development-related concerns.

OVERVIEW OF E-COMMERCE

The deadly disease has highlighted the intense penury to join the digital divide, mutually inside and across countries, particular the chief part the digital finance prudence has played during the crisis. Lots of habitual obstacle's contain been accentuated and come up with perpetual to impeded bigger input in e-commerce action by slight producers, sellers, and regulars in mounting countries, mostly in least-developed countries (LDCs). This has underscored requisites for resourceful and inexpensive in a row and communications technologies (ICT) services, such as telecommunication and PC and other IT armed forces and emerging technologies

Governments cover adopted new measures, and the personal sector has as well acted, to reply to and make certain that e-commerce be capable of comfort to alleviate approximately of the challenges faced in skirmishing the virus. These suffer incorporated escalating interact capacity, donation prolonged information army at diminutive or no cost, lowering or scrapping transaction expenses on digital payments and mobile capital

transfers, civilizing carriage army and other logistics, via digital tools to enforce dealings and distribute information, promoting tele-health services, and leveraging ICT for surveillance.

The inclusive environment of covid-19 and its brunt on e-commerce may give confidence strengthened global co-operation and the foster growth of policies for online purchases and supply. The epidemic has completed it clear that e-commerce preserve be an imperative tool/solution for consumers. E-commerce tin further more pillar miniature businesses and, by building economies extra competitive, be an lucrative driver for mutually domestic development and global trade.

The epidemic has highlighted the weight of digital technologies in general, but too numerous vulnerabilities across the world. The consequences experiences and teaching are important to diverse consideration in the WTO, counting folks on electronic commerce which may well profit from looking at better global co-operation to facilitate the cross-border society of produce and services, narrow the digital divide, and degree the in concert discipline for micro, diminutive and medium- sized enterprises (MSMEs).

OVERVIEW OF THE E-COMMERCE LANDSCAPE IN THE BACKGROUND OF COVID-19

Food stuffs suitable to the covid-19 Pandemic. Initially, loads of businesses and clients responded by stocking up. Remedial supplies, together with offer sanitizer, disinfectants and surgical face masks, as fine as household requisites such as toilet piece and non perishable harvest were stockpiled. Businesses were faced with teleworking, and home bound patrons had to interconnect and entertain themselves remotely. Numerous governments cover enforced collective hostility measures, instituted lockdowns and/or in the short term

clogged "non-essential" businesses. The findings has been a spike in online purchases of a little products, as in any case as an better command for a varied limit of digital services, as loads of clients resorted to online shopping - each internet-enabled or by telephone. Numerous brick-and-mortar businesses boast hence shifted capital to E-commerce. The expand in the amount of clients flocking to digital air force has spurred equally suppliers of these armed forces and telecommunication operators to enhance their set of connections amount and to suggestions favourable prized or free facts and help packages. Set the technique in which business behaviour are dishevelled and sell chains operate, the comparative swing to online B2B and B2C sales by method of retail and across-the-board dissemination army is needy on manufacturing endeavour and on the availability of services. However, these were as well disrupted by the actions instated by governments to repress the distribute of the virus. First, manufacturing in lots of economies came to a halt as a outcome of the lockdowns, in so doing ensuring in a diminution in invention and labour shortages in numerous countries. Second, online purchasing of commodities has been subject to the consistent sell sequences bottlenecks as rude purchases. Intercontinental haulage and logistics military enjoy been exaggerated by the presentation of new health regulations, as these encompass brutally disrupted a large amount global course of enrapture-land, sea and atmosphere cargo.

PROCEDURES AND MEASURES FULL TO FACILITATE E-COMMERCE OF PROPERTY IN REACTION TO COVID-19

In classification to execute actually the party separation actions intended at containing the extra increase of covid-19 numerous governments

around the earth declare optimistic online purchases as an option to material shopping and customers give birth to adapted their shopping patterns and behaviours to reduce risks of infection. In a number of residential countries division ceremony platforms allow managed to focus on tribulation without rule interventions. In mounting every place face-to-face transaction had, until now, remained the norm

For example, in nearly African countries to facilitate online purchases of key provisions items, neighbourhood governments cover compiled and circulated, by community media and other means, the cellular phone contacts of co-ordinators of poles apart cuisine crop in a variety of markets to make possible regulars to telephone call and command groceries. Regulars next shell out with mobile capital (i.e. by resources of their mobile phones) and tolerate their purchases delivered by bicycle and dirt bike taxis recognized as *tuku-tukus*³ operated, for example, by *uber*, *safeboda* or other analogous options. This development of distribution air force has had up knock-on sound effects for greater than before employment, uniform if these may be temporary.

In addition, more than a few telecommunication providers produce prepared accessible facts military for smallest or no costs. Chief banks take for the interim allowed companies and banks to let down or do away with the get through of mobile funds in fondness to cash. Other authorities, as well as in the united Arab emirates and the Russian federation, experience optimistic the enjoy of mobile payments but are nonetheless to formally bare detail regulations. These are selected of innovative measures/actions which experience been employed to further regions in which, hitherto, population did not effusive custody online purchases, with a view to ensuring a

constant stream of rations equipment's and important household goods. In the face of persistent challenges, in pale of the pandemic, online purchase and E-commerce bear suit de facto fall-back solutions departing forward, the questions come up of whether the experiences from the covid-19 endemic will force added patrons to amend their shopping behaviours and patterns and increasing the choice to online purchases, and whether governments in these regions will prioritise and invest other in E-commerce and online-facilitating infrastructure and policies.

DISRUPTIONS FACING LOGISTICS AND ADMINISTRATION SERVICES, ONLINE B2B WHOLE SELLERS AND SELL CHAINS

The covid-19 deadly diseases hardened blanket and logistics army under the facial appearance of provide chains like no other affair in fresh history. Suitable to the lockdown instated to restrain hang of the virus, E-commerce in freight has faced stream fasten together disruption. Scores of firms give birth to persistent to incident give challenges as a effect of the suspension of manufacturing activity decreased fabrication and labour shortages. Folks with warehousing amenities in impacted areas allow faced challenging decision about how or whether to keep on manufacturing their products. The bubonic plague has as a result brought to the forefront the vulnerabilities of provide chains and hardened the capability of businesses to change swiftly

The intercontinental means of transport and logistics and armed forces on which every single one E-commerce and additional conventional trade transaction rely take part in too been cruelly precious by the beginning of new health policy that carryout disrupted land, sea, and express load transportation. The postponement of extra than a million passengers

flights, 6 which were typically old to delight postal shipments under the petite consignments, has much bargain shipping position and greater than before shipping prices for cross-border B2C and B2B transaction. According to the intercontinental flavour ecstasy fraternity (IATA) and the wide spread postal union (UPU), harms were annoyed by administrative and dogmatic bottlenecks as to a great degree as crew quarantine conditions, which not permitted good flights from care tempo with demand. 7 saleable B2B E-commerce relying on large scale imports by means of naval move has too been affected customers be infected with then been faced with delays or cancellations of their orders, unchanging on the day of delivery.

SUPERIOR CLAIM FOR AIR FORCE DELIVERED ELECTRONICALLY: MEDIA, E-PAYMENTS, EDUCATION, HEALTH

One of the nearly everyone major segments of online purchasing by value, 8 sightseeing and go has plummeted as s effect of the covid-19 deadly disease for apparent reasons. 9 in march, for example 30 for each cent of US customers reported delaying vacations and 25 apiece cent delaying flights. 10 in this environment, E-commerce by tourism-related purchasing platforms has equally fallen. However, spurred by party disaffection and live at abode requirements, E-commerce in air force that be capable of be delivered electronically has flourished with exact rising sharply. Period it may be a brief-label occurrence that power not most recent beyond the modern crisis, as with online shopping stretched label shifts in patrons behaviours can potentially sort question and patrons additional accustomed to consuming online armed forces in mutually handiwork and delicate settings.

CONCLUSION

The allusion of the covid-19 plague may carry on slow time, and

E-commerce in possessions and air force will necessity to stay to adapt to the new environment . A akin spike in the usage of tele-working air force and in B2B and B2C E-commerce was plus acknowledged during the SARS (stern Acute respiratory syndrome). Endemic in 2002-03, after E-commerce firms such as Alibaba and taobao rose from family members obscurity. Similarly, covid-19 trigger foster digitalization of polite society and the increase of policies and regulations to normalize online trade.

Bit the contemporary setting is hastily evolving, and suggestions may develop into out date at the unaffected gait as the enlargement of the epidemic, the doubt is I'm sorry ? teaching container be tense in perspective of E-commerce The covid-19 deadly disease has prepared its clear that E-commerce canister be key tool/solution for regulars in epoch of crisis, and that it is moreover an money making driver, plus for lesser business. However, the epidemic has highlighted not just the weighty of digital technologies in general, but further more than a few vulnerabilities across the world these come in to contact with and coaching boast nearly handy questions. Must new and no-nonsense feasible E-commerce solutions to facilitate the securely and fixed firmly cross over bored faction of cargo and military be considered, to be assistance cost effective recovery and post handiwork after the COVID-19 PANDEMIC.

Set of contacts part and elevated bandwidth military arrange proved to be crucial, not single during the bubonic plague itself, but as well for E-commerce and profitable inclusion in general smooth added importantly, they give birth to demonstrate their function in the deliverance of key military and the tackle of the smaller amount linked communities once faced with a total crisis known these insights, come again? Know how to WTO members solve further communication networks and services.

REFERENCES

1. www.wikipedia.com/e-commerce_impact
2. www.newindianexpress.com
3. www.thehindu.com
4. <https://economictimes.indiatimes.com>
5. <https://www.deccanherald.com/>

15. BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY IN THE INDIAN ECONOMY: A COMMENTARY

Dr.S.YASOTHA MARGARET, *Assistant Professor, Department of Economics, Guru Shree Shantivijai Jain College for Women. Chennai, Email: yasothamargaret35@gmail.com*

ABSTRACT

The effects of globalization and its impact on the transition from the industrial to the digital era are explored. Although the behaviour of business organizations has always had a profound worldwide impact, with the decline of the nation state economic power has, for the first time, eroded political power. Simultaneously, the undergoing revolution in contemporary information and communication technologies has significantly empowered the customer. Responding to enhanced customer awareness and sensitivity to business and social responsibility issues -coupled with consumers' increasing ability to react- companies in the digital age may be expected to develop even stronger cultures of corporate social responsibility, proactively seeking to increasingly honour their moral obligations to society in the 21st century. The paper addresses the concepts of business ethics and corporate social responsibility in the old vis-à-vis the Indian economy.. The implications of the findings are crucial to support policy makers in organizations to consider the relationship between the two concepts as building blocks in their strategic initiative.

KEYWORDS

Business Ethics, Indian Economy, Corporate Social Responsibility, Global Standards, Social Accountability.

INTRODUCTION

In recent year, there is a growing trend toward the value of Ethical Business and Corporate Social Responsibility to a business. The European Commission defines CSR as "a concept whereby companies decide voluntarily to contribute to a better society and cleaner environment. In this way, CSR is "about how companies manage the business processes to produce an overall positive impact on society". Besides, according to The World Business Council for Sustainable Development in its publication "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local communities and society at large". Business ethics is a "form of applied ethics or professional ethics that examines the ethical principles and moral or ethical problems which arise in a business environment". In the same vein, we find that ethics in business "involves a basic dislocation relating to phenomenal experiences arising when things are out of place". The role and the importance of Corporate Social Responsibility and Business Ethics are evident essentially in business development. It is expected in research works speaking

about the major benefits these two concepts may bring to a business. For example, they may: 1) attract customers to the company's products, thereby boosting sales and profits; 2) encourage employees to adhere to the business, reducing labor turnover and therefore increasing productivity; 3) attract more employees to the business, thus enabling the company to hire the most skilled employees; and 4) attract investors and keep the company's share price high, thereby protecting the business from takeover. The paper addresses the concepts of business ethics and corporate social responsibility in the old vis-à-vis the Indian economy. The implications of the findings are crucial to support policy makers in organizations to consider the relationship between the two concepts as building blocks in their strategic initiative. The paper studies the CSR and Business Ethics as a concept and tries to identify the relation, which can exist between them. The methodology persuaded by this study is qualitative in nature based on the comparative content analysis of reported literature about both CSR and business ethics. Therefore, based on the secondary data reported in books and journals, we intend to carry out our analysis to explore the relationship between CST, Business Ethics and Indian Economy. Consequently, the next sections of this paper expose what CSR and Business Ethics are followed by addressing their relationship.

CORPORATE SOCIAL RESPONSIBILITY (CSR)

There have been active efforts and discussions for the international standardization of CSR, such as the UN Global Compact. In 2000, the UN enacted the UN Global Compact as an international protocol, which establishes ten principles in four large areas: human rights, labor, environment, and anti-corruption and classifies CSR as an international norm. The International

Standardization Organization (ISO) and the Organization for Economic Cooperation and Development (OECD) have also implemented measures to internationally standardize CSR. This work toward international standardization suggests that CSR may become the new trade barrier in the near future, requiring more active and strategic responses from firms. As efforts toward international standardization are increasing and the environment and ethics of firms are becoming main issues domestically, a new perspective on CSR has become more prominent. The concept of CSR has different terminology. It is called, social accounting, corporate citizenship, corporate responsibility, sustainable business and finally corporate social and environmental responsibility; and corporate social performance. It is interesting to observe that none of the definitions actually define the social responsibility of businesses, but rather describe it as a phenomenon. Many definitions call for a business to make a "commitment" to contribute to sustainable economic development, to work with society, and to contribute to a cleaner environment to improve quality of life without the need for coercion.

Corporate Social Responsibilities (CSR) is divided into economic, legal, and ethical responsibilities. Also, CSR is seen "as integrated corporate activities abiding by the legal regulations and going beyond compliance, and investing more in human capital, the environment and the relations with stakeholders; as the business pursuit of sustainable development and focus on economic, social and environmental aspects; and, as primarily concerned about the environmental protection and the wellbeing of employees, the community and civil society in general".

BUSINESS ETHICS

Ethics symbolize codes of values

and principles that govern the action of a person or a group of people regarding what is right versus what is wrong. Therefore, ethics set standards pertaining to what is good or bad in organizational conduct and decision making. It also deals with internal values that are a part of corporate culture and shapes decisions concerning social responsibility regarding the external environment. Furthermore, the terms ethics and values are not interchangeable. Nevertheless, ethics is concerned with how a person should behave morally, and the values are the inner judgments that determine how a person actually behaves. Values concern ethics when they pertain to beliefs about what is right and wrong. The aforementioned is confirmed by Jones and George who define ethics as "ethics are the inner guiding moral principles, values, and benefits that people use to analyze and interpret a situation and then decide what is right or the appropriate way to behave". Nowadays, business ethics has a considerable growth in organizations. It is a comprehensive term covering all ethical issues that arise in the course of doing business. It represents rules, standards, symbols or principles that provide guidance for ethically appropriate behavior in management decisions related to company operations, and working relationship with the community. It applies to all aspects of business behavior and is relevant to the behavior of individuals and the entire organization. Moreover, the main purpose of ethics in business is to lead businessmen and businesswomen to abide by the codes of conduct that would help them secure public confidence in the services and products they offer to the concerned stakeholders.

RELATIONSHIP BETWEEN BUSINESS ETHICS AND CSR

To be implemented successfully,

sound ethics policy is required for companies. Therefore, companies that adhere to the highest ethical policy must communicate clearly a strong and contemporary code of ethics to employees who are formally trained in it and invited to deal with ethical challenges. The unethical and scrupulous practices always necessitate spirituality and ethical support from management. Ethics policy is concerned with providing the assurances essential to all trust-based relationships. It does not regulate only business conduct and personal acts, but also offers an important form of liability limitation.

Hence, and according to the vital role that represents ethics for business and for the corporate social responsibility, it is possible to distinguish a relation between business ethics and corporate social responsibility. Moreover, the interpretation of theory in business literature and society considers that both CSR and business ethics are the same. In fact, both corporate social responsibility and business ethics are part of the other, which means that business ethics are part of corporate social responsibility or vice versa. In addition, locating an organization's "pressure points" that highlight the need for CSR action is recommended. The first pressure point is "The firm's values and ethics". The concepts of work ethics and social responsibility are distinct Matches. However, they are often used to refer to the same argument or symbol. The term business ethics is supposed to be "a combination of two very familiar words, business and ethics." The call to align business ethics and CSR in practice is mirrored by calls from scholars to better define the conceptual relationship between business ethics and CSR in the aim to better support theory development. While still contested, most scholars interpret business ethics and CSR as having a close relationship.

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY IN THE OLD ECONOMY

Economy has been defined as “a systematic way of describing how goods and services are exchanged among members of a given community”. The earliest economies were agricultural in nature and centered on producing, exchanging and consuming products derived from the natural world. In agricultural economies land and labour were understandably the most important factors determining economic and business success. The emergence of industrial economies, following the Industrial Revolution, was characterized by a drive of business organizations to produce goods for mass markets. In the industrial era capital and labour were by far the most important ingredients of success, leading to a hundred years of astonishing economic progress: “the industrialised countries are about 20 times better off at the end of this century than they were a hundred years earlier”.

The close link between economy and the nation state constitutes one of the most prominent features of the industrial era, with political power significantly surpassing economic power. Traditionally, national governments in industrialized countries tended to focus on economic growth and full employment via creating a business environment characterized by a fairly low degree of uncertainty. The most successful type of organization in this environment was the “make-and-sell” organization, namely the organization that was able to accurately predict what the market should demand, made the product and then went out and sold it.

BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY IN THE NEW ECONOMY

Just as the industrial economy gradually evolved from the agricultural economy, so the industrial economy is currently giving way to the emerging digital economy. In the new economy

technology becomes the dominant factor of wealth generation “rather than land, labor and particularly capital”, whereas “information and its proper management through information technology are making the difference and separating the winners from the losers”. In the digital environment the balance of power shifts inexorably from the manufacturer to the consumer. To be competitive in the new economy companies must offer products and services that are specifically customized to meet the needs of individual consumers. This implies that “businesses in the digital age must employ product development processes that interact dynamically with customers; that they perform a more constant-and precise- monitoring of overall market trends; that cycle times get dramatically reduced; that raw materials are procured rapidly and in a cost-effective manner; and that distribution methods that suit the customer’s, not the company’s convenience are put into place. In short, the free flow of information made possible in the digital age will put the customer at the center of business priorities and strategies”.

ECONOMICS, ETHICS, AND CSR: TOWARDS AN INTEGRATED APPROACH

Economics and Ethics: The concept of action plan incorporates a series of elements that are extremely important for explaining rational human action. Let us consider two fundamental elements: the goals of action and the projective character of action. Agents choose their action goals after taking into account a multitude of factors: psychological, social, cultural, ethical, etc. These plans are constituted using the imagination, considering that the goals pursued are located in a future that is imagined by the agent. The purpose of Economic Theory is not to value the goodness or badness of certain behaviors, change processes or the novelties that arise;

this is the domain of Ethics. However, Economics does consider what the agents conceive as ought to be (and not only what they understand as is) because this determines decisively how agents form and select their action plans and, therefore, the actions they will take to achieve their goals and the consequences they have for the physical and natural world and the human and socio-cultural domain. And this points out the exact location of the element of connection between the ethical and economic domains. Economic action presupposes Ethics; however, economic actions do not prescribe ethical contents.

CSR and Economics: Let us now briefly examine the relationship between Economics and CSR from the point of view proposed here. Economic agents (individuals or organizations) not only differ from each other in their knowledge and capabilities but can also be distinguished by the goals to which they aspire. For example, with quite similar capabilities, different individuals or organizations may have very different aspirations. It is not our intention here to examine whether the particular prescriptive content of the goals each agent pursues is good or bad. The point here is to indicate that the content of the agents' goals also has an ethical origin. This specific content is an essential constituent part of the agents' action, and it cannot be explained as a mere result of knowledge and learning processes, but is direct and intimately tied to the conceptions of those agents and their ethical formation.

CONCLUSION

Business Ethics and Corporate Social Responsibility have always been a preoccupation of research works and present topic of debates. The objective of this paper was to present a literature review about the concepts of CSR, Business Ethics and Economics, the main relationship that

we should consider as a major factor of the development of business and society. Regardless of the summarized approach to justify the current study considered a limitation, this research does offer indispensable insight into how companies deal with CSR and Business Ethics besides it contributes to further understanding of how the relationship in fact is a fundamental requirement for organizations while transforming their strategic intent into an actual strategy seeking organizational sustainability. In this way, a new framework for strategic CSR implementation stress the above is presented. According to this framework, "there are four components that are essential to defining strategic CSR: First, that firms incorporate a CSR perspective within their strategic planning process; second, that any actions they take are directly related to core operations; third, that they incorporate a stakeholder perspective; and fourth, that they shift from a short-term perspective to managing the firm's resources and relations with key stakeholders over the medium to long term".

REFERENCES

- 1.M. I. Encinar, J. L. Cendejas and F. F. Muñoz, "On the relationship between Ethics and Economics," *Cuadernos de Economía*, Vol. 29, No. 76, 2006, pp. 93-118.
- 2.F.Weyzig, "Political and Economic Arguments for Corporate Social Responsibility: Analysis and a Proposition Regarding the CSR Agenda," *Journal of Business Ethics*, Vol. 86, No. 4, 2009, pp. 417-428.
- 3.R.R.Nelson, "Evolutionary Social Science and Universal Darwinism," *Journal of Evolutionary Economics*, Vol. 16, No. 5, 2006, pp. 491-510.
- 4.R.R.Nelson, "Bounded Rationality, Cognitive Maps, and Trial and Error Learning," *Journal of Economic Behavior & Organization*, Vol. 67, No. 1, 2008, pp. 78-89.
- 5.Tapscott, D. (2000) [unable to print the book's name]: *Leader Books (In Greek)*.
- 6.Coyle, D. (1999). *The Weightless World: Strategies for Managing in the Digital Economy*. Oxford: Capstone Publishing Ltd.

16. A STUDY ON THE CAUSES AND IMPACT OF UNEMPLOYMENT IN INDIA

Ms. SHRUTI NAIR, *Assistant Professor, Department of Economics, Ethiraj College for Women, Chennai.*

ABSTRACT

The rate of unemployment in India has been increasing over the years. The current paper aims to analyze the factors leading to unemployment and its impact on the Indian economy. The study focusses on how employment rate plays a major role in overall development of the economy. The study makes use of secondary data sources and focusses on the present scenario of unemployment in rural and urban areas. The paper analyzes how an increase in population, poverty, illiteracy, inflation and lack of full employment can lead to a slowdown in the growth of the economy. The paper discusses the problems faced by the economy due to high rate of unemployment and recommends strategies to improve the current status of employment in the country. Keywords: unemployment, population, growth, development

INTRODUCTION

When a person who is actively searching for employment is unable to find a suitable work, unemployment arises in the economy. The Indian economy is facing a major slowdown due to the increasing rate of unemployment. As India is a developing economy, nature of unemployment is quite different from the scenario of unemployment prevailing in developed countries. In India, unemployment exists in both rural and urban areas. The stagnant rate of growth and high rates of unemployment occurs as a result

of a shortage in capital equipment. Unemployment leads to under-utilization of labour and human capital resulting in lower productivity in the economy. This will further aggravate poverty, malnutrition and lower per-capita income of the population. However, frictional unemployment can be present in the economy with the rate of unemployment from two to three percent and is unavoidable. Despite the measures taken by the government to reduce unemployment rates, there exists an increasing trend in the rate of unemployment in the country.

OBJECTIVES

1. To analyze the current scenario of unemployment in rural and urban areas
2. To identify the causes of unemployment in India
3. To recommend strategies for improving the status of employment in the economy

REVIEW OF LITERATURE

Abraham Vinoj (2009) shows that when there is a distress, level of income falls below the sustenance level, and the proportion of population that is not working must enter the labour market for supplementing the household income. The distress that most commonly occurs in the agricultural sector leads to lower levels of productivity, lower income and stagnation. The paper shows that the income crisis that gripped farming led

to employment growth in rural areas. BairagyaIndrajit (2018) shows that the rate of unemployment was higher among the educated than the uneducated and the rate of unemployment increases with higher education levels. The paper analyzes the factors responsible for higher rates of unemployment in the economy. The article proves that as levels of education becomes higher, people tend to demand jobs with a good pay-scale and do not prefer jobs in the informal sector. The paper reinforces the need to enhance capital formation in order to reduce unemployment rate in India.

THE INDIAN SCENARIO

The huge population in India has led to a greater need for employment opportunities. However, the jobs available are lesser than the number of job-seekers in the country. The low level of education and vocational skills of the people have further led to an increase in unemployment rate. The society does not receive adequate support from the government and poor infrastructural facilities has created a situation of crisis in the economy. As India is a developing country with a majority of population living in the rural areas, people are more dependent on informal jobs that are irregular in nature with several health hazards. In the primary sector, a low productivity and lack of alternative opportunities for agricultural workers makes it difficult for transition from agricultural to industrial or services sector. A lower investment and inadequate growth of the manufacturing sector also restricts its employment potential.

The problem of unemployment leads to lesser rate of growth and development in the economy. It increases the level of poverty and malnutrition due to low or no income for the population, thus affecting the health status of the people.

GOVERNMENT INITIATIVES

The following are the initiatives taken by the government to increase employment opportunities in the economy:

- Integrated Rural Development Programme (IRDP): Launched in 1980, this scheme aims to create full employment in rural areas.
- Training of Rural Youth for Self-Employment (TRYSEM): Launched in 1979, this scheme aims to make unemployed youth in rural areas between 18-35 years to acquire self-employment skills.
- Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA): This scheme, launched in 2005, aims at providing social security by guaranteeing minimum 100 days of paid work in a year to families that have adult members opting for an unskilled labour-intensive work.
- Pradhan Mantri Kaushal Vikas Yojana (PMKVY): The scheme launched in 2015, aims to enable a large number of youth in the country to take up skills training required for industries.
- Start Up India Scheme: Launched in 2016, the objective of the scheme was to develop an ecosystem that promote entrepreneurship in the country.
- Stand Up India Scheme: Launched in 2016, the objective of this scheme was to provide bank loans from Rs. 10 Lakh to Rs. 1 Crore for atleast one SC/ST borrower and to minimum one woman borrower per branch of the bank to set up a greenfield enterprise.

Table 1 shows that the rate of unemployment is increasing over the years and shows the rise in the trend of unemployment from 2.2 per cent in the year 2011 to 6.1 per cent

TABLE 1: RATE OF UNEMPLOYMENT IN INDIA (IN PERCENTAGE)

YEAR	UNEMPLOYMENT RATE (IN PERCENTAGE)
2011-12	2.2
2012-13	4.0
2013-14	4.6
2014-15	4.9
2015-16	5.0
2016-17	5.7
2017-18	6.1

Source: National Sample Survey Office, 2018.

TABLE 2: UNEMPLOYMENT RATE AMONG YOUTH IN RURAL AREAS (IN PERCENTAGE)

YEAR	MALE	FEMALE
2012-13	3.9	4.2
2013-14	4.7	4.6
2014-15	5.0	4.8
2015-16	7.9	5.8
2016-17	9.6	6.7
2017-18	17.4	13.6

Source: National Sample Survey Office, 2018.

Table 2 shows the rate of unemployment among the youth in rural areas. The rural area has an unemployment rate of 17.4 per cent among male population in 2017 and 13.6 per cent among female population as compared to 3.9 per cent in 2012 among male population and 4.2 per cent among female population.

TABLE 3: UNEMPLOYMENT RATE AMONG YOUTH IN URBAN AREAS (IN PERCENTAGE)

YEAR	MALE	FEMALE
2012-13	8.8	14.9
2013-14	7.5	14.3
2014-15	8.1	13.1
2015-16	7.9	5.8
2016-17	9.6	6.7
2017-18	18.7	27.2

Source: National Sample Survey Office, 2018.

Table 3 shows the rate of unemployment of youth in urban areas. The urban areas have an unemployment rate of 18.7 per cent among male population in 2017 and 27.2 per cent among female population as compared to 8.8 per cent in 2012 among male population and 14.9 per cent among female population.

CAUSES OF UNEMPLOYMENT IN INDIA

In India, the rate of unemployment has been increasing over the past few years in both rural and urban areas. This has led to a slow rate of growth in the economy and hinders economic development. The following are the main reasons for unemployment in India:

- **Higher population:** The rate of growth of population is increasing continuously for the past decades. The number of people in the country, especially the youth population, is much greater compared to the number of jobs available. This creates a situation of unemployment in the economy.

- **Poverty and Illiteracy:** One of the main reasons for unemployment is due to a lesser number of people being educated and literate. As they do not possess the skills necessary for employment due to low levels of income and standard of living, they often find it difficult to obtain jobs in the formal sector.

- **Inflation:** A continuous rise in prices without a proportionate increase in goods and services produced, leads to fall in real income in the hands of the public. When there is an increase in population, supply of labour is greater than the demand which has an adverse impact on wages. This leads to more people being unemployed as they are not satisfied with the current wages being offered to them.

- **Agricultural workers:** The people who are employed in the agricultural sector are employed only upto a certain period of time and are unable to find jobs for other parts of the year.

- **Casual and informal labour:** As the number of jobs available is much lesser compared to those who are in need of work, people tend to work in the informal sector which comprises of low and irregular wages.

- **Lack of full employment:** The industrial sector does not work to its maximum capacity due to lack of adequate machinery and supply of raw materials due to which they are unable to hire maximum workers in factories.

RECOMMENDATIONS AND SUGGESTIONS

The following are the suggestions made in order to reduce the problem of unemployment in India and to improve the status of workers:

- By providing adequate skill-based and vocational training, unemployed youth can obtain jobs in industrial and services sector.

- An increased investment from the government and diversification in the agricultural sector will not only increase productivity but also helps to reduce unemployment.

- Labour-intensive technology has to be adopted by the formal and informal sectors in order to increase employment opportunities in both rural and urban areas.

- An increased and continual growth in services sector can create greater employment opportunities for highly-skilled workers and improve the standard of living in the society.

- Improvement in education and health care services increases human capital formation and provides more employment opportunities to the public.

- On-the Job training and employment subsidies can be provided to the existing employees to improve their current skills and to increase job satisfaction and reduce shift from one job to another.

REFERENCES

1. Abraham Vinoj (2009). *Employment Growth in Rural India: Distress-Driven?. Economic and Political Weekly*, 44(16), 97-104.
2. BairagyaIndrajit (2018). *Why is Unemployment Higher among the Educated?. Economic and Political Weekly*, 53(7), 43-51.
3. Bansal Sapna, Jain Chandna(2019). *An Analytical study of Unemployment in India. RESEARCH REVIEW International Journal of Multidisciplinary*, 04(05), 25-29.
4. Paul Tanusree, Raju Saraswati (2014). *Gendered Labour in India Diversified or Confined?. Economic and Political Weekly*, 49(29), 197-208.

17. ISSUES AND CHALLENGES OF INDIA'S UNHEALTHY ECONOMY DURING COVID-19 PANDEMIC WITH GLOBAL OUTLOOK

C. KOKILA HARINI, Research Scholar, PG & Research Department of Economics, Quaid- E-Millath Government College for Women(Autonomous), Chennai.

Dr.K.PARIMALAM, Assistant Professor,PG & Research Department of Economics, Quaid- E-Millath Government College for Women(Autonomous), Chennai.

ABSTRACT

The economic activity in global level with high COVID-19 cases suffering prolonged disruption as restrictions could continue longer. Indeed, given one of the most stringent lockdowns in the world, the worst-performing months for India this fiscal Year. The purpose of study is about highlights the need for urgent action to modify the epidemic's health and economic consequences by the government in India and as global, and the extensive reform programs to improve the fundamental drivers of economic growth once the crisis lifts.

INTRODUCTION

The first time since the COVID-19 epidemic started, the number of new cases outside of China was greater than inside the country. By 1 March, the total number of confirmed COVID-19 cases in China was 80,565 (3,015 deaths) and in the rest of the world 14,768 (267 deaths). The data from many countries is not trustworthy due to a lack of testing capability, political expediency and the clinical characteristics, most notably a long phase up to 12 days during which infected people may be symptomless.

But, it is clear that this pandemic is growing exponentially.

The COVID-19 pandemic is in exponential growth. Its economic consequence is already more severe than SARS or MERS. The political issues are harder to outguess, but could be evidential and long-lasting. The World Health Organization's response has also been extraordinary but requires private sector support, in three areas in particular:

1. Keeping supply chains and logistics open: The drugs, vaccines and masks are available to deal with surging demand.
2. Providing a flow of trusted information to staff: Firms should be as honest, transparent and as informed as possible.
3. Engagement in specific sectors of health and pharmacy in critical research: This includes diagnostic tests, research in public health and prevention, and the development of new drugs and vaccines, therapeutics and drugs for patients who have already contracted COVID-19.

It is important to contain and prepare to mitigate further impacts, particularly in countries with struggling or under-resourced health systems. We should

work collectively to support these countries with new drugs and vaccines and we should not leave anyone behind, because of enlightened self-interest in preventing and controlling ongoing infection and spread, but also to take an equitable approach to world health.

The Corona virus disease 2019 (COVID-19), first identified in Wuhan, the capital of Hubei, China, in December 2019 and since they extended globally, it has been recognised as a pandemic by the World Health Organization (WHO) on 11 March 2020. India is widely affected by this pandemic. As on 29.04.2020, more than 31000 cases of Corona virus have been confirmed in India with more than 1000 deaths.

THE GLOBAL VIEW OF ECONOMIC OUTCOME DUE TO COVID - 19

The COVID-19 pandemic has out spread wings with alarming speed, infecting millions and bringing economic activity to a near-standstill as countries imposed tight restrictions on movement to halt the spread of the virus. As the health and human toll grows, the economic change is already evident and represents the largest economic shock the world has experienced in decades.

The June 2020 Global Economic Prospects, describes both the immediate and near-term outlook for the impact of the epidemic and the long-term change it has dealt to prospects for growth. The baseline forecast envisions a 5.2 percent contraction in global GDP in 2020, using market exchange rate weights the deep global recession in decades, the extraordinary efforts of governments to counter the downturn with fiscal and monetary policy support. Over the longer purview, the deep recessions triggered by the pandemic are expected to leave lasting scrape through lower investment, a condition of human capital through lost work

and schooling, and explosion of global trade and supply linkages.

The crisis highlights the need for urgent action to modify the epidemic's health and economic consequences, protect susceptible populations, and set the stage for a lasting recovery. For emerging market and developing countries, many of which face intimidating vulnerabilities, it is critical to strengthen public health systems, address the challenges posed by informality, and implement reforms that will support strong and sustainable growth once the health crisis abates.

Every region is subject to substantial growth downgrades. East Asia and the Pacific will grow by a scant 0.5%. South Asia will contract by 2.7%, Sub-Saharan Africa by 2.8%, Middle East and North Africa by 4.2%, Europe and Central Asia by 4.7%, and Latin America by 7.2%. These downturns are expected to reverse years of progress toward development goals and tip tens of millions of people back into extreme poverty.

Emerging market and developing economies will be hit by economic headwinds from multiple quarters: pressure on unhealthy care systems, loss of trade and tourism, dwindling remittances, subdued capital flows, and tight financial conditions amid mounting debt. Exporters of energy or industrial commodities will be particularly hard hit. The pandemic and efforts to contain it have triggered an unprecedented collapse in oil demand and a crash in oil prices. Demand for metals and transport-related commodities such as rubber and platinum used for vehicle parts has also collapse. While agriculture markets are well supplied globally, trade restrictions and supply chain disruptions could yet raise food security issues in some places.

A POSSIBILITY OF ECONOMIC OUTCOMES EVEN WORSE

Even this bleak outlook is subject to great uncertainty and significant downside risks. The forecast assumes that the pandemic recedes in such a way that domestic extenuation measures can be lifted by mid-year in advanced economies and later in developing countries, that adverse global fall over ease during the second half of 2020, and those widespread financial crises are avoided. This scenario would envision global growth reviving, however modestly, to 4.2% in 2021.

However, this view may be positive. Should COVID-19 outbreaks persist, should restrictions on movement be extended or reintroduced, or should disruptions to economic activity be prolonged, the recession could be deeper. Businesses might find it hard to service debt, high risk avoidance could lead to climbing borrowing costs, and bankruptcies and defaults could result in financial crises in many countries. Under this downside scenario, global growth could shrink by almost 8% in 2020.

Looking at the speed with which the unstable situation has overtaken the global economy may provide a clue to how deep the recession will be. The sharp pace of global growth forecast downgrades points to the possibility of yet further downward revisions and the need for additional action by policymakers in coming months to support economic activity.

A peculiar concerning aspect of the outlook is the humanist and economic toll the global recession will take on economies with wide informal sectors that make up an estimated one-third of the GDP and about 70% of total employment in emerging market and developing economies. Policymakers must consider innovative measures to deliver income support to these workers and credit support to these

businesses.

LONG-TERM CHANGE TO POTENTIAL OUTPUT, PRODUCTIVITY GROWTH

The June 2020 Global Economic Prospects looks, beyond the near-term outlook to what may be tarriance issues of the deep global recession: setbacks to possible output□ the level of output an economy can achieve at full capacity and full employment□ and labour productivity. Efforts to contain COVID-19 in emerging and developing economies, including low-income economies with limited health care capacity, could precipitate deeper and longer recessions□—exacerbating a multi-decade trend of slowing potential growth and productivity growth. Many emerging and developing economies were already experiencing weaker growth before this crisis; the shock of COVID-19 now makes the challenges these economies face even harder.

Another important feature of the current landscape is the historic period of sudden break down in oil demand and oil prices. Low oil prices are likely to provide, at best, temporary initial support to growth once constraints to economic activity are lifted. Even though after demand recovers, adverse impacts on energy exporters may exceed any benefits to activity in energy importers. Low oil prices offer an opportunity to oil producers to diversify their economies. In addition, the recent oil price immerse may provide further momentum to undertake energy subsidy reforms and deepen them once the immediate health crisis subsides.

In the face of this disquieting outlook, the immediate priority for policymakers is to address the health crisis and contain the inadequate period of time economic change. Over the longer term, authorities need to undertake extensive reform programs to improve the fundamental drivers of economic growth once the crisis lifts.

Policies to rebuild both in the short and long-term strengthening health services and putting in place targeted stimulus measures to help reignite growth, including comfort for the private sector and getting money directly to people. During the mitigation period, countries should concentrate on sustaining economic activity with support for households, firms and essential services.

Global coordination and cooperation of the measures needed to slow the spread of the pandemic, and of the economic actions needed to facilitate the economic change, including international support to provide the greatest chance of achieving public health goals and enabling a strong global recovery.

INDIA'S VIEW OF ECONOMIC OUTCOME DUE TO COVID – 19

The current recession staring at India brings a new set of challenges. The crisis has emerged out of the blue as the country is in a lockdown, severely hampering economic activity. Indian government has consideration its high intensity, seen in the context of India having the highest rate of density population in the world, the Governments, both at Union and State levels, commenced necessary actions on war footing to prevent the spread of this pandemic.

India's historical economic recessions In past, contractions in India's GDP had commonly – faint monsoon, energy, oil crisis. The recession predominant now in differ from previous recession's period as it comes with a fresh set of challenges. But if India's FY21 GDP contracts, as projected by analysts, its cause would be entirely different. They saw contraction of -1.2% (FY58), -3.66% (FY66), -0.32% (FY73) and -5.2% (FY80).

First recession period

The year 1957 was a difficult period for agriculture sector. Faint monsoon

adversely affected agricultural production, which leads to increased in prices. The government which had already imported 20lak, tonnes of food grains in the previous fiscal had to further import 40lak, tonnes. During 1957-58, India's first dropped in economic growth when a negative GDP growth of 1.2 per cent was recorded.

Second recession period

India which had fought wars with China in 1962 and more recently with Pakistan in 1965 was in a recovery stage. The very next year, two severe droughts affected Indian economy (during 1966 & 1967). During that time India had depended on foreign aid especially from the US.

Third recession period

In 1973, world witnessed its first energy crisis as the Organisation of Arab Petroleum Exporting Countries (OAPEC) proclaimed an oil embargo (an embargo is an official ban on an activity or trade with a particular country). It targeted nations that were supporting Israel during the ongoing "yom kippur" war. Consequently, India's oil import bill rose from \$414 million in 1972-73 to \$900 million till 1973-74. This was twice the amount of foreign exchange reserves present at that time. Since then energy became a top most priority for India.

Fourth recession period

The world witnessed a second impact of oil during 1979-80. It happened due to a decrease in oil production in the wake of Iranian revolution and leads to increase in oil prices. This leads to a serious crisis as the cost of India's imports almost doubled between 1978-79 to 1981-82. During this time, India's exports also took a hit as it contracted by 8%, which leads to a balance of payment crisis.

To minimise the effect in the economy caused by the COVID -19 outbreaks, the Union Finance & Corporate Affairs Minister, on 24.03.2020, announced several important relief measures

taken by the Government of India, especially on statutory and regulatory compliance matters related to several sectors. The Central Government, amongst others, announced much-needed relief measures in areas of Income Tax, GST, Customs & Central Excise, Corporate Affairs, Insolvency & Bankruptcy Code (IBC) Fisheries, Banking Sector and Commerce, intended to boost the economy.

STEPS TAKEN BY THE INDIAN GOVERNMENT

The Central Government, amongst others, has taken the following decisions in these directions:

A. Income Tax

- Extension of last date for income tax returns for financial year 2018-2019 from 31.03.2020 to 30.06.2020.
- Aadhaar-PAN linking date to be extended from 31.03.2020 to 30.06.2020.
- Due dates for issue of notice, intimation, notification, approval order, sanction order, filing of appeal, furnishing of return, statements, applications, reports, any other documents and time limit for completion of proceedings by the authority and any compliance by the taxpayer including investment in saving instruments or investments for roll over benefit of capital gains under Income Tax Act, Wealth Tax Act, Prohibition of Benami Property Transaction Act, Black Money Act, STT law, CTT Law, Equalization Levy law, Vivad Se Vishwas law where the time limit will be expiring between 20.03.2020 to 29.06.2020 shall be extended to 30.06.2020.
- For delayed payments of advanced tax, self-assessment tax, regular tax, TDS, TCS, equalization levy, STT, CTT made between 20.03.2020 and 30.06.2020, reduced interest rate at 9% instead of 12%/18% per annum (i.e. 0.75% per month instead of 1/1.5 percent per month)

will be charged for this period. No late fee/penalty shall be charged for delay relating to this period.

B. GST/Indirect Tax

- Those having aggregate annual turnover less than Rs. 5 Crore can file GSTR-3B due in March, April and May 2020 by the last week of June, 2020, without any interest, late fee, and penalty.

Others can file their returns due in March, April and May 2020 by last week of June 2020 but the same would attract reduced rate of interest @9 % per annum from 15 days after due date. However, no late fee and penalty shall be charged, if the compliance is made before 30.06.2020.

- Date for filing GST annual returns of financial year 2018-2019, which is due on 31.03.2020 has been extended till the last week of June 2020.
- Due date for issue of notice, notification, approval order, sanction order, filing of appeal, furnishing of return, statements, applications, reports, any other documents, time limit for any compliance under the GST laws where the time limit is expiring between 20.03.2020 to 29.06.2020 shall be extended to 30.06.2020.
- Payment date under Sabka Vishwas Scheme shall be extended to 30.06.2020. Further no interest shall be charged if the payment is made by 30.06.2020.

C. Financial Services

- Relaxations have been provided for 3 months to the debit cardholders to withdraw cash for free from any other banks' ATM for 3 months, along with waiver of minimum balance fee, reduced bank charges for digital trade transactions for all trade finance consumers.

D. Corporate Affairs

- No additional fees shall be charged for late filing during a moratorium period from 01.04.2020 to 30.09.2020, in respect of any

document, return, statement etc., required to be filed in the MCA-21 Registry, irrespective of its due date.

- The mandatory requirement of holding meetings of the Board of the companies within prescribed interval provided in the Companies Act, 2013, (120 days) shall be extended by a period of 60 days till next two quarters i.e., till 30.09.2020.

- Applicability of Companies (Auditor's Report) Order, 2020 shall have been deferred by a year to financial year 2020-2021.

- As per Schedule 4 to the Companies Act, 2013, Independent Directors (IDs) are required to hold at least one meeting without the attendance of Non-independent directors and members of management. For the year 2019-20, even if the IDs of a company have not been able to hold even one meeting, the same shall not be viewed as a violation.

- Requirement to create a Deposit reserve of 20% of deposits maturing during the financial year 2020-21 before 30.04.2020 shall be allowed to be complied with till 30.06.2020.

- An additional time of 6 more months has been allowed to newly incorporated companies required to file a declaration for Commencement of Business within 6 months of incorporation.

- Non-compliance of minimum residency in India for a period of at least 182 days by at least one director of every company, under Section 149 of the Companies Act, shall not be treated as a violation.

- Due to the emerging financial distress faced by most companies on account of the large-scale economic distress caused by COVID 19, it has been decided to raise the threshold of default under section 4 of the IBC 2016 to Rs 1 crore from the existing threshold of Rs 1 lakh.

RELIEF FOR POOR

The Indian Government, on 27.03.2020, announced a Rs 1.7 lakh crore relief package aimed at providing a safety net for those hit the hardest by the Covid-19 lockdown, along with insurance cover for frontline medical personnel. About 800 million people are expected to get free cereals and cooking gas apart from cash through direct transfers for three months.

SUCH STEPS INCLUDE

- Ujjwala beneficiaries to get free cooking gas (LPG) cylinders in next three months.

- Collateral-free loan doubled to 20 lakh to 63 lakh women self-help groups.

- Government will pay EPF contribution, both of employer and employee, for 3 months for all those establishments with less than 100 employees out of which 90% earn less than ₹15,000 per month.

- Ex-gratia of Rs.1, 000 shall be granted to 3 crore poor senior citizen, poor widows and poor disabled.

- Every MNREGA worker to get hike of Rs. 2,000.

- Health workers to get medical insurance cover of Rs. 50 lakh.

On 09.04.2020, the Indian Government approved a COVID-19 package worth Rs 15,000 crore to build on health infrastructure till March 2024, to be given to state governments and Union Territories to develop COVID-19 hospitals purchase of personal protective equipment, setting up of laboratories, procurement of essential medical supplies, medicines and consumables, and for strengthening health systems.

CONCLUSION

The Corona Virus pandemic may destroy the Indian economy. The level of GDP may further fall; more over India is not exempt to the global recession. In fact, it is believed that

India is more susceptible, since the economy has already been sick and in a deep-rooted lag of several quarters, much before the COVID-19 outbreak became known. The Prime Minister of India has already spoken of setting up an economic task force to devise policy measures to face the economic challenges arising from COVID 19, as also on the stability of Indian economy.

REFERENCES

1. Mudit Kapoor, "India stares at 5th recession: How is it different from the past downturns? June 10, 2020. <https://www.businesstoday.in/>
2. "The economic, geopolitical and health consequences of COVID-19," 06 March 2020 <https://www.weforum.org/>
3. "The Global Economic Outlook during the COVID-19 Pandemic: A Changed World", 8 June, 2020. <https://www.worldbank.org/>
4. Achal Gupta, "India: Coronavirues (COVID - 19) and Indian Economy" 19 may 2020, <https://www.mondaq.com>.

18. Will 3 + 3 be NINE?

Dr.S.CHANDRACHUD, *Economist, Professor, Department of Economics, VISTAS, prof.chandrachud@gmail.com 9444441107*

ABSTRACT

In Economic view, COVID 19, forced us to make 3 + 3 =NINE. The logic of this slogan is to create a new economy for our country. The first '3' implies the Agriculture, Industry and Service sectors and the second '3' indicates Public, Private and Foreign sector. These two 3s combined together make New India New Economy (NINE). Chapter one narrates few classical theories to reconcile demand and supply. Chapter two enlists the review of literature. Chapter three pronounces the economic impact of current pandemic situation. Chapter four elucidates the government initiation towards the recovery of economy. Chapter five enumerates how to create a New India New Economy (NINE). The final chapter summarizes the future changes required for the Indian economy.

KEYWORDS

Agriculture, Industry, Service, Public, Private, Foreign and Indian Economy

INTRODUCTION

Stitch in time saves nine is the right adage to apply in terms of combining 3 with 3 makes NINE is the new phrase in order to recover the Indian economy. One of the Classical Economist Jean Baptiste Say has profound a law of markets with his great words 'Supply creates its own demand' called Say's Law. This classical view is applicable for normal circumstances but pandemic situation like COVID-19, it fails in its way. But keep it in mind; creation of demand must be originated from the

economy itself not by political, social and economic emergencies. As a layman view, the easiest way to make the 3+3=NINE is, we have to tilt the relationship of productive three sectors (Agriculture, Industry and Service) with operating three sectors (Public, Private and Foreign). That is, make '+' into 'x'. In easy words, instead of adding employment opportunities in operating sectors, we have to multiply them. In Economic view, we have to reconsider the working methodology of Agricultural sector, Industrial sector and Service Sector. The classical theory of employment assumes that in the long run there will be a full employment without inflation. In my view, instead of concentrating on the production (supply) and Consumption (demand), make every individual of the economy above 16 years must be employable and it should be mandatory to work, either physically, mentally or socially. The available land in agriculture in the economy must be utilized optimally, by moving or sharing the unutilised lands from the private sector to public and foreign sector. The industrial Sector must be equally shared with private and foreign sector and Public sector should be responsible for all core areas like Education, Health, Energy, Environment, foreign affairs and Civil Supply.

REVIEW OF LITERATURE

The history of Global era has witnessed many economic quakes like financial crisis, hyper-inflation and depression. The latest one is COVID 19 pandemic.

The credit crisis of 1772 started in London which spread all over the Europe leads to an unforeseen close down of many banking institutions. The great depression of 1929-39 considered to be the worst economic quake in the last century originated in Wall Street crash and extended to output loss, unemployment problem and financial crisis in most of the developed countries. It reaches its crowning crisis during 1933. The OPEC oil price shock in 1973 originated from member nations of Organisation of the Petroleum Exporting countries leads to Economic crisis resulted in stagnation with inflation. The Asian Crisis of 1997 started from Thailand and quickly spread in the economies east Asia, the Asian tigers – from Thailand to Indonesia, Malaysia Singapore, South Korea and Hong Kong leads to bankruptcies of stakeholders. Fortunately International Monetary Fund has stepped up to rescue these economies to evade the worldwide fear of financial collapse. Financial Crisis of 2007-08 triggered from US and spread all over the world leads to edge of financial collapse. It is to be noted that India, has witnessed the supremacy of handling the economic situation. In all these five top most economic quake situations India stood unaffected in its economic indicators. However, the present pandemic situation, COVID 19, triggered from China and quickly spread all over the world and has collapsed almost all the economies irrespective of under developed, developing, developed and super countries. India is going to face a blink of financial crisis, depression, recession and unemployment problem for the days to come.

ECONOMIC IMPACT OF COVID 19 PANDEMIC SITUATIONS

According to government records, the fourth quarter of 2019-20 fiscal year, the economic growth of Indian economy

has reduced to 3.1 per cent due to coronavirus pandemic situation. Already India has witnessed the economic slowdown in pre-pandemic period and the pandemic COVID19 has added the fuel in burning deck. The World Bank also rightly pointed out that the current pandemic has “magnified pre-existing risks to India’s Economic outlook”. Most of the rating agencies of the globe have made precaution about the negative growth and signalling the recession. One of the biggest commercial bank of India, State Bank of India conducted a research and announced that over 40 per cent contraction in GDP during the first quarter of financial year 2021. Most of the predictions at world level indicate that the unemployment level will rise from 6.7 per cent to 26 per cent in the beginning of financial year 2021 and reach 45 per cent, end of the first quarter. The estimated value of the Corona virus outbreak is INR 32,000 crores loss per day during 21 days complete lockdown in March-April 2020. The lock down has been extended more than three months. Production stopped abruptly, mobilisation of resources stagnated, the purchasing power of the public reduced drastically, contracted and casual labourers are starving and the jobless migrants (people from other districts and states) have moved to their hometown which catalysed huge unemployment level. Huge number of marginal farmers who engaged in growing perishables, the vegetables and fruits stopped their production due to uncertainty and those who cultivated find difficult to move the output to the ultimate consumer due to lockdown. Most of the education institutes and few trains are converted into quarantine health clinic and all the international transactions stopped due to lockdown. Most of the private firms find difficult to continue their entrepreneurship and facing heavy loss due to lockdown. All the education institute are not able to impart education to their students and planning to take online classes.

ROLE OF GOVERNMENT IN PANDEMIC SITUATION

Hats off to the Indian Government for the dynamic role of both central and state level of government have restricted the spread of coronavirus to great extent after knowing the economic evil effects in the post pandemic period.

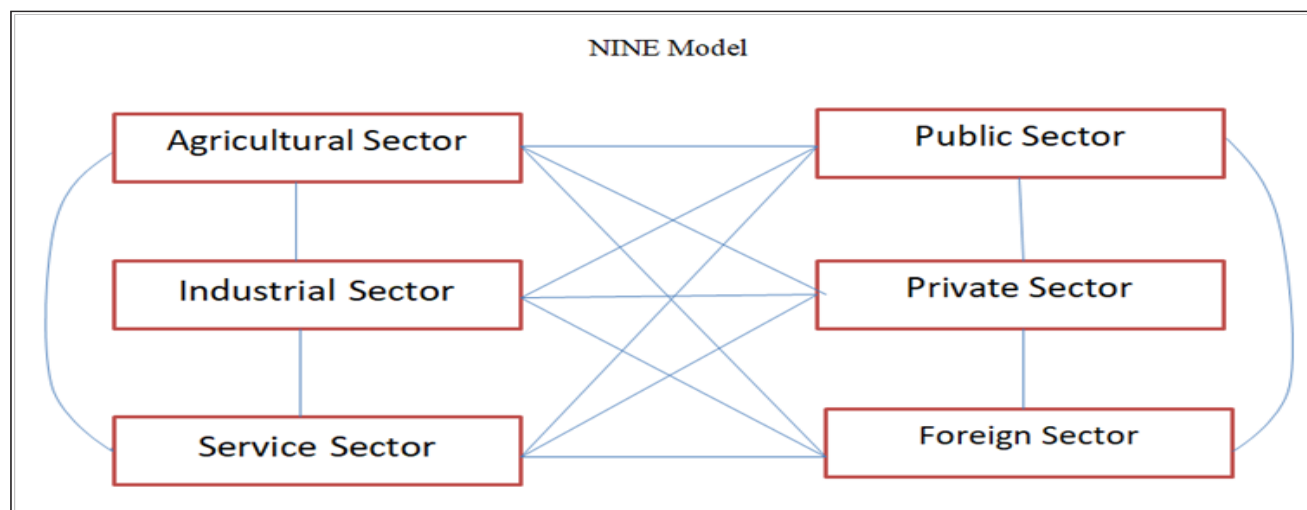
In order to rescue the economy from post pandemic crisis, on April 17, 2020, the Governor of the central bank, the Reserve Bank of India announced special finance of INR 50,000 crores to National bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI) and National Housing Bank (NHB). The next day, the government changed the foreign policy in order to protect the Indian companies and Department of Military Affair has held entire capital acquisitions and minimised the imports and encouraged the indigenous production.

On 12 May 2020, our honourable Prime Minister, Mr NarendraModi, announced an overall economic package of INR 20,00,000 crores, nearly 10 per cent of India’s GDP to achieve self-reliant nation. In the next five days, our honourable Finance Minister, Mrs. Seetharaman announced the details of the economic package and on 20th May 2020, Cabinet has cleared those economic packages including free good grains package.

State Governments also tried their level best to face the pandemic situation and announced INR 1,000 twice to all families in Tamilnadu state and free rice, oil and provisions for three months through civil supply. Most of the private firm, irrespective of stoppage in production; they disbursed salaries to their employee.

HOW TO CREATE NEW INDIA NEW ECONOMY (NINE)

First of all we should understand that COVID 19 pandemic situation will create huge change in most of the economic indicators such as negative growth of GDP, lack of development activities, unemployment problem, Inflation problem, production stoppage etc., further, huge loss of human life, heavy investment on Research and Development, recession in real estate, lack of marine traffic, complete washout in aviation sector, shut down of tourism industry, poor performance of education sector, close down of private entrepreneurship due to poor mobilisation of factors of production, lack of connectivity between the demand and supply of man power due to movement of migrants. This is the right time to plan for New India New Economy (NINE) movement. The following model can be framed to achieve NINE.



CONCLUSION

There will be three major economic challenges in the post pandemic Indian Economy. The challenges are Poor Agricultural production (Lesser Land Usage) Problem of Unemployment (lesser usage Capital Investment), and Problem related to huge population i.e., excess manpower (Lesser usage of Labour). With the fourth and fifth factors of production, organisation and technology respectively, we can resolve these major challenges. Use the Excess manpower in the Agricultural sector to generate more employment opportunities with new set of rules under the NINE model.

REFERENCES

1. Richard B Sheridan, "The British Credit Crisis of 1772 and The American Colonies"; 'The Journal of Economic History'-Volume 20, Issue 2, pp. 161-186, 2011 <https://www.cambridge.org/core/journals/journal-of-economic-history/article/british-credit-crisis-of-1772-and-the-american-colonies/9B35DFDD9F51BB17FF3E393F5525B8C6>
2. Gary Richardson, "The Great Depression 1929-1941"; 'Federal Reserve History report'-Nov. 22, 2013. https://www.federalreservehistory.org/essays/great_depression
3. Hongying Wang, "The Asian financial crisis and financial reforms in China"; 'The Pacific Review'-Volume 12, Issue 4, pp. 537-556, 2007. <https://www.tandfonline.com/doi/pdf/10.1080/09512749908719305>
4. Michael Carson and John Clark, "Asian Financial Crisis July 1997-December 1998"; 'Federal Reserve History report'-2013. https://www.federalreservehistory.org/essays/asian_financial_crisis
5. Ministry of Finance, <https://finmin.nic.in/>
6. Ministry of Health, <https://www.mohfw.gov.in/>
7. Tamilnadu Civil Supplies Corporation, <http://www.tncsc.tn.gov.in/>

19. E-TAILING IN INDIA -AN OVERVIEW

Mrs. J. LILLY, Ph. D (*Part-Time*) Scholar, Department of Commerce, St. Ann's College of Arts and Science (Co-Ed), Tindivanam-604001.

Dr.I.SANTHI IMMACULATE JACULIN, Ph. D, Supervisor (*Part-Time*), Department of Commerce, St. Ann's College of Arts and Science (Co-Ed), Tindivanan-604001.

ABSTRACT

The online retail market has evolved and grown significantly over the past few years. The Indian retail market is witnessing a revolution. The growth of internet has enabled the new retail format of the virtual retailer to emerge and forced the existing retailers to consider e-tailing model of retailing as well. The Internet has changed the consumer's shops in many ways not just in the digital domain, but also in the physical world. In the era of globalization, companies are using the internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week. In this paper, I have explained about an overview of e-tailing in India.

KEY WORDS

e-tailing, e-tailer, internet, consumer

INTRODUCTION AND DEFINITION OF E-TAILING

Online retailing or E-tailing is described as transactions that are conducted through interactive online computer system, which link consumers with sellers electronically. In this method of transaction the buyer and merchant are not present at the same physical location. In short, internet retailing or e-tailing has firmly established itself as a viable alternative to store based shopping. E-commerce and

E-Marketing are the two important terms in the new Internet-based business. E-Commerce can be defined as a way of conducting business by companies and customers performing electronic transactions through the Internet. E-Marketing can be defined as the promotion of products or services through the internet. Whereas, E-Tailing can be defined as selling products and services by using the internet.

The general definition of 'E-Tailing', 'Electronic Retailing' - 'E-tailing' includes the sale of goods and services through the internet. It can include business-to-business and business-to-consumer sales and online shopping websites for retail sales directly to consumers. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online store front and virtual store.

According to Turban et al. (2006), e-tailing is defined as retailing conducted online, over the internet. Bauer et al. (2006) has compared the services of online retail service vs traditional retail services. They have identified that the online retail service are broken into two rather distinct phases: the client interaction phase taking place online and the fulfillment phase taking place offline. They also have suggested that web-site quality is a matter of delivering both hedonic and utilitarian elements.

E-commerce otherwise known as electronic commerce is trading in products or services using computer networks, such as the Internet ---Wikipedia. Wang (2002) has provided a broad definition of e-tailing by defining it as the selling of goods and services to the consumer market via the internet. Ratchford (2001) has told that through internet, consumers can gather information about merchandise and they can compare a product across suppliers at a low cost.

Over the past few years' technology brought the shopping information on the laptops, today it brought the products right to the doorsteps. With the use of internet as a medium a person can buy products from a virtual store.

E-TAILING IN INDIA

In India during 1955, the first wave of e-commerce began to flourish in the country. Economic liberalization after the launch of reforms in 1991 attracted MNCs and brought about the growth of the IT industry. The IT industry and SMEs were the early adopters of the internet. This led to the emergence of B2B, job searchers and Matrimonial portals.

In India online retail or e-tailing market represents a very small fraction of the total market in the country, but holds immense business potential driven mostly by growing internet penetration, increasing usage of smart phones, cost advantages and huge funding by private equity investors. The adoption of 3G and 4G coupled with the declining prices of smart phones is expected to further increase internet usage in the country.

With over 451 million monthly active internet users at the end of financial year 2019, India is now in the Second place behind China in terms of internet, assessed by Internet and Mobile Association of India (IAMAI). However, with only 36% internet penetrations,

there is still much headroom for growth. India will have more than 907 million internet users by 2023, accounting for nearly 64% of the population, according to Cisco Annual Internet Report. (Source—www.Statista.com)

In India online retail market and major e-tailing based firms like Flipkart, Snapdeal and Amazon have adapted asset light model and hence moved away inventory model to market place model. Flipkart received eight rounds of funding over the last seven years. The size of the e-commerce market (which encapsulates all financial transactions conducted on the internet) in India for 2012 is estimated to be USD10 billion and projected to grow at a CAGR of 45% to reach USD 200 billion by 2020. The nine fold growth came on the back of increasing internet penetration and changing lifestyles and primarily driven by books, electronics and apparel. Some larger e-tailing websites offer affiliate programs, where businesses can list goods on a ready-made platform in exchange for a percentage of sales. Although e-tailing is not ready to fully replace traditional sales outlets, it is growing at a much faster pace than brick-and- mortar stores.

TYPES OF E-TAILING

1. Business – to- consumer (B2C): Where the companies sell finished goods or products to consumers online .
2. Business-to-Business (B2B): Where the companies sell to other companies.

INDIAN TOP E-TAILERS

According to the study by International tracking about Asia's largest retailers, US retail giant Walmart ranked first in India during 2018, after it acquired internet retailer FlipKart last year in a \$16 billion deal, followed by another US giant retailer Amazon in Asia 2019 is India's Second largest retailers. Kishore Biyani's Future Group ranked third followed by Reliance Group and

in the fifth place is Tata Group. Other retailers in India's top ten ranking include: One97 Communications, Avenue Supermarts that runs D-Mart, Aditya Brila Group, Land Mark Group and K Raheja Corp. Some other retailers in India are Myntra, Snapdeal, Jabong, Yebhi, Infibeam, Naaptol, e-bay and India times shopping etc.

ADVANTAGES

1. Save time, fuel, energy.
2. Comparison of prices.
3. Availability.
4. Hate to waiting in lines.
5. Easy to search merchandise you want to buy.

DISADVANTAGES

1. Not able to check the item personally.
2. Diminished instant satisfaction.
3. Internet connectivity.

EFFECTIVE STRATEGIES ON E-TAILING IN INDIA

In order to develop the right e-tailing strategy, Feare (2002) has given five points:

1. Prompt delivery
2. Supply chain
3. Demand nature
4. Reverse logistics
5. Accuracy.

Some of the opportunities which e-tailing provides to business.

Selling with less investment:

It does not require the business to spend more amount of money. The retailers can easily utilize the online shop for promotion, advertising and processing purchase and other transactions with their customers.

More convenient

The retailer can easily provide complete information about his business, the services or products. The process in this method is much faster and convenient as compared to offline retailing.

Easy to locate

In offline retailing, the customers have to trek around to search and discover the physical store. But, in respect of

on-line retailing, the customers with just few clicks can search for their desired products and purchase them without any hassle.

Easy visibility

In offline retailing, the owners need to attract his customers spending significant amount of money to make his showroom more attractive. But in online marketing it's easily visible and accessible from anywhere through the internet connection.

THE RISE OF E-TAILING IN THE AD WORLD

The world's biggest online retailer, Amazon, made it's debut as a sponsor for the IPL (Indian Premier League) twenty-twenty cricket tournament. Other e-tailers in India like, Jabong, Snapdeal, Flipkart and Quikr too are going beyond the medium of digital marketing and have designed creative television and print advertisement to lure maximum numbers of their potential clients.

Extensive Television Campaigne

Category-Specific companies like furniture e-tailer Fab furnish have also started running its TV advertisement budget. Various researchers suggest that the advertisement budget of e-tailers now stand at 20% of their revenues.

Targeting Untapped Consumers

Now, e-tailers are using different mass media channels for reaching out untapped consumers and first-time buyers, usually they are targeting the Urban middle class. In fact, the studies have shown that due to the television campaigns the traffic of these e-commerce sites have increased almost two and halftimes and significantly enhancing their business. It is surely difficult for the e-commerce sites to define their target audiences, but they can surely help in building credibility and brand through advertising over various medium including television and radio.

SUGGESTIONS AND CONCLUSION

Online companies should give top priority to customer care, because consumers are always hungry for modern ways of shopping. Online customers are more aware and sensitive persons, so to attract and retain the customers, the retailers particularly the e-tailers have to take more efforts than to just attract. It is very easy to lose an e-customer. Therefore, the e-tailers of India need to improve convenience and value for consumers and assist them in overcoming their fears around security.

E-tailers need to revisit some basic retail functions and develop further competencies. The main aim of the e-tailer should be in new innovations, encouraging the talented people and removing onerous government regulations and red tape. It is time for the retailers to redefine their channel strategies and start looking at vital channel for the future.

REFERENCES

1. *E-Tailing in India*—Dr. Suman Kumar Dawn, Uttiya Kar—*International Research Vol.1, issue 3, July 2011, ISSN 22315780*
2. *E-Tailing : The Shifting Visage of Retail Business in India*—*IOSR Journal of Computer Engineering (IOSR-JCE) e-ISSN: 2278-0661, ISSN: 2278-8727, Vol. 18, Issue 1, Ver.III (Jan - Feb 2016).*
3. *Developing an Effective E-Tailing Strategy* --- Bharat Rao—*Special section , Electronic Commerce In The Americas—nVol. 9(1/2)89-92, www.electronicmarkets.org.*
4. *Find popular online retailers with us - www.e-tailers.in*
5. *Mr. Hemant Mulajkar-- International Journal of Engineering Research and Technology. Vol. and Issue: ICESMART-2015 (Vol -3, issue 19), ISSN (online)2278-0181 .*
6. *www.Statista.com - internet-usage-in-india*
7. *www.livemint.com.*

20. ORGANIC FARMING IN BANANA AND GUAVA

PUJA H. VYAS, Department of Horticulture, College of Horticulture, Junagadh Agricultural University, Junagadh- Gujarat (India)

D. R. KANZARIA, Department of Horticulture, College of Horticulture, Junagadh Agricultural University, Junagadh- Gujarat (India)

A.M.BUTANI Department of Horticulture, College of Horticulture, Junagadh Agricultural University, Junagadh- Gujarat (India)

ABSTRACT

India is the second largest producer of fruits in the world. With the increasing population, the cultivable land resource is shrinking day to day. Green Revolution in the post-independence era has shown path to developing countries for self-sufficiency in food but sustaining agricultural production against the finite natural resource base demands has shifted from the "resource degrading" chemical agriculture to a "resource protective" biological or organic farming. The major component of organic farming is: manures, green manures, intercropping, mulching, vermiculture biotechnology, bio fertilizers, biodynamic farming, bio control etc. Application of bio-fertilizer was more effective than organic manures in enhancing fruit growth parameters. When bio-fertilizer was grouped together in Red Fleshed guava and banana cv. grand nine, P-solubilizers were found to have more beneficial influence on fruit physico-chemical characteristics than that of N-fixers.

KEYWORDS

Organic farming, fruits, quality, yield, control

INTRODUCTION

Organic farming system in India is not

new and is being followed from ancient time. It is a method of farming system which primarily aimed at cultivating the land and raising crops in such a way, as to keep the soil alive and in good health by use of organic wastes (crop, animal and farm wastes, aquatic wastes) and other biological materials along with beneficial microbes (bio fertilizers) to release nutrient to crops for increased sustainable production in an ecofriendly pollution free environment.

As per the definition of the United States Department Of Agriculture (USDA) study team on organic farming "Organic farming is a system which avoids or largely excludes the use of synthetic inputs (such as fertilizer, pesticides, hormones, feed additives etc.,) and to the maximum extent feasible rely upon crop rotation, crop residues, animal manures, off-farm organic waste, mineral grade rock additives and biological system of nutrient mobilization and plant protection".

Food & Agriculture Organization (FAO) suggested that "Organic agriculture is a unique production management system which promotes and enhances agro-ecosystems health, including biodiversity, biological cycle and soil biological activity and this is accomplished by using on-farm

agronomic, biological and mechanical methods in exclusion of all synthetic off-farm inputs”.

BANANA

Banana is a large perennial herb with leaf sheaths that form trunk like pseudo stem. Banana has its origin in tropical region of south East Asia. Banana is a nutritious gold mine. They are high in vitamin B6, which helps fights infection and is essential for the synthesis of heme, the iron containing part of hemoglobin. They are also rich potassium and are a great source of fiber. Bananas are fifth largest agricultural commodity in world trade after cereals, sugar, coffee and cocoa. In recent years, considering the adverse impact of indiscriminate use of chemicals, new trend for organic production of banana is increasing in the country.

A new name, i.e. “Green Foods” for this has been coined. This refer to organically grown crops which are not exposed to any chemicals right from source of planting material to the final post-harvest handling and processing. It is based on recycling of natural organic matter. In this system nutritional requirement are met through use of enriched composts, cakes, promotion of green manure, inter and cover crops, mulching etc., while pests and disease are kept below threshold level through integrated crop management.

Banana prefers tropical humid low lands and is grown from the sea level to 1000 m above MSL. Optimum temperature is 27C. Soils with good fertility and assured supply of moisture are best suited. Black loams and sandy loam soils of uplands are favorable for banana. Banana prefers a soil pH of 5.5-7.5.

Prepare the field by ploughing or digging and dig pits for planting. Size of pits depends upon soil type, water table and variety. In general

pit size 50 cm x 50 cm x 50 cm is recommended. In low lying areas, take mounds for planting suckers. During summer months, irrigate once in three days. Ensure good drainage and prevent water logging. About 6-10 irrigation per crop may be given depending upon soil conditions.

During early stages, complete control of weeds could be obtained by raising cowpea in the inter spaces. Hand weeding by giving 4-5 surface diggings (depending upon weed growth) will give good weed control. Avoid deep digging. Do not disturb soil after plants start producing bunches. If green manure crop is grown, weeding operations can be reduced to 1-2 diggings. Mulching is an effective practice for controlling weeds.

The crop gets ready for harvest after 11-12 months of planting. First ratoon crop is ready after 8-10 months from harvesting the main crop and second ratoon after 8 months of harvesting of the first ratoon crop. With the conservatives estimate, it is expected that at least 80% of the plants would produce bunches of banana. 70.40 t/ha yield obtain in third year after planting in organic farming of banana.

GUAVA

Guava is one of the leading fruit crop in India due to its wide adaptability to varying soil and climatic conditions. In the Indo-Gangetic alluvial soils of West Bengal, the crop has immense potential in increasing productivity and yield sustainability. It is rich source of minerals, vitamin-C and pectin.

Guava is such a horticultural crop, where fruits are usually consumed fresh after harvest along with skin and pulp, hence there is feasibility of organic farming in its cultivation. Integrated application of different fertilizers, organic manures and bio-fertilizer in guava improved the vegetative growth parameters, yield and fruit quality.

Indiscriminate use of chemical fertilizers, Weedicides and pesticides has resulted in various environmental and health hazards along with socio-economic problems. The entire agricultural community is trying to find out an alternative sustainable farming system which is ecologically sound, economically and socially acceptable. There is a great need to standardize eco-friendly technologies for the production of safe and residue free organic guava for getting high economic returns. Though systematic work on manuring of guava was started since 1960 in India, limited systematic work on organic fruit production of guava has been reported.

Guava is grown in both tropical and subtropical region up to 1500 m. above m.s.l. It tolerates high temperature and drought conditions prevalent in North India in summers. However, it is susceptible to severe frost as it can kill the young plants. An annual rainfall of about 100 cm. is sufficient during the rainy season (July-Sep). Heavy clay to very light sandy soils having pH between 4.5-8.2 are suitable for cultivation of guava. The crop is sensitive to water-logging. Land is prepared during the summer season by ploughing, harrowing, leveling and removing weeds.

Guava plants are vegetatively propagated by budding, inarching or air layering. In guava Square system of planting is generally adopted. Pits of 1x1x1m. Size dug before the monsoon and filled with a mixture of farmyard manure and soil.

The young guava plants need irrigation at weekly intervals during summer. Irrigation is also essential to check excessive fruit drop during summer. Normally irrigation is not required in guava plantation. However, in the early stage, young guava plants require 8 to 10 irrigation a year. Lifesaving hand watering is necessary in summer season in dry areas and on light soils.

Drip irrigation has been proved to be very beneficial in organic farming of guava.

Mulching at the base of trees can be done using organic residues such as straw, dried grass and banana leaves. Mulching with organic materials should be 12-15 cm thick to arrest the weed growth and simultaneously permit rain water penetration to the root zone. Mulching is prevent soil surface evaporation and conserve water, enhance growth, besides controlling weeds.

Guava fruit mature for harvesting after 4-5 months of anthesis. The quality of guava depends on the season of the cropping. Winter crop gives better quality fruits than rainy season. The maturity indices of the fruit are the change in dark green to light green color. The guava plant starts commercial yield from 3 year onward under good management practices. Under irrigated conditions guava yield about 100-150 kg fruit for 8 year and above age tree in organic farming.

REVIEW

Effects of FYM and inorganic fertilizers

Guava

Chaudhary et al. (1975) reported that high rates of inorganic NPK plus FYM gave the best growth, yields and fruit quality in Allahabad Safeda guava.

Wagh and Mahajan (1985) reported that good tree growth and the highest yield (46 kg / tree) from Sardar guava trees receiving NPK at 600: 300: 300 g / tree + basal dressing of 25 kg FYM / tree in Sardar guava.

Bhobia et al. (2005) recorded higher fruit yield (85 kg / plant) with the application of 40% nitrogen through inorganic (urea) + 60% nitrogen through organic (FYM) sources in guava cv. Hisar Surkha.

Banana

Gubbuk et al. (1993) conducted an experiment on the effects of different

nitrogen and farmyard manure levels on the stem and finger growth and the durations of fruit development of Dwarf Cavendish and Basrai banana clones grown in heated glass house. They reported that with FYM, highest stem and finger growth rates obtained with 225 kg / mat for Dwarf Cavendish and 150 kg / mat for Basrai. FYM but not N reduced the time required for fruit development.

Subramanian and Pillai (1997) stated that the combined application of 25 kg FYM + 0.5 kg neem cake / plant and 25 kg of zinc sulphate / ha improved the growth and bunch characters as well as rectifying the Zn deficiency symptoms of red banana.

Enrique Alvarez et al. (2001) conducted an experiment to study growth, yield and leaf nutrient content of organically grown banana plants in the-Canary Island. Growth parameters (height, leaf emission rate and pseudo stem circumference) and yield parameters (bunch weight, number of hands and fingers) were measured during 10 months in an organically grown banana plantation (cv. Dwarf Cavendish). Leaf emission rates showed higher values in late spring and early summer (0.099-0.109 leaf / day) while pseudo stem circumference grew more in late spring (0.238 cm / day) than in summer. In August, pseudo stem circumference decreased dramatically, probably because plants with a large circumference flowered before that month and could not be measured. Bunches gave good yields (43.59 kg) and had a high mean number of hands (12.79). Number of fingers of the second upper hand (25.63), length (23.5 cm) and weight (165.19 g) ranged from normal to high. Month of harvesting influenced the yield and fruit quality.

Doran et al. (2003) studied the effect of compost prepared from waste material of banana plants in comparison to FYM. They compared

three doses of this compost (15, 30 and 45 kg / plant) with FYM (50 kg / plant), mineral fertilizers (180 g N + 150 g P + 335 g K / plant) and FYM + mineral fertilizers (25 kg FYM + 180 g N + 150 g P + 335 g K / plant). Their results showed that application of 45 kg / plant of compost to banana found more suitable in terms of economical production and organic farming than the other fertilizer types.

EFFECTS OF CASTOR CAKE ON GROWTH, YIELD AND FRUIT QUALITY

Banana

In four season trials with the cv. Basrai banana, Chundawat et al. (1983) reported that the average yields were similar for all treatments but economically. The best treatment was urea + castor cake (1: 1). This treatment also gave an average yield of 50.5 t / ha and a gross income of Rs.27,797 / ha compared with the lowest income of Rs.23,058 / ha after treatment with ammonium sulphate.

EFFECTS OF VERICOMPOSTING ON GROWTH, YIELD AND QUALITY BANANA

Athani et al. (1999) reported that the treatment of banana plant with 75% recommended rate of fertilizers (180-108-225 g NPK / plant) + 2 kg vermicompost recorded the least number of days of shooting after planting and total crop duration.

Patel (2008) conducted a trial on banana by using different organic manures and observed that the yield and yield contributing characters in Grand Nain banana like length of finger, girth of finger, no. of finger / bunch and no. of hands per bunch obtain under organic manures (vermicompost and castor cake each at 3 kg / plant or vermicompost 2 kg / plant + neem cake 2 kg / plant + castor cake 2 kg / plant or vermicompost 3 kg / plant + neem cake 3 kg / plant or poultry

manure 7.5 kg / plant + castor cake 3 kg / plant) were almost equal to obtain under recommended dose of fertilizer. The quality of fruits in organic banana was better than that of the banana produced under inorganic farming. The highest net realization was noted under organic banana in which banana plant fed with 3 kg each of vermicompost and castor cake.

EFFECT OF BIO FERTILIZERS GUAVA

Ram and Rajput (2000) found that application of Azotobacter resulted in significantly higher weight of individual fruit (246.57 g) CV. Allahabad Safeda as compared to uninoculated control (162.17 g). Azotobacter application also resulted in increased number of fruits (111) per plant and yield (14.25 kg) per plant as compared to 54 fruits / plant and 7.07 kg per plant, respectively in uninoculated control.

Banana

Dibut et al. (1996) found that Azotobacter inoculation stimulated all the phenological variables like plant height, girth and number of leaves of banana. They reported that in both the clones i.e. Giant Cavendish and Burrow CEMSA, no significant differences were observed in growth variables when treated by 80% N with Azotobacter or by 100% N alone and concluded that bacteria inoculation could compensate for 20% of the N fertilizer without affecting the growth parameters.

Chezhiyan et al. (1999) reported that maximum bunch weight of 15.3 kg in Virupakshi cultivar was registered with treatment of biofertilizers viz., Azospirillum (3 g), phosphobacterium (3 g) and VAM (5 g) and organic manure i.e. FYM along with 75% RDF. Patel (2003) reported that the higher yield of banana per plant was obtained from the plants treated with integrated supply of organic and biological sources of nitrogen. The maximum yield was recorded by

the treatment combination of 300 g inorganic nitrogen with Azotobacter @ 6 kg / ha.

EFFECT OF ORGANIC FARMING ON LEAF NUTRIENT CONTENT

Guava

Bhobia et al. (2005) stated that the leaf nitrogen content was highest in guava cv. Hisar Surkha when 100% nitrogen (800 g / plant) phosphorus and potassium were maximum when whole nitrogen was supplied through inorganic fertilizers, whereas, added organically (FYM). Leaf composition of 1.76% N, 0.20% P and 0.87% K was associated with highest yield.

Banana

Gubbuk et al. (1991) studied the effect of different application rates of nitrogen and farmyard manure on the nutrient concentrations in leaves of banana cultivars Cavendish and Basrai. Nitrogen at 0, 80, 160 or 320 g / mat and FYM at 0, 75, 150 or 225 kg / mat, in various combinations were applied to greenhouse plants. Increasing rates of N reduced the foliar concentrations of N and K; other nutrient concentrations were not markedly affected by N applications. Increasing FYM rates significantly increased the foliar K, Ca and Zn; in both cultivars, foliar N was highest with 225 kg / mat.

Goyal et al. (1992) reported higher nitrogen uptake by banana plants with the addition of FYM due to higher availability of nitrogen by microbial biomass.

CONCLUSION

During the last four decades of the 20th Century, the global population doubled itself from 3 to 6 billion and it is estimated that by the year 2020, it will reach the 8 billion mark. It has also been noticed that the volume of population from 3000 BC to 1950 is almost same or less from 1950 to 2030. It means that the galloping

explosion of population has been made during last 5-6 decades only. Food and nutritional security is therefore a serious global concern. Neither conventional farming with inorganic alone nor organic farming only with the use organic input can face this challenge. To meet out the food and nutritional security, organic farming helps to improve the quality of fruit crops.

REFERENCES

1. Athani, S. I. ; Hulmani, N. C. and Shirol, A. M. (1999). Effect of vermicompost on maturity and yield of banana cv. Rajapuri (Musa AAB). *South Indian Hort.*, 47 (1-2): 4-7.
2. Bhabha, S, K .; Godara, R. K .; Singh, S .; Beniwal, L. S. and Kumar, S. (2005). Effect of organic and inorganic nitrogen on growth, yield and NPK content of guava cv. Hisar Surkha during winter season. *Haryana J. Hort, Sci.*, 33 (3-4): 232-233.
4. Chaudhary, D. N.; Shymal, N. R. and Naurya, K. R. (1975). Influence of inorganic and organic manures alone and in combination on growth, yield and chemical qualities of guava (*Psidium guajava* L.) cv. Allahabad Safeda. *Indian Fd. Packer*, 29 (6): 24-26.
5. Chezhiyan, N .; Balasubramani, P ; Vijulan Harris, C. and Ananthan, M. (1999). Effect of inorganic and biofertilizers on growth and yield of hill banana var. Virupakshi. *South Indian Hort.*, 47 (1-6): 161.
6. Chundawat, B. S .; Dave, S. K. and Patel, N. L. (1983). Effect of sources of nitrogen on yield and economics of Basrai banana (*Musa paradisiaca* L.). *Haryana J. Hort. Sci.*, 12 (3-4): 156-159.
7. Dibut, A. B .; Rodriguez, N. A .; Perez, A. and Martinez, V. R. (1996). The effect of Azotorhyza's double function on banana. *Infomusa*, 5 (1): 20-30.
8. Doran, I .; Sen, B. and Kaya, Z. (2003). The effects of compost prepared from waste material of banana plants on the nutrient contents of banana leaves. *J. Environ. Biol.*, 24 (4): 437-444.
9. Enrique Alvarez, C .; Ortega, A .; Fernandez, M. and Antonio Borges, A. (2001). Growth, yield and leaf nutrient content of organically grown banana plants in Canary Island. *Fruits*, 56 (1): 17-26.
10. Goyal, S .; Mishra, M. M .; Honda, I. S. and Singh, R. (1992). Organic matter microbial biomass relationship in field experiments under tropical conditions I. effect of inorganic fertilization and organic amendments. *Soil Biol. Biochem.* ; 24 (11): 1081-1084.
11. Gubbuk, H .; Paydas, S. and Kaska, N. (1991). Effects of different nitrogen and farmyard manures levels on the stem and finger growth and the durations of fruit development of Cavendish and Basrai banana clones. *Doga-Turk-Torim-Ve-Ormancilik-Dergisi*, 17 (1): 239-253.
12. Patel, C. R. (2003). Effect of biofertilizers on banana (*Musa paradisiaca* L) cv. Grand Nain. M. Sc. (Hort.) Thesis submitted to G. A. U., S. K. Nagar.
13. Patel, P. S. (2008). Effect of different organic manures on growth, yield and quality of Banana cv. Grand Nain. M. Sc. Thesis submitted to N. A. U., Navsari.
14. Ram, R. A. and Rajput, M. S. (2000). Role of bio-fertilizers and in production of guava (*Psidium guajava* L.) cv. Manures Allahabad Safeda. *Haryana J. Hort. Sci.*, 29 (3-4): 193-194.
15. Wagh, A. N. and Mahajan, P. R. (1985). Effect of nitrogen, phosphorous and potassium on growth and yield of guava cv. Sardar. *Current Res. Reporter*, 1 (2): 124-126.

21. IMPERATIVE ROLE OF HUMAN RESOURCE MANAGEMENT IN ORGANIZATIONAL ACTIVITIES

NANDHINI B R, M.Com, *Assistant Professor in Commerce, KLE's S Nijalingappa College, II Block Rajajinagar, Bengaluru -560010. Contact No: 8553339295, E-mail Id: nandinigowda119@gmail.com*

VIMALA B.S, M.Com., M.Phil., (Ph.D)., *Assistant Professor, KLE's S Nijalingappa College, II Block Rajajinagar, Bengaluru -560010. Contact No: 9141568307, E-mail Id: vimala.aradhya77@gmail.com*

ABSTRACT

Human Resource Management is the strategic approach to the effective management of people in a company or Organization such that they help their business gain a competitive advantage. The overall purpose of Human Resource is to ensure that the organizational is able to achieve success through people. It practices on organizational performance. The job of HRM is the job of all such departments to ensure that the business gets the most out of its employees. The Human Resources Management needs to provide a high return on the business investment in its people and deals with not just management issues but also human as well. It has widely spread over different channels receiving an application, selection, placement, Training and development, promotional activities, performance appraisal, job definition, compensation, reward and employee participation. In this paper we discuss the reasons for organizations to have a HRM strategy as well as the business drivers that make the strategy imperative for Organizational achievement. HRM becomes a valuable tool for management to ensure the organizational success. In today's world the human resource management plays

a very vital role in the daily life. On the one hand the soft and hard human resource management influence on the business and let them develop rapidly for organizational growth and success. Key words: Human Resource Management, Organization, Business Strategy, Organizational Success.

INTRODUCTION

Human Resource Management is an Operation in companies designed to maximize the employees' performance in order to meet the employee's strategic goals and objectives. More precisely, HRM focuses on management of people within companies emphasizing on policies and systems. HRM includes conducting job analysis , planning personnel needs, Recruiting the right people for the job, orienting and training , managing wages and salaries, providing benefits and incentives evaluating performance, resolving disputes and communicating at all levels.

An Organization is bound to suffer from serious problems because of no proper setup of HRM. For this reason. Today, companies must put a lot of effort and energy in to setting up a strong and effective HRM. It is one of the greatest asset of any organization that ensures that the achievement of

the company's goal and objectives. "The Whole is more than the sum of its parts" Aristotle words. This is similarly right when it comes to having all managers fully understanding the organization documented Business plans and ensuring the arrangements of management thinking. The aim of HRM is to ensure that the organization is able to achieve success through people. As Ulrich and Lake have remarked "Human Resource Management system can be the source of Organizational capabilities that allows the organization to capitalize the new Opportunities".

MEANING

Before we define HRM, it seems pertinent to first define the term 'human resource'. In common parlance, human resources means the people. However, different management experts have defined human resources differently.

DEFINITION

Michael J. Jucius has defined human resources as "a whole consisting of inter-related, inter-dependent and interacting physiological, psychological, sociological and ethical components." According to Flippo "personnel management, or say, human resource management is the planning, organizing, directing and controlling of the procurement development compensation integration, for intenance, and separation of human resources to the end that individual, organization and social objectives are accomplished".

OBJECTIVE OF THE STUDY

- 1.To study the need of Human Resource management
- 2.To Identify the Function of Human Resource management
- 3.To evaluate the History of Human Resource Management
- 4.To examine the importance of Human Resource Management

RESEARCH METHODOLOGY

The study mainly relies on secondary data. The sources of data include Books, Magazines, Research Articles, News Papers, Conference Proceedings, and Research Journals etc.

Review of Literature: Review of literature identified nine essential HRM practice namely; recruitment and selection, training and development, performance appraisal, career planning, Job definition, compensation and reward and employee participation. Recruitment and selection primarily aims at attracting maximum number of highly talented application and selecting the best to achieve competitiveness.

Training and development generate tangible outcome (improved productivity, Quality of products and services, and resources optimization), and intangible results in terms of enhanced self esteem, high morale, and satisfaction of employees due to acquisition of additional knowledge, skills and abilities. Kun(2000) stressed that companies should invest heavily in training the workforce for implementation of customer focused strategy. Blair and Sisakhti (2007) found that expenditure on training and development yield enormous benefits. Researchers have concluded that investment in training yields strategic advantage to the organizations (Bitner a Zeithmal, 2001)

Performance appraisal is based on demonstrated achievement of performance objectives established pertaining to a specified job within a given time period (Arthur, 1994; Fey et al., 2000). This process plays a vital role in influencing the perception o employees about self and about their contribution towards Organizational goals. The system should be based on fairness, Objectivity, inclusiveness, ethicality, standardization, and widely communicated. Regular Monitoring of the performance and constant feedback about performance is essential to get

the desired results.

Performance appraisal that contributes towards superior performance by workforce Compensation includes all forms of monetary returns and allied services provided to employees (Milkovich and Newman, 1999). A Comprehensive Compensation mix augmented by an effective system of disbursement plays an effective role in attracting the best candidates, shaping employees, behaviour and performance outcome, and facilitates retention of talents. Application of Competencies enhances performance and improves effectiveness.

NEED FOR HUMAN RESOURCE MANAGEMENT

Human Resource Management is needed to achieve the following objectives.

- To provide, create, utilize and motivate employees to accomplish organizational goals.
- To create opportunities, to provide facilitates, necessary motivation to individuals and group for their growth with the growth of the organization by training and development, compensation etc.
- To employ the skills and ability of the workforce efficiently, i.e., to utilize human resources effectively.
- Assists employees in attaining individual and organizational goals. This approach has been gaining attention of management professionals.
- To create a sense and feeling of belonging team-spirit and encourage suggestions from employees.
- To help maintain in ethical policies and behaviour inside and outside the organization.
- To maintain high moral and good human relation within the organization
- To secure integration of individual and groups in securing organizational effectiveness
- To manage change to the mutual advantage of individuals, groups , the organization effectiveness

- To ensure that, there is no threat of unemployment, inequalities, adopting a policy recognizing merit and employee contribution, and condition for stability of employment.

- To increase to the fullest the employee's job satisfaction and self-actualization; it tries to prompt and stimulate every employee to realize his potential.

An Organization cannot build a good team of working professionals without good Human resources. The key functions of the Human resources Management (HRM) team include recruiting people, training them, performance appraisals, Motivating employees as well as workplace communication, workplace safety, and much more.

THE BENEFICIAL EFFECTS OF THESE FUNCTIONS ARE DISCUSSED HERE

Recruitment and Training: This is one of the major responsibilities of the human resource team. The effective human resource management involve maintaining and improving all aspects of a company's practices that affect its employee from the day of his recruitment to the day that he leaves the company.

Hiring: HRM must devise the most efficient and cost effective means of advertising and recruit for vacant positions in the company. Human Resource management teams must devised and implement the selection procedures undertaken to choose the most suitable candidates.

Firing: The Human Resource Manager must ensure consistency of procedure regarding dismissed. Not only must he abide by the government regulation regarding the right to appeal and to compensation, he must also follow correct procedure to protect the company prosecution for unfair dismissed.

Review: The Human Resource Management team will devise and oversee a

comprehensive review programme applicable to all members of staff. This process will provide a platform both for management to assess the performance of the employee and for the employee to raise questions and concern that she may have. The review process may result in extra training, a salary or bonus review or occasionally for disciplinary procedure.

Welfare: The Human Resource Manager is responsible for ensuring this time general well being during their time with the company. They must keep staff members up to date on current health and safety procedure and to ensure that the benefit payment is processed and policies concerning them are kept current.

Legal: It is the responsibility of H R department to remain aware of every change in employment law and adjust the policies of the company accordingly. A therefore, working knowledge of employment law is essential running out of a human resource department.

Maintaining work Atmosphere: This is a vital aspect of HRM because the performance of an individual in an organization is largely driven by the work Atmosphere or work culture

that prevails at the workplace. A good working condition is one of the benefits that the employees can expect from an efficient human resource team. A friendly atmosphere gives the staff member's job satisfaction as well.

Managing Disputes: In an Organization there are several issues on which disputes may arise between the employees and the employers. You can say conflicts are almost inevitable. In such scenario, it is the human resource department which acts as a consultant and the mediator to sort out those issues in an effective manner. Then they come up with suitable solutions to sort them out. In other words, they take timely action and prevent things from going out of hands.

Developing Public Relations: To Establish a good public relations, the responsibility lies with the HRM to a great extent. They organize business meetings, seminar and various official gatherings on behalf of the company in order to build up relationship with other business sector. Here, HR department plays an active role in Preparing the business and marketing plans for the organization growth.

Milestones in the History of HRM	
1890-1910	Frederick Taylor develops his ideas on scientific management. Taylor advocates scientific management. Taylor advocates scientific selection of workers based on Qualifications and also argues for incentive-based compensation system to motivate employees.
1910-1930	Many companies establish departments devoted to maintaining the welfare of workers. The discipline of industrial psychology begins to develop industrial psychology along with the advent of world war I leads to advancement in employment testing and selection.
1930-1945	The Interpretation of the Hawthorne studies begins to have an impact on Management thought and practice. Greater emphasis is placed on the social and informal aspects of the workplace affecting worker productivity. Increasing the job satisfaction of workers is cited as a means to increase their productivity.
1945-1965	In the U S a tremendous surge in Union Membership between 1935 and 1950 leads to greater emphasis on collective bargaining and labour relations within personnel management. Compensation and benefits administration also increases in importance as unions negotiate paid vacations, paid holidays, and insurance coverage.

Milestones in the History of HRM	
1965-1985	The civil Rights movement in the U S reaches its apex with passage of the civil rights act of 1964. The Personnel Function is dramatically affected by Title VII of the Civil Right Act, which prohibits discrimination on the basis of race, color, sex, religion, and national origin. In the years following the passage of the CRA equal employment opportunity and affirmative action become key human resource management responsibility.
1985- Present	Three Trends dramatically impact HRM. The first is the Increasing diversity of the labour force, in terms of age, gender, race, and ethnicity. HRM concerns evolve from EEO and affirmative action to "managing diversity". A second trend is globalization of business and the accompanying technological revolution. These factors have lead to dramatic changes in transportation, communication, and labour markets. The third trend, which is related to the first two, is the focus on HRM as a "Strategic" function, HRM concerns and concepts must be integrated in to the overall strategic planning of the firm. In order to cope with rapid change, intense competition and pressure for increased efficiency.

SIGNIFICANCE OF HRM

The Significance of HRM can be discussed under the following headings:
 Organization Significance: HRM is a vital importance to the individual organization as a means for achieving their objectives. It contributes to the achievement of organization objectives in the following ways:

- Good human resource practice can help in attracting and retaining the best people in the organization.
- Developing the necessary skill and right attitudes among the employees through training, development, performance appraisal etc.
- Securing willing cooperation of employees through motivation, participation, grievance handling etc.
- Effective Utilization of available human resources.
- Ensuring that enterprise will have in future a team of competent and dedicated employees.

Social Significance: Social significance of HRM lies in the need satisfaction of personnel in the organization. Since these personnel are drawn from the society, their effectiveness contributes to the welfare of the society. Society as a whole is the major beneficiary of good human resource practice.

- Employment opportunities multiply
 - Eliminating waste of human Resource through conversation of physical and mental health.
 - Scare talents are put to best use companies that pay and treat people well always race ahead of others and deliver excellent results.
- Professional Significance: Professional significance of HRM lies in developing people and providing healthy environment for effective utilization of their capabilities. This can be done by:
- Developing people on the continuous basis to meet challenge of their job.
 - Promoting team work and team spirit among employees
 - Offering excellent growth opportunities to people who have the potential to rise.
 - Providing environment and incentives for developing and utilizing creativity.

WHY IS HUMAN RESOURCE DEPARTMENT IMPORTANT?

The Question of whether a company needs a Human Resource (HR) department is not a simple one to answer. If we ask the question to a

variety of entrepreneurs, CEO and HR professional and we are likely to get a variety of answers. For Instance, many experts will tell us that the number of employees in a company is the determining factor. A lot of companies with total employees under 20 assume that they don't need an HR department. But size isn't the only issue to think about. Other considerations include:

- The scope of HR services needed
- Whether requirement are limited transactional services
- Are strategic Services mandatory
- Will the department operate as a cost or profit centre

In reality, HR functions must be conducted for every company no matter how small or large. So properly framed, the question to ask is: "What is the most effective way that HR services can be delivered by a company?" is it better to have an in-house HR department during the job or is it better to partner with outside HR experts, using the variety of vendors or even to a single source? For eg., many organizations find that its more convenient, and more cost effective, to outsource transactional services such as payroll, Tax and benefits administration, while partnering with a strategic H R partner to deliver high value consultation.

CONCLUSION

The practice of HRM must be viewed through the prism of overall strategic goals for the organization instead of a standalone shade that takes a unit based or micro approach. The idea here is to adopt a holistic perspective towards HRM that ensures that there are no gradual strategies and the HRM policy enmeshes itself fully with those of the organizational goals. For instance, if the training needs of the employees are simply met with pre functionary trainings on omnibus topics, the firm stands to lose not only from the time that the employees spend in training

but also a loss of direction. Hence the organization that takes its HRM policies seriously will ensure that training is based on focused and topical methods.

REFERENCES

1. Robert L Mathis, John Jackson, Manas Ranjan Tripathy *Human Resource Management – A South Asian Perspective*, Cengage Learning 2012
2. Dessler, Gary, *Human Resource Management. 10th Ed.* Englewood Cliffs, Nj: Pearson/Prentice-Hall, 2004
3. Lado, A.A., And M.C. Willson. "Human Resource Systems And Sustained Competitive Advantage; A Competency-Based Perspective." *Academy Of Management Review* 19, No.4(1994);699-727
4. Shyamkant Gokhale *Personnel Management*, Everest, 2012
5. Performance : 'Theory and Research' *European Management journal*
6. www.smallbusiness.chron.com
7. www.trinet.com
8. www.humanresourceexcellence.com

22. ROLE OF ENTREPRENEURS IN THE DEVELOPMENT OF INDIAN ECONOMY WITH RESPECT TO POST COVID ERA

CHETHAN KUMAR M, M.Com,NET, *Assistant Professor in Commerce, KLE Society's S Nijalingappa College, II Block, Rajajinagar, Bengaluru, Karnataka -560010. Contact No-8105436195, Email ID - chethankumarckr@gmail.com*

SPOORTHI A S, M.Com., MBA., *Assistant Professor in Commerce, KLE Society's S Nijalingappa College, II Block, Rajajinagar, Bengaluru, Karnataka -560010. Contact No-9916376819, Email ID – spoorthi.active@gmail.com*

ABSTRACT

In recent decades the role of an entrepreneur has been considered with great significance in accelerating the pace of growth and development of economy in all the countries. But nCovid 19 pandemic, entrepreneurs must face a new reality: It is not only health crisis affecting the population but also it is a complete fall down of every country's economy. Every crisis brings new challenges, threats and opportunities to existing entrepreneurs as well as new start ups. Already many of turned towards online. However, not everything could be solved conveniently through online. Impact of pandemic leads to survival and sustainability, so it leads to new normal functions of an entrepreneurs in innovation, risk and uncertainty. We have to give equal importance to all sectors like agriculture, large scale industries, medium and small scale industries along with public and government companies. It also leads towards Employment generation, New Investments, Inventions, Innovations, Contributions in Exports, Technical

Advancements and Revenue to Government.

KEYWORDS

Global economy, Covid 19, Entrepreneurs, Agriprenurship, Opportunities, Profitability.

INTRODUCTION

Entrepreneurship has appreciably changed in nature and content over the years. It is no longer considered as an assortment of all sorts of arbitrary facts and figures to choose from. Instead, it is now increasingly becoming more of a systematic, purposeful and objective study a wide range of discipline, cultural variances,. Value systems and environment around us.

Entrepreneurial development and management has come to be recognized globally as the key to rapid and sustainable economic development as well as the welfare and progress of mankind.

The outbreak of corona virus disease 2019 (covid19) has created a global health crisis that has had a deep impact on the way we perceive

our world and our everyday lives. Entrepreneurship plays an important role in the development of nations by contributing to the GDP.

In the past 3 decades, India has built phenomenal strengths in brainpower dominated sectors like IT and ITES, BPOs and several other industries which provide large number of jobs to educated youth. The service of these industries provides valuable foreign currency and employment to millions. If the concern of these industries could have been addressed, it would have been a step which would have helped millions of workers and their companies.

India has done particularly well in the dairy sector but has not had a huge amount of success in oil and energy. Additional backings to these sectors would have been provided better support for these industries to grow. In FMCG, we have done reasonably well but the sector needs more stability in pricing and new innovations. We predominantly called Agricultural Land, production of fruits, Vegetables and commercial crops for exports doing well in the country. MSMEs are also one of the most important sectors of the Indian industry, like auto and its components, supply chain and several others manufacturing sectors. Hence, role of Entrepreneurs in the development of country's economy is highly important and still there is a need of more and more start ups to renovate the position of economy in the global context.

REVIEW OF LITERATURE

Author: Richard T Ely and Ralph H Hes, (1937) briefly stated, "the Entrepreneur organizes and operates an Enterprise for personal gain. He pays current prices for the materials consumed in the business, for the uses of the lands, for the personal service he employs and for the capital he requires. He contributes his own initiative, skill

and ingenuity in planning, organising and administering the Enterprise. He also assumes the chances of loss and gain consequent to unforeseen and uncontrollable circumstances. The net residue of the annual receipts of the enterprises after all costs have been paid, he retains for himself."

Author: Andrew Carnegie, a South American philanthropist, in his definition (Morris C R 2005). Carnegie invented nothing but rather adopted and developed new technology in the creation of products to achieve economic vitality. In the middle of the 20th century. The notion of Entrepreneurs as innovators was established.

Author: Micheal Schaper (2004), Entrepreneurship is not confined to any one particular industry, Country or group of persons; it exists in everybody but depends on individual's desire. Enterprising behavior has been found in all societies, and in all types of economic circumstances. Whilst the term usually refers just to an individual, it is also possible to find whole organization that can be classified as entrepreneurial in the way they do business and seek to grow.

According to experts' Indian brands in FMCG, health& wellness, home and living categories will benefit as these categories have well produced and mature products for global brands, there is an imminent fear of decreased level of imports and a complete shift of consumer brand affinity. But the sectors where Indian brands have a strong positioning are diary, herbal consumer brands etc.

OBJECTIVES

- To know the opportunities in production in level.
- To know Internal and external locus of control.
- To get a macro level information related to Development of economy.
- To know the opportunities in health

- To know the market demand for new Entrepreneurs with invention and innovation capabilities.

SCOPE

The scope is to analyze the condition, problems, opportunities and challenges with the development of economy of the country. In order to continue the fight against nCovid19 and to protect our economy, so we must support the initiation by government, hence the study of role of Entrepreneurs in the development of Indian economy will be the major impact factor for further development in the global scenario.

METHODOLOGY

The paper is mainly conceptual and descriptive and it is based on secondary data available on the different research papers, journals, articles related to available over internet based sources. Various other related books and journals which are available in physical form are also accessed to develop the research paper.

Drawbacks of being an Entrepreneur

- Lack of capital formation
- Lack of market knowledge
- Lack of technical skills
- Lack of motivation
- Lack of research related to target group.
- Risk, stress and uncertainty of returns.

CAUSES OF SUCCESS AND FAILURES OF AN ENTREPRENEUR

- Selection of business - it is an important factor; because an Entrepreneur has to decide what type of business he/she is going to start. The feasibility of business can be tested through various points of views.
- Proper planning - proper planning is also an important, because strategies are formulated here. If the company is new to market they have to build their planning with all the possible outcomes and it should be tested too.

- Initial Capital - if the initial capitals are not an optimal level, the organization would fall. So whether the enterprise is big or small the initial capital should be sufficient enough.

- Determination of market demand - Through research the demand in the market should be identified. Both for long term and short term it should be considered. Market research will let you know who the real consumers to your product are.

- Marketing - based on the marketing mix, promotional strategy, promotional mix, promotional policy, channel of distribution, transportation, quality, quantity and price fixation the whole success and failure is depend.

- Customer service - this is one of the important task to an entrepreneur, because to retain the customer they have to work on and they have to check all the reports given by customers to develop or upgrade or innovate the product.

In this Covid 19 pandemic period an entrepreneur should look after each and everything related to good for business. Because there was a massive disruption was happening since January 2020, no direct contact, everything turns into online, fast moving consumer goods (FMCGs) players are struggling to manage production and transportation, retailers and wholesalers we're unable to operate freely and fully and e-commerce players couldn't even handle delivery of essential items.

As a positive note, every crisis brings challenges and threats to Entrepreneurs and their organizations. Covid 19 has significantly influenced the Entrepreneurial engagement of self-initiated efforts to get a big name called self reliant or Athma Nirbhar Bharat Abhiyan. So this is right time to make decisions to become an entrepreneur.

PRACTICAL PROBLEMS IN DEVELOPMENT OF ENTREPRENEURSHIP IN INDIA

- No clear cut policy at the national level.

- No clear objectives
- No clear cut course of actions
- Poor follow up and controlling
- Non availability of infrastructural facilities
- Lack of commitment and involvement by the corporate sectors.
- Non availability of skillful human resource.
- Selection of wrong strategies etc.

These are some of the practical problems which we are facing since 1991 economic reforms. Government will set a platform but no measures to utilize it. The new initiative of Prime minister will be a retreat to new normal life style of every human being in and after Covid 19 pandemic period."The word globalization suddenly becomes a bad word and production in our country becomes the mantra to everyone. That is Vocal for local" one of the good initiation but the factor is how to utilize it. Here are some of the measures.

AREAS TO CONCENTRATE TO DEVELOP THE ECONOMY

Agriculture - India is predominantly well known as Agricultural Country but the population had been moved out from the agricultural land. The people who are living in metro politan cities, after the Covid 19 pandemic leads to their areas were leaving their high civilized living and going to villages to save their lives. So this is the time of saying called, History repeats. After the health crisis there will be a FOOD CRISIS after the issues. Hence Agripreneurship will be one of the areas to generate high income and profit. So precautions have to be taken care of and production of essential items related food should be one of the biggest area where the economy will grow consistently.

Health Care - The whole world is suffering through a viral disease, to fight against that all the countries are doing research to find out medications and vaccination. So this will be an

important area to invest and to give more Concentration for the growth of economy. Many medicines are importing to our country where we are struggling to produce our own Medicare products. Hence, Health care will have a huge impact on the development of the economy and Human resources.

MSMEs - Micro, Small and Medium Enterprises, with many problems like unavailability of adequate and timely credit facility, high cost of credit, lack of modern technology, lack of innovations or research and insufficient training or skill development. They are very crucial for the growth of economy and stability of any country and play a vital role especially for developing country like India as they facilitate economical activities and provide employment thus contributing towards reduction in poverty.

Technology Advancement - As everyone know that India is importing technical aspects from many countries like America, Russia, Japan, China etc. But that doesn't mean we don't have capabilities. But we have to give more Concentration towards technicality aspects because data mining is one of the threats to our country through social platforms. By buying more from outside of the country, we are becoming the revenue resources to them, so Technical field is one of the important area to develop the economy.

Vocal for Local - Voice related vocal for local should be the all time mantra for the public. Stop importing, stop dumping from other countries, start promoting our local brands, start start-ups, enhancing domestic market, invention and innovation of consumer oriented products, qualitative and quantitative product's production and finally getting local brands going global and attaining global brand values are the major objectives of this initiative.

In the same context, we should give equal importance on large scale industries like textile, sugar, electricity,

defense, auto mobiles, electronic gadgets, transportation vehicles etc. These are the measures or areas to concentrate to develop the economy, because after the pandemic period we have to compete with all the global products in international market.

CONCLUSION

The implications of the Covid 19 pandemic may last for a long time or not, but it has changed the world completely in the last few months. All of us have been locked into our homes, economic activity has come to a near standstill and everyone has been impacted. Hit by Covid19 pandemic slump followed by social distancing and a nationwide lockdown, business are experiencing major impacts no matter how established they are and are having to re-look at how they manage and operate their business including re-visitation of their business plan. It has become challenging for most businesses to keep their financial wheels turning during the lockdown period due to less revenue churns and the general uncertainty in the global financial environment.

During this contagion, it is of utmost importance for businesses to conduct a proper assessment of their fixed and variable expenses as well as the actual revenues. This assessment will give a clear picture of where a company stands financially and help the Entrepreneurs in planning ahead in the current disconnected market.

Since, it is difficult to gauge how long this pandemic will last, it is important to be prepared for all scenarios. If we consider it as a 3 month problem, an instant halt on variable expenditures

can help. However, if the crisis continues for 9 months to a year, Entrepreneurs will have to reconfigure their business strategy to reduce the variable expenses, renegotiate fixed expenses and focus only on the crucial essentials for survival. It may a good idea to revisit sales strategy, selling online V/S offline. They would require a revision of sales revenue goals and product timelines along with a new operating plan.

REFERENCES

1. *Entrepreneurship Development, authors: Mohammed Farooq pasha and Ganesh N K*
2. www.wikipedia.com
3. www.investopedia.com
4. www.economicstimes.indiatimes.com
5. www.deccanheerald.com

23. A STUDY ON IMPACT OF GLOBALIZATION ON BUSINESS

M. SIVANYA, Ph.D. *Research Scholar, Department of Economics, Mannar Thirumalai Naicker College, Madurai.* EMail Id - sivanya77@gmail.com
Mobile No : 9360359513, 9092121400

ABSTRACT

The contemporary generous, capitalistic and economic action becomes a conglomerate of things and reasons, analysis, information, means, mediums, skills and predispositions. In terms of minimized barriers and openness of the world, the inevitable process of the globalization and thus the business actions represent projects that face success potentials, also as risk and failure potentials. The indisputable accent on these aspects is certainly and thus success and therefore the reliability of the business ventures that the last word goal is that the economic satisfaction, minimizing the risks as well because the establishment of long-term experiences so as to take care of a specific enterprise during a particular environment. The participation on the world's global markets, the internationalization and therefore the transfer of the business activities on all geographic meridians, encountering different and sometimes uncertain environments may be a constant business story of the international economic activity for a minimum of three centuries ago. The global economic interaction is as old because it is old the society in its more or less organized form. From the economic revolution until today, there's ongoing irreversible global economic integration. The reasons are simple, business and profits don't recognize borders, national and cultural

unsurpassed characteristics, where more or less a mutual advantage of certain cooperation is recognized, a business connection is immediately established.

KEYWORDS

Globalization, Internationalization, business, global markets, economic integration

INTRODUCTION

The global changes in the world, changes in political, economic and business activities as well as the development of technology, transport and communications, impose the need for enterprises in its struggle for survival, to change their strategies and go out from the borders of their own country. Limited market, competitive pressure, demand for cheaper resources and the dynamics of the postmodern era, forcing business leaders to change their focus from traditional targets to alternative measures for successful business and the entrance on global markets, with the purpose of making competitive advantage.

THE IMPACT OF GLOBALIZATION ON THE BUSINESS

The globalization of markets refers to the growing economic integration and the growing interdependence of countries worldwide. Internationalization of the companies refers to the tendency of the companies to systematically

increase the international scope of their business activities, while globalization refers to a market trend intensive economic relations between the countries in the world. Globalization encourages companies to internationalize and to substantially increase the volume and types of cross-border transactions in goods, services and capital. Also, the globalization leads to rapid dissemination and diffusion of products, technology and knowledge in the world, regardless of the origin.

The process of globalization is a natural process that is a result of the growing and accelerated process of generalizing of the character and process of production. The development of science, engineering and technology and the expansion of markets for goods, worldwide, lead to internationalization of economic and financial developments and their global deployment. If globalization is understood as a process that leads to greater economic integration of national economies, as a process of fragmentation of the world economy and the international economy, than the globalization is a process of opening of national economies through the removal of economic and financial boundaries of national economies and thus their transformation into an international economic and financial market.

Globalization is a worldwide trend, through which economies in the world lose their borders and connect to each other. The companies are no longer imprisoned in their borders and can implement a wide range of business activities around the world. Many companies are present in markets around the world, procured their raw produce or conduct research and development worldwide. Trade barriers fall and global trade between countries in goods and services is growing faster than domestic production.

Globalization, developed from economic

aspect, has two main components: the globalization of markets and globalization of production. The globalization of markets refers to the merging of historically different and separate national markets into one big global market. In recent years, constantly is discussed that the tastes and preferences of consumers in different countries and nations begin to resemble on a global level and the way that they help in the creating of a global market. The companies that offer standardized products worldwide, help in the creation of a global market. The most common global markets are not the markets for mass consumer products, because there are still differences between countries in terms of tastes and preferences, which still have great meaning and a sort of brake on globalization, but these are the markets for industrial goods and materials that have universal need the world. The globalization of production refers to the tendency of the companies to find suppliers of goods and services from locations around the world, in order to realize the advantage of national differences in price and quality of the factors of production.

POLITICAL CHANGES

The globalization trend of unifying and socializing the global community, as well as, forming preferential trade agreements and groupings such as NAFTA and the European Union, which united more nations in a single market, allow the companies significant market opportunities. Two aspects of this trend, which contribute to the globalization of business operations are: progressive reduction of barriers for trade and foreign investment by most governments, which leads to intense opening new markets by international companies, which also exported them and build production facilities in them, and the privatization of most of the industry in the former communist countries, as well as opening up their economies to global competition.

DEVELOPMENT OF TECHNOLOGY

The development of computing and communication technologies has enabled increased flow of ideas and information across the borders of the countries, providing introduction of the consumers with the goods worldwide. Internet and networking have enabled smaller companies to compete globally, as a result of the rapid flow of information, regardless of the physical location of the seller or buyer. Also, allows international companies to hold corporate meetings among managers from headquarters and branches, without wasting unnecessary time for travel.

INTERNATIONAL BUSINESS CLIMATE

The development of communication and information technologies have contributed to the process of globalization, but also provided instruments that facilitated the processes of globalization. Newly emerging markets also recognize the economic benefits, technological development and growth opportunities that globalization provides them.

DEVELOPMENT OF MARKETS

Information and communication technologies, the rapid development of international tourism, widespread cultural exchange and improved the living standards, in many developing countries have contributed to the emergence of a group of consumers in different countries and regions of the world with similar educational profiles, lifestyle, purchasing power and for good products, as well as, aspirations for high quality. This scenario, in combination with the liberalization of international trade and the availability of global distribution channels, opens great opportunities for companies that want to offer their products to global markets. Large market potential exist outside of the domestic market, that is why the companies go out on the foreign markets, generate sales and have opportunities for profit that

cannot be achieved at home.

EXPENSES

The liberalization of trade and investment flows, which emerged in the 80s of the last century, which inexorably moved forward, is a stimulus for globalization of the businesses. Trade liberalization, global consumer habits, rising development costs and the need for economies of scale, pressure from foreign competitors in the domestic market as well as the development of information and communication technologies, are considered drivers of the globalization. Because of the need to introduce new products and investment in research, development and innovation, achieving economies of scale, reduce costs and access to cheaper raw materials; companies are forced to plan activities, taking into consideration the global market. Economies of scale and cost reduction are the main goal of management. That is why companies decide to locate production in countries where the cost of developing and producing are smaller.

CONCLUSION

Today, the word international company is quite a common phenomenon, which reflects actual business transactions and large expanses between a number of people from different cultures and with different approaches. What unites them in the complex network of relationships is the need of development, rapid exchange of resources and tools and integrated cooperation, which should contribute to ensuring cooperation and ensure the transfer of capital. Can be concluded that today's decisions for crossing domestic borders and internationalize the business is a prerequisite for serious growth and development of a business entity. As such, he is always searching and analysis of potential areas where the company from small or medium business entity would become

a corporate organization striving to constantly expanding and increasing its own portfolio. To make a decision to invest outside of the own borders is a complex and comprehensive process. This process is achieved through several stages and approaches that contain a long-term comprehensive analysis and scanning newly elected investment location.

REFERENCES

1. Ansoff, H. I. 1984. *Implementing Strategic Management*. Prentice-Hall International, Englewood Cliffs, NJ.
2. Ball, A. D., Wendell, H., McCulloch, Jr., Frantz, L. P., Geringer, J. M., Minor, S. M. 2001. *International Business – The Challenge of Global Competition*. International Edition, McGraw-Hill.
3. Bartels, L. F., Buckley P., Mariano G. 2009. *Multinational Enterprises' Foreign Direct Investment Location Decisions within The Global Factory*. UNIDO, Vienna.
4. Cavusgil, T. S., Yeniyurt, S., Townsend, J. 2004. "The Framework of a Global Company: A Conceptualization and Preliminary Validation". *Industrial Marketing Management*, 33.
5. Cavusgil, T., Knight, G., Riesenberger, J. 2008. *International Business: Strategy, Management and the New Realities*. Prentice Hall.
6. Cullen, B. J., Parboteeah, K. P. 2010. *International Business, Strategy And The Multinational Company*. Taylor & Francis.
6. Daniels, D.J., Radebaugh, H.L., Sullivan, P.D. 2007. *International Business: environment and operations*. Prentice Hall.

24. THE PEOPLE AND ACTIVITIES OF BUSINESS LIKE HUMAN RESOURCE, PRODUCTIVITY FOR ONLINE EDUCATION

Mrs. GLANCIYA FERNANDES, *Lecturer, Department of Commerce Milagres College, Mangaluru, Email - glanciyafernandes@gmail.com, 9743704250*

ABSTRACT

The effects of the digitization of the work provide companies and educational institutions uncertainty. Therefore new future working skills of employees will be necessary. This applies in particular to those employees in the field of information technology who are particularly affected by digitization and who mostly perform on the technologically cutting edge of information technology. The practical part of this aims to present an analysis model which explores the work activities of IT specialists through quantitative and qualitative analysis methods and shows which informal skills are placed in the work activities of the employees. In today's business climate of global competition and escalating expectations, top-level executives of leading organizations spend relatively little on time setting goals or focusing on market share, the management mantra of the 1970s and 1980s. Instead, they recognize that it has never been more important to focus on managing their people, so that they are motivated and committed to delivering quality products and services. It's no secret that business success today revolves largely around people, not capital. Many traditional manufacturers are now essentially service businesses. In most Industries, people costs are much higher than capital costs. Even when a company isn't people intensive overall, a people-based business embedded in

the company often drives corporate performance.

Yet for the most part, today's business performance measures and management practices don't reflect the particular economics of people-driven businesses.

KEYWORDS

People, Management, Digitalization, Competition

INTRODUCTION

An organization chart is the first step to managing business activities. No matter how good the product or service, the way it is organized and run the company is just as important for success. If the funds to hire experts to manage key functions, it can outsource this work until management skills are improved. Knowing the basic functions businesses use to structure the activities will help to build organization from the ground up. The organizational chart determines which activities and functions need to be operated for business by creating an organization chart. At the top as chief executive officer and then different level of key personnel. Under this executive staff, support staff need to be included. In the beginning, marketing and finance staff help to run the business.

The owner and the executive team plan the strategic direction of the company, which includes refining or adding products, raising capital, deciding when and how to expand, reviewing and

improving operations and determining what to do about investing excess capital or managing company debt.

Marketing activities include creating and managing the brand or image in the marketplace, determining price, deciding where to sell the products or service, and creating advertising, promotions, social media and public relations strategies. As it grows, need to add a dedicated sales manager to take sales activities and then can be focused on product development and strategic planning.

Financial activities include more than just bookkeeping. They include cash flow management, accounts payable and receivable, credit and debt management, profit strategies, cost containment and budgeting. Useful financial reports include a balance sheet, master budget, cash flow statements and budget variance analyses. In addition to managing your money, include tax-planning activities to reduce your annual income tax burden and ensure you handle your sales and payroll tax obligations correctly.

Human Resources in the early stages of a company's development, personnel activities primarily focus on hiring new employees, handling payroll and meeting all legal obligations regarding labor. As a business grows, it expands its human resources activities to include long-term recruitment and retention strategies, employee training and development, improved benefits and compensation, health and safety issues and additional legal concerns.

Information Technology more quickly employees can communicate with each other, customers, vendors and suppliers, the better for the business. Many small businesses hire an information technology services company or individual contractor to set up and maintain their computers and software. As a company grows, it hires a full-time IT person to keep everyone

connected.

In higher education, it is observed disruption through online universities. These online universities challenge traditional universities that adopt a Harvard model of teaching, research and outreach. Subsequently, traditional universities respond on two levels: First, on a programme/product level with programmes including some elements of online education or online formats. And second, a change triggered by shifting the teaching environment to the digital space, which calls for a different balance of teaching interventions and pedagogy.

In an attempt to address these challenges, universities identify and use different windows of opportunities by applying their expertise in research and teaching, by adjusting their systems and organisational structures, by adapting their products and services and by truly putting their learners in the centre of the frameworks they operate in.

The globe responds to and addresses the necessary changes in regard to both programme design and pedagogy. It offers a view on upcoming challenges as well as giving an insight into ways how institutions deal with online education in practice

LITERATURE REVIEW

The Internet has made online learning possible, and many educators and researchers are interested in online learning courses to enhance and improve the student learning outcomes while battling the shortage in resources, facilities and equipment particularly in higher education Institutions . Online learning has become popular because of its potential for providing more flexible access to content and instruction at any time, from any place. It is imperative that the researchers consider, and examine the efficacy of online learning in educating students. For this study, the researchers reviewed

literature through meta-analysis as the method of research concerning the use of ADDIE (Analysis, Design, Development, Implementation and Evaluation) framework for designing and developing instructional materials that can provide wider access to quality higher education. This framework can be used to list generic processes that instructional designers and training developers use. It represents a descriptive guideline for building effective training and performance support tools in five phases, as follows: Analysis, Design, Development, Implementation and Evaluation.

ONLINE PROGRAMMES AND PROGRAMME DESIGN

The topic of eLearning and online programme development by describing and discussing the 'whole-of-programme approach' regarding the design and implementation of an online degree programme.

Massive Open Online Courses (MOOCs) by describing a joint project between a traditional university in the Middle East and a MOOC provider as a new form of partnership. This presents a framework to operate in (LOGIC – LEADS – LEARNING) during such endeavours in order to address the issues and needs of key partners and stakeholders involved and make the project a successful one.

Lynette J. Ryals, Ruth Bender and Toby Thompson focus on online programme design in the context of executive education programmes, a 'competitive landscape' that finds itself on a completely different territory than for-credit university programmes or, for example, providers of MOOCs. The collaborative course design involves the client and then looks at the impact technology-enhanced learning has on course design, delivery and evaluation in customised settings.

Charles Krusekopf, by embracing the internationalisation of online learning,

introduces a case study on a blended double-degree Business Master's programme. Thereby he highlights the insufficient attention that has been paid to how online learning and internationalisation can be combined to enfold mutually supportive powers, and provides suggestions on how such powers can be exploited efficiently.

OBJECTIVES OF THE STUDY

√ To establish an online platform encouraging effective communication between the instructors and students.

√ To provide quality educational programs relevant to the students future career of their desired course.

√ To provide a gracious panorama to the apprentices and the practitioners just to make their learning an easy-go process.

√ To provide supplementary videos, research papers, books or articles in social media and course modules to help the students in their endless pursuit of knowledge.

√ To maintain the reputation of the Institute by providing an excellent educational service by promptly replying the mails, answering the calls and sustaining the name of the Institute with a cent-percent student satisfaction motive.

METHODOLOGY

The data is collected from the secondary sources. The study is designed by adopting the method of reviewing different research articles, research journals, and internet sources.

LIMITATIONS OF THE STUDY

The study has been collected only through secondary data.

CHANGING CLASSROOM DYNAMICS IN THE DIGITAL TEACHING SPACE

As key educational services, i.e. teaching, change, not only the nature and the design of higher education programmes are affected, but also

classroom dynamics and teaching activities as such. Roles of faculty change through the use of technology. The student engagement is the vital element for student learning also in an online environment and when teaching adults. Hands-on and drawing on their own teaching experience, the authors creatively present and literally show a diverse range of student-centred activities and scenarios they use to build online communities as a base for student engagement. By way of example; i.e. by using dialogue scripts, they discuss the teaching principles they apply, at the same time giving the reader an insightful impression of teaching moves that intentionally disrupt the role of the teacher and create space for student engagement and community building.

A strong student community and space for student engagement is the ideal ground for social-collaborative learning. Anja P. Schmitz and Jan Foelsing argue that personalised and social-collaborative learning processes enabled through Social Collaboration Platforms, used as primary learning environments, hold the potential for dealing with the challenges faced by traditional universities and their business models. The authors introduce a case study of a total reconceptualisation of a Bachelor's course in leadership that is enhanced by social collaboration elements and supported by a technological learning environment. On the basis of the illustrated case, they show how a redesign of traditional teaching settings that considers the expectations of the new student generation becomes possible, and develop a flexible framework that captures how learners can be prepared for the new demands in the business world, profiting from sustainable communities of practice and how this will open up new business models for universities.

Collaborative learning approaches

might also help to overcome social isolation phenomena, and are often cited as a hurdle for students in online education. They see the merits of collaborative learning in the fact that student collaboration is a major factor in overcoming what they call a 'key disadvantage' in online education, namely geographical distance. In a practical case analysis, they outline an example of the implementation of a blended online programme that has been designed using a mix of teaching and learning formats.

The question of geographical distance and possible social isolation effects in teacher training and development. The proposed project is a perfect example of how teaching in the online space can help overcome geo social and cultural divides and significantly increase both the educational and societal impact. Video technology and digital storytelling can be used without compromising academic rigour and as a way to assess students in graduate-level courses. At the same time, it is a valuable contribution to the ongoing discussion on assessment methods for the twenty-first century, and prove for the impact the use of technology in itself can have on students and the generic skills they develop through online programmes. Simulation-based learning and the impact especially serious games can have for the development of social and management competencies in students. While the field of digital serious games and simulations for learning is still very young, the authors contribute a valuable discussion to this book by looking at some of the major concepts in the field and matching competency tables for management students with the possibilities game- and simulation-based learning offers.

The ongoing rapid development of information technologies and new media will further and distinctively change higher education programme design as well as the teaching and learning

environments of the future. All those involved in strategic decision-making and the design and implementation of online educational offers in higher education inform and inspire teaching professionals and leaders, managers and administrators. This provides a base for discussion that needs to be led to further develop or establish online learning in an organisation. The Disruptive Power of Online Education: Challenges, Opportunities, Responses will help to spark, inspire and inform these discussions in a positive way.

CONCLUSION

With some observations of 'considerable institutional disruptions' as far as the expectations concerning the business models for higher education are concerned. All those involved in strategic decision-making and the design and implementation of online educational offers in higher education inform and inspire teaching professionals and leaders, managers and administrators. This provides a base for discussion that needs to be led to further develop or establish online learning in an organisation. The Disruptive Power of Online Education: Challenges, Opportunities, Responses will help to spark, inspire and inform these discussions in a positive way.

REFERENCES

1. Christensen, C. , & Eyring, H. J. (2011).
2. Delich, P. (2005). *Pedagogical and interface modifications.*
3. Holladay, P. (2017). *Pedagogy for online tourism classes.* P. Benckendorff & A. Zehrer (Eds)
4. Katz, R. N. (1999). CA: Jossey-Bass Publisher.
5. Kraft, P. , & Jung, H. H. (Eds.) Regina Obexer Publisher
6. Lynette J. Ryals, Ruth Bender & Toby Thompson
7. Charles Krusekopf
8. Kathy Bishop, Catherine Etmanski & M. Beth Page

25. OCCUPATIONAL HEALTH HAZARDS OF WORKING WOMEN IN UN-ORGANIZED SECTOR

Mrs. SHANMUGA PRIYA, M.A., M.Phil., MBA., *Assistant professor Department of Economics, Chellammal Womens College, Guindy, Chennai-32, Mobile no: 9500364757, Shanmugapriya2629@gmail.com*

ABSTRACT

Working women perform dual jobs, that is, on the domestic front as well as economic front. Her additional role as a working women throws many challenges along with her primary challenge of the household. Both these roles make demands on her time and energy. After a full day's work with the employer, she has to do another shift at her home. For example, waking up early morning, rolling the beds, cleaning the house, preparing breakfast, cooking lunch, washing clothes, and the rushing off to the workplace. Returning in the evening with shopping in hand to cook the dinner for the family, handling children study work, washing utensils, and finally collapsing into the bed only to begin the grind again early next morning. These effects their health in the absence of proper infrastructure for the supply of these needs. When they have to combine triple burden viz., bearing children, taking for of the family, they have to sacrifice nutrition, health care and leisure for themselves. Notwithstanding, the mechanization at home and office put the gender at a great health risk that ultimately affect reproductive role leaving more at the mercy of assisted pregnancy and child birth. This is the serious problem for mankind itself.

INTRODUCTION

Women all around the world have been doing paid, unpaid, underpaid

and largely unpaid work in homes, factories, fields, forests and mines. Over and above 3Cs cooking, cleaning and caring-large number of women do activities such as collection of fuel, fodder and water, animal husbandry, kitchen gardening, raising poultry that augment family resources.

Women face a great deal of occupational health hazards in the work that they do. Much attention has not been given to the environment of work, technology, and better health.*30 per cent of the rural households are reckoned as women headed. These women bear all the burden of earning and caring for the families with poor access to means of production and ownership of land and other property. 94 per cent of women work in the informal sector contributing significantly to the national economy. They are largely in agriculture. Many are home-based workers, involved in readymade garments, rolling of Bidi and agarbatti. The remain invisible and unorganized, which affects their economic status adversely. They are confined to supposedly low paid "Women's work".

A variety of health problems arise due to the nature of work and poor working conditions. The absence of health care facilities aggravates the problems.

REVIEW OF LITERATURE

Pierrette Hondagneu Sotelo, (1997) has utilized the case of salaried domestic work in Los Angeles to discuss that

affluent and middle class members of U.S. society institute important participants in the informal economy. The study found that Employers of paid domestic workers rely on three major narrative approaches to distance themselves from the guidelines, arguing that the principles should be followed by assured categories of people (attorneys, celebrities, the very wealthy), that the guidelines apply only to those engaging full time help, and that the principles are unlawful because both undocumented workers and the state lack validity.

Singh A. N. (2001) examines numerous characteristics of lives of domestic workers like caste, age, marriage, education and -migration. It perceived that family obligations, anti social habits of the spouse and limited family incomes create compulsion to work for the domestic workers. The study also debated the poor working situations confronted by the domestic workers and difficulties in their family modifications like looking after the young children at home.

Lutz Helma (2002) work revolves around the migrant domestic workers from the global South employed in the European countries. Apart from describing the exploitative employment relationship, the book also explores the broader issues like tenets of feminism contrasted with the treatment of these workers at the hands of their mistresses, race and colour of the workers, commodification of migrant domestic labour, physical and sexual exploitation of migrant domestic workers, extent of undocumented workers and their vulnerabilities.

Margaret L. Satterthwaite(2005) examined the legal shield and human rights of women migrant employees. The study defining the major forces combining to generate gendered

labor migration flows and establishing the benefits of applied universal intersectionality by utilizing the methodology to excavate human rights shields appropriate to destructions facing migrant domestic workers. The study concludes by emphasizing the need to both insist on enforcement of existing protections, and to remain attentive to emerging claims.

Menon Geeta (2010) examined the situations of domestic workers in four metro cities in India- Delhi, Mumbai, Chennai and Kolkata. The study notes that the domestic workers lack access to a saving account in a bank due to non-availability of documents. The study recommends framing of suitable legislation, raising awareness of the domestic workers about the legal recourse available to them, organizing as a major tool of positive intervention, regulation of placement agencies and effective protection for migrant domestic workers.

Nidhi Tewathia (2017) discussed the unaccounted and invisible contribution of women domestic workers in our country. The study highlighted that the regulation and formalization of the domestic employment relationship is in the interests of both workers and employers. The government needs to draw its attention to the urgent need of provision of skill development, written contracts, regulatory body and regular inspections for the domestic workers. With the basic elements of protection, the government can assure them a minimum standard of living, compatible with self-respect and dignity which is essential to social justice.

OCCUPATIONAL HEALTH HAZARDS

The workers are classified into

1. Manual Agricultural Workers
2. Plantation Workers
3. Construction Workers

Occupational Health Hazard

Occupation	Casual factors	Health problems
Manual agricultural workers	Postural problems exposure to and chemicals, unguarded working bare foot.	Generalized body ache, aches in calves, hips, back, legs and shoulders, irritating coughs, skin irritation, fungal infections in feet, pesticide poisoning, vomiting.
Plantation workers	Inhalation of dust, exhaustion due to heavy work loads, further increased by piece rated wages, humidity, lack of health and medical services, working bare foot.	Abortion, premature deaths still births, rate of neo-natal infant and maternal mortality, lung infections, physical stress, malnutrition.
Construction workers	Heavy work load, unsafe noise levels, exposure to dusts and chemicals, accident-prone working.	Physical stress and strain, skeletal defects, loss of hearing, high blood pressure, muscular pain, asthma, silics.

Source: Padmini Swaminathan in reproductive health in India's primary health care, centre of social /medicine and community health school of social sciences jawaharlal nehru university, New Delhi.

The women and women workers are the worst sufferer in the home, family, society as well as work place. There are many evidences which disclose positively the negative observation for the development of women in India. Millions of girls and women throughout the country suffer from discrimination and deprivation of their human rights based on their gender. Throughout the country, women and girls often face systematic discrimination in legal, political, social, economic, and cultural, settings. In many societies violence against women is an everyday occurrence and sometimes even considered "normal". The incidence of crimes against women has increased from 135771 in 1991 to 140601 in 2003. However the proportion to the total crimes has marginally declined from 2.76% in 1999 to 2.56% in 2003.

According to police report;

- √ Every 26 minutes a women is molested
- √ Every 34 minutes a rape takes place.
- √ Every 42 minutes a sexual

harassment incident occurs.

√ Every 43 minutes a women is kidnapped.

√ Every 93 minutes a women is burnt to death over dowry.

Although the penalty is severe, the convictions are rare.

CONCLUSION

In the prevailing social milieu, even the available services are not accessible to women for many reasons. The public hospitals are often not user friendly. Particularly, women workers in the informal sector do not have any access to health security through dedicated hospitals or dispensaries. They have often to resort to private health care, paying exorbitant amounts, which are not affordable by them. Recent change in drug policy and decontrol of essential drug prices have resulted in an increased economic burden on poor women.

Doctors are inadequately trained in detection and treatment of occupational diseases and so do not notify them, as required which results in the poor data base available on occupational

diseases. Delays in diagnosis further aggravate the problem.

The legal system in India offers very little health protection and safety to women workers. In the absence of strong trade unions of women, the implementation of laws is weak. There are no legal provisions for protection of women's occupational health. It seems much more attention needs to be paid to the occupational health of women.

Hence, women employees should at all times be enthusiastic to undergo proper training and develop the necessary skills in order to prolifically respond to the technological changes and to new economic challenges. They must rise to the occasion and must utilize their rights if they have to live as human beings with equality. Major surgery is required; not merely cosmetic changes. However, all this cannot be done overnight. This has to be done systematically, consistently, and with serious commitment. Women employees have high hopes and with it changes the scenario of a nation.

Noleen Heyzer, Head of the United Nations Development fund for women, very aptly emphasize;

People need to value women's work, give it the recognition it deserves. It is only when women have economic security ... that they can refuse to tolerate abusive or unequal relationships. But as long as they are dependent on men, they are forced into silence. We need to break this silence.

REFERENCES

1. *Handbook of law, women, and employment.* Surinder Mediratta. 2009, Oxford University press.
2. *National profile on women, health and development-India* Dr. Sarala Gopalam, Dr. Mira Shiva April 2000 Voluntary

health association of India, World health organisation.

3. *Women workers in India,* Ravi Prakash Yadav, Kmar chandar deep, Barsa 2012, New century publications

4. *Padmini Swaminadhan in reproductive health in India's primary health care, centre of social medicine and community health school of social sciences Jawaharlal Nehru University, New Delhi.*

5. *Kurukshetra,* sep 2008.

6. *The Times of India,* 24 May 2005, p16

26. TECHNOLOGICAL ENTREPRENEURSHIP AND DYNAMIC ENTREPRENEURIAL CAPABILITIES IN INDIAN IT INDUSTRY

Dr. C.A. ANNE BENEDEXA, Assistant Professor, Anna Adarsh College for Women, Chennai, Contact No. 6382589960, Mail ID: annjoe286@gmail.com

ABSTRACT

Entrepreneurship acts as a pillar for the economic prosperity of a nation as it leads to generation of employment contribution in national income, rural development, industrialization, technological development, export promotion etc. Technological Entrepreneurship (TE) is an important way to commercialize technological innovations and offers unique development opportunities for societies to educate and grow. Technology development and entrepreneurial capabilities spirit fuels growth of the nation.

Dynamic entrepreneurial capability is to examine how a small entrepreneurial firm can achieve successful product innovation and technology change by substituting the traditional drivers for innovation, such as patenting capabilities, in-house research and development and expert human capital with a new type of higher order capabilities, peculiar to entrepreneurial and small and medium-sized enterprises settings, which we state as dynamic entrepreneurial capabilities. The dynamic entrepreneurial capabilities of Indian IT industry has built valuable brand equity for itself in the global markets. The IT industry achieved a major breakthrough in the 1990s and is now one of the important industries of India. Its vast reservoir of

dynamic technological entrepreneurial capabilities transformed India into a super power. The main purpose of this paper is to study about Technological Entrepreneurship in India and dynamic entrepreneurial capabilities in Indian IT industry.

KEYWORDS

Entrepreneurship, Innovation, Dynamic, Technological, IT Industry, Entrepreneurial Capabilities, India.

INTRODUCTION

Technology, has given individuals the tools to directly shape their environment in dramatic ways. Technology and product life cycles are getting progressively shorter due to acceleration in technological improvements. The significance of implementing modern and practical technologies in organizations is critical given the complex and dynamic conditions of today's environment. In other words, it is not only the scientific breakthroughs, inventions and technological development that are essential for value creation and competitiveness, but it is the discovery of technological opportunities and their commercial exploitation that makes the difference. The process of technology commercialization encloses all activities from generating an idea, designing, testing the prototype,

and manufacturing to marketing the technology-derived products to capitalize market opportunities.

"Dorf and Byres (2005) defines " Technological Entrepreneurship as a business leadership style, which includes identifying technological opportunities with high growth potential, gathering resources such as capital and experts, and finally managing the rapid growth and its significant risk by exploiting special decision-making abilities". Thus, Technological Entrepreneurship concept is made of an entrepreneurial component and a management component. In the current study Technological Entrepreneurship is defined as the setting up of new enterprises by individuals or corporations to exploit technological innovation. The new expanding and innovative firms are responsible for a significant growth of the country. A vast body of research exists on the importance and contributions of Technological Entrepreneurship which commonly found in Information Technology towards job creation, economic and social development and growth.

The Information Technology (IT) and Information Technology Enabled Services (ITeS) sector is a field which is undergoing rapid evolution and is changing the shape of Indian business standards. This sector includes software development, consultancies, software management online services and business process outsourcing (BPO). The industry plays a key role in transforming India's image from a government controlled economy to global player in providing world class technology solution and business services.

OBJECTIVE OF THE STUDY

In this paper the researcher is enlightening the scenario of technological entrepreneurship and

dynamic entrepreneurial capabilities in Indian IT industry by discussing following:

- Factors affecting Technological Entrepreneurship
- Overview of Technological Entrepreneurship in India
- Need for Dynamic Entrepreneurial Capabilities
- Indian IT Industry Technology and Entrepreneur Development
- Growth of IT Industry in India
- Government Initiatives

RESEARCH METHODOLOGY

The main source of data used for the study is secondary data. The present study is conceptual survey with exploratory cum descriptive in nature. This research follows the analytical research methodology which is based on the quantitative data. The information related with study has been collected from websites, journals magazines, newspapers and books.

FACTORS AFFECTING TECHNOLOGICAL ENTREPRENEURSHIP

Technological Entrepreneurship focuses on understanding the conditions and drivers that lead to the identification and exploitation of opportunity for value creation. It is a complex and multifaceted phenomenon and occurs at many levels of analyses. At the individual level, the focus is on entrepreneurs, venture capitalists, and other individuals that initiate and drive technological innovation. At the organizational level, it is on the technological teams, structures, processes, and inter-organizational linkages that impact value creation. At the systems level, it is about the resources exchanged among different players in the ecology of value creation, which includes the governing factors such as government, technology and competition policy, industry standards, and the economics of geographical locations. The success

of entrepreneurs is influenced by the support (formal and informal) from others. Formal support comes in the form of financial, technology, and strategic partnerships. Informal support may come from personal and community-based networks. Factors like limited access to financial resources; financial management; lack of skilled talents; limitation of local market; and bureaucratic procedures as the barriers to the success of animation technopreneurship. In addition the diversification of products; entrepreneurial skills; and business location as the success factors. Thereby the factors influencing entrepreneurial success can be divided into two categories – Environmental factors and Individual factors.

a. Environmental factors

Environmental factors can be defined as those factors that lie beyond the control of the entrepreneur and strongly influence the success of the firm. Lack of financial resources has been the principle failure for the cause of high-tech firm. Access to capital via venture capital has played a major role in the developed countries in supporting new business creation and growth. Accumulation and diversity of human capital in top management was found to positively influence innovation and business venturing among high-technology entrepreneurship. The high percentage of high-technology entrepreneurs in developed economies has a college education and education has a positive impact on firm performance. Culture was found to influence an entrepreneur's behavior, attitudes, and overall effectiveness. Family background affects children's entrepreneurial development through parents' entrepreneurial occupation. Size of the kinship network of an entrepreneur is positively and monotonically related to the amount of risk-taking possibility, amount

of business information available and entrepreneur's ease of capital accumulation. Lack of an entrepreneurial culture among people is to be one of the reasons of slow economic growth in the country in spite of technology focus.

b. Individual factors

Individual factors are those which represent the personality attributes or traits of an individual. The networking with customers provokes commercial ideas and make financial resources accessible to firms especially in their initial phases of establishment, when there is on-going research and development activities. Not only technical skill but also entrepreneurial and business skills are required to achieve the goals of Technological Entrepreneurship. Need for Achievement is another factor influencing the entrepreneurial activity. The entrepreneurs are more achievement-oriented than the general population. In addition, literature also suggests that entrepreneurs had a higher need for independence. Entrepreneurs in technology based firms were motivated by the challenging task, status motive, self-development motive, super ordinate motive, and deontic motive, freedom to explore new ideas and autonomy.

OVERVIEW OF TECHNOLOGICAL ENTREPRENEURSHIP IN INDIA

Technological entrepreneurship (TE) is an important way to commercialize technological innovations and offers unique development opportunities for societies to educate and grow. Much of the interest and early research in technology-based entrepreneurship has its roots in the developed countries. However, Technological entrepreneurship is still a relatively less explored topic in developing country like India. Countries like US, China have created conducive environment to support Technological

entrepreneurship. However, Technological entrepreneurship in India has been a challenging task. Growth of Technological entrepreneurship is hampered due to traditional perception of people, inadequate infrastructure, limited venture capitalist, angel investors, and financial institutions which appreciate the specific nature of entrepreneur's needs. Recently, Indian Government has taken initiatives, like incubation centers and various funding mechanisms to create a Technological entrepreneurship ecosystem. Despite a combination of social structures and cultural values within India that historically constrained entrepreneurship, the efforts in recent years, along with the economic growth and political changes have significantly shifted the national mindset regarding entrepreneurship, particularly among India's youth.

Technological Entrepreneurship in India has developed through several pathways, shaped by Government policy, the education system, and through interaction with multinationals. In India, to promote Technological Entrepreneurship, many Government and non-Government agencies are putting efforts to enhance the Technological Entrepreneurship activity. Particularly Department of Science and Technology (DST), Government of India has played a key role. Technology Innovation Management and Entrepreneurship Information Service (TIME IS), a joint project of National Science and Entrepreneurship Development Board (NSTEDB), DST and Federation of Indian Chambers and Commerce and Industry (FICCI) is now one of the credible ladder towards the enhancement of India's entrepreneurial economy. The project has taken initiatives to provide guidance and assistance to the entrepreneurs especially the technopreneurs to find technologies, projects, funding options and information about policy environment, incentive schemes and industrial infrastructure available in the country covering both the central and state government and have become proficient at tapping the local talent

pool. Forteen Science and Technology Entrepreneurship Park (STEP) and around 24 Technology Business Incubators (TBI) have been established which are acting as a real booster to convert Technology Innovations in to Techno- Entrepreneurship colleges and universities in India have established education and training programmes to foster entrepreneurship, Centre's for entrepreneurial studies and business incubators, like Society for Innovation & Entrepreneurship (SINE) at the Indian Institute of Technology Bombay, in Mumbai. Ministry of Science & Technology, Government of India launched a novel programme known as Technopreneur Promotion Programme (TePP) to support individual innovators to become technology-based entrepreneurs (technopreneurs). The Home Grown Technology Programme (HGTP), was started in 1993 to support commercialization of technologies developed by indigenous research and development and provides soft loan (generally not exceeding 50% of the project cost) for technology development which is repayable in user friendly instalments after the completion of the project. The various measures shows the technological entrepreneurship in India

NEED FOR DYNAMIC ENTREPRENEURIAL CAPABILITIES

In a constantly changing business environment, the ability to modify and implement new strategies quickly is important. Economic pressures, industry changes, regulatory pressures and changes in consumer preference can all impact a business' ability to sell its products or services. Dynamic business strategies help to ensure that a business can respond appropriately to changes that may represent both potential opportunities and new threats to its operations. substantive entrepreneurial capability as the ability to express a given

characteristic of entrepreneurial orientation deployed at a collective firm-based level. They have their enactment, their development, their refinement, their execution, and their routinization through those abilities of the entrepreneurial team that we define dynamic entrepreneurial capabilities and consider as organizational higher order resources.

An opportunity for growth among smaller innovative technology entrepreneurial firms, who are interested in product development, either for the Indian economy or for global markets. The need for dynamic entrepreneurial capabilities is to have spurring growth in the Indian IT industry. Most often it includes the role of state policy, the role of region, the role of multinational companies and addresses the type of activities carried out at Indian IT sites and India's position on global value chains or in global production networks. However, inextricably linked to the terms of available infrastructure, available talent, and the strategies of multinationals. It is these dimensions and their interaction that frame this analysis of the development of technology entrepreneurship in IT India. India differs from these widely noted Asian cases in that the Indian IT sector grew without large state investment and, arguably, outside of the purview of state policy. Has the lack of state-directed investments (also in infrastructure) led to constraints on Indian innovation that hindered the development of technological entrepreneurship, or did the presence of other factors lead to an alternative path of development for technological entrepreneurship in India, particularly in IT and in smaller niche markets?

INDIAN IT INDUSTRY AND TECHNOLOGY ENTREPRENEUR DEVELOPMENT

The Indian IT industry and technology entrepreneur development follows a different path.

1. There were state enterprise zones that provided favored tax status to exports, but these followed initial IT sector development and did not represent significant state investments in infrastructure or human capital in the early stages. However, it is clear that the foundational work by the Indian government in electronics and computers to support defense, atomic energy, and state enterprises was important.

2. In software firms exercise independent action and the extent to which organizational and external constraints may limit that action, leading to an iterative process in which external constraints are transformed. That firm-level analysis provides the theoretical model for this research, of the opportunities of firms within broader social and market constraints to, interactively and iteratively, transform their environment and development opportunities, what we're referring to as the "entrepreneurial space" that is dynamic and evolves.

3. Entrepreneurship in which market opportunities are identified and/or a technology is first developed and then pursued in a domestic and/or international market. Instead, the technology entrepreneurship sector in IT, beyond the few large and notable cases of IT services [e.g., Infosys, Wipro, Tata Consultancy Services (TCS)], can be seen as serendipitous, in which "social networks combined with firm competencies and motivations that drive the discovery of international market opportunities".

4. The typical entrepreneur pathway, failed product development, brings a set of characteristics (skills, motivation) different from that in the large IT service companies and, we find, leads them ultimately to a different path of "value chain creep" innovation. To the extent that these firms expand, or the number of such firms grows, they may develop one of the important sectors of

indigenous growth in high technology and become a sector that is undergoing transformation from a low-cost services industry to an emerging innovation industry in both services and, perhaps, products.

5. The IT industry, a common focus of Indian technology development, is an extremely diverse sector. Software activities can, for example, be divided into different categories—design and development, analysis and design for clients, and applications for firms using IT for their businesses—all of which involve a wide range of task complexity.

6. The shift from back-office services and commodity work to this type of development work is a key transition point in a nation's industrial development (in this case, India) and in changing the nature of offshoring for the MNE home country. This shift in the emerging economies has been discussed as a developing "innovation shift" with profound implications for both the MNE home and host countries. It appears that India is beginning to move up the value chain in terms of task complexity and activities such as product development, that were formerly limited to MNE home-country sites.

GROWTH OF IT INDUSTRY IN INDIA

Growing demand: Expanding economy to propel growth in local demand. Strong growth in demand for export from new verticals. Artificial intelligence and machine learning will contribute US\$ 1 trillion to Indian economy by 2035.

Global Print: Indian IT firms has delivery centres across the world and are well diversified across verticals such as BFSI, telecom and retail.

Launch: The Ministry of Electronics and Information Technology (MeitY) launched the MeitY Start-up Hub (MSH) portal in May 2019.

Competitive Advantage: India has a low-cost advantage by being 5-6 times inexpensive than the US

Policy support: Tax exemption of three years in a block of seven years to start-ups under 'Start-up India' Government of India released the National Policy on Software Products 2019 to develop India as a software product nation.

IT INDUSTRY AND GOVERNMENT INITIATIVES

Thus government policies, both in the form of public sector initiatives as well as education, contributed to the birth and growth of the IT industry in India. It is the particular path that developed through the government's policy evolution that led to growing technology entrepreneurship.

India is the leading sourcing destination across the world, accounting for approximately 55 per cent market share of the US\$185-190 billion global services sourcing business in 2017-2018. Indian IT and ITeS companies have set up over 1000 global delivery centres in about 80 countries across the world. India has become the digital capabilities hub of the world with around 75 per cent of global digital talent present in the country.

India IT's core competencies and strengths have attracted significant investments from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth US\$ 43.58 billion between April 2000 and December 2019 and ranks second in inflow of FDI, as per data released by the Department for Promotion of Industry and Internal Trade (DPIIT). Some of the major initiatives taken by the government to promote IT and ITeS sector in India are as follows:

- On May 2019, the Ministry of Electronics and Information Technology (MeitY) launched the MeitY Startup Hub (MSH) portal.
- In February 2019 the Government of India released the National Policy on Software Products 2019 to develop

India as a software product nation

- The government has identified information Technology as one of 12 champion service sectors for which an action plan is being developed. Also the government has set up a Rs. 5000 crore fund for realising the potential of these champion service sectors.

- As a part of Union Budget 2018-2019, NITI Aayog is going to set up a national level programme that will enable efforts in AI technology for development works in the country.

- In the Interim Budget 2019-20, the Government of India announced plans to launch a national programme portal.

National Policy on Software Products 2019 was passed by the Union Cabinet to develop India as a software product nation.

CONCLUSION

In India, the past few decades have seen a major rise in the area of Technological Entrepreneurship. There is huge scope for incubators using technological entrepreneurship by providing services such as market data, helping in preparing business models, recruiting skilled employee etc. India is the topmost off shoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. If India is able to use its potential of becoming leader in technological entrepreneurial activities, then the resultant financial gain are always of benefit to the country.

REFERENCES

1. Ambrosini, V., & Bowman, C. "What are dynamic capabilities and are they a useful construct in strategic management?" *International Journal of Management* 2009, pp1468-2370.
2. Teece, D. J, *Technological innovation and*

the theory of the firm: The role of enterprise-level knowledge, complementarities, and (dynamic) capabilities. Handbook of the Economics of Innovation, 2010, pp 679-730.

3. Gupta, G.P. and Srinivasan, N.P., *Entrepreneurial Development*, Sultan Chand & Co., New Delhi, 1993, pp. 127-130.

4. Manimala.M., *Policies and founder characteristics of new technology based firms (NTBFs): a comparison between British and Indian firm*, *Entrepreneurship Theory at Crossroads India: Wheeler Publishing, 1999, pp101-102* .

5. Dana, L., *Creating Entrepreneurs In India*, *Journal of Small Business Management*, 2000, pp38(1):86-91

6. Winter, S.G., "Understanding Dynamic Capabilities", *Strategic Management Journal*, 2003, pp24(10), 991-995.

7. Dorf, R.C. Byers, T.H, *Technology ventures: From idea to enterprise*, New York: McGraw-Hill, 2005, pp98-101.

8. Dhaliwal, A. "Role of Entrepreneurship in Economic Development, *International journal of scientific research and management*, 2016, pp5(6) 4234 .

9. Prabhu, J & Jain S. "Innovation and Entrepreneurship in India: Understanding Jugaad". *Asia Pacific Journal of Management*, 2015, pp32(4):843-861.

10. <https://www.ibef.org>>Industry

27. A STUDY ON IMPACT OF COVID -19 ON MSMES IN INDIA

Ms. AYESHA SIDDIQUA, Assistant Professor, P G Department of Commerce, PES Institute of Advanced Management Studies, Shivamogga, Karnataka, India.

Ms. SWATHI J, Assistant Professor, P G Department of Commerce, PES Institute of Advanced Management Studies, Shivamogga, Karnataka, India.

ABSTRACT

Small Industries are more vulnerable as it dealt a body blow because of Covid-19 and the resultant lockdown. It is difficult for them to survive without assistance. This is because, they are unable to cope up with the difficulties that are forced on them as their survival is difficult even in normal times but now they are dealing with something so unexpected.

The significance of MSMEs sector in boosting Indian economy cannot be ignored. Unless we strengthen the MSME sector, it is very little that the economy will have to look forward to. They are reaching out to the government asking the rescue. The lockdown due to COVID-19 has brought MSME sector to its knees by halting the business which dried up the revenue.

COVID-19 is of the giant disasters in the history which is devastatingly impacting on the global economy. It has taken the whole world into its grip, resulting tough times to global economy and people's life.

As India is a developing country, the lockdown majorly affected the manufacturing activities and the supply chain, because of the shutdown of airports and seaports and restrictions on imports and exports.

This paper aims at studying the Impact of COVID-19 on Indian economy, especially on Indian MSMEs which are the life blood of Indian Economy and revival strategies for the impacted MSMEs.

KEYWORDS

COVID-19, Lockdown, MSMEs, Indian Economy.

INTRODUCTION

Covid-19 pandemic is the greatest challenge, the world faced after II world war. The virus is spreading like forest fire. Even the developed countries are helpless. The number of positive cases and death toll is increasing day by day. All the countries around the world are maintaining social distancing, as this is the major way to contain the spread of this deadly virus. The pandemic has a disastrous impact on the economies. It has very impacted on the MSMEs. A study says only 24 percent small and medium businesses are currently operational and a new report indicated that 5 out of 10 businesses would run out of working capital. About 79 percent of MSMEs are very impacted across, BFSI, ITES, manufacturing, travel, Telecom, retail, outlets, education and related areas and professional service sector. Many

people are losing their jobs due to the suspended and reduced operations. During the lockdown an estimated 14 crores (140million) people lost employment while many others dealt with pay cuts. The informal sector and daily wage groups have been at the most risk. The fairness who grow perishables also faced uncertainty.

MSME DEFINITION

a) Existing classification on the basis of investment in plant and machinery or equipment.

Classification	Micro	Small	Medium
Manufacturing Enterprises	<25 Lakh	<5 Crore	< 1 0 Crore
Service Enterprises	<10 Lakh	<2 Crore	<5 Crore

b) Revised classification on the basis of investment in plant and machinery or equipment and annual turnover.

Classification	Micro	Small	Medium
Manufacturing Enterprises	Investment <1 Crore	Investment <10 Crore	Investment <20 Crore
Service Enterprises	Turnover <10 Lakh	Turnover <2 Crore	Turnover <10 Crore

OBJECTIVES

1. To study how COVID-19 will affects on MSMEs in India.
2. To know about revival strategies of MSMEs during pandemic.
3. To know the various measures taken by the government to achieve Atmanirbhar Bharath.
4. To know the safety measures towards MSMEs employees.

LIMITATION

This paper is prepared based on various articles, reports and data publishes in different newspapers and online publications.

SCOPE

The study aimed to emphasize the economic outlook for MSMEs, provocating their existence and their

opportunities.

STANDSTILL IN MANUFACTURING SECTOR

The lockdown arrested the manufacturing activities in India except few. This is because of the fallen market demand and disruption in supply chain. However some essential industries like food, pharmacy, hygienic applications resumed the manufacturing activities. To ease the financial crunch in MAMEs, many skilled and unskilled migrant workers were returned to their home town as they were not able to pay them.

IMPRESSION ON MSMES

The lockdown across the globe massively hits on imports and exports. Most of the raw materials like active pharmaceutical ingredients (about 70 percent) and electronics (nearly 55 percent) are imported from China. The lockdown not only stopped the manufacturing activities but also lead to a substantial trade defeat for India. India attracts the domestics and foreign national through its magnificent and rich heritage. The whole tourism which includes hotels, agents, restaurant s, alterations and operators faced losses worth thousands of crores due to the suspended tourist visas and shutdown of tourist attractions.

The situation of agricultural industry is miserable, as the markets are closed; the formers are unable to sell their agricultural produce. They sold their products locally at cheap prices in order to survive in these tough times. According to a study, only 18 percent of MSMEs are operating at less than 50 percent capacity. However this is huge business opportunities for e-commerce players like Amazon, Flip kart, Myntra, Ajio etc as there is a restriction on mass gathering; people will prefer online purchases over traditional mode of buying. But there is a hindrance in

there also, lack of deliveryman and the fear of delivering in the red zones. Because of the e-commerce too ceased it's activities by not accepting the orders for few days. But after the unlock-1, they carry on with their commercial activities by delivering the essentials and FMCG products. Moreover the lockdown led to the escalation of FMCG products Because of increased demand and supply shortage.

This academic year was crucial for the students as well as for the academicians, because only a few private institutions paid remunerations to the facilities. As a result of the due fees wasn't received from the students. Some of the institutions resumed its classes through online mode while other can't afford the same.

The lockdown resulted in postponing of wedding ceremonies and some took place with limited guests. Which led to decrease in sale of various products exclusively used during weddings and occasions.

CHALLENGES IN RESTARTING BUSINESS

There is a high degree of uncertainty in conducting the operation due to the various restrictions imposed by the government in the workplace in order to avoid the spread of virus, the seal downs in various areas with positive cases may restrict the movement of workers to the plants and this also affects the movement of materials which will hamper the production activities.

The another challenge is to meet the direct expenses as there is extreme uncertainties in the income due to the fallen demand and inability to deliver goods to the market and restrictions on exports. There will be the challenge to meet the high maintenance cost also. The country witnessed the pathetic condition of the migrant workers during lockdown. It is very difficult

for the MSMEs to carry on operations without proper workforce. It's a mega challenge to hire and pay to the new workers without compromising with the quality.

FORWARD PLANNING AND KEEPING SAFE

1. Organization of business is one of the key strategies in order to avoid the social gatherings. This helps to maintain social distance in various meetings and it will also help in modernizing the various activities.
2. Proper availing and utilization of various schemes offered by government in order to meet the working capital needs.
3. Cross training of the staff should be done in order to make sure that all the employees are able to do any role in case of shortage of employees.
4. Proper management of receivables, without any long delays in order to meet the direct and indirect expenses.
5. It is very difficult for the MSMEs to survive in this era of cut throat competition; hence the MSMEs should take this situation as an opportunity by giving more emphasis on innovation.
6. MSMEs can avoid various expenses by limiting the stocks and hiring of temporary workers on walk in basis. This will also help the local workers to earn their bread.

RELIEF MEASURES TAKEN BY GOVERNMENT OF INDIA

On 12th May 2020, the prime Minister of India Mr. Narendra Modi announced a special package in the name of Aatma Nirbhar Bharat Abhiyaan of Rs.20 lakh crore which is equal to 10 percent of India's GDP with the goal of making India and Indians self reliant by easing the supply chain within the country. Following this announce, the Finance Minister of India, Nirmala Sitaraman provided the detailed break-up of the

economic package via press conference. Out of 15 relief measures announced under the mega package, six aimed at bringing back the lockdown hit India's MSMEs to life.

1. Rs.3 lakh crore collateral free loan

Collateral free loan are offered for a tenor of 4 years with 12 months moratorium on principle amount. Rs 3 lakh crores are set aside for this scheme and it should be availed till 31st October 2020. MSMEs with a turnover of 100 crore and 25 crore outstanding credit are eligible for to avail this benefit. The government acts as the guarantor here.

2. Rs.20000 crore subordinate debt

The government will facilitate the provision of Rs.2000 crore as subordinate debt to the MSMEs which are declared as NPAs. The government also promised to provide Rs.4000 crore to CGTMSE which will offer partial credit guarantee support to bank for lending to MSMEs.

3. Rs.50000 crore equity infusion

This scheme usage MSMEs to list on stock exchanges. The government will infuse Rs.50000 in equity in MSMEs that will be operated through a mother fund and a few daughter funds.

4. Revised MSME definition

Now the MSMSs will be defined on the basis of investment in plant and machinery or equipment and turnover. This will help the MSMEs to enjoy various fixed benefits.

5. Global tenders disallowed

By instilling the faith in Indian MSMEs Indian government disallowed the foreign tenders in government procurement which will also address the unfair competition issue from foreign companies.

6. Clearing MSMEs dues:

As per this, the government and the central public sector enterprises will release all the pending MSME payments in 45 days. In addition to this, fintech enterprises will be used to boost transaction based leading using the data by the e-market place which will promote to replace trade fairs and exhibitions by developing linkages for MSMEs.

CONCLUSION

There is no doubt that covid-19 had a large impact on almost all the countries of the world. India is also its victim, which suffered the loss of lives, employments and what not. But if we see towards the positive side, India is battling this virus like a warrior. India released its potential to be self reliant by home sourcing various goods without depending upon other countries. This also helps in achieving favorable balance of payment. However, Even in its devastating situation, India stood up for its MSMEs without leaving it alone. The various schemes will assist them in bringing back the life to the MSMEs.

REFERENCES

- 1)<https://theprint.in/opinion/covid-19-crisis-is-choking-indias-msme-sector-business-wont-pick-up-even-after-lockdown/395849/>
- 2)<https://talkbusiness.net/2020/03/small-businesses-see-profound-impact-from-covid-19/>
- 3)<https://www.bankrate.com/finance/credit-cards/how-you-can-help-small-businesses-impacted-by-covid19/>
- 4)<https://economictimes.indiatimes.com/small-biz/sme-sector/small-biz-big-trouble-covid-19-disruption-might-prove-fatal-for-many-of-indias-msme-units/articleshow/75380922.cms?from=mdr>
- 5)<https://indianexpress.com/article/explained/nirmala-sitharaman-credit-guarantees-to-msmes-6408533/>
- 6)<https://timesofindia.indiatimes.com/business/india-business/govt-revised-definition-of-msmes-additional-criteria-of-turnover-introduced/articleshow/75716872.cms>

28. ENTREPRENEURS - TURNS MASSIVE CHALLENGES (COVID 19) IN TO MEANINGFUL CHANGE

L.NOOR ASMA, PhD Economics - *Part time Internal Research Scholar, Register.No.11300, Post Graduate and Research Department of Economics, Aditanar College of arts and Science, Tiruchendur. Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamil Nadu, India.*

Dr. P.PRABHAKARAN, *Associate Professor (Retd) and Research Supervisor, Post Graduate and Research Department of Economics, Aditanar College of arts and Science, Tiruchendur.*

ABSTRACT

An entrepreneur is a person who undertakes risk to make profit from an opportunity, than working as an ordinary employee. As we are experiencing the worldwide COVID-19 pandemic, Entrepreneurs have to face a new challenge: that it is not only a huge sanitary and health crisis affecting people in all over the world. Though the world is changing rapidly in to the different scenario and reality are not the same depending on where you are running your business today. This is also an unprecedented downturn on the global economy. This paper presents how an Entrepreneur turns massive complexity into meaningful change. Entrepreneurs must initiate the financial and operational challenges of COVID - 19 while rapidly addressing the needs of their people, customers and suppliers.

INTRODUCTION

Entrepreneurs play an important role in an economy. An entrepreneur is a person who undertakes risk to make profit from an opportunity, than working as an ordinary employee. Entrepreneurs play an important

role in bringing in economic changes and advancements to a country's economy by their contributions such as innovation and job creation.

As we are experiencing the worldwide COVID-19 pandemic, Entrepreneurs have to face a new challenge: that it is not only a huge sanitary and health crisis affecting people in all over the world. Though the world is changing rapidly in to the different scenario and reality are not the same depending on where you are running your business today. This is also an unprecedented downturn on the global economy. This paper presents how an Entrepreneur turns massive complexity into meaningful change.

The economic impact of the COVID-19 in India has been largely disruptive. India's growth in the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics. The Chief Economic Adviser to the Government of India said that this drop is mainly due to the pandemic effect on the Indian economy. As we all know that India had also been witnessing a pre-pandemic slowdown, the current pandemic has "magnified pre-existing risks to India's economic outlook".

Impact of the pandemic on Entrepreneurial businesses

The government, public health and economic responses are tremendously different now-a-days. As Entrepreneurs, you also don't have the same action plan to put in place depending on your sector and industry. If you are in online shopping, food delivery, video gaming or video conferencing industries where businesses are currently booming, is not the same as if you are running a business in the hotel, restaurant, retail, entertainment, or sport industries. These industries could take the opportunity to innovate with more digitalization and disruption implemented in their business models in order to increase the touch points with their customers.

Entrepreneurs must initiate the financial and operational challenges of COVID - 19 while rapidly addressing the needs of their people, customers and suppliers.

IMPACT ON STRATEGY

Today's Entrepreneurs are facing with overwhelming, competing challenges and as they continue to navigate the impacts of the COVID-19 pandemic. Out of necessity, Entrepreneurs have prioritized the people, customers and suppliers, addressing supply chain disturbance, stabilizing incomes, arranging their businesses with creating demand and identifying new growth pathways. They are rapidly turning their attention to the unpredictable and possibly paused economic recovery with new competitive threats and opportunities. A new period of time will be defined by fast changing shifts in cultural standard, societal norms and behavioral pattern, such as increased demand for responsible business ideas and reside brand purpose. Against this situation, Entrepreneurs face the urgency and complexity of reopening their businesses. This creates an opportunity and it requires companies

to build the competences they wish they would have invested earlier: to be more digital, data-analysis, and in the cloud. To have more variable cost structures, active operations and automation; to create stronger capacity in e-commerce and security. Entrepreneurs should consider the steps they take to reopen as the first in the journey to wider transformation. Impact on Consumers

The COVID-19 outbreak has forced companies to reevaluate the behavior of the consumers, how employees deliver relevant customer experiences, how and where they work, and how technologies can be used to support business continuity throughout this crisis and beyond the crisis. The COVID-19 pandemic has forever changed the customer's experiences, attitudes and behaviors. The crisis is fundamentally changing how and what consumers buy and is accelerating immense structural changes in the consumer goods industry. This pandemic situation navigate the Entrepreneurs to consider the impact of these changes on the way we design, communicate, build and run the experiences that people need and want. With these emerging new behaviors, organizations have an opportunity to accelerate the digital commerce, by expanding existing offerings and innovating new lines of service, like the retailers lining up to provide indirect delivery (contactless) and a side walk pick-up services for consumers. These changes will force organizations to re imagine their digital strategies to capture new marketplace opportunities and digital customer segments.

IMPACT ON WORK FORCE

Nowadays, Organizations are experiencing unprecedented workforce disruption around the world. All companies are still analyzing how to work in the short-term and long-term, as workforces and people try to function

and perform, while struggling to cope up with what is happening in their daily activities. Industries are rising to the challenge, massive workforce shifts, such as the urgent need to transform the workforce to protect and authorize employees, serve customers and to start up business continuity. Entrepreneurs are developing workforce strategies to keep the workforce viable and helping people and their families survive financially now and in the future. Opportunities are created as companies and industries work together to keep people working. People, Institutions and societies need to fit for plans day to day that can evolve as the entire world health and economic environment changes. Businesses, governments, citizens, and non-profit organizations plays a crucial role in establishing a human-centered, systems-minded approach that enhance shared workforce flexibility.

IMPACT OF OPERATIONS

The COVID-19 crisis, fundamental changes in consumer behavior, supply chains, and routes to market are transforming the performing pattern of companies. By responding to the pandemic, the need for Entrepreneurs to accelerate the adoption of quick ways of working and value chain transformation to help evade uncertainty. To become an Intelligent Enterprise we have to shift our decision-making from top-down, empowering teams guided by responsibility, analyzing the digital data, powered by technology and enabled by internet for faster speed to market. It calls for destroying the stiff structures and creating a absorbent organization with modules that work perfectly. The Intelligent Enterprise is capable of dynamic self-management and continual adaptation Automating routine tasks with humans and machine models, where everyone is a knowledgeable worker, which helps to serve businesses now, and to position

them for growth post-COVID-19.

IMPACT ON FINANCE

In the face of the COVID-19 crisis, Entrepreneurs have to act quickly to optimize their company's flexibility and balancing in a new way for risk and liquidity, while determining opportunities for growth coming out of the downturn. Current and future viability depend on actions taken for stability and strategic moves that will create new futures for companies and industries. Immediate action is needed from the Entrepreneurs to address the short-term liquidity challenges. They have to solve for costs and profitability and generate funding to invest in new opportunities. Many Entrepreneurs are faced with plummeting sales and revenue and increased costs. Interference to adjust may require investments in important technologies, operations and people. For some, liquidity has become a matter of survival during this pandemic situation. Some immediate actions taken now can have an immediate effect on the survival of the organization, how quickly it recovers from the global downturn, and its financial health and sustainability moving forward.

IMPACT ON TECHNOLOGY

Even before COVID-19, many organizations are facing IT challenges. Now, this pandemic situation is pushing companies to rapidly operate in new ways and IT is being tested as never before. As businesses deceive a range of new structures priorities and challenges— business may have continuous risks, sudden changes in capacity, real-time decision-making, workforce productivity, safety risks— leaders must act quickly to address immediate systems flexibility issues and pave a foundation for the future. Once we reach the other side of this pandemic, we have to achieve long-term strategies for greater resilience

and we have to apply the lessons which we have learned from the experience to create a systems and talent roadmap that better prepares your company for future disruptions. In this crisis, systems resilience is being tested like never before. IT and business Entrepreneurs must ensure that their organizations can continue to operate through this unexpected disturbance quickly by addressing the stability of critical business processes.

IMPACT ON INDUSTRIES

All industries have been affected by the pandemic crisis, with varying degrees of severity. Some have stronger protection, while others will struggle to return to a continually shifting "normal." Consumer demand patterns are changing and the entire world's supply chain are disturbed and remains under pressure. Organizations must continuously adapt to new and risky market conditions. By studying the daily conversations with our clients, we offer specific advice to organization on what leaders should consider doing now and next.

CONCLUSION

In the dynamic society, the entrepreneurs predict the future and smell the undesirable consequences in advance and at the same time they must identify the business opportunities as early as possible. For now, the COVID-19 pandemic is the mankind crisis, and businesses are rapidly adjusting. While the crisis makes, leaders should also prepare for what is coming next. Normal isn't available to us anymore, and 'business as usual' are less. The new materiality taking shape is made of difficulty, risky and opportunities. To adapt and thrive, organizations must accelerate and become flexible and as fast as possible. Accenture can help leaders and organizations address the deep changes needed in this new situation, from a people, operations,

and technology perspective, at speed and at scale.

REFERENCES

1. <https://www.accenture.com/us-en/about/company/coronavirus-business-economic-impact>.

29. DYNAMICS OF BUSINESS AND ECONOMICS - GLOBAL PERSPECTIVE WITH RESPECT TO INDIA, DURING COVID-19 PANDEMIC

ARUN KUMAR L.S, MA (ECONOMICS), MA (POLITICAL SCIENCE),
KSET *Assistant Professor of Economics, M S Ramaiah College of Law and
Management, Bengaluru, E-Mail: arunkumar9035@gmail.com*
Mobile number: 9035724154

ABSTRACT

International business encompasses all commercial and economic activities between the nations to promote the transfer the goods and services, ideas, resources and technologies across the national borders. Every country has limited resources therefore a country cannot produce all the goods and services that it requires. The present context of the world, there is imbalance in production and supply factors due to Covid-19, which has led to market imbalances in demand and supply. The world economy has been hit hard by the ongoing Covid-19 pandemic, as on June end more than ten 10 million people around the globe had been affected by disease, USA, India and others are worst hit countries with decrease in GDP and increase in unemployment. It may be useful to also note that prolonged lockdowns will eventually imply production shortfalls, may lead to increase in unemployment; decrease in demand for products, slowly running out stocks. In recent forecast of World Trade Organisation (WTO) indicated a clear fall in world trade between 13 per cent and 32 per cent in 2020, perhaps the highest fall since the Great Depression of 1930s. The purpose of the research paper is Economic and Business crisis, due to covid-19 in present situation in India

and the world.

India and world can overcome the challenges by specific government, by providing economic relief packages and increase in employment opportunities by digitalisation in all the sectors of the economy to increase in gross production, investment, job security to casual labours. These factors may change the world present situation to productive or welfare economy.

KEYWORDS

Covid-19, Economy And Global Crisis, Indian Trade

INTRODUCTION

The Indian economy has been hit hard by the ongoing Coronavirus (COVID-19) pandemic global crisis. As on June 22, about 425282 people in India and more than 60 percent of the world are facing hurdles in one or the other way due to the fluctuations in the business cycles as COVID-19 impact. A health crisis worldwide has generated a global economy standstill. Indian economy is facing three major challenges. First is to save the country from the spread of Coronavirus, which is a health emergency. Second is to save the economy from the unfolding economic crisis due to the dual effects of the Coronavirus pandemic. Third is to provide a relief package to migrant

workers, who are vulnerable in this crisis in different states in India & the world in this global and national lockdown. If we observe the world scenario, countries around the globe are facing serious consequences and damages to economies. According to the International Monetary Fund (IMF), many economies may face negative per capita income growth in 2020, due to the Coronavirus pandemic & unavailability of labour, WTO has also slashed growth forecasts for the Indian economy, projecting a GDP growth of 1.9 per cent in 2020. In its recent World Economic Outlook, IMF does project a rebound in the growth of the Indian economy in 2021, at a rate of 7.4 per cent. India is one of the fastest developing country in the world depending on migrant and unorganised sector workers for construction works, service-related jobs, due to Coronavirus pandemic most of the migrant workers are finding hard to live in the cities else move to their natives.

WTO is an international organisation created in 1995; it supervises International trade rules and regulations among the member countries. Presently there are 164 member countries under control of WTO; it superseded the 1947 General Agreement on tariffs and trade (GATT). In India service sector contributes a lion share in growth of GDP, due to availability of surplus labour force and manpower. But in the year 2020 Indian growth rate is decreasing due to the effect of covid-19. Most of the growth contributing sectors are unable to contribute, due to lack of demand in the economy, ADB (Asian Development Bank) has predicted Indian growth rate is to be 4% in the fiscal year 2020-21 due to lockdown implemented by the government. According to data released by Centre for Monitoring Indian Economy (CMIE), India's unemployment rate in May 2020 was around 23.5 percent, due to unavailability of labour and government

restrictions.

REVIEW OF LITERATURE

Therefore, stimulus packages induced demand combined with lockdown induced production shortfalls may ultimately generate inflationary tendencies in the economy that may well be difficult to control. Additionally, inflation will mean lower real incomes/wages for households. While the current Indian economy conditions may not necessarily be indicative of this outcome, the possibility of inflationary forces building up, it may lead to problem for the country to provide large quantity of agricultural, essential products to huge section of casual labourers, including migrants inside the country. In the recent trend any shocks and stimulus of one countries economy may affect the globe in a short span of time, as imperfect perfection competition exists in the globe, as one country has to depend rest of the world for its progress. Covid-19 made china and some Asian nations to suffer initially with economic shocks, but within three to four months it has its impact to most of the nations in the world, by imbalance in demand and supply factor, problem of imbalance in exports and imports due to lockdown and government restrictions.

NEED OF THE STUDY

1. The outbreak of the covid-19 is posing a challenge to many economic activities and labour sections in India and the world.
2. To understand the problems faced by migrant workers during covid-19 pandemic.
3. To understand the policy and packages by the government to overcome unemployment in world.
4. A business strategy that involves selling products and services in different foreign markets without changing the characteristics of the product/service to accommodate the cultural norms or

customs of the various markets.

5. A comprehensive strategy addressing the impact of the current crisis may put the Indian economy back on a sustained economic growth path and strengthen countries trade and foreign trade policy.

STATEMENT OF THE PROBLEM

Overall Covid-19 has brought uncertainty to a large section of low income of population around the globe. Especially low-income individuals, workers are worst hit by this pandemic. The uncertainty about future looms heavily in the mind of both consumer and producers. But the concerted action by the countries in the world will surely turn the tide. India and some other countries have great opportunities in this circumstance especially looking at the composition of global value chains in the world trade with surplus manpower, but the problem of increase in disequilibrium of payment, sudden increase and decrease in price, monopoly market of some powerful MNC`s (Multi National Companies) in developing countries has made these countries to depend more on other Developed countries for import of technology and investment.

OBJECTIVES OF THE STUDY

1. To enable substantial growth of production, labour and service sector in national and international trade.
2. Its effects national income, flexible trade, good business and balance of payment.
3. To understand employment, inclusive growth and security for unorganised sector in the economy.
4. It understands the sustainable growth of the economy, by increase in HDI (Human Development Index), raise in PCI (per Capita Income) in Macro view.

RESEARCH METHODOLOGY

This research output is the outcome of an overview conducted on the impact of covid-19 on Economy, migrant workers and international business and trade in the Indian context experiential approach. It uses secondary data for analysis, discussion with experts from part of the research work.

i NATURE OF STUDY

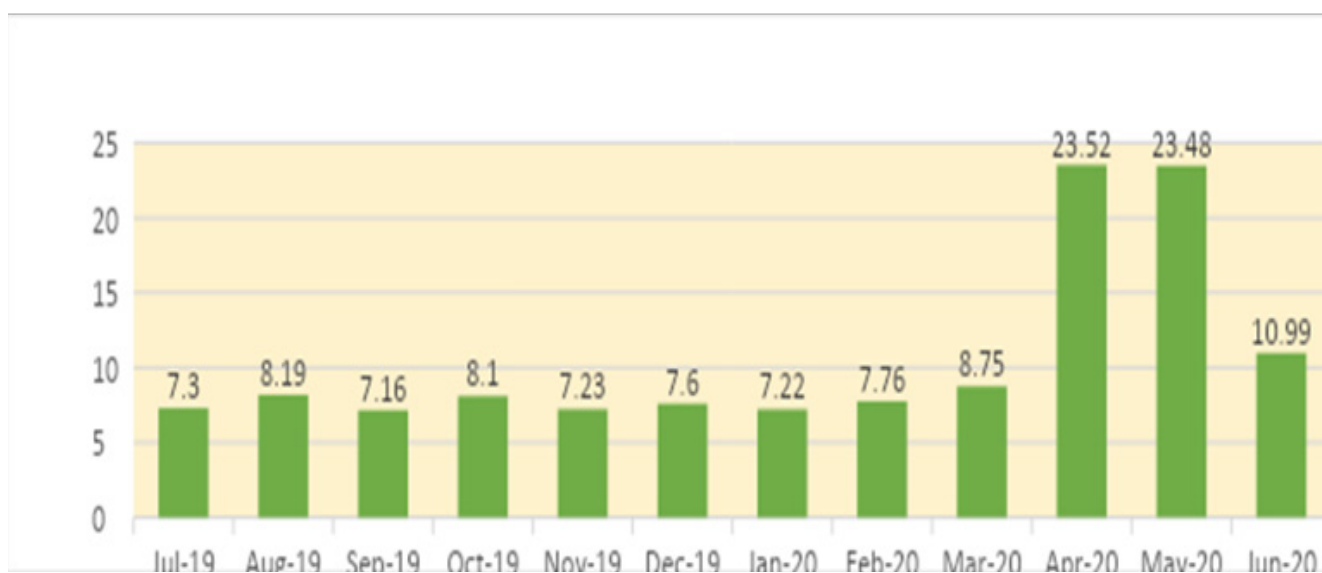
The study is mainly descriptive in nature; secondary data are used for the purposes of the study.

ii SECONDARY DATA

Secondary data was collected from websites, various articles and journals.

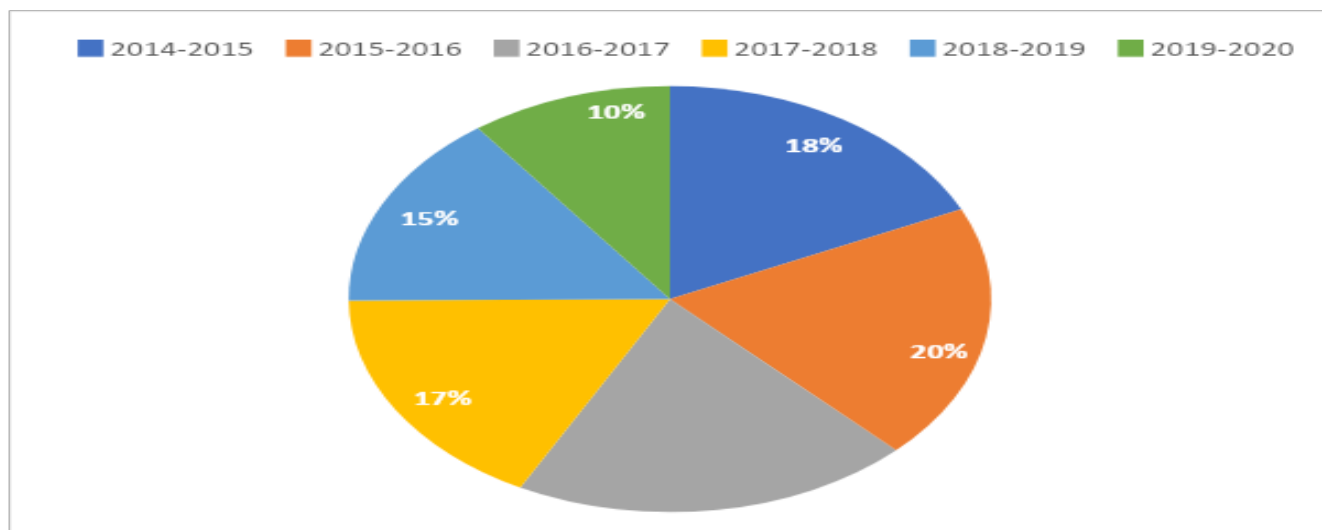
RESULT AND DISSCUSION

i INDIAN UNEMPLOYMENT RATE BACK DOWN AFTER COVID-19



The graph explains the unemployment percentage July 2019 to June 2020, India has large section of working population work in unorganised sector, the graph shows sudden increase in the unemployment rate due to Covid-19 epidemic situation.

ii India’s GDP Growth Hits New Low



Above graph signifies the negative impact of Covid-19 and it results in decrease in GDP (Gross Domestic Product) in India from year 2014 to 2020, where the contribution of all sectors of GDP is unable to contribute accordingly in year 2020.

FINDINGS

- 1) Covid-19 has emerged as a bigger challenge for the globe to resume economic activities.
- 2) Most of the national, international movement of labour has led to increase in unemployment ratio of India, around 11percent in June 2020, data published by (CMIE).
- 3) Due to lack of sanitization and precautionary measures, migrant workers are facing hardship to sustain in metro cities, and they are finding hard to earn their daily wages.
- 4) International trade may increase job opportunities, but due to governments’ lockdown from March 2020, international trade related economic activities are persistent.
- 5) Covid-19 has made some organised sectors to work in home, but India has most of the working population working

in unorganised sector, it is a tuff task for government to provide enormous digital facilities for unorganised sector in short span of time.

RECOMMENDATIONS \SUGGESTION

- 1) Promotion of MSME (Micro, Small and Medium Enterprises) and digital India to all economic, financial sectors of the country.
- 2) Flexible tax evaluation for all section of society, including relief packages to economically weaker sections of the society during covid19.
- 3) Fiscal and monetary policies implemented according for the flexible demand and supply of labour, capital.
- 4) Macroeconomic policies like Make in India, Swatch Barat Mission has to be implemented to provide job security for migrant workers and below poverty line individuals.

CONCLUSION

International business encompasses all commercial and economic activities that take place to promote the transfer of goods and services, ideas resources across technologies national borders. International trade includes new

economic foreign policies implemented by the government, EXIM policy, and it creates employment to large section of population. Indian foreign trade which has come to stand still due to unavailability of workers at airports, seaports as many trade sectors are facing constraints to export and import goods and services due to covid-19 pandemic. Indian workers who migrated to foreign countries for better job facilities and to increase in standard of living, most of them have returned to India due to covid-19, India has a huge task to invest in job providing sectors like MSME, which contributes around 29% of GDP of the country.

Every country has limited resources therefore a country cannot produce all the goods and services that it requires, due to some trade benefit factors like comparative advantage availability of labour, technology, land, capital resource and required goods which cannot be produced or the amount is insufficient as require, needed to be provided from other countries similarly, countries sell their products to others also when the production of goods comes in surplus quantities than demanded in the country. International trade has led to growth of various sectors in India and the world, especially after 1991 LPG, various industries likes automobiles and increase in inflow of FDI (Foreign Direct Investment) and services, this growth led to increase in competition of world market, but due to effect of covid-19, most of the countries international trades exports and imports has been decreased, due to unavailability of labour and border restrictions. Covid-19 has resulted globe crisis, from past three months it has negative impact on Indian economic growth, increase in unemployment, decrease in standard of living and problem of essential migrant workers. Prime Minister Narendra Modi has launched Make in India initiative on September 25,

2014, with the primary goal of making India a global manufacturing hub by encouraging both multinational as well as domestic companies to manufacture their product in the country. Trade is central idea to ending global poverty, unemployment; International trade aim is to increase employment ratio and global inclusion.

LIMITATION

1) Covid-19 has led to global economic crisis and can create imbalance in demand and supply of labour in the economy.

2) Trade can be led to over specialisation with workers at work of losing their jobs when domestic goods are not exported due to covid-19 restrictions, may lead to increase in disequilibrium of balance of payments.

3) It has resulted in country dual economics in underdevelopment countries, as a result of inflexible trade and labour policies by the government, where migrant labourers or casual workers are vulnerable.

4) Dumping can result in destruction of normal market of a country, by cheap imports, where domestic entrepreneurs and domestic migrant labours between the states are at risk.

SCOPE OF THE STUDY

India's major export items are related to agricultural and informal sector activities, whose export demand also has come down, But this depressing situation is not expected to continue for long period of time, though it is not certain how long this pandemic will force the countries to keep all such activities under lock. Items of daily need have to be either produced or imported by all countries once the stock is over. In this respect India can go for diversification of some products depending on its expertise, especially in medical items, whose demand has got a sudden peak up in international market. And try to depend more on domestic production,

increase exports may lead to create employment to large unorganised migrants or domestic labourers of the country, flexible fiscal and monetary policies may try to narrow the trade imbalance, increase in GDP growth, development of all the sectors of the economy providing job security.

REFERENCES

1. <https://unemploymentinindia.cmie.com/>
2. *Covid-19 challenge for Indian Economy Trade and Foreign Policy Effect*
3. *Centre for monitoring Indian economy (CMIE), Bombay*
4. <https://www.statista.com/chart/18245/india-quarterly-gdp-growth/>
5. <https://www.gktoday.in/>

30. A STUDY ON ENTREPRENEUR AS A GOOD DECISION MAKER IN CHANGING PERSPECTIVE OF BUSINESS AND ECONOMY

Ms. DIVYA R, 4th semester, M. Com, *KLE Society's S Nijalingappa College, Rajajinagar, Bangalore-10* r.divyajyothi4@gmail.com ; 9632590443

Ms. RAKSHANA R, 4th semester, M. Com, KLE Society's S Nijalingappa College, Rajajinagar, Bangalore-10 raksha.acchu12@gmail.com; 7259131858

ABSTRACT

Change is a constant thing in the business. No business can achieve success without inculcating changes in the environment and the economy. Today entire world is facing the health crisis which has resulted in the huge changes in the business environment and global economy had slashed down badly. Though most of the small businesses are in closure stages, there are certain line of business which have gained a huge market or profits in this situation also. This may be because of the decisions taken by the organization. Entrepreneurs play a vital role in lifting the economy by improving their business through better and best decisions. Just making decisions will not yield the results. The work of entrepreneurs starts from decision making. Converting these decisions into actions will make business achieve market leadership.

This paper focuses on the role of entrepreneur as a decision maker in the changing perspective of business and economy.

KEYWORDS

Decision-making process; Entrepreneur; Health crisis

INTRODUCTION

Entrepreneurs occupy a central

position in a market economy. The entrepreneurs act as the spark plug in the engine of economy, activating and stimulating all economic activity. They put a lot of hard work for starting, expanding, modernizing and socializing the organization. Entrepreneur as a decision maker of the organisation will not only be responsible to earn good profits and satisfy their stakeholders, but also there are many other important aspects that should be included in the decision-making process of the business which indirectly affects the economy of the country. Economy of the country will always be dependable on all the three important sectors (Primary sector, Secondary sector and Tertiary sector) growth. Therefore, business being in the secondary sector of our country plays an important role in growth of an economy. It entirely depends on the decisions made by the entrepreneurs and how they are executed successfully to know the status of the economy of any country.

HOW THE CORRECT DECISIONS WITH PROPER IMPLICATIONS IMPACT ON CHANGING BUSINESS AND ECONOMY

Decisions whether they are good or not will be known only after its implication in the business. If the implication

and execution of the decision goes perfect and satisfies the objectives of the business, then expansion and modernization will become easier task. Expansion of business to the world market will help in achieving the market leadership which will in turn helps to boost the economy of the country.

The best example for the successful decision is the decision made by the entrepreneurs of Reliance Jio. When Mukesh Ambani launched Jio he came up with "Penetration Pricing Strategy". When Jio entered the telecommunication market the customers were allowed free local and STD calls, unlimited data and number of special offers and started to gain the leadership position in the market. As of 31 December 2019, Jio became the largest mobile network operator in India and the third largest mobile network operator in the world with over 387.5 million subscribers. This made the world look into India's telecom industries.

The current situation of global health crisis has posed a challenging task for all entrepreneurs around the world. The decision-making process during this time will be more crucial than any other situation tackled by them before. The market for many products had become almost nil. Present situation also demands the entrepreneur to make decision keeping not only business in mind but also social responsibility too.

Most of the entrepreneurs have decided to change their product line to cope up with the pandemic situation. Where these decisions to change business product line to produce masks, hand sanitizers, gloves and food products are not only providing employees the job continuity but also selling them at reasonable price or sometimes providing them free of cost will help the society too. And not to forget that even these businesses yield the profits though it won't be in maximum level but at least to the extent of providing salaries to their employees and running

the organization.

The companies like Bauer, Brooks Brothers, Carhartt, Eclipse International, Gap Inc., Michael Costello and Karla Colletto Swimwear, Loreal's, My Pillow etc., which were engaged in manufacture of different items dropped everything and switched to production of masks and shields to fight against this pandemic situation. Even Ford has partnered with 3M to produce medical equipment's.

Wipro Consumer Care selling hand sanitizers under the name 'Hygienix' and Asian Paints Ltd under the name 'Viroprotek'. Consumer goods companies such as ITC Ltd., Dabur India Ltd., Marico Ltd., Emmi Ltd. and Jyothy Laboratories Ltd. have rushed to capture a portion of the market. Sugar mills in Maharashtra too, are being allowed to produce hand sanitizers for bulk use.

HOW THE IMPROPER DECISION-MAKING EFFECT THE BUSINESS AND THE ECONOMY

All the decisions at all the time will not yield good result. It may be because of failure in proper implication of the decision or small miscommunication of the decision to the employees. So, the decision-making process will be called successful decision only after obtaining the results. Therefore, Entrepreneur has to scrutinize each and every step they take in making decision especially in critical situation. One small mistake may also lead to the closure of the business too.

The best example for the failure of decision is the decision made by the entrepreneurs of Nokia. In October 1998, Nokia became the best-selling mobile phone brand in the world. But when the Android was launched Nokia had to choose between Windows and Android. Nokia chose Windows over Android which suffered inferiority when compared to the other mobile phone company which chose Android and those companies were able to provide better services to their

customers and survive in the industry even today. The entrepreneurs lacked technical competence and they had a lack of vision. Their one decision made the name "NOKIA" less visible in the industry. One decision of Nokia turned down their chances of survival in the industry.

And the present situation demands high level of consciousness towards the decision because this pandemic will not only lower the business of the organization but may also lead to the closure of the entire business which will mostly affect the employees of the organization.

We know that small businesses define American's Economy. But more than 1,00,000 small business of America has closed forever due to raise in the health crisis. Many of them are having an opinion that this may become the next level bankruptcy activity that nobody in business have ever seen in their business life time.

REVIEW OF LITERATURE

According to Valliere and Peterson, 2009, Innovative entrepreneurs may create product or process innovations and open new markets. There are many examples of radical innovations introduced by entrepreneurs who founded firms like eBay, Google, Amazon, Oracle, SAP, Microsoft, Apple, and Skype. The companies emerging out of these innovations often affected economic growth.

In the words of Klepper, 2009, Creative entrepreneurs thus offer a key value-generating contribution to economic progress. Their pronounced role with their new firms may be driven by the fact that compared with incumbent suppliers, new firms may invest more in searching for new opportunities. Incumbent suppliers are more reluctant to do so, either because of their failure to respond to changes in their environment due to organizational inertia, or because these

newly invented goods compete with their established range of products. Therefore, established firms often miss the opportunity to adopt new ideas, and setting up one's own business appears to be the only way for inventors to commercialize their knowledge.

According to Carree and Thurik, 2008, Job creation by entrepreneurs is another crucial issue. Entrepreneurs and their new firms can stimulate employment growth by generating new jobs.

STATEMENT OF PROBLEM

The decision-making process includes certain important steps. And we know that entrepreneurs will always takes decision keeping in mind organization's benefit and objectives too. But the changing situation around the world will pose a new and challenging task to the entrepreneurs. This situation also expects entrepreneur's responsibility towards society is fulfilled. Even a small mistake in decision-making now may pose a big threat to the organisation's brand image. So, lot of care and expert suggestions should be taken before coming to the final decision. Entrepreneur should also keep in mind that his decisions sometimes may adversely affect the economy.

Our study focuses on how the entrepreneur's decision brings a change in the perspective of the business and the economy.

OBJECTIVES OF THE STUDY

The prime objective of the study is to identify the decision-making quality of an entrepreneur. The study has been driven to achieve the following objectives.

- 1) To know the importance of the right decision-making.
- 2) To ascertain the challenges faced by an entrepreneur in implication of their decisions.
- 3) To know the importance of social responsibility in decision-making process.

4) To know the impact of the good decision-making on changing perspective of business and economy.
 Scope and Limitations of the Study

- 1) This study targeted the General public.
- 2) Limited availability of literature is another significant constraint linked with the present study.
- 3) Due to time constraint the survey was restricted to small sample size. Thus, the results cannot be generalized to the entire population.
- 4) Inability of some respondents to answer certain questions.

RESEARCH METHODOLOGY

Methodology is the method used for evaluating reliability and suitability of one significant method for applying it in the study. It includes the concepts such as theoretical model, phases, quantitative techniques and qualitative techniques and analytics. This study is conducted using both primary as well as secondary data.

Primary data are those data that has been collected for this and thus be original in character. Questionnaire technique through Google forms was used for collection of primary data.

Secondary data are that information which have already collected and which have already been through statistical process. We have collected the secondary data from Journals, Newspaper, reference books and websites.

ANALYSIS AND INTERPRETATION

The analysis and interpretation of the data is carried out in single phase. The single phase, which is based on the results of the questionnaire, deals with a single quantitative analysis of the data. And, which is based on the results of the interview and focuses group discussions, is a qualitative interpretation. The total sample of the present study comprises of 113 respondents.

Graph representing the Gender of the respondents

Gender of Respondents

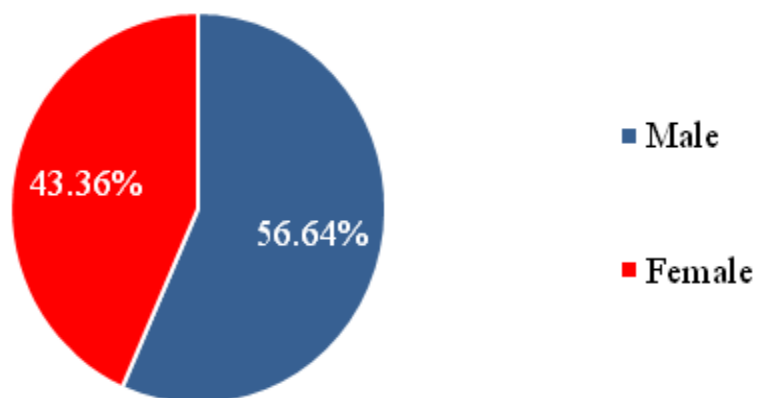


Fig. 1

The above pie diagram helps us to know that in total 113 respondents 56.64% of them are male and 43.36% of them are female. This shows that male respondents are more than female respondents. (Fig. 1)

Graph representing the Age of the respondents

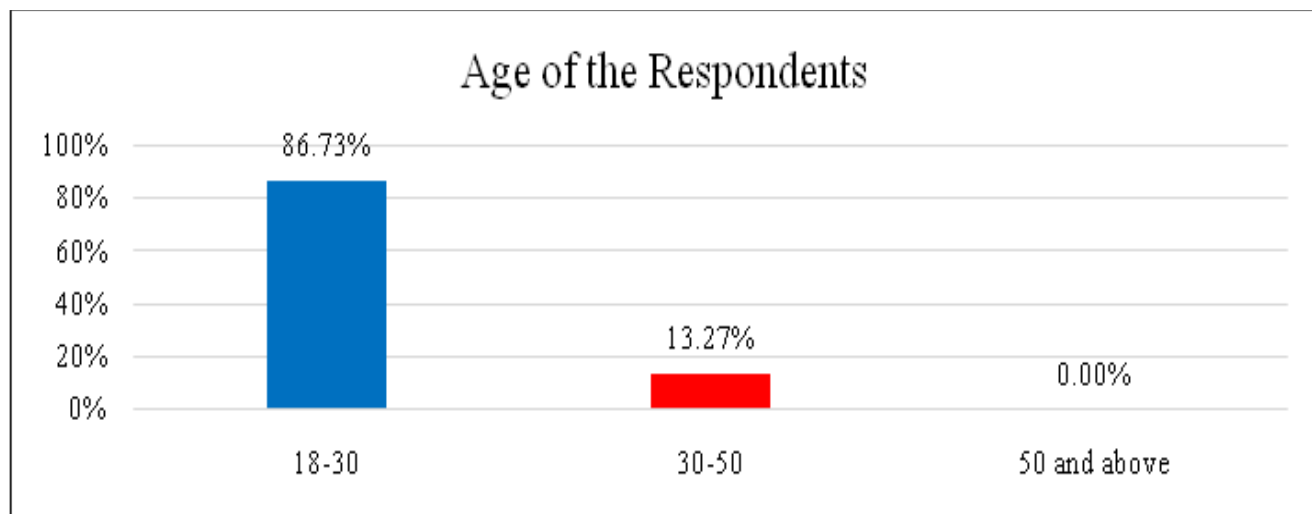


Fig. 2

From the above chart, it clearly depicts that the information which is provided by the respondents are wholly from the age 18 to 30 years that is 86.73%. In addition to this, 13.27% of the respondents are aged between 30 to 50 years and none of the respondents are aged above 50 years of age. (Fig. 2)

Graph representing occupation of the respondents

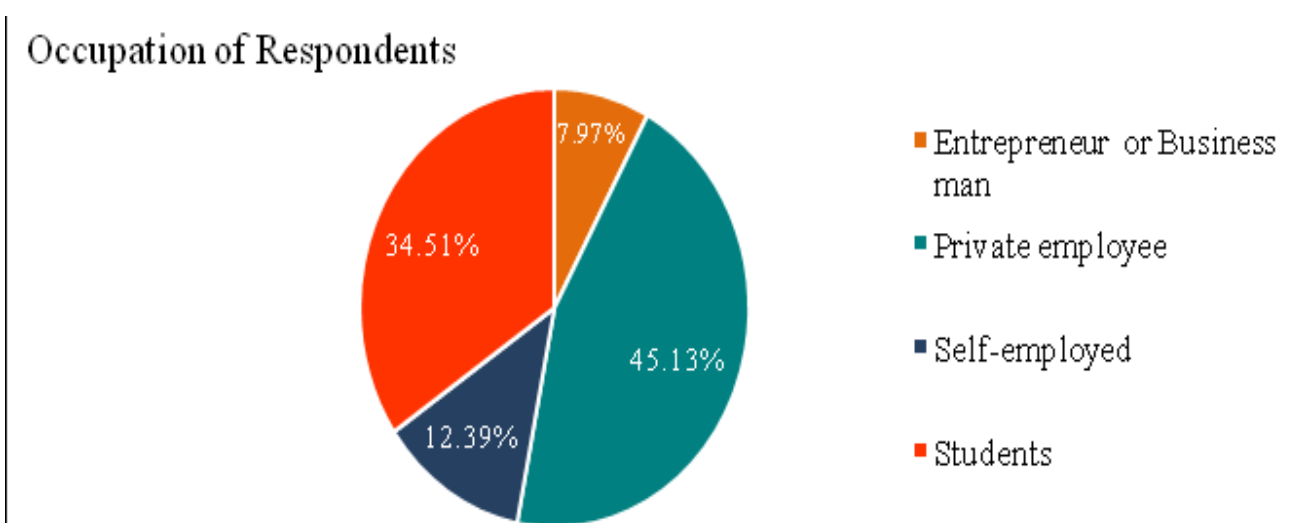


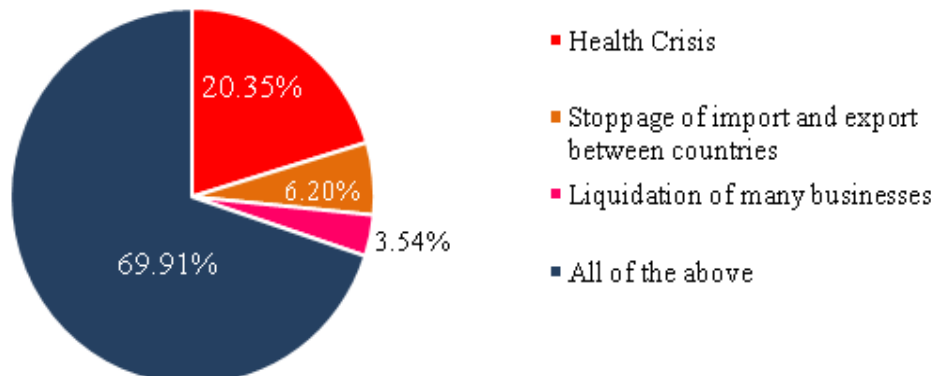
Fig.3

From the above Pie diagram, it clearly depicts that among 113 responses, 45.13% of responses are from Private employees and 34.51% of responses are from Students. 12.39% of responses are from those respondents who are Self-employed and remaining 7.97% respondents are Entrepreneurs or Businessman. (Fig. 3)

Graph representing reason for the collapsing economy around the world

From past few months the economy all over the world is drastically collapsing. The above graph represents the reason in context of business for collapsing economy. Among the total respondents 69.91% of them have an opinion that all the mentioned reasons are affecting the economy. 20.5% of them thinks that health crisis is the reason. 6.20% of them have a thought that stoppage of imports and exports and 3.54% of them agrees that liquidation of many business is the reason. (Fig. 4)

Reason for collapsing economy in Business context



Graph representing the main attributes to be included in entrepreneur’s decision-making

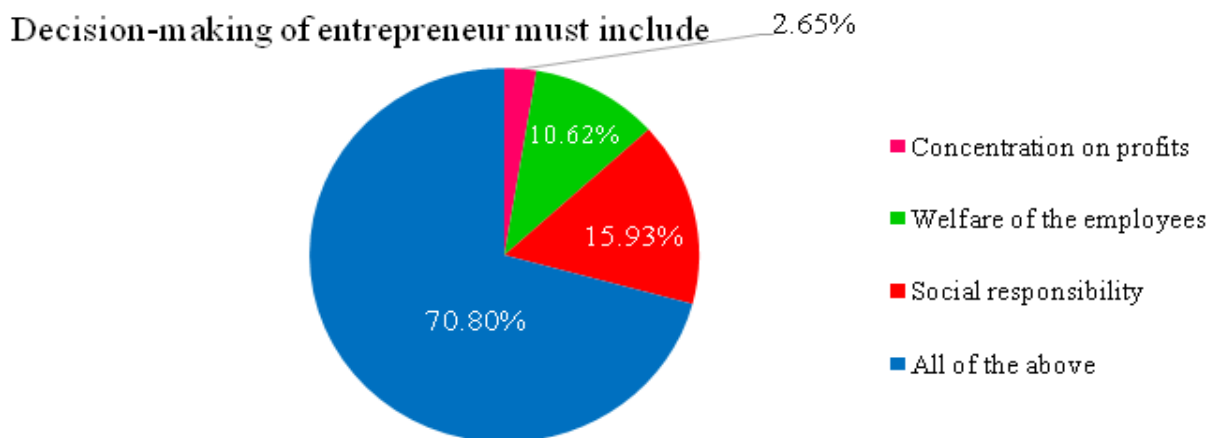
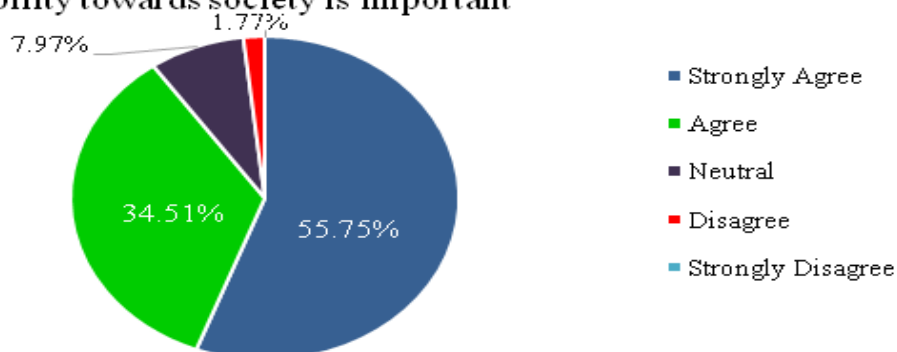


Fig. 5

Decisions taken by an entrepreneur will always be with respect to the growth of the business. But keeping in mind the present scenario, the above chart helps us to analyse the attributes that are to be included in the decision of the entrepreneur. About 2.65% of them says profits must be concentrated. 10.62% of the respondents have a view that decision must include the welfare of the employees. 15.93% of them have an opinion that it should include the social responsibility. About 70.80% of them think that all the above attributes are important for decision-making. (Fig. 5)

Graph representing importance of responsibility towards society in decision-making in present context (Fig.6)

Presently responsibility towards society is important



The main objective of any business is making profits. But in this changing environment importance towards society also plays a vital role in making decision. From the above pie diagram, we can analyze the responses towards importance of social responsibility in decision making. About 55.75% of them strongly agrees to the point, 34.51% of them agree to this statement, 7.97% of them are neutral to this point and 1.77% disagrees to that social responsibility is not so important. (Fig. 6)

Graph representing that right decision will be successful only by its proper implication

Right decision must be accompanied by perfect implication

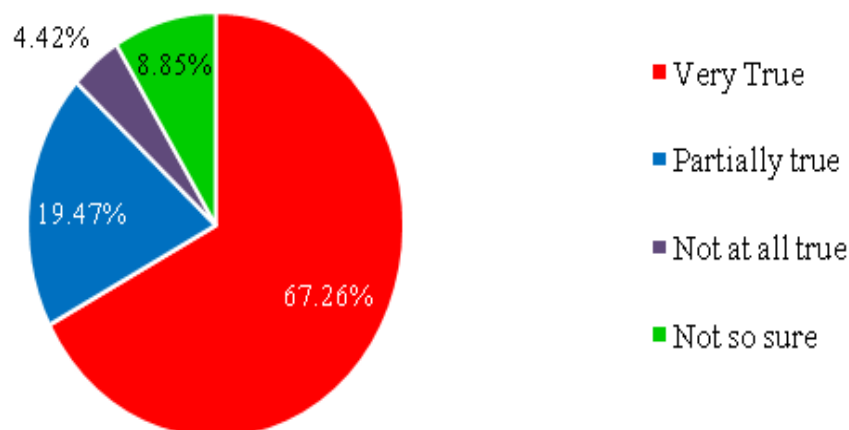


Fig. 7

Along with decision, its implications also play an important role growth of any business. The above chart explains, right decision must be accompanied by the proper implication. 67.26% of the respondents says that it is very true. 19.47% of them thinks that it is partially true. 8.85% of them have a thought that it is not at all true and 4.42% of them are not sure about this point. (Fig.7)

Graph representing that decision to change product line presently is a good decision

Is changing the product line a good decision

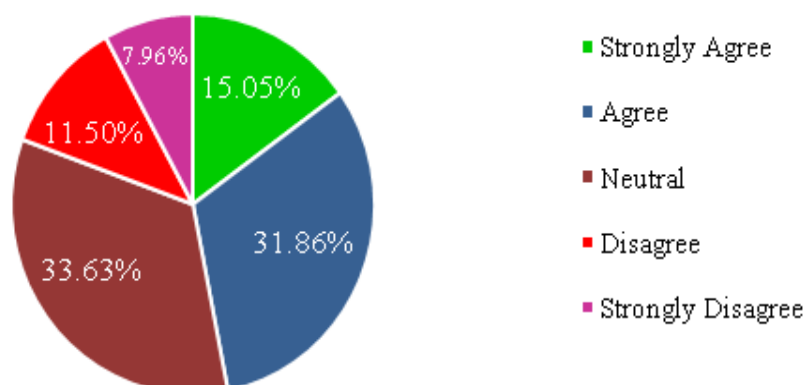


Fig.8

Most of the businesses are now changing their product line to cover their losses and to retain in the market. The above chart helps us to analyze, Is changing product line can be a good decision. Among 113 respondents, 33.63% of them neutral about this point. 31.86% of them agrees to this statement. 15.05% of them strongly agree that changing product will be good decision. 11.50% of them disagree to this statement and 7.96% of them stongly disagrees to it. (Fig. 8)

Graph representing the decisions made by entrepreneur for business will indirectly affect the economy of the country

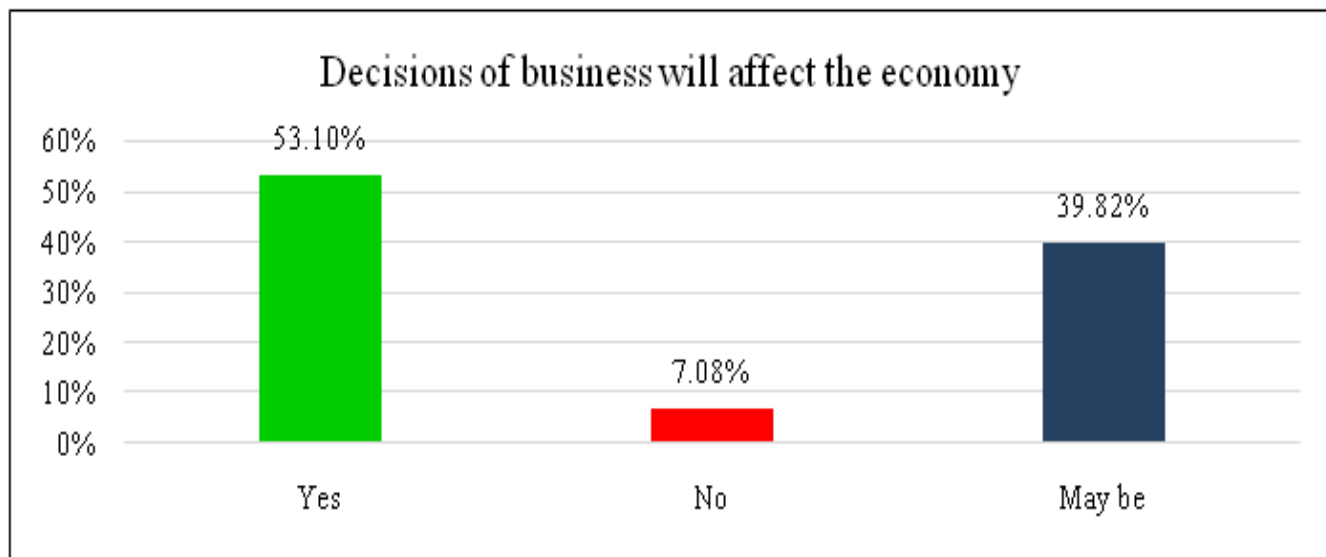


Fig. 9

Though the decisions made by the entrepreneur will not directly affect the economy. But the decisions are made to the growth of business which will indirectly affects the economy of the country. From the above chart, we can analyze that among total respondents 53.10% of them says 'yes' decision of the business will indirectly affects the business. 39.82% of the respondents are not sure about this statement and 7.08% of them have an opinion that decisions of business will not affect the economy. (Fig. 9)

FINDINGS

From the present study we can analyze that, out of 113 respondents 56.64% of them are male and majority of the respondents i.e. 86.73% of them are aged between 18-30 years. Therefore most of our respondents are adults. In this about 45.13% of them are private employees, where this will help us to know the employees point of view as well. The economy all over the world is collapsing because of many reasons. But in business point of view, about 69.91% of the respondents have an opinion that health crisis, stoppage of imports and exports and liquidation

of many small business is the reason behind the collapsing economy. To bring the economy in stable state, entrepreneur must include profit objective, welfare of the employees and social responsibility in his decision-making process according to 70.80% of the respondents. And 55.75% of them stongly agrees and 34.51% of the respondents agrees that responsibility of entrepreneur towards society presently is very important factor in decision-making. Only the decision making is not enough, with that proper impilication of decision is needed and 67.26% of the respondents also have a

thought it is very true. About 31.86% of the respondents agrees and 15.05% of them strongly agrees that changing product line will be a good decision in context of the present situation. 53.10% of the respondents have an opinion that the decisions made for growth of the business will affect the economy of the country.

SUGGESTIONS

- The entrepreneur should develop the capability of the viewing the possible future to retain their brand image.
- The entrepreneurs should create more employment opportunities as it will uplift and support people by increasing their quality of life and overall standard of living. This can be done by opening more branches in rural side for manufacturing masks, gloves etc.
- The entrepreneurs should increase their exports as it directly contribute to productivity and earnings of the region and this in turn strengthens the economy.
- This is the best time for an entrepreneur to increase their brand image. The decision of entrepreneur should include the social responsibility which in turn lowers their tax component and also builds brand image in minds of people.

CONCLUSION

Entrepreneur is one of the most responsible person in the organization. Each and every decisions made by an entrepreneur will always affect the objectives of business and also the economy of the country. The present situation also expects entrepreneur's responsibility towards society, which increase in standard of living of people and indirectly upholds the status of the economy. Therefore, decisions made for business is not only 'business decisions' but also the country's decision.

REFERENCES

- 1) <https://medium.com/multiplier-magazine/why-did-nokia-fail-81110d981787>
- 2) https://www.gsmarena.com/the_rise_dominance_and_epic_fall__a_brief_look_at_nokias_history-blog-13460.php
- 3) <https://www.entrepreneur.com/article/299522>
- 4) <https://www.valuer.ai/blog/50-examples-of-corporations-that-failed-to-innovate-and-missed-their-chance>
- 5) <https://www.entrepreneur.com/article/283616>
- 6) <https://evoma.com/business-centre/7-roles-of-entrepreneurship-in-economic-development-of-a-country/>
- 7) <https://www.washingtonpost-com.cdn.ampproject.org>
- 8) <https://www.clickorlando.com/features/2020/04/03/these-companies-have-transitioned-to-aking-masks-shields-to-aid-in-covid-19-fight/>
- 9) <https://www.triplepundit.com/story/2020/companies-retooling-operations-covid-19/88921>
- 10) <https://www.bloomberquint.com/amp/business/how-indias-sanitiser-market-grew-after-coronavirus-outbreak>

31.COVID - 19: IMPACT ON THE INDIAN ECONOMY

Mrs. A. KAVITHA, Ph.D Research scholar, of Department of Economics, Quaid E Millath Government College for Women (Autonomous), Anna salai ,Chennai- 02

Dr.J.MAHESWARI, Assistant Professor of Department of Economics, Quaid E Millath Government College for Women (Autonomous), Anna salai,Chennai- 02

ABSTRACT

The onset of COVID-19, the global economy is set to undergo a sharp double-dip recession. As many international agencies have already forecasted, the global growth could be -3 per cent in 2020, which is a decline of about 6 percentage points from the baseline projection of positive 3 per cent growth with no pandemic. Such swings in growth forecasts are unprecedented, and this is due to both health scare with lots of deaths and infections and also due to the lockdown of a major part of the global economy. Added to this, the pandemic appears to be more severe in the industrialized economy. While the forecasts for 2021 suggest a sharp rebound, the trends suggest that the world may need to endure this for a longer period than expected. Unlike the global economy, Indian economy was already in a slowdown phase before the pandemic affected and there were expectations that the economy is on a recovery path. But, with the COVID-19 such hopes are not only dented rather down turn turning out to be much deeper. There are various forecasts that suggest a sharper slowdown. Some forecasts even suggest a negative growth, which was not heard in the past five decades. With the lockdown and with increasing infections, the uncertainty in the economy has increased manifolds. There are also discussions about the shape of the recovery – V or U or W.

But, in our view, the most probabilistic recovery could see an elongated U shape.

INTRODUCTION

COVID-19 pandemic, which as of end April,2020,has affected 210 countries and territories around the world and infected more than 3 million people, of which more than 0.2 million people have died, is spreading like a wild fire with such a fury that has compelled the government across the world to revoke autarky as well as shut down of the national economy in order to save their citizens from this contagion, The strategy of isolation at all levels – local, regional, national, towards the containment and mitigation of COVID – 19 . As the crisis depends, two important realizations, inter alia, have come to the fore.

OBJECTIVES

- 1, There are also early signs in India to suggest that it is quite close to 'flattening of the curve', which has become an important objective in these fights against COVID-19.
- 2, There is a need to reprioritize, recalibrate and frontload the expenditure lines especially if they are meant for rural, agriculture, and informal sector.
- 3, The government must come forward with innovative long term

tax concession schemes on the value of sub-contracts given to the MSME sector.

4, One way to finance the discrepancy in cash balance position is to release the GST compensation fund in advance to the needy states and this part could be monetized by the RBI.

POLICY OPTIONS

What are the policy options that India has in order to overcome such uncertainty?

Has India done enough to address this? Based on the recent decisions, the answer is mixed and India may need to a lot more to overcome the distress that the pandemic has created across the sections of the society. Indeed, India was relatively fast in declaring national lockdown, and rightly so, and took quick precautionary measures compared to most of the countries that are reeling with exponential growth of the infections. There are also early signs in India to suggest that it is quite close to 'flattening of the curve', which has become an important objective in these fights against COVID-19. While this should minimize the loss of lives, there are concerns that there could be severe second round impact through its adverse impact on livelihoods. The Government and the RBI have taken various measures on a regular basis not only to ensure liquidity in the financial markets but also transferring money to Jan Dhan accounts to partially mitigate the income losses to the poor and daily wage earners. The government has already announced a fiscal support of Rs 1.7 lakh crores, which is in addition to the support measures that other state governments have taken so far. However, as it might turn out, the measures taken till now may not be sufficient enough if the lockdown is extended further or for the post-lockdown economy. This is more so to the sectors such as MSMEs that are already struggling with two major shocks in the form of demonetization and messy GST implementation. There are also demands for distribution of free food grains to poor and destitute and some have further argued for

Universal Basic Income (UBI) type of support as was declared in the US (10 per cent of GDP) and other Scandinavian countries. Does India have such fiscal space to go for such mega fiscal support? Or, what India should do to ensure both lives and livelihood and help post-pandemic economy recovery? It is also important to understand what needs to be done to revive the trade sector as well, which is the backbone of not only for economic growth but also for employment.

FOCUS OF RECOVERY PLAN

India is no exception with various estimates suggesting a rise of unemployment to unprecedented high levels along with a fall in real GDP growth to a record low level of less than 2 per cent in 2020. The government has income forward with economic packages to transfer income to the poorer segments in the economy along with complementary liquidity enhancing measures of monetary authority. But, one must note that these are short term economic measures to keep the demand reasonably high along with an incentive to the MSME sector to carry on investment. Though these are necessary steps in the right direction (and need additional support in the coming days), one cannot expect such policies to continue indefinitely by recourse to deficit financing. One needs long term planning to sustain the growth. The advantage of involving MSMEs is to create concurrent jobs in related services like transport, sales, repair, telecom, travel and tourism, finance, etc, without confronting difficult labour laws. The other important policy is to invest heavily on infrastructure like power, roads, ports, water, etc.. India has successfully controlled the transmission of COVID-19 till date, thanks to our well-coordinated steps to tackle the Corona pandemic. India's prowess in pharmaceuticals and health science; mass public awareness with the help of digital systems; and a central command with strong participation of states; among others, indeed helped in containing the spread so far.

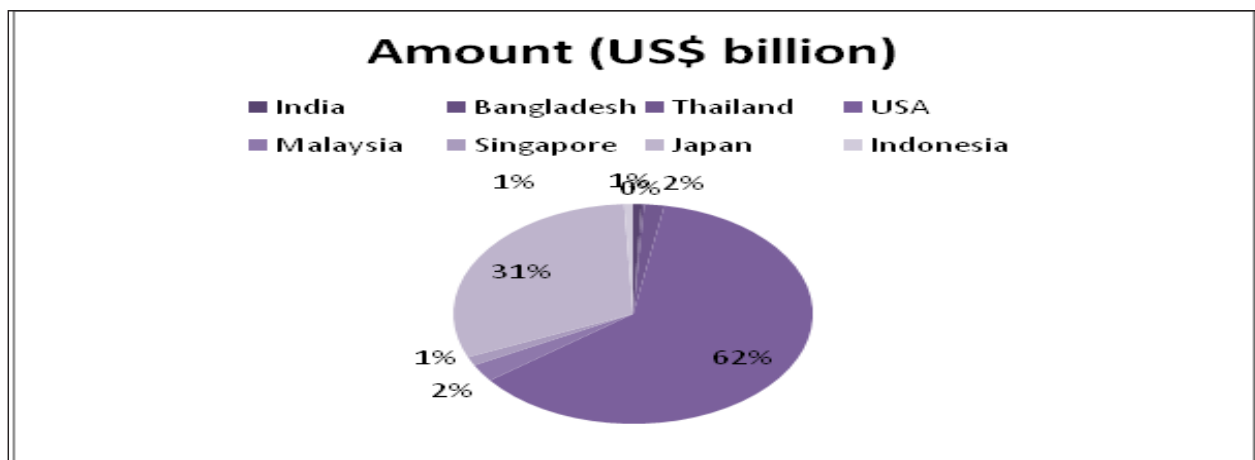
Table 1: Fiscal Stimulus Packages Announced

Country	Amount (US\$ billion)	Share of GDP (%)
India	24	0.8
Bangladesh	8	4
Thailand	58	2
USA	2000	11
Malaysia	84	0.7
Singapore	42	2
Japan	990	20
Indonesia	26	2.6

As on 30 April 2020

Source: several secondary sources

Chart 1: Fiscal Stimulus Packages Announced



South and Southeast Asian countries have been following a similar approach in containing the COVID-19. All of them have introduced stimulus packages, particularly to support the heavily affected people, MSMEs, agriculture, exports, health, rural community, informal sector, etc. For example, Bangladesh has introduced over US\$ 8 billion stimulus package, India US\$ 24 billion, Thailand US\$ 58 billion; to mention a few (Table 1).

REGIONAL COOPERATION INITIATIVES

While each of the South Asian countries has undertaken drastic measures to save its nation from COVID-19-driven pandemic, regional cooperation is felt important to effectively handle the common challenge. For example, a full

house of SAARC leaders met through a video conference on 15 March 2020 to discuss the scope and possibility of a joint action. Among other decisions, South Asian leaders have decided to launch a regional fund to deal with the crisis. An electronic platform with health experts has been launched, and a follow-up video-conference of senior health officials was organised thereafter, where countries have discussed several important issues ranging from specific protocols dealing with the screening of goods and people at entry points and contact tracing to online training capsules for emergency response teams. Steps are also proposed to foster technical cooperation, training and capacity building, among others. While the

need to fight the pandemic is vast, this regional effort is a good beginning not only to share the responsibilities but also to reactivate the SAARC process. Few days later, the leaders of G20 countries had an online summit and pledged to infuse over US\$ 5 trillion into the global economy to minimise the economic and social impact of the COVID-19. India also had a teleconference with some of the Indo-Pacific countries on issues related to countering COVID-19. Indian diplomacy has responded brilliantly. However, the same initiative is yet to occur in case of BIMSTEC or between India and ASEAN. On the other hand, ASEAN and EU convened a high-level video conference on 20 March 2020 to discuss the COVID-19.

OPPORTUNITIES AND AN ACTION PLAN

The aftermath of the lockdown offers a unique opportunity. Due to lack of other economic activities, and lack of human traffic on roads, railways, and airways, suddenly the infrastructure space has become efficient in terms of goods movement. In spite of these there will be a cluster of poor families who may not be able to get any help. The Odisha model has shown the importance of direct cash-transfers and efficient mobilization of the public distribution system (PDS). PDS is a way to procure food grains from the farmers at the price higher than the market price and distributing the same at a lower price to the poor. As part of this welfare measure, Pradhan Mantri Garib Kalyan Yojana is clubbed with the PDS system, where the central government promised to give an additional 5 kg of food grains per person and 1 kg of pulse to a poor household family over the next three months, starting April 2020, Many market aggregators and leaders of worker unions are politically connected and donate generously to the party fund. For the State of West

Bengal, there are allegations that food is not reaching the target group with local counsellors and party leaders siphoning-off the food meant for the poor. At the time of COVID-19, the government (both central and states) should keep aside politics and focus on economics. The benefits are both immediate and long term.

EXPECTED LONGER RECOVERY

On the trade front, as WTO as already predicted, the world trade expected to decline by 13 to 32 per cent, the impact on India's trade sector is expected to be very devastating. As the empirics suggest, India's exports depend heavily on the external demand and much less on the domestic factors. While the external sector is expected to have a V-shaped recovery, this should also reflect on India's exports. However, the fear is that post-pandemic recovery may see the countries adopt stringent protectionist policies, thus restraining any recovery in the exports. One way to overcome this could be for domestic industries to focus more on improving productivity that strengthen India's competitiveness in the International markets. Further, focusing more on services and its exports could help recover some of the lost ground in merchandise exports. But if one looks at the other transmission channels, the overall external sector could face many more headwinds in the coming quarters. Many countries (recently by India also) started introducing de facto and de jure measures on foreign capital. There are risks on the invisibles and the last World Bank study says the remittances to India could drop by 22 per cent. And there are already capital outflows from India. Overall, unfortunately, it would take longer time for the external sector to recover. But then it majorly depends on how the global institutions are going to help improve cooperation coordination among the countries.

THE TRIGGER POINT

Even though the major symptom of COVID-19 is common-cold and flu-like symptoms, we are more concerned with its economic symptoms and impact. It does have the potential of slowing down not only the Chinese economy but also the global economy and the tremors are already felt. China has become the central manufacturing hub of many global business operations and a slowdown in Chinese production will naturally have repercussions in other countries. The intensity of such repercussions would obviously rely on how dependent the industries of other countries are on Chinese suppliers. We do some casual empirics to figure out the possible conduits and the extent, which is presumably worse than what we observed during the Great Depression of the 1930s. Here, we analyze nine countries. Except India, all these countries feature amongst top ten countries affected by the COVID-19 (excluding China). First, we check whether the outbreak has anything to do with the number of Chinese immigrants to those countries. And then we move to the dependence on Chinese imports.

SUGGESTED MEASURES

In the fight on pandemic, the states are the first line of defense. Here, there is a need for the Centre to ensure sufficient resources at the states/ districts. However, with the declining divisible pool as well as in GST collections, states may not be in a position to enhance expenditure for health. Although RBI has already suggested a 60 per cent hike in the ways and means advance to the states and also extended the overdraft time, it is still at a cost. Here, the Centre and the RBI need to observe the States' cash balance positions and accordingly handhold them with additional resources. One way to finance the discrepancy in cash balance position is to release the GST compensation fund in advance to the needy states and this

part could be monetized by the RBI. There is another source for the states to tap the resources. It is the local bodies (especially the rural local bodies) that are known for holding unspent balances especially after the recommendation of the 14th Finance Commission. Here, as the end to the pandemic is not sure, it may be wise for the governments to think of having a 'COVID Responsive Budgeting' so that it would not affect allocations for other sectors.

CONCLUDING REMARKS

Overall, COVID-19 has brought untold misery to a large section of low income individuals across the globe. The uncertainty about future looms heavily in the mind of both consumers and producers. But, the concerted action by the countries in the world will surely turn the tide. India has great opportunities in this context, especially looking at the composition of global value chains in the world trade. The MSME sector, especially in our competitive engineering goods manufacturing, provides great prospects for employment and growth in the economy. The need of the hour is to carefully chalk out plans for the future resurgence of economic activity in the nation.

REFERENCES

- 1.Dev, S. M. and Sengupta, R. (2020) "COVID-19: Impact on the Indian Economy", IGIDR Working Paper- WP-2020-013
- 2.McKinsey & Company (2020), "Getting ahead of the next stage of the corona virus crisis", New York.
- 3.Sen, A. (2020), A better society can emerge from the lockdowns. *Financial Times*. April 15.
- 4.Irons, John (2009), "Economic scarring: The long-term impacts of the recession", *Economic Policy Institute (EPI)*, Washington, D.C.
- 5.Varonfakis, Yanis (2020) "The EUs new corona virus relief deal is gift to Europe's enemies", *The Guardian*, April, 11, London.

32. A CRITICAL STUDY ON GLOBAL RECESSION - 2008 AND ITS IMPACT ON INDIA

P.MAGESH, Ph.D Research Scholar, Department of Economics, Pachaiyappa's College For Men, Kanchipuram, Tamil Nadu

Dr. A. NANDAGOPAL, Associate professor, Department of Economics, Pachaiyappa's college for Men , Kanchipuram , Tamil Nadu

ABSTRACT

In recent years, the Indian Economy experienced a pronounced slow down in economic activity. In many ways, the slow down looked like a typical recession driven by a fall in aggregate supply. Seven notable shocks explain this event. They are

- Increase in excess demand
- Increase Money supply
- Fall in the real GDP
- Fall in the composition of agriculture to GDP
- Increase in unemployment rate
- Lower capital inflow
- Unfavorable BoT

The responsiveness of fiscal and monetary policy quickly to this events and their impact in rectifying the problems is analyzed in this paper.

INTRODUCTION

Trade cycle or business cycle refers to the phenomenon of cyclical booms and depressions, also called expansion and contraction of the economy. In a trade cycle there are wave like fluctuations in aggregate employment, income, output, price and demand. Economies pass through periods of good trade characterized by rising demand and prices and low unemployment, altering with periods of bad trade characterized by low demand, falling prices and high unemployment. The occurrence of these phases

does not have a fixed time period. During prosperity, demand, output, employment and income keep rising till it reaches a peak. High demand, employment and income result in rise in price. Prices rise (inflation), but wages, salaries, interest rates, rentals and taxes do not rise in the same proportion. The gap between price and cost increase the margin of profit. Large profit expectation leads to rapid widespread expansion in economic activities. This expansion gradually leads to disequilibrium in the economy in the form of over full employment and high inflation- both indications of end of prosperity and beginning of recession. The seeds of recession are thus contained in the expansionary or prosperity phase itself. Continuous expansion begins to put strain on economic resources. The increasing demand of resources leads to

√ Scarcities of labour, raw material etc. leading to rise in costs relative to price. This in turn brings down the profit margin.

√ Scarcity of capital leads to rise in the rate of interest. This makes investment costly and lowers business expectation.

Rising prices reduces consumption. Also after a certain increase in income, consumption stabilizes, leading to stagnant demand. This causes piling of inventories/low sales. Government

control on capital flows is another big reason for successful handling of recession.

AGGREGATE SUPPLY DECREASE IN THE SHORT-RUN AGGREGATE MARKET

- Shock to the short-run aggregate market caused by a decrease in aggregate supply. A decrease in aggregate supply in the short-run aggregate market results in an increase in the price level and a decrease in real production. The level of real production resulting from the shock can be greater or less than full-employment real production. The causes of decrease in aggregate supply are the following
 - A decline in the size of the population or a decrease in the labor force participation rate, both of which decrease the quantity of labor available for production.
 - Depreciation of capital goods, which decreases the quantity of capital available for production.
 - The depletion of existing mineral deposits or fossil fuels, both of which decrease the quantity of land resources available for production.
 - A decrease in education which decreases the quality of labor resources.
 - A decrease in technology which decreases the quality of capital resources.
 - An increase in wages or energy prices, both of which raise economy-wide production cost.

AGGREGATE DEMAND INCREASE - SHORT-RUN AGGREGATE MARKET

Shock to the short-run aggregate

market is caused by an increase in aggregate demand. An increase in aggregate demand in the short-run aggregate market results in an increase in the price level and an increase in real production. The level of real production resulting from the shock can be greater or less than full-employment real production.

CAUSES OF INCREASE IN AGGREGATE DEMAND

An increase in consumer confidence brought on by periods of prosperity.

- Expectations of higher inflation rates in the near future.
- A decline in interest rates associated with natural business-cycle activity or expansionary monetary policy.
- Increasing net exports.
- Decrease in taxes by the federal government resulting from expansionary fiscal policy.
- An increase in state or local government purchases, and/or a decrease in state or local taxes.

MONEY SUPPLY - AGGREGATE DEMAND DETERMINANT

An increase or decrease in the money supply produces a corresponding increase or decrease in aggregate demand. Other notable aggregate demand determinants include interest rates, inflationary expectations, and the federal deficit. A key function of the Federal government is controlling the total amount of money circulating inside the economy. Money is responsible to undertake the four aggregate expenditure, consumption expenditure, investment expenditure, government purchases, and net exports.

- With more money, aggregate

expenditures are greater.

- With less money, aggregate expenditures are lower.

FALL IN THE REAL GDP

An emerging economy is one which produces more goods and services to maintain the standard of living of its people. An ideal production is one, where we don't find rising prices. It is reflected in the country's GDP. It

is viewed in two different forms. On the one hand, it is the total income of everyone in the economy. On the other hand, it is the total expenditure on the economy's output of goods and services. As such, both views clearly state that GDP shows the performance of the economy. Table below throws light on growth rate of GDP at constant prices (2004-2005) from 2007-08 to 2012-13 (AE)

Industry	2007 - 08	2008 - 09	2009 - 10 [^]	2010 - 11 [@]	2011 - 12 [*]	2012 -13 (AE)
I. Agriculture	5.8	0.1	0.8	7.9	3.6	1.8
II. Industry	9.7	4.4	9.2	9.2	3.5	3.1
Mining & quarrying	3.7	2.1	5.9	4.9	-0.6	0.4
Manufacturing	10.3	4.3	11.3	9.7	2.7	1.9
Electricity, gas & water supply	8.3	4.6	6.2	5.2	6.5	4.9
Construction	10.8	5.3	6.7	10.2	5.6	5.9
III. Services	10.3	10.0	10.5	9.8	8.2	6.6
GDP at factor cost	9.3	6.7	8.6	9.3	6.2	5.0

[^]: third rev. estimate, [@]: second rev. estimate, ^{*}: first rev. estimate, AE: adv. Est.

Source: Central Statistics Office (CSO)

Compared to the year 2004-05, the production in the agricultural and manufacturing sector has shown a declining trend. The fall in the growth rate in agriculture is very higher than the growth rate of industry. It is because of the operation of both pull and push factors in the economy. Changes in seasonal conditions and urbanization, reduces not only the labour force participated rate in agriculture but also reduced the area of cultivation. Thus the fall in the net area sown and the productivity thereby put a serious setback in the agricultural sector. Thus a higher degree of variability is being noticed in the performance of agriculture with respect income generation in the manufacturing sector, the growth rate is moderate in the years 2007-08, 2009-10 and 2010-11 where as poor performance

is noticed in 2008-09 and 2011-12. It is estimated to very poor in 2012-13 as 1.9. With regard to service sector, the growth rate has been almost steady and gradual from 2007-08 to 2009-10. It is the main growth driver. As a result of its expansion, the economy becomes vibrant and dynamic, provides necessary strength, resilience and buoyancy to the economy in the event of commodity producing sectors having fared poor. It is the correct time to revitalize the performance of both agriculture and industry in a gradual and harmonious way to achieve 7 to 8 percent annual growth. For achieving this goal we need a much higher saving level and larger domestic and Foreign Direct Investment.

OVERALL ASSESSMENT

Thus continuous expansionary path in which India moves after the

implementation of economic reforms, now put severe strains in the economic resources resulting in slow down in all economic activities. Thus creating chaos and confusion in the minds of the people. Those shocks which are analysed empirically above are summarized as follows:

✓ Fall in the Growth rate of GDP from 9.3 percent in 2007 – 08 to 6.2 percent in 2011 – 12 at factor cost.

✓ Fall in the primary, secondary sectors share in GDP.

✓ Increase in the Current Daily status unemployment which includes open and disguised unemployment.

✓ Deficiency in the level of domestic savings and capital inflow to encourage investment in infrastructure.

✓ Increase in money supply resulting in increase income and stagnant demand because of rising price level.

✓ Widening trade deficit because of the non competitive nature of the exports.

✓ India's trade deficit widened to 1086 INR Billion from 966 INR Billion in Dec. as crude oil imports surged.

SUGGESTIONS

For sustained economic growth, it is suggested by the XIIth five year plan that, 9 percent of the GDP is invested for infrastructural development. Current rate of investment is 6 percent of GDP only. 40 percent Gross Domestic Saving and Gross capital formation is required to ensure a self propelling growth of the economy. Hence efforts should be taken by the policymakers to formulate monetary policy in such a manner to increase Gross domestic savings efficiently and to use fiscal instruments in a successful manner to provide strong infrastructural base. This will solve the problem of joblessness.

REFERENCES

1. *Key Economic Indicators, February 2013.*
2. *Indian Economic Outlook 2001-12.*
3. *Composition of India GDP by Business maps of india.com*
4. *How India survived recession Another Perspective.mht.*

33. THE CRUDE OIL PRICE CHANGES IN THE RECENT SCENARIO AND ITS IMPACT ON THE INDIAN ECONOMY

Y.EBENEZER, *Assistant Professor of Economics, School Of Law, Vel Tech University, Chennai. (ph-7558189641 ,email-yebenezer2@gmail.com)*

ABSTRACT

The crude oil is the major raw material for oil product production in the globalization era. Changes of price will affect country's economic growth and development. The aim of the study is to examine the Crude Oil Price changes and its impact on the Indian GDP in the recent scenario. To do the same, the study has applied secondary data, statistical tools like chart, the table, graph, correlation and descriptive analysis to show the changes of crude oil price and country's GDP during the study period. The study reveals that the annual percentage price of crude oil has been increased or decreased positively and negatively but the India's GDP seems to move forward constantly between 5% to 8% over the study period and the Correlation test conformed that the percentage of crude oil price and percentage change of GDP has moderate positive correlation. OPEC is widely seen as the most influential player in oil price fluctuations in the during the study periods.

KEYWORDS

Crude Oil Prices, impact, causes, GDP, OPEC, global economy.

INTRODUCTION

Crude oil is the raw natural resource. it has been extracting from the earth and refined into products such as

gasoline, jet fuel, and other petroleum products. Many economists agree that crude oil is the single most important commodity in the world as it is the primary source of energy production. Crude Oil is also a life blood of the all industrialized nations. Since the mid-1950, it has become the world's most important source of energy resources. Its products are underpinning modern society. it is mainly supplying energy to power industry, heat homes and provide fuel for vehicles and aeroplanes to carry goods and people all over the world. India is the 3rd largest oil importing nation and 7th largest economy in the world. After industrialization, oil has become an essential raw material to active industrial growth and economic growth as well as has become the domestic requirement of our country. In other words , There are many bi-product production depends on crude oil like lubricating oil, diesel fuel, jet fuel, petrol, chemicals, liquefied petroleum gas, waxes, polishes, bitumen for road and roofing, fuel for ships, factories & include plastics, alcohol, medicines, rubber etc. In addition, the upstream oil company like reliance, ONGC, GAIL etc and downstream oil company like HP, Indian oil and Bharat petroleum raw material highly depends on crude oil. In India, almost 80 % of oil requirements are imported. Out of 80% nearly 60% is crude oil which

makes it 2% full year GDP of the country. Thus, changes in the price of crude oil whether it raises or falls will affect our India economy. The impact would be like Fiscal deficit, changes of value on the country rupee, Current Account Deficit, Sensex changes in stock market and variations on the inflation rate in the economy. Hence, the government and business people have more concern about the crude oil price changes. Therefore, this study will explore the recent changes of crude oil price and impact on the Indian economy.

OBJECTIVE AND METHODOLOGY OF THE STUDY

Objective of the study

- To analysis the Crude Oil Prices changes and the impact on the Indian GDP in the recent scenario.
- To find out the general causes for rise and fall of the crude oil prices in the recent scenario.

Methodology of the study

This study is based on the secondary

data which has collected from various reports like World Development Indicators 2019, Economic Time and other web sources. The period of the study is from 2005 to 2019. To analysis the crude oil price changes and its impact on Indian economy the available data have been processed and presented in suitable chart, graph and tables. Moreover, to examine the relationship between the crude oil price and India's GDP the study has applied the descriptive statistics and correlation test.

ANALYSIS AND INTERPRETATION *Crude Oil Prices changes in the recent scenario*

The price of oil shown in table 1 is adjusted for inflation using the headline CPI and is shown by default on a logarithmic scale. The current month is updated on an hourly basis with today's latest value. The current price of WTI crude oil as of June 22, 2020 is \$40.68 per barrel. The below table explore the Crude Oil Prices - Historical Annual Data.

Table -1 Crude Oil Prices

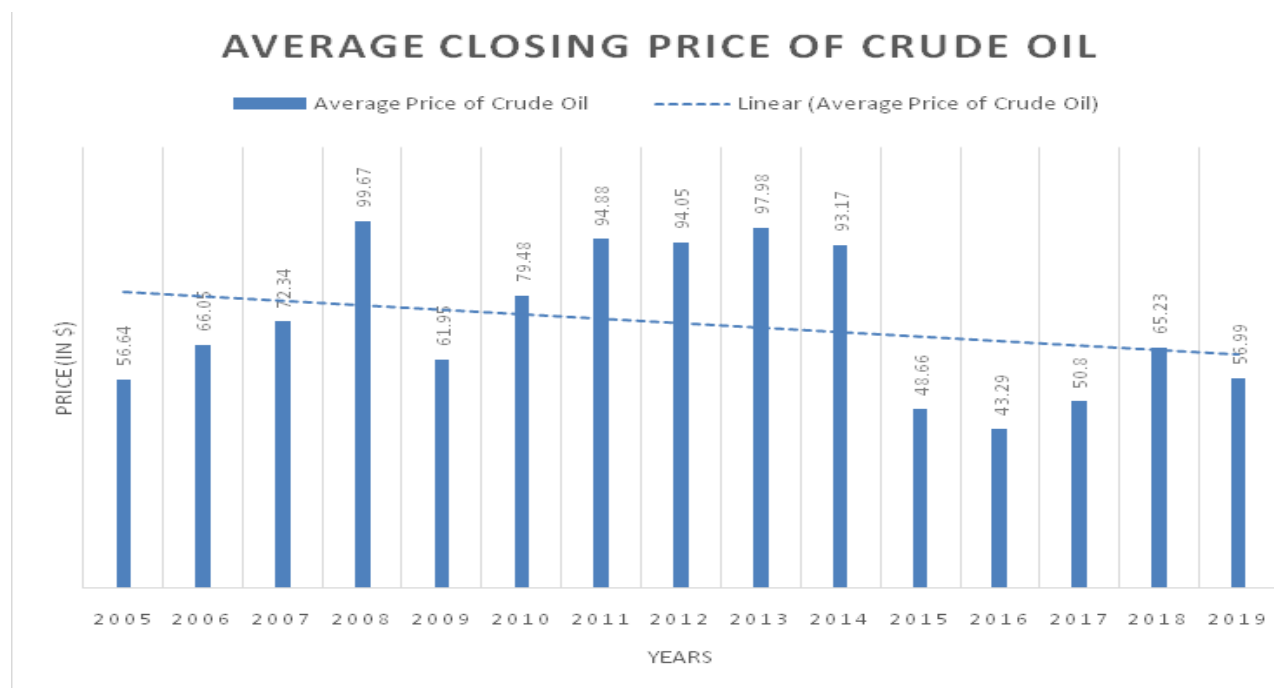
Crude Oil Prices - Historical Annual Data						
Year	Average Closing Price	Year Open	Year High	Year Low	Year Close	Annual % Change
2019	\$56.99	\$46.31	\$66.24	\$46.31	\$61.14	35.42%
2018	\$65.23	\$60.37	\$77.41	\$44.48	\$45.15	-25.32%
2017	\$50.80	\$52.36	\$60.46	\$42.48	\$60.46	12.48%
2016	\$43.29	\$36.81	\$54.01	\$26.19	\$53.75	44.76%
2015	\$48.66	\$52.72	\$61.36	\$34.55	\$37.13	-30.53%
2014	\$93.17	\$95.14	\$107.95	\$53.45	\$53.45	-45.55%
2013	\$97.98	\$93.14	\$110.62	\$86.65	\$98.17	6.90%
2012	\$94.05	\$102.96	\$109.39	\$77.72	\$91.83	-7.08%
2011	\$94.88	\$91.59	\$113.39	\$75.40	\$98.83	8.15%
2010	\$79.48	\$81.52	\$91.48	\$64.78	\$91.38	15.10%
2009	\$61.95	\$46.17	\$81.03	\$34.03	\$79.39	78.00%
2008	\$99.67	\$99.64	\$145.31	\$30.28	\$44.60	-53.52%
2007	\$72.34	\$60.77	\$99.16	\$50.51	\$95.95	57.68%
2006	\$66.05	\$63.11	\$77.05	\$55.90	\$60.85	-0.34%
2005	\$56.64	\$42.16	\$69.91	\$42.16	\$61.06	40.82%

Sources : <https://www.macrotrends.net/1369/crude-oil-price-history-chart>

In above table shows the Historical Annual Data of Crude Oil Prices since 2005 up to 2019. The Average Closing Price of crude oil was maximum of \$99.67 in the year 2008 and minimum of \$43.29 in year 2016. Rest of year's average closing price was above \$50 in most of the years. The Year Open price of crude oil was found to be maximum \$99.64 in the year 2008 and \$36.81 minimum in the year 2016. Over all, the year open price was just above \$40.00 throughout the years. In case of Annual Percentage Change it was found that -0.34% least changes in the year 2006 and 78.00% was the high percentage changes in the year 2009.

Average closing crude oil price

Chart-1 Average closing crude oil price



The above bar chart-1 reveals that the average closing price of crude oil from 2005 up to 2019. The years like 2005, 2006, 2007, 2009, 2015, 2016, 2017 and 2019 have got less than \$ 65.23 where as the years like 2008, 2011, 2012, 2013, 2014 and 2018 have got above \$ 65.23. Particularly, in the year 2008, \$ 99.67 was reached maximum and the year 2015 and 2016 reached minimum of \$ 43.29 and \$ 48.66 respectively. The Overall average closing price of crude oil was almost above \$50.00 and then since 2015 the price has not gone up more than \$ 65.23 till 2019.

OPENING CLOSING, HIGHEST AND LOWEST PRICE OF CRUDE OIL

The graph 1 shows the Opening Closing, Highest and Lowest Price of Crude Oil over a period of time. The y-axis indicates the crude oil price per barrel and the x-axis indicates the year. Over all, Opening Closing, Highest and Lowest Price have been flatted down since 2005 up to 2019. Particularly, the year's highest price was in 2008 which is above \$140.00. Then, it has declined to below \$80.00 and since 2010 it has

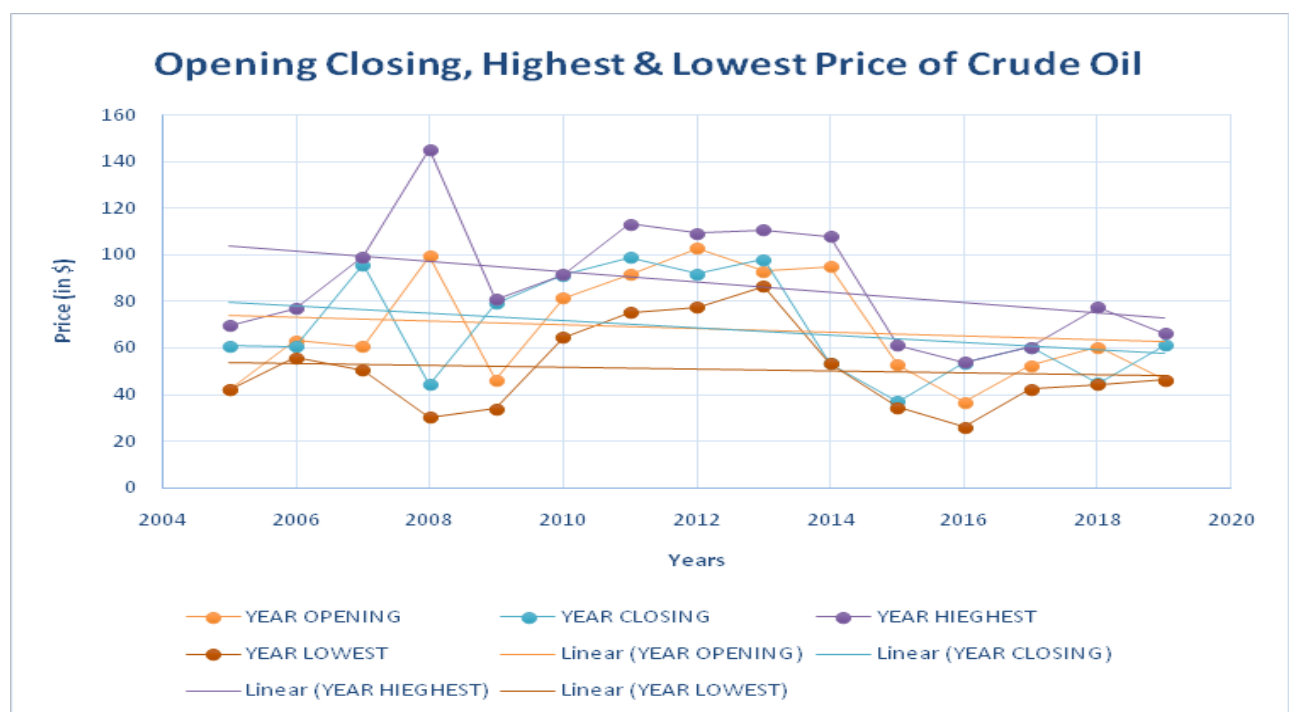
been increased to above \$100.00 till 2014. In the year 2014 beginning on words, highest price was decreased below \$80.00 and continues to 2015, 2016 and 2017. After 2017, the price was improved to almost \$ 100.00 and then it declined below \$80.00 per barrel. In the case of year lowest price, it was \$ 40.00 in 2005 and increased to above \$ 50.00 in the year 2006. Then, it has been declining below \$50.00 for

rest of the years like 2007, 2008 and 2009. After 2009, the price has been increased above \$ 60.00 up to 2013 year. In 2013 beginning on words, the years of lowest price was decreasing below \$40.00 in the year like 2015, 2016 and 2017. After 2018 onwards, the price was improved into above \$ 40.00 per barrel. Last one is that Opening and Closing price of Crude Oil. The movement of price changes between opening and closing were negative relation. Remarkably, the year of closing in 2007 was \$ 100.00 and then the price went on below \$ 50.00. Whereas, the year opening price was \$ 60.00 in 2007 and it

increased into \$100.00 then decreased to below \$ 50.00. Then, in 2008 years on wards both the year of opening and closing price have been increasing and decreasing with below \$ 100.00 until the year 2019.

Overall, this graph highlights the evidence that since 2005 onwards up to 2019 the price of crude oil Opening, Closing, Highest and Lowest have changed almost below \$100.00 except in the 2008. The future prediction is that the price of crude oil Opening, Closing, Highest and Lowest well be moving below \$80.00 in upcoming years like 2020 and 2021.

Graph -1 Opening Closing, Highest and Lowest Price of Crude Oil



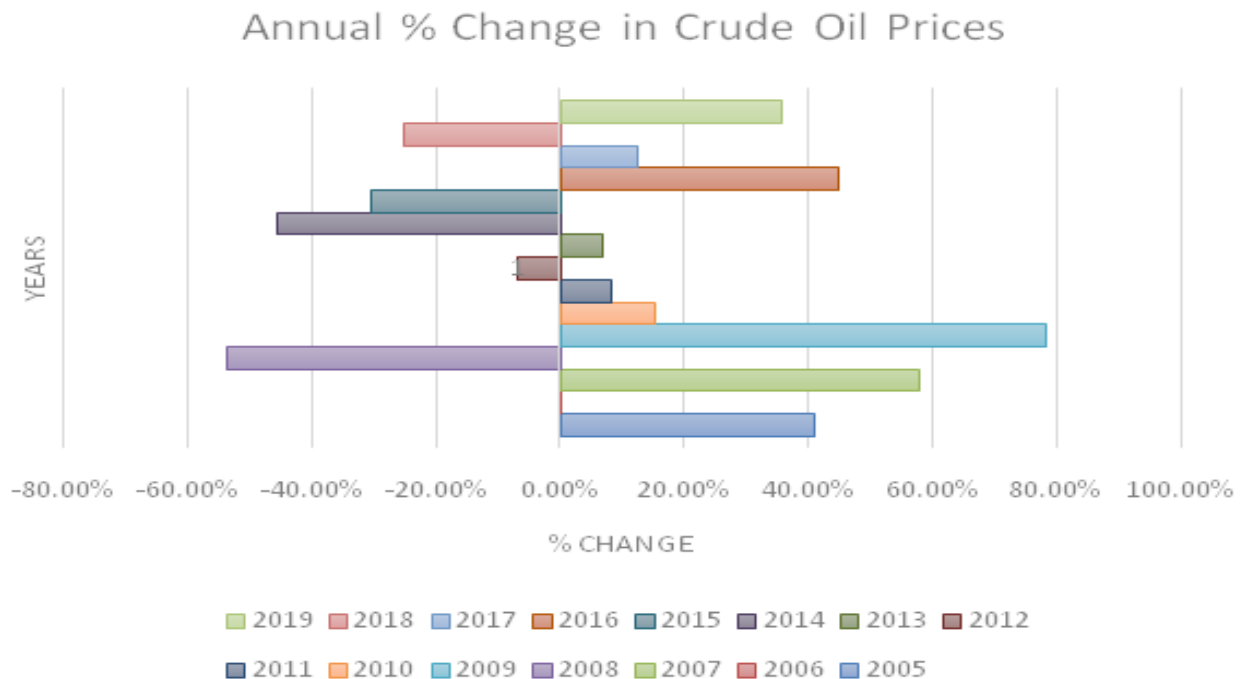
Annual % Change Crude Oil Price

The horizontal bar graph tells about the Annual % Change Crude Oil Price. The vertical axis represents the years. From the given horizontal bar graph, we can infer that on the right side represent nine positive price changes bar diagram with different colour. Year like 2005, 2007, 2009, 2016, 2019 are positive annual % price change with above 40% with colour blue,

light green, sky blue, light red and green. Particularly, in year 2009 price change 78% which was the highest percentages. In the case of year like 2010,2011,2013,2017 were got below 15.10% positive percentage change which indicates the colour like pink, blue, thick green and light blue among these years only 2011 was just 8% price change. On the contrast, the negative

On the contrast, the negative annual % price change were in the year like 2006,2008,2012,2014,2015,2018 had been getting below -2.32% up to -54% price changes throughout the year which indicates colours like light red, drake blue, red, blue, light blue and light pink. Remarkably, in the year 2008 almost -54% was the very highest negative annual percentage price change and -2% price changes was the very lowest in the annual price changes.

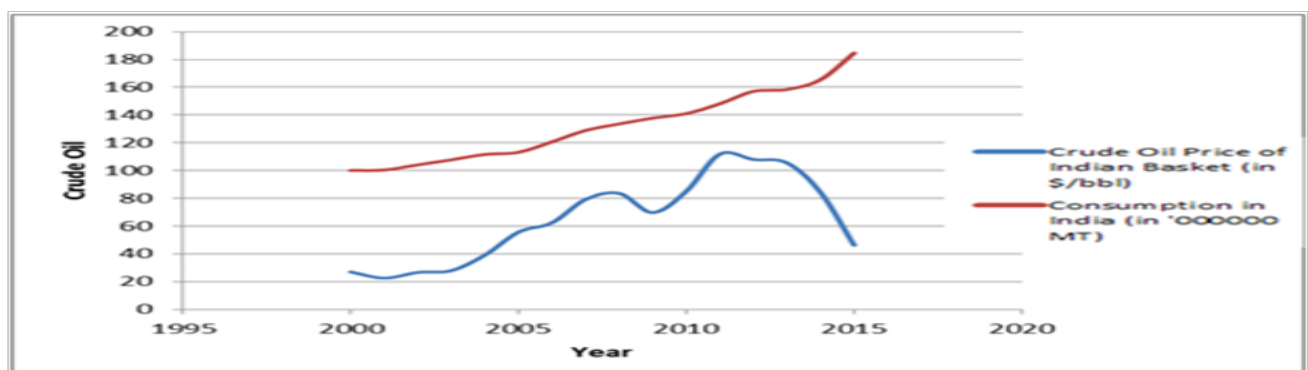
Chart-2 Annual % Change Crude Oil Price



The relationship between world % Change in Crude Oil Price and % Change in India's GDP

No doubt, the changes of crude oil prices will be influence the economy. In the recent scenario, falls of oil price had been supporting for the improvement of economic condition of net oil importer India. India is the country where almost 70 to 80% of oil is imported. In term of GDP and crude oil price in India, there was GDP \$2 trillion in 2015 which is the highest attainment so far. Due to the declining oil prices India's macro-economic indicators has been improved. On the back of contraction in the trade deficit, the CAD decreased to \$22.1 billion or 1.1 % of GDP \$ 26.8 billion .1.3 % of GDP, in 2014-15. Decline in crude oil price has been helping the government to handle its finances better as it translates into lower subsidies on petroleum products. As a result, there was a lower fiscal deficit in India.

Graph -2 Crude oil price and consumption trend in India 2000 – 2016



Sources: <https://energy.economicstimes.indiatimes.com>

The above Graph -2 reveals the relation between crude oil price Indian basket and consumption in India. The consumptions of crude oil in India have been constantly increasing since 2000. However, the crude oil price has witnessed sharp decline since 2014.

Table -2 world % Change in Crude Oil Price and % Change in India's GDP in recent scenario

Year	Annual % Change in Crude Oil Price	% Change in GDP
2005	40.82	7.92
2006	-0.34	8.06
2007	57.68	7.66
2008	-53.52	3.08
2009	78.00	7.86
2010	15.10	8.49
2011	8.15	5.24
2012	-7.08	5.45
2013	6.90	6.38
2014	-45.55	7.41
2015	-30.53	7.99
2016	44.76	8.25
2017	12.48	7.04
2018	-25.32	6.11
2019	35.42	5.02

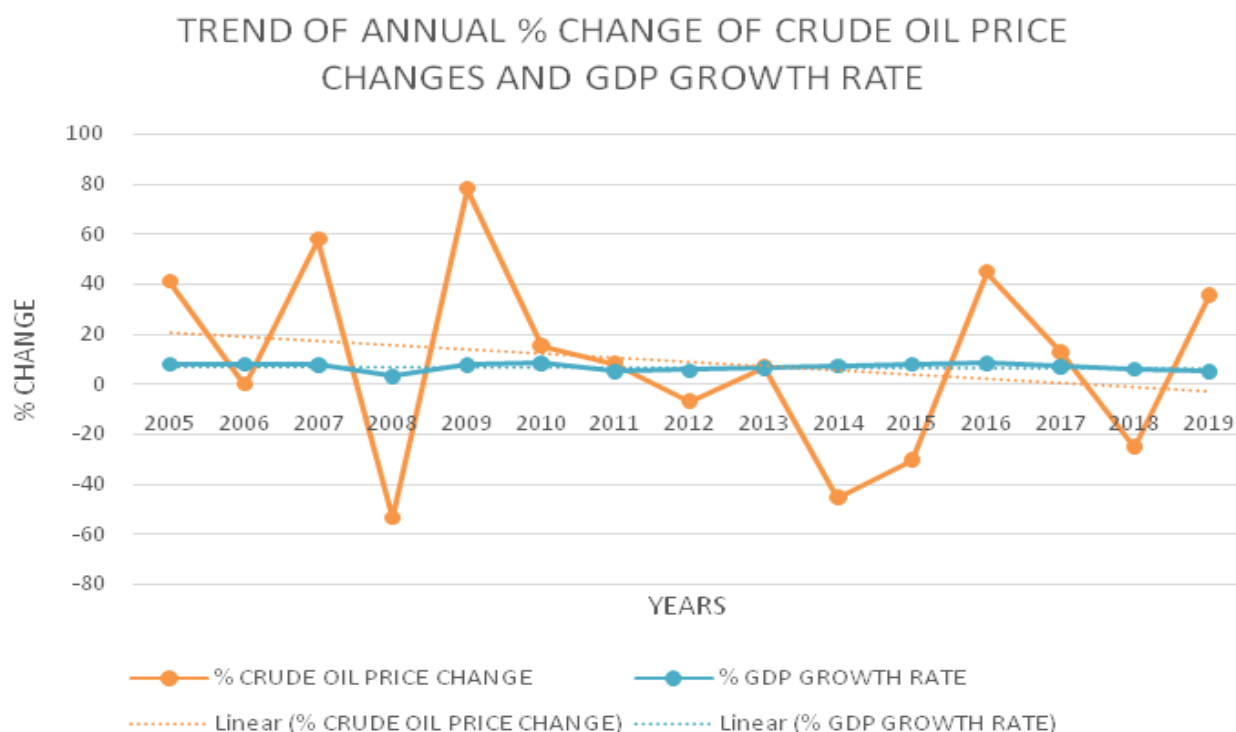
Source: World Development Indicators, World Bank Publications

The above table shows the relationship between annual percentage change and percentage changes GDP in India. In the Year 2005, 2007, 2009, 2016, 2019 have positive annual % price change with above 40%. For most part, in year 2009 price change 78% this was the highest percentage. In the case of year 2010, 2011, 2013, 2017 were got below 15.10% positive percentage change among these years only 2011 was just 8% price change. On the other hand, the negative annual % price change were in the year 2006, 2008, 2012, 2014, 2015, 2018 had been getting below -2.32% up to -54% price changes throughout the year. Surprisingly, in the year 2008 almost - 54% was the very highest negative annual percentage price change and -2% price changes was the very lowest in the annual price changes. On the side of India's GDP,

it has been constantly moving forward between 5% to 8% GDP since 2005 until 2019. Overall, this table highlights the evidence that since 2005 onwards up to 2019 the annual percentage price of crude oil has been rise and fall with positive and negative but the India's GDP constantly moving forward between 5% to 8% over the periods of time.

TREND OF ANNUAL % CHANGE OF CRUDE OIL PRICE CHANGES AND GDP GROWTH RATE

The graph 3 reveals that since 2005 up to 2019 the annual percentage price of crude oil has been rise and fall with positive and negative but the India's GDP constantly moving forward between 5% to 8% over the periods of time.

Graph -3 Trend of annual % change of crude oil price changes and GDP growth rate**Table -3 Correlations between %Changes crude and %Changes GDP in India**

		%CHN.CRUDE	%CHN.GDP
% CHN.CRUDE % CHN.GDP	Pearson Correlation	1	.432
	Sig. (2-tailed)		.107
	N	15	15
	Pearson Correlation	.432	1
	Sig. (2-tailed)	.107	
	N	15	15

Although technically a positive correlation, the relationship between variables like percentage of crude price and percentage change of GDP is moderate correlation. The P-Value is .107551. The result is not significant at $p < .05$.

Descriptive Statistics For India's GDP And Oil Price Changes

	Mean	Std. Deviation	N
Crude oil price	9.1313	37.93319	15
GDP India	6.7973	1.54515	15

The above descriptive statistics shows the India's GDP mean value is 6.7 and STD. Deviation 1.5. On the other hand, the Oil Price Changes mean value is 9.13 and STD. Deviation 37.93 during the study periods.

GENERAL CAUSES FOR NEGATIVE AND POSITIVE CRUDE OIL PRICE CHANGES IN THE RECENT YEARS

✓ The first general cause is the Organization of Petroleum Exporting Countries which influences the fluctuations in oil prices. As per as the 2018 statistics, OPEC has been controlling almost 80% of the world's supply of oil reserves in recent era. Moreover, this association will set production levels to meet global demand and will influence the price of oil and gas by rise or cut the production. Recent days in the year 2020, the oil prices has been collapsed due to the COVID-19 pandemic and economic slowdown. Hence, OPEC and its allies have agreed to historic production cuts to stabilize prices, but they dropped to 20-year lows.

✓ The second cause is that the nature of Supply and Demand condition. When supply exceeds the demand, the price of oil will fall and the inverse is also true when demand outpaces supply. In the recent year 2014, the price of oil has been decreased due to the lower demand for oil in the Europe and china, and coupled with a steady supply of oil OPEC. In addition, the more supply of oil was the cause to fall roughly \$60 per barrel as of December 2019.

✓ The third causes are that Natural Disasters and Politics Weigh. For instant in the year 2005, The Hurricane Katrina struck the southern U.S has been affecting almost 20% of the U.S oil supply, as the result the price per barrel of oil was to rise by \$13. In addition In May 2011, there was the flooding of the Mississippi River led to oil price rise and fall.

✓ The fourth cause is Production Costs and Storage. For example, oil in the Middle East is relatively cheap to extract where as the oil production in Canada is more costly. When the supply of cheap oil is exhausted, the

price will be conceivably rising if the only remaining oil is in the tar sands. Moreover, the U.S. production also directly could be affecting the price of oil. Whether the oversupply is in the industry or a decline in production, which will decreases and increases prices. In the year 2019, the U.S. was an average daily production level of 12 million barrels of oil. While volatile the average production, the trend was downward. As a result, the Consistent weekly drops were put upward pressure on oil prices. In addition, low oil storage which impacts the level of investments moving into the oil industry. Oil diverted into storage has grown exponentially .However, slowing production and pipeline network improvements will be reducing the chance that oil storage would reach its limits, which could help investors discard their fears of too much supply and a rise in oil prices.

✓ The Fifth causes is Interest Rate, it has some correlation between their movements, but is not correlated exclusively. Increase the interest rates will raise the consumers' and manufacturers' costs, which will reduces the amount of time and money people spend driving. As a result, the fewer people on the road translate to less demand for oil, which could the cause of oil prices to drop. So it will be called as an inverse correlation. However, when interest rates drop, consumers and companies will able to borrow and spend money more freely, it leads to rise up the demand for oil and The greater the usage of oil in the economy , which will makes the OPEC-imposed limits on production amounts, the more consumers bid up the price.

✓ The sixth cause is that strengthens and low the value of the dollar against the foreign currencies. The rising or high-interest rates will be helping to strengthen the dollar against other countries' currencies. If the dollar is strong, then American

oil companies can buy more oil with every U.S. dollar spent, eventually passing the savings on to consumers. Similarly, if the value of the dollar is low against foreign currencies, the relative strength of U.S. dollars means buying less oil than before. As a result, the contribution to oil will be becoming costlier to the U.S., which consumes almost 20% of the world's oil.

√ The final cause is Impact of geo-political events in the global economy. Traditionally, The Oil-producing countries have been influenced by political instability. For example, The Asian financial crisis in 1998 has brought the crude oil prices down to \$20 that went up post the financial crisis era in 2007-2009. Also in 2011-12, The Arab Spring has helped crude oil price to touch \$100 mark again. The fair argument is that the geo-political events is play a vital role in global crude oil trace and price determination of the globalization era.

FINDING OF THE STUDY

- The study reveals that the average closing price of crude oil was almost above \$50.00 and since 2015 the price was not gone up more than \$ 65.23 until 2019
- The study graph highlights that since 2005 till 2019 the price of crude oil Opening, Closing, Highest and Lowest have changed almost below \$100.00 except in the 2008 and the future prediction of the price of crude oil Opening, Closing, Highest and Lowest well be moving below \$80.00 in upcoming years like 2020 and 2021.
- The study bar chart shows the percentage of annual price changes, in year 2009 price change 78% which was the highest percentages. In the case of year like 2010,2011,2013,2017 were got below 15.10% positive percentage change and among these years only 2011 was just 8% price change. On the contrast, the negative annual

percentage price change had been getting below -2.32% up to -54% price changes trough out the year. Remarkably, in the year 2008 almost - 54% was the very highest negative annual percentage price change and -2% price changes was the very lowest in the annual price changes.

- The study graph is indicating the consumptions of crude oil in India have been constantly increasing since 2000. Whereas, the crude oil price has witnessed sharp decline since 2014.
- The study graph reveals that since 2005 on words up to 2019 the annual percentage price of crude oil has been rise and fall with positive and negative but the India's GDP constantly moving forward between 5% to 8% over the periods of time.
- The study correlation test result reveals that the relationship between variables like percentage of crude price and percentage change of GDP is moderate positive correlation. In addition, the descriptive statistics shows the India's GDP mean value is 6.7 and STD. Deviation 1.5. On the anther hand, the Oil Price Changes mean value is 9.13 and STD. Deviation 37.93 during the study periods.
- The study has understood that OPEC is widely seen as the most influential player in oil price fluctuations. However, the basic supply and demand factors, production costs, political turmoil, and even interest rates have been played a major role to influence the price of oil in the during the study period.

CONCLUSION OF THE STUDY

Crude Oil is a life blood of the industrial development and growth of the economy. In India, almost 80 % oil requirements had been imported. Out of 80%, nearly 60% is crude oil which makes it 2% full year GDP in the country. Thus, changes in the price of crude oil will affect the economy. During study periods, from 2005 up to 2019

the annual percentage price of crude oil has been rise and fall with positive and negative but the India's GDP constantly moving forward between 5% to 8% over the study periods of time. The Correlation test conformed that the relationship between variables like percentage of crude price and percentage change of GDP is moderate positive correlation. OPEC is widely seen as the most influential player in oil price fluctuations. Whereas , the basic supply and demand factors, production costs, political turmoil, and even interest rates have been played a major role to influences the price of oil in the during the study periods.

REFERENCES

1. <https://www.investopedia.com/terms/c/crude-oil.asp>
2. <https://www.ukogplc.com/page.php?pID=74#:~:text=Oil%3A%20life%20blood%20of%20the%20industrialised,people%20all%20over%20the%20world.>
3. <https://www.worldatlas.com/articles/the-world-s-largest-oil-reserves-by-country.html>
4. <https://www.macrotrends.net/1369/crude-oil-price-history-chart>
5. <https://www.investopedia.com/ask/answers/012715/what-causes-oil-prices-fluctuate.asp>
6. <https://www.kotaksecurities.com/ksweb/Meaningful-Minutes/6-effects-of-rising-crude-oil-prices-on-the-Indian-economy>
7. <https://www.frbsf.org/education/publications/doctor-econ/2007/november/oil-prices-impact-economy/>
8. <https://energy.economictimes.indiatimes.com/>

34. "IS CORPORATE SOCIAL RESPONSIBILITY ETHICAL?" - RECOGNISING ETHICAL ISSUES IN BUSINESS

SPOORTHI A S, M.Com., MBA., *Assistant Professor in Commerce, KLE Society's S Nijalingappa College, II Block, Rajajinagar, Bengaluru, Karnataka -560010. Contact No-9916376819, Email ID – spoorthi.active@gmail.com*

CHETHAN KUMAR M, M.Com,NET, *Assistant Professor in Commerce, KLE Society's S Nijalingappa College, II Block, Rajajinagar, Bengaluru, Karnataka -560010. Contact No-8105436195, Email ID - chethankumarckr@gmail.com*

ABSTRACT

Corporate Social Responsibility is all about companies playing their responsible part in society and giving back to society and a big part of that is fund raising for valuable cause. Companies engage in Corporate Social Responsibility when they grant benefits to the communities where they work which are neither required by law nor an integral part of their primary objective is profit oriented company. Today, however businesses must also reflect on the legal, ethical, moral and social consequences of their decisions. The purpose of working on this paper is to identify the ethical issues faced by the organization and how the unethical behavior in organization is excessively aggressive to achieve business objectives. Evidences suggest that social corporate responsibility and the maintenance of high ethical standards is not an option but an obligation for all businesses. This paper also draws the inferences that often have the ethical implications of an action are overlooked for personal gain and the benefits are usually material. This frequently manifests itself in companies that attempt to cheat environmental regulations.

KEYWORDS

Profit Oriented, Legal, Ethical, Responsibility, Standards

INTRODUCTION

Corporate Social Responsibility is an ethical theory in which individuals are responsible for fulfilling their civic duty, and the actions of an individual must benefit the whole of the society. Social responsibility is built on a system of ethics, in which decisions and actions must be ethically validated before proceeding. If the action or decisions causes harm to society or the environment, then it would be considered to be socially irresponsible. Social responsibility is an idea that has been of concern to mankind for many years. Over the last two decades, however it has become an increasing concern to this business world. This has resulted in growing interaction between government, businesses and society as a whole. In past, business primarily concerned themselves with the economic results of their decisions. Today however businesses must also reflect on the legal, ethical, moral and social consequences of their decisions. Many social advocates believe that businesses should not only make a

profit but also consider the social implications of their activities. Social responsibility is defined as a business's obligation to maximize its positive impact and minimize its negative impact on society. Business ethics relates to individuals or a work groups decisions that society evaluates as right or wrong, where as social responsibility is a broader concept that concerns the impact of the entire business's activities on society.

Social responsibility and ethics applies in both individual and group capacities. Businesses have developed a system of social responsibility that is adapted to their company environment. If social responsibility is maintained within a company, then the employees and the environment are held equal to the company's economics. Maintaining social responsibility within company ensures the integrity of society and the environment is protected.

Business ethics are principles and standards that determine acceptable conduct in business organizations. The acceptability of behavior in business is determined by not only the organization but also stakeholders such as customers, competitors, government regulators, interest groups and the public as well as each individual's personal principles and values. Many experts agree that ethical leadership, ethical values and compliance are important in creating good business ethics.

Corporate social responsibility is no longer defined by how much money a company contributes to charity, but by its overall involvement in activities that improve the quality of people's lives.

REVIEW OF LITERATURE

Study conducted by Sean Valentine (2008) explores several proposed relationships among professional ethical standards, corporate social responsibility and the perceived rate of ethics and social responsibility

and the perceived rate of ethics and social responsibility. The findings of the study suggested that professions should develop ethical standards to encourage social responsibility since, those actions are associated with enhanced employee ethical attitudes.

Gary Fleischman (2008) presents that companies offer ethics codes and training to increase employees' ethical conduct. These programs can also enhance individual work attitudes because ethical organizations are typically valued. This study results indicated that corporate social responsibility fully or partially mediated the positive associations between four ethics.

Duygu Turker (2009) shows a growing number of studies that have investigated the various dimensions of corporate social responsibility in the literature. The findings of the study revealed that CSR to social and non social stakeholders, employees and customers were the significant predictors of organizational commitment.

OBJECTIVES OF THE STUDY

- 1.The paper attempts to track the ethical issues faced by the organization.
- 2.To identify factors that necessitates corporate social responsibility.
- 3.To draw the principal causes of unethical behavior in organization.

METHODOLOGY

The researchers conducted on secondary research on the published literatures available through online database N list. The data collected was conceptualized in maintaining high ethical standards which is not an option but an obligation for all business.

RECOGNIZING ETHICAL ISSUES IN BUSINESS

Recognizing ethical issues is the most important step in understanding business ethics. An ethical issue is

an identifiable problem, situation or opportunity that requires a person to choose from several actions that may be evaluated as right or wrong, ethical or unethical.

One of the principal causes of unethical behavior in organization is overly aggressive financial or business objectives. Many of these issues relate to decisions and concerns that managers have to deal with daily.

Ethics of multi corporations involved actions that are morally upright. It is common knowledge that most of the activities engaged by corporations may not meet the required ethical standards. This is because many businesses tend to focus on profit making rather than any other thing. Business ethics is an upcoming issue mainly due to the sheer number of persons involved. The actions of few persons may seem safe on a small scale but on a large scale such actions could be devastating. An example of such situations that may be considered unethical is the firing of employees to keep the profit margin of a company high.

In the wake of the financial breakdown, many people lost their jobs. Most of the persons who lost their jobs included civil servants who are middle class persons. In order to ensure that the corporations save some money, most of these workers were laid off. Such an action is considered unethical.

Corporate Social Responsibility makes it clear that it is certainly unethical for the corporations to be making profits at the expense of the environment and other aspects of human life.

ETHICAL BEHAVIOR IN BUSINESS INCLUDES THE FOLLOWING

1. Builds customer Loyalty

A loyal customer base is one of the keys to long range business success. If consumers or customers believe they have been treated unfairly, such as being overcharged, they will not

be repeat customers. Conversely, a reputation for unethical dealings hurts the company's chances to obtain new customers. Dissatisfied customers can quickly disseminate information about their negative experiences with the company.

2. Retain good employees

Talented individuals at all levels of an organization want to be compensated fairly for work and dedication. Companies who are fair and open in their dealings with employees have a better chance of retaining the most talented people.

3. Positive work environment

Employees have a responsibility to be ethical. They must be honest about their capabilities and experience. Ethical employees are perceived as team players rather than as individuals.

4. Avoid Legal Problems

It can be tempting for a company's management to cut corners in pursuit of profit such as not fully complying with environmental regulations or labor laws, ignoring worker safety hazards or using sub standard materials in their products. The penalties if caught can be severe, including legal fees and fines or sanctions by governmental agencies. The resulting negative publicity can cause long range damage to the company's reputation that can even be more costly than the legal fees or fines.

PRINCIPLE CAUSES OF UNETHICAL BEHAVIOR IN THE ORGANIZATION

1. Misusing Company Time

One of the most regularly revealed "bad behaviors" in the workplace is the misuse of company time. This category includes knowing that employees are directing personal business on company time, staff appearing late, extra breaks or falsifying timesheets. These negative behavior patterns can rapidly spread to different workers. It can also cultivate hatred amongst employees, severely influencing

morale and efficiency.

2. Unethical Leadership

Having a personal issue with the boss or manager is a certain thing, yet reporting to a person who is acting dishonestly is another. This may come in a clear form, such as manipulating numbers in a report or sending company money or improper activities; nonetheless, it can also happen more finely, through discrimination, accepting inadequate gifts from suppliers or requesting that you avoid a standard system just once. With studies demonstrating that managers are responsible for 60% of workplace wrongdoing, the abuse of leadership authority is a disastrous reality.

3. Lying to Employees

The quickest way to lose the trust of your employees is to lie to them, but managers do it constantly. One out of every five workers reports that their supervisor or manager has lied to them within the previous year.

4. Harassment and Discrimination

Organizations must select a various workplace authorize policies and training that help an equivalent open door program and encourage a situation that is respectful of a wide range of people. When harassment and discrimination of employees based on ethnicity, race, gender, handicap or age occur has a moral line been crossed as well as legitimate one also?

5. Violating Company Internet Policy

Cyberloofers, Cyberlackers. These are terms used to recognize people who surf the web when they ought to work. It's a huge, multibillion dollar issue for organizations. Everyday at least 64% of employees visit sites that have nothing to do with their work.

investor's financial goals with their obligation and dedication to factors that ensure the well being of society such as environment friendly practices, economic growth and justice in society. These elements are not only aspects of corporate social responsibility but also a show of the ethical standards of a company. It is unethical for some individuals to own so much and earn so much, at the expense of others suffering members of society as well as employees of the organization. It is also unethical for companies to engage in environmentally degrading practices that result in illness and loss of life.

There are a number of reasons why organizations invest in socially responsible activities. Organizations may engage in CSR activities because of selfless intentions, positive effect on employee motivation, retention and recruitment or customer related motivation etc. No matter for what reasons organizations invest in CSR, all reasons lead to better corporate reputation. As a result, organizations should not treat CSR only as a promotional opportunity. It is concluded that corporate social responsibility and the maintenance of high ethical standards is not an option but an obligation for all business.

CONCLUSION

The paper has shown that Corporate Social Responsibility is a vital element for any business corporation. Social responsibility investment combines

REFERENCES

1. <https://www.pachamama.org/social-justice/social-responsibility-and-ethics>
2. <https://www.studocu.com/en-us/document/borough-of-manhattan-community-college/introduction-to-business/lecture-notes/business-ethics-and-social-responsibility/2772356/view>
3. <https://libguides.usc.edu/csr>
4. <https://www.writemypapers.org/examples-and-samples/essay-on-corporate-social-responsibility-and-ethics.html>
5. <https://www.thegivingmachine.co.uk/corporate-social-responsibility-simple-guide/>
6. <https://www.lawnow.org/the-ethics-of-corporate-social-responsibility/>
7. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2180500
8. <file:///C:/Users/admin/Downloads/SSRN-id2180500.pdf>
9. <https://www.rushhourdaily.com/causes-of-unethical-behavior-in-a-workplace>.

35. ROLE OF WOMEN ENTREPRENEURS IN OUR INDIAN ECONOMY: ISSUES AND CHALLENGES -AN OVERVIEW

Dr.V.PREETHI MAHESH, *Assistant Professor-Department of Business Economics, Anna Adarsh College For Women,Chennai 40. Cell Phone : 9840648428 E-MAIL ID: nairmahesh74@gmail.com*

ABSTRACT

The emergence of women entrepreneurs and their contribution to our economy is very significant in India. There is a constant rise in the number of women entrepreneurs since 1990's. The current generation of women-owned enterprises are actively seeking capital for developing their business and is also using modern technology to create a mark in the domestic and international markets. It is important to note the participation of women in economic activities as self employed individuals. The new generation women entrepreneurs are not only generating employment for themselves in the organised and unorganised sector but they are also providing employment opportunities to others. A very important point to be noted is to give due recognition to women for the contribution they have made in the various social, economic, political as well as cultural activities. In the past few years women entrepreneurs have contributed significantly in the development and progress of our country due to urbanization along with education and awareness. However women face many constraints in their lives as they do not get full support from their family and are not treated as equals which in turn restricts her freedom to prove her potential. They have to go

a long way to achieve equal rights as our Indian society is male dominated and these traditions are deep rooted. To break this tradition, women have to be assertive and will have to take bold decisions and also should be willing to take risk to succeed in this world of cut throat competition. It is to be noted that the economic status of women is now accepted as an indicator which shows that the society has developed.

KEYWORDS

Women entrepreneurship, women empowerment, government policies, status of women entrepreneurs, NGO.

INTRODUCTION

Women entrepreneurs in India have been exploiting the opportunities that come their way. They contribute in increasing the country's net national product and per capita which are important for our economic growth. In India empowering women has become an integral part of the development of our economy. Now a day s women are able to excel in this field and also able to maintain work life balance. Women entrepreneurs are a group who initiate and organise and also operate business enterprise. Women entrepreneurship is a composite skill, the resultant mix of many traits and qualities and they have the ability to bring together many factors that include tangible and

intangible factors. The term "Women Entrepreneurship means an act of business ownership that empowers women and increased their strength and position in the society. The number of women entrepreneurs have grown in a period of time especially in the 1990's and has created a niche in the export market. Indian women entrepreneurs have brought in an expansion and has turned dynamic in their field .The expansion of women owned businesses is one of the indications that it will continue unabated. Their contribution towards expansion in employment and revenues has exceeded in numbers over a period of time. Women owned business possess the potential and contribute more and hence it is essential to formulate strategies to support and sustain their efforts in the right direction.

IMPORTANCE OF WOMEN ENTREPRENEURS

As our country needs to mobilise and use all resources to the maximum including human resources, the involvement of women in economic activities is of great importance not only from human resource point of view but even from the view of raising the status of women in our society. Economic status of women is now accepted as an indicator of a society's stage of development .Hence it becomes imperative for the government to frame certain policies that help in the development of entrepreneurship among women. There is a need for due recognition that has to be given for the role and contribution of women in the various economic ,social and cultural activities.

REVIEW OF LITERATURE

Bowen & Hisrich, (1986), has done studies especially on women entrepreneurship. The study shows that the women entrepreneurs are relatively educated but not in the management skills, more masculine

or instrumental, high in internal locus of the control than other women in their values similar to have had entrepreneurial fathers, relatively likely to have only children and they are unlikely to start the business in the male dominated industries and experiencing need of some additional managerial training.

Singh (2008) finds the reasons & factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He briefed about the obstacles that come in the growth of women entrepreneurship .He noted that it is mainly the lack of interaction with successful entrepreneurs, and not accepting women as entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates, economic ministry & social & welfare development ministry of the Government of India.

Tambunan (2009) made a study on the developments of women entrepreneurs in the Asian developing countries .It mainly concentrated on the women entrepreneurs in the small and medium enterprises .It shows that the representation of women entrepreneurs in this region is low due to low level of education, capital and also religious constraints. However it was noted that the women entrepreneurs in the small and medium enterprises are from the category of forced entrepreneurs and was mainly for earning better family income.

OBJECTIVES OF THE STUDY

- To know the reasons that motivate women to become entrepreneurs
- To know some of the successful women entrepreneurs in India

- To study about the problems faced by women entrepreneurs
- To know the various government schemes that are offered to encourage women entrepreneurship in India.

REASONS THAT MOTIVATE WOMEN TO BECOME ENTREPRENEURS

1. Employment generation
2. Innovative thinking
3. To face new challenges
4. Need for additional income
5. Freedom to take decisions and to be

independent

6. Motivation from friends and other relatives.

7. To increase the standard living .

8. To increase socio economic awareness
9. To be daring and prove oneself in competitive jobs

10. To have a self identity

11. Various attractive incentives and schemes offered by the government.

12. To take up family responsibility and business obligation

WOMEN ENTREPRENEURSHIP IN INDIA

States	No of Units Registered	No. of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujrat	3872	1538	39.72
Karnatka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTS	14576	4185	28.71
Total	57,452	18,848	32.82

Source: www.wikipedia.org Economic survey(2008-09)

WOMEN ENTREPRENEURS ASSOCIATION IN INDIA (EAI) ARE AS FOLLOWS:

ALEA: Association of Lady Entrepreneurs of Andra Pradesh.

AWEK: Association of Women Entrepreneurs of Karnataka.

BMUS: Bihar Mahila Udyag Sangh.

CWEI: Consortium of Women Entrepreneurs.

FIWE: Federation of Indian Women Entrepreneurs.

MOOWE: The Marketing organisation of Women Enterprises.

MAWE: Mahakaushal Association of Women Entrepreneurship.

SEWA: Self Employed Women's Association.

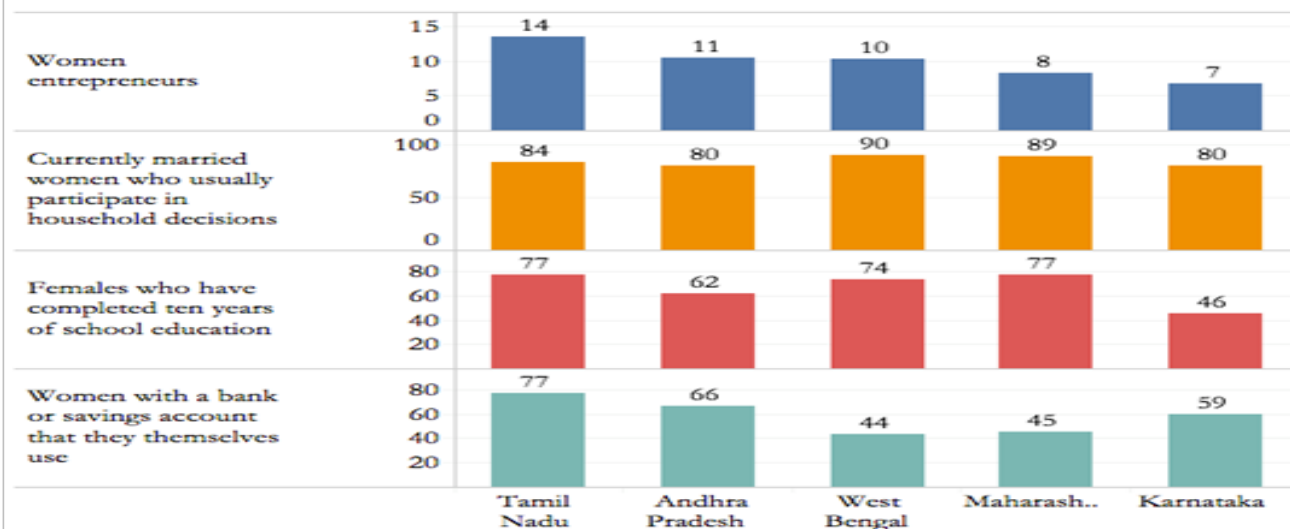
SAARC: Chamber of Women Entrepreneurship Council.

TSS: Tie Stree Shakthi.

WEAT: Women Entrepreneurs Association of TamilNadu.

WEC: Women Empowerment Corporation

Businesswomen & Women Empowerment Indicators Top 5 States



NOTE: Figures in percentage

Source: www.tn.gov.in

WOMEN ENTREPRENEURS ARE CATEGORISED INTO THREE SECTORS

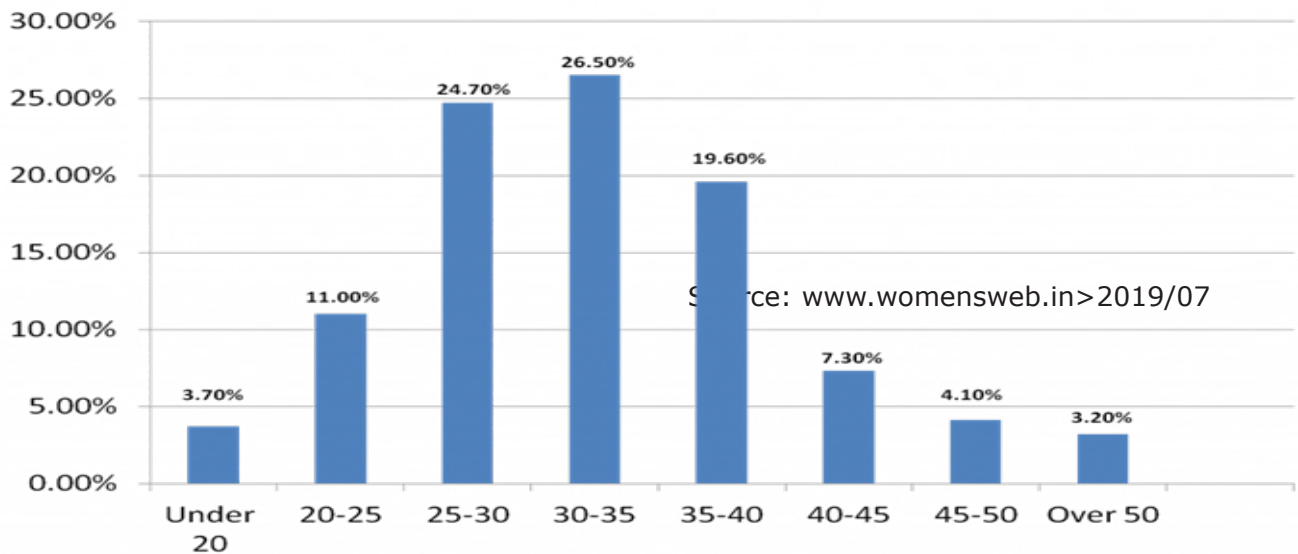
- **Women entrepreneurs in the large and medium sector:** Here the women are highly educated and skilled to manage their business. These women take up superior position and have a competitive edge over the others and manage business like men.
- **Women entrepreneurs in small sector :** In this case women don't have education or any formal training. They get into the field that they are familiar like with weaving ,making pickles or handicrafts etc, while some indulge in pottery business. They need some special privilege during the initial period to overcome the social and practical handicaps as they lack knowledge regarding many aspects.
- **Women in the third category:** These women are the ones who work in cities and slums with lower means of livelihood. They need government support to obtain finance and also manufacture and sell government things like stationary ,chalk ,files etc. Between 2014 and 2019 the number of women owned businesses climbed about 21% to a total of nearly 13 million .Employment grew by 8% to

9.4 million while the Revenue rose from 21% to 1.9 trillion .If our economy is to grow by 9 to 10 percent consistently in the next three decades then we have to create a system that support women to become entrepreneurs. Even among India's educated urban elite, women entrepreneurs face discrimination. According to sixth Economic census released by the Ministry of Statistics Program Implementation, women constitute around 14 percent of the total entrepreneur base in India (i.e) 8.05 million out of the total 58.5 million entrepreneurs. Some of the entrepreneurs have taken up due to lack of work opportunities while some have become entrepreneurs as they were driven by a specific mission or goal. Earlier the average employment in the enterprises owned by women entrepreneurs was only about 1.67 people per business but in 2012,a survey was conducted by women's web on Women and Entrepreneurship in India which looked at the key motivations and challenges of women entrepreneurs to see what has changed in these years. Similarly Women and Entrepreneurship in India 2019 study was conducted online between

December 2019 and April 2019 and the response from around 220 women entrepreneurs across the country were received.

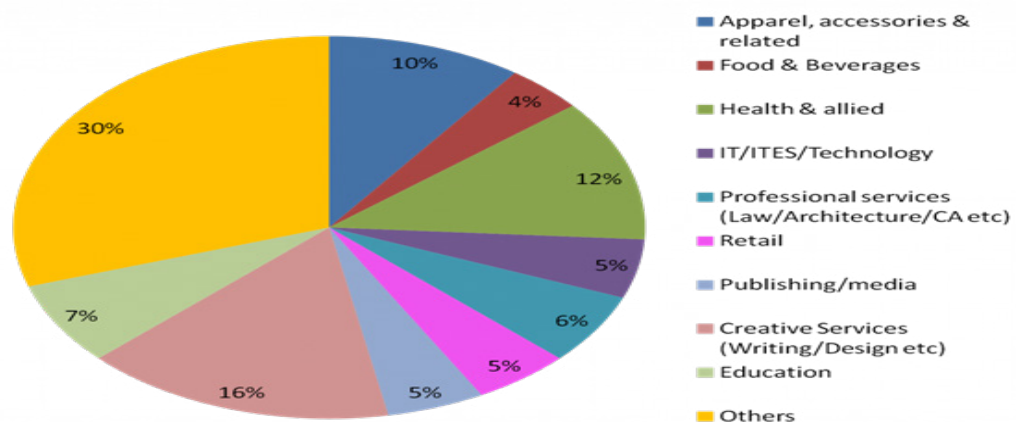
According to the survey it was noted that majority of women entrepreneurs who started business between age of 25 and 35 are 51.2 percent women fall under this category while 19.6 percent of women started their business between the age category of 35-40. It is noted that majority of the women entrepreneurs in urban areas have previous work experience before venturing into business and only around 11 percent of women start their business before the age of 25 or as soon as they finish their education.

When did you start your business ?



Similarly Industry wise, largest segment of women entrepreneurs, around 16 percent belong to creative and service category like writing and designing .While the second and third position is held by Health and Allied and also Apparel and accessories .Another 30 percent of the women entrepreneurs belong to other sectors like manufacturing and travel and tourism sector etc. It was found out that majority of women entrepreneurs take up the fields of creative and service field because it is only in this sector there is low entry barrier and they don't need much capital besides a computer or a mobility with internet connection.

Which industry does your business belong to?



Source: www.indianwomenstat.com

SOME OF THE SUCCESSFUL WOMEN ENTREPRENEURS IN INDIA ARE

1. Indra Nooji-CEO –PepsiCo
2. Chanda Kochar-MD and CEO ICICI Bank
3. Simone Tata-Chairperson Trent Limited
4. Neelam Dhanwan-MD, HP India
5. Mallika Srinivasan-Director TAFE (Tractor and Farm equipment)
6. Jyoti Nayak- President, Shri Mahila Griha Udyog, Lijatapad
7. Akita Srinivasan- MD ,Sriram Investments Ltd.
8. Preetha Reddy, MD-Apollo Hospitals
9. Naina Lal Kidwai-Country Head of HSBC India
10. Priya Paul Chairperson of Apeejay Surrendra Park Hotels

SOME OF THE PROBLEMS FACED BY THE WOMEN ENTREPRENEURS ARE

1. Women face a major barrier one of the greatest deterrent to women entrepreneurs is that male chauvinism is still prevalent.
2. Women are looked upon as weak in all respects .They are not treated equal to men that acts a barrier to women entry into business.
3. Lack of self confidence and also fear in committing mistakes while doing their work also act a barrier .
4. As Indian Women give more emphasis to family ties and relationship, when they don't receive support from their family or male counterparts ,they drop their idea of excelling in the enterprise field.
5. As many women are less educated, economically not stable and dependent on family for finance, their ability to bear risk and uncertainty is reduced.
6. Lack of awareness about the financial support or the incentives and loans offered by the various financial institutions .
7. Lack of technical know how or lack of access to technology.

8. Lack of mobility which also creates a biggest role in making an entrepreneur successful. A single women face many problems and is always looked upon with suspicion in India.

9. Many financial institutions are not confident about the abilities of women entrepreneurs and so bankers put unreasonable securities to get loan to women entrepreneurs.

10. Lack of Collateral is another problem faced by women as women in India rarely own property that could serve as collateral for start up loans,

11. Women receive lower wages than their male counterparts and generally occupy low skilled jobs in agriculture and services as they have less education than men on an average.

SUPPORTIVE MEASURES INTRODUCED BY THE GOVERNMENT

Government introduced certain supportive measures under the different five year plans. They took up the responsibility to play a supportive role to promote women entrepreneurs like arranging vocational training facilities according to their needs. Providing marketing assistance to women entrepreneurs and giving suggestions in decision making process. They launched PMRY AND EDP programs to help develop the entrepreneurial ability in rural women. Agricultural scheme was also introduced for women farmers and apart from this co-operative schemes were also introduced where full financial support was given to help women working in agro based industries like dairy farming, poultry and animal husbandaries etc.

Under the Ninth Five Year Plan ,they launched(TREAD)- Trade Related Entrepreneurship Assistance and Development, to assist women entrepreneurs in semi urban and urban areas and also(SJGSY) –Swara Jayanti Sehkar Rozgar Yojana which provide reservations for women to start their

own businesses. Training programmes like STEP –Support for training and Employment Programmes for women and DWCRA-Development of Women and Children in Rural areas was also introduced. Apart from this some of the schemes introduced by Government are listed below.

- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
- SBI Stree Sakthi Scheme
- Annapurna Scheme
- Udyogini Scheme
- SIDBI's Mahila Udyam Nidhi
- Mahila Samiti Yojana
- Dena Sakti Scheme
- Mahila Vikas Nidhi
- Entrepreneurial Development Program(EDP'S)
- Assistance to Rural Women in Non Farm DevelopmentScheme (ARVIND)
- Indira Mahila Kendra
- Integrated Rural Development Program(IRDP)
- Khadi and Village Industries Commission(KVIC)
- Management Development Program
- Women Development Corporation(WDC)
- Micro Credit Scheme
- NGO'S credit Scheme
- National Bank for Agriculture and Rural Development Scheme
- Priyadarshini Project
- Prime Minister Rojgar Yojana(PMRY)
- Working Women's Forum
- Rashtriya Mahila Kosh
- TRYSEM –Training of Rural Youth for Self Employment

SUGGESTIONS AND CONCLUSION

The study here focuses on women entrepreneurship, an understanding of our Indian women and their identity and also their role in forming a new path. Though women in the middle class are not very eager to break their fear of social backlash, still there is a visible progress among the upper class families. In this study we are able to know the transformation that has occurred in the entrepreneurial world

where women have started playing a pivotal role in getting employed and also providing employment. Businesses owned by women are highly increasing in the economy and the hidden potential of women are gradually growing. Their skill, knowledge and adaptability in business are the reasons as to why women have ventured into business. As it is seen that a strong desire to do something and to create an identity on their own they are trying to break the glass ceiling and have found indulged in every line of business. They are proving their talents in various fields as designers, interior decorators, publishers and also creative field.

In India the entrepreneurial world is still dominated by the male section, while in advanced countries they have become prominent in the business world. As mentioned women in India face many constraints and the Government has taken up all possible measures and has introduced various schemes and incentives and subsidies that help promote women entrepreneurs. They are also conducting special training programme and entrepreneurial programme to encourage women to become entrepreneurs and enhance their productivity. Apart from all that is mentioned Government should assist women and offer incubator facilities where an entrepreneur can manufacture a product without investing much. Government and NGO should come forward and help in promoting small and medium enterprises of women with the support of constant counselling by special team members and help them choose the right business. On top of all these things mentioned family members should also be supportive and encourage talented women to become entrepreneurs.

REFERENCES

1. Bowen, Donald D and Hirsch Robert D., 1986 *The female Entrepreneur: A career Development Perspective*, *Academy of Management Review*, Vol 11 no2, Page no. 393-407
2. Cohoon JMCGrath, Wadhwa, Vivek & Mitchell Lesa 2010, *The Anatomy of an Entrepreneur- Are Successful Women Entrepreneur different from Men?* Kauffman, *The Foundation of Entrepreneurship*.
3. Desai. V 1996, *Dynamics of Entrepreneurial and Development and management Himalaya Publishing House-Fourth Edition*
4. Pillai NC & Anna .V 1990 "Ehe Entrepreneurial Spirit Among Women , A Study of Kerala", *Indian Management* Nov-Dec pp93-98
5. Rani D.L. 1996, *Women Entrepreneurs*, New Delhi APH Publishing House
6. Tambunam Tulus 2009, *Women Entrepreneurship in Asian Developing countries. Their development and main constraint*, *Journal of Development and Agricultural Economics*, Vol1(2) Page no027-040, the glass ceiling .Thousand oaks CA-safe
7. Singh, Surinder Pal 2008, *An insight into the Emergence of Women owned Businesses as an Economis Force in India*, presented at special conference of the Strategic Management society, December 12-14, 2008, Indian School of Business Hyderabad.
8. www.womensweb.in > 2019/07
9. www.indianwomenstat.com
10. www.imforg
11. www.udyogini.org

36. INDIA'S GOVERNMENT & GLOBALIZATION IN 21ST CENTURY UNDER PM MODI

DIVYA ARORA, Research Scholar, Faculty of Commerce And Business Studies, Motherhood University, Roorkee, Uttarakhand. divyanshi7770@gmail.com

ABSTRACT

India is emerging as Asian and global player facing the future challenges to international market. China's outward integration has comparably succeeded in East and Southeast Asia whereas India have the inward looking strategy. Globalisation to on new globalisation Era have begin in 2020 under the supervision of Prime Minister Narendra Modi proper lockdown efficient and effective fiscal measures and timely aided monetary measures of RBI Governor have given a strong foundation for the investment attraction after the withdrawal from China. India's foreign policy is shaped by five broad factors across the globe. The factors affecting the trade are geography later with strategic culture. The government reaches the 1000 countries companies in the month of April to have their investment in the nation. Covid -19 is a pandemic but emerged blessing to Indian economy. On the May 12 Indian economy was injected with ₹20 lakh crore (equivalent to 10% of India's GDP).

The announcement was made by PM Narendra Modi with the objective to be tough competition in the global supply chain and to help in empowering the poor, labourers, migrants with the economic aid.

INTRODUCTION

After attaining majority government in 2014 Narendra Modi's Government have been focusing on improvement

of foreign relation on diplomatic front. Continuous monitoring and management witnessed from the end of prime minister in order to promote India as creditworthiness in international market. Remarkable changes have been taken place with continuous great energy and push up of investment injected in the form of fiscal and monetary major since 2014. Significant trading relationship established with Japan Australia and United States played a crucial role in the development of India in aspects of trade across the globe. The trading specs of new government have two strategies look West: act East in balancing proportional in the terms of trade and investment.

Introducing Quad Cities in trade was another prominent steps in the new market investment. The government has introduced the concept of SAGAR to attract the international business. Security And Growth for All in the Region (SAGAR) believes in an Indo-Pacific trade. The trade is free, open and inclusive, and one that is founded upon a cooperative and collaborative rules-based order under the ministry of respective countries.

India is emerging as Asian and global player facing the future challenges to international market. China's outward integration has comparably succeeded in East and Southeast Asia whereas India have the inward looking strategy. Covid-19 have how injected a new dynamic sense of business for India

after withdrawal of investment from China due to The breakdown of trust. Globalisation to on new globalisation Era have begin in 2020 under the supervision of Prime Minister Narendra Modi proper lockdown efficient and effective fiscal measures and timely aided monetary measures of RBI Governor have given a strong foundation for the investment attraction after the withdrawal from China. Innovation and Technology has pave the new building for attraction of new investment and market expansion size across the globe for India. Globalisation and interdependence of trade change from China to India if effective and efficient infrastructure is given to boost and its colour rate the new investment across this world as every country is companies and looking for the alternative of China and India is the best platform to serve for globalisation era Returns.

Globalization Returns: Emerging World Factory India

Indiais of firm belief that connectivity initiatives which based on universally recognized international norms. The foundation laid good governance, rule of law, openness, transparency and equality. The initiatives must be pursued in a manner that respects sovereignty and territorial integrity.

India's foreign policy is shaped by five broad factors across the globe. The factors affecting the trade are geographylater with strategic culture. ThirdlyIndia's requirements and goals; Fourth factor is global and regional challenges; last but not least is resources.

Indian Foreign policy have been target orientation based on 4 grounds.

- To protect traditional and non-traditional threats of India.
- Indian ministry create an external environment as a conducive for an inclusivedevelopment of India. The aim of Indian ministry to provide benefit to the grassroots level to

eradicate poverty. The objective of the policy is to ascertain growth can reach the poorest of the poor in India.

- The policy drafting & implementation ensure that India's voice is heard on global forums. Indian government always try to influence or addresses the world opinion on issues of global dimensions such as terrorism, climate change, disarmament, reforms of institutions of global governance. Indian government always focus on Pakistan for spread of Terrorism.

- Indian policies formulators get engaged inprotection of Indian national Diaspora.

LITERATURE REVIEW

India have been under various leaders but the source of learning transformed. India witnessed the complete or absolute majority government after 30 years. The newspaper reports focus on the Modi Era so the reports, headlines, books have been the source of literature review. Literature review includes the biography written about the foreign policy. Indian Foreign Policy based on The Modi Era" states the external affair management of PM Modi written by Harsh V Pant.

RESEARCH METHODOLOGY

Research conducted on the experience grounds obtained in field on assessment of circumstances. The study is based on the secondary data as the statistics are derived from the ministry and news paper. Journal are prominent while analysing situation.

DYNAMIC APPROACH : NEW TRADE POTENTIAL IN WORLD

India's foreign policy in the international market geared up to be proactive, flexible. The trade based on pragmatic approach quick adjustments initiated to respond to evolving circumstances. In the implementation of its foreign policy India, invariably adheres to a set of basic principles on which no

compromise is made to comfort the investors.

India's unmatched accelerated diplomatic engagement across-the-spectrum diplomatic outreach. The government's commitment underline is building relationships with countries irrespective of size big Or small under the spirit of 'Vasudhaiva Kutumbakam means "the world is one family. Government promoting bilateral (two nation relationship) and multilateral relationships (more than 2 countries) with various nation & their respective leaders and enhanced coordination on a range of regional and global issues as mutually nourish partnership.

But the masterstroke of government was considered that First Modi government swearing ceremony was graced by neighbourhood countries invitation was sent out to all Heads of State and Government of SAARC Members to attend the swearing in ceremony. Priority to given to Neighbourhood First Policy laid by PM Narendra Modi with the core objective was to address the trust deficit, redefine relations with construction of bridges of friendship and understanding thorough mutually beneficial cooperation to give a new start to his government.

But after 5 years the circumstances changed now our capabilities in Space Technology are acknowledged world-wide. When it is about Foreign policy then China – India relationship is obviously point of discussion: India does not endorse China's ambitious Belt and Road Initiative, particularly the China-Pakistan Economic Corridor (CPEC). The government object it as it passes through the Pak-Occupied Kashmir raises the issue of sovereignty. Now China is also blocking India's Membership of Nuclear Suppliers Group (NSG) and situation fleers when China protects Pakistan on the issue of terrorism. The government address the issue by projecting it as a victim of

terrorism.

FOREIGN POLICY

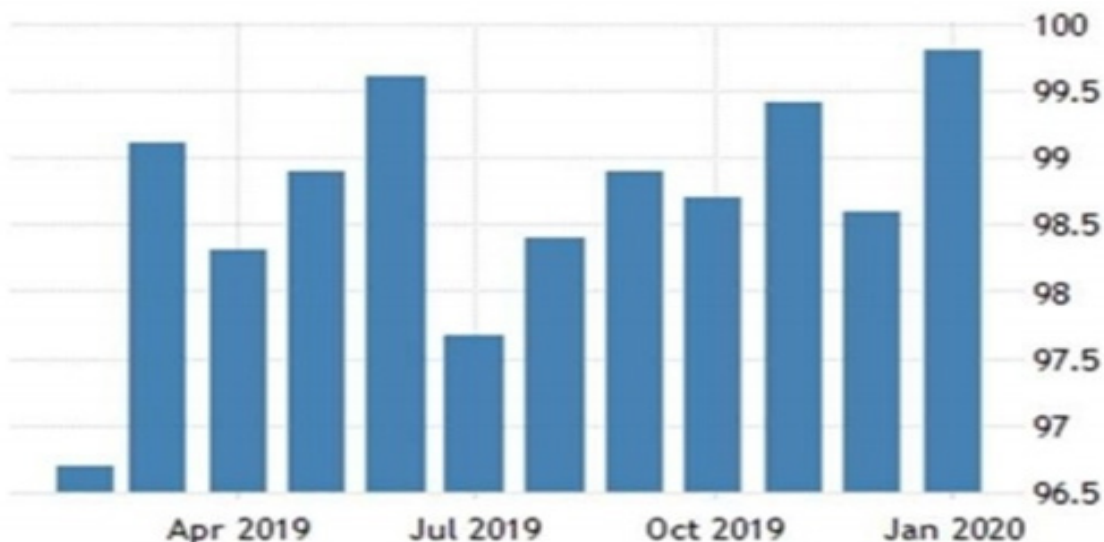
Economic Transformation Duty neutralisation schemes and subsidies in interest as fiscal measure. In new economic foreign policy 2015-2019 government aims to construct a corridor for substructure to promote the export of goods and services. The extension of the aim was to generate more employment scopes, and increase the value addition in the country. Ease or comfortable business conditions were promoted to have the development of manufacturing and service sector. The policy underwent few change which are as follows.

- Merchandise Exports from India Scheme (MEIS) being the labour oriented sector addresses activities like carpet making, leather-work, marine, hand tools, medical products, and scientific products were increased by 2% in rates.
- Authorised Economic Operators (AEO) scheme enables customs clearance in both India and foreign countries signifies the new beginning of dependence on trade.
- Agricultural Export Policy will be released with the view of doubling the income of the farmers by providing long-term stable and open exports was announced as interim report review.
- Logistics Division in the Department of Commerce review announced.
- With the aim to reduce logistics cist government develop the National Logistics Information Portal for online logistic market players.
- National Logistics Information will be supported by the Trade Facilitation Agreement and e-Way Bill introduction as it's aim to be on safe portion.

Foreign Trade Policy under Export from India Schemes was established. These trade policy schemes are Merchandise Exports from India Scheme (MEIS) focusing on manufacturing sector.

Service Exports from India Scheme (SEIS) promoting the tertiary sector.

Achieved targets are in presentation of bar graph.



The industry have witness a new plough of soil to the cultivate trade with diplomatic relations.

INDIA: MODI GOVERNMENT SELF RELIANT INDIA

- Covid -19 is a pandemic but emerged blessing to Indian economy. On the May 12 Indian economy was injected with ₹20 lakh crore (equivalent to 10% of India's GDP).

- The announcement was made by PM Narendra Modi with the objective to be tough competition in the global supply chain and to help in empowering the poor, labourers, migrants with the economic aid.

Finance Minister, Ms. NirmalaSitharaman, through five press conferences, announced the package along with Mr Anurag Thakur.

The aim of the government was to cater the economy with huge investment. As investment strong foundation laid in the first month of fiscal year(April). The withdraw of the investment from China have pave the pave path of Globalization returns.

International business & multinational

companies have selected the Nation for the investment destination.

- The government reaches the 1000 countries companies in the month of April to have their investment in the nation. The economy was supposed on the front with the following.

- Increase in Borrowing limit.
- Privatisation of the Public Sector Unit
- Collateral free loans for businesses
- Corpus for MSMEs
- Subordinate debt for MSMEs
- Schemes for NBFC's
- Expediting payment of dues to MSMEs.

- 550 products market have been established in India after withdrawal from China are in many field alike medical equipment's, food processing units, leather, auto part makers etc.

- The condition has served as the extension of US - China trade war laid a strong foundation for Indian business to boost its economic growth and development.

- China was the second largest

economy have lost its investment and investor fate have given potential to Indian products and services with its supply of cheap labour and efficient Information Technology Sector. European market lost their confidence in China and looking as for alternative of it supply.

- India emerge as alternative market with all the benefits with China offers to European Union.
- Best investment have given a strong pillar support to Prime Minister Narendra Modi as a answer pool of investment provided financial and Employment support to India.
- Pandemic covid-19 resulted in 122 crore employment opportunities lost but Indian new expanded investment boost results in shore help up. Swift off of capital from China to India have given a solution to many of the hindrances of infrastructure and economic development index.
- New cycle of investment will reduce poverty by increasing employment and a new consumption expenditure pattern will set up and going to give acceleration growth to the country's investment and infrastructure growth.
- Manufacturing sector will take a New Rise and will write new chapter in the world economy in the terms of supply of output from India's.
- Duty trade war between in United States and China; India United State Business Council remote St investment in flow between India and USA have created a strong platform of comfort zone of investment attraction.
- The initiative have influenced the world economy and settled a situation of India as China's alternative to became the world's factory with cheap labour and efficient and effective infrastructure.

Conclusion

Foreign policy was based on wait and watch mechanism as it injected time to

time remedy in the Indian economy and international standing. The policies are drafted under the two External Affairs Or Foreign Minister (SushmaSwaraj and SubrahmanyamJaishankar) focused on following stayed points while crafting the nation foreign policy.

- Act East policy
- Neighbourhood first policy.
- Indian Ocean outreach
- Project Mausam
- Cooperation with Pacific Islands
- Fast-track Diplomacy
- Para Diplomacy

The country like India; leading developing country. India plays an active role in important multilateral forums for global governance such as United Nations with the objective minimum government & maximum governance. The country is trying to emerge on international platform to move as the World Factory overshadowing China in the post Covid 19 effects.

REFERENCES

1. *Evaluation Of New Foreign Trade Policy Of Sixth Trade Policy REVIEW (International Journal of Multidisciplinary Educational Research) –Volume 9, Issue 3(10), March 2020.*
2. *News Reports of Economics Times, The Hindu, Local Newspaper reports.*
3. *Press Release of the Indian Government Ministry.*

37. UNDER UTILIZATION OF HUMAN RESOURCE AND ITS MANAGEMENT- A CASE STUDY OF PURBA KHAIRBARI VILLAGE, ALIPURDUAR, WEST BENGAL

ARUNIMA BHATTACHARYA, Assistant Professor, Department of Geography Vidyasagar College For Women, Kolkata. Email. bh.arunima@gmail.com

ABSTRACT

The notion that workers could be seen as a potential asset was subsequently in use during the 1910s and 1920s and was termed "human resource". Human resources play an important part in developing and making a country. Women education and participation is vital for economic development because it can directly influence on entrepreneurship, productivity growth and then increases employment opportunities and women empowerment. The paper throws light on the gloomy scenario of under utilization of women work power in the Purba Khairbari village (J.L.No. 36), Madarihat Block of Alipurduar District, West Bengal. It also shows the positive correlation between education and employment of women. However, certain corrective measures are also suggested to improve upon the present scenario. The nearby cities and towns have not acted as proper growth poles encouraging human resource management in the study area. The socio cultural and infrastructural background also does not provide an impetus for changing the scenario. Social and cultural awareness can create a large and growing women labour force, which is expected to deliver spin-offs in terms of growth and prosperity in the region through a number of routes.

KEYWORDS

Human resources, women empowerment, employment opportunities, economic development.

INTRODUCTION

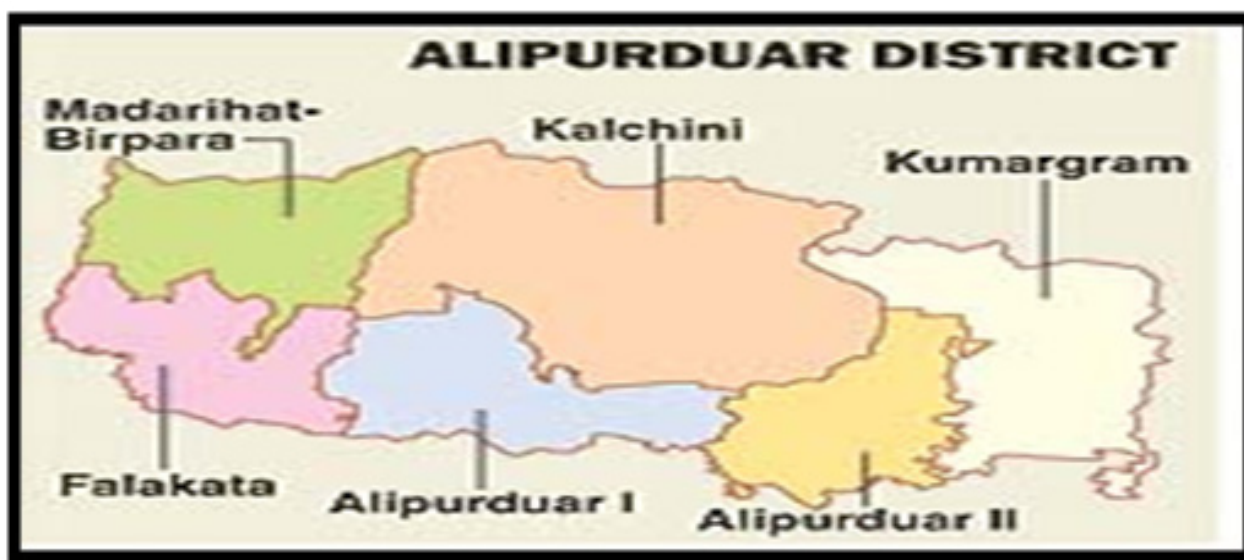
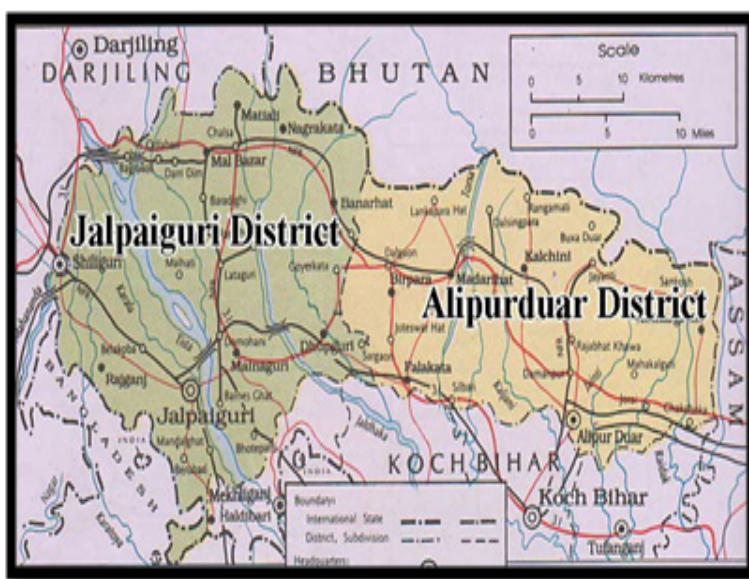
The resource that resides in the knowledge, skills, and motivation of people is called human resource. Human resource has an advantage over other resources that it improves with age and experience. Human capital is the most crucial productive resource that can provide a long lasting advantage to a country. Human Capital, in most of the times, is used in accordance with human resource. The notion that workers could be seen as a potential asset was subsequently in use during the 1910s and 1920s and was termed "human resource". Human resources play an important part in developing and making a country. Women education and participation is vital for economic development because it can directly influence on entrepreneurship, productivity growth and then increases employment opportunities and women empowerment. People of the young age group are considered to be the most productive class of human resources. So, the economic development of the region will depend on the strategies to build up the workforce and utilize these people. However, being a poverty-striven and rural based economy, there are several problems faced by the inhabitants which is reflected in the low work participation of rural women. This paper analyses the education and work participation of women in Purba Khairbari village of

West Bengal. This also highlights the human resources being underutilized and the measures to revert them back to economic development.

STUDY AREA

The study area is Purba Khairbari village mouza (J.L No 36) in Madarihat gram panchayat in Madarihat- Birpara block of Alipurduar District in the state of West Bengal, India. Madarihat block is bounded by Kalchini block towards east, Falakata block towards south, Dhupguri block of Jalpaiguri district towards west, Alipurduar-I block towards east. Alipurduar town, Mathabhanga town, Cooch Behar town, Mainaguri town are the nearby towns to Madarihat. The district Alipurduar lies between

26°16" & 27°North Latitude; between 89° 53' & 89° 54'35" East Longitude and is located in north-eastern part of West Bengal. The total area of the district is 3383 sq. kms. It is bounded by the district Jalpaiguri in the west, the state of Assam in the east, by the district Koch Behar in the south and shares international border with Bhutan in the north. The area of study is the Purba Khairbari village located under Madarihat gram panchayat in the Madarihat- Birpara block of Alipurduar district in the state of West Bengal which is located about 2 kms north of Madarihat town. The elevation is 65.82 m above mean sea level.



OBJECTIVE

The objective of this study is to bring out the causes of underutilization of women work participation and the misutilization of human resources. The physical landscape of the region has a profound influence on the cultural scenario. The objective is to study the socio economic and cultural landscape of the region, to examine the present levels of development and the measures to utilize human resources appropriately for further development.

METHODOLOGY

This consisted of collection of both primary and secondary information on physical and socio-economic aspect from Purba Khairbari village in Madarihat gram panchayat. The primary data was collected in March, 2018. This includes analysis of data gathered with the help of representative maps and various cartographic techniques. The collected data, both primary and secondary, were processed and analysed with the help of multiple methods such as tabulation and preparation of various types of charts.

THE PRESENT SCENARIO

Alipurduar has a total population of 3,872,846 of which male and female were 1,983,064 and 1,889,782 respectively. My study area Purba Khairbari Mouza has a total population of 2033 comprising of 1013 males and 1020 females. The total number of households in the village is 438.

Table 1: Surveyed Households

Number of Households in Total	438
Number of surveyed Households	235

Source: Primary Data collected at site

The total number of household in the village is 438 of which 235 households have been surveyed that cover nearly 60% of the area. This can be supposed to give a clear picture of the society of

the study area.

Fig 1

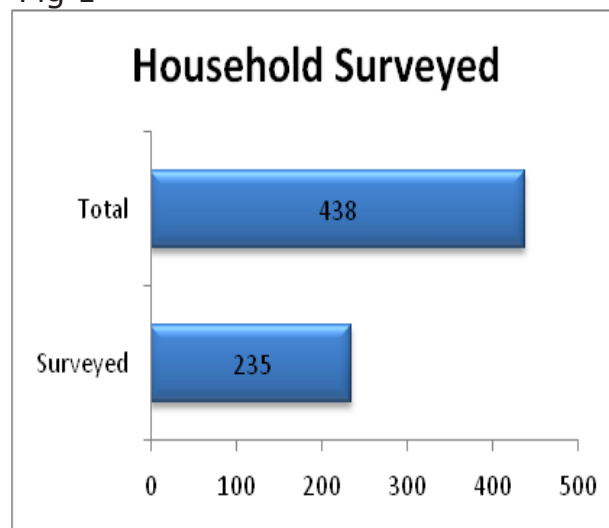


Table 2: Age Sex Composition

Age Group	Male	Female
0 to 10	81	92
11-20	73	94
21-30	95	131
31-40	94	94
41-50	71	79
51-60	53	45
61-70	31	15
71-80	24	14
81-90	4	9

Source: Primary Data collected at site

The age sex pyramid of the village of Purba Khairbari shows that the male population is highest in the age group of 21 to 30. In case of the female population also the highest occurs in the same age group. The pressure of population is generally low as there is a small dependent population in the higher age groups. The higher female percentage in the working category signifies that the work population should be high in the village. However, a large female population is found to be present in the age group of 0 to 10, 11 to 20 and 31 to 40. This means that the future aspect of working population is also quite high over here.

Table 3: Level of Education

Education Level	Male	Female
Primary (upto V)	142(37.76%)	167(48.83%)
Secondary (VI TO X)	191(50.93%)	143(41.81%)
HS	26(6.91%)	20(5.78%)
Graduation	15(3.98%)	11(3.22%)
Post Graduation	2(0.53%)	1(0.29%)
Total	376	342

Source: Primary Data collected at site

Table 4: Number of Literates

	MALE	FEMALE
LITERATES	376 (77.53%)	342 (63.93%)
ILLITERATES	109 (22.47%)	193(36.07%)
TOTAL	485	535

Source: Primary Data collected at site

Fig 2

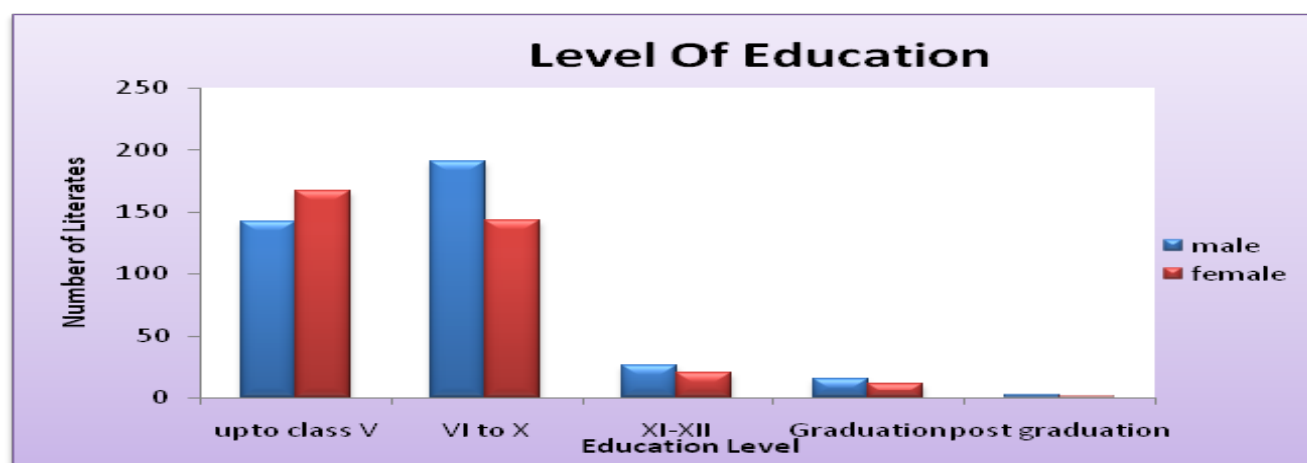
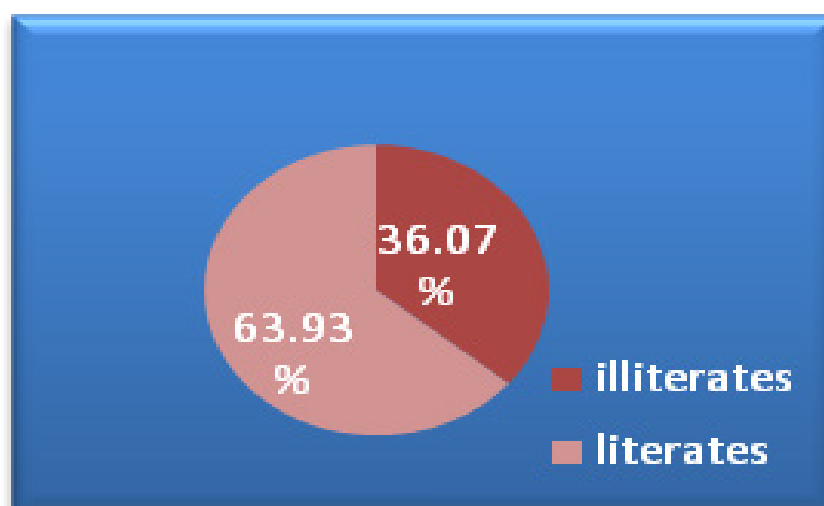


Fig 3



Education leads to participation in the labour force which is a strong indicator of women empowerment. From the above tables it is clearly seen that in sharp contrast to many parts of our country, here, the female population is more literate than the male population in the primary classes. However, the total male literates are 77.53% while the total female literates are 63.93% out of their respective total female and male population. The primary and secondary level of education in the village is not so gloomy. About 40% of the population has attained Primary education, nearly 50% population get education up to Secondary level. But only 3% attended Graduation. Post Graduation is insignificant and Technical education is not found at all over here.

There is one Primary school in the village. The secondary schools are within 2 Km. This has a profound influence in the education structure of the village. Because of these two schools within the village, the primary and secondary education levels are high which drops down to meagre percentages in the higher levels. The Colleges are located far away which do not serve the purpose. So, graduation and post graduation standards are low. The institutions present here does not seem to be sufficient for the population. Women have to move out for higher education. People mostly educate themselves up to higher secondary because of the facilities available within the village. The social and religious taboos are still prevalent in these societies which add up in the low level of higher education in women. Thus, it is difficult for women to move out of the village and go to the city for further education. So the level of education in the higher levels is really low.

The socio economic scenario presents the gloomy picture of reality of the village. To find out the economic structure of the village, computations

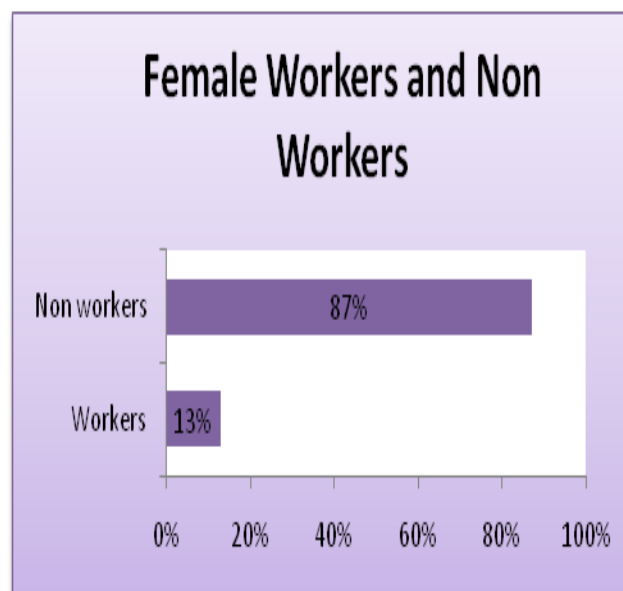
are done regarding the working population, occupation structure and female- occupant.

Table 5: Distribution of Working Population

	Male	Female
Workers	362(73%)	71 (13%)
Non Workers	123 (27%)	477 (87%)

Source: Primary Data collected at site

Fig. 4



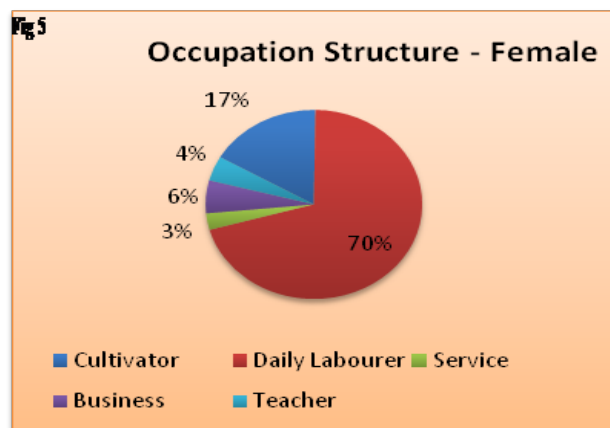
The study shows a decreasing trend of female participation in the formal sector and an increasing involvement in the informal sector leading to an unproductive ratio with the males. There is a great disparity in the working population of the village. As evident from the table, the percentage of non worker female is 87% which is very high. This signifies that the female population is only confined to household chores. This negligibly contributes to the economic development of the region. The workers are mostly men (73%). The pressure on the working population thus increases. A large part of the human resource remains unutilised in the village as females do not generate any income; they are confined to household activities. Entrenched hierarchical social division, and the lack of correlation between educational attainments and job opportunities are the greatest hindrances which strongly influences the economy of the region.

Table 6: Occupation Structure- Female

Occupation Types	Female Workers
Cultivator	12(17%)
Daily Labourer	50 (70%)
Service	2 (3%)
Business	4 (6%)
Teacher	3 (4%)
Total	71

Source: Primary Data collected at site

Fig. 5



Out of the total female working population about 87% are engaged in cultivation including the agricultural labourers, cultivators and marginal workers. This signifies that the economy is mostly agrarian. Each family may or may not have some land of its own but engages some of the women apart from their household chores. However, disguised unemployment is far flung over here. Other services do not show a prominent sight. This suggests the spread of education among the newer generation and a tendency to move out of the eternal occupation has not been the case here. The highest percentage of population is engaged as daily labourers which signify that the poor mass do not possess a land of their own. But overall the participation of women workers is feeble. The overall economy of the village therefore staggers.

DISCUSSION

The above tables and the graphs show

that the women work force in the village is very low despite the stable age sex composition. The number of women in the village is quite equal to the number of men. But their participation in work is not that good. A huge amount of human resource remains unutilized. The primary reason is the lack of education. Though the education level of women is high in the primary and secondary level, yet they do not continue study in the higher levels. To start with, women are expected to contribute to the household far younger than men are – the implicit understanding being that she is being trained for a role as a wife, mother and daughter-in-law, whereas men are being trained for an occupation. Women get married younger than men do. Safety of women travelling alone is a major concern here – the schools and colleges being located far away from the village. It has also been found out that educating girls causes excessive independence, and this is seemingly manifested in the attitude that parents take to a girl's education. Therefore, the topmost reasons for low education levels are lack of interest in studies, economic condition of the parents, migration of family and to help the family in domestic work. After dropping out the young women are involved in helping their parents in household work, work in the fields and a lot of students are also sitting idle and doing nothing. Women account more for the unpaid work in rural sectors – which is why female participation has remained lower than male participation in the labour force. Rural women do have opportunities to serve the service sectors in urban areas. But the lack of decent housing, safety measures, lack of transportation at proper times are some major hindrances that bind them back to their native places.

The chart on occupation structure shows that the lack of education is reflected in the type of work they do.

Out of the total 548 women being interviewed in the village, only 13% are workers and 87% are non workers. This is a miserable picture to deal with. A huge work power is wasted without generating income for the family and the country as well. Out of this 13%, 70% of the female workers are engaged as daily labourers in others farmlands. They accrue only a handful of income for their sustenance and their family. 3% are in service sector, 6% in the business sector and 4% in education sector. When they come in numbers they actually do not count considering the total population of the village. A feeling of guilt or selfishness is observed in the attitudes of some women when they put their career interests first. Because women's work and family demands are simultaneous, these demands have a significant impact on women's careers. Women have less access to information. Women are marginalized from decision-making. However, while the women tend to be excluded from the village decision-making process by traditional male leaders, there is also inequality among the women themselves.

SUGGESTED REMEDIAL MEASURES

The survey work done in the village of Purba Khairbari, Madarihat shows that there is a mere wastage of human resource over here as the percentage of working females is meagre. There are certain suggested remedies that can bring about a change in the village scenario.

- The lack of access to higher education has put women in the back foot. Though they have secondary education yet they cannot opt for well paid, high collared jobs. Only two primaries and one secondary school serve the purpose of the whole village which is insufficient. Colleges and other technical institutions are far away which are inaccessible by road. The establishment of proper

educational institutes for the villagers to attain higher education is pretty much needed.

- Accessibility is a major constraint here. Not only for the educational institutes, but also for the occupation purpose, transport facilities should be enhanced. Only when there will be a proper flow of transport and communication, women will feel free to leave their domestic chores and go out to work in the cities. The most common form of transport here is cycle owned by each and every family. However, women are debarred from using them in public.

- Community awareness seminar should be launched to develop the interest of the women towards work participation.

- Bridge the cultural gap between men and women through more elaborate forms of participatory programmes to involve both of them.

- West Bengal Government has also come up with the micro and small scale entrepreneurship for the women of these villages. But to accept it needs a broader mind.

- Proper and regular monitoring of literacy and employment programmes must be done.

CONCLUSION

The participation of women in the primary activities shows a high trend in the study area i.e. Purba Khairbari village of Alipurduar District. The correlation between female literacy and female workers in the primary sectors is positive. The more the females are uneducated, the more they are engaged in as daily labourers and cultivators and in the marginal sectors. So, the status of human resource utilization does not present an impressive picture in the village. 87% of the women are non productive and highly dependent on the economy. This scenario can be changed with the awareness campaigns and upgrading

the infrastructural facilities of the village. Recent research in human development has established a strong link between women empowerment and national development. Proper corrective measures can create a large and growing labour force, which is expected to deliver spin-offs in terms of growth and prosperity through a number of routes. Utilizing the resource of women work force is a silver bullet for empowering women and has tremendous multiplying effects for families, communities, and societies.

REFERENCES

1. *Agarwal, Bina (1985), Work Participation of Rural Women in the Third World- Some Data and Conceptual Biases", Economic and Political Weekly, 20(51-52)*
2. *Census 2011*
3. *Ghosh, Jayati (2009), Never done and poorly Paid: Women's Work in Globalising India, Women's Unlimited, New Delhi.*
4. *Indian Economy: S.K. Mishra and V.K.Puri*
5. *India: Social Development Report 2010, Oxford University Press*
6. *UNDP: Human Development Report, 2010, Oxford University Press.*

38. A STUDY ON IMPACT OF LEVERAGE ON THE PROFITABILITY & RISK OF THE INDIAN STEEL INDUSTRY

Mr. HARSHA C MATHAD, MBA, M.Phil, (PhD), *Assistant Professor, PG Dept of Commerce, PES Institute of Advanced Management Studies, Shivamogga*

ABSTRACT

The steel industry is the booster of any economy and it can be called as match-winner in the process of developing an economy or society. The steel industry is a crucial industry for the industrial revolution in this globalized economy and assessment of the risk and profitability of the steel industry is very important to create a strong path for the future economy. Capital investments are very high in the Steel industry and the sources of capital are equity and debt. All the stock holders should know the risk and profitability of the steel industry. To assess the impact of leverage on the profitability operating leverage, financial leverage, combined leverage, and EPS is used.

KEYWORDS

Operating Leverage, Financial Leverage, Combined Leverage, Earning per share.

INTRODUCTION

Leverage and profitability are the essential components to assess the performance of a company. It will help the stakeholders to know about the growth of the company. To run the business we have to pay the expenses and these expenses can be divided into two categories, namely variable cost, and fixed cost. In the initial stage of the business more concentration needed on the variable cost, since the recovery of variable cost is easy and quick. Gradually more concentration needed on fixed expenses, since the

cost is restricted to some units of sales. Before understanding the logic and magic of fixed cost it is very important to know about what variable cost is and fixed cost is. Variable cost is a cost that is fixed for every unit of manufacturing. Fixed cost is a cost that is fixed in total that means for a particular term these expenses are fixed for any quantity of production and sales. To understand the operating risk of the company fixed cost will help us and we can understand how much operating risk is associated with the company with the help of Operating leverage. In today's competitive business world lots of difficulty arises and to bring competitiveness it is very important to have a huge capital investment. Capital can be raised by way of equity or debt. When capital is raised by debt then the financial risk of the company may increase. To assess the financial risk of the company we can use financial leverage. The real owner of the company is the shareholders and they are eagerly observing the EPS. Financial leverage plays a very big role in the changes in EPS. To understand the impact of OL, FL, and CL on EPS this study was taken.

LITERATURE REVIEW

The author concluded that there is a significant relationship between OL, FL, CL, and EPS. The study was started with the objectives of analyzing leverage impact on the profitability of the Indian banking industry. To prove that they have selected 10 banks'

financial data and used correlation and t-test. Samples were selected randomly and both descriptive and inferential statistics were used in this study. Descriptive statistics like mean, standard deviation, and skewness. (Fortyal, 2011)

The study was started to find the relationship between leverage and profitability of Bata India Ltd. To fulfill this objective secondary data were collected for seven years (from 2006-07 to 2012-13). To create more scope for the study financial performance was assessed with different ratios. Data analysis was concluded scientifically by testing the hypothesis with the correlation method. In the end, the author concluded that there is a positive correlation between leverage and profitability. (Kumar, 2014)

In 2015 one more study was conducted on the leverage and profitability of Dr. Reddy's Laboratories. Data was collected from the financial statements from 2010 to 2014. To test the relationship correlation test was conducted. As per the output of the analysis, both leverage and profitability are related to each other and they also mentioned that the present level of OL, FL, and CL is not at the optimum level. (Khedkar, 2015)

A Study on Corporate Leverage and Profitability of Pharmaceutical Industry in India: An Empirical Analysis was conducted by Dr. N.S Pandey and Ponni R. They concluded that OL has an impact on the ROA, ROE, and EPS and FL & CL does not affect on ROA, ROE, and EPS. To conduct this study they have created three objectives and data was collected for 2004-05 to 2013-14. To analyze and test the data regression and correlation was used in SPSS. (R, 2017)

Research Gap

So many researches are conducted so far on leverage and profitability. The impact of fixed cost is more in the manufacturing industry. Very few

studies are done on the steel industry. No study has defined how was the costing is done. In costing we have one of the important techniques that are throughput costing. As per throughput costing material cost is only the variable cost and the rest other is fixed cost. This research was having an aim in adopting this logic and identifying the impact of leverage on profitability. So it is found that still there is a research gap and this study can be conducted.

STATEMENT OF THE PROBLEM

The steel industry is a crucial industry in economic development. Its risk and profitability assessment is very important to understand the future of all other industries. The steel industry needs huge capital investment and their fixed costs are very high. When businesses needed huge capital investment on fixed cost then leverage impact on profitability will be more. A huge investment in fixed assets and financial costs will bring risk to the industry. It is very important to know how much risk is associated with the industry for the betterment of the industry. Hence this study was taken.

OBJECTIVE OF THE STUDIES

- To analysis the operating leverages, financial leverage and combined leverage of the selected steel companies.
- To examine the impact of leverage on the profitability of the selected steel company.

HYPOTHESIS OF THE STUDY

- H_0 : There exists no significant impact between Operating Leverage and Profitability.
- H_0 : There exists no significant impact between Financial Leverage and Profitability.
- H_0 : There exists no significant impact between Combined Leverage and Profitability.

SCOPE OF THE STUDY

This study is restricted to selected medium and small steel companies. The main aim of the study is to examine the OL, FL, and CL and how these leverage is affecting the profitability of the company. For a better understanding of profitability, this study is restricted to ROA and EPS. The study is conducted for the financial years of 2016-17 to 2018-19.

SAMPLES OF THE STUDY

Samples selection is very important for the study here samples are selected based on the probability sampling method... Probability sampling means equal chance and equal chance is given for all the 15 samples. Below are the details of the sample selection.

SL No	Medium & Small Scale Steel Companies (Population of the study)
1	Adhunik Industries Ltd
2	Bedmutha Industries Ltd
3	Bharat Wire Ropes Ltd
4	Grand Foundry Ltd
5	Hisar Metal Ltd
6	Jindal Stainles Ltd
7	Kamdhenu Ltd
8	Manaksia Coated Metals & Industries Ltd
9	Mukand Ltd
10	OCL Iron and Steel Ltd
11	SAL Steel Ltd
12	Shah Alloys Ltd
13	Technocraft Industries (India) Ltd
14	Usha Martin Ltd
15	Vardhman Special Steels Ltd

LIMITATION OF THE STUDY

- Study is restricted to three financial years from 2016-17 to 2018-19.
- Study is dependent on the secondary data and all those limitation that applicable to secondary data is applicable.

LEVERAGE AND PROFITABILITY

RATIOS

Operating Leverage = (Contribution)/EBIT

Financial Leverage = EBIT/EBT

Combined Leverage = Contribution/EBT

Return on Assets = (Profit Before Tax)/(Total Assets)

Earnings Per Share = (Earnings Available to Equity Share Holders)/(Number of Equity Shares)

DATA ANALYSIS AND HYPOTHESIS TESTING

Operating leverage shows the operating risk of the company if operating leverage is less or negative then the risk of the company will be high. In the above data, Bharath Wire Ropes Ltd is having negative Operating leverage and its ROA & EPS is negative. But other companies like Adhunik Industries Ltd, Hisar Metal Ltd, Kamdhenu Ltd, and Shah Alloys Ltd having positive Operating leverage hence they are able to have Positive EPS. Financial Leverage shows the financial risk of the company. Most of the companies having positive financial leverage but Usha Martin Ltd is having negative FL and it shows that financial risk is more in this company.

Combined leverage shows the overall risk of the company. Usha Martin Ltd is having high risk among the other selected companies. As per the above OL, FL and CL Adhunik Industries Ltd, Hisar Metal Ltd, and Kamdhenu Ltd are having lowest risk when compared to Bharat Wire Ropes Ltd, OCL Iron and Steel Ltd, Shah Alloys Ltd and Usha Martin Ltd. Shah Alloys Ltd is having risk because the investment that is done on the total assets is very high and recovery of that takes few more years and until that this company will be in the risk.

Data Analysis and Hypothesis Testing

Company Name	Adhunik Industries Ltd	Bharat Wire Ropes Ltd	Hisar Metal Ltd	Kamdhenu Ltd	OCL and Ltd	Iron Steel	Shah Alloys Ltd	Usha Martin Ltd
Avg OL	3.8828	-13.5873	2.6208	1.3121	0.0694	2.4042	13.1892	
Avg FL	4.5208	1.2261	3.7454	1.0221	0.4673	0.9273	-33.2708	
Avg CL	16.2160	1.9680	10.0414	1.3414	0.0598	2.5816	-249.3605	
Avg ROA	0.0218	-0.0128	0.0242	1.5783	-0.1334	-0.0474	-0.0200	
Avg EPS	0.4400	-3.1633	7.9567	6.3800	-14.8567	13.3333	-6.3333	

Model Summary

MODEL	R	R SQUARE	ADJUSTED R SQUARE	STD. ERROR OF THE ESTIMATE
1	.117(A)	.014	-.160	.6354861

a Predictors: (Constant), Combined Leverage, Operating Leverage, Financial Leverage

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.095	3	.032	.079	.971(a)
Residual	6.865	17	.404		
Total	6.961	20			

a Predictors: (Constant), Combined Leverage, Operating Leverage, Financial Leverage

b Dependent Variable: Return on Assets

Coefficients(a)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.257	.199		1.289	.215	-.163	.677
	Operating Leverage	.002	.012	.043	.178	.861	-.023	.027
	Financial Leverage	-.043	.119	-1.694	-.358	.725	-.294	.208
	Combined Leverage	.006	.016	1.765	.373	.714	-.028	.040

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.202(a)	.041	-.128	10.6679457

ANOVA(b)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	82.564	3	27.521	.242	.866(a)
Residual	1934.686	17	113.805		
Total	2017.250	20			

a Predictors: (Constant), Combined Leverage, Operating Leverage, Financial Leverage

b Dependent Variable: Earnings Per Share

Coefficients(a)

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-1.103	3.344				-8.158	5.951
	Operating Leverage	.107	.198	.129	.538	.597	-.311	.524
	Financial Leverage	1.233	1.997	2.884	.617	.545	-2.980	5.447
	Combined Leverage	-.169	.273	-2.897	-.620	.543	-.745	.407

a Dependent Variable: Earnings Per Share

To test the hypothesis "multiple regression" is used and as per the significant (More than 0.05) value null hypothesis is rejected and it concludes that OL, FL and CL will impact the ROA and EPS.

CONCLUSION

Operating leverage, financial leverage and combined leverage values are very important to know the risk of an industry. If value of the leverage is low or negative then industry must increase its sales to overcome the risk of the Industry. A huge investment in the fixed assets will bring risk, if sales value is low and vice versa. The average FL and CL of selected companies (Medium and Small Scale Steel Industry) is -3.052 and -31.021 respectively and that shows that risk of steel industry is high and sales need to be increased to overcome risk or it needs to reduce its expenses.

REFERENCES

1. Fortyal, D. S. M. T. Z. D. A. M. A. (2011). A Study of Impact of Leverage on the Profitability of Indian Banking Industry. *International Journal of Financial Management*, 85-99.
2. Khedkar, D. E. B. (2015). A Study Of Leverage Analysis And Profitability For DR Reddy's Laboratories. *International Journal of Research in Engineering and Social Sciences*, 5(5), 17-31.
3. Kumar, R. (2014). An Empirical Study on Relationship between Leverage and Profitability in Bata India Limited. *International Journal of Advance Research*

in Computer Science and Management Studies, 2(5), 1-9.

4.R, D. N. S. * P. (2017). A Study on Corporate Leverage and Profitability of Pharmaceutical Industry in India: An Empirical Analysis. *International Journal for Research in Applied Science and Engineering Technology*, 10(6), 111-124.

5. History of the steel industry. Wikipedia. [https://en.wikipedia.org/wiki/History_of_the_steel_industry_\(1850-1970\)](https://en.wikipedia.org/wiki/History_of_the_steel_industry_(1850-1970)).

6. Money Control. com - <https://www.moneycontrol.com/stocks/marketinfo/marketcap/bse/iron-steel.html>.

39.A COMPARATIVE ANALYSIS ON THE DISTRIBUTION OF POPULATION AMONG THE DISTRICTS OF TAMILNADU & THE CONCENTRATION OF INDUSTRIAL GROWTH

Ms. JONY FATHIMAL, *Asst. Professor, Department of Business Economics, Anna Adarsh College for Women, Chennai.*

ABSTRACT

In this paper, I have made an attempt to study the density of population in various districts of Tamil Nadu and the problem arises in highly dense areas. It also analyse the spread of Industrial expansion among the various districts with the migration of population from rural to urban areas. In this study, I try to examine the relationship between the industrial growth and the density of population in the state. Among the highly populated cities, Chennai is the topmost with the population of 26,000 persons per sq. km. compared with the second highest dense population which is accounted of 1,119 persons per sq.km in Kanyakumari District. With this information alone we can identify the uneven distribution of population in Tamil Nadu among the districts. Most of the problems faced by the society as well as government are caused due to the excess population growth rate which is beyond the capacity of the urban areas. Correlation analysis is used to study the relationship between the density of population and the industrial development. This paper also analyses the causes of migration of population from rural to urban areas and suggest some of the measures to resolve and overcome the problem of the high density of population.

KEYWORDS

Density of Population, Industrial Expansion, Migration

INTRODUCTION

Population density is the number of people living in the particular area and it is quoted for per square kilometre or square mile. This density of population can be calculated for the world as a whole, country, state level & district level etc. Population Density = Total number of People/Land Area. The unit of land area is usually taken in the form of square miles or square kilometres. In India, Tamil Nadu economy is the second largest economy with the total population of 72.14 million according to 2011 census. Amongst them 34.95 million of total population are living in urban areas and 37.19 million population are in rural areas. This highest proportion of urban is mostly caused due to the migration of population from rural to urban areas in the past three decades for searching job & also for their livelihood. Comparatively, in the year 1991, 34.15% of total population of Tamil Nadu lives in Urban areas whereas in the year 2011, Tamil Nadu is accounted with 48.4% of population are living in urban areas comparatively 14% increase in the two decades, and it clearly shows that half of the Tamil Nadu population is living in the urban areas hence it is categorised as an urbanised state. The growth rate of population was increased at the rate of 6.49% in rural areas whereas 27.16% in urban areas between the year 2001

to 2011. Basically, the Tamil Nadu is an agrarian economy but in the past two decades with the heavy investment in Industrial sector & the advances in the service sector transforms the economy into service oriented economy. In the past two decades, South Chennai is growing fast with the increase of Information Technology sector and this engulfed several fishing and agricultural villages. This kind of sudden rise of urbanisation creates destruction on the ecological system which leads to severe environmental damage.

OBJECTIVES OF THE STUDY

To identify the highly dense districts in Tamil Nadu

To study the problems faced in the highly dense areas due to the overcrowded situation

Analyse the industrial expansion in the various districts of Tamil Nadu.

Correlation analyses between the density of population and the industrial investments or industrial development among the districts of Tamil Nadu.

To suggest the remedial measures to overcome the overpopulation problem especially in highly dense population districts.

METHODOLOGY OF THE STUDY

To support the objectives of the paper, quantitative techniques are employed. The study is basically descriptive in nature & the secondary data is used for the analytical purpose. The secondary data is collected from the website of Tamil Nadu Government (Statistics Handbook of 2018). Statistical tool: Correlation analysis is used to do the comparative data analysis for the density of population and the district wise assistance by Tamil Nadu Industrial Investment Corporation Ltd.

HYPOTHESIS

H_0 - There is no correlation between the density of population and the industrial development among the districts of Tamil Nadu.

H_1 - There is a correlation between the density of population and the industrial development among the districts of Tamil Nadu.

DISTRICT WISE POPULATION DISTRIBUTION IN TAMILNADU

According to the 2011 census, the above table shows a clear picture about the population in all the districts of Tamil Nadu with its density. It is the fourth populous metropolitan city in India. It gives a clear picture about the uneven spread of population in Tamil Nadu districts especially the difference between the first and second highest dense population itself shows the widening gap among the distribution, i.e., the Chennai city has the highest density of population with 26,076 per sq. km. whereas the second highest is the Kanyakumari district with 1,119 persons per sq. km. only. The Thiruvallur district holds the third place with 1089 persons per sq.km. The fourth and fifth place is hold by Chengelpet and Madurai with the population of 868 and 812 persons per sq. km. respectively. Vellore, Coimbatore, Cuddalore, Thanjavur, Kancheepuram, Theni accounted for 776, 732, 709, 708,704, 702 persons per sq. km. accordingly.

The rest of the districts are holding a meagre number of population density. The districts of Erode, Nilgiris, Ramanathapuram, Dharmapuri, Dindigul are with the population density of 276, 300, 333, 335, 345 respectively.

DISTRICT WISE POPULATION DISTRIBUTION IN TAMILNADU

S.No	District Name	Area (Sq.Km)	Population (as per Census 2011)	Density of Population
1	Ariyalur	1,940.00	7,54,894	389
2	Chengalpet	2944.96	25,56,244	868
3	Chennai	178.2	46,46,732	26076
4	Coimbatore	4,723	34,58,045	732
5	Cuddalore	3,678	26,05,914	709
6	Dharmapuri	4497.77	15,06,843	335
7	Dindigul	6266.64	21,59,775	345
8	Erode	8161.91	22,51,744	276
9	Kallakurichi	3520.37	13,70,281	389
10	Kancheepuram	1655.94	11,66,401	704
11	Karur	2,895.57	10,64,493	368
12	Krishnagiri	5143	18,83,731	366
13	Madurai	3741.73	30,38,252	812
14	Nagapattinam	2715.83	16,16,450	595
15	Kanyakumari	1672	18,70,374	1119
16	Namakkal	3368.21	17,26,601	513
17	Perambalur	1,757	5,65,223	322
18	Pudukkottai	4663	16,18,345	347
19	Ramanathapuram	4068.31	13,53,445	333
20	Ranipet	2234.32	12,10,277	542
21	Salem	5205	34,82,056	669
22	Sivagangai	4,086	13,39,101	328
23	Tenkasi	2916.13	14,07,627	483
24	Thanjavur	3396.57	24,05,890	708
25	Theni	3,066	12,45,899	406
26	Thiruvallur	3422.43	37,28,104	1089
27	Thiruvarur	2,161	12,64,277	585
28	Thoothukudi	4,621	17,50,176	379
29	Tiruchirappalli	4,407	27,22,290	618
30	Tirunelveli	3842.37	16,65,253	433
31	Tirupattur	1792.92	11,11,812	620
32	Tiruppur	5186.34	24,79,052	478
33	Tiruvannamalai	6,191	24,64,875	398
34	The Nilgiris	2452.5	7,35,394	300
35	Vellore	2080.11	16,14,242	776
36	Viluppuram	3725.54	20,93,003	562
37	Virudhunagar	4288	19,42,288	453

Source: <https://www.tn.gov.in>

Why the Urban Areas do are highly populated in Tamil Nadu?

With the second largest populated country like India, it is not a surprising one to see the high density of population but when we look into the real scenario, it is too obvious that the population is not distributed evenly among the different places. The disparities between the urban rural populations are mainly due to the increase of migrant workers from rural areas to urban. The migration of workers happens because of lack of job opportunities in rural areas hence they are migrating towards the urban areas. In the past decades, the population from rural Tamil Nadu has moved towards the urban areas but at the present situation not only the rural population of Tamil Nadu even the population from other states of India also migrating towards the urban areas like Chennai. In India, centralised administrative system is followed in the state level as well as fiscally centralised at the union level. The centralised planning system is not an effective system and it could not be addressed or efficiently identify the need of each and every district and act based on it. Even though, the revenue has been raised enormously, it is big question when it's come to the spending activities of the state and central governments. Most of the funds are irrelevantly spend for unproductive purposes such as for election campaigns and various purposes.

CHALLENGES FACED BY THE URBAN AREAS

Local governance becomes more complicated due to the heavy population in the urban areas. Providing basic amenities such as safe drinking water, proper drainage facility, infrastructure such as transportation, communication etc., to all is a complicated and a challenging one to the municipalities. Inappropriate planning will create hype in the asset prices and this will leads to

increase the cost of living in the urban areas. Excessive population creates congestion in housing areas, heavy traffics in the road transportation, increase of prices of goods and services due to the high demand in these areas. The deteriorating environment creates problem on human health and their productive capacity of the workforce. The intense growth rate of population in urban areas also leads to increase the urban poverty rate. Pollution becomes a major problem in the highly dense areas due to the exhaustive usage of machineries in the industry, high usage of vehicles which emits carbon monoxide, depletion of land water due to its excessive usage, soil pollution due to the wastages thrown by the households and industrial wastes, noise pollution. Apart from this kind of pollution, electronic wastes also create a huge impact on the environment in the past few decades.

Poor maintenance of drainage & garbage disposal with the uncontrolled growth of population in urban areas most of our cities are in vulnerable situation of affecting by the natural disasters. The natural disasters hit are also becoming an unmanageable due to the excess of population living within the urban area and the one of the best example is 2015 flood in Chennai. The severity of flood is mainly happened due to the problems of overcrowding, encroachments of lakes and river beds, absence of proper drainage system & improper planning on city development, failure on enforcing environment laws etc. Even the present situation of Covid-19 spread and control over it also become a tedious issue in urban area like Chennai due to the high density of population. The lack of space is blamed for social distancing in Chennai is the main cause for the spread of the disease at a faster rate.

DISTRICT-WISE ASSISTANCE BY TAMILNADU INDUSTRIAL INVESTMENT CORPORATION LTD (GROSS)

S.No.	Name of the District	2015-16		2016-17	
		No. of Proposals	Amount	No. of Proposals	Amount
1	Chennai	103	211.23	68	169.91
2	Kancheepuram	134	144.29	114	152.86
3	Thiruvallur	180	164.71	186	162.08
4	Cuddalore	121	21.38	70	18.57
5	Villupuram	61	24.32	47	21.26
6	Vellore	37	10.6	26	12.67
7	Tiruvannamalai	40	8.09	15	3.12
8	Salem	86	6.85	68	44.15
9	Namakkal	32	11.86	22	12.77
10	Dharmapuri	28	10.44	28	9.05
11	Krishnagiri	94	60.55	111	62.93
12	Erode	86	125.87	71	91.57
13	Coimbatore	173	14.82	135	96.36
14	Thiruppur	64	41.32	58	37.52
15	Nilgiris	1	0.08	0	0
16	Thiruchirappalli	44	89.04	35	39.46
17	Karur	15	4.74	20	13.85
18	Perambalur	4	1.59	6	1.82
19	Ariyalur	14	1.96	1	0.13
20	Pudukkottai	15	6.85	19	9.63
21	Thanjavur	42	18.83	26	11.15
22	Nagapattinam	8	1.54	4	2.42
23	Thiruvarur	13	3.34	7	2.97
24	Madurai	90	49.79	78	40.81
25	Theni	15	4.61	9	2.6
25	Dindigul	44	34.59	42	22.3
27	Ramanathapuram	18	7.29	16	4.11
28	Virudhunagar	91	39.49	69	31.68
29	Sivagangai	52	11.26	36	12.91
30	Tirunelveli	75	35.63	59	30.49
31	Thoothukkudi	91	65.17	62	66.02
32	Kanniyakumari	79	65.39	74	46.48
	Total	1950	1449.23	1582	1234.15

Source: <https://www.tn.gov.in>

The above table shows the industrial investments during the year 2015 to 2016 and 2016 to 2017. It is visible from the data major industrial investments are done in few districts especially the highest industrial investment during the period of 2015 to 2016 is on Chennai,

Kancheepuram, Tiruvallur, Erode & Coimbatore with the investment of Rs.211.23, 144.29 164.71, 125.87 & 104.82 Crores respectively. Comparatively Chennai attracted the major investments on industry and next two places are held by Kancheepuram

and Tiruvallur districts which are very closer to the Chennai district. The next level investments has done on Krishnagiri, Thiruchirappalli, Madurai, Thoothukkudi and Kanyakumari with Rs. 60.55, 89.04, 49.79, 65.17 & 65.39 Crores respectively. But rest of the districts attracted a very meagre amount of industrial investment. Some of the low invest districts are Nagapattinam, Theni, Tiruvarur, Ramanathapuram, Karur, Ariyalur, Thiruvannamalai, Pudukkottai, Perambalur with one crore to eight crores only and Nilgiris with 0.08 crores. Even during the year 2016-17 also the Chennai, Kancheepuram & Thiruvallur districts attracted the high industrial investments accounted as Rs. 169.91, 152.86 & 162.08 Crores respectively. The same districts are again fall under the least investment category for the 2016-17 also. Based on the overview of the investment distribution for industries, it can be identified that Chennai and its nearest districts like Kancheepuram & Thiruvallur are attracted more industrial investments with that the industrial development happened which attracts more migrants from rural areas to urban areas for finding the employment opportunities and this leads to the high density of population.

RESULT & ANALYSIS

Hypothesis Testing: Correlation is a statistical tool to use for analyse two or more variables. The value of the coefficient of correlation is lies between -1 to +1. The positive 1 implies that there is perfect correlation existence between the two variables whereas the -1 indicate that there is a perfect negative correlation between the variables and the value zero implies that there is no correlation between the variables. If the coefficient values lies between +0.5 to 0.9 indicates a high degree of correlation existent whereas if the values lies between 0.3 to 0.49 refers to medium correlation and the values

between +0.1 to +0.29 indicates low correlation. The negative value represents the negative correlation between the variables like high degree, medium degree and low degree of negative correlation.

In this study, the correlation analysis is used to analyse the compatibility between the Population density among the districts based on 2011 census and the Tamil Nadu Industrial Investment Assistance during the period 2015-16. Correlation between the two variables are $r=0.6$. It is a positive correlation with high degree of relationship. So, there is a high degree of correlation between the density of population and the Industrial investment or development. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted.

INDUSTRIAL COMPLEXES / INDUSTRIAL PARKS / GROWTH CENTRES DEVELOPED BY SIPCOT

State Industries Promotion Corporation of Tamil Nadu Limited (SIPCOT) is the Development of industrial complexes/parks/industrial estate centres with basic infrastructure facilities provided specifically for the industrial development. Special Economic Zones (SEZs) is an area specially designed for the industries where the business and trade laws are different and favourable for the industries to start up and expand its activities. SIPCOT and the SEZ are specially designed for promoting the industries and its development. In the above table, the SIPCOT & SEZ areas are listed with total capital commitment in units (Rs. Crores). It is clearly shown that SIPCOT & SEZ are highly located in Chennai and its surroundings (for ex: Oragadam, siruseri, mappedu, Gummidipoondi,) and its surrounded areas such as Kanchipuram & Tiruvallur districts (for ex: Irungattukottai, Sriperumbudur, Vallam Vadagal, Thevoykandigai, Pallipakkam etc.). Upto 2017, the total capital commitment in units in SIPCOT & SEZ is accounted as Rs.1,25,608.63 Crores. Out of that, Rs. 1,00,133 Crores is invested in the three districts namely Chennai, Kancheepuram and Thiruvallur (Siruseri IT park, Oragadam, Mappedu, Gummidipoondi,

Irungattukottai , Sri Perumbudur, Thervoykandigai, Pallipakkam & Vallam Vadagal). Out of 37 districts of Tamil Nadu, these three districts namely Chennai, Kancheepuram, Thiruvallur has been invested around 80% of the total investment in SIPCOT & SEZ. Apart from this, very few districts has SIPCOT such as hosur, Madurai, Cuddalore, Vellore, Pudukottai, thoothukudi, thirunelveli, erode, dindigul, thiruvannamalai, Krishnagiri shared the 20% of total investment done by Tamil Nadu which is a very meagre amount. Only 14 districts got SIPCOT out of the total of 37 districts in the state that too with the heavy fall of investment is only on three districts out of 14. This picture clear shows that there is a lack of investment and henceforth there is a lack of availability of job in other districts and this leads to the high density of population in urban areas like Chennai and its surroundings.

INDUSTRIAL COMPLEXES / INDUSTRIAL PARKS / GROWTH CENTRES DEVELOPED BY SIPCOT (AS ON 31.3.2017)

S.No.	Name of the Industrial Complexes / Parks / Growth Centres	Area Upto March 2016	During 2016-17	Allotted upto 31.03.17	Total Capital commitment by units (Rs. In Crores) both DTA & SEZ
1	Hosur	313	1	314	4578.43
2	Gummidipoondi	286		286	986.29
3	EPIP, Gummidipoondi I	32		32	
4	Ranipet	206		207	2467.32
5	Cuddalore	72		72	1284.86
6	Pudukkottai	94		94	61.82
7	Manamadurai	75		75	2407.57
8	Thoothukkudi	96		96	4797.57
9	Sriperumpudur	117	2	119	23053.5
10	Irungattukottai	235	2	237	9033.18
11	Pillaiappakkam	87	3	90	5407.58
12	Siruseri IT Park	82	1	83	11829.93
13	Gangaikondan	47	10	57	1753.14
14	Nilakottai	54	2	56	1167
15	Perundurai	242	9	251	3998.91
16	Cheyyar	12		12	2211
17	Bargur	40		40	748
18	Oragadam & Oragadam Expansion	153		153	31323.14
19	Thervoykandigai	12	3	15	13639
20	Mappedu	1		1	260.5
21	Vallam - Vadagal	64	18	82	4064.76
22	Vallam - Vadagal (Aerospace park)	11	2	13	535.12
	Total	2331	55	2386	125608.62

*DTA & SEZ – Domestic Traffic Area, Special Economic Zone

Source: <https://www.tn.gov.in>

CHANGING BUSINESS SCENARIO

Nowadays, the trade activities are facing major changes in the country in the past decade with the introduction of online services provided by various websites such as Amazon, flipkart, Snapdeal, Big Basket etc. During this year, that too after the outbreak of covid-19, most of the people prefer online shopping instead of conventional shopping. Even the delivery partners are actively delivering the products to their customers in an efficient way. This kind of drastic change of consumption pattern and the delivery system will create a major impact in business & trade activities in the forthcoming years. Accordingly, the government also has to analyse the situation efficiently and taking necessary steps to create more industries in various parts of the state. Due to the availability of online services any one can access any type of goods from their own place hence it might not be a problem of availing facility in urban or rural areas. The only thing which we have to concentrate is to create more of job opportunities across the state which may bring down the migration of population from rural areas to urban areas. In this way, we can ensure the widespread of population all over the state instead of accumulation of the labour force to one or few specific areas or districts.

More of Special economic zone has to be created all over the state to encourage the entrepreneurs to start their business in all the districts. Provision of all amenities including water facility, proper sewage system, and the infrastructural facilities such as transportation, electricity, communication, and subsidies, tax concessions for the enterprise to start the industries in backward areas will motivate the entrepreneurs.

SUGGESTIONS

To encourage the skilled & unskilled labours through providing the

employment opportunities in their own districts can bring down the gap between the distribution of population among the districts. Through proper education system the government can implement more skill related training from the school education. Even the school education system has to be modified through concentrating more on practical related works than the written examination. To promote the entrepreneurship quality, from school education level itself, give more practical & project works etc. to stimulating the entrepreneurship quality among the students at the very young age. There is a saying in Tamil "aindil valaiyadadhu aimbadil valaiyadhu" means the quality of the person cannot be changed at the age of 50, instead his qualities can be determined based on their young age learning & experiences. There is a prominent change is required in the education system to inculcate or impose the thought on the young minds to promote the entrepreneurship qualities through various activities from their primary education level, to motivate and create more entrepreneurs in this society. To encourage the budding entrepreneurs through providing the proper training & the necessary support by the government & this may help the economy to become a self sustainable over a period of time.

Strengthening the transport system through introducing the modern transportation system in every district such as metro train & bullet trains etc with the cooperation of public private partnership will help us to avoid the restrictions of labour movement which in turn avoid overcrowded in few areas. Strengthen the service industry with the uninterrupted movement of goods & services between the rural to urban areas even the nook & corner of the state. It ensures that every person in the society can access any types of goods & services in their place itself and this make the better standard of

living possible even in rural areas. Identifying the speciality of each and every districts and preparing a proper plan to utilise its advantages may help us to create more employment opportunities in all the districts. Instead of concentrating on few places to invest and build the industries, it's the time to concentrate and encourage the industries to have their start ups in various districts. All we need is a proper and a systematic planning with the efficient management to change the present situation and create a bright future for us and our future generations. With the above all, the industrial development has to be done without damaging the environment nor the eco system. This kind of sustainable development only helps us to create a bright future for our society.

The district which has the agricultural lands like Nilgiris, Ariyalur, Cuddalore, Perambalur, Thiruvarur, Karur, Nagapattinam, Kanyakumari, Dindigul, Coimbatore, Pudukottai and Salem should be treated as like reserved areas and strong environmental law should be enacted to safeguard the agricultural lands and also taken sufficient measures to promote agricultural sector. Aggressive promotion has to be done for the tourism sector to develop the tourism and its related business in the places like Madurai, Kanyakumari, Kancheepuram, Nilgiris, Mahabalipuram, Chidambaram, Ooty, Coimbatore, Yelagiri, Kodaikanal, Coonoor, Theni, Vedanthangal etc. Identifying the advantages of the districts and utilising its in a best way to promote agriculture, tourism, industrialisation and service sectors will manifest more job in each and every districts.

"Changing is the only thing which never changes in the World". Yes, this is the time to think and bring changes in all the aspects especially in planning. So far, the government has concentrated on a centralised planning but as of now,

due to the population explosion and the different needs of districts call us for going by a decentralised planning. As I have already stated that, Tamil Nadu has the total of 37 districts and in each and every district it has its own advantage and specialised in its own way. So every district has a different need to be taken care of. In such kind of situation it is unavoidable to think about decentralised planning for each and every district in the state.

CONCLUSION

Our cities with their high population density and poor civic standards are vulnerable to the domino effect that can be set off by freak weather. The latest disaster of floods in Chennai during December 2015 gives us numerous lessons especially it makes to understand about the necessity of proper town planning, requirement of proper drainage system, maintenance of forest areas, trees & the need of maintain mangroves which could absorbed the excess rain. At present, the covid-19 infection spread is vast in Chennai City compared with other areas which is mainly due to the high population. Even the social distancing is an impossible one in a city like Chennai where the density of population 26,000 persons approximately per sq.km. Public health experts are also voiced out their opinions regarding the population problem in the urban areas. Natural disasters are more in the past decade & one among the reason is population & the encroachments made by them. This is an awakening call given by the nature repetitively in the past 5 to 6 years through various disasters to make us to think and concentrate on the redistribution of population from highly dense areas to rural areas especially where the density is quite low. To avoid this high density of population, have to concentrate to create more employment opportunities through the widespread of industries

in all the districts of Tamil Nadu and this will definitely reduce the migration from rural to urban areas. Depending on the geographical difference, each district has its own advantage which we have to identify and utilise it properly to enlarge & widespread employment opportunities in all the districts to avoid migration and overcrowded in urban areas.

REFERENCES

1. <https://censusindia.gov.in/2011>
2. <https://www.thehindu.com/news/national/tamil-nadu/contact-tracing-in-chennai-proves-tough/article31476879.ece>
3. http://www.mse.ac.in/wp-content/uploads/2016/09/wp_shanmugam.pdf
4. https://www.researchgate.net/publication/259378128_Some_Aspects_of_Inter_District_Disparities_in_Tamil_Nadu
5. <https://www.nriol.com/india-statistics/tamilnadu/districts.asp>

40.HUMAN RESOURCE PRACTICES IN THE ORGANISED RETAIL SECTORS

Mrs.S.KRITHIKA, *Research Scholar, Assistant professor, BBA department,N.M.S.S. Vellaichamy Nadar college, Madurai. Email id: krithika1510@gmail.com Mobile No: 9789321336*

ABSTRACT

Indian organized retail market is growing at a fast pace due to the boom in the India retail industry. In 2005, the retail industry in India amounted to Rs 10,000 billion accounting for about 10% to the country's GDP. The organized retail market in India out of this total market accounted for Rs 350 billion which is about 3.5% of the total revenues. Traditionally the retail industry in India was largely unorganized, comprising of drug stores, medium, and small grocery stores. Most of the organized retailing in India have started recently and is concentrating mainly in metropolitan cities.

The growth in the Indian organized retail market is mainly due to the change in the consumer's behavior. This change has come in the consumer due to increased income, changing lifestyles, and patterns of demography which are favorable. Now the consumer wants to shop at a place where he can get food, entertainment, and shopping all under one roof. This has given Indian organized retail market a major boost. Retail market in the organized sector in India is growing can be seen from the fact that 1500 supermarkets, 325 departmental stores, and 300 new malls are being built. Many Indian companies are entering the Indian retail market which is giving Indian organized retail market a boost. One such company is the Reliance

Industries Limited. It plans to invest US\$ 6 billion in the Indian retail market by opening 1000 hypermarkets and 1500 supermarkets. Pantaloons are another Indian company which plans to increase its retail space to 30 million square feet with an investment of US\$ 1 billion. Bharti Telecoms an Indian company is in talks with Tesco a global giant for a £ 750 million joint venture. A number of global retail giants such as Walmart, Carrefour, and Metro AG are also planning to set up shop in India. Indian organized retail market will definitely grow as a result of all this investments.

Indian organized retail market is increasing and for this growth to continue the Indian retailers as well as government must make a combined effort. The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. Total consumption expenditure is expected to reach nearly US\$ 3,600 billion by 2020 from US\$ 1,824 billion in 2017. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. India's retail market is expected to increase by 60 per cent to reach US\$ 1.1 trillion by 2020, on the back of factors like rising incomes and lifestyle changes by middle class and increased digital connectivity. Online

retail sales are forecasted to grow at the rate of 31 per cent year-on-year to reach US\$ 32.70 billion in 2018. Indian market has high complexities in terms of a wide geographic spread and distinct consumer preferences varying by each region necessitating a need for localization even within the geographic zones. India has highest number of outlets per person (7 per thousand) Indian retail space per capita at 2 sq ft (0.19 m²)/ person is lowest in the world Indian retail density of 6 percent is highest in the world. 1.8 million Households in India have an annual income of over 4.5 million (US\$62,615.70). While India presents a large market opportunity given the number and increasing purchasing power of consumers, there are significant challenges as well given that over 90% of trade is conducted through independent local stores. Challenges include: Geographically dispersed population, small ticket sizes, complex distribution network, and little use of IT systems, limitations of mass media and existence of counterfeit goods.

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian e-commerce markets. Luxury market of India is expected to grow to US\$ 30 billion by the end of 2018 from US\$ 23.8 billion 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities, according to Assoc ham. The Indian retail trading has received Foreign Direct Investment (FDI) equity inflows totaling US\$ 1.42 billion during April 2000–June 2018, according to the Department of Industrial Policies and Promotion (DIPP).

With the rising need for consumer goods in different sectors including consumer

electronics and home appliances, many companies have invested in the Indian retail space in the past few months. Beckons, a South Korean designer brand is set to enter the Indian market with an investment of about Rs 1.00 billion (US\$ 14.25 million) and open 50 stores by June 2019. Wal-Mart Investments Cooperative U.A has invested Rs 2.75 billion (US\$ 37.68 million) in Wal-Mart India Pvt Ltd.

The Government of India has taken various initiatives to improve the retail industry in India. The Government of India may change the Foreign Direct Investment (FDI) rules in food processing, in a bid to permit e-commerce companies and foreign retailers to sell Made in India consumer products. Government of India has allowed 100 per cent Foreign Direct Investment (FDI) in online retail of goods and services through the automatic route, thereby providing clarity on the existing businesses of e-commerce companies operating in India.

E-commerce is expanding steadily in the country. Customers have the ever increasing choice of products at the lowest rates. E-commerce is probably creating the biggest revolution in the retail industry, and this trend would continue in the years to come. India's e-commerce industry is forecasted to reach US\$ 53 billion by 2018. Retailers should leverage the digital retail channels (e-commerce), which would enable them to spend less money on real estate while reaching out to more customers in tier-2 and tier-3 cities. It is projected that by 2021 traditional retail will hold a major share of 75 per cent, organized retail share will reach 18 per cent and e-commerce retail share will reach 7 per cent of the total retail market. Nevertheless, the long-term outlook for the industry is positive, supported by rising incomes, favorable demographics, entry of foreign players, and increasing urbanization.

INTRODUCTION

Human Resource Managements role in the company's success increases each day. Human Resource Management is a vital function in organizations. It is becoming more important than ever. Line managers are getting involved in HRM, and human resource managers are becoming members of the management team. Also, everyone in the organization can make a contribution to the management of people and the success of the organization at the same. The Human resource Management functions play a very important role in providing a competitive advantage to the organization.. The organized retail sector has grown tremendously due to its improved HR practices. Due to the direct link between the human resource practices and the organizational productivity, many organizations have started giving attention to the HR practices that they follow. Organised retailing is bracing itself to measure for adoption of better HR practices in organizations. The companies dealing in organized retail in India are increasingly acknowledging the fact that their core strength lies in the efficiency of their man power and they need to continuously cement their work force in order to compete their position in the market and for this their focal point should be in the HR practices they follow in their organization. In this paper, the researcher has tried to study the various human resource practices followed in the organized retail outlets and to also identify the various problems and challenges faced by these sectors.

HUMAN RESOURCE ENVIRONMENT OF RETAIL SECTOR

Staffs are a major resource in any business. This is particularly true in retail industry, which has a very large amount of employees and which provides a range of services to its customers. The retail human resource

environment has its special features: a large number of inexperienced workers, long hours, highly visible employees, many part-time workers, and variations in customer demand. Those features also create difficulties to retailers.

First of all, a large number of inexperienced workers and part-time staffs in a retail business may lead high employee turnover, poor performance, lateness and absenteeism. This is due to several reasons. One is that inexperienced workers can apply retail positions, such as checkout clerks, wrappers, stock clerks and some types of sales personnel, which doesn't require high education, training and skill. The other one is that employees who work in retailing companies likely live near the retailing stores. In addition, part-time staffs are very easy to quit their jobs.

Secondly, long working hours may result that retailers need to two shifts of employees. As the trend of longer store hours (evening and weekend), retailers need to consider employ staff for evening and weekend use. Thirdly, high visible employees mean that retailers have to monitor employees very closely. As consumers nowadays play a very important role in retail industry and employees are highly visible to the consumers, retailers must select and train employees carefully, especially care about their manners and appearance.

Finally, variations in customer demand may create difficulty to retailers to predict exactly how many employees are required. Retailers need to have the knowledge about what season, what number of employees is needed; and what day, what number of employees is needed; and which period of a day, what number of employees is needed.

THE PROCESS OF HUMAN RESOURCE MANAGEMENT IN RETAILING

The four main activities of the process

of Human Resource Management are Planning, Recruitment and Selection, Training and Performance. When retailers are applying the Human Resource Management process, the labor laws, diversity and employee privacy has to be considered.

PLANNING

By analyzing the current workforce will allow the company to evaluate the department performance and helps to realize what kind of staff are required in order to form the skills which they needed. Retailers need to employ the right number of staff in order to make the workforce more efficiency. Too many employees will increase costs, and too few will not able to carry out of its work. Therefore, retailers have to analyze both current human resources within the retailing organizations, and future plans or strategies of the organization and the effect on human resource.

Meanwhile, because of the special human resource environment in the retail industry, the effects of the labor market factors have to be considered for their human resources planning. Due to the development of Information Technology, companies may not be able to find the employees who have the skills they required. In addition, internal staffing factors such as labor turnover, sickness or accident rates also have to be considered. However, planning has to be thought out carefully, and updated when other factors have changed. Take boots as an example, they evaluate the local market trend and qualification of local population, etc and seek to the staff that need to form the skills they lack. This process takes time to operate. However, it is less expensive than the recruitment and selection process. Meanwhile, it will be helpful to find the employees who already have the skills that the retailers require.

RECRUITMENT AND SELECTION

Recruitment is the process of identifying the need for a new employee, defining the job and the appropriate person for it, attracting a number of suitable candidates, and then selecting the one best suited to the job. When a company is looking for new employees, they tend to use different channels in order to find the most suitable personnel. The channels could be educational institution, TV/magazine advertising, agency or any other channels which is the best way to find the right personnel. For example, in a retail company, when they are looking for an entry level sales personnel, they tend to reply on educational institutions, advertisements and employee recommendations. Moreover, when a retail company is looking for middle-management positions, they are likely to use employment agencies, competitors, advertisements and current employees. The recruitment process can be very costly. It takes a great deal of time to set up an effective recruitment process. Therefore, the company has to carry this job out in a systematic way.

The next job is to select new employees from among those the company has recruited. The main objective in the selection process is to match the character of potential employees with the requirements of the jobs to be filled. The process of selection includes job analysis and description, the application blank, interviewing, testing, references and a physical examination. Human Resource Management is a function within an organization concentrated on recruiting, managing and directing people who work in it. Human Resource Management deals with issues related to compensation, performance management, organization development, safety, wellness, benefits, employee motivation, training and others. HRM plays a strategic role in managing people and the workplace

culture and environment. If effective, it can contribute greatly to the overall company direction and the accomplishment of its goals and objectives. More and more companies seek the outsourcing services of HR recruitment companies. The focus on HRM is now moved to the strategic utilisation of employees and the measurable impact of employee programs over business. Nowadays successful companies need to be adaptive, resilient, customer-centered and quick to change direction. Within such an environment the effectiveness of HRM is crucial to business success. HR professionals establish systems for performance development, career succession planning and employee development. This keeps people motivated, happy, personally engaged and contributing to company success. Furthermore the HR professional helps the development of organizational culture and climate in which employees have the competency, concern and commitment to serve customers well. Human resource practices which have had a significant impact on the retail sector and have shaped the present industry outlook as well as defined the growth projections for the sector.

COMPETENCY MAPPING

An effective and scientific talent assessing practice wherein a person's skills, aptitude, strengths and weaknesses etc. are mapped against the pre-set requirements of the role. This practice is intended for increasing the talent hire hit rate.

BUILDING CAPABILITY

It takes a set of capable people to write the success story of any company. Retail organizations nearly comprise 70 percent of their staff as frontline sales people who are either freshers or less experienced. It becomes very important to make them realize that they are the brand ambassadors in ways more than

one. Hence, their proper training and overall grooming becomes of supreme importance. Customised and well-researched learning and development plans are created for making the workforce suited for the specific profile. At times, this capacity building also helps in locating/developing in-house talent, which in turn saves them the time and investment which would have otherwise been incurred for a new hire.

TALENT RETENTION

Owing to the competitive industry scenario, talent acquisition has not remained any much less than a war for talent. Though it is challenging enough to find the right people with the desired skill set, however, more challenge lies in retaining a competent workforce. High attrition rate in retail is accredited as a recognized, but inept practice. Best performance work practices are developed to make people plan their future with the organisation and thus avoid their outward movement. Career progression discussions, mentor allocation, internal movement provisions etc. are couple of best practices which are aimed at retaining the talent.

TRAINING AND DEVELOPMENT

Seeming a subset practice of talent retention, training and development is instead an all-encompassing function of HR practices, which is aimed at a holistic growth of each and every employee. Many HR practices have been built around this core task. These practices in a way pave the way for future progression of any organisation, as well as for the entire workforce. Such focused practices also help in aligning the employees with the mission and vision of the organization.

DIVERSITY AND INNOVATION

Diversity reflects innovation, especially in the retail employee base. Diversity in the workforce ensures a comprehensive

and an integrated organisational approach in any situation. Therefore HRs has to take a risk and hire a percentage of workforces from outside the inner sanctum, in order to have the chance to gain insights and knowledge from someone with a different perspective and thought process. This risk and aberration in the regular process is something which brings variation and newness into the system. Several HR programs and policies are developed to ensure a constant identification and nurturing of a diverse workforce.

Apart from these, there are several more HR functions which play an extremely crucial role in defining the present-day organized retail sector. These virtuous practices not only enhance the competencies, but also address the current and anticipated talent shortfall. Retail is characterised by enormous flux in terms of workforce, especially at the ground-level. With the help of well researched policies and interventions, HRs are able to anticipate the industry trends in advance, timely identify imminent business needs and steadily populate a pool of future-ready talent. Other challenges such as high attrition rate, maintenance of compensation equilibrium etc. are also dealt with the help of these best practices. Retail is no-doubt a sunrise industry and is presumed to have immense growth potential, not only for employees, but for employers as well.

HUMAN RESOURCE CHALLENGES FOR RETAIL INDUSTRY

The following are the major challenges of the retail industry in the managing the human resources.

1. Employee Tracking

Most of the retailers have their store pan-India and have a lot of different store in a same geographical area so tracking of employee productivity is a tedious task.

2. Manpower Planning

Each retail store has different sections

for fulfilling the demand of the consumer base, a study had shown that if a retail customer specialist is trained well it will automatically increase the profit of the store and also it creates a good customer experience. Constant monitoring will help management to know where they are lacking manpower planning and can help to train the employees to achieve the organizational objective.

3. Seasonal Demand

During the festival, there are always rush on retail stores. So employee demands are more and workforce needed to be more organised during this time to handle this volume of customers.

4. Lack of Formal Education

There is the requirement of qualified and talented manpower to look after the day to day operations and cater to the wide spectrum of customer desires. As there is lack of formal vocational institutes where the employee can be trained, most of the retailers in India depend on in-house training or fulfilling their training needs with small institutes.

5. Bad Loans

Bad loans are the big problem in the retail sector as workers in this industry take a lot of loans from the company and as well as from bank so proper tracking is required for maintaining the balance.

6. Women in Retailing

There are a lot of women in retailing and it's also scientifically proven that women increase the productivity of retail store if they are working properly as they have the ability to pursue people and they have genetical ability to work with perfection and multitasking. They can be easily trained and they can maintain a store more properly than men. Some policies need to be made by the organisation for giving women some extra privilege like maternity leave, sharing working hours est.

7. Threat of Poaching

Employee poaching is also very high both in organized as well as an unorganized retail industry. Skilled manpower is scarce in this industry and as such attracting the employees of competitors by offering them better salaries is a rather easy option. A lot of capital is invested in each individual for his training and development, so if any employee leaves it's a loss of organization. So you have to always retain good employee because they are assets of your organization.

8. Career Advancement

A lot of employees in the retail industry even don't know the path for growth in their careers. Proper goal management and training are required so that they will grow and their growth will also help the organisation to grow, Goal completion rewards are one of the initiatives that can be done by the organisation. Some training like proper communication classes, personality development classes, Packing Techniques, Technical training are few of the things organisation may adopt for growth.

9. Stressful Environment

The working pattern of the retail industry requires employee to put in long hours of work which generally cause fatigue and result in lower motivation among employees. Besides this, in part-time and casual jobs there is less job security, flexible shifts, unlimited working hours, lower salary and benefits & poor working conditions resulting into stress.

10. Analytics Overview

As there are the vast number of employees working in a single organisation Management level people rely only on data that is shown in their data book or screen to address the problems some common problems may be employee attendance, individual store productivity, retention of employees analyzing this data can figure out problem area so that they

can act on that before it's too late.

CONCLUSION

Organised retailing is still in its early stage. The education level of the employees in organized of retailing is very less. Most of the employees are below graduates. The income level is below Rs.10,000 for majority of them. The HR practices in the industry are at the rudimentary level. Recruitment is very simple i.e. walk in interviews. The selection criteria are limited to personal interview only. The training programs are mostly through on the job methods, Training programs are meant for improving the productivity on the job. The wage level of the industry is at the minimum because only low skills are required on the job and simplicity in the nature of work. . Future days will see the implementation of more technology in the industry. To cope up with the changes, it will lead to increased skill level of the employees and also better HR practices.

REFERENCES

1. *Sinha Gupta, Sinha Sachin,(2018), Human Resource Practice In Organised Retail, vol9, www.researchgate.net.*
2. *www.Indiamretailer.com*

41. HEALTH OF THE ECONOMY AND ITS MEASURING INDICATORS

Dr.J.SUGANTHAM PARIMALA, *Assistant Professor of economics, Wavoo Wajeetha Women's College of Arts and Science, Kayalpatnam – 628 204 Cell – 9884576607 Email – jesiha22@gmail.com*

ABSTRACT

Health of the economy is an integral part of development and it is determined by the socio – economic factors like education, employment, population growth, income and environment. If the economy is not healthy internally, then it will not be able to interact effectively externally. Economists use a variety of indicators to assess the performance of the economy at a given time. By looking at changes in GDP we can see whether the economy is growing. GDP doesn't necessarily tell us much about the state of the economy. But change in GDP does. If GDP goes up, the economy is growing. If it goes down, the economy is contracting. To a certain extent, we can forecast future economic trends by analysing several leading economic indicators. Many different economic indicators are tracked in order to evaluate the health of economy in different ways or from different perspectives. To keep the economy growing strong, people must spend money on goods and services. A reduction in personal expenditures for things like food, clothing, appliances, automobiles, housing, and medical care could severely reduce GDP and weaken the economy. When an economic indicator is a statistic that will provides valuable information about

the economy health. The majority of economic indicators are collected and released by government and/or non-profit groups. Thus, economists and businesspeople typically track only a select few that are most pertinent to their professional, financial and economic interests.

KEYWORDS

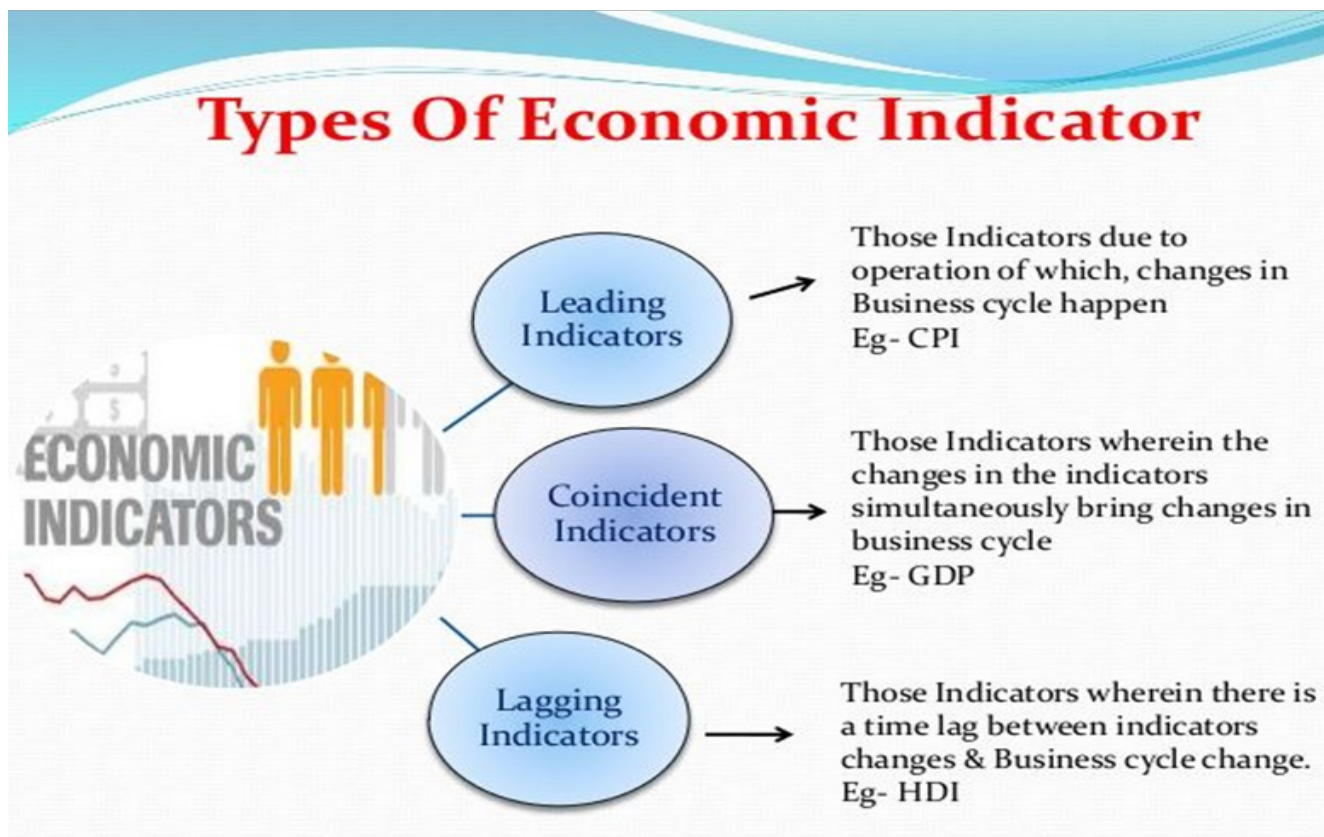
Socio-economic factors, Health of the economy, Economic indicators, Growth. GDP, Development.

INTRODUCTION

An economic indicator is a piece of economic data that is used by analysts to interpret current or future investment possibilities and in other wordeconomic indicator is a statistic about economic activity. An economic indicator is a statistic about an economic activity. These indicators also help to judge the overall health of an economy. Economic indicators can be divided into categories or groups. Most of these economic indicators have a specific schedule for release, allowing the speculators to prepare for and plan on seeing certain information at certain times of the month and year. The following graph explain the types of economic indicator.

Types of Economic Indicator

Figure - 1



India, a land of wonderful diversity and interesting opportunities, industrialised country, remains high on the list of investment destinations by international investors and businesses with an average growth rate of approximately 7% over last two decades. According to global investment bank, by 2035 India would be the third largest economy in the world in terms of purchasing power and is going to touch new height in coming years. But what should one look at before considering investing in India? With a lot of positives like a large, educated English speaking population, stable government in the centre, standardized Share market - India seems to be on a firm growth path with the expectation of a double digit growth rate.

However, regulatory inefficiencies, corruption, a slow growth rate over the last decade, bureaucratic red tape in starting and running businesses, political pressures, and heavy financial

burdens are some of the challenges facing India's economy and business environment. Because of the economic indicators and its associated parameters provide the important data points to enable informed decision making. This article discusses about important indicators used to analyse the health of the economy.

GROSS DOMESTIC PRODUCT (GNP)

Economists and statisticians use several indicators to track growth and health of the economy. The most well-known and frequently tracked is the gross domestic product (GDP). The Gross Domestic Product (GDP) of a country is the total value of all final goods and services produced within a country over a period of time. It is the face of the economy. If the GDP value is increasing, it is a signal of a strong economy. Therefore an increase in GDP is the increase in a country's production. In other word we define economic growth in an economy by an outward

shift in its Production Possibility Curve (PPC). But some economists have highlighted limitations and biases in the GDP calculation. Organizations such as the Bureau of Labour Statistics (BLS) and the Organization for Economic Co-operation and Development (OECD) also keep relative productivity metrics to gauge economic potential. GDP doesn't necessarily tell us much about the state of the economy. But change in GDP does. If GDP goes up, the economy is growing. If it goes down, the economy is contracting. The following recorded at 6754.30 US dollars in 2019, when adjusted by graph explain the GDP growth of the India. The Gross Domestic Product per capita in India was last.

GDP Growth Rate of India

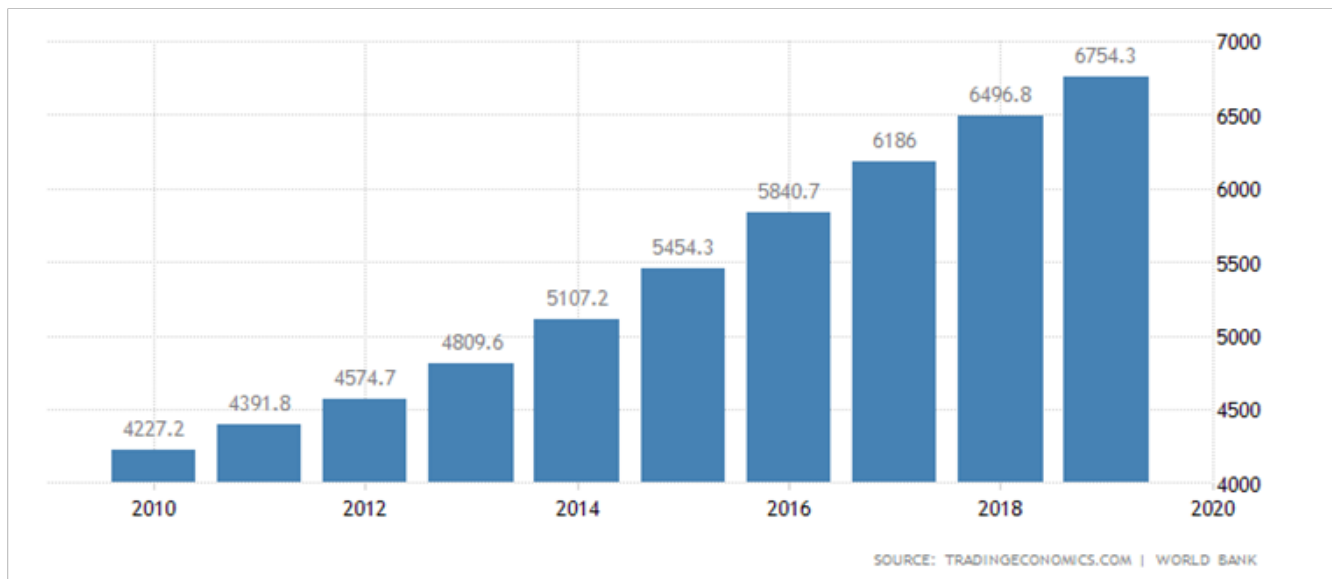


Figure - 2

purchasing power parity (PPP). The GDP per Capita, in India, when adjusted by Purchasing Power Parity is equivalent to 38 percent of the world's average. GDP is disliked as an indicator of economic growth by some because it is not a perfect measure of welfare. It does not include aspects of the good life such as some leisure activities. Nor does it include economically valuable activities that are not paid for, such as parents teaching their children to read. But it does include some things that lower the quality of life, such as activities that damage the environment. But, it is not a perfect indicator. However, it is one of the lagging indicators which tell what has already happened not what is going to happen. Despite many businesses adjust their payroll, expenditures, and inventory based on GDP quarterly or annual results. Especially in India where GDP is one of the most

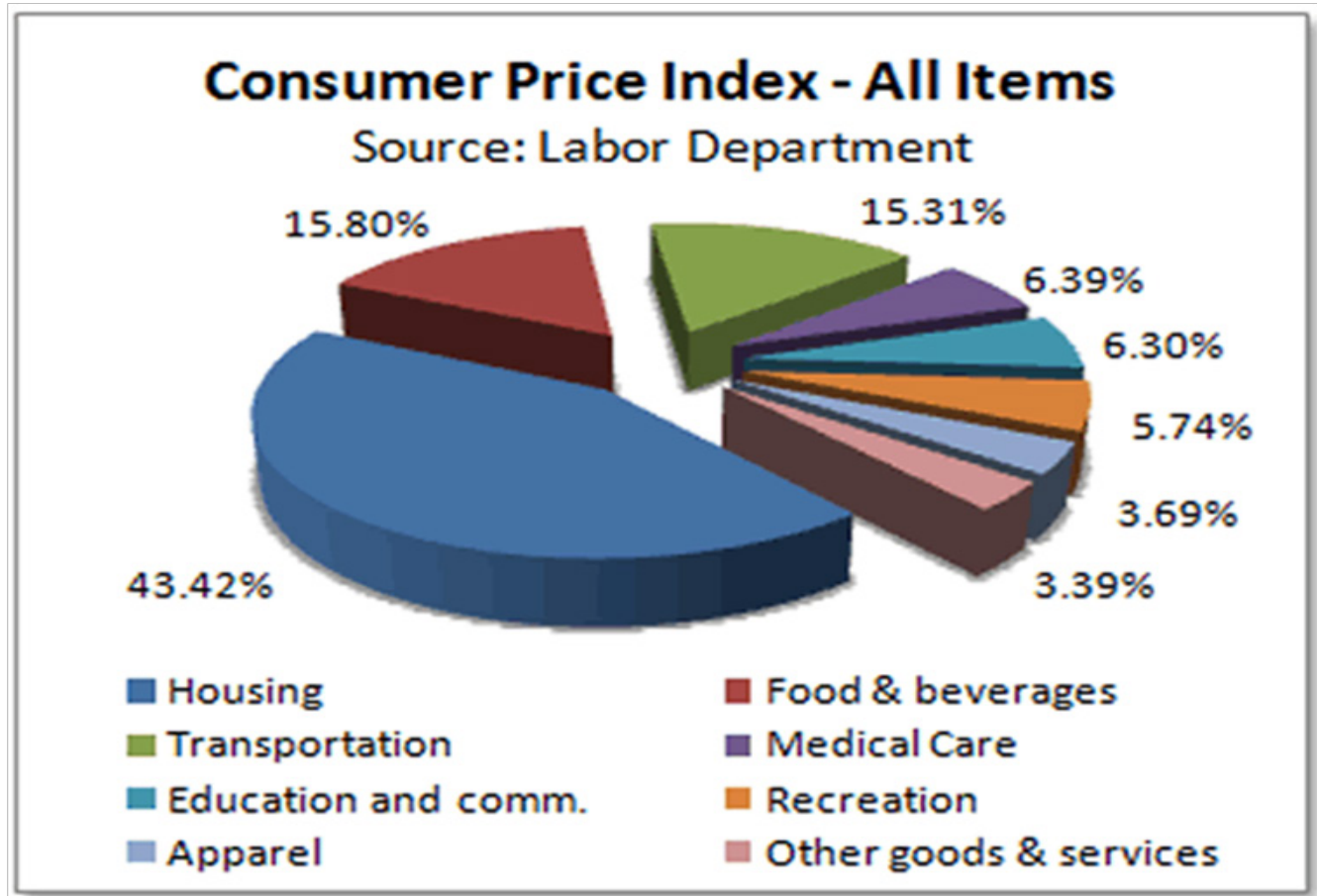
recognized economic indicators which uses by financial advisors, economists, research analysts, investors, and traders to check upon the recent economic developments.

CONSUMER PRICE INDEX (CPI)

A comprehensive measure used for estimation of price changes in a basket of goods and services representative of consumption expenditure in an economy is called consumer price index. The basket represents the prices of a cross-section of goods and services commonly bought by the households in economy. The most widely publicized measure of inflation is the consumer price index (CPI), which is reported monthly by the Bureau of Labour Statistics. The CPI measures the rate of inflation by determining price changes of a hypothetical basket of such as food, housing, clothing,

medical care, appliances, automobiles, and so forth, bought by a typical households. It could be seen in the graph of consumer price index. The CPI measures inflation, one of the greatest threats to a healthy economy. If the inflation rate is too high, it hurts the economy. Since everything costs more, manufacturers produce less. Ultimately, they are forced to lay off workers. As an economic indicator the CPI is the most widely used measure of inflation and is sometimes viewed as an indicator of the effectiveness of government economic policy.

Basket of Goods and Services in CPI- Figure - 3



It provides information about price changes in the Nation's economy to government, business, labour, and private citizens and is used by them as a guide to making economic decisions. In addition, the President, Congress, and the Federal Reserve Board use trends in the CPI to aid in formulating fiscal and monetary policies. The calculation involved in the estimation of CPI is quite rigorous. Various categories and sub-categories have been made for classifying consumption items on the basis of consumer categories like urban or rural. Based on these indices and

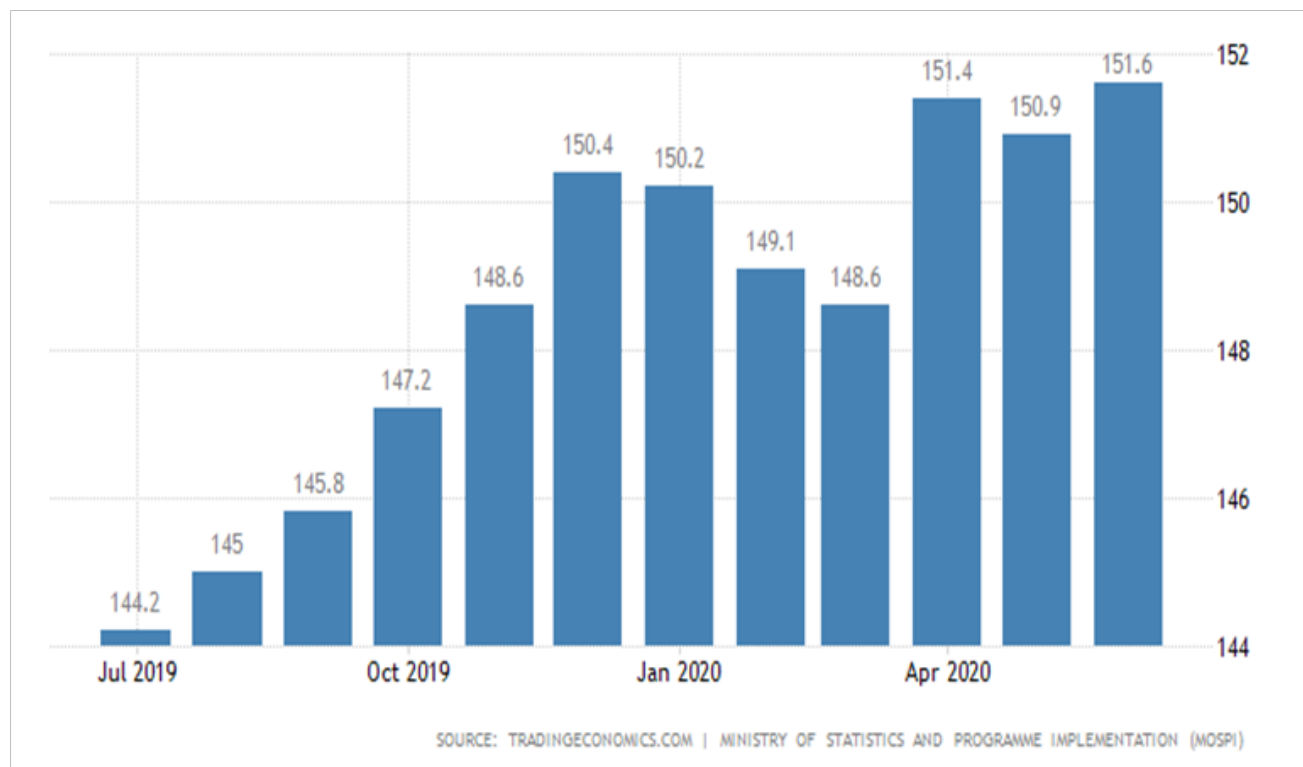
sub-indices obtained, the final overall index of price is calculated mostly by national statistical agencies. It is one of the most important statistics for an economy and is generally based on the weighted average of the prices of commodities. It gives an idea of the cost of living. It is one of the crucial economic indicators which used to measure inflation and deflation rate. The best thing about this index is that it calculates the inflation from the consumer's end. On top of that, it includes services which account for 60 percent of GDP approx., plus, it also

includes both rural and urban part of the country. It measures the change in the prices of the total basket of goods and services such as transportation, medical care, and food over a period of time. This is why it is also known as the Cost of Living Index. Increasing inflation usually indicates a decrease in purchasing power which can lead to major problems in future. Hence, the average standard of living declines with the rise in inflation. Inflation also influences job growth, GDP, and employment rate. The following graph explain the CPI of India.

Consumer Price Index CPI in India increased to 151.60 points in June from 150.90 points in May of 2020.

India's Consumer Price Index (CPI) growth was measured at 5.8 % in Mar 2020, compared with a rate of 6.6 % in the previous month. India's Consumer Price Index growth data is updated monthly, available from Jan 1958 to Mar 2020, with an averaged number of 6.8 %. The data reached an all-time high of 34.6 % in Sep 1974 and a record low of -11.3 % in Jun 1976. CEIC calculates Consumer Price Index Growth from monthly Consumer Price Index. Central Statistics Office provides Consumer Price Index with base 2012=100. Consumer Price Index Growth prior to January 2012 is sourced from the International Monetary Fund and covers Industrial workers only.

Consumer Price Index Growth
Figure - 4



Like GDP, there are difficulties related to the CPI also. In a vast country like India, different people have different standards of living. Thus, one CPI cannot justify the entire diversity. Thus, because of these reasons, the change in the cost of living is questionable while calculating the CPI.

INTEREST RATES

In India, the Interest rate decisions and monetary policies are handled by the Indian authority – Reserve Bank of India (RBI). It is considered a major economic event in India where the interest rates are decided by the RBI in the interest of businesses, consumers,

, investors, and country's economy. It is also one of the lagging indicators which represent the money lent from one bank to another. In India, these monetary policies are determined by the Monetary Policy Committee (MPC). For instance, when the monetary policy committee decides to increase the interest rates then the commercial banks or other lenders have to pay more interest to obtain money which they compensate by lending money to the borrowers at higher rates, which thereby make borrowers difficult to take out loans. As a result, the borrowers or consumers hesitate to take loans and the companies discouraged to expand their operations and businesses. As a result, the GDP growth affected. But, if the interest rates are too low, it is also not beneficial for the economy since

there will be an increased demand for money and a rise in inflation. So, the interest rate is one of the crucial economic indicators which can suggest where the economy might be headed. In India, interest rate decisions are taken by the Reserve Bank of India's Central Board of Directors. The official interest rate is the benchmark repurchase rate. In 2014, the primary objective of the RBI monetary policy became price stability, giving less importance to government's borrowing, the stability of the rupee exchange rate and the need to protect exports. In February 2015, the government and the central bank agreed to set a consumer inflation target of 4 percent, with a band of plus or minus 2 percentage points, from the financial year ending in March 2017.

India Interest Rate (2004 – 2020)
Figure - 5



The Reserve Bank of India unexpectedly lowered its benchmark repurchase rate by 40 basis points to 4 percent in an emergency move on May 22nd, amid an ongoing nationwide lockdown to prevent further spreading of the coronavirus. The reverse repo rate was also lowered by 40 basis points to 3.35

percent and the marginal standing facility rate to 4.25 percent. The committee also decided to continue with the accommodative stance of monetary policy aiming to achieve the medium-term inflation target of 4 percent +/- 2 percent, and mitigate the impact of COVID-19 on the economy,

while supporting growth.

The Reserve Bank of India (RBI) launched a special liquidity facility for mutual funds (SLF-MF) of 500 billion rupees (USD 6.56 billion) to ease pressure due to the coronavirus pandemic. The bank will conduct repo operations for 90 days' tenor the fixed repo rate. The scheme is available from April 27, 2020 till May 11, 2020 or up to utilization of the allocated amount, whichever is earlier. The Reserve Bank will review the timeline and amount, depending upon market conditions. Exposures under this facility will not be reckoned under the large exposures framework and stand to be classified as held to maturity, even in excess of the permissible 25 percent of total investments. Policymakers had already cut its benchmark repurchase rate by 75bps to 4.40 percent on March 27th.

4. www.researchgate.net.post.com
5. www.khanacademy.org
6. www.labourbureau.gov.in
7. www.ncbi.nlm.nih.gov
8. www.indiamacroadvisors.com

CONCLUSION

There are a lot of other economic indicators which tell a lot about a country's economic health and future inflation or deflation in the country. Among these leading and lagging economic indicators, the gross domestic product (GDP), consumer price index (CPI) and interest rate, are key indicators in India which not only monitored by the economists or analysts but also by investors and traders who are invested in the stock market or other financial market.

For this reason, to accurately analyse the state of the economy, you must learn to do analysis based on various economic indicators. Just don't forget some economic indicators work best in the corporation with other economic indicators. By the corporation, you can make better decisions regarding your investments and future goals.

REFERENCES

1. www.toppr.com
2. www.investopedia.com
3. www.gpo.gov/economicindicators

42. IMPACT OF WORKPLACE ETHICS ON JOB SATISFACTION AND JOB COMMITMENT OF SELF FINANCING COLLEGE PROFESSORS - A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

Dr.G.KAMALASELVI, *Assistant Professor and Head, Department of Commerce, Govindammal Aditanar College for Women, Tiruchendur.*
Cell: 9442182062 Mail ID: kamalsaravan03@gmail.com

Dr.G.MAHALAKSHMI, *Associate Professor and Head, Department of Economics, Rani Anna Govt. College for Women, Tirunelveli-8*
Cell: 9486669566 Mail ID: gmahaatchu@gmail.com

ABSTRACT

"If you are not Rising with Ethics, you will Sink with Every Rise" – Mehmet Murat Ildan

Ethics is a moral philosophy concerned with the study of what is good and what is bad. The ethical culture prevailing in the organization leads to the emergence of new humanity of responsible leaders driven by values, virtues and wisdom which transform the working environment amicable. Healthy workplace culture motivates the employees to function beyond organizational expectations. Employees are motivated and their performance improves as they work under good culture. A strong employee culture has a positive impact on employee behavior and performance.

The concept of ethics is of critical importance to all the professions that serve society. It plays an important role in a teacher's personal and professional life. Identifying the ethical climate would provide the college with the evidence to support the need to make improving their colleges. The professional ethics, the values and

virtues practiced in colleges heavily influence the future leaders. Given this background, an attempt was made to carry out the research on the title "Impact of Workplace Ethics on Job Satisfaction and Job Commitment of Self Financing College Professors". The researcher has collected data from both primary and secondary sources. The primary data were collected directly from the respondents through questionnaire. The secondary data were collected from books, journals and websites. 20 professors from six self financing Arts and Science Colleges were selected at random. Hence 120 was the sample size. To analyse the data 't' test, Weighted arithmetic mean score and Karl Pearson's Co-efficient of Correlation were applied.

KEYWORDS

Ethical Culture, Ethical Behaviour, Job Satisfaction, Job Commitment

INTRODUCTION

In an organisation, employees are the most valuable and a very important resource of a business from planning to

implementation of rules and strategies, employees are the core ingredient. During the different stages of human life, human behavior is influenced by culture, society, values, morals, ethics and genetics. Human behavior consists of mental, physical, emotional and social activities. It cannot be same in different situations and different organisms. Human behavior is also influenced by intrinsic features, environmental aspects and their relationship with the situations and also other factors. That is why different people behave differently in same situation. Organizational climate can play a very essential role from the inception of the organization to its growth and to bring changes (Transformational and transactional changes) in the organization for both sustain and to grow with rapid rate. Organizational climate consists of policies, procedures, norms of the institutions, and expectations from the society for their welfare. It influences motivation, commitment and individual staff and group performance. Positive climates encourages, while negative inhibit discretionary effort. Institutional climate represents the quality of working environment. If people feel that they are valued and respected within organization, they are more likely to contribute positively to the achievement of business outcomes.

NEED OF THE STUDY

In this era of globalization and multinational competition, ethical practices in management are assuming importance as relationship with various management levels. The faculty members are shaped by ethical practices and mutual trust. Therefore, ethical decision making plays a vital role in a today's corporate world. It is important to remember that, there are many legal, moral and ethical issues are prevailing in front of our educational sectors. The major issues and challenges faced by the

educational sectors are lack of ethical practices, lack of job commitment, dissatisfaction with regard to the salary and rules and regulations in private educational sectors, non availability of infrastructure and lack of support from the top management etc. Among these issues, job satisfaction and job commitment of faculties are of the major components to cultivate a strong and healthy educational system. Teachers are the moulders of the future citizens. Faculties are responsible to shape the adolescent boys and girls. Only the satisfied and committed staff members can create healthy and ethical environment in their colleges. In Thoothukudi district, so many self financing arts and science colleges are providing education to the society. Hence an attempt is made to find out the relationship between workplace ethics and job satisfaction and job commitment of self financing college professors on the title "Impact of workplace Ethics on job satisfaction and job commitment of Self Financing College Professors with special reference to Thoothukudi District".

OBJECTIVES OF THE STUDY

The main objectives of the study are

- * To know the socio - economic profile of the sample respondents.
- * To analyse the level of perception of the sample respondents towards the ethical behavior prevailing in their institutions.
- * To analyse the level of perception of the sample respondents towards their satisfaction and commitment with their jobs.
- * To measure the impact of work place ethical climate on job satisfaction and job commitment of sample respondents in their institutions.
- * To offer suitable suggestions based on the present findings of the study

METHODOLOGY

The researcher has collected data from both primary and secondary sources. The primary data were collected from the professors working in self financing colleges through a questionnaire. The secondary data were collected from books, journals and websites. To find out the impact of workplace ethics on job satisfaction and job commitment, 120 professors from self financing arts and science colleges have been selected as sample by adopting convenience sampling technique. 20 professors from 6 self financing arts and science colleges have been selected as sample respondents to collect the data. The collected data are analysed by using Simple Percentages, Weighted Arithmetic Mean Score, t test, and Karl Pearson's co- efficient of correlation.

ANALYSIS AND INTREPRETATION OF DATA

The collected data are analysed under the following heads

DEMOGRAFIC PROFILE OF SAMPLE RESPONDENTS:

The major finding are

- 58 percentage of the respondents

were male.

- 47 percentage of the respondents were in age group of 31 – 40 years.
- 58 percentage of the respondents were married.
- 48 percentage of the respondents were completed PG with M.Phil.
- 43 percentage of the respondents are having from 5 – 10 years of experience.
- 40 percentage of the respondents earned a monthly income from Rs.10,000 – Rs.20,000 per month.
- 65 percentage of the respondents were in nuclear family.

PERCEPTION OF SAMPLE RESPONDENTS TOWARDS THE ETHICAL BEHAVIOR PREVAILING IN THEIR INSTITUTIONS

In order to find out the level of perception of sample respondents towards the ethical behavior prevailing in their organization, 't' test is applied. Mean, standard deviation, co- efficient of variation and 't' value are calculated. The null hypothesis framed is "The level of perception of sample respondents do not differ significantly towards the ethical behavior prevailing in their organization". The result of 't' test are presented in Table 1

TABLE 1

PERCEPTION OF SAMPLE RESPONDENTS TOWARDS THE ETHICAL BEHAVIOUR PREVAILING IN THEIR INSTITUTIONS - FACTOR WISE ANALYSIS

S.No	Factors	Mean	SD	CV	't' value	Rank
1.	Ethical behavior of colleagues	2.98	1.34	40.96	0.98	III
2.	E t h i c a l leadership behavior	3.65	1.40	38.93	1.35	II
3.	Organizational citizenship behavior	3.69	1.41	38.15	1.37	I

Significant at t0.05 level, Table value 0.05 level is 2.262.

Degrees of freedom (3-1) = 2.

From Table 1 it was observed that, with regard to perception of sample respondents towards the ethical behavior prevailing in their organizations, the mean scores of all the factors were above the neutral point (3) except the factor "Ethical behavior of colleagues" (2.98). Hence it was found that, the top level officials, management and the environment was ethical than the behaviour of colleagues in their institutions. It was also proved by 't' test at 5% level of significance. "Organizational citizenship behavior" got the least value of co-efficient variation (38.15) and so it was placed in first position. The last rank is allotted

to "Ethical behavior of colleagues" since it shows the highest value of co-efficient of variation (40.96). Hence it was concluded that the management should impose norms to cultivate more ethical values on the minds of college professors since they are responsible to mould their young minds as good citizens in India.

PERCEPTION OF SAMPLE RESPONDENTS TOWARDS JOB SATISFACTION AND JOB COMMITMENT – STATEMENTS WISE ANALYSIS

Perception of sample respondents towards job satisfaction and job commitment -statement wise analysis is presented in Table 2

TABLE 2
PERCEPTION OF SAMPLE RESPONDENTS TOWARDS JOB SATISFACTION AND JOB COMMITMENT – STATEMENT WISE ANALYSIS

S.No	Statements	Mean	S.D	C.V	T – value	Rank
	Job Satisfaction					
1.	I am very satisfied with this job.	3.33	1.30	39	2.77	V
2.	I frequently think of quitting this job.	2.92	1.3	49.34	0.67	IX
3.	The people I talk to and work with on my job.	3.27	1.19	36.52	2.48	VII
4.	The degree of respect and fair treatment I receive from my administration.	3.33	1.2	37.98	3.01	IV
5.	The feeling of worthwhile accomplishment I get from doing my job.	3.43	1.28	35.18	3.67	I
6.	The fairness of our tenure and promotional process.	3.35	1.38	41.43	2.76	VI
7.	The amount of support and guidance I received from my administration.	3.07	1.48	48.20	0.517	X
8.	The degree to which I am fairly paid for what I contribute to this organization.	3.38	1.39	40.80	3.2	III
9.	The amount of independent thought and action I can exercise in my job.	3.3	1.38	41.87	2.38	VIII
10.	The effectiveness of our shared governance process (i.e between faculty and administration)	3.47	1.46	42.23	3.50	II
	Job Commitment					
1.	I would very happy to spend the rest of my career with this organization.	3.57	1.30	36.41	4.80	II
2.	I do not feel 'emotionally attached' to this organization.	3.45	1.26	36.52	3.91	II
3.	I do not feel any obligation to remain with my current superior.	3.46	1.35	38.81	3.8	III
4.	I do not feel a sense of belonging to my organization.	3.27	1.34	40.97	2.99	VII
5.	I would be very hard for me to leave my organization right now, even if I want to do.	3.08	1.66	53.70	0.527	IX
6.	I owe a great deal to my organization.	3.05	1.51	49.76	0.326	X

S.No	Statements	Mean	S.D	C.V	T - value	Rank
	Job Commitments					
7.	Right now, staying with my organization is a matter of necessity as much as desire.	3.47	1.52	43.85	0.385	V
8.	Even if it was to my advantage, I do not feel it would be right to leave my organization now.	3.42	1.53	44.80	3	VI
9.	Too much of my life would be disrupted if I wanted to leave my organization.	3.17	1.45	45.74	1.28	VIII
10.	This organization has a great deal of personal meaning for me.	4.42	1.55	35.06	10.03	1
Significant at 0.05 level, Table value at 0.05 level is 2.262.						
Degrees of freedom (n-1) = 10-1 = 9.						

From Table 2, it was cleared that the perception of sample respondents towards job satisfaction, the mean scores of all the statements were above the neutral point (3) except only one statement. The statement is "I frequently think of quitting this job". It was also proved by 't' test at 5% level of significance. Hence the professors of self financing colleges are highly satisfied with their job and with their institutions and they do not want to quit from their job and from their institutions.

To find out the most perceived statement with regard to 'Job satisfaction' co-efficient of variation was calculated. The least value of co-efficient of variation is ranked as first and foremost perceived statement. Therefore 'The feeling of worthwhile accomplishment 'I get from doing my job' (35.18) got the first position. Hence it was concluded that the professors of self financing colleges are satisfied after completing any task with regard to their job.

With regard to the perception of sample respondents on 'Job commitment' the results showed that the mean scores of all the statements were above the neutral point (3). It was also proved by 't' test at 5% level of significance. Hence it was concluded that the professors of self financing colleges are committed with their jobs, colleagues and institutions.

To find out the most perceived statement with regard to 'Job Commitment' co-efficient of variance was calculated. The least value of co-efficient of variation is ranked as first and foremost perceived statement. Therefore, "This organization has a great deal of personal meaning for me" (35.06) was ranked as first position. Hence it was concluded that the professors of self financing colleges are highly committed and involved with their job, colleges and institutions.

IMPACT OF ETHICAL CLIMATE ON JOB SATISFACTION AND JOB COMMITMENT

The Pearson's product moment correlation is used to find out the relationship between work place ethical climate on job satisfaction and job commitment of sample respondents.

TABLE 3

CORRELATION BETWEEN JOB SATISFACTION, JOB COMMITMENT AND ETHICAL CLIMATE

Dimensions	Ethical Climate
Job Satisfaction	0.4700
Job Commitment	0.2701

From Table 3 it was inferred that, there is moderate degree of positive correlation between job satisfaction and ethical climate and there is low degree of positive correlation between job commitment and ethical climate.. Hence it was revealed that there is moderate relationship between job satisfaction and ethical climate and there is some relationship between job commitment and ethical climate. Hence it was concluded that the ethical climate prevailing in the institution may reflect or impact the job satisfaction and job commitment of self financing college professors.

PERCEPTION OF SAMPLE RESPONDENTS TOWARDS THE STEPS TO IMPROVE ETHICAL CLIMATE IN THEIR INSTITUTIONS

In order to improve ethical environment in their institutions, the following steps can be taken by the management as perceived by the sample respondents. The results are presented in Table 5 with the help of weighted mean score.

TABLE 4
PERCEPTION OF SAMPLE RESPONDENTS TOWARDS THE STEPS TO IMPROVE ETHICAL CLIMATE IN THEIR INSTITUTIONS

S.No.	Statements	SA	A	N	DA	SDA	Score	Rank
1.	Organization should create an ethical code of conduct for staff members.	(34) 170	(26) 104	(6) 18	(32) 64	(22) 22	42	IX
2.	Organization should encourage leadership with principles	(26) 130	(44) 176	(16) 48	(10) 20	(24) 24	44.22	VI
3.	Organization should form ethics committee to check unethical behaviors	(26) 130	(32) 128	(20) 60	(34) 68	(8) 8	43.78	IV
4.	Organization should have ethical policies to guide superior in making decisions.	(38) 190	(20) 80	(12) 36	(44) 88	(6) 6	44.44	V
5.	Organization should encourage staff to report unethical practices they have observed.	(36) 180	(36) 144	(8) 24	(26) 52	(14) 14	46	II
6.	Organization should reward people for good ethical conduct.	30 (150)	38 (152)	(8) 24	(26) 52	(18) 18	44	VII
7.	Performance appraisal should have items relating to ethical behaviors.	(34) 170	(20) 80	(16) 48	(32) 64	(18) 18	42.22	VIII
8.	Ethical values should be communicated through slogans like "Honesty is the best policy"	(26) 130	(40) 160	(14) 42	(32) 64	(8) 8	44.89	III
9.	Institutions should undergo ethics training programs.	(36) 180	(28) 112	(38) 114	(8) 16	(10) 10	48	I

From Table 5, it was observed that "Institutions should undergo ethics training programs" (48) was the most perceiving step to be followed to improve ethical climate in their institutions by the sample respondents. Hence the management of self financing colleges should arrange for ethics training programs to improve ethical climate in an effective way.

SUGGESTIONS

On the basis of the findings of the study, the following suggestions are made.

1. The staff members and the management should follow the ethical practices in order to bring out their students as good citizens of our country since they followed one or two unethical practices as revealed by the analysis. Eg: "Dishonest Advertising by the management" and "Charging more travelling allowances by the staff from the management".
2. The staff members should have empathy as their quality since the behavior of staff members will affect other people's job and also will affect the minds of the students.
3. In the present study, the staff members are more committed with their jobs and also with their institutions. They are satisfied with the job also. But there is low degree of positive relationship prevails between ethical climate and job satisfaction and job commitment. Hence, the management should formulate fair remuneration policy and promotion policy in order to avoid unethical practices by the staff members and to feel satisfied with their job.
4. The management should provide adequate support and ample guidance to the staff members to bring ethical climate in their institutions.
5. In order to improve ethical climate in the educational institutions, the management should undergo ethics training programs.
6. A healthy workplace climate motivates the staff members to function beyond institutions' expectations. A strong ethical climate has a positive impact on employee behavior and performance. So the management should take effective steps to bring out a healthy workplace climate in their institutions.

CONCLUSION

Ethics involves an individual personal belief system. Ethics are comprised

of society expectations of acceptable behavior. Norms of ethical behavior are naturally formed in social environments including work situations. In these certain environment, individuals tend to adhere to the code of conduct set by the management and should act in a similar way to their surrounding population. When individuals reject these established ethical norms when making an ethical decision, they are said to be ethical relativists. This study has analysed the impact of workplace ethics on job satisfaction and job commitment of self financing college professors. The staff members are more committed and satisfied with their jobs. The result proved that there is a moderate degree of positive relationship between ethical climate and job satisfaction and low degree of positive relationship between ethical climate and job commitment of self financing college professors. Therefore the management should take care of the remuneration policy, promotion policy continuously in an effective manner and also should allow freedom of autonomy and proper delegation of authority and responsibility in order to make their staff members to be more satisfied and more committed with their job that will reflect in the environment of their institutions.

REFERENCES

1. Abraham Carmeli and Anat Freund (2004), "Work Commitment, Job Satisfaction and Job Performance: An Empirical Investigation", *International Journal of Organizational Theory and Behaviour*, Vol.6, No.4, PP.289-309.
2. Arthur Shacklock (2011), "Dimensions and Types of Ethical Climate within Public Sector Human Resource Management", *Journal of New Business Ideas and Trends*, Vol.9, No.1, PP.51-66
3. Cigdem Kaya and Reyhan Baskaya (2016), "The Roles of Organizational and Ethical Climate on Individual Performance of Employees", *Business Management Dynamics*, Vol.5, No.8, PP.27-38.
4. Cullen, J.B. Parboteeah, K.P., and Victor, B. (2003), "The Effects of Ethical Climates on Organizational Commitment: A Two Way Analysis". *Journal of Business Ethics*, Vol.26, No.2, PP.127-141.
5. Essien Eyo Emmanuel (2018), "The Influence of Ethical Work Climates on Public Sector Supplier Selection Decisions", *British Journal of Marketing Studies*, Vol.6, No.5, PP.62-83
6. Hasan Raza, Mehmood Arjum, Syed Muhammad Zia, (2014) "The Impact of Employee's Job Performance Behavior and Organizational Culture on Organizational Productivity", *Journal of Contemporary Research in Business*, Vol.5, No.12, PP.385-398.
7. Heather L Moore and J. Winters Moore (2014), "The Effect of Ethical Climate on the Organizational Commitment of Faculty Members", *Journal of Academic and Business Ethics*, Vol.9, No.1, PP.1-15.

43. EMERGING ISSUES AND CHALLENGES OF PUBLIC HEALTH INFRASTRUCTURE OF COVID-19 IN INDIA

Ms. S. KIRUTHIKA, Ph.D *Research Scholar, Department of Economics, Annamalai University, Tamil Nadu*

Mr.G. RAJA, Ph.D *Research Scholar, Department of Economics, Annamalai University, Tamil Nadu*

ABSTRACT

Today Indian health care system is in pathetic condition, its needs radical reforms to deal with new emerging challenges and issues. COVID-19 is spreading really fast around the world. The Indian government facing the problem of lack of resources and infrastructure facilities, there are insufficient number of beds, rooms, ventilators and medicines. Public health is the practice of preventing disease and promoting good health within groups of people, from small communities to entire countries. The countries concentration has been focused on the crucial need for a strong public health infrastructure to protect community health. The current study describes the situation of the outbreak of this pandemic in India. The study also discusses the availability of public health infrastructure facilities in virus infected peoples. Public health organizations at the federal, state, tribal, local are taking steps to increase effectiveness and efficiency through its National Public Health Improvement Initiative (NPHLL), the centers for disease control and prevention supports improvements in 74 state, local and territorial health departments systems, practices, and essential services. COVID pandemic has considerably undermined the

accessibility and availability of essential health services. A good health infrastructure also guarantees a country of strong and healthy way to living as well as happy life.

INTRODUCTION

"There is an urgent need to invest in public health to strengthen our health systems for rapid response while ensuring long term preparedness"- Neeraj jain(India country director) Public health is the protecting and improving the health of entire populations. Infrastructure is the life line of all countries to enhancement of Public health. Its provides communities,states,and the country the capacity to prevent infection, promot health and prepare for the respond both emergency threats and chronic challenges to health. Infrastructure is the foundation for evaluating,delivering,planning and getting better to public health. In world wide everyone rely on public health infrastructure to keeps us healthy. According to the central government said that it has identified and set up sufficient health infrastructure and available for covid19 case management are categorized into three main categories.Dedicated COVID Hospital (DCH), Dedicated COVID Health Centre (DCHC), Dedicated COVID

Care Centre (DCCC) The DCH that is the first category, offer comprehensive care primarily for those who have been clinically assigned as severe. The second category DCHC offer care for all cases that have been clinically assigned as moderate. While the third category that is DCCC, offers care only for cases that have been clinically assigned as mild or very mild cases or COVID suspect cases. (Health world).

A good public health infrastructure also requires a various network of skilled health care professionals from doctors and nurses, to researchers and policy makers there are many different types of professionals who are required to advance community health goals. public health agencies play an important role in public health infrastructure. Local health departments are the front line for delivering essential public health system. Their success requires an immense agreement of coordination with state health departments and federal public health agencies, such as the National Institutes Of Health (NIH) and Centers For Disease Control And Prevention (CDC).

IMPORTANCE OF PUBLIC HEALTH INFRASTRUCTURE

Public health aims to improve the quality of life through prevention and treatment of disease. The entire public health services depend on the existence of fundamental infrastructure and its important indicator for understanding the health care policy and welfare instrument in a country. An efficient public health organization that can assure the nation's health requires the collaborative efforts of a complex system of people and organizations in the public and private sectors, as well as an alignment of policy and practice of government public health agencies at the national, state, and local levels.

- √ detector of health status to identify and solve community health problems.

- √ detect and investigate health inconvenience and health hazards in the society.

- √ update, train and empower people about health issues

- √ Mobilize society collaboration and action to identify and solve health problems.

- √ Health policies and plans support to individual and society health efforts.

- √ Implement rules and regulations that protect health and ensure protection.

- √ Everyone need to basic infrastructure facilities and assure that provision of health care services in rural areas.

- √ Ensure proficient public and private health care workforces.

- √ Evaluate efficiency, accessibility and superiority of personal and population based health services.

- √ Investigate for new insights and innovative solutions to health problems.

EMERGING ISSUES (COVID) IN PUBLIC HEALTH INFRASTRUCTURE

Coronavirus pandemic has exposed India's under-preparedness in terms of health infrastructure. Government announced plans to ramp up health and wellness centres in rural and urban areas. It also said that increase investment in public health. developed or underdeveloped, rich or poor, all countries affected this pandemic. Almost COVID reached the community spread phase. India's healthcare infrastructure is incompetent of dealing with this crisis today. However Indian health care system are facing these challenges shortages in medical provisions and difficulty stopping its spread in different magnitudes.

Prime minister announced to allocate 15,000 crore rupees for building infrastructure can strengthen the fight against COVID and state government also trying to expand infrastructure facilities to deal with this pandemic

situation. In India there is a major shortage in the availability of beds in the hospitals.

Health infrastructure is creaking at this stage of the pandemic because of mismanagement, unprofessional planning, greed of private health institutions and unjustified fear. In India health care services is concentrated in urban areas. Majority of private hospitals in rural areas have either stopped giving services health services for covid-19 patients or extorting huge money. India prepare for a larger number of people needing hospitalisation. It needs to gear up its testing facilities and number of beds to deal with pandemics. According to the World Bank, good governance for health requires a change in minds and policy by bringing health system reforms. There is no doubt, India needs to spend more but we also need an action plan, a strategy to deal with the crisis.

LACK OF HEALTH INSURANCE

In India, more than 80 percent of the entire population still does not have any fundamental health insurance coverage. Health insurance is being emphasized during this pandemic. It is important as the insurance regulators in India had made it clear that any hospitalization case due to COVID would need to be covered under health insurance that covered admission to any given hospital. This clearly meant that individuals who tested positive and were undergoing treatment at a hospital would be eligible to get claims under their policy.

LACK OF HOSPITAL FACILITIES

In our country during this epidemic period hospital and health care facilities are inadequate.

LACK OF DOCTORS AND NURSES

National Health profile data-2018 shows shortage of close to 4 lakh doctors and 30 lakh nurses. The situation is much worse in during this pandemic period. In this current scenario, India has one doctor for every 1,445 citizens. WHO's

prescribed norm of one doctor for a batch of 1,000 people. And it has only 1.7% nurses per 1,000 people.

LACK OF BEDS

In India, there is a huge shortage in the availability of beds in covid19 assigned hospitals. According to Raghuram Rajan commission states wise, Bihar has 0.12 beds per thousand people. It is the state with the fewest beds per person. And Odisha which is the poorest state of India has 0.38 beds per thousand people. Manipur and Assam have 0.48 and 0.32 beds per 1000 people, whereas other states of northeast India and south India have a better capacity to serve its patients. Their statistics are near to or above the national average.

LACK OF VENTILATORS

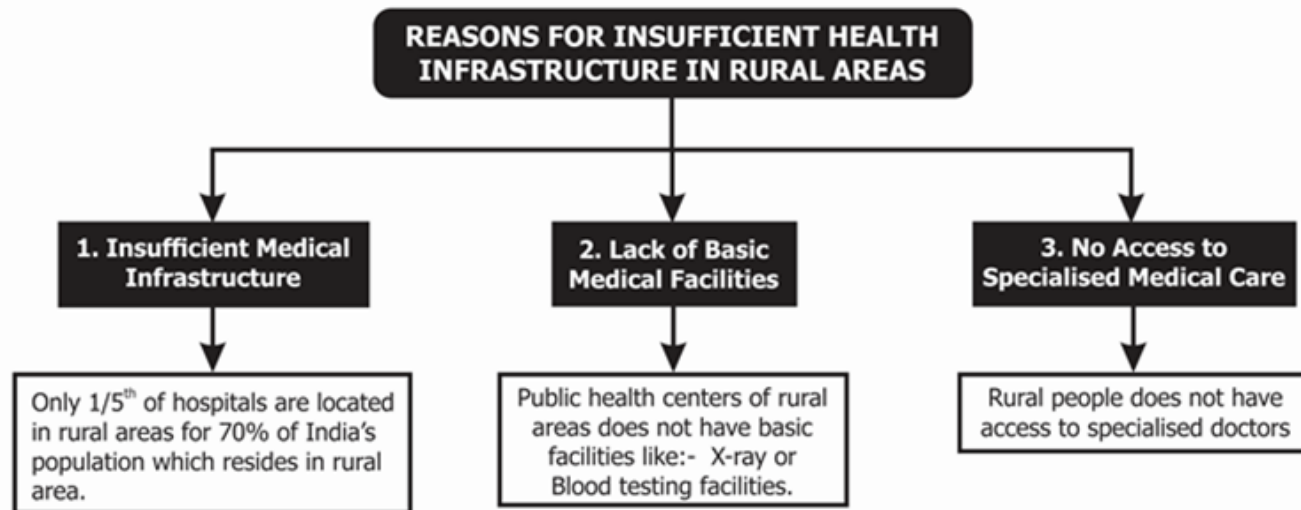
A ventilator is a mechanical breathing medical equipment that can blow oxygen and air into the lungs. Ventilators are critical for the care of people with a lung infection. Lack of ventilators in hospitals is one of the major complications suffered by patients with severe COVID-19 infection. The number of ventilators available in the country is about 57,000 devices. But most of the ventilators cannot be used by covid patients. Experts say we have to struggle more if infected patients surge in the upcoming days because 3% covid patients would require ventilators. The scarcity of these resources has weakened the Indian health care infrastructure, even more, leading to a rapid increase in covid cases throughout the country. Following the development of these concepts, researchers set out to evaluate the public health infrastructure using specific indicators to assess the performance of essential public health services by local or state health systems.

ADEQUATE PUBLIC HEALTH INFRASTRUCTURE DURING (COVID-19)

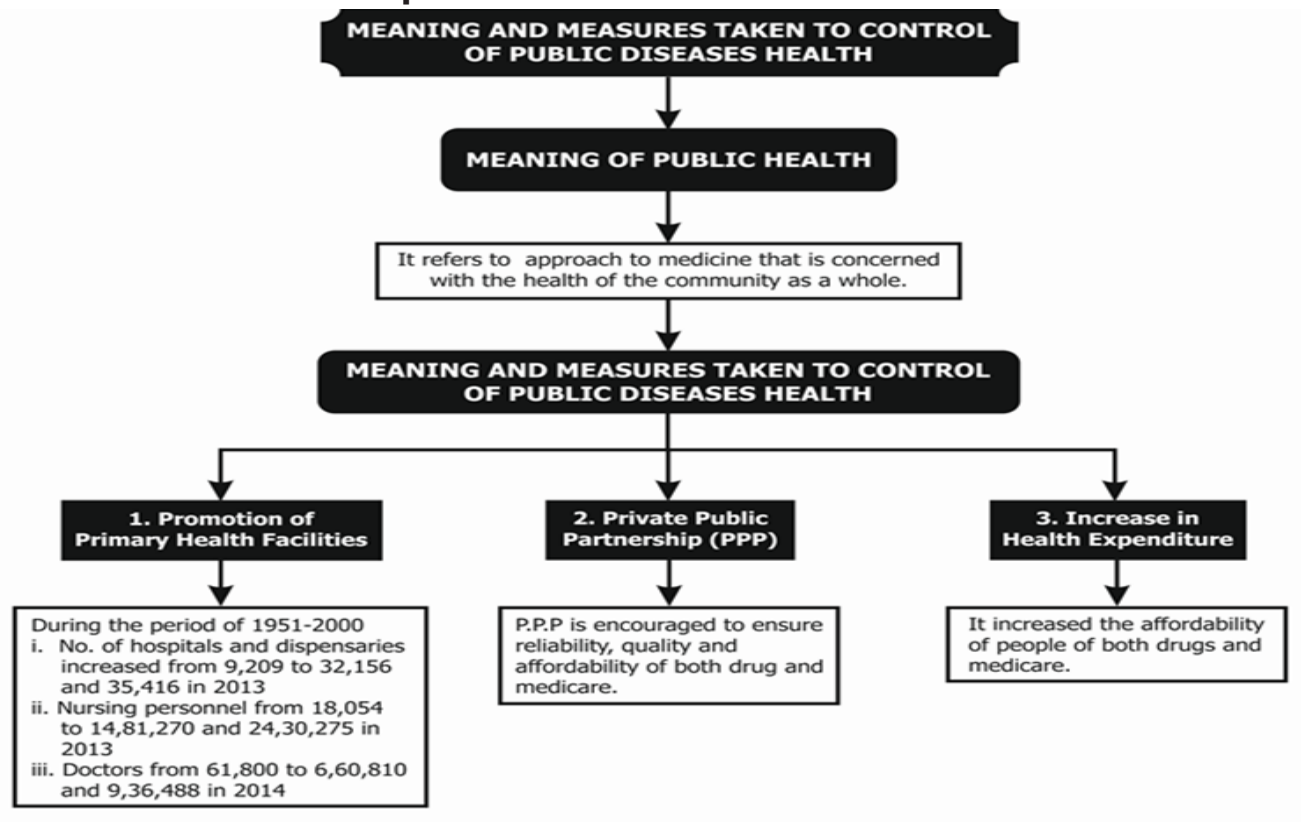
India health care system is declining day to day, and with huge populations of 1.3 billion. It won't be able to cope

with the pandemic if the system is not revamped. India's debilitated health care infrastructure is in many ways disadvantaged to deal with this pandemic. So straight actions need to be taken by policymakers to address the underlying issues. Universal health coverage (UHC) BY 2030 In sustainable development goals it means to ensure that all people and communities could access promotive, preventive, curative, rehabilitative, and palliative health services of assured quality.

Reason for Insufficient Health



Measures to control of public health



Source : bujus's.com

References

- 1.R.Gupta. (2020). *Trend Analysis and forecasting of COVID-19 outbreak in India.*
- 2.singhal, T. (2020). *A review of coronavirus disease-2019. The Indian Journal of pediatrics .*
- 3."*Health infrastructure in India: Critical Analysis of policy Gaps in the Indian Healthcare Delivery*"(<http://www.vifindis.org>)
- 4."*Adequate health infrastructure facilities for COVID-19*"(<https://www.health.economictimes>)
- 5.*WHO Infrastructure and technologies – world health organization*(www.who.int) (singhal, 2020) (R.Gupta, 2020).

44. ROLE OF AGRICULTURE BANKING TOWARDS ECONOMIC DEVELOPMENT

A.ELAVARASAN, B.Com (CA) Student, Department of Commerce CA,KS Rangasamy College of Arts And Science (Autonomous), Tiruchengode.

ABSTRACT

Whether financial structure influences economic growth is still considered a crucial policy issue. The aims of this research are to analyze the influence of banking development indicators, agriculture sector and industrial sector on economic growth in Indonesia and to examine the relationships between banking development and economic growth. VAR, a time-series econometric model used in this study, estimating three banking indicators that are assets, credits and third party fund, economic growth average per capita at constant price 2000 and two variables of economic growth in agriculture and industry. Two dummy variables are also implemented in VAR model, they are monetary crisis and implementation of ArsitekturPerbankan Indonesia (API) or Indonesia Banking Architecture. Based on the two-stage data processing, the research reveals empirical evidence that banking development, agriculture sector and industrial sector affects the economic growth although the percentage of the contribution are relatively small.

KEYWORDS

Banking, Agriculture sector, Industrial sector

INTRODUCTION

- Whether financial structure influences economic growth is still considered a crucial policy issue.

Banking industry growth after Banking Deregulation at 1988, the impact appears when Central Bank of Indonesia made a deregulation called Pakto 88 which was about facilitating opening a new bank and branch office. This was a positif impact that workers at that time have a great chance to work at the bank. Using both traditional cross-section, instrumental variable procedures and recent dynamic panel techniques, Levine, Loayza and Beck (2000) find that the exogenous component of financial intermediary development is positively with economic growth. Also the data show that cross country differences in legal and accounting systems help account for differences in financial development. Kar and Pentecost (2000) used five alternative proxies for financial development and Granger causality tests applied the cointegration and vector error correction methodology (VECM).

- Agriculture was the main economic sector in Uzbekistan employing 43% of the total population with the share of 36% of gross domestic product (GDP) in 1991. Currently, 27% of the population are employed in agriculture and related field, and its contribution to GDP is only 17% (Figures 1). GDP in Uzbekistan, as well as the production of agricultural products, is increasing year by year in a stable manner, as a result, the economy is meeting sustainable growth during the last ten years.

MODEL, DATA AND METHODOLOGY✓ **MODEL:**

The econometric model used in this paper is adopted model from Levine, Loayza and Beck (2000), which is also adopted by Nasrudin (2004). Adopted common equation as follows : $gt = \alpha + \beta [\text{financial}]_t + \gamma [\text{conditioning set}]_t + \epsilon_t$ where gt equals to real per capita GDP growth at constant price 2000, financial equals either assets, credits, and third party funds, and conditioning set represents the other determinants of growth such as agriculture, and industry. The common equation used in this paper adopted from model which is used by Nasrudin (2004) and Levine, Loayza and Beck (2000) with modification.

✓ **DATA:**

Data used in this paper are time series data in the period of 1998 to 2008 quarterly. The reason for theyear 1988 is the at in 1988 central bank of Indonesia issued policy deregulation Pakto 88 and the beginning of booming of new bank. The source of the data collected from Central bank of Indonesia (BI) publication such as Financial and Economics statistic of Indonesia (FESI or SEKI), Central bureau of Statistics of Indonesia (CBS or BPS). Financial data are including total of saving deposits, time deposits, demand deposits and credits (all kind of banks like common bank, rural bank and sharia bank), the total assets all kind of bank proxies for economic growth are GDP growth per capital, contributing of agriculture sector to GDP , industry to GDP (all variables at constant price 2000). The financial indicator used in this paper refers to standard of Central Bank of Indonesia directorate of Research and Banking Management.

● **METHODOLOGY**

Often found that economics theory was not good enough to specify the dynamic relationship among variables. Sometimes estimation and inference

process become complicated because the endogen variable on both side. VAR method by Sims then appear as a solution to this problem with non-structural approach (Widarjono, 2007). VAR model consists of 6 macroeconomics variable and 4 dummy variables can be written as follows: process become complicated because the endogen variable on both side. VAR method by Sims then appear as a solution to this problem with non-structural approach (Widarjono, 2007). VAR model consists of 6 macroeconomics variable and 4 dummy variables can be written as follows:

$$\begin{aligned} \triangleright Vljgdpt &= \beta_1 + \sum_t^n = 1\beta_{1i} Vljgdpt - i + \sum_t^n 0\beta_{2i} Vasett - i + \\ &\sum_t^n = 0\beta_{3i} Vkredit t - i + \sum_t^n = 0\beta_{4i} Vdana t - i + \sum_t^n = 0\beta_{5i} Vtani t - \\ &i + \sum_t^n = 0\beta_{6i} Vindust - i + D1 + D2 + \epsilon_1 \\ \triangleright Vasett &= \beta_2 + \sum_t^n = 0\beta_{7i} Vljgdpt - i + \sum_t^n = 1\beta_{8i} Vasett - i + \\ &9iVkredit t - i + \sum_t^n = 0\beta_{10i} Vdana t - i + \sum_t^n = 0\beta_{11i} Vtani t - i + \\ &\sum_t^n = 0\beta_{12i} Vindust - i + D1 + D2 + \epsilon_2, \end{aligned}$$

Same formulas are for $Vkredit$, $Vdana$, $Vindus$, Econometrics model in this paper is a VAR model divided into two stages processing data , That are:

- VAR model with 6 variables without dummy variables that are economics growth of three banking indicators that are assets , loans and third party funds, and also 2 macroeconomics indicators in agriculture, industry; and
- VAR model with 6 variables with dummy variables are, monetary crisis 1997, and implementation of API in 2004.

The data is analyzed over the 1991-2014 period. From 1991-2004 the general tendency of economies has fluctuated. From 2004, agricultural system in Uzbekistan changed to new

stage, with acceptance of the Law of the Republic of Uzbekistan on the farming. Therefore, some analyses are done for 2005-2014, that have a general tendency of growth. As a data, it's used specified issues provided by the World Bank, UN COMTRADE, FAOSTAT, State Committee on Statistics of the Republic of Uzbekistan and other international organizations. Numbers are described in US dollar current prices and some figures in US dollar constant 2010.

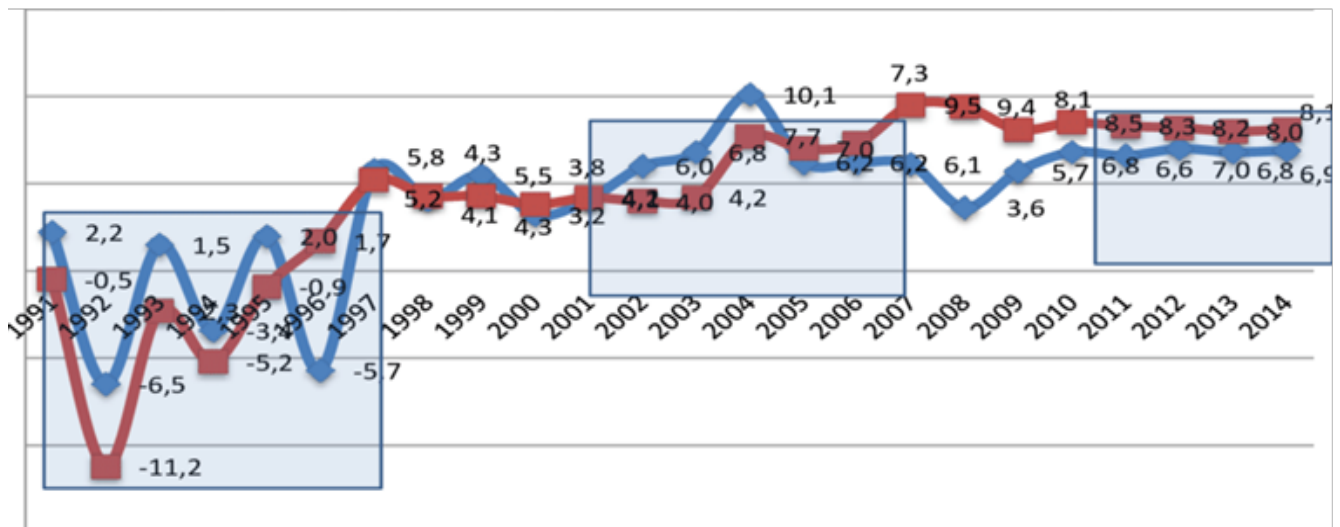
In order to analyze the contribution agriculture for economic growth, we first observe the relative contribution agriculture for economic growth in Uzbekistan. Here, it is observed the share of agriculture in GDP, and annual growth this sector in it. We also use the comparative analysis to find out the coefficient between agriculture and economic development. This method is supported descriptive statistics analysis.

RESULTS

The optimal lag length obtains from VAR Model with 6 variables without

dummy variable is 9 or 2 years 3 month. The impact can be said quite slowly. The result comes into alignment with theoretical study that economic growth not only influence by banking industries but also by another factors, that are natural resources proxy by agriculture, and industrial sector. The smaller the lag can be interpreted that the impact becomes faster.

The comprehensive measures helping to steadily increase the export potential of the sector. In recent years, Uzbekistan has become a major exporter of high quality and competitive fruit and vegetable products. Over the past 10 years, the volume of processing of vegetables and grapes increased by 3.5 times, including the canned fruits and vegetables by 2.5 times, dried fruits – 4 times, natural juices – 7 times. More than 16% of total production of vegetables and grapes are processing. Currently, more than 180 types of fresh and processed fruit and vegetable products are exporting. Its share in the structure of exports constitutes more than 73% (MFA, Uzbekistan 2015).



IMPULSE RESPONSE ANALYSIS OF GROWTH WITH DUMMY VARIABLES

Analysis of economic growth in response to the shock of assets, loan and funds, agricultural, industrial sector and two dummy variables is carried out through one of the properties of the VAR that ImpulseResponse Function. The following analysis reviews the three indicators of banking shocks, economic growth of four variables and two dummy variables.

At a later period as shown in Figure 1 is the second quarter, economic growth up until the third quarter, then continued to decline until the fourth quarter. This

condition can occur because the bank assets can be operated optimally and reached its peak in the third period. Economic growth gave a positive response to credit shocks in the second quarter, causing the next shocks to the decline in economic growth in the third.

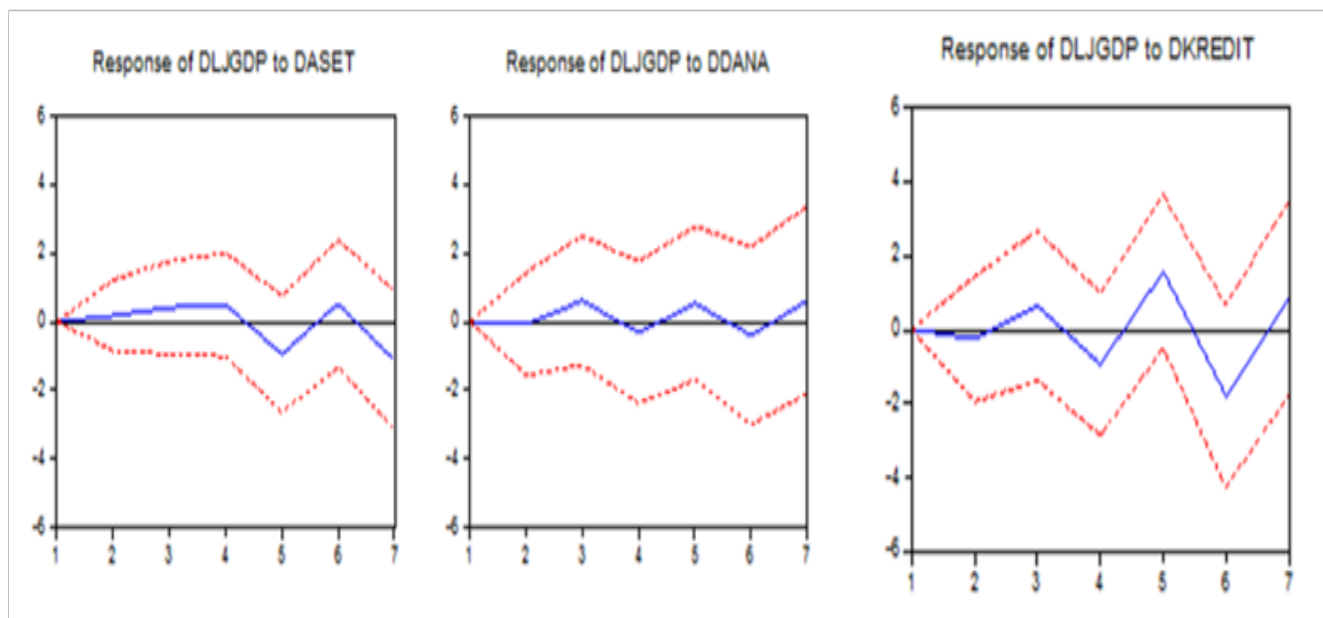


Fig 1. Economic Growth Response of Shock from the Three Indicators of Banking Positive response was also shown by the shock of agriculture and industry variables in the second quarter. In Figure 1. Above shows that the line response to the shocks of economic growth in the agricultural variables rose slightly in the second quarter, then fell in mid-second quarter and continued to decline until the fourth quarter. Positive response was also shown by the shock of agriculture and industry variables in the second quarter. The shock of the industry variables is also positive to economic growth. This is indicated by a line going up from the firstquarter period until the fourth quarter in Figure 2. as follows. The condition can be concluded that the industrial sector is able to move the economic growth is slow but still increasing.

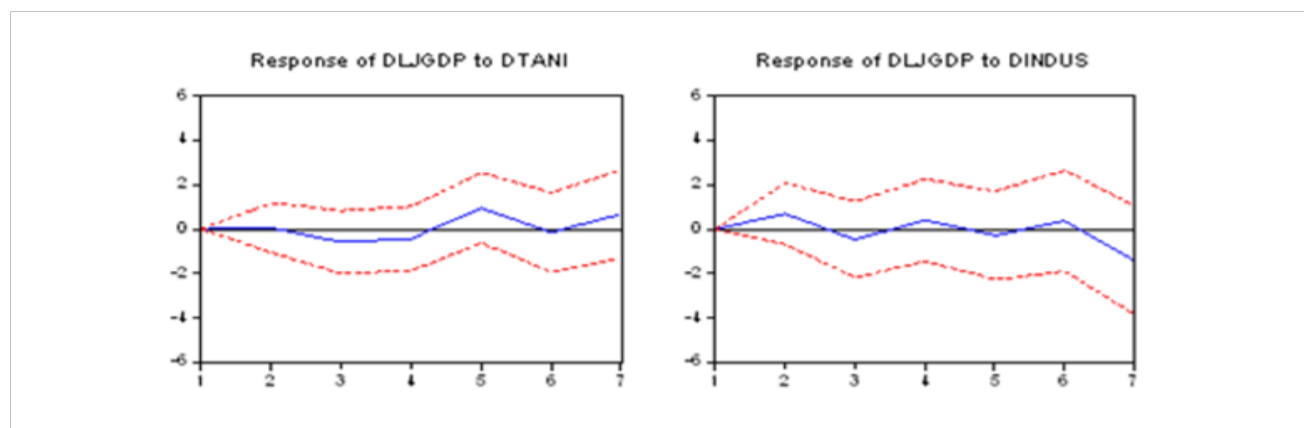


Fig 2. The Response of Economic Growth to the Shock of Agriculture and Industry The same positive response of variable of economic growth in the second quarter describes the roles of both agricultural and industrial sectors

that can drive economic growth for about 6 months. This can be explained that one of the industry sub-sector non-oil industries is comprised of industries including food, beverages, textiles, paper and printed material

impact growing rapidly and providing employment opportunities. Increased demand for products of finished goods or semi-finished both domestically and internationally has led the industry sector to be ranked first in the formation of GDP since the late 90s (BPS, 2009). Another request for an increase occurred in transportation equipment industry, cement industry and chemical industry.

Economic Growth Response to the Shock of Monetary Crisis Dummy Variable and Variable API

The economics crisis that hits Indonesia has brought down the banking performance at zero point. The peak of the crisis is the revocation of business licenses of 16 banks insolvent category (Bank Indonesia, 1998). The next process is the establishment of IBRA as one item in a series of letter of intent (LOI) between the Government of Indonesia to the IMF, with the first LOI was signed on 1 November 1997 (Hermana, 2007). The next IMF loan agreed to provide standby (stand-by credit) amounting to U.S. \$ 10 billion. Other assistance also came from the World Bank and ADB, each with U.S. \$ 4.5 billion and U.S. \$ 3.5 billion (Bank Indonesia, 1998). This is done to save the banking industries in Indonesia. This condition is mainly associated with the loss of public confidence in the national banking industries remained liquidation casualties with 10 banks, four banks recapitalized (Hermana, 2007). In addition, in this period occurred a sharp depreciation in the capital of the bank caused by a fall in asset quality, the banks rush and the negative spread. As a result, the supply of credit falls drastically known the term credit crunch. The same thing also happened with the implementation of the API starting early in 2004. Economics growth in the early period did not give a positive response, even economic growth tends to slow and

only moved up after the fourth quarter.

VARIANCE DECOMPOSITION ANALYSIS WITH DUMMY VARIABLES

The results of variance decomposition show that the three indicators of banking assets, loan and third party funds to contribute to economic growth below 7%. The highest contribution is shown by the third party funds variables in the 7th quarter of 11.434%, while the assets variables in the same period of 4.41% only. The sharp increasing of the percentage contribution of credit which nearly doubled in quarter- period does not occur in third party funds and the assets variable. This indicates that credit is channeled only a small portion coming from third-party funds. The following are the analysis of variance decomposition for the two dummy variables that, the monetary crisis in 1997 and API 2004 respectively to economic growth. Monetary crisis that hit Indonesia in 1997 was felt the impact from the liquidation of 16 banks in November. The impact of the closure of 16 banks namely the establishment of IBRA as an institution that seeks to save the banking industries in Indonesia. IBRA formation is regarded as the beginning of the process of rehabilitation of the banking industry. This phenomenal event gives strongly impact on the Indonesian economy. The result show that the percentage contribution of monetary crisis variable to economy growth in the third party quarter is below 1.5%.

API which was released in 2004 is a basic framework of the Indonesian banking system that is comprehensive and provides direction, shape and structure of the banking industry to create a stable financial system in order to help drive national economic growth (Bank Indonesia, 2009). The percentage contribution of zero percent in the first quarter period can be explained that the implementation of one program in the API is the first

pillar of strengthening the national banking structure to make the bank focused on strengthening the bank's capital. Increasing the minimum capital requirements for conventional banks and sharia banks (including BPD) from 80 billion dollars targeted implementation in 2007 to 2010 billion rupiah in 2010, tend to make the bank refrained from too expansionary in disbursing credit (Medyawati, Nopirin, Bambangutopo, Budi Hermana, 2010) Agricultural and rural development are integral and necessary components of sustainable development. Increased farmers' incomes and higher agricultural workers' wages create increased demand for basic non-farm products and services in rural areas. These include: tools, carpentry, clothes, processed food bought from roadside kiosks. These goods and services are often difficult to trade over long distances. They tend to be produced and provided locally, usually with labor-intensive methods, and so have great potential to create employment and alleviate poverty.

CONCLUSIONS

Based on the discussion in the previous chapter, it can draw the following conclusion.

- Analysis of the lag obtained from the three VAR models, the agriculture and industry explained the role of banking, agriculture and industry to economic growth through the role relatively small.
- Asset, loan and funds have contribution to economic growth, although the percentage is relatively small compared with other economics variables such as agricultural variable and industrial sectors. Analysis of the percentage contribution of the three banking indicator to economic growth show that banking disintermediation occurs.

REFERENCES

1. Ang, James B. and Warwick J. McKibbin .2007. "Financial Liberalization, Financial Sector Development and Growth: Evidence from Malaysia", *Journal of Development Economics*, Vol. 84. pp. 215-233
2. 2004. *LaporanPerekonomian Indonesia 2006*. Bank Indonesia. Jakarta
3. 2009. "Arsitektur Perbankan Indonesia". <http://www.bi.go.id/web/id/Perbankan/Arsitektur+Perbankan+Indonesia> (accessed 1-09- 2009)
4. BPS. 2009. *Pendapatan Nasional Indonesia 2009*. BPS. Jakarta
5. Hermana, Budi. 2007. "Peran Bank Indonesia Menuju Indonesia 2025: Prahara, Sengsara, atau Nusantara Jaya?". *Bank Indonesia Working Paper*.

45. A STUDY ON OUTCOME-BASED EDUCATION - ISSUES AND CHALLENGES

C. NIRMALA RANI Ph.D- *Full Time Scholar, PG and Research Department of commerce, St. Joseph's College of Arts and Science (Autonomous), Cuddalore-607001*

ABSTRACT

Outcome-based education, a performance-based approach at the cutting edge of curriculum development, offers a powerful and appealing way of reforming and managing medical education. The emphasis is on the product-what sort of doctor will be produced-rather than on the educational process. In study and unambiguously specified. These determine the curriculum content and its organization, the teaching methods and strategies, the courses offered, the assessment process, the educational environment and the curriculum time table. They also provide a framework for curriculum evaluation. A doctor is a unique combination of different kinds of abilities. A three-circle model can be used to present the learning outcomes in medical education, with the tasks to be performed by the doctor in the inner core, the approaches to the performance of the tasks in the middle area, and the growth of the individual and his or her role in the practice of medicine in the outer area.

Medical schools need to prepare young doctors to practice in an increasingly complex health care scene with changing patient and public expectations, and increasing demands from employing authorities. Outcome-based education offers many advantages as a way of achieving this. It emphasizes relevance in the curriculum and accountability, and can provide a clear and unambiguous framework for curriculum planning which has

an intuitive appeal. It encourages the teacher and the student to share responsibility for learning and it can guide student assessment and course evaluation. What sort of outcomes should be covered in a curriculum, how should they be assessed and how should outcome-based education be implemented are issues that need to be addressed. In the era of globalization, traditional education system is losing its relevance. In today's world, everything changes very rapidly and continuously. More skills are required to work with very fast developing technology. The educational institutions should produce graduates to cope with technological development. Thus to overcome the requirement, it is mandatory to shift from traditional education system to Outcome Based Education (OBE), which includes Program Outcomes (PO), Program Specific Outcomes (PSO), and Course Outcomes.

INTRODUCTION

With contrary to the fact that most teachers put the center of their attention too much on what they teach rather than on what their students learn, OBE emphasizes on what is expected from the student to finally achieve when they complete their course rather than how they achieved it. Outcome based education is defined as an approach to education in which decisions about the curriculum are driven by the outcomes the students should display by the end of the course-

professional knowledge, skills, abilities, values and attitudes- rather than on the educational process. It highlights the fact that you have to know the final destination of your journey before you start voyaging. Exploring new ways for designing tertiary education is a worldwide pursuit. There is a need for tertiary education to provide both professional knowledge/skills and all-round attributes to the graduates so as to enable them to face the diversified yet global demands of the 21st century society.

The attention now of different institutions of higher education in different nations is on students learning outcomes and assessment. The OBE comes in the form of competency-based learning standards and outcomes-based quality assurance monitoring. OBE is being recognized as the most important educational component of societies with knowledge based economy. OBE designed to achieve the predefined learning outcomes. OBE model of accreditation focuses on objectives and outcomes of an engineering programme. OBE starts with a clear picture of what a student should be able to do, design the curriculum, teaching-learning process and International Journal of Pure and Applied Mathematics assessment to ensure that the outcomes are attained. OBE model facilitates Continuous Quality Improvement (CQI).

TRADITIONAL EDUCATION SYSTEM

The traditional teaching style is often described as teacher-centered, lectures, curriculum centered, and formal in other words transmitting information from the teacher to the student. The traditional learning provides the learner with knowledge or skills, or both, but they are not coupled to a specific context – so the learning takes place in a vacuum and cannot be regarded as outcomes-based learning. It belongs to the input part of the learning process.

DEFINITION

Outcome-Based Education (OBE) is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

SOME IMPORTANT ASPECTS OF THE OUTCOME BASED EDUCATION

1. Course is defined as a theory, practical or theory cum practical subject studied in a semester. For Eg. Engineering Mathematics
2. Course Outcome (CO) Course outcomes are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.
3. Programme is defined as the specialization or discipline of a Degree. It is the interconnected arrangement of courses, co-curricular and extracurricular activities to accomplish predetermined objectives leading to the awarding of a degree. For Example: B.E., Marine Engineering
4. Programme Outcomes (POs) Program outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.
5. Programme Educational Objectives (PEOs) The Programme Educational Objectives of a program are the statements that describe the expected achievements of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after graduation.
6. Programme Specific Outcomes (PSO) Programme Specific Outcomes are what the students should be able to do at the time of graduation with reference to a specific discipline.

Usually there are two to four PSOs for a programme.

7. Graduate Attributes (GA): The graduate attributes, 12 in numbers are exemplars of the attributes expected of a graduate from an accredited programme. Knowledge levels for assessment of Outcomes based on Blooms Taxonomy.

LEVEL PARAMETER DESCRIPTION

K1 Knowledge It is the ability to remember the previously learned material/information

K2 Comprehension It is the ability to grasp the meaning of material.

K3 Application It is the ability to use learned material in new and concrete situations

K4 Analysis It is the ability to break down material/concept into its component parts / subsections so that its organizational structure may be understood

K5 Synthesis It is the ability to put parts/subsections together to form a new whole material / idea / concept / information

K6 Evaluation It is the ability to judge the value of material/concept/ statement/creative material /research report) for a given purpose

THE 12 GRADUATE ATTRIBUTES IN OUTCOME BASED EDUCATION

1. Engineering knowledge

Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization for the solution of complex engineering problems.

2. Problem analysis

Identify, formulate, research literature, and analyse complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

3. Design/development of solutions

Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for public health and safety, and cultural, societal, and environmental considerations.

4. Conduct investigations of complex problems

The problems: that cannot be solved by straightforward application of knowledge, theories and techniques applicable to the engineering discipline. that may not have a unique solution. For example, a design problem can be solved in many ways and lead to multiple possible solutions. that require consideration of appropriate constraints/requirements not explicitly given in the problem statement. (like: cost, power requirement, durability, product life, etc.)which need to be defined (modeled) within appropriate mathematical framework. that often require use of modern computational concepts and tools.

5. Modern tool usage

Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools, including prediction and modeling to complex engineering activities, with an understanding of the limitations

6. The engineer and society

Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice

7. Environment and sustainability

Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

8. Ethics

Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

9. Individual and team work

Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

10. Communication

Communicate effectively on complex engineering activities with the engineering community and with the society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

11. Project management and finance

Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

12. Life-long learning

Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change

DEFICIENCIES OF TRADITIONAL EDUCATION SYSTEM

✓ It was a rigidly structured curriculum process without any stakeholder participation in the decision-making process.

✓ It laid an emphasis on academic education which resulted in the development of skills being neglected.

✓ It was an inflexible and prescriptive curriculum.

✓ It was norm-referenced whereby learner achievement was compared to that of other learners and this resulted in excessive competition.

✓ Here is a gap between formal education and training for a career.

✓ Testing of learner achievement in terms of symbols or marks were often not a true reflection of the learner's actual performance.

✓ The emphasis was on differentiation in the form of a broad

variety of subjects.

✓ A teacher-centered, rather than a learner-centered classroom approach, was applied.

✓ It was a content-based curriculum whereby the teacher instructed and the learner memorized.

✓ Lack of collaboration and group learning

✓ Improper alignment between objectives, activities and assessments

✓ Lack of emphasis on soft skills needed in jobs like

✓ communication skills

✓ interpersonal skills

✓ Analytical skills

✓ Working attitude etc.

OUTCOME-BASED EDUCATION (OBE)

To compete in a global economy in a highly technological era, a country requires a workforce that:

- can solve problems
- is committed to ongoing learning
- is creative
- has above-average communication skills
- is in line with new technological developments
- is flexible
- can participate in management processes and decision-making and
- can work interactively.

OBE is a flexible, empowerment-oriented approach to learning. It aims at equipping learners with the knowledge, competence and orientations needed for success after they leave institution. Hence its guiding vision is that of a competent future citizen. Success at education institution level is of limited benefit unless learners are equipped to transfer academic success to life in a complex, challenging, high-technology future. OBE deals with the input- as well International Journal of Pure and Applied Mathematics Special Issue 1484 as the output processes. The key principle of OBE states that all activities (teaching, assessment, etc.) are geared

towards, not what the teacher is going to teach, but what the outcome of that teaching should be, what the learner is supposed to do and at what standard.

DEFINITION OF OUTCOMES-BASED EDUCATION

OBE is a comprehensive approach to organizing and operating a curriculum that is focused on and defined by the successful demonstrations of learning sought from each learner. The term clearly means focusing and organizing everything in an education system around "what is essential for all learners to be able to do successfully at the end of their learning experiences". OBE ultimately implies emerging with a vivid idea of what is important for learners to be able to do (determining the outcomes), thereafter developing the programmes for learning, implementing it and assessing the learner on a continuous basis to ensure that learning has ultimately taken place. The outcomes-based approach to education requires.

- Developing a clear set of outcomes organized into the system's subjects and
- Establishing conditions and opportunities within the system to enable and encourage learners to achieve these outcomes.

THE SHIFT FROM CONTENT-BASED EDUCATION TO OUTCOME-BASED EDUCATION

The aim of education is to prepare learners for life in society and for performing tasks. It is the intention of the outcomes-based approach to focus as much on the process of learning and the final outcome or result, as on the knowledge and skills. In this way, the process of achieving outcomes during the process of learning can be related directly to the way in which outcomes are achieved in the world of work. The outcomes-based approach requires a mind shift in the curriculum process and the way in which the learner should be empowered for the achievement of outcomes.

TABLE1. COMPARISON OF TRADITIONAL AND OUTCOME BASED EDUCATION

Traditional	OBE
Learners are passive.	Learners are active
The approach is exam-driven.	Learners are assessed on an ongoing basis.
Rote-learning is encouraged.	Critical thinking, reasoning, reflection and action are encouraged.
The syllabus is content-based and divided into subjects.	Content is integrated and learning is relevant and connected to real-life situations
Learning is textbook/worksheet-bound and teacher-centered	Learning is learner-centered; the teacher facilitates and constantly applies group work and team work to consolidate the new approach.
The teacher sees the syllabus as rigid and non negotiable.	Learning programmers are seen as guides that allow teachers to be innovative and creative in designing their programmes.
Teachers are responsible for learning and motivation depends on the personality of the teacher.	Learners take responsibility for their own learning and are motivated by feedback and affirmation of their worth

The purpose of OBE is to increase the knowledge and skills of the learners. By introducing OBE, opportunities may arise for people whose academic or career paths were stifled due to their prior knowledge not being assessed and certified, or because their qualifications had not been recognized for admission to further learning and employment.

FOCUS AND BENEFITS OF OBE

OBE addresses the following key questions:

1. What do we want the students to have or be able to do?
2. How can we best help students achieve it?
3. How will we know whether they students have achieved it?
4. How do we close the loop for further improvement (Continuous Quality Improvement (CQI))?

BENEFITS OF OBE

1. More directed & coherent curriculum.
2. Graduates will be more "relevant" to industry & other stakeholders (more well rounded graduates)
3. Continuous Quality Improvement (CQI) is in place. OBE shifts from measuring input and process to include measuring the output (outcome).

ORIGIN OF OBE

1. It is an International Partnership
2. In 1989 the six foundation signatory organizations from Australia, Canada, Ireland, New Zealand, the United Kingdom and United States observed that their individual processes, policies, criteria and requirements for granting accreditation to university level programmes were substantially equivalent. They agreed to grant (or recommend to registering bodies, if different) the same rights and privileges to graduates of programmes accredited by other signatories as they grant to their own accredited

programmes.

3. Full signatories as of 2017 are Australia, Canada, Ireland, New Zealand, United

Kingdom, United States, Hong Kong, China, South Africa, Japan, Singapore, Korea, Malaysia, Turkey, Russia

4. The following organizations hold provisional status:

Bangladesh, China, India, Pakistan, Philippines, Sri Lanka

OUTCOME SEQUENCE

The outcome of a programme may be accessed at different periods of study. But the outcomes at all levels are not mandatory. One or two levels are merged and cumulative International Journal of Pure and Applied Mathematics Special Issue 1486 assessment may be enough. But the assessment must give significant scale value to measure the outcome at various levels. For example, programme outcomes, course outcomes may be the sufficient indicator of quality of outcome at the end of graduation period and course period respectively.

OBE FRAMEWORK

The OBE Framework is a paradigm shift from traditional education system into OBE system here there is greater focus on program and course outcomes. Also for the educational system to function effectively, OBE framework is identified. It guarantees that curriculum, teaching and learning strategies, and assessment tools are continuously enhanced through an evaluation process. Program Educational Objectives (PEOs) is defined as qualities or specific goals describing expected achievements of graduates in their career and professional life after graduation. These objectives are aligned with the vision-mission statement of the department and are defined in collaboration with the stakeholders from the industry partners, students, parents, alumni, faculty and administration. The PEOs

will be assessed three (3) to five (5) years after the students graduated from college through a tracer study and employers questionnaire surveys. The data obtained from the assessment will be used as basis for the improvement of the existing PEOs.

PROGRAM OUTCOMES (PO)

At the heart of OBE are the Graduate Attributes. The Graduate Attributes, also referred to as Program Outcomes, stated in Washington Accord, which are given below .

1.Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

2.Problem analysis: Identify, formulate, research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

3.Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

4.Investigation: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions

5.Modern tool usage: Create, Select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

6.The Engineer and Society: Apply reasoning informed by the contextual knowledge to assess societal, health,

safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

7.Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

8.Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

9.Individual and team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings

10.Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and International Journal of Pure and Applied Mathematics Special Issue 1488 write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

11.Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments

12.Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

OBE FRAMEWORK MAPPINGS

All courses under the academic programme would have their own course outcomes or also commonly known as CO. These COs are produced based on the requirement of the programme outcomes (PO). Each CO will be mapped to PO (the CO-PO) matrix. The PO will be then mapped to

the programme educational objectives shows an example of relationship between CO, PO and PEO.

OBE ASSESSMENT

Assessments can provide direct or indirect measures of student learning.

1. Direct measures require students to demonstrate their achievement and often involve quantitative measurement procedures. Indirect assessment is based on opinions.

Direct evidence of student performance or attainment relies upon direct scrutiny or examination of student performance or attainment for individual students. These methods allow you to collect the evidence of student learning or achievement directly from students and the various works they submit to you (assignment, exam, term paper, project, Laboratory Tests, Quizzes and etc.). Indirect evidence of student achievement requires that faculty infer actual student abilities, knowledge, and values rather than observe direct International Journal of Pure and Applied Mathematics Special Issue 1489 evidence of learning or achievement. Indirect methods provide the perspectives of students, faculty or other people who are concerned with the course or program or institution, such as alumni.

ATTAINMENT OF OUTCOMES

The process of attainment of COs, POs and PSOs starts from writing appropriate Cos for each course of the program from first year to the period of the program. The course outcomes are written by the respective faculty member. Then, a correlation is established between COs and POs in a fixed scale value for example, 1 being the slight (low), 2 being moderate (medium) and 3 being substantial (high). A mapping matrix is prepared in this regard for every course in the program. The overall attainment of outcomes of a program (POs) is computed by adding direct attainment

and indirect attainment values in a fixed proportion and compared with the set value. Any deviations from the set value, then the system should be improved so that to reach the set value. This should be done continuously till the attainment of set value. This is called the continuous improvement and also the strength of the OBE.

CONCLUSION

This paper provides an overview of the key characteristics of Outcomes-Based Education and its application in various contexts. The approach is based on sound educational principles and provides a robust framework for students to acquire the necessary fitness to practice. The level of educator's understating of OBE is still very low. For successful implementation of OBE, the educators should understand the OBE system. All of sudden the traditional approaches should not be thrown away, but should be used as a means towards implementing OBE. Educators should change or improve their ways of instructing and accessing the learner's work. Affiliating universities should frame the curriculum, students assessing system (Examination question pattern) and teaching methodologies in such a way that the students should realize the importance of OBE system. It is necessary to find methods to implement the twelve graduate attributes individually in a successful manner. Also the entire academic institutions in the nation should follow the common way of producing the graduates following the OBE system. Then only the importance of OBE can be realized.

REFERENCES

1. Michael J. Lawson and Helen Askill-Williams, "Outcomes-based education", discussion paper, 2007
2. Spady, William G. *Outcome-Based Education: Critical Issues and Answers*.
3. Bloom B. *Learning for mastery*. *Eval Com* 1(2): 1968.
4. Spady WG. *Outcome-Based Education*. ACSA report no 5. Belconnen: pii Australian Curriculum Studies Association, 1993.
5. Stephen E. Rulyn and William G. Spady, (1984) "Achieving Excellence Through Outcome-Based Instructional Delivery," *Educational Leadership*.
6. Douglas E. Mitchell and William G. Spady, (1978) "Organizational Contexts for Implementing Outcome-Based Education," *Educational Researcher*.
7. O'Neil J. *Aiming for new outcomes: The promise and the reality*. *Educ Leadersh* 51(6), 1994.
8. McNeir G. *Outcome-based education: Tools for restructuring*. *Oregon School Study Council Bulletin* 36(8), 1993.
9. Harden RM, Crosby JR, Davis MH. *An introduction to outcome-based education*. *Med Teacher* 21(1), 1999.
10. Acharya, C.. *Outcome-based education (OBE): A new paradigm for learning*. Centre for Development of Teaching and Learning (Singapore), 2003.
11. International Engineering Alliance, 25 Years of the Washington Accord
12. Bouslama, F., Lansari, A., Al-Rawi, A., & Abonamah, A.A. *A novel outcome-based educational model and its effect on student learning, curriculum development, and assessment*. *Journal of Information Technology Education*, 2003.
13. Bloom, B. S. (1956). *Taxonomy of Educational Objectives, Handbook I: The Cognitive Domain*. New York: David McKay Co Inc.
14. Anderson, L. W., and Krathwohl, D. R. (2001). *A taxonomy for learning, teaching, and assessing, Abridged Edition*. Boston, MA: Allyn and Bacon.
15. Mehdi, Riyadh A. K.; AbouNaaj, Mahmoud S. (2013) *Academic Program Assessment:*

46. COVID-19 AND ITS IMPACT ON INDIAN ECONOMY WITH RESPECT TO CRUDE OIL

SUNITHA V, MA (ECONOMICS) K-SET ,B ED (TET), ASSISTANT PROFESSOR OF ECONOMICS, KYATHI PU AND DEGREE COLLEGE, E-mail :- sunitha657@gmail.com, Mobile number : 8105107194

ARUNKUMAR L.S, MA (ECONOMICS), MA (POLITICAL SCIENCE), KSET, ASSISTANT PROFESSOR OF ECONOMICS, M S Ramaiah College of Law and Management, Bengaluru, E-Mail: arunkumar9035@gmail.com, Mobile number: 9035724154

ABSTRACT

India is one of the largest economy in the world, with population around 1.4 Billion, and average GDP (Gross Domestic product) from 2015-2019 is around 7 percent, India is the third largest oil importer in the world, with 9.7 percent of the world oil imports, after China and USA, India imports around 80 percent of its oil needs and aims to bring down to 67 percent by 2022, by replacing it by local exploration, renewable energy and indigenous ethanol fuel, but in India there is lack of demand for crude oil and oil products due to Covid-19 epidemic, which made Indian government to imply restrictions, to lockdown of various firms, industries, public and private sector institutions, as health emergency, according to the report of IEA (International Energy Agency) India's 40 days lockdown has led to decrease in 30 percent fall in countries demand for energy. Covid-19 is concern for Indian oil producers, as it is the biggest shock since the Second World War, The global economy is expected to enter recessionary Zone in 2020, as countries have shut down there normal business activities, to fight the pandemic led to imbalances in demand and supply of oil prices in the

Indian market, Indian oil companies are waiting for the tax reductions and packages by the government, in the short term imbalance in oil demand and supply situation. The purpose of the research paper is that, Indian government has a great task to fight against covid-19 as a health emergency and oil prices fluctuations in the year 2020.

KEYWORDS

Covid-19, Crude Oil (Petroleum), Indian Economy

INTRODUCTION

The world is witnessing the deadly corona virus disease (COVID19) emerged at the end of the December 2019 in Wuhan city at China. Now has become a global threat so that WHO declared corona virus epidemic a pandemic as of March 29. So in this situation many problems arise in a economy, Especially petroleum products For a long time oil is considered as engine for the world economy, oil products are essential in most of the sectors in any economy. India's potential for production of petroleum products are not near to meet the petroleum need of the country's demand. Due to lack of oil resources

India is dependent of these resources, after LPG (liberalisation, privatisation and globalisation) there was increase in demand for oil resources like petrol in various sectors, industrial sector, transportation sector and even in primary sector as fuel for agricultural technical machines, pump sets etc supply for the need of petroleum, oil resources was imported from Arab nations.

After February 2020 there was sudden decrease in demand for oil and petroleum products, due to government lockdown in India this scenario has two faces that is we can decrease the imports at same time there is a no growth in the production sectors, so by giving priority for health sector, government earns large chunk of its income from exciseduties, more than 85% is coming from oil imports. But government revenue from the other sources have plummeted due to corona So government hiked the petroleum and diesel prices by 10 and 13 rupees respectively hence its directly affect the prices of the goods depending on petroleum products so it is interesting to see whether government continues to increase duties on petroleum products or provide subsidy to encourage. It will be huge burden for the Indian economy if it continues in a longer run.

REVIEW OF LITERATURE

World health organisation declared a pandemic on 11th march

WHO –“A pandemic is the world wide spread of a new disease .An influenza pandemic occurs when a new influenza virus emerges and spread around the world and most of the people do not have immunity”.

UC CDC Definition

Pandemic refers to an epidemic that has spread over several countries or continents usually affecting a large number of people

Benchmark US

Crude oil prices divided into negative

territory due to a collapse in demand caused by the corona virus pandemic and lack of shortage capacity for excess supply.

According to PPAC (Petroleum planning and analysis cell) crude oil production in 2019-2020 was 32.1 million tonnes, 6.1 %lower than the 2018-19(34.2)

NEED OF THE STUDY

1) The outbreak of the covid-19 is posing challenge for Indian economy to balance demand and supply chain of petroleum products.

2) To understand the problems faced by the oil producing companies during covid-19 pandemic

3) To understand the fiscal policies, tax concessions and relief packages to control imbalances in oil prices in India.

4) A comprehensive strategy addressing the impact of current oil price crisis, may put the Indian economy back on sustained growth.

STATEMENT OF THE PROBLEM

Overall covid-19 has brought uncertainty over supply chain of oil producers and

Economic loss for Indian economy .The uncertainty about future looms heavily in the mind

Of both oil suppliers and government. But the concerted action by the nations flexible

Economic policies will surely turn the tide.

OBJECTIVES OF THE STUDY

1) To know the affects corona on national income and income generation on to the government

2) To understand the energy needs of the Indian economy through crudeoil.

3) To enable sustainable growth of production, distribution of oil resources and flexible tax

Policies by the Indian economy

RESEARCH METHODOLOGY

This research output is the outcome of

an overview conducted on the impact of covid-19 on Oil prices in Indian economy, in the Indian context experimental approach .It uses secondary Data for analysis discussion with expert from part of the research work.

NATURE OF STUDY

The study is mainly descriptive in nature; secondary data are used for the purposes of the study.

iiSecondary data

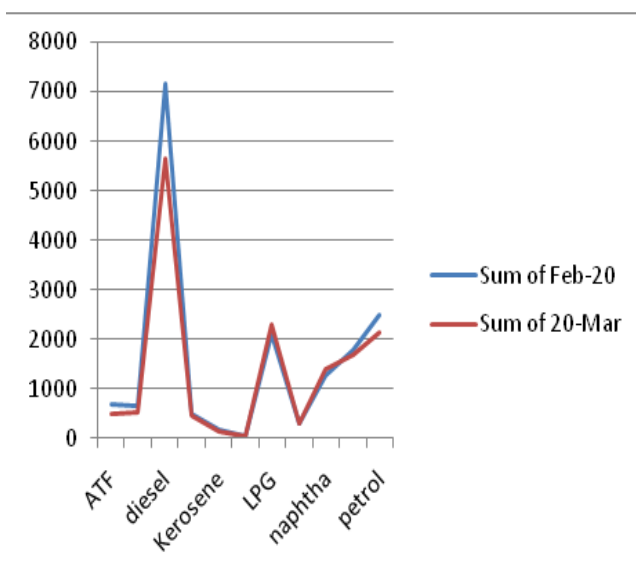
Secondary data was collected from websites various articles and journals.

DATA ANALYSIS

Indian monthly demand for the crude oil - Table 1

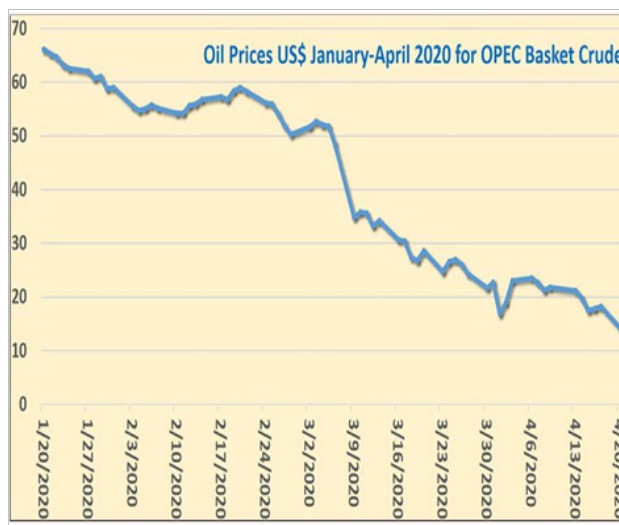
Fuels	Sum of Feb-20	Sum of 20-Mar
ATF	690	484
Bitumen	670	525
diesel	7160	5651
FO &LsHs	503	482
Kerosene	185	152
LDO	54	49
LPG	2115	2306
Lubricants	326	296
naphtha	1279	1386
petcoke	1786	1680
petrol	2511	2156
Grand Total	17279	15167

Chart 01



Te statistics data and table explains total fuel consumed in India, during pandemic situation, the government lockdown which shows negative effect on Indian Economy by decrease in demand for crude oil, petroleum products, in the months of February and March in 2020, where negative curve explains more percentage decrease in demand for the energy resources in Indian Economy due to Covid-19 situation.

Oil prices fluctuation during pandemic



The graph explains the impact of covid-19 on change in oil prices in OPEC (Organisation of Petroleum Exporting Countries) Basket crude, due to elasticity of demand or increase or decrease of demand of crude oil. Oil prices are decided by petroleum market, Where production, distribution plays a major role in deciding factors. The graph explains the sudden change decrease in oil prices, due to lack of demand for oil products in India and the World.

The table 2 shows the global oil consumption share before covid-19 situation and during Covid-19 situation, these countries depend on oil resources like petroleum products for growth of all. The sectors of the Economy, any sudden change in production, demand and supply, will affect the Growth of the country, like national income, GDP. USA, China and India are leading users of oil Resources in the world are most affected in growth rate and health crisis

Table 2

	Country	Current GDP (Billion USD)	Population (million)	Consumption (mbpd) in 2018	total oil consumed	Number Infections	Deaths	Share (%) of Infections	Share (%) of Deaths
1	United States	20544	340	20.46	20.49	85996	1300	15.84	5.34
2	China	13608	1400	13.52	13.55	81894	3296	15.09	13.53
3	India	2719	1353	5.16	5.16	775	20	0.14	0.08
4	Japan	4971	127	3.85	3.86	1387	47	0.26	0.19
5	Saudi Arabia	787	34	3.72	3.73	1012	3	0.19	0.01
6	Russia	1658	144	3.23	3.23	1036	3	0.19	0.01
7	Brazil	1869	209	3.08	3.09	2985	77	0.55	0.32
8	South Korea	1619	51	2.79	2.80	9332	139	1.72	0.57
9	Canada	1713	37	2.45	2.45	4046	40	0.75	0.16
10	Germany	3948	83	2.32	2.32	47278	281	8.71	1.15
11	Iran	600	82	1.88	1.88	32332	2378	5.96	9.76
12	Mexico	1221	126	1.81	1.81	585	8	0.11	0.03
13	Indonesia	1042	260	1.79	1.79	1046	87	0.19	0.36
14	UK	2855	66	1.62	1.62	11816	580	2.18	2.38
15	France	2778	67	1.61	1.61	29581	1698	5.45	6.97
16	Thailand	505	69	1.48	1.48	1136	5	0.21	0.02
17	Singapore	364	6	1.45	1.45	683	2	0.13	0.01
18	Spain	1419	47	1.34	1.34	57786	4365	10.65	17.92
19	Italy	2084	61	1.25	1.25	80589	8215	14.85	33.72
20	Australia	455	9	1.09	1.10	3143	13	0.58	0.05
21	Taiwan	589	23	1.07	1.08	267	2	0.05	0.01
22	Turkey	771	82	1.00	1.00	3629	75	0.67	0.31
	Total	68119	4676	77.97	78.09	458334	22634	84.44	92.91
	Rest of the World	17800	3124	21.87	21.91	84444	1727	15.56	7.09
	Grand Total	85919	7800	99.84	100.00	542778	24361	100.00	100.00

Source: Prepared by the author from various published sources like World Bank and Joh Hopkin University.

RESULT AND DISCUSIONS

In the above figure signifies that covid-19 has severe impact on change in demand in crude oil, petroleum products in India, due to government lock down many sectors and firms implemented work from home option, stay home stay safe was the slogan given by many states in India, this was the main reason for decrease in demand for oil products in the months of February and March 2020, the other reason was increase in unemployment made citizens to spend less for fuel and energy sector, lockdown made transport sectors contribution almost nil, all these factors made decrease in demand for oil sector in Indian Economy.

FINDINGS

- 1) Covid-19 has emerged a bigger challenge for Indian economy to resume flexible prices of oil.
- 2) Decrease in demand for oil in India during covid-19 lockdown, has forced Indian government to take necessary

action, fiscal policy etc.,

- 3) Covid-19 impact has resulted in imbalances in production and supply for cured oil, petrol in the year 2020 in India.
- 4) Crude oil is very essential in India, as India is one of the leading importers of oil and petroleum products.

RECOMMENDATIONS/SUGGESITIONS

- 1) Government role plays key factor in balancing essential oil resources, EXIM (Export and Import) policies.
- 2) Promotion of effective tax, rules and regulations on energy resources, which is suitable for all the sections of the society.
- 3) India's crude oil sector strives to manage the uncertainties in short term in covid-19lockdown, India needs to keep in perspective the longer term opportunities for growth in oil sector.
- 4) Indian economy can expect the Indian oil demand growth to continue during post covid-19 situation. Companies need to position them to mitigate challenges and become more efficient.

CONCLUSION

Indian economy is facing lot of constraints and challenges in 2020, due to covid-19 pandemic, Indian government 40 days lockdown has led to around 30% decrease in demand for crude oil, according to the report of IEA (International Energy Agency). Indian economy has negative impact on covid-19 pandemic, oil prices are of great concern, due to imbalance in production and supply of crude oil, petroleum products. These imbalances may lead to negative growth in the oil and energy sectors contribution towards the economy. Covid-19 has already had its impact on price of crude oil and its trade. Combined effect of covid-19 and price was resulted in price of Brent crude oil reaching 17 years low. India has managed to control the crude oil prices till second stage of lockdown by variability in taxes, but in long run it is a tough task for Indian economy to overcome health crisis due to covid-19 and flexible growth of crude oil production and supply. The purpose of the research paper is that how Indian economy can achieve stabilised energy growth during covid-19 pandemic situation by available resources in the Economy.

LIMITATION

- 1) Covid-19 has led to global economic crisis and created imbalance in demand and supply of crude oil in Indian economy.
- 2) Covid-19 has economic impact on Indian government, because Indian Economy has to fill the trade gap between export and import of crude oil.
- 3) In long run these uncertainties may increase in unemployment in Indian economy and negative growth of oil production.
- 4) India's priority to improve health crisis has negative impact on oil resources demand in the economy.
- 5) Imbalance in trade in Indian economy may cause disequilibrium in balance of

payment with external world.

SCOPE OF THE STUDY

Indian economy is one of the fastest developing economy in the world and has great demand for energy sources like crude oil. Industrial sector, Transportation, recently in agricultural sector also fuel like petrol, oil resources are used in technical tools and motors. India's oil resources are not sufficient to meet the demand of the country. So India's imports are more than 65% of oil resources externally. But covid-19 situation has made Indian economy to rethink and to produce crude oil, energy resources domestically or to be prepared for post covid-19 situation, because most of the economists are uncertain about the end of the pandemic situation. The scope of the study the importance of crude oil is to explain the need of reducing the crude oil imports in India and flexible balance of oil prices.

REFERENCES

1. *EnergyWorld.com*
2. <https://www.statista.com/chart/18245/india-quarterly-gdp-growth/>
3. <https://unemploymentinindia.cmie.com/>
4. *Covid-19 challenge for Indian Economy Trade and Foreign Policy Effect*
5. <https://www.gktoday.in/>
6. *IEA (International Energy Agency)*
7. *CMIE (Centre for monitoring Indian economy), Bombay*

47.WORK-LIFE BALANCE OF TEACHING PROFESSIONALS

Mr.PRAVEEN. B, *Asst. Professor, Dept of Commerce and Management, P E S Institute of Advanced Management Studies, Shivamogga.*
Mail: brppraveen1@gmail.com, Cell:9611650036

ABSTRACT



Work-Life Balance does not mean an equal balance. Trying to schedule an equal number of hours for each of your various work and personal activities is usually unrewarding and unrealistic.

Purpose: Work Life Balance (WLB) is one of the important issues in corporate sector. However, there is a need to know the balancing level of teachers with regard to both their work and family or personal life. Thus, the purpose of this study is to map the dimensions of WLB among teachers.

Design/methodology/approach: This study is based on the responses of teachers of private degree colleges surrounding Shivamogga City. The data for the study was collected from 108 teachers working private colleges and professional courses.

Findings: The findings of the study indicate that there is a need for designing WLB policies and programs for the teaching community to enable them to balance their work and life needs.

Managerial implications: This study

may give insight regarding the problem that teachers usually face. Balance should be established between workload distribution, time and extra-curricular activities so as to inculcate efficiency among teachers.

Research Limitations: The study is based on a limited sample size. There is a need to carry out studies with a larger sample size to make results more generalizable.

KEYWORDS

Work-Life Balance, Personal life, Workload Distribution.

INTRODUCTION

Work Life offset is not something that just happens. It includes the endeavors of various accomplices: the worker, the association for which the representative works, the family with whom the worker lives and the general public in which all are implanted. It includes common comprehension and admiration between these players.

Throughout their lives, people play many roles like parents, siblings,

spouse, son / daughter, friend, employee, colleague etc. Many people try to balance all these roles competently and are able to cope with the demands that each role puts on them, even when these roles seem to be created conflict. The major problem faced by working professionals is the inability to balance the demands and pressure at work and demands and pressures on the home front. There are two major issues that need to be understood to resolve the work-life imbalance happening among today's professionals. However, achieving work-life balance may be a priority of an individual employee and it is not his or her sole responsibility to be a lone fighter. Employers being the advocates of setting norms and conditions at workplace are considered to be the facilitators of work-life balance.

Clark (2000) defined Work-life balance as satisfaction and smooth functioning at work and home without any role conflict. Work-life balance as a concept has got considerable attention and has been practiced in almost every organizations in the form of policy. However, many of HR policy makers are not sure about what should consist of work-life balance program. Hence, employee work-life balance concept has got recognition from employers and HR managers in the recent years and the organizational initiatives in this regard is hardly having clarity in its policy.

SCOPE OF THE STUDY

The study has covered the teaching professional's degree colleges of Shivamogga city. The study has emphasized the analysis of demographic profile of the respondents and the level of attitude towards teaching profession. The study has primarily focused on the factors determining the level of attitude of the respondents towards their profession and about their personal life

and the factors influencing the level of attitude of the respondents towards Work life balance.

REVIEW OF LITERATURE

Senthil kumar et al. focused on teaching professionals with the objectives of finding the relationship between the demographical variables (such as marital status and partner employment status) and the level of stress in balancing work and life. The study found that 109 (55.3%) respondents belonging to middle age category and their level of stress in balancing work and life, High level of stress perceived is the highest (63.5%) among the female respondents. Majority (90%) of the respondents were not satisfied with their work-life balance due to their work load. The study concluded that in this modern world, the role of teaching professionals are ever changing and evolving and the new teaching learning environment puts heavy pressure on teaching professionals.

Subha concluded that modern organizations, especially educational institutions, should address the Work Life Balance related issues among their staff, specifically women and take a holistic approach to design and implement policies to support the teaching staff to manage their work or life balance which would add to the performance of these staff members. Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations.

Venkataramanan and Abirami suggested that understanding of stress in management teaching professionals may not only form the basis of stress analysis but may also be useful in rationalizing stress behavior and formulating coping strategies for the entire teaching professionals. Based on this information the working conditions

may be improved.

Ashok and Ebria suggested that more time to be spent with the family members and try to know what they need. This is a major aspect in work-life balance. Missing the quality time with family due to work pressure leads to dispute in family. Main concern shall be given to family by proper scheduling of work. Scheduling the work and performing it according to time improves the quality of work-life balance.

Ratha concluded that no debate on the fact that work life balance is essential and important for a stress free and fulfilling life, especially for a woman and justify its utility since knowing the faculty members precisely and reaching out to them in the effective way, is the key to minimize stress. The study can also direct employers of institution to evolve flexible work strategies and provide better working conditions which will help in overcoming stress in faculty members to some extent.

Dhanya and Kinslin concluded that best practices for WLB includes Flexi time, Work commuting, Five days' work per week, Planned vacations, leave facilities including maternity leave, employee welfare schemes and talent development initiatives. Some innovative ideas need to evolve in this context for reducing work life imbalance.

NEED FOR THE STUDY

Work-life balance for a teaching professional has become one of the greatest challenges in today's world. Teachers work load not only demand their time in the institution, but also extend to their home so as to get prepared for the following day, apart from maintaining student records and attending to various institution related functional requirements. Teachers

need to spend extra hours every day to be effective and productive in their profession so that they could reach higher levels and face the challenging atmosphere. Moreover, teachers not only look forward towards teaching, but also need to focus on soft skills and life skills so that they not only produce good professionals, but also develop good citizens. Now-a-days teachers are found to be overburdened due to their academic work load and career issues. Ample researches were conducted on teachers' work-life balance as it has been found that teaching is a stressful profession. All this adds to the stress among teachers leading to imbalanced work-life equations. Another most important reason for studying teachers on the aspect of work-life balance is that, this is the profession that has overwhelmingly female than in any other profession.

OBJECTIVES OF THE STUDY

- To know the balance level teacher with regard to both their work and family or personal life.
- To identify the factors determining the perception of the respondents towards teaching profession.
- To identify the factors determining the perception of the respondents towards teaching profession.
- To examine the institutional support related to work-life conflict.

RESEARCH HYPOTHESES

- There is no significant relationship among personal life and work life.
- There is no significant relationship among institutional support and work life balance.
- Work life balance has a positive relationship on work life balance of teachers.

METHODOLOGY OF THE STUDY

- Primary data was collected from the faculty members of different colleges

of Shivamogga City. Secondary data was collected from various journals, magazines etc.

- Sample size is 108.

DATA ANALYSIS

- Only completely filled-up questionnaires were considered for data analysis. SPSS data analysis software was used.
- For the analysis of the questionnaire statistical tool chi-square test was used for the purpose of the present study.

WORK-LIFE BALANCE THEORIES

The study of work life balance can be traced back to its roots basically at two areas, the first was the focus on programs for the children in terms of child care so that more women could better balance their life and work which was the effect of increasing number of women joining professional workforce sometime during the 1970's and the 1980's. The second was the result of the Employee Assistance Programs (EAP) that was introduced in most companies in the 1970's era. And soon the organizations around the world began to adopt to the programs and policies that encouraged and supported work life balance and focused on child care programs as the number of mothers working in the organizations grew who had difficulty in maintaining work and life.

THESE MODELS OR THEORIES CAN BE BRIEFLY EXPLAINED AS FOLLOWS:

1. Spillover theory: The "spillover theory" which was one of the first theory explaining the two worlds of work and family defines

that all the values, behavior and emotions that arise out of the employee's working environment greatly influences and spills out into a person's private life, exhibiting a direct link or relationship between the two spheres of work and family. Spill over can be both positive and negative. Positive spillover refers to a situation when satisfaction and achievement in one domain may influence and bring along satisfaction and achievement in another domain. On the other hand, negative spillover refers to the fact that difficulties and stress in one domain may bring along the same emotions in another domain (Xu,2009).

2. The Compensation Theory: The second theory is that of the "compensation theory". (Staines 1980) defines and explains an inverse relationship between work and family. He says that many people compensate their failures and wrong feelings that emerge in a part of their lives through a greater involvement in the other. And that one sphere of life compensates for the other sphere of life stating the importance for both sides of the sphere of life to be balance and this will result in a better and more comfortable life in work and family.

3. The Instrumental theory: The "Instrumental theory" (Payton-Miyazaki&Brayfield 1976; Bruke&Greenglass 1987; Lambert 1990) states and defines that one's achievements at his/her work place are merely a tool to accomplish results in the family sphere. This theory further states that one's job is derived from any form of satisfaction and personal gratification and eventually becomes an activity aimed exclusively at providing the necessary resources to lead a comfortable and successful personal life.

FINDINGS

One of the objectives set for this paper is to identify the factors that an employee can able to balance his Work life and personal life.

		Frequency	Percent	V a l i d Percent	Cumulative Percent
Valid	yes	78	73.6	75.0	75.0
	no	25	23.6	24.0	99.0
	11	1	.9	1.0	100.0
Missin sysem g	Total	104	98.1	100.0	
		2	1.9		
Total		106	100.0		

Form the table it is clear that 73% of teachers are agree that they can manage and 24% are not agree in balancing their life.

- Few are not satisfied with the working hours of organization.
- Many teachers are not getting proper time to spend with their child because of work pressure.
- 39% are expressed that they are unhappy in the amount time that they spent in work, 47% of people are happy in time spent in work and 7% are very happy.
- The teachers should make time for work and life in equal proportions to find the optimum level of balance between work and life.
- Employers can create awareness about the impact of work life balance
- Family welfare programs and family counselling programs can be conducted
- Employees" social gathering programs will be the better option to reduce the mental pressure in the work place.
- Reward and recognition system should be fair and objectively to be adapted to each and every employee in the organization.
- Majority of teachers unhappy because their institute does not have

separate work-life balance policy for their employees.

DOES YOUR INSTITUTION HAVE SEPARATE POLICY FOR W.L.B.

	F	%	V a l i d Percent	Cum. %
Valid Yes	4	3.8	5.0	5.0
	76	71.7	95.0	100.0
no	80	75.5	100.0	
Total	26	24.5		
Missing System g	106	100		
Total				

RECOMMENDATIONS

Based on the findings of the study, it is clear that faculty undergo severe stress as they try to balance their domestic life and professional life. Continued work under pressure would result in poor performance in the institution as well as domestic life. Continued work under pressure would result in poor performance in the institution as well as domestic life. If the educational institutions and management think over the issue of providing employee friendly policies to faculties in order to balance their professional and personal life, definitely it can achieve competitive advantage in terms of student quality of education and faculties may turn into good organization citizens.

Conclusion

Work and family life have been an integral part of a life. These two together form as a whole integrated form and therefore attracts a lot of attention. With dual career couples widely prevalent in this modern era, there is a need for systematic research into the nature of work-life balance and further insight is required into ways by which the work-home interface can be more effectively managed. Considerably, more research is needed to gain additional insight into the meaning and consequences of work-family balance. There is a widespread demand from employees for the right to balance work and home life in today's busy world where finding time for oneself seems impossible. Health and wellness programs can, for sure help working in balancing their personal and professional life.

(2011);" *Individual change management initiative for better work life balance ; Indian journal science and technology; 14(7); 848-850*

8. *E-Book- The Power of full management- Jim Loehr & Jony Schwartz- Jan-3-2005.*

9. *Essentials of Human Resource Management & Industrial Relations- P. Subba Rao- Himalaya Publishing House, 3rd Edition.*

10. *Human Resource Management- C.B. Gupta, Sulthan Chand & Sons Publishers- 12th Revised Edition-2010. [pp 23.1-23.8, 28.1-28.12, 31.1-3110]*

REFERENCES

1. *Beauregard, Alexandra and Lesley C. Henry (2008), "Making the link between work-life balance practices and organizational performance", Human Resource Management Review, Volume 19, Issue 1, article available on www.sciencedirect.com.*
2. *Journal Of Human Resource And Sustainability Studies, 2016, Vol-4, Published Online March 2016 in SciRes. [link- www.scirp.org/journal/jhrss] http://dx.doi.org/10.4236/jhrss.2016.41002, pp 18*
3. *http://www.businessnewsdaily.com/5244-improve-work-life-balance-today.html#sthash.T0OcBIQw.dpuf*
4. *http://www.adm.monash.edu.au/workplace-policy/staffwellbeing/employee-assistance.*
5. *Perspectives on the study of work-life balance – David E. Guest Published June 1, 2002*
6. *Journal of Human Resource and Sustainability Studies, 2016, 4, 15-21 Published Online March 2016 in SciRes. http://www.scirp.org/journal/jhrss http://dx.doi.org/10.4236/jhrss.2016.41002*
7. *K. Sandhya, N Viyaya Bhaskar Chaudhary*

48. THE SOCIO-ECONOMIC PERFORMANCE OF WOMEN ENTREPRENEURS IN VARIOUS SECTORS OF BUSINESS UNITS IN THANJAVUR DISTRICT OF TAMILNADU IN INDIA

Dr. R. GOPALASUNDAR, M.A., M.Phil., PGDCA., PDNT., Ph.D., M.B.A.,
Assistant Professor of Economics, PG and Research Department of
Economics, Saraswathi Narayanan College (Autonomous), Perungudi,
Madurai, Tamilnadu, India.

ABSTRACT

In country like India, women entrepreneurs have to overcome multiple problems to emerge as entrepreneurs and these problems usually differ from business to business. Similarly, women entrepreneurs in our country encounter a few problems just because they are women. Thus, the complicated, multifaceted gender specific problems of women entrepreneurs require an in-depth, systematic and scientific study of issues concerned with the women entrepreneurs in different business units for finding a feasible solution to their problems. Finally, to harness their potential and for their continued growth and developments, it is necessary to formulate an action plan and appropriate strategies for stimulation support and for sustaining their efforts in the right direction.

For this purpose of studying the performance and problems of women entrepreneurs, Thanjavur district has been undertaken. The industrial development and entrepreneurial development in Thanjavur district in recent years has necessitated a deeper analysis of emerging women entrepreneurs.

KEYWORDS

Women, Empowerment, Sectors,

Entrepreneurs and Growth

INTRODUCTION

Women's work and women's employment, thus, raise several social and economic problems. Whether the women's place is in the home, in the field, in the factory or in the Council Chamber – the sociologists should answer; whether they should be paid equal wages for equal work – the economists and industrialists should determine; whether work in factories and mines is deleterious to women's health – the medical profession should examine and decide. The present report is modest in purpose and scope. It seeks only to present some of the salient facts arising out of women's employment in important industries in India and to discuss their wages and conditions of work as far as information is available.

Women entrepreneurs today form an important segment in Indian society as they account for one tenth of the Indian entrepreneur universe of 1.3 million small scale industries and 9.1 million registered small and medium enterprises. Many women lately realize that the life is not worth it if they do not unleash the entrepreneur within them. In fact, the percentage of women entrepreneur is steadily growing with

their new found ability to conquer the numerous traditional barriers and long-held socio-cultural mindsets.

STATEMENT OF THE PROBLEM

The new trend of participation of women in the economic development process has emerged more recently with women venturing as entrepreneurs and contribution to the economic progress of the nation.

However, the success of enterprising women in different fields is often mixed and their performances are generally less than their capabilities. This is due to the fact that their problems are diverse and the challenges are unique. There are several reasons for the existing but definite gap between the present status of women entrepreneurial activity and their real potentiality.

In country like India, women entrepreneurs have to overcome multiple problems to emerge as entrepreneurs and these problems usually differ from business to business. Similarly, women entrepreneurs in our country encounter a few problems just because they are women. Thus, the complicated, multifaceted gender specific problems of women entrepreneurs require an in-depth, systematic and scientific study of issues concerned with the women entrepreneurs in different business units for finding a feasible solution to their problems.

Finally, to harness their potential and for their continue growth and developments, it is necessary to formulate an action plan and appropriate strategies for stimulation support and for sustaining their efforts in the right direction.

For this purpose of studying the performance and problems of women entrepreneurs, Thanjavur district has been undertaken. The industrial development and entrepreneurial development in Thanjavur district in recent years has necessitated a

deeper analysis of emerging women entrepreneurs.

The present study enquires the prospects and problems of women entrepreneurs of various business activities to formulate an action plan for their prosperity and thereby for women entrepreneurial development.

OBJECTIVES

The general objective of the study is to analyse the performance and problems of women entrepreneurs in various sectors of business units in Thanjavur district.

1. to study the socio-economic profile of the respondents namely women entrepreneurs in the study area;
2. to identify the factors influencing the performance of women entrepreneurs in the study units;
3. to compare the performance of women entrepreneurs in various sectors of business viz. Manufacturing, Trading and Service;
4. to understand the role of institutional and non-institutional assistance in the promotion of women entrepreneurship and
5. to study the Socio-economic, financial, production and Marketing problem of women entrepreneurs.

HYPOTHESES

Based on the above objectives the following working hypotheses have been formulated.

1. Social problems inter alia act as a deterrent in the progress of women entrepreneurs in India.
2. The critical factors which determine the success of women entrepreneurs differ from business to business.
3. Women entrepreneurs in various sectors of business perceive the same traits and characteristics as necessary for success.
4. Conventionally women entrepreneurs tend to be more interested in self

fulfillment than in money and power and 5. Awareness level of women entrepreneurs of various financial assistance schemes independent of the sectors of the business in which they are involved

METHODOLOGY

Though Thanjavur district is predominantly an agricultural district, the recent infrastructural development in the district has paved the way for faster industrial growth and also for the emergence of entrepreneurs in large numbers including a significant number of women entrepreneurs. It is also apt to take an area in which the entrepreneurial activity has its beginning. Thus, Thanjavur district obviously became the natural choice to take up a study on the problems of women entrepreneurs.

PERIOD OF THE STUDY

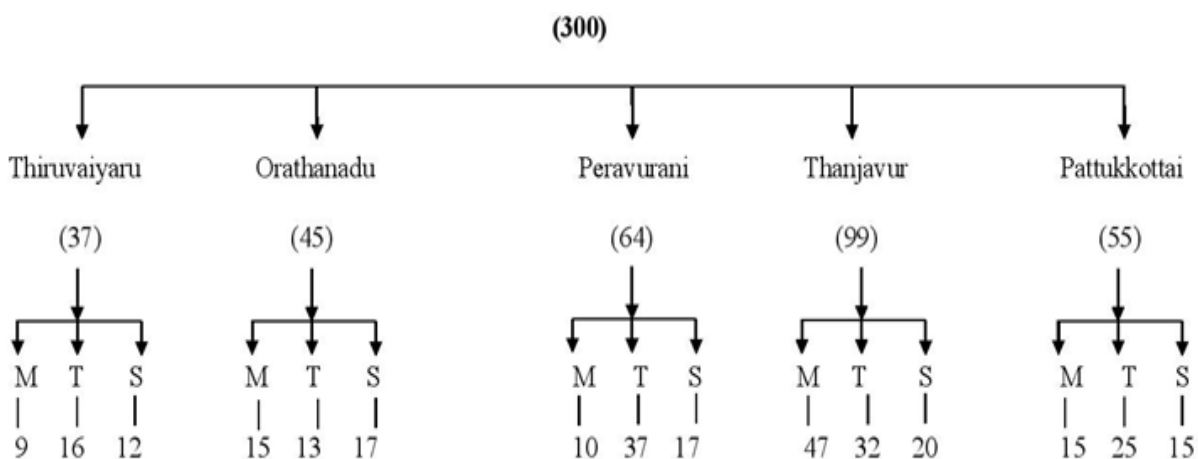
The collection of data was started in June 2019. Since the study was spread over the entire Thanjavur district, it took twelve months to collect information from all the respondents.

SELECTION OF BLOCKS & SELECTION OF RESPONDENTS

In order to determine the total size of the universe in Thanjavur District the researcher approached District Industries

Centre (DIC) to get the record or registered women entrepreneurs. The record showed 2130 registered women entrepreneurs in 2005-06. Further, to include the women entrepreneurs who were not under the fold of DIC the researcher adopted snowball method of investigation by asking the known women entrepreneurs to help in locating others. By this method 994 women entrepreneurs from different areas were identified. Thus, a total of 3124 women entrepreneurs formed the universe. Of them 2130 were registered women entrepreneurs of DIC and 994 were unregistered women entrepreneurs. In order to study the prospects and problems of women entrepreneurs in Thanjavur district, stratified random sampling technique was adopted to select the women respondents from the universe. The sample for the study consisted of 312 women entrepreneurs selected by stratified random sampling technique from the universe of 3124 women entrepreneurs. The selection of sample has been made at three levels viz. taluk-wise, sector-wise and business unit wise. The following tree chart and table explains the method of selection of samples in these three levels.

Taluk wise Distribution of sample women entrepreneurs Thanajvur



FINDINGS

1. In the present study, most of the respondents belonged to the age group of 41-50. This could be due to the reason that they were relatively independent of any major family commitment like child nurturing. Women entrepreneurs of this age were also generally more flexible, progressive, and innovative as compared to other categories of women entrepreneurs.

2. Most of the women entrepreneurs (55.6 Percentage) belonged to Hindu religion while the women entrepreneurs belonging to the other religion were negligible. This was in conformity with the general population trend.

3. Caste is considered as one of the most important and oldest social institutions of Indian society. The social restrictions on women, the people's notion about women and their proper roles in the society were largely derived on the basis of their caste. Of all the respondents included in the study, nearly 86.9 percentage of the women entrepreneurs belonged to BC and MBC categories. The forward community constituted around 7.3 percentage. The Scheduled caste / Scheduled Tribe formed just 6.4 percentage of the total sample size. The participation of women belong to FC and SC/ST in entrepreneurial SC/ST in entrepreneurial activity was not much visible compared to the women entrepreneurs belonging to BC and MBC. This could be due to the financial soundness and the socio-economic development of these communities.

4. Marital status of the women entrepreneurs has its own bearing on their performance in business. Factors like the support of the family, the time spent on their work, role conflict and the like depend, to a large extent on the marital status of women. As far as the present study was concerned, as high as 83 percentage of the women entrepreneurs were married. In Indian society, women tend to undertake

business ventures only after marriage. This might be because of women's deep rooted doubt in their own competence and the necessity for them to have social protection.

5. Family structure of women entrepreneurs is considered to be one of the useful information and influential factors with regard to the entrepreneurial activity. The type and size of the family determines the extent to which an entrepreneur can take decisions on her own and not depend upon others. Though the Joint family system was the traditional family structure in India, nuclear family system was the order of the day as majority of the women entrepreneurs (96.6 percentage) belonged to that system only. The reason could be that women in nuclear families did not find many hassles to take up a non-traditional role, which was not the case with women in joint families. The women of joint family usually live in families with conservative mindset.

6. Once a woman decides to take up some gainful activity, she needs to be constantly motivated and nurtured by some well-wishers. The prime motivators to women entrepreneurs in our country were by and large their husbands (60 Percentage) except in few cases. Interestingly, the mother comes second with 20 percentage followed by friends and relatives who constitute 13.4 percentage in motivating women entrepreneurs.

7. As far as the educational background of the women entrepreneurs was concerned, majority of the women entrepreneurs (39.4 percentage) had high school level of education while 39.4 percentage of the women entrepreneurs had higher secondary education. The number of women entrepreneurs with higher education was a mere 16.6 percentage. The primary reason for the unpopularity of entrepreneurship among graduate women could be the greater chances available to them to be

employed. Further, these women and their family members consider being employed as a safe and secure option rather than undertaking the risky entrepreneurship.

8. As regards the nature of ownership, nearly 89 percentage of women entrepreneurs started their business ventures on their own. A few only (7.6 percentage) inherited the business from others, while 3.4 percentage of the women entrepreneurs bought the business on outright basis.

9. A majority of businesses operated by women tends to be small and hence these businesses are organized as sole proprietorship or individual entrepreneurs concerns rather than the more formal partnership as 91.6 percentage of women entrepreneurs were managing their business on proprietorship basis rather on partnership mode. It might be due to factors like lower investments requirements, availability of tax incentives and independent nature of work.

10. Majority of the women entrepreneurs (70.4 Percentage) preferred the present location due to the accessibility of market for their product/service. It could thus be inferred that the market accessibility acted as a major guiding factor in determining the location of the enterprise.

11. The number of employees engaged in an enterprise is another indicator of the size of the organization and level of entrepreneurial and managerial qualities required to organize and operate an enterprise. Number of organizations with least than five employees was 91.3 percentage while other categories constituted a trivial percentage only.

12. Gender break up of the employees in various sectors showed that the women entrepreneurs engaged 47.3 percentage of the female employees whereas the male employees were slightly higher in number with 52.7

percentage.

13. Man of the women entrepreneurs who participated in the study mentioned that they expected assistance from the institutions which facilitated better management of the businesses. Adequate amount of loan, training, technical skill and marketing facilities were considered to be the facilitating factor with 94.31 percentage in Manufacturing 86.4 percentage in Trading and 76 percentage in Services sectors the differences among these sectors could be due to the nature of operation of these sectors. For instance, generally, the trading and service sectors were comparatively less capital intensive than Manufacturing sector. Surprisingly, the women entrepreneurs did not consider the schemes available for their entrepreneurial development as facilitating factor for their better performance perhaps due to their ignorance about these schemes.

14. As far as the awareness of women entrepreneurs about Government schemes was concerned, in service sector 21.6 percentage of the women entrepreneurs were unaware of the schemes initiated by the Government. These percentages were 23.7 and 27 in Manufacturing and Trading sectors respectively. It is pertinent to mention here that even amongst those who were aware of existence of such schemes, a majority replied that they were not fully aware of all the schemes.

15. The women entrepreneurs in all the sectors shy away from the institutional help because of the hassles and delay in procedures involved. For instance, in Manufacturing sector only 14 percentage of the women entrepreneurs availed of institutional assistance whereas 18 percentage received non-institutional assistance. In Trading and Service sectors the percentages of women entrepreneurs who availed institutional help were 13.4 and 6.6 percent respectively and the remaining assistance came from

other sources only. Thus, it showed that the non-institutional assistance play a greater role for the development of women entrepreneurs as compared to institutional assistance and had particular difficulty in gaining access to institutional sources like banks.

16. An analysis of the nature of borrowing revealed that in the Manufacturing sector 19.6 percentage have received loan from banks. In Trading sector only 13.3 percentage received loan from bank while in service sector only 6.7 percentage women entrepreneurs borrowed loan from bank. The percentages of women entrepreneurs who borrowed from moneylenders were higher in Service and Trading sectors i.e. 20.3 and 27.7 percentage respectively compared to the women entrepreneurs in Manufacturing sector. It was again proved that women entrepreneurs prefer private lenders to the institutions to run their businesses. It also clearly revealed that very few women entrepreneurs received bank loan and the amount received was also much low. It brought out the constraints faced by women entrepreneurs in availing of the loan amount.

17. Women entrepreneurs required training in various aspects and all the women entrepreneurs gave multiple responses. The areas included in this study were communication, organization, problem solving, management and technical skill. Majority of the respondents were interested in training programmes for their successful performance. Training on Communication skills and problem solving skill were very much required by the entrepreneurs. It was therefore, essential that necessary training intervention was required to help women acquire these skills. It should also take into account the opportunity structure in the society and its effect on women's skill acquisition

and specialization. In the comparison made among the different section of the women entrepreneurs, several researches emerged regarding their performance and problems. These findings were discussed here.

18. The study analysed uni-wise investment of own and borrowed fund invested in three sectors. In Manufacturing sector the women entrepreneurs invested an average of Rs.13.65 thousands in fabrication units which was followed by the gift units with an average amount of Rs.11.67 thousands as their own fund. The average amount of borrowing was also the highest in fabrication unit with an amount of Rs.65.54 thousands, followed by the unit of hand gloves with Rs.62.5 thousands, In other units the average borrowing ranged from Rs.11.33 thousands to Rs.56.35 thousands in the unit of household articles. In Trading sector women entrepreneurs invested an average amount invested in vegetable / flower units Rs. 0.88 thousands. The average amount borrowed was the highest in the gold covering unit with Rs.41.25 thousands. The lowest amount borrowed was Rs.38.75 thousands for ready made garment unit. In Service sector the average amount of own fund invested was the highest in computer units an amount of Rs.95.20 thousands, followed by an amount of Rs.16.95 thousands in the unit of beauty parlor. In other units like catering and Photostat the average amount of own fund was each Rs.5 thousands. Borrowing in computer unit with Rs.60.85 thousands and for the catering unit the average amount borrowed was Rs.23.75 thousands which was the lowest in the service sector. The borrowed fund for each sector included the bank loan and the amount received from money lender. 65 percentage of the units in manufacturing sector made borrowing

from bank. But in Trading and Service sectors majority of the units borrowed from money lenders. Thus the units in these three sectors depended more on money lender for their borrowing.

19. Time is the most valuable resource possessed by all but is recognized by a few. Obviously women entrepreneurs had to judiciously share this time between family commitments and business organization. In the present study majority of the respondents devoted nearly 4-6 hours in their business venture which shall be a healthy trend. This also showed that many of them were full time entrepreneurs with real participation in the business process. Length of time in business was a predictor of success.

20. When the business units sell goods with no or a few intermediaries, the entrepreneurs could reap the entire benefit of selling of the commodities. It can greatly push up the profits of this concern. The results were mixed in nature with regard to selling. For instance, Trading and Service sector almost entirely dependent on direct selling while the entrepreneurs in manufacturing had to significantly depend on intermediaries.

21. Motivation is very essential for an entrepreneur. In the present study, the motivational factors were classified into push and pull factors. Push factors to those factors which push women into entrepreneurial activities while pull factors gently prompt or create an inherent desire in women to take up entrepreneurial profession. The study showed that in the Manufacturing sector prominent push factors were disrupted with salaried jobs and difficulty in finding a job, while the pull factors were self fulfillment and entrepreneurial drive. In case of Trading the primary push factors were insufficient family income and flexibility is much stood. With the pull factors were independent and self fulfillment. Finally, the service sector revealed difficulty in finding a

job and insufficient family income as dominant push factors where as self fulfillment and independence emerged adjustment push factors.

22. The problems faced by the women entrepreneurs of Thanjavur district could be presented under the following heads. The social problems faced by the women entrepreneurs included male domination, limited liberty to women, absence of cooperation in family, bias and prejudices against women and lack of information exposure.

23. As regards the economic problems, lack of transport facilities, labour problems and marketing problems were considered major in all the three sectors.

24. The domination of social problems was felt by 66 percentage of the women entrepreneurs of all sectors. The economic problems could be identified at the levels of financial, production and marketing.

25. As regards financial problems, inability to provide collateral security and margin money and reluctance institution to extend credit to women were the important financial problems for the Manufacturing sector. For Trading and Service sector inability to provide collateral security and margin money and tight repayment schedule had emerged as major financial problems.

26. With regard to production problem, production in a Manufacturing sector analysis involve a coordination or unintended delay in execution of any activity is going to cause in the enterprise. In the current study inadequate availability of proper working area for women entrepreneurs was a common problem for all types of organization. Similarly lack of infrastructural facilities was also mentioned by all women entrepreneurs. In addition to this, women entrepreneurs in Manufacturing sectors found it difficult to cope with technological advancement.

27. Marketing was another area

which very often proves to be the most difficult task for many entrepreneurs. In marketing, availability of spurious products in the market, lack of market intelligence and cut-throat competition, lack of transport facilities and credit recovery troubles were the key problems. With regard to service sector, credit recovery troubles, lack of transport facilities and availability of spurious products were the foremost problems.

28. A factor analysis of the data through categorical principal component analysis projected communication skills, risk bearing ability and social mobility as factors explaining maximum variation in the success rate of women entrepreneurs. In other words those factors were critical in determining the success of women entrepreneurs.

29. Categorical principal component analysis presented factors like planning, risk bearing ability, problem solving skills, and clear cut objectives as vital factor in determining the success of women entrepreneurs.

30. A factor analysis for confirmation revealed clear-cut objectives, motivation, leadership skills and social mobility as important factor for success of women in service sectors.

31. The women entrepreneurs of all the sectors felt that the social problems are hindering their progress compared to the other problem. It is mainly due to the social structure of our society which is not favourable to the empowerment of women.

32. There are certain critical factors which are responsible for the successful functioning of the women entrepreneurs in their respective entrepreneurial activities such as planning, communication skill, problem solving, time management, leadership skill etc. All the women entrepreneurs irrespective of their sectors realized the importance of these critical factors for their success.

33. For the successful functioning of the enterprise the women entrepreneurs require certain traits and characteristics. All the women entrepreneurs irrespective of their sectors perceived the same traits and characteristics as important for their success. It implies that training programmes must be planned to instill these traits and characteristics in them.

34. The objectives behind starting the business by the women entrepreneurs revealed that they had different objectives. They included earning of money, self fulfillment, empowerment and gender equality. Majority of the women entrepreneurs motivated by self interest for opting for the business.

Thus, the findings on the basis of analysis clearly depicted in this chapter. Based on these findings suggestions have been presented in the ensuing section.

CONCLUSION

The greatest revolution in a country is the one that affects the status and living conditions of its women. Promotion of women entrepreneurship ensures economic independence. Social emancipation of women gains social status. It makes women conscious of their rights in the family and gives self prestige, avoids gender bias and eliminates dowry deaths. It promotes leadership qualities of women entrepreneurship trains the futures generation of women and it will also solve tomorrow's unemployment problems.

Entrepreneurship among women is an indicator of economic independence. In the traditions ridden Indian society, women are generally accorded an inferior social status.

Now everyone is realizing that if women are economically more productive it will reduce their dependence, and pave the way for better status.

Thereby household income can be increased. However, with the growth of industrialization education and gradual change in social environment and the government policies to encourage women entrepreneurship there has been some growth in women entrepreneurship in the recent decade. Hence, desirable environment is necessary for further development of women entrepreneurship.

Finally, the present theses "An Inquiry into the Performances of Women Entrepreneurs in various sectors of Business Units in Thanjavur District" has been in true sense of the term a labour love for the Research scholar. Research scholar was able to empathise with the feeling and frustrations of many aspiring women entrepreneurs who had to battle many massive odds in their efforts to get substantial success in their chosen fields. This in-depth study of women entrepreneurs of Thanjavur district of Tamil Nadu presented ample opportunities to the Research Scholar to take a close look at the many problems that created bottle necks for the women entrepreneurs in their concerted efforts to realise their dreams.

It has to be recorded that the research scholar did experience considerable satisfaction for the opportunity to interview a number of women entrepreneurs who have been vigorously active in gradually building up their businesses in the Manufacturing, Trading and Service sectors with which this study is closely associated. Many packages of assistance were provided to small scale entrepreneur by a large number of organizations at the state level as well as the national level. The researcher was able to get a picture of the push factors and the pull factors that influence the entrepreneurs in getting properly, motivated. They experience social problems and also economic problems.

The study has helped to highlight

some of the stumbling blocks and snags and curb encountered by the women entrepreneurs in general, if the suggestions offered as a sequel to this deep study the special attention of the bureaucracy, the government and the many other authorities concerned, the main purpose of this valuable study would be met. The researcher being a woman fondly desires that her study would be useful in uplifting the life and status of women entrepreneurs.

REFERENCES

1. B. Krishnamurthy (BKM) & K. Malar Mathi, 2019 "Becoming a Woman Entrepreneur Paperback" Notion Press; 1 edition (23 August 2019)
2. Handbook on Women-owned SMEs, Challenges and Opportunities in Policies and programmes, International Organization for Knowledge Economy and Enterprise Development.
3. Lall, Madhurima, & Sahai Shikha, 2008, Women in Family Business, presented at first Asian invitational conference on family business at Indian School of Business, Hyderabad.
4. Mathew, Viju, (2010), "Women entrepreneurship in Middle East: Understanding barriers and use of ICT for entrepreneurship development", Springer Science + Business Media, LLC 2010.

49. KNOWLEDGE, AWARENESS, ATTITUDE AND PURCHASING DECISION MAKING BEHAVIOUR AMONG WOMEN TOWARDS GOLD JEWELLERY IN VELLORE CITY - AN ASSESSMENT

Dr.G. YOGANANDHAM, Associate Professor and Head, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore – 632 115.

Mr. A. GOVINDARAJ, - Ph.D., Research Scholar, Department of Economics, Arignar Anna Government Arts College, Villupuram.

Mr. P. SENTHIL KUMARAN, Ph.D., Research Scholar, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore – 632 115.

ABSTRACT

Society is diversified in all aspects. We see this among consumers, marketers, producers and even among consumer behavior from theoretical aspects. A decade has elapsed since the onset of the millennium and there have been many changes occurring across global economics which has had its repercussions on the Indian economy. Since the time of the liberalization of our economy Indian market has been greatly influenced by the global economy and global markets. From prehistoric times people all over the world have exposed special interest in gold jewels either for ownership or prestige or status. Passion for jewels is renowned. It is reflected in numerous customary occasions where it is not only measured promising but mandatory to gift Jewels crafted in gold. The bride's trousseau is incomplete without the gold Jewels. It is evident that people demand for gold even though the prices are high, expecting for the future increase. This is due to the expectation of more returns at the time of resale.

This research study helps to comprehend the preferences of women towards gold Jewels; awareness about branded jewellery; and which factor mainly influenced the women to buy gold Jewels. This study also helps jewellery marketers to explore the strategies to be adopted for uplifting the market to plan for launching new brands and suggests ways to stay in touch with customers. Therefore this research paper give more importance to study the knowledge, awareness, attitude and purchasing decision making behaviour among women towards Gold Jewellery in Vellore City.

KEYWORDS

Global Economics, Consumer Behavior, Branded Jewellery, Purchase Decision Making Behavior, Gold Jewels, Jewellery Markets and Expectation of Returns.

INTRODUCTION

Society is diversified in all aspects. We see this among consumers, marketers, producers and even among consumer behavior from theoretical

aspects. The study of consumer behavior enables marketer to predict consumer behavior in the market, it also produces understanding of the role that consumption has in the lives of individuals. Consumer behavior is defined as a behavior that consumers display while searching for purchase, using, evaluation and disposal of products, services and ideas that to satisfy their needs. The study of consumer behavior is concerned not only with what consumers buy, but also with what they buy it, when, from where and how they buy it and how often they buy it. It is concerned with learning the specific meanings that product hold for consumers. Consumer research takes place at every phase of the consumption process, before the purchase, during the purchase and after purchases.

The main purpose of conducting this study is to learn the Knowledge, Awareness, Attitude and Purchasing Decision Making Behaviour among women towards Gold Jewellery in Vellore City. A decade has elapsed since the onset of the millennium and there have been many changes occurring across global economics which has had its repercussions on the Indian economy. Since the time of the liberalization of our economy Indian market has been greatly influenced by the global economy and global markets. This was in total contrast to their buying behaviour during the boom period, when they had displayed a splurge while purchasing goods or services. Nevertheless, the Indian market was not greatly affected due to the global slowdown because of the efforts put in by the organizations at constant innovations and the ability to become accustomed to evolving market conditions.

Therefore, based on the behavioural aspects of the Women in Vellore City towards the purchasing decision making behaviour of gold jewellery is

the core aspects of this research paper. Hence this paper give more importance to Knowledge, Awareness, Attitude and Purchasing Decision Making Behaviour among Women towards Gold Jewellery in Vellore City.

STATEMENT OF THE PROBLEM

From prehistoric times people all over the world have exposed special interest in gold jewels either for ownership or prestige or status. The same trend is sustained, rather it is high. It is understood that gold is always together from India's culture and art. It is a fact that gold in one form or other is used in all temples, places of worship and sacred areas.

Passion for jewels is renowned. It is reflected in numerous customary occasions where it is not only measured promising but mandatory to gift Jewels crafted in gold. The bride's trousseau is incomplete without the gold Jewels. This resulted in emergence of gold business in the form of variety of jewels. It is evident that people demand for gold even though the prices are high, expecting for the future increase. This is due to the expectation of more returns at the time of resale.

When there are alternative savings accessible to consumers why they prefer buying jewels, will be of more useful information to anybody. In this way it becomes important for the merchants to know the changing preferences of customers. Jewels branding is an imperative tool in the hand of companies for increasing the awareness and sale of their products. Consumer buying performance has changed considerably in the past few years, particularly in the case of women.

Consumers are better informed and have more choices about how they spend their money than ever before. This gave the idea to study the buying behaviour decision making capacity of women towards gold Jewels. In

particular, this research study helps to comprehend the preferences of women towards gold Jewels; awareness about branded jewellery; and which factor mainly influenced the women to buy gold Jewels. This study also helps jewellery marketers to explore the strategies to be adopted for uplifting the market to plan for launching new brands and suggests ways to stay in touch with customers. Therefore this research paper give more importance to study the knowledge, awareness, attitude and purchasing decision making behaviour among women towards Gold Jewellery in Vellore City.

LITERATURE REVIEW

The aim of the literature review is to find and review the important conceptual and research papers on consumer buying behavior, so as to find the existence of research gap and to adopt the findings of the literature review to this study.

Rajnish K. Mishra and Richa Agarwal (2003) identified that there is significant influence of personal values on purchase decision involvement of various products, especially household. Asha, K. and Edmund Christopher, S. (2014) stated that gold is considered as a glamorous metal and as a symbol of status among people. This study seeks which factors that determinant the behaviour of consumers towards branded and non-branded jewellery products.

Hema Lakshmi.H (2016), acknowledged that the world's largest single consumer of gold, as Indians buy about 25 percent of the world's gold, purchasing approximately 800 tons of gold every year, mostly to be melted down into Jewelry.

Yam Bahadur. B. K, Pandey. A, Pandit. R, Kandel. N, and Thakur. A (2019), reveals that majority of the respondents were female, i.e. 65.8percent followed by male 34percent. There is a significant difference between the common behaviour of jewellery on

female and buying of jewellery. i.e. p-value 0.010.

Sunil Dhawan (2019), stated that the Demand for gold in India is interwoven with culture, tradition, the desire for beauty and the desire for financial protection. Indian consumers view gold as both an investment and an adornment. they bought gold, almost 77 per cent of respondents cited safety of investment as a factor, while just over half cited adornment as a rationale behind their purchase of gold.

Sunil Dhawan (2020), The recent interest in gold seems to have emerged largely on the back of worsening economic scenario across the world owing to the lockdown amidst the COVID-19 crisis. "Gold acts as a hedge against inflation, and historically its value has appreciated during uncertain times, war, pandemic, or an economic slowdown. Since Gold is an international commodity priced in US dollars any depreciation in Indian Rupee will lead to a further rise in prices of Gold.

SCOPE AND IMPORTANCE OF THE STUDY

Gold is consumed in various categories, such as for making jewellery, as an investment in bar and coin, use in technology and purchased by central banks as reserves. As most of the gold used for making jewellery, the scope is restricted to study the knowledge, awareness, attitude and purchasing decision making behaviour of women towards Gold Jewellery in Vellore City. It does not cover the consumption made in other categories. Therefore, this study is socially and timely relevant one and need of the hour.

OBJECTIVES OF THE STUDY

The main objective of the study is to learn the knowledge, awareness, attitude and purchasing decision making behaviour among women towards Gold Jewellery in Vellore City. The specific objectives are,

1. To study the Socio – Economic conditions of the respondents in the study area.
2. To analyze the buying behaviour of women towards gold Jewels in Vellore City.
3. To indicate the level of attitude of women buyers and to identify the factors influencing women to buy gold Jewels.
4. To summarize the findings of the study, make suitable suggestions and provide conclusion.

METHODOLOGY FOR COLLECTION OF DATA

Forty jewellery shops were selected randomly from the list of total jewellery shops

Taking into account the enviable behavior of the respondents towards the gold jewels purchasing decision making leads to position of gold industry in our nation's economy and culture. It is useful to appreciate and recognize the consumer's decision making behavior and various factors influencing the consumer behavior in gold market.

STUDY DESIGN

The descriptive cross-sectional quantitative type was used to identify the knowledge, awareness, attitude and purchasing decision making behaviour of women towards Gold Jewellery in Vellore City.

PLACE AND DURATION OF STUDY

50 sample were collected from 10 jewellery shops throughout the City of Vellore in Tamil Nadu from January 2020 to June 2020. Ten jewellery shops were selected randomly from the list of total jewellery shops throughout the City of Vellore in Tamil Nadu from January 2020 to June 2020. From each shop, ten customers were chosen purposively to cover the 50 sample size. The data was collected through interview using the pre-tested structured interview schedule.

Data were analysed using SPSS-20

via appropriate statistics like frequency, percentage, mean /median, SD, and hypothesis testing tool chi- square. Data collection methods are an integral part of research design. Both primary data and secondary data are used in this research. An interview schedule was used to collect the primary data to answer the research questions with reference to the knowledge, awareness, attitude and purchasing decision making behaviour of women towards Gold Jewellery in Vellore City. The survey was conducted generally via face-to-face interviews. Secondary data have been collected from the National Social Science Documentation Centre and Indian Council of Social Science Research, World Gold Council Reports, journals, newspapers, theses, and magazines. Various websites have also been referred to for the purpose of collecting secondary data.

LIMITATIONS OF THE STUDY

The study is purely based on the opinion of the sample respondents of Vellore City. The researcher has taken all possible efforts to see that all the respondents reveal the true views regarding the buying decision making behaviour of women in Vellore City towards the gold Jewels. One of the key limitations of the study is it does not cover the bulk buyer who buy gold for making investment and use in technology. It also does not cover the purchases made by banks for this survey. The study has been conducted in Vellore City only. Information collected was personal in nature and respondents were reluctant to reveal the exact information.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Age is one of the determining factors of socio-economic conditions. A family, which contains number of children and age-old People, will highly suffer since their earning capacity is low. On the contrary, a family will be better off, if

it consists of more number of earning persons. The details of Demographic, Socio – Economic Profile of the Respondents are stated in table – 1.

Table : 1
Demographic, Socio – Economic Profile of the Respondents

Age wise distribution of the respondents		
Age (in Years)	Frequency	Percent
Bellow 25	13	26
25-45	17	34
45-65	10	20
Above 65	10	20
Total	50	100
Education Status		
Education Level	Frequency	Percent
Higher secondary	23	46
Graduate	27	54
Total	50	100
Monthly Income (in Rs.)		
Income Category	Frequency	Percent
Up to 20,000	25	50
Rs. 20,000 - 30,000	16	32
Rs.30,000 - 40,000	9	18
Total	50	100
Occupation Status		
Particulars	Frequency	Percent
Service	22	44
Business	13	26
Professional	15	30
Total	50	100
Marital Status		
Particulars	Frequency	Percent
Married	24	48
UnMarried	26	52
Total	50	100
Housing Status		
Particulars	Frequency	Percent
Pucca Houses	09	18
Semi – Pucca Houses	15	30
Katcha Houses	20	40
Others	06	12
Total	50	100

Source: Primary Data.

Data shown in table – 1 reveals that the age wise distribution of the respondents in the study area, there were 17 respondents who belonged to 25-45 years age group and 13 respondents belonged to bellow 25 years age group and 10 respondents belonged 45-65 years age group and rest 10 respondents belonged to above 65 years age group Monthly income wise 25 respondents are earn up to Rs. 20,000 and 16 respondents are earn to Rs. 20,000 – 30,000 and rest of 9 respondents earn to

Rs. 30,000 to 40,000. On the other hand, Occupation wise 22 respondents related to service sector and 15 respondents are professional and rest of 13 respondents related to business sector.

MARITAL STATUS OF THE RESPONDENTS

On the basis of the marital status, the household has been divided into three categories, namely married, unmarried and others. The marital status is one of the important factors that influence the employment and income of the households. It can be observed from the table -1, The Marital status wise, there were 24 respondents are married and 26 percent were unmarried.

EDUCATIONAL STATUS OF THE RESPONDENTS

Education is a basic necessity for social awareness. Education brings shapes out a better society, but lack of education prevents social enchantment. People give very little importance to education due to lack of proper guidance, knowledge, awareness and finance. Most of them are not yet conscious of the benefits of education and consequent economic gains. The issues are relating to education and economic development including the financing of education and demand for education plays a crucial role in the process of the empowerment of weaker sections of the society in general and people in particular. The literacy rate of people in Vellore District is very less when comparing to other leading district of Tamil Nadu.

And the other hand, 7.50 per cent of the respondents have completed others category of education which includes polytechnics/diplomas, Certificate courses, ITI and other job oriented short term computer courses, and the remaining 7.50 per cent of them were qualified post

graduate and above respectively. It can be noted from the table -1, education wise there were 27 graduate people and 23 people were higher secondary passed.

HOUSING PATTERN OF THE RESPONDENTS

The area wise housing conditions of the respondents are given in the table-8. It reveals that the details of the type of house of the respondents; those are four categories of housing facilities in the study area, namely Katcha Houses, Semi-Pucca Houses, Pucca Houses and others it includes thatched roof house, tiled roof house, concrete roof houses. Among 50 respondents, only 25.00 per cent of them are living in the Katcha houses, whereas 44.17 per cent of the respondents are staying in the Semi-Pucca houses, 18.33 percent of them are living with pucca houses and the remaining 12.50 per cent of them are living in the others categories of houses.

MAIN OCCUPATIONS OF THE RESPONDENT HOUSEHOLDS

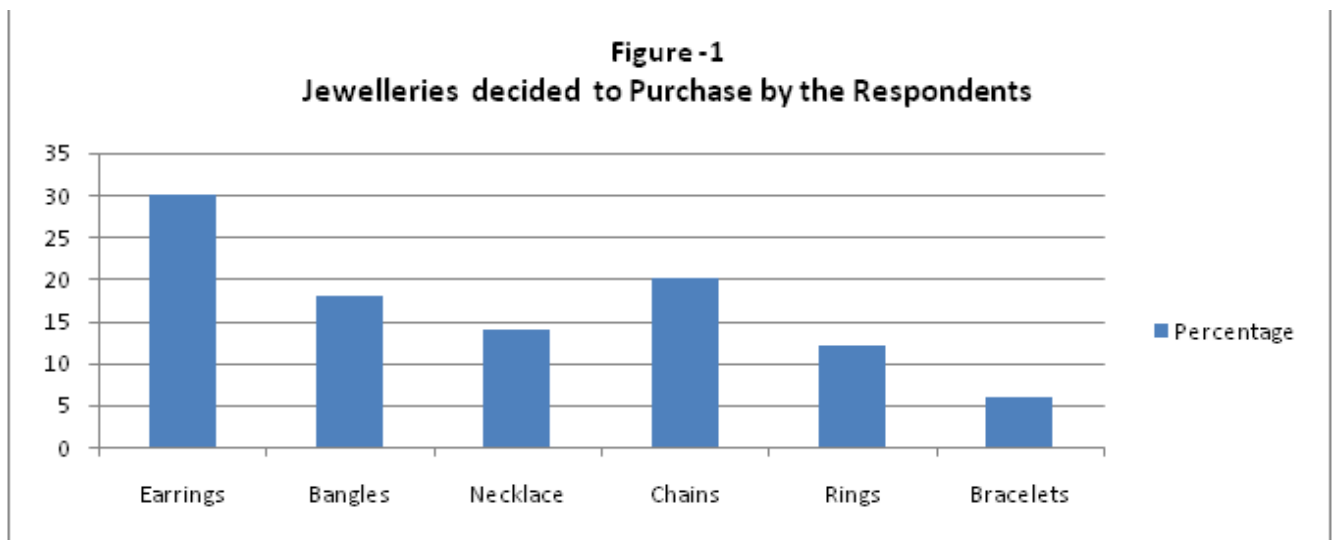
They were attached to the households as part of the family. Today, most of them work in agriculture or related activities as daily wage earners. The primary occupation of the people noted in the study is working as household activities and labourer in agricultural and its related activities, informal sector labourers, and other traditional works. In the study area most of them work as agricultural labourers, tree cutters and informal sector labourer on daily basis. Their works are not regular and stable income, but it is uncertainty and seasonal one. Their economic status reveals that the majority of them are living in economic backwardness with poverty and inequalities. The details of jewellery products prepared to purchase by the respondents are given in table – 2.

Table - 2

Jewelleries decided to Purchase by the Respondents

Products in jewellery	No. of consumers	Percentage
Earrings	15	30.00
Bangles	09	18.00
Necklace	07	14.00
Chains	10	20.00
Rings	06	12.00
Bracelets	03	06.00
Total	50	100.00

Source: Primary Data.



Data shown in table -2, reveals that the out of 50 respondent households, 30 percent of them prefer to buy Earrings, 18 percent of the respondents prefer to buy bangles, where as 14 percent prefer to buy necklace, and the 20 percent of them prefer to buy chains, 12 percent of the respondent households in the study area prefer to buy rings, and the remaining 6 percent prefer to buy bracelets. Majority of the respondents prefer to buy Earrings. The details of Jewellery purchasing habit among the respondent households in the study area are mentioned in the table- 3.

Table - 3**Jewellery purchasing habit of the respondents**

Frequency of purchase	No. of consumers	Percentage
Once in 3months	14	28.00
Once in 6 months	16	32.00
Once in year	20	40.00
Total	50	100.00

Source: Primary Data.

It can be observed from the table - 3, exhibits that 28 percent of the respondents purchase jewellery once in 3 months and 32 percent of the respondents purchase jewellery once in 6 months, whereas 40 percent of them purchase jewellery once in a year. Majority of the respondents purchase jewellery, once in a year. The details of time spend on purchase of jewellery by the respondents is given in table - 4.

Table - 4**Time spend on purchase decision making behavior towards jewellery**

Time spend	No. of consumers	Percentage
30 minutes	10	20.00
40 minutes	20	40.00
1 hour	12	24.00
More than 1 hour	08	16.00
Total	50	100.00

Source: Primary Data

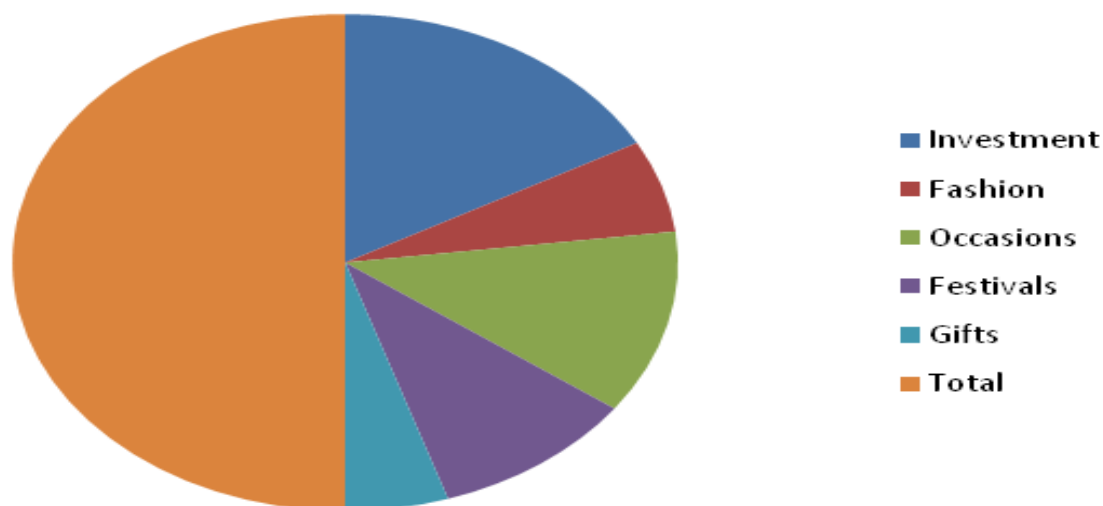
Data shown in table – 4, reviewed that explains that 20 percent of the respondents spend time to purchase jewellery up to 30 minutes and 40 percent of them spend time to purchase jewellery in 40 minutes where as 24 percent of the respondents spend time to purchase jewellery up to 1 hour, and remaining 16 percent of them are spend to purchase jewellery more than 1 hour. Majority of the respondents spend time to purchase jewellery with in 40 minutes. The detail of preference of the respondents to buy jewellery is given in table – 5.

Table - 5**Decision of the Respondents to buy Jewellery**

Prefer to Buy	No. of consumers	Percentage
Investment	17	34.00
Fashion	06	12.00
Occasions	12	24.00
Festivals	10	20.00
Gifts	05	10.00
Total	50	100.00

Source: Primary Data

Figure - 2
Decision of the Respondents to buy Jewellery



The information mentioned in the table – 5, clearly reveals that 34 percent of the respondents prefer to buy jewellery for investment purposes and the 12 percent of them desire to buy jewellery due to fashion. Where as 24 percent of the respondents choose to buy jewellery for occasions and 20 percent of the respondents wish to buy jewellery for festivals and remaining 10 percent of them prefer to buy jewellery for gifts to others. Majority of the respondents prefer to buy jewellery for investment. The details of attributes attract to purchase jewellery by the respondents in the study area are provided in table – 6.

Table - 6
Attributes attract to Purchase Jewellery by the Respondents

Attributes	No. of consumers	Percentage
Product quality	18	36.00
Gram and weight	10	20.00
Price	11	22.00
Purity	04	08.00
Designs	02	04.00
Making and wastage charges	05	10.00
Total	50	100.00

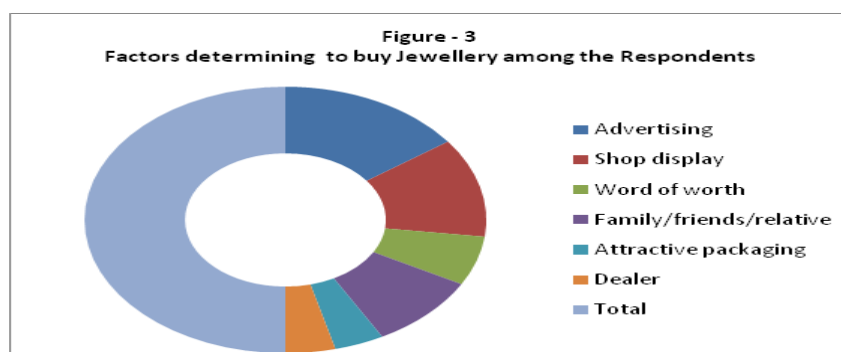
Source: Primary Data.

It can be observed from the table – 6 exhibits that 36 percent of the respondents prefer the product quality attributes to purchase jewellery and 20 percent of them desire the gram and weight, where as 22 percent of them wish the price of the jewellery and 8 percent of the respondents choose designs of jewellery and the remaining 14 percent of the respondents prefer the purity, making and wastage charges in jewellery. Majority of the respondents prefer the product quality in jewellery. The details of factors influences to buy jewellery among the respondents is presented in table – 7.

Table - 7
Factors determining to buy Jewellery among the Respondents

Factors influence	No.of Consumers	Percentage
Advertising	15	30.00
Shop display	12	24.00
Word of worth	06	12.00
Family/friends/relative	09	18.00
Attractive packaging	04	08.00
Dealer	04	08.00
Total	50	100.00

Source: Primary Data.



The information provided in table – 7, implies that 30 percent of the respondents stated that advertising as a influencing factor which make them to purchase jewellery and 24 percent of them mentioned that shop display as main influencing factor. Where as 12 percent of the respondents declared that word of mouth as a major factor and 18 percent of them told that family, friends and relatives as a key factors, 8 percent of the respondents stated that attractive packaging plays a important factor and the remaining 8 percent of them told that the attitudes and behavior of the dealer for purchasing the jewellery. Majority of the respondents stated that advertising is key influencing factor to purchase jewellery by the respondents in the study area. The details of relationships between type of jewellery products and gender of the consumers are given in table – 8.

Table – 8
Gender wise decision making behavior of the respondents towards Jewellery Products

Gender	Earrings	Bangles	Necklace	Chains	Rings	Bracelets	Total
Male	03	02	01	03	06	07	22
Female	07	03	06	05	04	03	28
Total	10	05	07	08	10	10	50

Source : Primary Data

The Calculated Chi square value =14.992.df = 5, table value at 5 per cent Level of significance = 10.239.Hence the computed chi-square value is less than the table value. Therefore, the hypothesis is rejected. It is conclude that There is relationship between consumer preference for type Of jewellery products and gender of the consumers. Hence,

H_0 : There is no significant relationship between consumer preferences for type of Jewellery products and gender of the consumers.

The details of relationships between the type of jewellery products and age of the consumers are given in table – 9.

Table - 9
Relationships between the type of Jewellery products and Age of the Consumers

Jewellers products							
Age	Earrings	Bangles	Necklace	Chains	Rings	Bracelets	Total
18-30	03	01	01	02	02	01	10
31-40	03	02	01	03	02	01	12
41-50	04	01	03	02	03	02	15
Above 50	05	02	01	02	02	01	13
Total	15	06	06	09	09	05	50

Source: primary Data.

The information shown in table – 9, explains relationships between the type of jewellery and age of the consumers in the study area. Chi square value =29.002. df = 15, table value at 5 per cent level of significance = 25.326. Hence the computed Chi-square value is less than the table value. Consequently, the hypothesis is rejected. It is concluded that there is relationship between consumer preference for type of jewellery products and age of the consumers.

H_0 : There is no significant relationship between consumer preferences for type of Jewellery products and age of the consumers.

The details of relationships between the type of jewellery products and marital status of the consumers are given in table – 10.

Table - 10

Relationships between the type of Jewellery products and Marital status of the Consumers

Marital Status	Jewellery products						Total
	Earrings	Bangles	Necklace	Chains	Rings	Bracelets	
Married	08	06	04	05	06	03	32
Unmarried	05	03	03	04	02	01	18
Total	13	09	07	09	08	04	50

Source: Primary Data

The data presented in table – 10, clarify the relationships between the type of jewellery products and marital status of the respondents. The Chi square value = 11.382. $df = 5$, table value at 5 per cent level of significance = 11.136. Hence the computed Chi-square value is less than the table value. subsequently, the hypothesis is accepted. It is concluded that there is no relationship between consumer preference for type of jewellery Products and marital status of the respondents. Consequently,

H_0 : There is no significant relationship between consumer preferences for type of Jewellery products and marital status of the respondents.

The details of relationships between the type of jewellery products and educational qualification of the respondents are given in table – 11.

Table - 11

Relationships between the type of Jewellery products and Educational qualification of the Respondents

Education	Jewellery products						Total
	Earrings	Bangles	Necklace	Chains	Rings	Bracelets	
Up to matriculation	03	1	1	2	3	2	12
Secondary to graduation	07	02	03	04	03	2	21
PG & above	03	1	0	03	2	01	10
Professional	02	0	02	01	01	01	7
Total	15	04	06	10	09	06	50

Source: Primary Data.

The information observation from the table –11, give details on relationships between the type of jewellery products and educational qualification of the respondents. The Chi square value =63.986 $df = 15$, table value at 5 per cent level of significance =24.398, for this reason the computed Chi-square value is more than the table value. Thus, the hypothesis is rejected. It is concluded that there is a relationship between

consumer preference for type of jewellery products and educational qualification of the respondents.

H_0 : There is no significant relationship between consumer preferences for type of Jewellery products and educational qualification of the respondents.

Therefore, the present study was conducted on the respondents purchasing decision making behavior

towards jewellery with special reference to Vellore City of Vellore District in Tamil Nadu. Today the market is consumer oriented and the importance is given to the consumers. The preference of consumer is incessantly shifted according to the needs, desires, choices and fashion etc. In jewellery purchasing the consumers have more expectations. Consequently the jewelers should improve the quality, designs, wastage and making charges, and customer service etc.

Nowadays, the branded jewellery products is facing an uptrend on these days. Subsequently the jewellers should take these aspects into consideration and keep up its values of trust, authenticity, credibility, objectivity of the respondents and serve them in a better manner. Purchasing of gold jewellery holds a very essential value in several cultures since it is a symbol of achievement, power and wealth. Based on the above, customer's approach and behavior on jewellery purchase in the study area have played a significant role.

CONCLUSION

Indians' love for gold is no secret. And a recent World Gold Council (WGC) survey found that 29 per cent of retail investors who have never bought gold in the past are open to the idea of buying the yellow metal in the future. Gold jewellery and gold coins remained two of the top five investments held by Indian investors across the board.

In jewellery purchasing behaviour, a decision on buying jewels, place of jewellery buying and instincts of advertisement have not any significant with the buying pattern of people. The study has concluded that female participants mainly preferred the jewellery buying by themselves.

The study was conducted on the consumers purchasing behaviour towards jewellery with particular reference of Nepal. The study reveals two third of jewellery customers are women among them, 44percent participants were in the age group 20-30 years. Both male and female equally gave the preference for buying the jewellery. 63percent men and 67percent women were buying the silver for their family members. 66percent of men and 60percent of females were purchases the silver from a specific shop, and 25 percent for men and 28percent for females' jewellery purchases are from a reputed shop. Advertisements have little impact on men and women for purchasing or renting jewellery. The market

is consumer-oriented, and preference is given for consumers. In jewellery purchasing behaviour advertisement have not any significant with the buying pattern of people. The study has concluded most of the consumers are female as jewellery is mainly preferred buying by themselves.

REFERENCES

1. Dauriz L, Remy N, Tochtermann .T (2014), " A Multifaceted Future: The jewellery industry in 2020- Perspectives on Retail and Consumer Goods," (February 2014). 2013;36-41.
2. Hari. G, Prasad. S (2014), "Factors influencing buying behavior of a selected apparel retailer's customers", Centre for Management Studies, Pune, 2014;1(1):41-55.
3. Arekar . K, Godbole . S(2016), "Factors influencing gold buying behavior of retail consumers in India concerning individual's determinants", The Journal of Applied Business and Economics. 2016;18(3):32-38.
4. Napompech.K(2010), "Factors influencing gold consumption for savings and investments by people in the Bangkok Metropolitan Area", International Journal of Arts and Sciences. 2010;3(7):508-520.
5. Sultana . M, Jafar P, Saiful .S (2015), "Factor analysis of consumer behaviour in jewellery business: An empirical study on Bangladesh", European Journal of Business and Management, 7(5):79-85.
6. Kumari. K, Anitha .M(2016), " A study on consumer preference towards gold jewellery shop in Erode City", International Journal of Commerce Business and Management., 5(2):295-302.
7. Joseph.J.K(2014), "Consumer behaviour in the gold jewellery market of Kerala", IJBARR. Vol.1(6):86-91.
8. Yam Bahadur. B. K, Pandey. A, Pandit. R, Kandel. N, and Thakur. A (2019), "Research Study on Gold Purchasing Behavior of Consumers in Nepal", Asian Journal of Education and Social Studies , Vol. 3(2): 1-5, 2019; Article no. AJESS.42173 ISSN:2581-6268.
9. Hema Lakshmi.H (2016), "Female Customer Intentions in Buying Gold Jewelry", International Journal of Research in IT, Management and Engineering, ISSN 2249-1619, Impact Factor: 6.123, Volume 6 Issue 02, February 2016.
10. Sunil Dhawan (2019), "Factors that affect gold price", The Economic Times, May 06, 2019.
11. Sunil Dhawan (2020), "Akshay Tiritiya 2020: Is COVID-19 pushing gold prices higher? Find out buying options", Financial Express, 26th April, 2020.

50. SOCIAL RESPONSIBILITY OF PRIVATE HIGHER EDUCATIONAL SECTOR TOWARDS THE TEACHING FACULTIES

S IRISH ANGELIN, *Assistant Professor, Department of Aeronautical Engineering, Apollo Engineering College, Chennai. Contact: 9003034842; email id: irishangelin@gmail.com*

Y.EBENEZER, *Assistant Professor of Economics, School Of Law, Vel Tech University, Chennai. (ph-7558189641 ,email-yebenezer2@gmail.com)*

ABSTRACT

Sensitization of staff is one of the fundamental agenda behindhand of social responsibility when focused from any view. Recent years we could find emerging of many universities and colleges in and around globally. According to the UGC (University Grants Commission) Feb 2020 list, India has 935 universities includes 409 state universities, 349 private universities, 50 central universities and 127 deemed to be universities. In India, colleges and universities play a vital role in societies. Also from the Educational Statistics at A Glance (ESAG) survey published by Ministry of Human Resource Development, Department of School Education & Literacy Statistics Division, the study discovers that the number of private universities increases every year. Due to the decrease in the government financial support and lack of initiating the steps to make our higher education globalization, education has now been commercialized as required to house themselves in this capitalized market. This change has not only impacted the curricular edition but has also decreased the concept of social responsibility. This paper aims to bring out the challenges and discuss how universities can attain

charity, sustainability and provide financial support at time of need. The study used both the primary and secondary data survey to find out the percentage of satisfactory level among the employers who are directly involved to the university.

KEYWORDS

social responsibility, higher education, commercialization, teaching faculty.

INTRODUCTION

Social responsibility of business units is an important feature of socialist economy. In country like India it is a moral responsibility of all business units as it is considered as a supporting factor to bring social justices and social welfare in the unparalleled society. Socialresponsibilityhasbeensupporting Indian constitution's vision like bringing equal dignity and equal quality of life to every citizen of India. The word of social responsibility described by different social scientist like Reiser (2008) who defined the USR concept as "a policy of ethical quality of the performance of the university community (students, faculty, and administrative employees) via the responsible management of the educational, cognitive, labor and environmental impacts produced by the

university, in an interactive dialogue with society to promote a sustainable human development."

In addition, A widely used definition of SR is from the World Business Council for Sustainable Development and states the following: "Corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large." .

In the perspective of private education institution in the economy, a key factor of management responsibility is to have a thoughtful mind towards the impact of labour in the society aiming for profit which therefore promotes their life to endure the human career and financial growth. Social responsibility has been a fixed object in the commercial world for decades. This commercialization has turned out to be rooted in many universities as higher education frontrunners seek out substitute traditions to attain sustainability. Higher educational institutions are an important administrative civilian in the elevation of social responsibility and supportable development targeting the future professionals. The exercise of social responsibility denotes a higher commitment towards different internal and external societies, where creativities and hard work are allied with all institutional and academic process. Internal publics, say staff, are key factors for a responsible knowledge process which must involve other external communities like local group of people and government. In context, universities will endorse a major change that positively changes all associates of the community and their relationships with others. Social responsibility is significant and is duty-bound to be conceived, planned,

operated, supported, interconnected and assessed every day.

The achievement of social responsibility of business unit in India is that improve the quality of life of the workforce, their families, the local community and the society to a larger extent. Under social responsibility economically disadvantaged people should be given value and attention. Therefore, this study is going to focus and examine the social responsibility of private education business units towards their education community in India particularly, the higher education teaching staff satisfaction levels on the their management.

LITERATURE REVIEW

Sukaina A. Alzyoud, in his paper, "Social Responsibility In Higher Education Institutions: Application Case From The Middle East" established the changes and challenges influences on the value of education system, college independence, educational liberty, its varying motivation and responsibilities in the direction of the social order by considering a case study. A paper titled, "Social Responsibility of the Educational Institution" written by Radoslav Jankal aimed on the theoretical study to argue the significance of the social responsibility of educational institutions. The author also concluded that Social responsibility necessarily may not only be portion of educational institution and its related internal documents in the system of longstanding strategies but should also be a portion of its actual lifecycle. A overview given by Rina Angel on the topic, "A Review of University Social Responsibility and Its Role in University Brand Image In India" brought out the University social responsibility attitude it need to present before the staff, students and to all employees on that criterion based on the case study review. Conceptual framework expressing the role of social responsibility of universities in

sustainable development is explained by Abla A.H. Bokhari in the paper titled, "Universities' Social Responsibility (USR) and Sustainable Development: A Conceptual Framework"

OBJECTIVES AND STUDY METHODOLOGY

Objective of the Study

- To understand the growth and structure of private sector education institutions in India and Tamilnadu
- To examine the social responsibility of private higher educational institutions towards the teaching faculties.
- To bring appropriate suggestions towards the government and private management

Methodology of the Study

The study has been employed quantitative and qualitative methods to examine the social responsibility of private higher educational institutions. The Quantitative approach was applied to study socio-economic characteristics of the respondents and qualitative approached was employed to examine the level of satisfaction towards their management. To study the same, primary and secondary data were collected and used. Primary data was taken directly from the teaching faculties working under various private colleges and universities. To execute the same, the study has adopted the purposive random method. A questionnaire was created and was asked among the respondents assuring them that their names and other personal details to be maintained confidential. Using the primary data survey the report was generated and analyzed. Categorizing the social responsibility into various features say as legal, ethical, socio-economical the questionnaire was prepared for survey. Almost, 200 questionnaires were collected from the teaching faculty working in and around Chennai and Thiruvallur districts through emails and social network. Based on the working proportion of

faculties from various private colleges and universities the Number of the respondents was approached. The secondary data were collected from various journals and government website like AISHE survey 2018-2019, ESAG 2018 Report etc. To explore the facts and information, the study used statistical tools like chart, table and descriptive analysis.

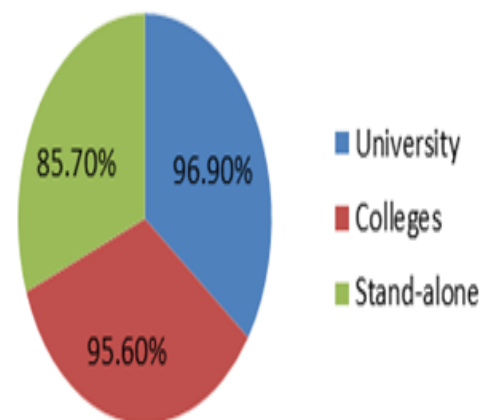
STRUCTURE OF PRIVATE SECTOR INSTITUTIONS IN INDIA AND TAMILNADU

Private institutions are commonly self-maintained by the trustees who are been selected by the associated members of the standing panels. Though the private colleges and universities are benefited extensively from the public supports and funding's, they are not exposed to the equal degree of external inspection or contribution as a public sector.

From the survey taken by the Government of India as well as the State Government of TamilNadu it is clear that the number of colleges increases every year. Data were collected from to the survey which was launched on 3rd of December 2018 and which continued till 10th May 2019. According to the survey taken by All India Survey on Higher Education (AISHE) during the year 2018-2019 there are 993 Universities, 39931 Colleges and 10725 Stand Alone Institutions listed on AISHE web portal; among them 962 Universities, 38179 Colleges and 9190 Stand Alone Institutions have responded during the survey and 298 Universities are affiliating that is having Colleges. Out of them 385 Universities are privately managed. 394 Universities are located in rural area. To categorize the private colleges in percentage, it is also surveyed that 77.8% Colleges are privately managed; 64.3% Private-unaided and 13.5% Private-aided. When we focus on the state wise percentage it is found that Andhra Pradesh & Uttar Pradesh have about 88% Private-unaided colleges besides Tamil Nadu has 87% Private-unaided colleges, while, Assam has 16.0%.

Table 1: Registered Number of Institutions as per AISHE survey 2018-2019

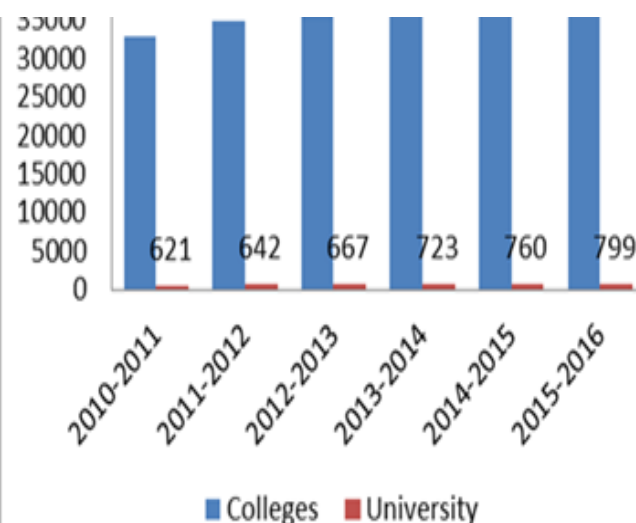
Registered Number of Institutions as per AISHE survey 2018-2019			
	University	Colleges	Stand-alone
Listed for AISHE 2018-2019	993	39931	10725
Actual Responses in AISHE 2018-2019	944 95.10%	36308 91%	8354 77.90%
Total Number of Institutions	962 96.90%	38179 95.60%	9190 85.70%

Total Number of Institutions

Among 993 Universities, 385 Universities are managed privately and nearly 394 Universities are situated in rural area. There are top 7 states in India which has got highest number of Colleges and are as follows: Uttar Pradesh, Maharashtra, Karnataka, Rajasthan, Andhra Pradesh, Tamil Nadu and Gujarat. They have more than 28 Colleges per lakh population. Tamil Nadu approaches at sixth place with 2466 Colleges and 35 Colleges per lakh population. Nearly there are 298 affiliating Universities and they ensure to have 39931 colleges. Stand Alone Institutions are primarily run by Private sector (75.5%); Private unaided is 66.20% and Private aided is 9.30%. Only about 24.53% Institutions come under Government sector.

Table 2: Number of Colleges and Universities (ESAG 2018 Report)

Year	Colleges	University
2010-2011	32974	621
2011-2012	34852	642
2012-2013	35525	667
2013-2014	36634	723
2014-2015	38498	760
2015-2016	39071	799



From the report based on Educational Statistics at A Glance (ESAG) it is clear that the number of colleges and universities increases every year linearly. There are totally around 14,16,299 faculty are among which

57.8% are about male teaching staff and 42.2% are about female faculties. At All-India level there is nearly 73 female teachers per 100 male teachers. AISHE has also found from the survey that there are almost 78.0%

colleges running as a Private sector engaging both aided and unaided, but it accommodates only of 66.4% of the entire enrolment. Enhancing the quality of their employee is the core intention of social responsibility. Narrowing the study on this regard focusing the teaching faculty who are the backbones of any institutions, the management should come forward to make sure the quality of life they provide to their faculties are satisfying at all conditions.

Private institutions follow their own fashion of working structure. Education sector which is more often considered to be one among the recession-proof, have not been spared by this current pandemic lockdown which is caused by COVID-19. This situation is not restricted to just one region rather it has spread countrywide. Across states, faculties, assistant professors of private institutions either have to take a pay cut or fear about losing their job. Though the All India Council of Technical Education (AICTE) has written to all professional universities and colleges to desist from withholding salary payments, educational regulators in Delhi have said that they have received many complaints about non-payment of salaries to faculties. In addition to this, the International Labour Organization (ILO) has also reported that the job losses, non-payment of salaries and reduction of wages may risk nearly 400 million Indians deeper into poverty.

The social responsibility of any private educational institutions is to provide and support their staff and their faculties during this national emergency condition as the whole country is under lockdown due to COVID-19. Despite this, the non-payment of salary would sequentially lead to a great stress and even starvation to the family members in various aspects. The Human Resource Development (HRD) Ministry also has instructed all private institutions to be sensitive to fulfill the needs of their faculties.

Table 3, shows that nearly 42% of the respondents come under the age group of 30-40 and it is also analyzed that a good number of respondents are married which means they burden to look after their family also increases. Most of the respondents participated are designated as Assistant Professors and they unfortunately fall under the category of minimum salary paid which is around ₹10,000 – ₹20,000. When we narrow our study towards the higher percentage of respondents, it is found that this payment most of the time is not sufficient to even meet their monthly needs like EMI, rents, loans, provisions, groceries and other needs. On the other side it is a sad part to know that nearly quarter half of the respondents have not even started to save for their future life because of which they struggle a lot to manage during this unexpected lockdown which in turn brought them to suffer this economic crisis.

The faculty level of satisfaction towards the management of higher education institution in the study area

Below table show the satisfaction level towards their management for various questions.

Table -4 Respondents level of satisfaction towards the management of higher education institutions

S.No	Questions	Satisfactory Level in (%)		
		High	Moderate	Poor
2	Regular Salary In A Month With Stipulated Time	35	25	40
3	Happy With Your Family For The Offered Salary	2	28	70
4	Incentive /Salary Increment Consistently	4	24	72
5	Job Security In Your Institution	28	22	50
6	Pleasant Environment To Carry Out Your Work	10	60	30
7	Good Dignity During Your Appraisal Meeting	8	43	49
8	Getting Scope For Career Development	32	52	16
9	Getting Pressure To Carry Out Work Beyond Your Academics	58	20	22
10	Social Security Like PF, Medical Insurance, Paid Leave, Maternity Leave Etc	18	28	54
11	Paid During Lockdown Time	17	22	61
12	Any Additional Financial/Mental Support During Crisis Time Like Covid-19	0	0	100
13	Overall satisfaction towards management	0	15	85

Sources Compiled from Primary Data

Table 4 clearly helps us to understand that the average satisfaction level of respondents towards their management is below under average line. It is to be noted that, most of the private institutions do not pay the desired or norms standardized salary to their faculty which shows that the value towards the academicians is been decreasing among the management. Our society should understand that without teaching staff, any educational institutions can't run and there is no limit for professional working in private higher educational sectors. On the other hand, when considering the career growth and development, steps taken by the management to improve the staff profile should be appreciated. Teaching faculties who are called as professional and working in an organized sector should be upheld during this bad economic crisis.

FINDINGS AND SUGGESTIONS

It is found from the survey study that, the overall satisfactory level is below average among the sample respondents which is not a healthy factor for our society better. This clearly shows that the social responsibility is decreasing among the society in point of social view.

It is also found from the study that, the colleges offer pleasant environment for the faculty to work at a moderate level. This shows that the incorporation of performance with the humanitarian aspect is still on line which can be increased if the government takes necessary steps for the beneficiary of both faculties and management.

The results also studied that norms salary announced by the government should be provided along with a secure job as education institutions are one among the organized sector

of our country. It is also analyzed that they are being replaced for cheap during this pandemic which is not under the agreement of sustainability. Furthermore, the faculties should be treated with all due respect during appraisal meetings. The management should provide faculties a peaceful environment for them to work at circumstances and do not pressure them to work other than academic related issues. All these factors should be focused closely to increase the satisfactory level among faculties.

It is suggested that the state and central government should issue legal directives to institutions to make sure that they provide wages and secure jobs at all situations. For that, the government can adapt the joint sector policy in education institution. To the private education management, as it is being an organized sector, they need to follow the labour laws for providing a better society for people to live to meet their basic need during crisis.

CONCLUSION

The every citizen should follow the legal, moral and social responsibility of the country which is considered as the expectation of our government and also shows the values of our constitution. In addition, the welfare economists advocate that it is moral responsibility of all business units in the economy to ensure and maintain the quality life laborer. In the case of the teaching faculty, they are the live factor of production that generates the country's builders like Teacher, Doctor, Engineer and other country's wealth creator in the economy. Hence, the teaching faculty's healthy and equal quality lives are essential requirement in the constitutional economy. But based on the primary data, it is observed from the study area that satisfaction level among the teaching faculties working in a private educational institution is poor. It is indicating that private educational

institution has failed to fulfill their social responsibility and the values of our country's constitution. Hence, the government and management should consider the major suggestions like providing funds, secure life, passing bills to improve the standard and quality of the private colleges and universities which in turn will increase the welfare and quality life of teaching faculties who are directly dependent to my study area. Moreover, all private educational institution should ensure that the social responsibility should be considered when they frame the rules and norms for their institution.

REFERENCES

1. A Prashanth Bhat, Sushmitha Shetty; *Higher Education- Ethical Issues and Challenges*, Fourth International Conference on Higher Education: Special Emphasis on Management Education on December 29-30 2014 ISBN 978-93-5196-889
2. Ahmad, J. (2012). Can a university act as a corporate social responsibility (CSR) driver? An analysis. *Social Responsibility Journal*, 8(1), 77-86.
3. All India Survey on Higher Education (AISHE) 2018-2019, Government of India, Ministry of Human Resource Development, Department of Higher Education.
4. *Educational Statistics at A Glance (ESAG) 2018*, Government of India, Ministry of Human Resource Development, Department of School Education & Literacy Statistics Division.
5. Livingstone Ddungu, Ritah N. Edopu, *Social Responsibility of Public and Private Universities in Uganda*, *Makerere Journal of Higher Education* ISSN: 1816-6822; 8 (1) (2016) 71 - 90
6. Mendez, M. (2012). *University Social Responsibility: Balancing Economic & Societal Benefits of university Research*. *The Journal of Science Policy & Governance*. retrieved 29-3-2013
7. Nagy, J. & Robb, A. (2008). Can universities be good corporate citizens?. *Critical Perspectives on Accounting*, 19(8), 1414-1430.
8. Rina Angel et al., A Review of University Social Responsibility and Its Role in University, *International Journal of Research in Management, Economics and Commerce*, ISSN 2250-057X, Volume 06 Issue 08, August 2016, Page 27-30
9. Sukaina A. Alzyoud, Kamal Bani-Hani; *Social Responsibility In Higher education Institutions: Applicationcase From The Middle East* *European Scientific Journal* March 2015 edition vol.11, No.8 ISSN: 1857 - 7881 (Print) e - ISSN 1857- 7431.

51. A STUDY ON EXTERNAL ENVIRONMENT OF BUSINESS AND ITS INFLUENCE ON MSMEs IN THE CONTEXT OF COVID-19

SARANYA DEVI.M, M.Com (Finance and Accounting), Bengaluru Central University, Central College Campus, Bengaluru. email id: saranyadevim4@gmail.com
Mobile no.: 9164220664

NM.ANIRUDH, M.Com (International Business), Bengaluru Central University, Central College Campus, Bengaluru. Mail ID: anirudh.nm28@gmail.com
Mobile no.:9902458117

ABSTRACT

Businesses across the globe has decided 'just to survive apart from making huge profit', from a global pandemic which has created huge disaster to economy of almost all countries in the world. In India pharmaceutical industry is improving its status day by day, on the other hand travel and tourism industry, entertainment sector, market for luxury products and services is deteriorating among which the drastic-hit is the MSMEs. This study aims at analysing various external factors influencing the performance of business especially during times of COVID-19 pandemic, those factors include political, social, cultural, economic, legal, technological, etc., The study aims at finding out those external factor and potential ways to recover from the losses incurred.

KEYWORDS

Global pandemic, Business, MSMEs, COVID-19, External factors.

INTRODUCTION

The scientists across the globe are struggling to save human kind from a deadly virus called corona virus. This

life threat to humans made so called social animals not-to-socialise with the society as opposed to the nature of human-beings, forced to lock ourselves inside four walls for a good cause to save ourselves. But the pandemic is not a good cause to the economy of the world, Covid-19 pandemic has shattered almost all sectors of the economy, the worst hit is the Micro, Small and Medium enterprises, as well as startups and sole-trading concerns. COVID-19 is one of the serious disaster which the world is facing now after the world war-II. The corona virus took its birth in the country of China at the city of Wuhan where it was found out in the month of December 2019 of having a pneumonia disease which got spread across the city like a wild fire and still eating the lives of many people. Later in the year 2020 the WHO named it as 'Covid-19' and various scientists who conducted research and termed it as 'SARS-2'. Generally speaking it has not only created health crisis but also has caused a huge damage to economic and social conditions of almost nearly 200 countries around the globe. Only one continent which is not affected by the pandemic is Antarctica. And it is

found that COVID-19 disease is worst than the SARS virus, since it divides those affected people into symptomatic and asymptomatic which made the situation even more worst. A very few number of population seen with all the symptoms, and pertaining there is no medication found for the virus that would stop from spreading.

Coming into the context, Covid-19 has highly affected the MSMEs performance, especially severe due to their higher levels of vulnerability and lower resilience. The pandemic has changed the entire business cycles of the world. Due to this global disruption many small industries are shut down because of various problems like lack of capital, lack of technology and lack of infrastructure and some are being merged with large industries. And this in turn an economic downtrend across

the globe because the people are not ready to purchase any sort of products and services except the essentials and there would be crunch in the economy which would simultaneously leads to the depression /recession of the economy. Developing Country like India having an unemployment rate of 29% , worsening the condition every fraction of second and the inflation rate is highest compared to any other country. MSME stands for Micro, small, and Medium Enterprises, According to MSME Act, 2006, the enterprises are classified based on their operation such as manufacturing and service sector. Government of India in June 2020, with a view to create job opportunities in the MSME sector, redefined the definition of MSMEs based on its turnover, which is as follows:

Enterprise type	Turnover	Investment
Micro Enterprise	Rs. 5 crore	Rs. 1 crore
Small Enterprise	Rs. 50 crore	Rs. 10 crore
Medium Enterprise	Rs. 250 crore	Rs. 50 crore

MSMEs play a vital role in shaping the economy especially in developing countries. Even though the pandemic created an alternative way for various sector to opt for work-from home, it is not possible for all the sectors like manufacturing, where in MSMEs are those manufacturing hubs contributes to the major share in the countries export, as well as creating employment opportunity to its fullest, now it is in the inevitable stage of shutting down its operation for a longer period never before. Those MSME sector which contributed more than 33.4% of manufacturing output of India, at present facing the risk of extinction. MSMEs are an important sector in the Indian context because majority of the population in India are dependent on MSMEs for their livelihoods. And significantly contributes to the

employment opportunity, whereby all other factors such as innovation and exports will contribute to the growth of the country.

MSMEs just before the outbreak of covid-19 has to fight against the political environment, sociocultural environment, technological environment, legal environment, etc., There are also few other problems that hinder for the expansion of the business for MSMEs which includes: lack of technology advancements, infrastructure building, delayed payments, lack of access to capital, etc,. In India after agricultural sector, MSMEs is treated as a backbone to the country as it provides more employment opportunities but at present it is caught in the hands of cruel virus called Corona and struggling to come out of it. In order to make

these MSME's come to its normal form Government of India has come across various schemes and programs. Few are as follows:

1. Technology centre system programme[TCSP]
2. Credit linked capital subsidy scheme[CLCSS]
3. Prime Minister employment generation programme[PMEGP]

There are various types of assistance which have been provided by Government of India through its MSME departments such as NSIC, as well as respective state governments are also engaged into the progress of MSMEs through its MSMEs Development institute like in Karnataka KSSIDC for the incredible functioning of the MSMEs in the country. MSMEs helps the country's exports to increase and more efficient and effective interms of competition where the products and services must satisfy all the requirements of that particular country and the society. The contribution of MSMEs is phenomenal for the growth of the Indian economy.

REVIEW OF LITERATURE

The below mentioned literatures are reviewed from the articles and research papers published in E-journals, E-magazines ,newspapers and websites by various scholars.

In the words of Chintan Vaishnav and Arvind Saraf, in the article regarding India's Package towards rescuing small business enterprises, stressed upon the consequences that MSMEs are going through and gone through in the two phases of lockdown of 40days. Sectors such as entertainment, travel and tourism, are at its peak of incurring losses. MSMEs are those which include a small vendor near our locality to the extent of 10 crore involved in supply of goods and services thereby contributing a major portion in the GDP rate of the country as well as contributing the reduction of

unemployment percentage to a greater extent. But the 40 days lockdown made MSMEs vulnerable to financial shocks, inorder to rescue MSMEs from this financial shock government should take necessary step at the right time, Those companies which couldnot withstand with the hindrances created by a virus are planning to close down its operation due to lack of support can regerminate and mark its remarkable status in the competitive world.

"Covid-19 and its impact on MSME in India", an article by outlookindia.com: A great fall in Indian economy never before in the last six years. In the era of technology, a virus made all, literally the entire world to standstill, made the life even more complicated and tough ever before, The worlds supply chain is blocked,MSMEs sector which depends more on china for raw material to convert it into a finished product and make money out of it is fully shattered. A report by Confederation of All India Traders[CAIT] showed that MSME form 70% of India's trade, one side MSMEs couldn't bear the sudden amendments such as GST, demonetization, currently this global pandemic, but on the other hand India's chemical and pharmaceutical industry to print its footprints in the globe by way of sup[lying the required medications and first aid kids. All the facts and figures reflected the loss of jobs by the major population of the country, that no one could not even imagined, the unemployment percentage that MSMEs have created is estimated to be around 114 million as well as a lose of GDP contributes to more than 30%. Government should comeup with a rescue package inorder to save the life blood of the country which is not only beneficial to the growth of MSMEs but growth of MSMEs contributes to the economy of the country.

According to Economic Times, in an article regards to way to comeout from this disaster is been discussed,

where as suggestions been given, as MSMEs and startups together can fight and enjoy the fruitfulness jointly by way of collaborations and partnerships between MSMEs and startups. When both MSMEs and startups converge into a single line expertise with innovation make both move forward to a greater success amidst the outbreak of corona virus.

Kredx team in an article called "Covid-19 impact on MSME's and its significance on economic revival", stated that the world after this pandemic creates new ways of doing business and trade, such as innovation in all its aspects which include innovative marketing ideas, innovative way of manufacturing thereby curbing the product costs to some extent. The time taken to adopt to technology must be shorter so that businesses can succeed in its long run.

STATEMENT OF THE PROBLEM

This research paper aims at analysing the factors influencing the performance of MSMEs, especially analysing those external factors due to the outbreak of a deadly virus called corona, even before such global pandemic micro, medium, small enterprises experienced the troubles due to sudden implementation of GST- Goods and Services Tax regime, this pandemic had worsen the situation even more, despite all these hindrances few businesses finding potential ways to 'survive besides being successful', by following the suggestions of experts as well through its own experience. Inorder to make MSMEs survive and come to its earlier form, government is finding its possible ways to withstand the economy of the country, by means of providing financial assistance to MSMEs- considered as backbone to Indian Economy next to agricultural sector.

OBJECTIVE OF THE STUDY

The primary goal of this study is to identify those hidden factors curbing

the performance of MSMEs and in the year 2020- filled with full of suspenses and mistery. And to find out the path for MSMEs amidst all the obstaclesto withstand and get back to its form.

The other objectives of the study includes the following:

- 1.To understand the effect of Covid-19 on MSMEs.
- 2.To analyse the other external environment impact on MSMEs.
- 3.To review the schemes of government on MSMEs.
- 4.To analyse the initiatives of government on protecting MSMEs after and during Covid-19.
- 5.To suggest the potential opportunities, that Covid-19 has created for MSMEs despite its destruction in India.

SCOPE OF THE STUDY

- 1.The study is limited only to Bengaluru jurisdiction.
- 2.This study was targeted only on the Indian MSMEs.
- 3.The statistical tools used in this study form their inherent defects.
- 4.Due to time constraint, sample size of the survey is restricted only to 64 respondents.
- 5.Inability on the part of some of the respondents to answer certain questions is one of the drawback to this study.

RESEARCH METHODOLOGY

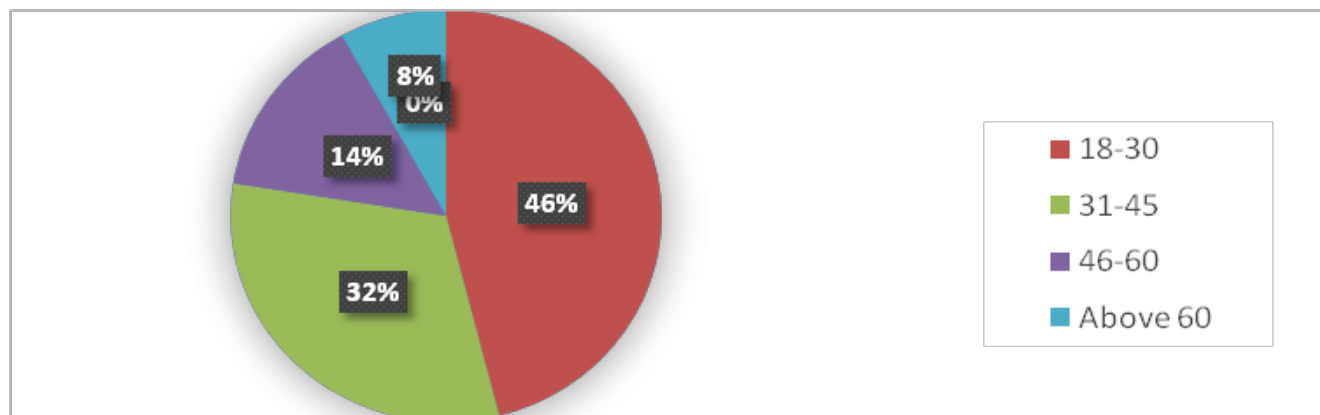
Research methodology refers to the techniques and tools as well as procedures used by a research scholar in his/her course of research work inorder to ascertain the facts and figures, perception of population relating the research topic. There are various statistical techniques available to the researcher such as ANOVA, questionnaire etc.,. As well as there are two methods of collecting data required to conduct the research, which includes primary data and secondary data.

Primary data refers to the original /

first hand data collected directly by the researcher by conducting a face to face interactive session or by way of issuing a questionnaire, in this study primary data is collected virtually with the help of questionnaire technique through google forms. Secondary data includes the research papers, articles, magazines, journals which are already been published for the reference of the needy. The secondary source of data for this study is collected with the help of various websites, already published articles, research paper, e-magazines, e-journals relating to the study.

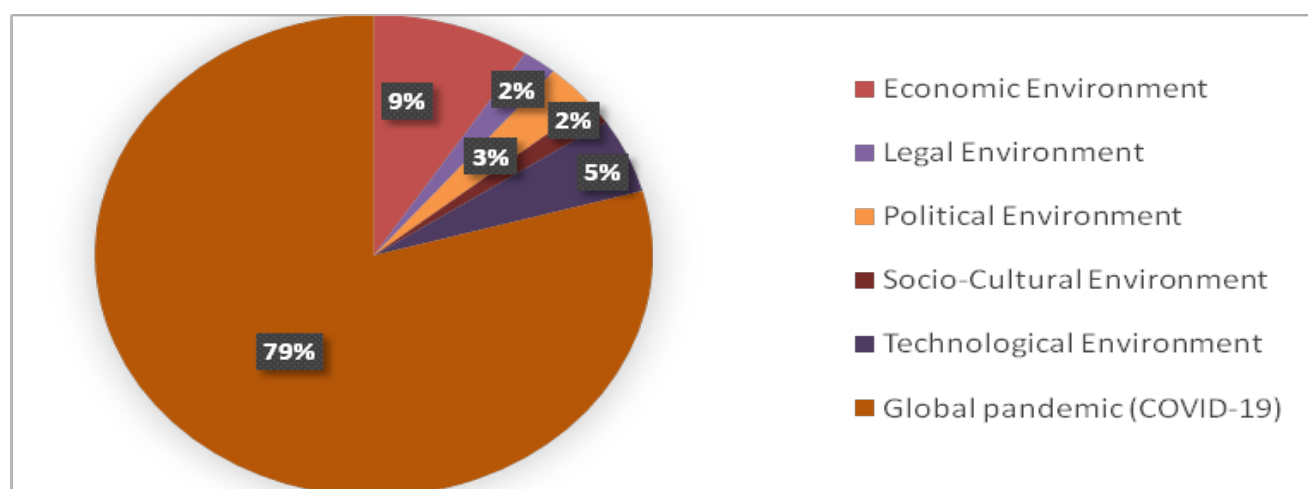
ANALYSIS AND INTERPRETATION:

Age of the respondents



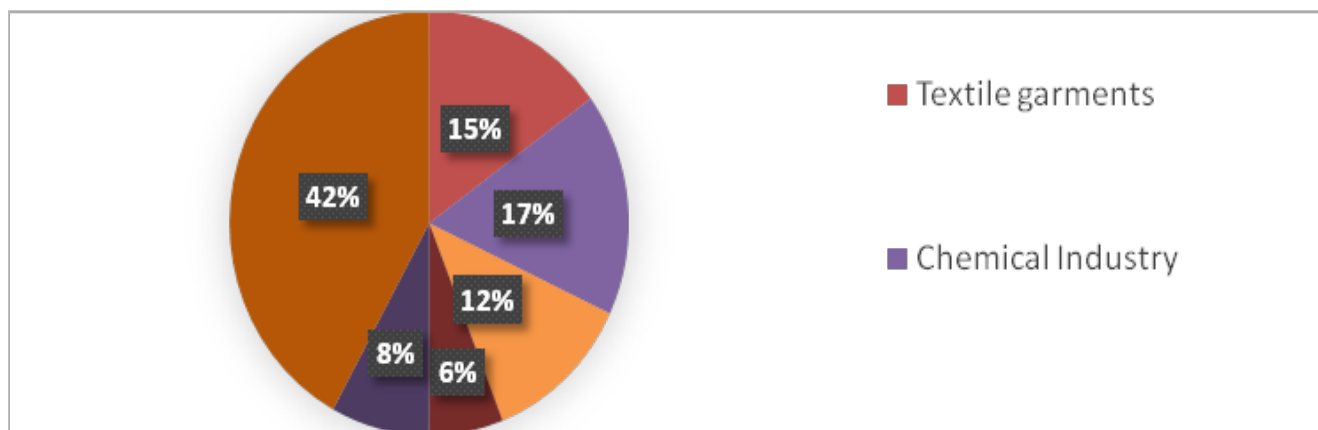
This study had a respondents of total 64 in numbers, where the age of respondents is categorised into teenagers, youngsters, adults and senior citizens. To the questionnaire majority of the population responded are between the age of 18-30 i.e., youngsters: occupies 46% of the overall survey. 31% of the respondents are adults between the age of 31-45, and 14% of the respondents includes between the age of 46-60 and a very minimal percentage of people between the age of above 60 has responded to the questionnaire.

External factors influence on business



From the above pie chart, it is very clear that MSMEs suffered to a great extent due to the outbreak of Covid-19, for MSME businesses even though there exists a greater risks from the other external factors of business environment. Risk due to COVID-19 is tremendous, 79% of the respondents said covid-19 as a major threat to their business, and all the other factors affects MSMEs to its least, economic factors affects 9%, legal environment and socio-cultural environment affects 2%, technological factors affects 5% and political factors affects only 3% of performance of MSMEs.

Scope for MSMEs in different industries



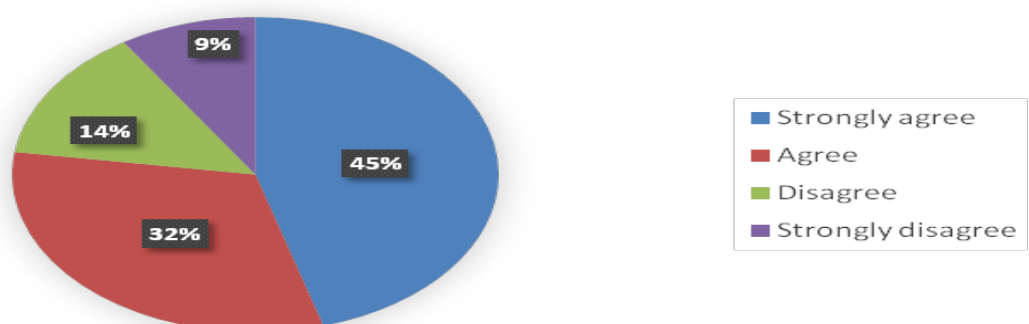
The above pie chart shows the significance of various industries in the MSME sectors, where in drugs and pharmaceutical sector occupies the major portion of about 41%, next to pharmaceutical industry textiles and garments occupies 15%, chemical industry occupies 18%, scope of electrical appliances, machinery and spare parts manufacturing of upto 12%, the least scope is created for food and beverages manufacturing industries and metal industry, where in both occupies 6% and 8% respectively.

Extent of COVID-19 impact on MSMEs



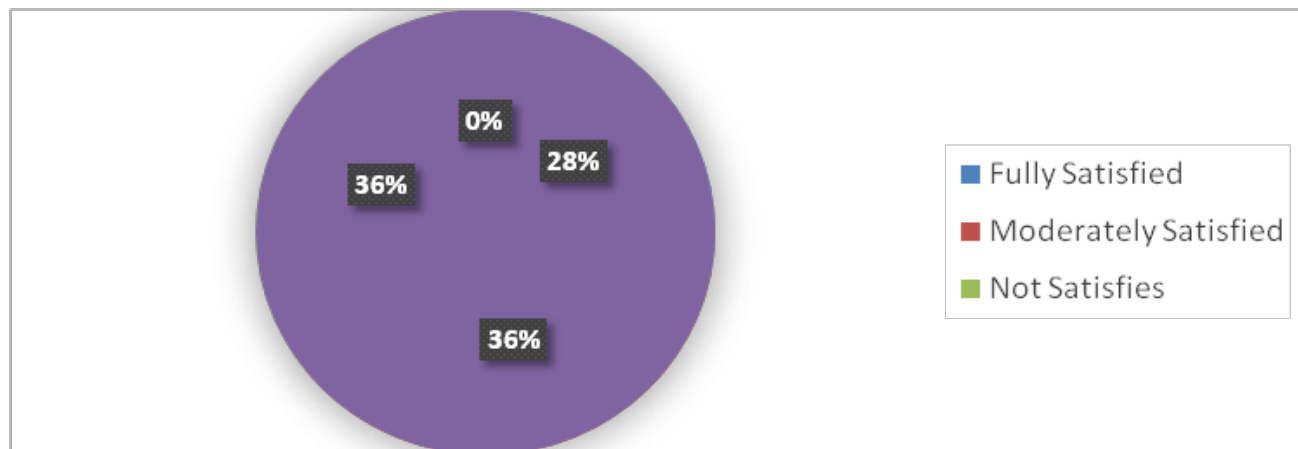
The majority of the respondents from the MSMEs sector which includes 86% of the respondents, said: severe impact has been created by COVID-19 to their business performance, and only 14% of the entrepreneurs faced moderate impact due to the pandemic.

COVID-19 Pandemic created an opportunity to Indian MSMEs



It is very clear that majority of entrepreneurs (45%) and business personnels strongly agree upon the term, covid-19 pandemic actually created a path to Indian MSMEs to shine as earlier, and 32% are agreed with the asked question and only a least percentage of respondents strongly disagreed with the statement.

Satisfaction level towards Government rescue package on MSMEs



The pie chart showing the satisfaction level of MSMEs personnels on the rescue package, determined that an equal amount of personnels are not satisfied with the package and only 28% of the entrepreneurs are satisfied with the rescue package.

FINDINGS AND ANALYSIS

The above study on the external factors of businesses such as political factor, economic factor, legal factors, tax system, socio-cultural factor, technological factor as well as the global pandemic like COVID-19 wherein the life of MSMEs can be divided into two phases: pre covid-19 and post covid-19. During the phase of pre covid-19 business has to suffer from the above external factors mentioned, whereas in the post covid-19 scenario businesses realized that COVID-19 is at its peak in affecting the performance of MSMEs, which MSMEs couldnot even imagined.

Fortunately, the current scenario created a golden opportunity for Indian enterprises to expand their business to a global level and can also make their local products and services a globally recognised brand. Through the above

study it is found that pharmaceutical sector have a long way to go in catering to the needs of countries world wide, where as on the other hand Sectors such as entertainment, travel and tourism, are at its peak of incurring losses. The respondents to this study includes business professional of Micro, Small and Medium enterprises, to which a question is raised regarding their level of awareness on the schemes and financial assistance provided by Central government and State governments through its various development institutes such as MSMEs development centre, NSIC (National Small Industries Development Corporation), Ministry of Labour and Employment, Ministry of Small Development and Entrepreneurs Schemes, in Karnataka State- KSSIDC (Karnataka Small Scale Industries Development Corporation) only 60% of the population has awareness about the facilities and benefits provided by these NBFC's. But 40% of the respondents are unaware of the schemes of MSMEs development institutes. Among those who aware of the governments financial assistance and concession in interest rates only 54.5% are availing to the benefits of

MSMEs development scheme and the remaining 45.5% of the population are opting to other ways to finance their business other than the government schemes and credit facilities. But even though 54.5% are availing to the financial assistance of government, feels are not sufficient to expand its business to a greater extent. The ultimate goal of any business is to diversify its operation as well as expand globally, through this study our effort to know the level of expansion/reach by the existing MSMEs revealed that 68.2% of the total respondents extended their trade across sea, by way exporting its product and services to different countries across the world. This shows how importance is the role of MSMEs to the exports of developing countries like India, thereby the overall GDP percentage of country is reached a greater levels.

SUGGESTION

The 'life blood of any developing country' is, its Micro, Small and Medium Enterprises, which caters do the needs of not only domestic markets but also international market. The MSMEs satisfies not only the consumption needs, but also satisfies the employability needs of the population in any developing or under-developed country. So called, "the life blood of Indian economy is in the stage of losing its life". A business is established in order to achieve perpetuity in its operations but a sudden shock to the life of human beings by a small invisible virus made the entire world stuck for more than 5 months, movement of goods and services stopped beyond the essentials, made the world realise human life is precious than money. As in the Modern world, money plays a crucial role, everyone is in a urge to achieve something made humans run behind the money. The current global pandemic is not only a threat

to human life but also a greater threat to the economy as well, businesses are closed for several months, people lost their jobs. To it's the greatest-hit is the MSME, and those tiny MSMEs could not hold up with the disruptions caused by covid-19 merged with large well-performing organisation, here through our study, we have arrived at the possible solutions for MSMEs to succeed despite the global pandemic. Let treasure the possible opportunities to MSMEs besides COVID-19 outbreak. Determining the extent to which the financial stability of the organisation will create a path to take necessary steps and move forward, while analysing the impact, factors such as current market demand, availability of raw materials, availability of required capital, is there free movement of transport between states and countries, available human resources at this point of time need to be given special attention. Covid-19 crisis segregated the businesses into-business before and after covid-19, the business plan drafted prior to the outbreak cannot be executed since consumers choice of preference is also changed and can also be categorised as: consumer choice of preference before 2020 and after 2020. The outdated business plan doesn't cater to the demand of customers. Therefore, a new business plan must be drafted with scope for innovation, technology, time saving product, quality with quantity along with reasonable rate, etc,. In order to achieve all the above said elements businesses should start analysing the cost reduction and cost elimination method by way of avoiding unnecessary costs to the enterprise such as cut in advertisement cost upto certain period of time, converting fixed cost into variable cost for example: MSMEs can pay rent based on its level of units manufactured or based on its volume of sales made during the month, this leads to fluctuation in the yearly estimated budget and costs but

to a good cause for the business to move forward even in this uncertain situation and those budget should aim at eliminating unnecessary costs/spending. Reinvestigating into the funding strategies since governments concern towards MSMEs is reflected in its rescue package announced for development of Indian economy, where in the majority of the funds being allotted to the development of MSMEs, that is Rs.3 lakh crores collateral free loans on a credit basis at a lower rate of interest in order to save the major contributor to Indian GDP, as well as the employment rate, but if the financial assistance been given at free of cost considering the global pandemic and inability on the part MSMEs to repay the loan during a pandemic time, which might reduce the debt position of MSMEs and concentrate on its vision. A step by step execution of the planned strategies and actions should be adopted to mitigate the risk of loss in the furtherance of business. The step by step adoption can be divided into three stages:

a. **Passive stage:** Where in all the people within the organisation must aware of current pandemic effect on the business, and awareness creation should be undertaken to make sure even the lower level management knows every actions, plans, strategies for current and future regards to the organisation.

b. **Active stage:** Right personnel at the right time take corrective decisions, plan the actions according to the level of risk arises due to the pandemic.

c. **Advanced stage:** Efficient threat surveillance mechanism and overall cooperation between hierarchies of the management.

Along term goal can be achieved only if, the progress of the task is ascertained, to plan accordingly. Likewise, MSMEs need to keep track of all its activities weekly/ monthly along with all the

precautionary measures/new way of life such as social distancing, make sure everyone wearing masks, the entire workplace including equipments, machines, furnitures are well sanitized keeping in mind the well-being of employees.

CONCLUSION

Dwelling in the past doesn't make one successful, disaster happened is happened, there is no way to go back and change something bad happened but future can be made fruitful if one's thoughts are practical and actionable. Same applies to the disruptions faced by MSMEs due to the global pandemic, striving out ways to go forward is the real attitude of any successful business. A pate on back, motivates more: Government of India, in order to provide 'life to its life blood of economy', redefined the MSMEs limit to register and avail the benefits of government schemes and credit facilities made many MSMEs which are in its stage of extinction, wakeup like a tortoise and compete with those over confident rabbits. "No pandemic can stop growth of MSMEs" if experts advice are seeked, all the potential opportunities are utilised properly. Success of MSMEs is the success of entire Indian community, majority of the population's employment dream will be fulfilled, nation's dream of increased exports than imports will be fulfilled, etc., Talk of the town #Boycott Chinese product created a fortunate opportunity especially, for the businesses in India to have "MADE IN INDIA" products all around India, as well cater to the needs of foreign countries with India's enormous amount of human resources available, this boosts not only the economy of India but also created a path way and motivates young personnels having new and innovative business ideas to open up business and succeed along with success of the Nation.

REFERENCES

1. *In the fight against COVID-19, MSMEs and startups can help each other*: <https://m.economictimes.com/small-biz/sme-sector/in-the-fight-against-covid-19-msmes-and-startups-can-help-each-other/articleshow/75501564.cms>
2. *Turnover to define MSMEs – The new MSME definition 2020* - <https://razorpay.com/learn/new-msme-definition-turnover-2020/>
3. *Covid- 19 and its impact on MSME in India* - <https://www.outlookindia.com/outlookmoney/talking-money/covid-19-and-its-impact-on-msme-in-india-4683>.

52. ROLE OF SELF HELP GROUPS IN PROMOTING RURAL ENTREPRENEURSHIP FOR STRENGTHENING AATMA NIRBHAR BHARAT

Dr. S.R. NAGARAJA, Assistant Professor, PES Institute of Advanced Management Studies, PES Institute of Advanced Management Studies, NH – 206, Sagar Road, Shivamogga – 577 204, Karnataka, India

Dr. G M SUDHARSHAN, Associate Professor, PES Institute of Advanced Management Studies, PES Institute of Advanced Management Studies, NH – 206, Sagar Road, Shivamogga – 577 204, Karnataka, India

ABSTRACT

The corona-19 pandemic has pervaded into every nook & corner of the world. Since the entire globe has announced lockdown for uncertain period, the commercial activity has pushed the indicators of economic health in a state of depression. A multi-centered approach is the need of the hour to take the economy out of this crisis. In India on May 12th, the Prime Minister, Mr. Narendra Modi, announced a special economic package of Rs 20 lakh crore with the aim of making the country independent against the tough competition in the global supply chain and to help in empowering the people who have been adversely affected by COVID. In order to achieve this vision, India needs to focus on holistic and sustainable development. The formation of SHGs is a holistic program with an objective to bring the rural entrepreneurs in a platform and encourage them to initiate innovation. This research paper makes an attempt to study the potentialities of Self Help Group (SHGs) in strengthening economy of India to support Atma Nirbhar Bharat Abhiyan.

KEY WORDS

Economic health, Atma Nirbhar Bharat, rural entrepreneurs and Self Help Group

INTRODUCTION

The unprecedented Covid – 19 pandemic has pushed the entire global economy into a recession by bringing down the GDP growth to a historic low. Due to the lockdown announced by all most all countries of the world the economy starts shrinking and growth stops. The high income countries, the upper middle income countries and lower middle countries suffered huge loss as the production activities could not take place. The countries have witnessed collapse of the supply chain due to lack of demand, non availability of raw materials and non availability of human resources. In India also the scenario was not different.

In order to ease out the blocks in the circular flow of money as a bid to revive economy the Government of India announced Economic Package of 20 lakh crores which amounts to 10 percent of country's GDP under Atma Nirbhar Bharath Abhiyan concept.

Atma Nirbhar Bharath Abhiyan though not a new concept for India, it is sounding well in the present free market economy of India. India exposed itself to global economy in 1991 by introducing New Economic Policy. Contrary to the socialistic pattern of society as promised in the constitution, the policy makers shifted the focus towards capitalistic economic system which advocated Liberalization, Privatization and Globalization.

The Covid 19 pandemic made us to rethink our economic policies. The government intervention is necessary and public expenditure is best panacea to the present crisis. There seems to be a major transition from Smithianism to Keynesianism. In India, Gandhian ideologies would provide a good solution to the current problems.

There is a need to promote Micro, Small and Medium Scale enterprises to revive Indian economy. MSMEs play significant role in providing large employment opportunities at comparatively lower capital cost than large scale industries. These enterprises also help in the process of industrialization of rural & backward areas. They are suitable to address the problems like regional imbalances, unequal distribution of national income and wealth and many problems of urbanization coupled with concentration of industries in urban areas.

Among MSMEs Micro enterprises play a vital role and contribute sizeable portion of National Income. According to the Annual Report released by the Ministry of MSME for the Financial Year 2019, the MSME sector is dominated by micro-enterprises. In India out of 6.33 crore MSMEs, 6.30 crore enterprises are micro enterprises which accounts for 99.4 per cent, while 0.52 per cent i.e., 3.31 lakh are medium and 0.007 percent i.e., around 5,000 are medium enterprises. This fact made researchers to focus on the role of Self Help Groups in strengthening rural economy through

motivating innovative entrepreneurs. The formation of SHGs is a holistic program and objective to bring the poor families above the poverty line and empowerment of women. The SHGs are playing revolutionary role in changing the life style of poor families in rural areas. SHG members are mainly engaged in the micro-enterprises and become entrepreneurs. Self-Help Groups play a vital role in poverty eradication in rural as well as urban areas. SHGs are fostering the entrepreneurship through micro enterprises. The study was conducted in Shivamogga district in post Covid period to ascertain the problems of SHGs and possibility of converting the challenges in to opportunities in the light of Atma Nirbhar Bharat Abhiyan.

REVIEW OF LITERATURE

Mishra Babulal and Mahesh Chowbey (2010) in their Study Scope for Promoting Micro Enterprises Activities through SHGs in Selected Districts of Bihar and Uttar Pradesh pointed out that Self Help Groups are providing a very good platform for the rural entrepreneurs to start micro enterprises. Micro enterprises have been widely accepted as an engine of economic growth and equitable development. Micro enterprises encourage self employment to a greater extent. Micro enterprise support programs aim to help people with modest means to start, strengthen and to expand very small businesses. Availability of financial services is key to the success of microenterprises. Micro-entrepreneurs live on the fringe of the informal sector known as microfinance sector. So there is a need to strengthen micro finance sector which help SHGs.

Shweta Singh, Guido Ruivenkamp and Joost Jongerden (2011) in their study on A State of the Art of Self Help Groups in India concludes that the SHGS have

greater role to play in the development of micro-enterprises. They are of the opinion that SHGs engaged in building successful micro-enterprises in India generally need to be able to fulfil the needs of finance, training and skills development. How fast the SHGs can move forwards and become a sustainable strategy for alternative development organized by people themselves also depends on their ability to intervene in and change the circumstances in which they live and develop new production and market relations. An imperative challenge is to create linkages with markets by local people of local organizations (SHGs) in such a way that they will receive a higher share in the value developed. Sangtam Therila, Dr. Sangyu Yaden (2017) in their study on Role of Self Help Groups (SHGs) in Rural Development with Special Reference to Chare, Longkhim and Sangsangyu Block under Tuensang District, Nagaland suggest that the marketing networks of the SHGs should be more widened so that the goods can be sold at a reasonable price. The activities of the SHGs should focus more on those activities which generate good return. There should be system of conducting frequent training of management for the SHGs. This help the SHGs to achieve the desired goals. Good transportation system is also essential to widen the market network. The economic development of rural areas may be realized if the working of SHGs made effective.

Venkatesh R (2009), in his study on Micro Finance and Self Help Groups : Catalyst for Rural Transformation argued that in order to change face the of socio economic development of rural areas micro enterprises and Self Help Groups play an important role. SHGs significantly become responsible for the generation of self employment and entrepreneurship by raising the level of income and standard of

living among the rural people and weaker sections. In this context one of most achieved objectives of rural entrepreneurship is the formation of Self Help Groups. Forming SHGs is a valuable investment in human capital through training and capacity building measures.

Suthamathi D and Prabu G, 2018 analyse in a study on Role of Self Help Groups in Promoting Entrepreneurship among Women at a Salem District of Tamilnadu forms the opinion that women entrepreneur is defined as a person who accepts a challenging role to quench their behavior needs and to become economically independent by making appropriate adjustments in both family and social life. They are constantly on the look-out for new and innovative conduct which leads to strong economic participation. Their ability, skill and knowledge, their insight in business and a pushing desire to do something positive are the reasons for women to ascertain and manage organized industries and take up challenging ventures. Self Help Groups play significant role in realizing this objective.

STATEMENT OF THE PROBLEM

The countries of the globe have to promote innovative measures to handle the impact of Post Covid 19 on economy particularly on business enterprises. Business activities need to be strengthened. The announcement of Atma Nirbhar Bharath Abhiyan has resulted in lot of changes in business activities. The government of India is announcing various schemes which promote self reliant economy. This has created lot of opportunities for micro enterprises to produce and market. The wide market is available to local entrepreneurs. The local entrepreneurs have to make use of this situation and find innovative business techniques. The Union Finance Minister has announced Rs 1.76 lakh crore stimulus

package fight COVID 19. One of the announcements included doubling collateral free loans to women Self Help Groups (SHGs) from Rs 10 lakh to Rs 20 lakh which will help 63 lakh SHGs covering 7 crore families. The measure announced has the potential to have a substantial impact on the rural economy.

In view of this A study on Role of Self Help Groups in promoting Rural Entrepreneurship for strengthening Atma Nirbhar Bharat has been undertaken in Shivamogga District in the post Covid – 19 situation This study restricted to SHGs who are into Production & marketing of products in rural areas.

OBJECTIVES OF THE STUDY

- a.To study the Socio-Economic status of SHGs
- b.To evaluate the performance of Self Help Groups in Entrepreneurship.
- c.To find out the practical problems faced by SHGs during Covid-19.
- d.To offer suggestions based on the findings.

HYPOTHESES

H₀-There is no significance difference between education and income generation

	Education	Income of the Respondent
Chi-Square(a)	67.440	53.040
Df	3	3
Asymp. Sig.	.000	.000
Monte Carlo Sig.	.000(b)	.000(b)
Sig. 95% Confidence Interval	Lower Bound	.000
	Upper Bound	.000

H₁- There is a significance relationship between education and income level. The null hypothesis has been rejected as the observed value at 95% level of significance is less than 0.05. Hence, the alternative hypothesis is accepted which says that there is a significance relationship between education and income level.

H₀-There is no significance difference between area of marketing operation and income generation

Test Statistics

	Income of the Respondent	Area of Marketing
Chi-Square(a,b)	53.040	6.320
Df	3	2
Asymp. Sig.	.000	.042
Monte Carlo Sig.	.000(c)	.045(c)
Sig. 95% Confidence Interval	Lower Bound	.041
	Upper Bound	.049

H₁- There is a significance relationship between area of operation and income level. The null hypothesis has been rejected as the observed value (0.041) at 95% level of significance is less than 0.05.

Hence, the alternative hypothesis is accepted which says that there is a significance relationship between area of operation and income level.

METHODOLOGY

a. Type of Research and Description of Study Area

The present research paper is descriptive and analytical in nature. The study covers entire Shivamogga District of Karnataka State, India. This district is considered as prominent district among Malnad region. It is also one among the fastest growing tier city in Karnataka. The SHGs of Six Taluks of the District are covered for the purpose of collecting data.

b. Sampling Procedure

A total of 100 respondents chosen randomly, were personally interviewed by the researchers using structured interview schedule. The information gathered are presented in appropriate tables and analyzed accordingly.

c. Nature and Sources of data

The primary data has been collected through a structured questionnaire which is limited only to those SHGs which are involved in production & marketing activities. The data are collected by SHGs located in rural areas. While selecting the samples stratified random sampling method

was adopted. The findings are based on the information provided by the members who are running micro enterprises. The results are also appropriately interpreted with the help of information obtained in the form of Secondary data is obtained by Journals, Magazines, report of Zilla Panchayats, RDPR report and other documents.

d. Sampling Plan & Size

The researchers have selected 100 samples for the study by giving more weightage to only to those SHGs which are involved in production & marketing activities. The data are collected by SHGs located in rural areas. While selecting the samples stratified random sampling method was adopted. The findings are based on the information provided by the members who are running micro enterprises. The results are also appropriately interpreted with the help of information obtained in the form of Secondary data is obtained by Journals, Magazines, report of Zilla Panchayats, RDPR report and other documents.

Table No.-1 Selection of Taluk wise sample

Sl. No.	Name of the Taluk	Selected Sample Size
1	Shivamogga	20
2	Thirthahalli	16
3	Sagara	16
4	Soraba	16
5	Bhadravathi	16
6	Shikaripura	16
Total		100

Shivamogga Taluk as it is big in geographical area and more SHGs involved in production & marketing activities. The allocation of samples as mentioned above.

LIMITATIONS OF THE STUDY

1. The study was conducted in the post lockdown period
2. The study is confined only for the SHGs which are operative in nature

Table-02 Age and Literary Level of the Respondents

Age	Number of respondents	Education	Number of respondents
Less than 20 years	15	Illiterate	05
21-25 years	48	Primary and Secondary	47
26-30 years	27	Graduate	39
Above 31 years	10	Post graduate	09
Total	100	Total	100
Source: Field Survey			

From the data presented in the Table 02, it can be observed that 15 percent belong to less than 20 years, 48 percent is 21-25 years, 27 percent is 26-30 years and 10 percent belong to above 31 years. Of the total 100 respondents 5 percent are illiterate, 47 percent are having Primary and Secondary education, 39 percent are Graduates and 9 percent are Post Graduates.

Table-03 Occupational Background and Income of the Respondents

Occupation	Number of respondents	Monthly
Family Business	34	Less than 5000
Agro Based Business	45	5001-7000
Small Business Activities	12	7001-9000
Service	9	More than 9000
Total	100	Total
Source: Field Survey		

Table-04. Caste & Year of establishment

Religion	Number of respondents	Year of establishment	Number of respondents
SC	28	Less than 5 yrs	39
ST	23	5 to 7 Yrs	32
OBC	41	7 to 9 Yrs	22
Others	8	More than 9Yrs	7
Total	100	Total	100

From the data presented in the Table 04, it can be observed 28 percent of the SHGs belong to SC, 23 percent ST, 41 percent of them are OBC, 8 percent of the SHGs belong to others categories. 39 percent of the respondents have established their enterprise from less than 5 years , 32 percent are between 5 to 7 years , 22 percent between 7 to 9 years, and 7 percent of them are more than 9 years.

Table -5 Scope of marketing operation

Geographical area	Total No of Respondents	Percentage
Within the village	36	36
Surrounding locality	42	42
No geographical restriction	22	22
Total	100	100%
Source: Field Survey		

It is observed that, 36 percent & 42 percent of entrepreneurs market their products within the village & surrounding locality respectively and 22 percent of them do not have any geographical restrictions.

Table -6 Knowledge of marketing activities & Type of marketing activities undertaken

Knowledge of marketing activities	Total No of Respondents	Type of marketing activities	Total No. of Respondents
Yes	34	Promoting own products	66
No	66	Promoting own & other SHGs products	34
Total	100	Total	100

Source: Field Survey

It is clear that, 34 percent of the respondents possess knowledge of marketing and 66 percent of them do not have proper marketing knowledge. It is also observed that, 66 percent of them promote their own products in the market, whereas 34 percent of them promote own products as well as products of other entrepreneurs.

Table-7 Nature of products produced & Marketed

Nature of commodity	Total No of Respondents	Type of products produced & marketed	Total No of Respondents
Perishable	60	Handlooms & Handicrafts	31
Consumer durables	40	Food items	58
Others	00	Others	11
Total	100	Total	100

Source: Field Survey

According to the Table-7, 60 percent of entrepreneurs produce & market perishable commodities & only 40 percent of them produce & market consumer durables. It can also be noticed that 31 percent of the entrepreneurs are producing & marketing Handlooms & Handicrafts 58 percent of them are involved in food items and the other 11 percent are involved in the activities like Animal Husbandry, poultry farming, floriculture, production, Areca plates, Vermi compost, candle & Agarbathis, carry bags, hand bags, decoration items etc.

Table-8 Modes of Marketing

Modes of Marketing	Total No of Respondents	Percentage
Intermediaries	12	12
Own shop	12	12
Exhibition	44	44
Against order	32	32
Total	100	100

Source: Field Survey

It clear that, 12 percent entrepreneurs sell their products through intermediaries and own shop, 44 percent and 32 percent of them sell their products through exhibition and against order respectively.

Table-9 Source of Training program & Source of finance

Source of Training program	Total No of Respondents	Sources finance	Total No of Respondents
Government Institutions	58	Own Capital	17
NGO	26	Borrowed from Banks	62
Other sources	16	Money lenders & other agencies	21
Total	100		100

Source: Field Survey

It is evident that 58 percent, 26 percent & 16 percent of entrepreneurs have gone through the training programs organized through Government institutions, NGOs & other sources respectively. Other sources include traditional skills, informal training through other SHGs etc. It is also observed that, 17 percent of entrepreneurs have started their venture through their own capital, 62 percent of them are borrowed funds from the Banks and 21 percent of them have borrowed funds from the Money lenders & other agencies.

Table-10 Contribution of SHGs towards economic condition

Economic impact	Total No Of Respondents	Percentage
To lower extent	15	15
To some extent	17	17
To larger extent	68	68
Total	100	100%

Source: Field Survey

As per the data collected the enterprises started through SHGs, 15 percent of them are of the opinion that there is no significant contribution towards their income, 17 percent and 68 percent of them have said that entrepreneurial activities have contributed towards their economic condition to some extent and to a larger extent respectively and they held the opinion that their activities also contributes towards overall development of rural economy.

Table No. 11- Problems faced during post Covid-19 by the members of self help groups - Field Survey

Sl. No.	Problems	Average Percentage Mean Score	Rank
01	Production problems	47.5	V
02	Marketing problems	72.50	I
03	Financial problems	53.5	IV
04	Leadership problems	40.5	VIII
05	Organizational problems	44.5	VI
06	Social problems	41.5	VII
07	Technological Problems	67.5	II
08	Labor Problem	58.5	III

The data pertaining to the problems faced by the members of self help groups of Shivamogga District based on average percentage of mean score and rank is shown in Table 11. Data revealed that among various problems faced by rural entrepreneurs during covid-19 pandemic period, Marketing problems emerged as the most serious problem perceived by them with the average percentage mean score of 72.50. It was followed by Technological Problems, Labor Problem, Financial problems, Production problems; Organizational problems, Social problems and Leadership problems with a average percentage mean score of 67.5, 58.5, 53.50, 47.5, 44.51, 41.5 and 40.5 respectively

SUGGESTIONS

- a. The government should institute a separate board to promote and market their products at district and state level.
- b. There is a need to focus on strengthening storage facility and distribution channel to their products throughout the year.
- c. Provision of separate logistic facility to reach different market centers at concessional charges.
- d. Market information should be made known through their smart phones under digital India concept.
- e. The government should devise special security schemes to rural entrepreneurs.
- f. Special training programs have to be arranged through local governments to enhance their knowledge about latest technology.
- g. The government should create separate platform to promote their products and take initiation to purchase directly.
- h. In order to strengthen their financial source, MUDRA scheme should be extended to rural SHGs.

CONCLUSION

The rural entrepreneurial activities are certainly strengthened if SHGS are promoted. SHGs are going to play a pivotal role in realizing the concept of

Aatma Nirbhar Bharat abhiyan and also the concept of SWARAJYA and SURAJYA of Mahatma Gandhi.

REFERENCES

1. Beevi Subaida and Girija Devi V, *The Role of Self Help Groups in Empowering Rural Women in India*, *The International Journal of Interdisciplinary Social Sciences : Annual Review*, 5(9):405-419 • January 2010.
2. Hadapad B Bhimappa, *A Study on Women Self Help Groups and Development of Rural Entrepreneurship in Selected Villages of Uttara Kannada District*, *Social Works Foot Prints (Samaja Karyaada Hejjegalu)*, 2017.
3. Mishra Babulal and Mahesh Chowbey, "Scope for Promoting Micro Enterprises Activities through SHGs in selected districts of Bihar and Uttar Pradesh" *Centre for Micro Finance Research, Bankers Institute of rural development, Lucknow and Chandra Gupts Insitute of Management Patna.*
4. Niki Kyriakidou, Anitha P. Bobade and Stefanos Nachmias, *Conceptual Review of the Role of Self Help Groups in Women Entrepreneurship: The case of Mahila Griha Udyog Lijjat Papad*, *Women's Voices in Management*, 2015.
5. Sangtam Therila, Dr. Sangyu Yaden, *Role of Self Help Groups (SHGs) in Rural Development with Special Reference to Chare, Longkhim and Sangsangyu Block under Tuensang District, Nagaland*, *IOSR Journal Of Humanities And Social Science (IOSR-JHSS) Volume 22, Issue 7, Ver. 5, July, 2017.*
6. Shweta Singh, Guido Ruivenkamp and Joost Jongerden, *A State of the Art of Self Help Groups in India*, *Critical Technology Construction (CTC)*, *Research Group of Social Sciences Department, Wageningen University, Wageningen, Ecol*, 36(2): 91-102 *The Netherlands*, 2011.
7. Suthamathi D and Prabu G, *Role of Self Help Groups in Promoting Entrepreneurship among Women at a Salem district of Tamilnadu*, *International Journal of Mechanical Engineering and Technology (IJMET)*, Volume 9, Issue 1, January 2018, pp. 60-67.
8. Venkatesh R (2009), *Micro Finance and Self Help Groups : Catalyst for Rural Transformation*, *Indian Journal of Political Science*, Volume LXX, No.1, January - March, 2009.

53. EFFECTIVE CAPITAL BUDGETING DECISIONS BY FIRMS

Mr. MANJUNATH M.S., Lecturer, Department of Commerce, Government First Grade College, N R Pura, Mail: manjunathms567@gmail.com
Cell: 9972160567

Mr. PRAVEEN B., Assistant Professor, Department of Commerce & Management, PES Institute of Advanced Management Studies, Shivamogga. Mail: brppraveen1@gmail.com Cell: 9611650036

ABSTRACT

Finance is the life blood of business. Finance is said to be the circulatory system of the economy body, making possible the required cooperation between the innumerable units of activity. Finance guides and regulates investment decisions and expenditure of administers economic activities. Capital budgeting means planning for capital assets. Capital budgeting decisions are complex process of paramount importance in financial decisions, because efficient allocation of capital resources is one of the most crucial decisions of financial management. Capital budgeting is budgeting for capital projects. Because the long-term profitability of most enterprises depends on the nature and quality of their capital project investments, appropriate planning, evaluation, and implementation of high-return capital projects are imperative. Capital budgeting helps managers plan for the acquisition of capital projects that promise high returns.

It is a managerial technique of meeting capital expenditure with the overall objectives of the firm. The research findings are expected to be useful to the financial institutions, managers as well as practitioners in the area

of investment decision-making. As there are various methods and criteria available, the research studies undertaken so far suggest that by and large decision-makers tend to select methods ignoring time value of money.

KEYWORDS

Capital Budgeting, Risk, Capital Expenditure.

Capital budgeting.:It is decision-making process concerned with "whether or not (i) the firm should invest funds in an attempt to make profit?" and (ii) how to choose among competing projects.

Risk:Refers to a situation in which there are several possible outcomes, each outcome occurring with a probability that is known to the decision-maker.

Capital Expenditure: A capital expenditure is an expenditure incurred for acquiring or improving the fixed assets, the benefits of which are expected to be received over a number of years in future.

INTRODUCTION

A number of researchers in finance and accounting have examined corporate capital budgeting practices. Many of these articles survey corporate managers and report the frequency with which various evaluation methods,

such as payback, internal rate of return (IRR), net present value (NPV), discounted payback, profitability index (PI), or average return on book value are used.

The process of budgeting resources for the future of an organization's long term plans. Capital planning for a business would include budgeting for new and replacement machinery, research and development and the production of new products, new plants and other major capital expenditures. Capital budgeting is a managerial technique of meeting capital expenditure with the overall objectives of the firm. There are two fundamental types of financial decisions that the finance team needs to make in a business: investment and financing. The two decisions boil down to how to spend money and how to borrow money. A business needs to make investments in various projects. As a normal practice, a business entity invests the money in the acquisition of fixed assets, such as, machinery, land or building.

OBJECTIVES OF THE STUDY

The following objectives were set out for the study:

1. To determine the types of capital investments undertaken and the methods of appraisal used.
2. To analyze the problems faced to estimate the cash flows associated with each capital investment accurately.
3. To analyze how 'Uncertainty' in the future estimates in investment projects is being taken care of.
4. To study the preferences between Net Present Value (NPV) and Internal Rate of Return (IRR) methods.

METHODOLOGY

For the present study descriptive analysis method is applied and it is based on the secondary sources of data which have been collected from various articles, books, reports,

documents journals, newspaper etc. Why do firms follow Capital budgeting decision?

1. Capital budgeting involves capital rationing
2. Capital budget becomes a control device when it is employed to control expenditure
3. A firm contemplating a major capital expenditure programme may need to arrange funds many years in advance to be sure of having the funds when required.

It calls for the effective decision making process in terms of the acquisition of fixed assets, modification of fixed assets and replacement of fixed assets. Therefore, it is not only important to determine the capital expenditure of a business entity but also evaluate the results while considering various factors, such as, economic and social and technological etc.

KINDS OF CAPITAL BUDGETING DECISION FOLLOWING BY FIRMS

(i) Mutually Exclusive Projects:

It means if a firm accepts one project, it may rule out the necessity for others i.e., the alternatives are mutually exclusive and only one is to be chosen.

(ii) Accept-Reject Decisions or Acceptance Rule:

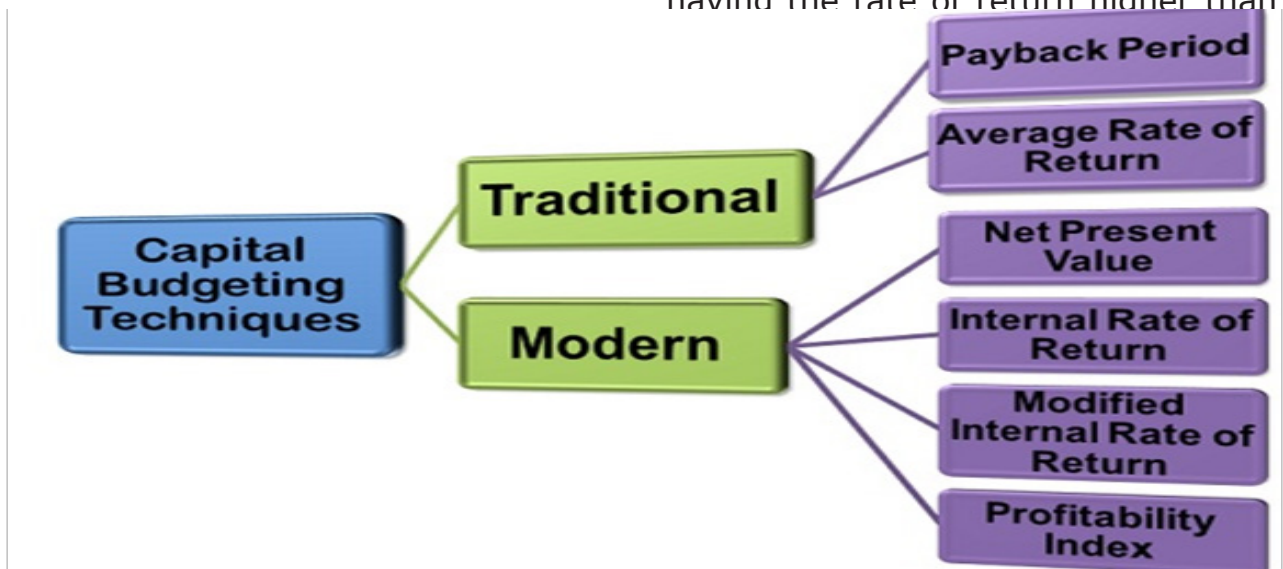
The proposals which yield a higher rate of return in comparison with a certain rate of return or cost of capital are accepted and, naturally, the others are rejected.

(iii) Capital Rationing Decision:

Capital rationing is normally applied to situations where the supply of funds to the firm is limited in some way. As such, the term encompasses many different situations ranging from that where the borrowing and lending rates faced by the firm differ, to that where the funds available for investments are strictly limited.

Techniques of capital budgeting

Accept-Reject Criteria: The projects having the rate of return higher than



PAYBACK PERIOD

The Payback Period helps to determine the length of time required to recover the initial cash outlay in the project. Simply, it is the method used to calculate the time required to earn back the cost incurred in the investments through the successive cash inflows.

The formula to calculate it:

Payback Period = Initial Outlay/Cash Inflows

Accept-Reject Criteria: The projects with the lesser payback are preferred.

AVERAGE RATE OF RETURN

Definition: The Average Rate of Return or ARR, measures the profitability of the investments on the basis of the information taken from the financial statements rather than the cash flows. It is also called as Accounting Rate of Return.

The formula for calculating the average rate of return is:

Average Rate of Return = Average Income / Average Investment over the life of the project

Where, Average Income = Average of post-tax operating profit

Average Investment = (Book value of investment in the beginning + book value of investments at the end) / 2

Net present value = $\sum_{t=1}^n C_t / (1+r)^t - C_0$
Where, C_t = cash inflow at the end of year t

n = life of the project

r = discount rate or the cost of capital
 C_0 = cash outflow

Accept - Reject Criteria: If the NPV is positive, the project is accepted.

INTERNAL RATE OF RETURN

Definition: The Internal Rate of Return or IRR is a rate that makes the net present value of any project equal to zero. In other words, the interest rate that equates the present value of cash inflow with the present value of cash outflow of any project is called as Internal Rate of Return.

Unlike the Net present value method where we assume that the discount rate is known, in the case of internal rate of return method, we put the value of NPV zero and then find out the discount rate that satisfies this condition.

The formula to calculate IRR is:

$CF_0 = \sum_{t=1}^n C_t / (1+r)^t$

Where, CF_0 = Investment

C_t = Cash flow at the end of year t

r = internal rate of return

n = life of the project

Accept- Reject criteria: If the project's internal rate of return is greater than the firm's cost of capital, accept the proposal.

PROFITABILITY INDEX

Definition: The Profitability Index measures the present value of returns derived from per rupee invested. It shows the relationship between the benefits and cost of the project and therefore, it is also called as, Benefit-Cost Ratio.

The profitability Index helps in giving ranks to the projects on the basis of its value, the higher the value the top rank the project gets. Therefore, this method helps in the Capital Rationing. The formula to calculate the Profitability Index is:

PI = Present value of future cash inflows/ Present value of cash outflows

Accept-Reject Criteria: The project is accepted when the value of PI exceeds 1. If the value is equal to 1, then the firm is indifferent towards the project and in case the value is less than 1 the proposal is rejected.

MODIFIED INTERNAL RATE OF RETURN

Definition: The Modified Internal Rate of Return or MIRR is a distinct improvement over the internal rate of return that assumes the cash flows generated from the project are reinvested at the firm's cost of capital rather than at the company's internal rate of return.

The formula to calculate the Modified Internal Rate of Return is:

$$\text{Modified Internal rate of return} = \sqrt[n]{\frac{\text{Terminal Value of Cash inflows}}{\text{Present value of Cash Outflows}}} - 1$$

Terminal value is the future net cash inflows that are reinvested at the cost of capital.

Accept-Reject Criteria: If the project's MIRR is greater than the firm's cost of capital, accept the proposal.

DIFFERENT CATEGORIES OF CAPITAL

BUDGETING

1. Replacement and Repair of Existing Equipment

Equipment that wears out or breaks down must be replaced. When you spend more time and money fixing equipment, it's usually best to replace it, because the costs end up exceeding the resources you need to purchase new equipment. Improvements on your workspace also may be included in the replacement category of your capital budget. Repairs and other maintenance costs that exceed your normal operating budget also go into the more long-term outlay projected in a capital budget. Replacements usually don't require the same level of analysis and consideration you put into additions to your business.

2. Regulatory Requirements

Mandatory additions, adjustments, improvements or repairs required by state or city government codes serve to form another category of your capital budget plan. Federal regulations or environmental industry changes must be included in your planning so that you can stay in business and avoid fines and shutdowns. Any requirements your insurance carriers mandate go into the mandatory requirement category of the budget. This category is another step that can't be ignored or debated and includes those costs that are not recurring in your operational budget.

3. Expansions and Improvements

Before adding new services or products to your business, expansions and improvements of existing equipment and facilities must be considered. The category in the capital budget is reserved for adding onto existing product lines and increasing the purchasing levels of those products proving to be most successful. This category might include renovations to

your building or converting existing space to be more functional. It includes those expenditures that make your business better without adding new structures, equipment or products. Unlike repairs, replacements and government requirements, expansions and improvements require extensive consideration before adding them to your capital budget.

4. Additions and Acquisitions

Making additions to your buildings, adding new product lines and the equipment needed to produce it, and creating additional services are all part of the capital budget for growth. This category includes acquisition of new land and buildings. Additions to your business require resources and planning and should coincide with your strategic growth plans. The capital budget process allows you to consider all the ramifications of growth that includes the costs associated with the additional resources you'll need to achieve that growth. According to the website Reference for Business, the capital budgeting process does not just include making list of your additional needs, but considering how those additions fit in with your strategic goals.

CONCLUSION

A large number of empirical studies have been undertaken to examine the methods of capital budgeting used by industries in India and abroad. The main purpose was to study the practices of capital budgeting but it seems that there is no research conducted recently to study the methods used currently by industries. Trends towards sophisticated techniques and sound capital budgeting decisions have. The findings of this research, decades of teaching experience of the authors and the literature reviewed have been utilized to evaluate current practices and suggest possible improvements in decision making (through a normative framework).

REFERENCES

1. Abdel-Kader M, Luther R (2006). *Management accounting practices, April-2015, Vol-7, Num-3.*
2. V. Shanmugsundaram and Dr. V Balakrishnan, "Investment Decisions", *Indian Journal of Finance.*
3. *Financial Management- I M Pandey, 10th Edition, Vikas Publishing House pvt., Ltd. [pp- 158-170].*
4. *Financial Management- principles & Practice- G. Sudarshana Reddy, 3rd Revised Edition, Himalaya publishing House. [unit-10, pp 257-262]*
5. *Financial Management- B S Raman – United Publishers- first Edition [unit 11, pp 503-523]*
6. *principles of financial management- Dr. G B Baligar- 6th Edition- Ashok Prakashan. [unit 5, pp CB1- CB12]*

54. AN ECONOMIC ANALYSIS OF MARINE BOAT OWNERS IN THANJAVUR DISTRICT OF TAMILNADU IN INDIA

Dr. N.CHITHRA, M.A., M.Phil., Ph.D., *Associate Professor of Economics and Research Advisor, PG and Research Department of Economics, Khadir Mohideen College, Adirampattinam, Thanjavur District, Tamilnadu, India.*
Email : chithrasubarnaa@gmail.com Mobile : 9443587154.

ABSTRACT

The Socio-economic conditions of fisherman are playing a significant role in fishing Industry as production and many other problems of the industry largely depend on the human factors. The development of fishing industry in India largely depends on the provision of better facilities to fishermen. The skill of the individual fishermen and his intimate knowledge of fishing methods. Commercially exploitable area, best season, and the type of year to be used etc., are very essential for this hazardous Industry. The fishermen are working day and night carrying on an unending fight with nature.

KEYWORDS

Traditional Boat, Mechanized Boat, Fishing net and Fishermen

INTRODUCTION

In India, fish is first placed on the altar of the deity Durga and then eaten. On two particular days a year. It is the tradition alone that keeps puffer eating going in China, Japan and Korea, for this fish, dreaded as a poisonous fish, is not eaten in other parts of the world. Puffers indeed are highly poisonous containing a neurotoxin substance – the Tetrodotoxin – in some body parts like ovary, liver, intestine and skin, but

not in the muscles. The toxic effect of the substance is several times stronger than that of potassium cyanide. Yet in these countries puffers sell at high price.

In spite of serious efforts by both Govt. and Non-Governmental Organization to improve the lot of the coastal poor, where the majority of them living well below the poverty line, and the development of coastal villages has not kept pace with that of the rest of the country. The coastal villages often lack basic amenities like safe drinking water, electricity, housing, educational facilities, road facilities, medical care and communication. So the national planning commission has given special attention to fisheries sector to augment fish production, as it is one of those sectors eminently suited to assist a large mass of the economically, weaker and backward section of the society.

STATEMENT OF THE PROBLEM

The present research project, "An Economic analysis of Marine Boat Owners in Thanjavur District" chosen keeping in view of the perception of academicians towards applied research in social sciences during 1980s. Basically academicians are now interested in problems associated with long term policies which focus on bringing about

improvements in standard of living of vulnerable section of the population, creation of employment opportunities and thereby generating additional incomes for the poor and narrowing regional imbalances, etc. The choice of the topic is quite relevant when the following aspects are considered ;

Firstly, fishermen constitute one of the weaker sections of the society. Secondly, for out production whose staple food is rice, fish protein is one of the cheapest sources the availability of which is stepped up even by very small quantity would go a long way in making improvements in the physical quality of life.

Thirdly, the unexploited fishery resources offer vast scope for sustained employment opportunities. Fourthly, the National Commission on Agriculture constituted in 1976 stressed the need of economic studies with the coordination of the Fisheries and Statistics Departments on the cost and return functions, different fishing methods and the status of fishermen in different maritime states and insisted that the results should be reviewed for determining the economic impact of these studies. Finally in a backward district like Thanjavur, development of fisheries, if taken up in the right direction, would also contribute to narrowing the regional imbalances.

Thanjavur is one of the thirty two districts in Tamil Nadu and one among the ten maritime districts in the state. During 1990s two new districts such as Nagapattinam and Thiruvavur were formed by carved out from the present Thanjavur District, which has reduced the length of coast line from 290 kms to 47 kms. It increased the fishermen pressure on the fishing ground of the area.

The fishing ground in Thanjavur District, in mingling with two coastal zones of the Bay of Bengal and the Palk Bay, they have different topographies. It fishing operation of Thanjavur district

both traditional and mechanized crafts are engaged. Instead of mutual dependence, inter rivalry is found in the two sectors.

Mallippattinam is an important fish landing center in the district with a fishing jetty and first Government boat repairing yard in Tamil Nadu was started here in the year 1974. The State Government allotted fund to construct a new fishing harbor at Sethubavachatram it is the another important landing center in the district. In the changed environment an in-depth study of this type will be highly useful for understanding the real problems of traditional and mechanized sectors of marine fishery in Thanjavur district and would help the planners to formulate suitable plans for other maritime districts of the state also.

OBJECTIVES

The study focuses its attention mainly on traditional and mechanized sectors with the following specific objectives.

- i. To perform the Economic analysis of marine Boat owners
- ii. To assess the fishermen income of country and mechanized boat owners during the favourable and unfavourable seasons.
- iii. To search out income and expenditure of traditional boat owners and mechanized boat owners.
- iv. To analyze the operational costs of fishing of traditional boat owners and mechanized boat owners.

HYPOTHESES

The hypotheses framed during the course of study is as follows :

- i. Wage and fuel are the major operational costs for traditional boat owners and mechanized boat owners.
- ii. Seasons are the main cause for income for the traditional boat owners and mechanized boat owners.
- iii. The significant role is occupied by the Income and Expenditure for traditional boat owners and mechanized boat

owners.

iv. Household expenditure pattern varies between the country & mechanized boat owners significantly.

SELECTION OF REGIONS

Map showing the important fish landing centres in Palk Strait



Source : Secondary data

Mallipattinam, Adirampattinam and Sethubavachatram are the important fishing region of Pattukkottai. These three regions are selected for the study.

METHODS AND MATERIALS DATABASE AND PERIOD OF THE STUDY

The study has employed both primary and secondary data. The primary data were collected for the financial year 2018-2019. The data were collected from the respondents by using interview schedule method from May 2018 to June 2019.

SELECTION OF THE STUDY AREA

Thanjavur District is the universe which consists of 2 fishing Taluks namely Pattukkottai and Peravurani. There are three important fish landing centres in the area viz. Adirampattinam, Mallipaatinam, Sethubavachatram. In the first stage the three landing centres are divided into three regions.

Thanjavur District

Mallipattinam	66
Adirampattinam	62
Sethubavachathiram	72
Total	200

The sample was distributed among two categories namely traditional boat owners and mechanized boat owners.

Country Boat -

The country boats which are used in

the traditional

sector is locally known as "Vallam". These boats are made up of forest wood and designed for fitting with 6HP Lambodi engine. It is about 7.7m in length, 1-3m in breadth and 0.7m in depth.

mechanized Boat -A mechanized boat is a modern fishing boat forms an ideal platform which facilitates easy and quick transport, provided with on-board facilities for fitting the necessary equipments carrying out different types of operations.

Table

DISTRIBUTION OF SAMPLE VILLAGES AMONG SELECTED FISHING VILLAGES AND BY TYPE OF BOAT OWNERS

Sl. No	Name of the village / Region	Number of Respondents in		
		CB	MB	Total
MALLIPPATTINAM REGION				
1.	Rendampulikkadu	5	11	16
2.	Andivayal	5	11	16
3.	Chinnamanai	6	10	16
4.	Sambaipattinam	6	11	17
1.	Thambikkottai	6	9	15
2.	Karisakkadu	6	9	15
3.	Karungulam	6	10	16
4.	Vallikkollaiikkadu	7	10	17
1.	Kollukkadu	7	11	18
2.	Semiyamadevipattinam	7	11	18
3.	Puduppattinam	7	11	18
4.	Nadiyam	7	11	18
	Total	75	125	200

Source : Primary Data

Note : CB – Country Boat, MB – mechanized Boat

COLLECTION OF DATA

The 200 sample owners are selected by using multi stage stratified random sampling technique.

Primary data are collected by personal interview method from the informants by providing a pre-tested

questionnaire. Data are collected for both favourable and unfavourable seasons in the study area for one calendar year.

The requisite secondary data are collected from the published materials and from various related centres and organisations.

TOOLS USED FOR THE ANALYSIS IN THIS STUDY

Production Analysis

In fisheries economics, the term production is synonymous with, "catch" and "landings". In the present study, for analyzing the production, the quantity of fish arrived at landing center after rejection is taken in to account from the 75 sample owner of the country boats. In the landing centers the arrived fishes are kept in heap with the assistance of middle men so as to attract the buyers. The researcher with the help of a middle man quantified the produce in Kilograms for analyzing the production.

Operational Costs

The day to day expenses incurred on the working of the craft is termed as operational costs and it is also referred as variable cost or working capital. In the traditional sector for operating a country boat the following expenses are to be met out by the owner.

- (i) Wages
- (ii) Fuel
- (iii) Middle man commission
- (iv) Boat and net repairing
- (v) Village contribution and
- (vi) Miscellaneous

Input – Output Relation

The major inputs of fisheries are, i) craft, (ii) the different type of nets, (iii) labour (iv) fuel. Along with these factors, the modern fisheries economists added, the number of fishing trips, oceanographic, environmental and seasonal factors also in the inputs of fisheries. In the present study, sufficient and reliable data are not available pertaining to the inputs mentioned by the modern economists. So the traditional inputs like fishing trips, capital, labour and their relation with output are taken into account for analyzing the input – output analysis.

Arithmetic Mean

In mathematics and statistics, the arithmetic mean, often referred to as simply the mean or average when the context is clear, is a method to derive the central tendency of a sample space. The term "arithmetic mean" is preferred in mathematics and statistics because it helps distinguish it from other means such as the geometric and harmonic mean.

Co-efficient of Correlation

Pearson product-moment correlation coefficient, also known as r , R , or Pearson's r , a measure of the strength of the linear relationship between two variables that is defined in terms of the (sample) covariance of the variables divided by their (sample) standard deviations.

FINDINGS

In the traditional sector, the fishing is carried on four days in a week, while in the mechanized sector crafts are operated three days in a week. So in the two sectors it is found that the fishing activities were not carried out continuously.

In the nature of fishing trips, it is observed that only one trip was attempted in a day, in both the sectors. The country boats are operated within four nautical miles from the sea shore, while the mechanized crafts are carrying, out fishing operation beyond nautical miles. On an average, the country boats attempted 86 trips and 54 trips in favourable and unfavourable seasons respectively. The mechanized crafts, on an average had undertaken 54 fishing trips in favourable season and 43 trips in unfavourable season. Most of the catches in traditional sector were meant for the local markets and in the mechanized sector the targeted species were for distant markets and also for export. It is observed that the

quantity, size and quality of species varied in the two sectors.

The average production of a country boat differed in the two seasons, when the average production was 3,387 kg in favourable season ; it was 1,472 kg in unfavourable season. In the mechanized sector, during the favourable season the average production of a craft was 4,482 Kg while in unfavourable season the average production was 2,891 kg.

It is studied that in the traditional sector that there was 15 Kg more production in favourable season in a trip than that of in unfavourable season. In mechanized sector, there was 19 Kg more production in a fishing trip during favourable season than that of in unfavourable season. It is found that in traditional sector 70 percent of the total production was gained in favourable season while in mechanized sector the percentage was 61.

The analysis of operational costs of a craft shows that wage was the major part of the costs in the traditional sector that accounted for 60 percent of the total costs incurred. In mechanized sector the major portion of the costs incurred on fuel and it stood at 76 percent.

The results of correlation and regression analysis in the nature of fishing trips and production reveal that in the two sectors there were no significant relation found between the trips and quantum of production. The trip wise net income finding is that a country boat earned Rs. 262 in a trip during the favourable months while it stood at Rs. 149 unfavourable season. So a country boat earned Rs. 113 more income in a trip during favourable season than unfavourable season. In the mechanized sector on an average, a mechanized boat earned Rs. 3,047 more income in favourable season than unfavourable season.

The number of labourers employed in the traditional sector is more

in favourable season than in the unfavourable season and the difference stood at 2. The difference is at 1, in the mechanized sector. The present study reveals that traditional sector was not conducive for more employment of labour.

It is computed that the rate of return of capital in the traditional sector is 20 percent, while the observation in mechanized sector is 25 percent.

The study on households income of the owner fishermen reveals that the traditional boat owners receive 20 percent of their annual total household income from non fisheries industry, in the mechanized sector it is 5 percent. The per capita income of a traditional boat owner is Rs. 5,817 and for mechanized boat owner the per capita income is Rs. 20,055.

It is understood from the pattern of consumption expenditure that the traditional boat owner's families spend 67 percent of their income on food while it is 37 percent in mechanized sector. The spending on education is 4 percent in traditional sector while it is 7 percent in mechanized sector.

The housing scenario explains that, in traditional sector 95 percent of the owner fishermen live in owned houses and others were in leased houses. Of the total houses, 92 percent are tiled and remaining 8 percent are terraced. In the mechanized sector 94 percent of the fishermen live in owned houses and 6 percent are living in leased houses. Of the total houses 71 percent are terraced and remaining 29 percent are tiled. In the nature of housing, owner fishermen have comfortable houses comparing with the labour fishermen.

In the two sectors, 58 percent of the population is males and more number of persons was in the age group of 30-45. It is observed that the average family size is 6 in traditional sector and 7 in the mechanized sector.

Pertaining to the educational status

of the fishermen, it is found that 61 percent of the sample populations are literates in the two sectors. The female literacy is 21 percent in the traditional sector after the plus two levels the rate is declining considerably. In the mechanized sector the female literacy rate is 39 percent and not much decline is found after plus two levels.

As religion is one of the important social factors in moulding the development of a society, the present study attempts on the religion of the sample owners. It is found that, 92 percent of the sample traditional boat owners are Hindus, Muslims and Christians are in the second and third places respectively. In the mechanized sector, though the sample units are in the same order but the percentage of Hindus is lesser while the percentage of Muslims and Christians are high comparing to the traditional sector.

In the nature of the distribution of income, moderate inequalities of income are found in the two sectors and the degree of inequalities are more in mechanized sector than the traditional sector.

CONCLUSION

Presently India is rated to possess excess fishing capacity. The marine fisheries in the light of open access system with scant regard for responsible fishing is in a crucial phase now and requires quick review and implementation of appropriate management measures to sustain the fisheries at the present level of production and to prevent the system from a near collapse.

For the present study, samples of 75 families from traditional boat owners and 125 families from mechanized boat owners are selected. Primary data are collected with the help of well prepared questionnaire issued to the respondents and secondary data are collected from published materials. The data are applied to analyze, production, capital, income, cost and the socio

economic conditions of traditional and mechanized owner fishermen. Some of the statistical tools such as tables, diagrams, arithmetic mean, and coefficient of correlation are applied suitably in this study.

The fishermen of this area have pointed out that the months January to July as favorable season compared with the other months because during this period more catches are realized and the remaining months, August to December are the unfavorable season for fishing.

The traditional crafts are engaged in fishing four days in a week, Sunday, Tuesday, Thursday and Friday are allotted for them. While mechanized crafts are permitted to go in to sea on Monday, Wednesday, and Saturday. With regard to the fishing trips, days and ground an agreement has been arrived at by the two sectors. Further all over the Tamil Nadu coast the fishing activities are banned from April 15 to May 25 because this period is considered as the breeding season for fishes.

More fishing trips have been attempted in favourable season than the unfavourable season in the two sectors. Totally 86 percent of the annual trips are carried out in favourable season in the traditional sector while that of 65 percent in mechanized sectors.

Pertaining to the production, more quantity of catches is gained in favourable season in the two sectors. The analysis of operational costs explains the major expenditure is on wage in the traditional sector and on fuel in the mechanized sector. Like wise per trip income is also more in favourable season in the two sectors. It is concluded that favourable season is playing a major role in the marine fisheries of the study area.

The rate of return of the capital is more in mechanized sector than the traditional sector. It is calculated that the rate of return is 20 percent in

traditional sector and 25 percent in the mechanized sector. The general opinion that traditional sector of any industry could be able to provide more employment is not true in the case of marine fishery of this district because it is observed that on an average 4 labourers in the favourable season and 2 in unfavourable season are employed in a trip in traditional sector, in mechanized sector the persons employed are 4, in favourable season and 3 in unfavourable season.

The per capita income of the traditional boat owners is lower than the mechanized boat owners. The traditional boat owners spend 67 percent of their total annual income on food items whereas the mechanized boat owners spend 35 percent.

In the two sectors of the total sample population males are outnumbered the females and more number of family members are in between 30 to 45 years age group. The average number of family size is 6 in traditional sector and 7 in the mechanized sector. The owner fishermen are having a good educational status and better housing facilities.

According to prof. Utsa Patnaik, the poverty level expenditure is one that could provide 2,403 calories, in 1999-2000 was Rs. 566.60 per month per capita in rural areas. if this estimate is applied, it is understood that all the sample owner fishermen are above the poverty level in the study area.

Finally it is concluded that in the present study all the hypotheses framed for this research are proved and accepted.

REFERENCES

1.Amarjeet Singh and V.K.Gupta, 1982, "Marketing of marine (Some policy issued)". ed., V.K.Sricastava and M.DharmaRetty *Fisheries Development in India (Some aspects of Policy management)*, New Delhi, Naurang paid concept publishing company, pp (193-237).

2.Bottemanne C.J.(1959) – "Principles of Fisheries Development – North Holland Publishing Company, Amsterdam 1959 – Pp 78-85.

3.Ashok Rani.K (2010) "New steps to enhance productivity" southern Economist, volume 49, No.1, p.71-73.

4.Boomi Balan.J.S (2010) "New steps to enhance productivity" southern Economist, volume 48, No.21, p.37-39.

5.Gopalasundar R.and Dr.N.Chithra (2010) "New steps to enhance productivity" southern Economist, volume 48, No.21, p.51.

55. IMPACT OF LEATHER INDUSTRIES ON GROUNDWATER IN TAMIL NADU WITH SPECIAL REFERENCE TO VELLORE DISTRICT

Dr. A. ROYAL EDWARD WILLIAMS, Ph.D., Asst. Prof of Economics, PG Dept of Economics, Sacred Heart College (A), Tirupattur

Mr. M. P. PARVEZ AHMED, M.A., M. Phil., Ph.D. Scholar, PG Dept of Economics, Sacred Heart College (A), Tirupattur

ABSTRACT

Tanning industry is a one of the traditional business industry in India. The leather and leather based industries can emphasize to be the world's one of the largest industrial sector based upon a by-product. Leather and leather goods are vital role in the foreign exchange earnings. Tannery process unit is very important factor for enhancing the quality in leather production. On the other side, during this processes large quantum of toxic waste is disposed into the nature which invites vital threat to the environment at large. It leads to the contamination of water resources (both surface and ground water), soil resources and other flora and fauna. The rate of environmental degradation reflected by the decline of agricultural productivity and the quality of natural resources like water, soil, etc has decline at very high rate. The main focus of this paper is to emphasize the impact of leather industry on groundwater source in the study area. This study is descriptive in nature, simple statistical tools are used and the major finding will be addressed in this paper.

KEYWORDS

Leather Industry, Heavy metals, Groundwater and Surface water.

INTRODUCTION

Leather sector plays a vital role in the development of economy. It plays a vital role in large export earnings, creation of jobs and favorable conditions for its sustainable economic growth. Leather industry is known as one of the high export earners across the world. On the other side, tanning industry is impose high pollution especially disposing huge volume of effluents both organic and inorganic substance, at the same time it also dispose sludge. Heavy metals are major contributors to inorganic pollution. It is naturally found in industrials wastes discharge into water bodies and landfills. The uncontrolled and non-stop disposal of these toxic waste into water bodies, which leads to polluting ground water and disturbing food chains through agricultural production and consumption of groundwater. Industrial growth is boosting economic growth of the country but actually this means destroying the surrounding environment. In industrial areas, soil and groundwater gets contaminated by the industrial operations. There are zinc, cadmium, lead and copper are most common heavy metals found in industrial effluent. This effluent discharge without any treatment may cause adverse impact on human health.

Rapid growth of Industrialization and urbanization result to deterioration in groundwater quality which causes pollution . The tanneries contaminate the groundwater quality with the radius of around 7 km from industrial area. In the past few decades, the groundwater is being polluted, which leads to health problems. Tanning process requires a huge amount of freshwater along with various chemicals. The water required for tanning the 10 kg of raw skin needs around 350 litres of freshwater. The scarcity of groundwater is increasing day-by-day owing to the extraction of groundwater for tanning and other purpose through tube wells and bore wells .

STATEMENT OF THE PROBLEM

Fresh and safe waters are available in Groundwater sources for human consumption. Safe drinking water is primary one of every human being. Contamination of groundwater has been increasing everyday in general and in particularly to surrounding of industrial area. The economic development is mainly recognized to the high success attained in industrial development. Unfortunately they have been generation of large amount of solid and liquid wastes. These wastes when it is discharged into the nearby water sources and land, it leads to reduce the quality of the soil and water, which resulted poor agricultural productivity. The present study focused mainly the impact of industrial effluents on groundwater sources.

OBJECTIVE OF THE STUDY

- To know the status of groundwater in the study area.
- To examine the impact of leather industry on groundwater sources in the study area.

RESEARCH METHODOLOGY

This study is based on secondary data source. Secondary data's were collected from various sources i.e. journal, newspaper, books, electronic sources, and from various institution like WHO, CPCB, TNPCB, GWCB, FAO, Tamil Nadu Water and Drainage board etc. The data which is relevant to the study have been collected. Statistical Tools like correlation analysis and diagrammatic representation have been used for analysis purpose.

REVIEW OF LITERATURE

Shankar (2015), he revealed that the tanning industry requiring about 30 – 35 litres of water per kg of leather to processed, and it is generating approximately 680 million litres of effluent discharged every day. In India, it was estimated that 2000 – 3000 tons of chromium released into the environment from tanneries. India is highly polluted area due to discharge of treated effluent discharge into the open place that does not meet the standard limits. The CETP (Common Effluent Treatment Plant) receive huge amount of effluent water from large scale tanning industries, it helps to removal partially the quantum of chromium and other chemical substance but it is still unfit for reuse due to high level of many ions. CETP generates large quantity of solid waste as sludge from wastewater treatment. Vasanthan et. al. (2018), they assessed that the ground water quality only depends on surrounding environmental conditions, but in most of the regions in Vellore district does not have quality water when it is compare to BIS (1992) permissible limit due to untreated waste water discharge into river and land by industries. Vellore district is having the clusters of leather tanning units. Tanneries require huge amount fresh water and chemicals during the leather processing, 1 kg leather require 50 to

150 litres of freshwater. Small tannery unit has produce around 3 to 4 tons of leather per day which require 1 lakh litres of freshwater, which is an around 2,500 peoples' demand can fulfill. Even a single tannery establishment can cause groundwater pollution around 7 – 8 km radius. The researcher stated that the quality of groundwater and soil in Ambur Taluk are unfit for drinking as well as irrigation purposes.

Sridhar S.G.D., et. al. (2013), opined that the tanneries is one of the cause pollution to surface as well as groundwater due to high level of

chemicals usage such as chloride, sulphate, chromium, vegetable oils, dyes and lime. A large amount of water is used during the tanning practice in the leather industries. India had 1,200 tanneries; more than 75 percent of leather processing industries are located in Tamil Nadu. It is the one of the major caused by high salinity is disposal from industries and it also includes huge amount of solid waste such as unused hides and skins. These untreated wastes are discharge during the rainy season and its affect in groundwater around a radius of 7 km.

Analysis of the Data

Table No.1 - Time Series Data of Rainfall in Vellore District

Year	Vellore District		
	Actual (in mm)	Normal (in mm)	Deviation (in mm)
2010-11	1011.9	916.4	10.42
2011-12	991.5	1030.3	-3.78
2012-13	1004.1	1030.3	-2.54
2013-14	760.7	936.2	-18.7
2014-15	750.8	936.2	-19.8
2015-16	1275.4	936.1	36.0
2016-17	585.08	936.2	-37.50
Mean	911.3	960.2	-5.1
SD	228.2	48.3	23.7

Source: Statistical Hand Book of Tamil Nadu, Govt. of Tamil Nadu, Chennai. (2018)

From the Table No.1, it is shows that the rainfall (in mm) from the period of year 2010-11 to 2016-17, majority rainfall about 1,275.4 mm during 2015-16 and lowest rainfall around 585 in the year 2016-17. Hence, the success rate of rainfall depends upon monsoon and nature, but most of the industries discharge their wastes during the rainy season it leads to many water – borne diseases spreading and groundwater quality also decreasing.

The groundwater level is fluctuating during year from 2010-11 to 2018-19, majority of 8.85 meter depletion of groundwater in the year 2014-15, 8.78meter groundwater drop during 2013-14, 8.65 meter and 8.64 meter in the year 2015-16 and 2017-18 respectively. Hence, almost groundwater level has decreased due to many reasons such as decreasing rainfall, global warming, excess use of groundwater by the of human beings, extraction for irrigation purpose and finally requirement of industries. Leather industry is one of the water-intensive industries. Cluster of leather industry located in major places at Vellore district such as Ambur, Vaniyambadi, Pernambut, Ranipet, Walajah and Melvisharam.

Table No.2 Source of Area Irrigated (in Acres) in Vellore District

Year	Tube Wells / Bore Wells	Open Wells (Sole Irrigation)
2010-11	33752.55	183036.9
2011-12	32574.36	186094.7
2012-13	32361.94	173762
2013-14	34678.8	177696.7
2014-15	27575.08	173606.4
2015-16	38220.78	161901.1
2016-17	36675.33	153075

Source: Department of Economics and Statistics, Chennai, (2019)

From Table No.2, it is clearly highlights that the area irrigated through groundwater sources like Tube wells/ Bore wells and Open wells from 2010-11 to 2016-17. The Tube wells/Bore wells source of area irrigated is next to open wells source. The majority of 38,220 acres of land irrigated through Tube wells/Bore wells source during the 2015-16 and about 1,86, 094 acres of land irrigated through open wells during the year 2011-12. Hence, after the establishment of manufacturing industries, agricultural activities require a large amount/quantum of fresh water to produce agricultural productivity.

From the table No. 3 shows that the groundwater quality in Vellore District from the 2000 to 2018, samples well water was collected from various Taluks such as Walajahpet, Vellore, Vaniyambadi and Ambur, selected well tannery vicinity in every January and June in each year. Major Parameters such as Total Dissolved Solids (TDS), Calcium (Ca), Magnesium (Mg), Sodium (Na), Potassium (K), Chlorine (Cl), Sulphate (SO₄), Electrical Conductivity (Ec) and Hardness (HAR). These are the very important parameters for consumption of water. Water has capability to dissolve a range of inorganic and organic salts or minerals such as calcium, chlorides, sodium, magnesium, potassium, sulfate, bicarbonates, etc. These minerals produced unwanted taste and colored

(brownish) in the water. In Figure – 2, the water with high TDS value indicates that water is highly mineralized. As per BIS 2012, the permissible limit for TDS is 500 mg/l to 2000 mg/l which approved for drinking purpose. The concentration of TDS in this study was observed in the range between 321 mg/l to 4072 mg/l. The mean TDS concentration in Vellore District was found to be Walajahpet and Vellore taluk is within limit of BIS standard and Ambur and Vaniyambadi taluk is beyond the limit. High values of TDS in ground water are generally not dangerous to human being, but high concentration of these may affect persons who are suffering from heart diseases and kidney. Water containing high solid may cause constipation and laxative effects.

BIS 2012	PPPParameter	TDS	Ca	Mg	Na	K	Cl	SO4	pH	EC	HAR		
Year	Permissible	500 - 2000	75 - 200	3 - 10	0 - 100	4 - 5	1.2 - 10	2 - 50	0 - 1000	200 - 400	6.5 - 8.5	300 - 700	200 - 600
	Taluk	TDS	Ca	Mg	Na	K	Cl	SO4	pH	EC	HAR		
2000	Walajahpet	1062	100	84	173	4	326	106	8.4	1960	600		
	Walajahpet	691	50	48.6	127	20	167	43	8.9	1150	325		
	Vellore	1150	52	28.8	340	16	358	67	8.6	2020	250		
	Vellore	1351	48	97.2	294	45	709	50	8.4	2450	520		
	Vaniyambadi	1922	96	48	552	35	922	77	8.2	3310	440		
	Vaniyambadi	2305	80	213.84	472	5	1134	173	8.2	3820	1080		
2005	Walajahpet	978	128	32	184	4	262	103	7.9	1640	450		
	Walajahpet	1392	128	80	179	106	333	77	7.8	2400	650		
	Vellore	1410	56	68	334	55	553	187	8.4	2310	420		
	Vellore	1662	24	78	428	94	532	154	7.8	2630	380		
	Vaniyambadi	1549	20	114	409	5	553	134	8.5	2540	520		
	Vaniyambadi	1547	16	109	414	5	553	130	8.2	2460	490		
2010	Walajahpet	556	42	29	115	21	138	113	8.3	850	223		
	Walajahpet	812	66	34	186	8	266	103	8.2	1340	305		
	Vellore	1464	64	85	315	55	620	154	8.3	2590	510		
	Vellore	1514	120	61	345	6	479	240	8.8	2580	550		
	Vaniyambadi	2487	166	163	478	6	1064	346	7.9	4000	1087		
	Vaniyambadi	2092	168	126	370	4	837	204	8.2	3340	940		
	Ambur	1675	26	145	400	4	659	102	8.6	2980	661		
	Ambur	1769	56	146	380	3	723	204	8.9	3130	740		
2015	Walajapet	888	62	30.375	239	4	287	62	8	1600	280		
	Walajapet	1705	184	53.46	304	70	525	101	7.3	2860	680		
	Vellore	1380	80	65.61	290	52	493	130	7.7	2330	470		
	Vellore	1716	184	58.32	336	63	709	133	7.8	3020	700		
	Vaniyambadi	1911	104	174.96	357	4	822	120	7.7	3520	980		
	Vaniyambadi	2957	260	279.45	414	0.1	1560	134	8.2	5430	1800		
	Ambur	3334	460	230.85	449	0.1	1773	163	8.2	6150	2100		
	Ambur	3444	600	170.1	452	5	1773	173	7.5	6380	2200		
2018	Walajapet	2912	360	267.3	313	10	1773	86	7.6	5390	2000		
	Walajapet	663	60	20.655	150	5	216	71	7.6	1130	200		
	Vellore	1817	84	72.9	430	21	588	365	7.9	2940	115		
	Vellore	840	84	48.6	145	0.1	0.73	153	7.3	1450	410		
	Vaniyambadi	363	22	21.87	78	0.1	82	43	7.9	630	145		
	Vaniyambadi	321	30	30.375	25	0.1	67	44	7.8	175	200		
	Ambur	1150	46	65.61	239	11	269	229	7.8	1840	385		
	Ambur	4072	380	194.4	830	0.1	2162	444	7.8	7110	85		
	Mean	1635	125	99.31	320	20.7	674	144	8.0	2818	663		

Source: <http://www.groundwaterntpwwd.org.in/> (State Ground and Surface Water resource data centre - 2019)

Electrical conductivity (EC) of water is determined by the amount of dissolved solids. Pure water is not a good electric conductor rather a good insulator. Increase in ions application raise the EC of water. Generally, It is measures the ionic process of a solution that enables it to transmit current. According to BIS, EC value between 300 – 700 $\mu\text{S}/\text{cm}$. The current study indicated that Average EC value was 2818 $\mu\text{S}/\text{cm}$, it is clearly shows that drinking water of Vellore district was not considerable for drinking purpose due to high dissolved solids determines higher level of ionic concentration activity.

Chloride (Cl) is mainly acquired from the dissolution of salts of hydrochloric acid as table NaCO₂, NaCl (Salt), and added through sewage, industrial effluent, sea water etc. Ground water bodies have high concentration of chlorides as compare to surface water. A chloride parameter plays a vital role in metabolism rate of human body and physiological processes also. High concentration of chloride damages growing plants as well as breaks the metallic pipes and structure. Magnesium is an important element for proper functioning of living organisms and found in minerals. Human body holds atleast 25g of magnesium which is 40 percent in tissues and muscles and 60 percent in bones. Calcium is very essential for human cell physiology and bones; human body contains about 95 percent of calcium in teeth and bones. The high calcium deficiency in human body may cause bones fracture, poor blood clotting etc. and the surplus of calcium produced cardiovascular diseases.

Generally, sodium is a silver white metallic element and it is less quantity in water. Appropriate quantity of sodium in human cell prevents many fatal diseases like headache, hypertension, kidney damages etc. Potassium (K) is essential for living organism functioning; it is found human as well as animal tissues and plants cells. The total amount of potassium in human body lies between 110g to 140g. Potassium is necessary for human body functions such as regulation of blood pressure, heart protection, nerve motivation and muscle tightening etc. Deficiency of potassium in human body may cause muscle weakness, depression, heart beat reduction etc. PH is a necessary parameter in assess the acid – base balance of water. It is also the indicator of acidic or alkaline condition of water status. BIS standard pH level has maximum permissible limit lies between 6.5 to 8.5. The

present study pH values were 7.3 to 8.9 which is most in the area wells in the range of BIS standards, and in few places pH value is above the range of BIS standard.

CONCLUSION

The quality of drinking water plays a vital role in building human health with a significant bearing on infant mortality rate, longevity and productivity. The groundwater is the one of the major source for both drinking and domestic purpose in Vellore District. Ground water is adversely affected in most of the area in Vellore district and only in few locations got moderately affected when compared with drinking water standards. From this study, it can be concluded that groundwater level and quality declined in and around tannery vicinity. The effluent from industries is without treatment discharge carelessly, it leads to ground water contamination. So, artificial recharge, implementation of treatment plants and rainwater harvesting can improve the groundwater quality in the study area. The implementation of advanced technology in the leather process and effluent treatment plants can solve the environmental problems to certain extent only and we can prevent further damage.

REFERENCES

1. Wahid Murad, et. al. (2018), "Studies on the Waste Management System of a Tannery: An overview", *International Journal of Science, Engineering and Technology Research*, Vol.7, No.4.
2. Mwinyikione Mwinyihija (2012), "Pollution Control and Remediation of the Tanning Effluent", *The Open Environmental Pollution & Toxicology Journal*, Vol. 3.
3. Bindhy Wasini Pandey, et. al. (2017), "Water Pollution and Its Impact on Human Health: A Case Study of Allahabad City, Uttar Pradesh", *International Journal of Interdisciplinary Research in Science Society and Culture(IJIRSSC)* Vol: 3, Issue:1.
4. Neeraj kumar (2016), "The role of leather industries in the development of our economy", *International journal of science technology and management*, vol.5, no.2.
5. Ayşe Handan Dokmeci (2017), "Evaluation of heavy metal pollution in the Ergene River Basin from a public health perspective", *Turk J Public Health*, Vol.15, No.3.
6. Sharpudin j et. Al. (2017), "Geochemical behaviour on ground water and soil quality in the vicinity of industrial area, kathiyavadi", *International journal of engineering sciences & research Technology*, Vol. 6, No. 4.
7. Shankar, B.S. (2015), "Environmental Impact of a Tanning Industrial Cluster on Groundwater Quality of Bangalore, India, with Special reference to Chromium", the *International Conference on Chemical, Ecology and Environmental Sciences (ICEES'2015)*, Pattaya (Thailand).
8. Vasanthan. S, et. al. (2018), "Contamination of groundwater and soil samples by heavy metals in and around tanneries vicinity at Ambur - Vellore district, India", *International Journal of Scientific Research and Reviews*, Vol. 7, No.3, Pp. 555 - 562.
9. Sridhar S.G.D., et. al. (2013), " Impact of Leather and Cosmetic Industries on Quality of Groundwater, in Nagalkeni, Kanchipuram District, Tamil Nadu, India", *International Journal of Advanced Earth Science and Engineering*, Volume 2, Issue 1, pp. 84-92.
10. Bindhy Wasini Pandey, et. al. (2017), "Water Pollution and Its Impact on Human Health: A Case Study of Allahabad City, Uttar Pradesh", *International Journal of Interdisciplinary Research in Science Society and Culture(IJIRSSC)* Vol: 3, Issue:1.
11. Yirdaw Meride and Bamlaku Ayenew (2016), "Drinking water quality assessment and its effects on residents health in Wondo genet campus, Ethiopia", *Environmental system Research*, Vol. 5, No.1.

56. GROWING DYNAMISMS' OF BUSINESS AND TECHNOLOGY: GLOBAL PERSPECTIVE

SARAVANAN.K, *Architect, Opentext, Singapore, 048946, Email: saravanan100@gmail.com*

Dr.N. MUTHU, *Faculty in Economics, DRBCCC Hindu college, Chennai, Tamilnadu, India Email: profdrmuthu@gmail.com*

ABSTRACT

Technology is the essence of change in business and society. In this paper we can learn about technology, its characteristics, its historical phases and how innovation is fuelled today. Technological advances in the modern world have created new business opportunities. Leverage advanced tools to rise above the competition. Technology has revolutionized the way companies conduct business by enabling small businesses to level the playing field with larger organizations. Businesses nowadays, whether it is big or small, also rely on the help of technology. Most companies depends their daily operations on the use of technological innovation such as computers, internet connection, printers, applications, and file storages. That is why; every business can develop positively from small-scale to large-scale. Small businesses use an array of tech – everything from servers to mobile devices – to develop competitive advantages in the economic marketplace. Technology in business made it possible to have a wider reach in the global market. The basic example is the Internet, which is now a common marketing tool to attract more consumers in availing products and services offered by various businesses. The aim of the paper is to highlight the potential benefits of technology and advancement.

KEYWORDS

Technology, Business Performance, Growth Drives, productivity

INTRODUCTION

Technology has important effects on business operations. No matter the size of your enterprise, technology has both tangible and intangible benefits that will help you make money and produce the results your customers demand. Today, businesses are using technology to automate, integrate, and re-engineer most operational processes. This has led to improved scale, streamlined processes, reduced operation costs, and increased production times. Technological infrastructure affects the culture, efficiency and relationships of a business. It also affects the security of confidential information and trade advantages.

- * The tradition of science and technology (S&T) in India is over 5,000 years old.
- * A renaissance was witnessed in the first half of the 20th century.
- * The S&T infrastructure has grown up from about ` 10 million at the time of independence in 1947 to ` 30 billion.
- * Significant achievements have been made in the areas of nuclear and space science, electronics and defense.
- * The government is committed to making S&T an integral part of the socio-economic development of the country.

CHANGING TECHNOLOGY AND BUSINESS: GROWTH DRIVERS

Modern technology has become a total phenomenon for civilization, the defining force of a new social order in which efficiency is no longer an option but a necessity imposed on all human activity.

(Jacques Ellul)

According to tinypulse.com, the following ways and means of technology for improving productivity.

- Automate Time Tracking to Increasing Workplace Productivity
- Bolster Employee Engagement
- Create an Environment for Solid Collaboration
- Eliminate the Need for Manual File Sharing
- Empower Self-Service
- Keep Information Secure
- Make Project Management Seamless
- Make Your Workplace Conducive to remote working
- Remote Employee Onboarding
- Simplify Small Daily Tasks
- Take Advantage of Group Chats
- Train Employees in a Timely Manner

Technology in business made it possible to have a wider reach in the global market. The basic example is the Internet, which is now a common marketing tool to attract more consumers in availing products and services offered by various businesses.

- Mobile Solutions
- Cloud Computing

Science, technology and innovation have had a great impact on economic growth and social development in India. The Government moved from scientific policy resolution (1958) to the technology policy statement (1983) to the science and technology policy (2003) and finally to the science, technology and innovation policy (2013). These are illustrative of the commitment to science and technology by successive governments, as also the welcome emphasis on the importance of science led technology led innovation over a period of time. India's tech opportunity: Transforming work, empowering people today. There is a vast opportunity to utilise the existing technology will provide growth impetus.

- Mobile devices
- The cloud
- Better targeting
- Improved connectivity
- Better results at a lower cost
- Easier to adapt

FIGURE NO.01 TECHNOLOGY AND BUSINESS DEVELOPMENT AND SERVICES



CHANGING MODERN BUSINESS APPROACH

According to Mckinsey.com the total impact of the sized applications could amount to \$240 billion to \$500 billion a year by 2025. Given the contributions of these sectors to India’s GDP, we estimate that across the entire economy, the 12 technologies could have a combined economic impact of \$550 billion to \$1 trillion by 2025.

- Boosted Efficiency and Productivity via Automation and Robots
- Improved Access to Information and Data
- Increased Interest in and Need for Security
- Shift to Mobile First is a game changer for sites and marketing
- The Rise of the Paperless Office

DIGITAL TOOLS FOR BUSINESS

**IT'S NOT THAT WE
USE TECHNOLOGY,
WE LIVE
TECHNOLOGY.**

Technology refers the knowledge and utilization of tools, techniques and systems in order to serve a bigger purpose like solving problems or making life easier and better. Its significance on humans is tremendous because technology helps them adapt to the environment. In 2020, emotion recognition and computer vision will scale and AI will have a breakout moment in manufacturing. U.S. startups Vicarious, Kindred, and Osaro stand out in using AI technologies for manufacturing. Kindred's technology is used to automate part of distribution for apparel brands such as GAP.

- Accounting software
- Communication and collaboration
- Customer relationship management
- Email marketing
- File storage and access
- HR management software
- Keyword research tools
- Project management
- Social media management
- Video conferencing software
- Virtual private network
- Website builder
- Website performance monitoring

Table No.01. Empowering technology of the future

Mobile Internet	Cloud technology	Automation of knowledge work	Digital payments	Verifiable digital identity	IOT
Intelligent transportation and distribution	Advanced geographic	Next generation genomics	Advanced oil and gas exploration and recovery	Renewable energy	Advanced energy storage

CLOSING THOUGHT

India has always been considered the hub of Information Technology developments and has shown and diligently followed some notable tech trends within the country. With the introduction of AI, machine learning, IoT, and blockchain, India has adopted some of the significant-tech trends being observed worldwide.

Information technology and business are becoming inextricably interwoven. I don't think anybody can talk meaningfully about one without the talking about the other.

(Bill Gates)

To capture the full potential value of these technologies, India will need to address barriers such as its limited telecom infrastructure and a lack of computer literacy among Indians. In addition, policy makers can create an environment in which these technologies flourish by adopting appropriate regulations that protect the rights of citizens and by helping to foster an environment for innovation.

REFERENCES

1. <http://svtg.org/the-impact-of-technological-modernization-on-business-development/>
2. <http://www.mashelkar.com/index.php/work/articles/item/379-india-s-technology-journey>
3. <https://smallbusiness.chron.com/impact-technological-change-business-activity-2191.html>
4. <https://startupnation.com/grow-your-business/digital-tools-new-business/>
5. <https://techstory.in/latest-technology-trends-in-india/>
6. <https://www.b2binboundmarketer.com/inbound-marketing-blog/what-role-should-technology-play-in-business-development>
7. <https://www.hellotech.com/blog/16-business-tech-tools-busy-entrepreneur>
8. <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/indias-tech-opportunity-transforming-work-empowering-people#>
9. <https://www.oksbdc.org/the-role-of-technology-in-business/>
10. <https://www.thebalancesmb.com/how-to-technology-in-small-business-2951633>
11. <https://www.themodernentrepreneur.com/business-tools/>
12. <https://www.tinypulse.com/blog/12-ways-technology-can-increase-workplace-productivity>
13. <https://zimegats.com/the-7-most-common-types-of-business-technology/>

57. COVID-19 AND ITS IMPACT ON INDIAN STOCK MARKET AND PHARMACEUTICAL SECTOR: AN ECONOMETRIC TESTING

RAJESH R, *Assistant Professor, School of Business and Management, Christ (Deemed to be University), Bangalore. Mob: 9901052050*
Email: rajesh.r@christuniversity.in

CHAITRAPRAKASH, *Student, Department of Commerce, Seshadripuram College, Bangalore. Mob: 78299 47413, Email: chaitrachai00@gmail.com*

ABSTRACT

The rampant spread of COVID-19 outbreak, across borders and geographies, has severely impacted almost the whole world and triggered significant downside risks to the overall global economic outlook. Due to the lockdown announced by the Indian Government, the economy may slow over the next few months. For most businesses, the slowdown could be in the form of supply disruptions, fall in consumption demand, and stress on the banking and financial sectors. There has been distress in many sectors. It was also observed that this pandemic situation could boost business in sector and may highly affect some sectors. There observed a mixed response in Pharmaceutical sector. Some experts predicted positive impact however few pharmaceutical companies reported loss during this period. This created a curiosity to test the performance of pharmaceutical companies with their stock price as performance indicator. We propose to consider the sample period as first nationwide lockdown date to June 30, 2020. Closing price of selected companies share price will be considered in the study and we use econometric test to test the performance.

KEYWORDS

COVID-19, Economy, Pharmaceutical sector, Stock Market Index, Econometric test

INTRODUCTION

An unknown disease (n- Cov 19) which is spreading worldwide is affecting the people and also the economy very badly. This Corona virus initially was found in a small area of china in last year December 2019 and slowly started grow rapidly around more than 175 countries in the world. The virus is highly communicable in nature so to cease the virus various measures are imposed as a National shut down, Air traffic control, People adhered to wear a mask, avoid being in a crowded places, class contact conversation and to sanitize themselves frequently. Although the first instance of corona in India was evidenced on January 30th 2020, the spread of virus is rapid in the current scenario has been one of the largest democratic nation around the world, The sectors like Trade, Travel, Tourism, Entertainment, Hotels, Airlines is adversely affected in the economy. The Outbreak of the COVID-19 had created many new challenges globally, one of the major challenges is to lift

the economy loss, due to which many pharmaceutical industries started to innovate a new vaccine for the deadly disease. The pharmaceutical sector has witnessed a mixed result during this pandemic, but many companies are unable to meet the requirements of supply on time. Healthy environment creates a balanced economy, so that the government is working hard to improve the medical emergency. As per the latest analysis, current scenario had benefited the Indian Pharmaceutical sector by increasing Global Investments, Cost regulation, Economic drivers, Policy support etc. The immediate decision of lockdown in a country had worst affected the people of wage labourers, the below poverty group and the unskilled employees. The corona virus has resulted towards an economic recession all over the world, due to which export and import, manufacturing activities, GDP had undergone a drastic decline. This recession period had affected the people both mentally and physically, which had broke their confidence of living and the fear for the future decisions. The government is constantly supporting for the Research and Developmental (R&D) activities in pharmaceutical sector; hence the pharmaceutical industry was able to open the lines of communication to uplift the medical emergency through enhancing patient engagement, introducing commercial strategies in the supply of medication demand. On continuing the Govt. introduces a set of regulations like Educational institutions, Metro and Air traffic, Sports and Entertainment activities to be closed or restricted. Thus the pharmaceutical industry is becoming the new operating model in the society.

REVIEW OF LITERATURE

(Ritwik and Singh, 2020) describes the impact of COVID 19 on different sectors, schemes and policies on the

government announced and how to uplift the Indian economy. The data used in the study are collected from the primary and secondary information, the demographic analysis is made based on the primary data, with a sample size of 119 individuals. These data is represented through tables, pie charts & dichotomous questions. Spurning Chinese products and focusing on Indian products may be an overcome for the Indian economy. Therefore, COVID 19 could be termed as a opportunity to rediscover India. (Ray et al., 2020) studied the short and long term clash of an initial lockdown on the total number of COVID-19 cases in India by comparing to other interceding non- pharmaceuticals. They have used epidemiological forecasting models to estimate the effects of philosophical durations of lockdown which studies the substitute explanations for slower growth rate of COVID outbreak in India. They have used present data on daily basis of cases from India. These data has been analysed using a extended version of standard SIR model. So finally this study tells that lock down comes with a tremendous change in price which will have major impact in social and economic health in Indian economy. (Raj and Bahl, 2020) discussed about the impact of COVID on many sectors of the economy, like the GDP growth levels, Unemployment rate, sector wise Increase or Decrease in sales etc. The paper highlights on the pandemic situation in India, the data is collected from the secondary sources through magazines, publications and also used a different analysis. But at last the virus as improved public health services, in spite of spreading a virus, it has been given for the nation to develop infrastructure of health, developed a cleanliness, improved technology in overall framework of organisation. (GUMBER and BULSARI, 2020) described that unknown virus which

is creating a pandemic situation in the world, where India is also getting affected by the COVID 19, this virus as created an impact not only on economy but also on human health, various sector is affected with a nationwide lockdown, many sectors are worst affected. But few industries are working essential commodities to combat from disease. The people are getting affected by COVID as well as by technology innovations due to which unskilled people are losing the hope to sustain in the world; many have lost their lives and life.

(Warjri and Shah, 2020) talks India's and Africa's Health with larger population, where both the countries are lacking with the facilities and investments. This paper reveals about the effect of Novel Corona virus in both countries. The data is collected from a secondary source, here the data reveals about the affected people per million. This pandemic situation both the governments as taken a measures and introduce a new measures and policy in health sector, This virus as created a stepping for many changes in the government to provide an opportunity for private sector and helping the society to reshape a for a future pandemics.

(Aravind and Manojkrishnan, 2020) describes how n-Cov affected pharmaceutical stocks listed with the National Stock exchange of India. Here this paper gives us an idea about the stock variation of different company and give us the figure of growth and decline. The data used here is secondary, information used in the study are collected from Daily return from NSE considering 10 companies. The statistical formulation is used to analyse the variation. This report on pharmaceutical stocks results with COVID 19 as also affected a medical industry as well. This study suggests

investing on a R&D activities and encouraging an Indian pharmaceutical sector results a future benefit.

(Gunaseelan and Kesavan, 2020) talks the current crisis on business and economics in India during the Corona virus. The article highlights about the idea to recovery of losses occurred during this pandemic situation. The data is collected from the secondary sources; here this article suggests some ideas about revenue collection for the government to improve the national income. The central and state government should work in an effective manner to overcome the situation and people should also follow rules and policies of the government.

(Raut, 2020) describes about the current condition of COVID 19 in the World, and also the financial crisis taking place in Indian economy due to which the country is bearing a huge loss. The virus is not only affecting our country but many countries are also suffering; every country started to innovative a vaccine for the virus, where government is supporting for the action. The data is collected through secondary source through journals, website etc. This paper is based only the secondary data. Many sectors are affected in the economy, but government has taken measures to overcome from the spreading of virus. The government is giving facilities for people to help them in the pandemic.

(Agrawal, Jamwal and Sumit, 2020) discusses impact of n-Cov 19 on Indian market and distribution channel in India, 18 threats are been founded which affects the distribution. Due to sudden lockdown decision the economic activities have reduced, which results towards the unexpected fall in the market. Workforce, products, costs these are the fields which are affected from virus. In the country like

India corona virus as created a huge disturbance in the global market for manufacturing and exchange activities. Here, by the statistical tool the data is drawn and analysed. COVID 19 is affecting the manufacturing as well the supply chain sector, to overcome from the barrier many techniques, theories and models is available to come out of the problem.

(Jain, Baghla and Aditya, 2020) talks the COVID 19 impact on agricultural sector, here they are pointing it out the problem of a farming activities due to national lockdown; created a problem of transportation, labors availability etc; the disease is harming for a Rabi season harvest all over the nation. Here is data is collected from secondary source through worldometer. By a short span of time virus has been destroyed financial stability all over the globe, India as taken many measures to encourage a MSE's. In spite of these panic period Export activities is running, government should take necessary action about agriculture sector to help the farmers to sell their products.

(Maloney and Temel Taskin, 2020) discusses the social distancing among the nation help to minimize the virus, where Non-pharmaceutical Interventions (NPI's) as to be adopted by the public voluntarily to reduce the spreading of decease. In spite of these measures social distancing and by many restrictions there is a less mitigation happened. The data is collected through COVID community mobility reports, structured using a tables and graphs. As an introduce of NPI many developing countries also got a beneficial by taking protective measures and people to feel confidence to move out, Many countries voluntarily started to apply this method.

RESEARCH GAP

COVID-19 and its impact on economy is an ongoing research which is seeking

huge concentration and importance. It is very essential to assess the impact of selected sectors due to COVID-19. Pharmaceutical sector is being one such dynamic one which contributes to relatively important levels to Indian economy. Various researchers, economists and industrialists observed that Pharmaceutical sector is the highly regarded and progressive sector. Profits and earnings of this sector were predicted to be positive and appreciating. This created curiosity to find the actual performance of Indian pharmaceutical sector.

OBJECTIVE

- To determine the significant relationship between Indian stock market Index & Indian pharmaceutical Index due to COVID-19.

METHODOLOGY

Research Design & Hypothesis:

Causal research design is used in the study where the objective is to identify the variables and analyse if a cause and effect impact exists among them, and if so, to quantify the extent of the impact. The variables in this study are Stock Market Index and Pharma Index. The approach used in this study for hypothesis testing is the classical or sampling theory approach where the hypothesis is accepted or rejected on the basis of sampling information alone. Any sample might vary from its population and so it is important to judge whether the result from the sample is statistically significant or not. To test the significance null (H_0) and alternate hypotheses (H_1) are used.

The Hypotheses for the study are:

H_0 : There is no significant relationship between Indian stock market Index & Indian pharmaceutical Index due to COVID-19.

H_1 : There is a significant relationship between Indian stock market Index & Indian pharmaceutical Index due to COVID-19.

Sampling design:

The population considered for the study is the index values of Indian pharma and stock markets. Non-probability sampling design is adopted to select a sample from the population of Indian stock market Index & Indian pharmaceutical Index due to COVID-19.

Data used:

The study relies mainly on secondary data. The secondary data used for the purpose of study are the closing prices of the Nifty 50 and Nifty Pharma from the nationwide lockdown period starting from March 24, 2020

to June 30, 2020. These values are used to calculate the relationship and causality.

Data analysis techniques:

The following Statistical and Econometric Techniques are used for data analysis.

- Descriptive Statistics
- Augmented Dickey-Fuller Unit Root Test
- Normality Test
- Correlation Test
- Ordinary Least Square Test

DISCUSSIONS AND ANALYSIS**Descriptive Statistics**

	NIFTY_50	NIFTY_PHARMA
Mean	9394.680	9224.825
Median	9270.900	9386.200
Maximum	10471.00	10360.80
Minimum	7801.050	6611.050
Std. Dev.	628.7951	977.9311
Skewness	-0.194869	-1.514196
Kurtosis	2.454375	4.391579
Jarque-Bera	1.217671	30.08323
Probability	0.543984	0.000000
Sum	610654.2	599613.6
Sum Sq. Dev.	25304527	61206346
Observations	65	65

Descriptive statistics helps us with the data frequency and its characteristics. From the above analysis it is observed that both the variables have fair levels of data frequency. However with respect to Standard deviation, Kurtosis, Jarque-Bera and Probability levels, Nifty Pharma displays better data characteristics compared to Nifty 50.

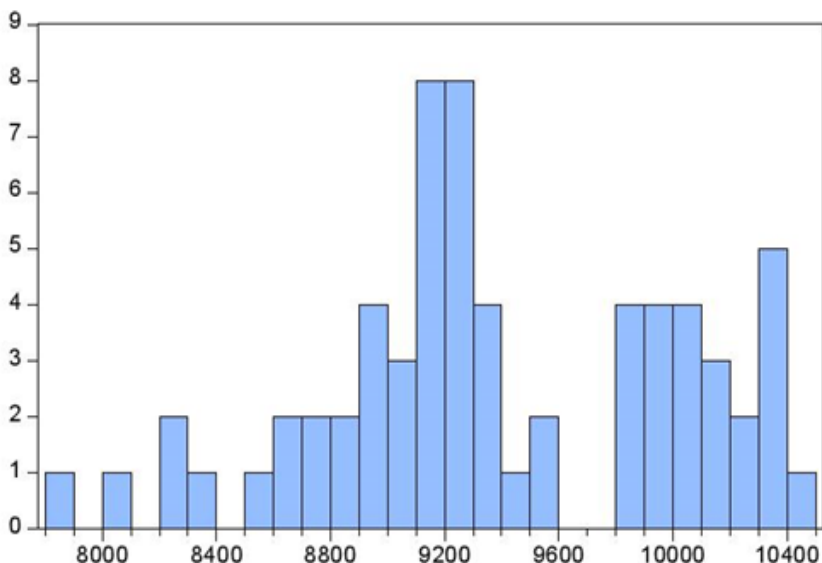
NIFTY 50

Null Hypothesis: D(NIFTY_50) has a unit root				
Exogenous: Constant				
Lag Length: 0 (Automatic - based on SIC, maxlag=10)				
			t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic				
			-9.362672	0.0000
Test critical values:	1% level		-3.538362	
	5% level		-2.908420	
	10% level		-2.591799	

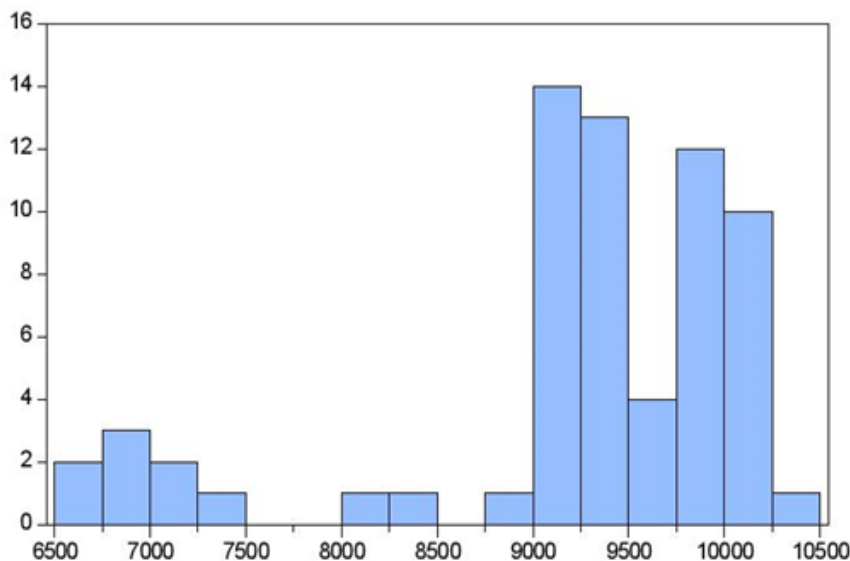
*MacKinnon (1996) one-sided p-values.				

NIFTY PHARMA

Null Hypothesis: NIFTY_PHARMA has a unit root				
Exogenous: Constant				
Lag Length: 0 (Automatic - based on SIC, maxlag=10)				
			t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic				
			-3.356275	0.0163
Test critical values:	1% level		-3.536587	
	5% level		-2.907660	
	10% level		-2.591396	
*MacKinnon (1996) one-sided p-values.				



Series: NIFTY_50	
Sample 3/24/2020 6/30/2020	
Observations 65	
Mean	9394.680
Median	9270.900
Maximum	10471.00
Minimum	7801.050
Std. Dev.	628.7951
Skewness	-0.194869
Kurtosis	2.454375
Jarque-Bera	1.217671
Probability	0.543984



Series: NIFTY_PHARMA	
Sample 3/24/2020 6/30/2020	
Observations 65	
Mean	9224.825
Median	9386.200
Maximum	10360.80
Minimum	6611.050
Std. Dev.	977.9311
Skewness	-1.514196
Kurtosis	4.391579
Jarque-Bera	30.08323
Probability	0.000000

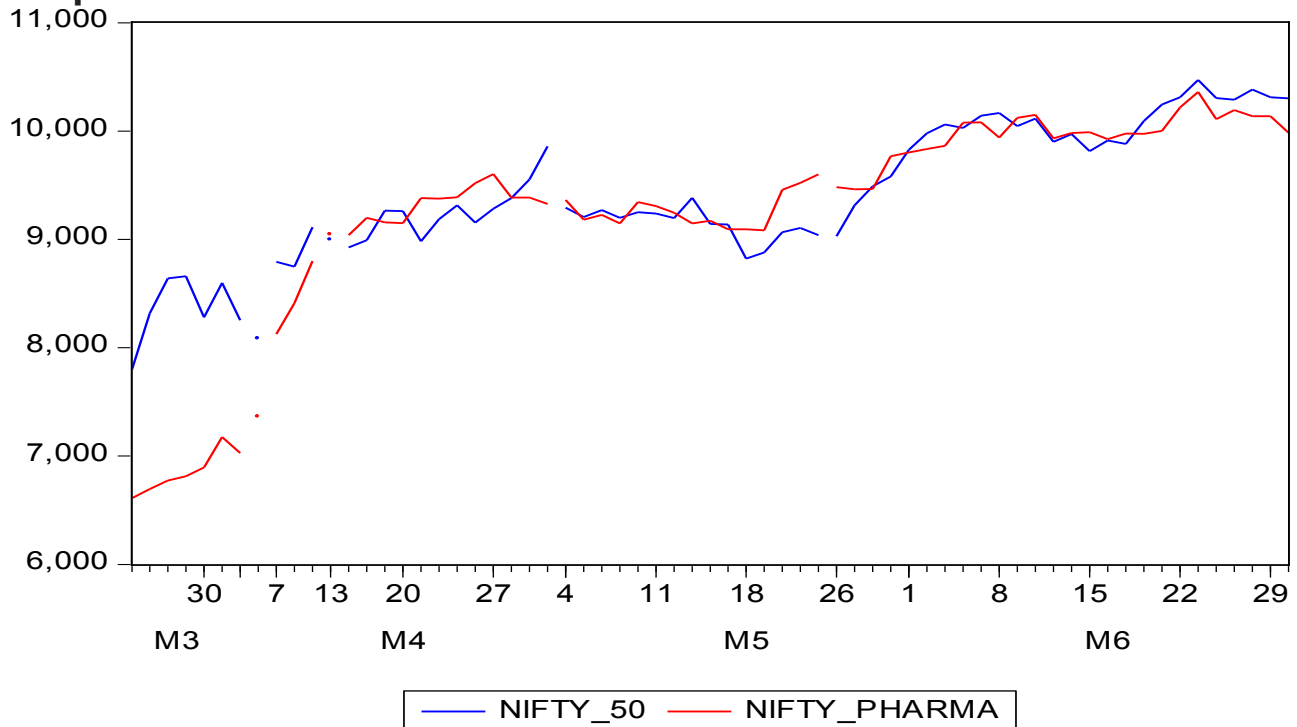
The normality of the data is tested with the above histogram. Observation of the histogram for Nifty Pharma showed that it is well distributed and forms balanced bell-shape. The Jarque-Bera test value also indicates the balanced distribution of data. However the Nifty 50 is not normally distributed which has observed high volatility during the COVID-19 period.

5.4 Correlation

	NIFTY_50	NIFTY PHARMA
NIFTY_50	1	0.8688674132509056
NIFTY PHARMA	0.8688674132509056	1

Ordinary Least Squares test reveals the regression level for the variables. The Bivariate regression analysis used in the study shows that there is a reasonable impact between Nifty 50 and Nifty Pharma. Stock market index impacts the performance of Pharma sector and coefficient value 56 percentage signifies the level of impact. Also the values are significant. Both R-squared and Adjusted R-squared values are above 75 percentage which shows that study is reliable and satisfies the predicting requirements.

Graph



The above graph shows the co-movement between stock market and pharma sector. The graph shows that both the variables follow similar pattern of movements. This is suitable to infer that both stock market and pharma sector follows similar trend during COVID-19

CONCLUSION

From the above analysis it is found that Indian Stock Market and Pharma sector has positive and strong relationship and further it is observed that they are highly impacted among each other during COVID-19. This result further reveals that both variables move together which proves a co-movement relationship. Any impact or corrections in stock

market will reflect an immediate and equal impact in Pharma sector during COVID-19.

It is suggested to investors to pay attention towards Indian stock market if they are finding an opportunity in Pharma investments. Further Pharma investments can be considered as an alternative investment instrument to Nifty 50 during the COVID-19 period.

This knowledge of Stock market and Pharma co-movement will be more beneficial for portfolio managers and traders those aspire to have a diversified portfolio and mitigate the risk on price volatility.

The results and recommendation are arrived only based on sample data.

REFERENCES

1. Agrawal, S., Jamwal, A. and Sumit, G. (2020) *Effect of COVID-19 on the Indian Economy and Supply Chain*. Jaipur. doi: 10.20944/preprints202005.0148.v1.
2. Aravind, M. and Manojkrishnan, C. G. (2020) 'INTERNATIONAL JOURNAL OF RESEARCH IN COVID 19 : Effect on leading pharmaceutical stocks listed with NSE', *INTERNATIONAL JOURNAL OF RESEARCH IN PHARMACEUTICAL SCIENCES*, 11(1), pp. 31–36.
3. GUMBER, A. and BULSARI, S. (2020) *COVID-19 Impact on Indian Economy and Health: The Emergence of Corona-Economics*.
4. Gunaseelan, S. and Kesavan, N. (2020) 'BUSINESS AND ECONOMIC RECESSIONS IN INDIA DURING THE COVID-19 – A REVIEW', *Journal of Xi'an University of Architecture & Technology*, XII(Iv), pp. 356–366.
5. Jain, P., Baghla, K. and Aditya, R. (2020) 'Effect of corona / COVID19 on the agricultural sector in India', *The Pharma Innovation Journal*, 9(5), pp. 41–45.
6. Maloney, W. and Temel Taskin (2020) *Determinants of Social Distancing and Economic Activity during COVID-19 A Global View*.
7. Raj, V. and Bahl, G. (2020) *Coronavirus (COVID-19) and its Spillovers on Indian Economy*.
8. Raut, A. A. (2020) 'A Study of Indian Economy during COVID-19 Pandemic Studies in Indian Place Names', *Studies in Indian Place Names*, 40(73), pp. 363–366.
9. Ray, D. et al. (2020) 'Predictions, role of interventions and effects of a historic national lockdown in India's response to the COVID-19 pandemic: data science call to arms', *Johns Hopkins University*.
10. Ritwik, H. and Singh, M. M. (2020) 'India's Broad Economic Gateway Post COVID-19 Crisis', *Alochana Chakra Journal*, IX(2231), pp. 3621–3645.
11. Warjri, L. and Shah, A. (2020) *India and Africa : Charting a Post-COVID-19 Future*.

58. ECONOMIC IMPACT OF INDIA-CHINA TRADE WAR: FUTURE DIRECTIONS

Dr.S. SARANGAPANI, *Department of Business Studies, Ibra College of Technology, P O Box No. 327 Postal Code: 400, Ibra Sultanate of Oman Mob: 0096895467351 Email: drssarangapani@gmail.com*

Dr.N. MUTHU, *Faculty in Economics, DRBCCC Hindu college, Affiliated to University of Madras, Chennai. Email: profdrmuthu@gmail.com*

ABSTRACT

The growing trade war among India and China is creating imbalance in the among developing countries. Both countries are affecting in their business prospects. India is basically importing raw material for export of good and services. Growing tension leads to unnecessary growth impetus which affects industry growth, loss of employment opportunities and other trade related problems. India has considerable potential for reducing its trade deficit with China, as we can see from Made-in-China products sold on the Indian market. Most of them are low- and mid-range products. India can make these things itself. The value tune to the cores of rupees is loss for the both counties; it will create far reaching impact in Indian business environment. These papers highlight the possible causes and consequences of trade war between to Asian giants and suggest how to promote regional growth prospects for speedy development of economics.

KEYWORDS

Trade war, economic growth, Mutual benefit.

INTRODUCTION

"China and India will, separately and together, unleash an explosion of demand". - Mukesh Ambani

You go back to the 17th century, the commercial and industrial centers of the world were China and India. Leaders in China and India realize that science and technology lead to success and wealth. But many countries in the West graduate students into the unemployment line by teaching skills that were necessary to live in 1950. China is India's biggest trading partner in the world and India also has the largest trade deficit with China (which means that India imports more than it exports to China). This deficit has doubled in less than a decade. The return of the once-dormant economies of China and India to dynamism and growth is one of the most remarkable stories in recent history. The two countries are home to nearly 40 percent of the world's population, but until recently neither had played an influential role in the contemporary global economy.

US-China trade war is a 'lose-lose' situation for them and the world, warn UN economists. China accounts for about 14% of India's imports and is a major supplier for sectors including mobile phones, telecom, power, plastic toys and critical pharma ingredients. India's trade deficit with China narrowed to \$48.66 billion in 2019-20 due to lower imports, according to

government data, from \$53.56 billion in 2018-19 and \$63 billion in 2017-18. According to the India-based Economic Times, India may increase the export of 20 products to China, including electrical equipment, aircraft parts, engines and other automotive parts, benzene, frozen boneless beef, and ferroalloys. At present, China's annual import demand for these 20 products may reach \$82 billion, while India can only meet 3.3 percent of the total demand, or \$2.7 billion. India can significantly reduce its trade deficit with China by exporting more of these items.

TRADE WAR: MEANING

A trade war happens when one country retaliates against another by raising import tariffs or placing other restrictions on the other country's imports.

- A trade war happens when one country retaliates against another by raising import tariffs or placing other restrictions on the other country's imports.
- Trade wars are a side effect of protectionist policies and are controversial.
- Advocates say trade wars

protect national interests and provide advantages to domestic businesses.

- Critics of trade wars claim they ultimately hurt local companies, consumers, and the economy.

WHY TRADE IS IMPORTANT?

Chinese products form a critical part of the supply chain for firms in many sectors in India. With the economy struggling to recover from the pandemic, any potential escalation between the two nations could escalate operational as well as supply-chain risks. India can look to find alternatives for Chinese products but such a step would be tedious and expensive.

MOSTLY AFFECTED SECTOR-NEGATIVE EFFECT

1. Chemicals and agrochemicals
2. Consumer Durables
3. Pharmaceuticals
4. Power and
5. Telecom

India and China's business interests are deeply intertwined and any adverse scenario will have far-reaching impact on both the countries. According to a report by Motilal Oswal the impact on stocks in the key sectors is:

Figure No.01 key sector involved in the trade and economic growth



(Source: <https://blog.smallcase.com/economic-impact-of-india-china-trade-war/>)

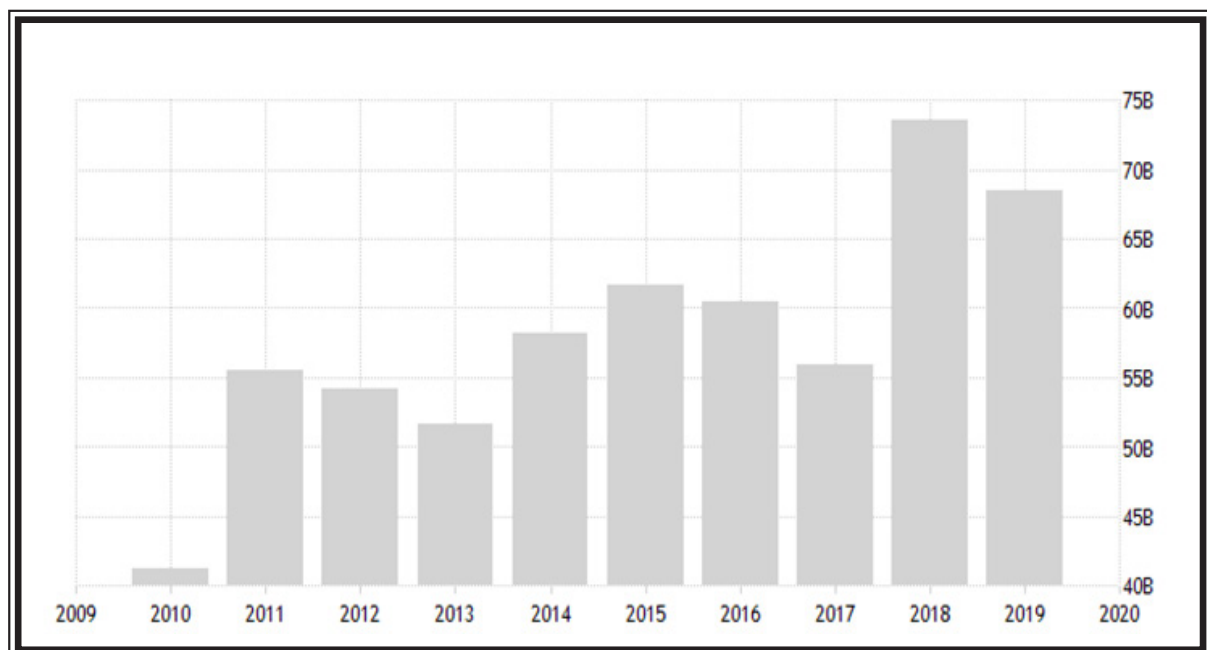
Trade War With China Not Good Idea Given India’s Manufacturing Ability: Trade Promotion Body. Instead of ‘Boycott China’, the call should be to develop our own domestic industry and compete naturally, says Mohit Singla, Chairman of Trade Promotion Council of India.

- India gained about \$755 million additional exports, mainly of chemicals, metals and ore, to the US in the first half of 2019
- The study found that tariffs imposed by the US on China are economically hurting both countries and that consumers in the US are bearing the heaviest brunt

(Source: <https://www.livemint.com/news/india/us-china-trade>)

India imports from China was US\$68.4 Billion during 2019, according to the United Nations COMTRADE database on international trade. India imports from China - data, historical chart and statistics - was last updated on July of 2020.

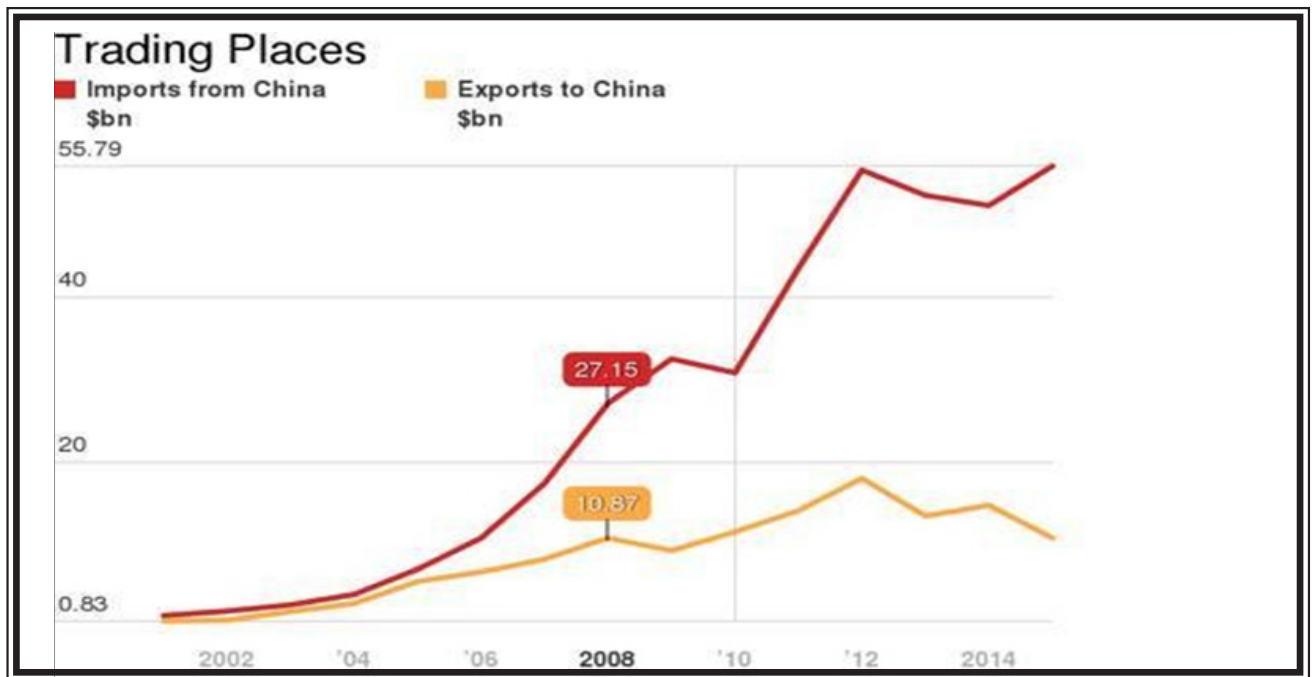
Figure No.02 Trade Statistics



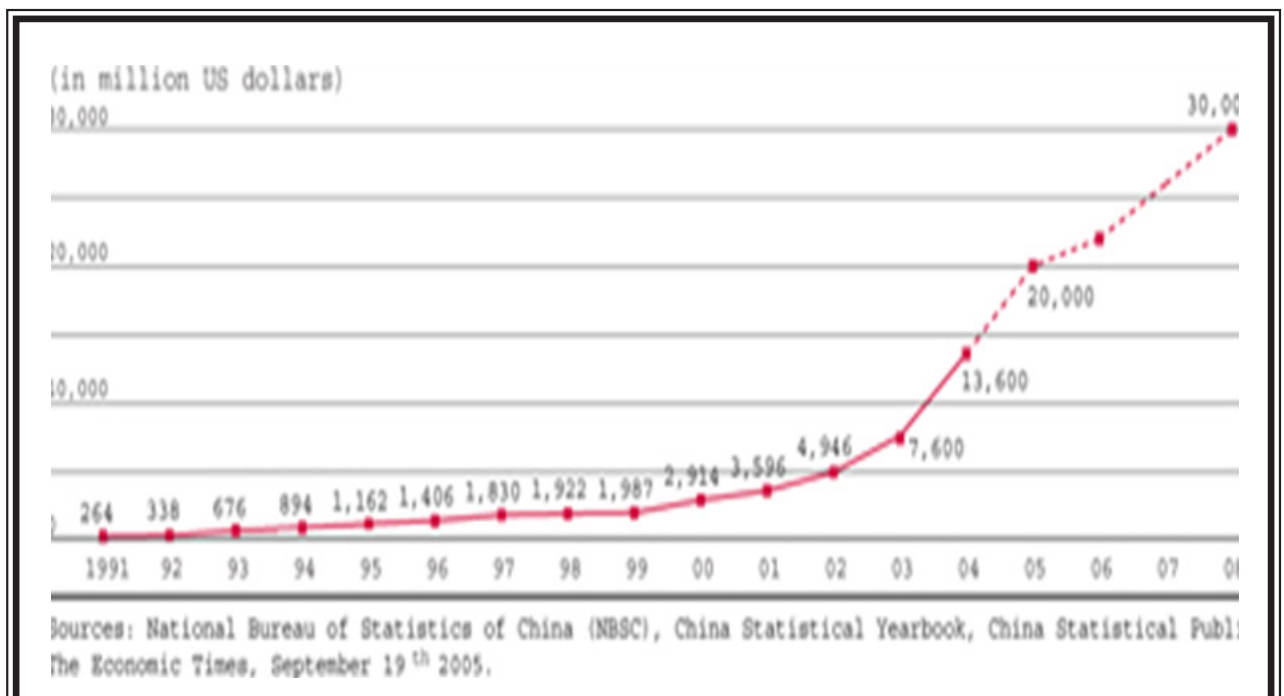
(Source: tradeeconomics.com)

UNDERSTANDING THE RISKFACTOR

To be sure, several large Chinese companies spanning handsets, electronic devices and internet firms are deeply invested in India’s consumer market where a fast growing middle-class and an aspirational young consumer base has helped propel the growth for companies such as Xiaomi Corp, BBK Electronics that owns brands such as Oppo, Vivo, among others; apart from electronics goods company TCL. India’s emergence as the biggest overseas market for Chinese mobile phone companies is one of the most significant developments in China’s relations with India over the past five years.



This boom in trade has also introduced new trends. The two states are no longer only recipients on foreign direct investment but have entered into a new phase of being investors, both mutually as in other regions. In this new context, the increasing deficit in the energy sector and the competition to capture new markets present major challenges to sustaining this boom in their bilateral trade.



The US and China have locked horns over tariffs, leaving the world on the brink of a trade war. China has said it would impose higher tariffs on \$60 billion of US goods from June 1 in retaliation against Washington's tariff hike on Chinese goods. Can China create a development paradigm where everyone is equal despite having

different political systems? And it is here we again come back to people-to-people contacts. It is only through the latter that a new consensus can be built around universal values for the 21st century. And China has to allow its citizens to freely participate in this process. It is my understanding that the current dispensation in Beijing is also working in this direction. Let's hope India and China can jointly usher in an Asian century.

CLOSING THOUGHT

India's consumers and industries must be prepared to tighten their belts, just as our soldiers are along the border. India needs jobs to provide incomes to its citizens, it needs industries to provide these jobs, and it needs to balance the trade with China to make it a trade between equals. Atmanirbhar Bharat is essential, otherwise 'interdependence' will be a colonial interdependence, as our ambassador astutely pointed out. Although opportunities currently exist, ASEAN countries will experience a bumpy ride if the U.S.-China trade war continues. To negate the underlying challenges, India and ASEAN will have to step up their commitment to multilateralism, proactively invest in infrastructure and production capacity and increase regional supply chain integration. In the coming year, India should also find ways to attract more foreign direct investment to build its labor-intensive industries and reinforce its connection to the global manufacturing chain. This should be an important policy direction for Indian Prime Minister Narendra Modi's government.

REFERENCES

1. *FDI Factsheet, Department for Promotion of Industry and Internal Trade, 27 May 2019*
2. <https://blog.smallcase.com/economic-impact-of-india-china-trade-war/>

3. https://economictimes.indiatimes.com/news/economy/foreign-trade/india-inc-advising-on-import-substitution/articleshow/76760133.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
4. <https://economictimes.indiatimes.com/news/economy/foreign-trade/trade-war-impact-indian-exports-rise-more-to-china-than-to-us-says-sbi/articleshow/70438112.cms>
5. <https://foreignpolicy.com/2020/06/29/trade-war-china-bad-idea-india-border-skirmish-boycott/>
6. <https://home.kpmg/in/en/blogs/home/posts/2020/01/impact-of-us-china-trade-war-on-india-asean-countries.html>
7. <https://www.bloomberqqint.com/economy-finance/six-things-to-know-about-india-china-economic-relations>
8. <https://www.brainyquote.com/topics/china-and-india-quotes>
9. <https://www.investopedia.com/terms/t/trade-war.asp>
10. <https://www.theweek.in/news/biz-tech/2020/06/18/economic-impact-of-india-china-conflict-why-there-wont-be-just-one-loser.html>
11. *Potential Economic Effects Of A Global Trade Conflict, World Trade Organization, Eddy Bekkers and Robert Teh, 1 April 2019*
12. *SBI Ecowrap, SBI, 29 July 2019*
13. *Trade Wars: The Pain and the Gain, UNCTAD, 4 February 2019*
14. <https://tradingeconomics.com/india/imports/china>

59. STATUS, SURVIVAL AND CURRENT DILEMMA OF SCHEDULE CASTE ARUNDHATHIYAR WOMEN IN RANIPET DISTRICT OF TAMILNADU

G.SASINTHA, Ph.D *Research Scholar, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore District, Tamil Nadu-632 115.*

Dr.G.YOGANANDHAM, *Associate Professor Hade of the Department, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore District, Tamil Nadu-632 115.*

ABSTRACT

Schedule Caste Women had some basic problems and the different kinds of gender inequality were displayed in mortality, natality, basic facility, special opportunity professions, ownership, and household matters. Education can pave the way for an overall development of individuals and for the society. Female literacy is not only an end itself, but also serves as a catalyst for overall performance, in other segments too. Since women comprised the majority of the Schedule caste population in India. Among the Schedule Caste women, Arundhatiyar women population were below the poverty line and are very often in situations of extreme poverty, given the harsh realities of intra-household and social discrimination. this research paper mainly concentrates on status, survival and current dilemma of ScheduledCaste Arundhatiar women in Ranipet district of Tamil Nadu.

INTRODUCTION

Schedule Caste refers to one's caste rather than class; it applies to members of those menial caste which have borne the stigma of untouchability, because of the extreme impurity and pollution connected with their traditional occupation. Based on the recent estimate Schedule Caste population should be around 300 million or more they were the neglectable fifth varna of the Hindu society the outcasts. As per 2011

census in India the total population is more than 121 crores of which Schedule Caste constitutes 20.13 crores which comprised of 103,535,314 males and 97,843,058 females and the sex ratio works out to 946 females per 1000 males, and their literacy rate is 66.07 percent.

Since women comprised the majority of the Schedule caste population in India. Among the Schedule Caste women, Arundhatiyar women population were below the poverty line and are very often in situations of extreme poverty, given the harsh realities of intra-household and social discrimination. There will be improved implementation of programmes, which are already women oriented, with special targets for women. Steps will be taken for the mobilization of poor women and convergence of services, by offering them a range of economic and social options, along with necessary support measures to enhance their capabilities. In order to enhance Schedule Caste Arundhatiyar women's empowerment, access to credit for consumption, production and other livelihood formalities are the core factors responsible for determining the status, survival and current dialamo of Schedule caste Arundhatiyar women in Ranipet District of Tamil Nadu. In respect of Gender related Development Index (GDI), India was placed in the

98th position (among 140 countries) with a GDI value of 0.586.

STATUS OF SCHEDULE CASTE WOMEN EMPOWERMENT

At present, one in every four households in the world is headed, by a woman. When compared to men, the majority of Arundhatiyar women earn, on an average, about three fourths of the pay of males for the same work outside of the agricultural sector, in both developed and developing countries. There is inequality in the opportunity given to girls, for their formal school education, worldwide. Of the world's nearly one billion illiterate adults, two-thirds are women.

Two-thirds of the 130 million children worldwide, who are not in school, are girls. During the past two decades, the combined primary and secondary enrolment ratio for girls in developing countries, increased from 38 per cent to 78 per cent. United Nations observed that, despite the recent election of women heads of state in Tamil Nadu women are making scant progress around the world in getting into leadership positions in business, government and academia. Women outlive men in almost every country. In industrialized countries, women's average life expectancy in 1992 was 79.4 years, up from 74.2 in 1970. Women are becoming increasingly affected by HIV. Today, about 42 per cent of estimated cases are women, and the number of infected women is expected to reach 15 million by the year 2010. An estimated 20 million unsafe abortions are performed worldwide, every year, resulting in the deaths of 70,000 women. I 92 Approximately, 585,000 women die every year, over 1,600 every day from causes related.

STATUS OF SCHEDULE CASTE WOMEN EMPOWERMENT IN TAMIL NADU

Launching the nation-wide campaign to reverse the alarming decline in the

ratio of women, in population, in the country, Minister for Women and Child Development, Government of India said, "It is a tragedy that every year, half a, million girl children are being killed and prevented from being born, ironically with the help of modern tools of science and technology, leading to the decline in the ratio of women, in the population. It is shocking, that the declining sex ratio has already led to a situation, where brothers shared a wife, and in some cases, even fathers and sons shared a wife in several parts of the country".

Ever since India became free, there have been phenomenal changes, in the condition of women. The constitution has given women the much needed status. They are now equal before law. There can be no discrimination by the state on grounds of gender. Women continued to be marginalized both in policy formulation and programme implementation. Low level of skills lead to lower wages and low earning. In terms of employment, she enjoys the same status as men, and has to be given equal pay or equal work.

The reforms in the Panchayat Raj Act have given greater share for women, in rural governance. At present, the concept of Self-Help Groups for women, particularly in rural areas, has given them an opportunity to organize themselves, to engage in productive activities, that could augment their earnings, which leads to their social and political empowerment.

Schedule Caste Women had some basic problems and the different kinds of gender inequality were displayed in mortality, natality, basic facility, special opportunity professions, ownership, and household matters. We shall look into the classification of gender disparity at birth, growth and survival. In being born as female children and in giving birth to children, women experience grave disparity, while the

infant mortality reveals, that the right to be born is denied, the maternal mortality speaks of the lack of medical care and attention to women.

Education can pave the way for an overall development of individuals and for the society. Female literacy is not only an end itself, but also serves as a catalyst for overall performance, in other segments too. General literacy levels of women in Tamil Nadu (64.55 per cent) have been always above the national average (India's female literacy 54.16 per cent). Even though female literacy in Tamil Nadu has shown considerable increase, the gender gap between male and female literacy rates has continued. The need to narrow down the gap is urgent. The inter-district imbalance in literacy levels, ranges from 49.10 per cent in Vellore to 85.39 per cent in Ranipet.

NATIONAL INITIATIVES FOR WOMEN EMPOWERMENT

The Department of Women and Child Development, since its inception, has been implementing special programmes for holistic development and empowerment of women with major focus on improving the socio-economic status of women. Women Development In the Women and Child Development Sector, the Nodal Department of Women and Child Development also implement a few innovative schemes, besides formulating policies and programmes; enacts amends legislations affecting women and co-ordinates the efforts of both Government and Non-Governmental Organizations (NGOs) to raise the overall status of women, on par with that of men. The programmes of the Department include: i. Empowering Strategies Employment and Income Generation Welfare and Support Services iv. Awareness generation and gender sensitization and v. Other enabling measures. These programmes play the role of being both

supplementary and complementary to the other general development programmes, in the sectors of health, education, labour and employment, rural and urban development etc.,

STATEMENT OF THE PROBLEM

Generally speaking a women entrepreneur may be defined as a women or a group of Schedule Caste women , who initiate, organise and run a business and development of the society. Women can efforts and the basic quest and better quality life. The Schedule caste and Arundhathiyar women participation in quality and Employment, earning , education, health status and decision-making power among the schedule caste women's.

Today with the realization of the need and importance of women empowerment particularly in Schedule caste share in Industrial employment opportunities. As consequence of all this the extent of poverty among schedule caste was as high in the total population. The importance of empowerment and survival of the Schedule caste and Arundhathiyar stand a better chance of economic empowerment has come a long way from the earlier welfare orientation approaches in the weaker section.

The approach towards uplifting the poor women economically should be Self Help. In fact, even the individual effort is too inadequate to improve their economic status. Thus the SHG is considered as the movement of self development. The SHG is the institutional informal setup through which the micro credit is routed by the formal and semi formal micro finance institutions to assist the poor women. The NGOs on the other hand directly lend micro credit to the members of the SHGs out of their own corpus. After careful consideration the Schedule Caste women are prone to occupational health problems associated with degraded

working environmental, mental stress, long hours of work, they suffer from Malnutrition, Post Delivery and child bearing and deprivation. They generally achieve the growth and sustainable development of the economy through Schedule Caste women empowerment of the medieval society.

OBJECTIVES OF THE STUDY

The overall objective of the study is to analyse Status and Survival and Current Dilemma of Schedule Caste Arundhathiyar women in Ranipet District of Tamil Nadu. The specific objectives are,

- Socio-Economic and Health Status of Schedule Caste Arundhathiyar women in the study area.
- To study accessibility of rural Schedule Caste women welfare programmes among the study area.
- To identify the indicator for Empowerment Schedule Caste Arundhathiyar women in the study area, and
- To offer suitable suggestions for the empowerment of Schedule Caste Arundhathiyar women in the study area.

Methodology

The study is an analytical one based on the sample survey method employing both primary and secondary data. Survey method involves description, secondary analysis and interpretation of the condition that exists and also some type of contrast and comparison that may attempt to discover the relationship that exists between the existing and the non-existing variables. Multi stage random sampling method becomes essential when a sufficient number of rare units are to be identified in sample.

Hence the sampling method was adopted in the study. In the first stage, Ranipet District was selected purposively for convenience of the study. In the second stage, some selected villages were selected for

the study based on the concentration of Schedule Caste Arundhathiyar population. In the third and final stage primary data were collected from all the Schedule Caste Arundhathiyar women in the selected area with help of face to face Interview through Interview schedule.

REVIEW OF LITERATURE

Banumathy (2006) has explained in her article "Self Help Groups and Bank Linkages" that the initial role played by the SHGs, prompted the NABARD to venture linkage of the SHGs with the banks in February, 1992. She has also stated that the RBI has advised banks to initiate action for the adoption of the SHG village program as a part of the corporate strategy, Kamaraju (2009) has mentioned in his article "Self Help Groups Emerging Rural Enterprises" that in rural areas the SHGs utilized the loan for purchasing milch animals, goat and for meeting personal urgent needs. Some SHGs have purchased power tillers for agriculture purpose on hire basis. Investment in power tiller will increase their income both individually and collectively.

Proggya Ghatak (2011), stated that the basic problem affecting the Dalit women's role and opportunities for employment in this sector spring from their helpless dependence caused by lack of adequate employment opportunities, limited skills, illiteracy, limited mobility and lack of autonomous status. There are several schemes of upliftment of Dalit women by the State and the Central Governments. But, the benefits of such schemes and programmes rarely reach to them. Indian bureaucracy is hopelessly insensitive, inefficient and corrupt. It hardly cares for them and their plights. Whatever funds come for their improvement, are cornered by unscrupulous local politicians, government functionaries and petty

bureaucrats. Thus, the funds which are earmarked by the government for their welfare are hardly able to bring any noticeable change in their life.

TasharKanti (2014) The concept and practice of human rights is the hallmark of any modern society. India's population, approximately 170 million people live in sub-human existence, shunned by much of the society because of their position as untouchables' or Dalits' literally means 'broken' people.

Medhe R. S, Archana Kujur(2016) Discrimination, violence are worldwide social problem, but nature of these problems are varies region to region. In outside India concern it is racial violence but in India it is caste based violence. Scheduled castes are more vulnerable section of the Indian society by non-scheduled castes part of the Indian society. They suffered from many inhuman atrocities and disabilities. However, the factor that was most striking was the institution of „untouchability“.

David Mosse(2018) Inherited Caste identity is an important determinant of the lie opportunity for a fifth of the world population, but has not have the same significance in global development policy debates as gender, race, age, religion or other identity charecterstics. This review asks why addressing caste-based inequality and discrimination does not feature in inter – Government comments such as the sustainable development goals.

Vandana (2020), highlighted that the ways in which dalit girls articulate and interpret sexual harassment, and the circumscribed ways in which they try to negotiate with their predicament while seeking higher education.

Ragavendra R.H(2020) There is much discussion on the issue of reservation and impact on the

Scheduled Castes and Scheduled Tribes. It is essential to know how far the socially marginalized froup of scheduled Caste lag behind the other section of the Indian population with respect to human development factors like litracy and health status of the Scheduled Caste population in India.

WELFARE OF SCHEDULED CASTE AND SCHEDULED TRIBE

The strategy followed for the development and welfare of SC/ST has been to initiate target group oriented programmes by earmarking funds, providing subsidies and reservation in services and educational institutions also. According to the 2001 census, against the state's total population of 6.24 crores, the population of SC is 1.19 crores constituting 19 per cent and that of ST is 0.07 crores constituting 1.04 per cent. Nearly 70 per cent of the scheduled castes and 85 per cent of the scheduled tribes are living in the rural areas. A significant proportion of the scheduled caste / scheduled tribe population was economically backward, in some areas socially marginalized, lacking in resources and their access to education, employment and other income earning opportunities was limited. Several welfare programmes for the socio-economic development of the SC and ST population have been implemented by the Government with the objectives of facilitating faster socioeconomic development of SC and ST population. As a result of various measures taken by the Government, the status of SC and ST has registered quantifiable improvement during the last four decades. The following table indicates the growth of SC and ST population to that of total and SC and ST literacy rate, to that of general literacy rate in Tamil Nadu.

Table -1

**SC / STs Population Growth in Tamil Nadu,1971-2011
(In Lakhs)**

Census	Population			
	Total	SC	SCA	ST
1971	412	73.1	8.2	3.1
1981	484	88.8	7.1	5.2
1991	558	107.1	8.8	5.7
2001	624	118.6	11.3	6.5
2011	513	102.3	16.2	4.5

Source: Compiled and calculated from various Report of the Census of India -1971 - 2011Government of India, New Delhi.

The Weakest Section of the Society The "Scheduled Castes", the description given to the untouchables in 1930s is a broader term which includes within itself hundreds of castes and sub-castes which constitute a hierarchy among themselves and in relation to make the picture more complex and complicated. The institution of caste and the practice of untouchability have been subjects of serious thinking and research area over the past few decades. These have also provided opportunity historically for reformists and revolutionary social movements. The Scheduled Caste population is widely spread out and is essentially a minority in almost all the villages in India. These people can hardly hope to assert themselves to avail of the constitutional benefits.

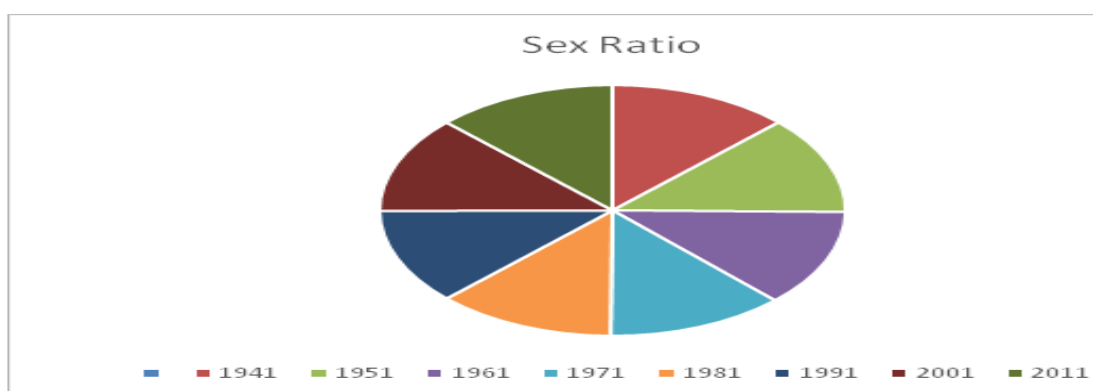
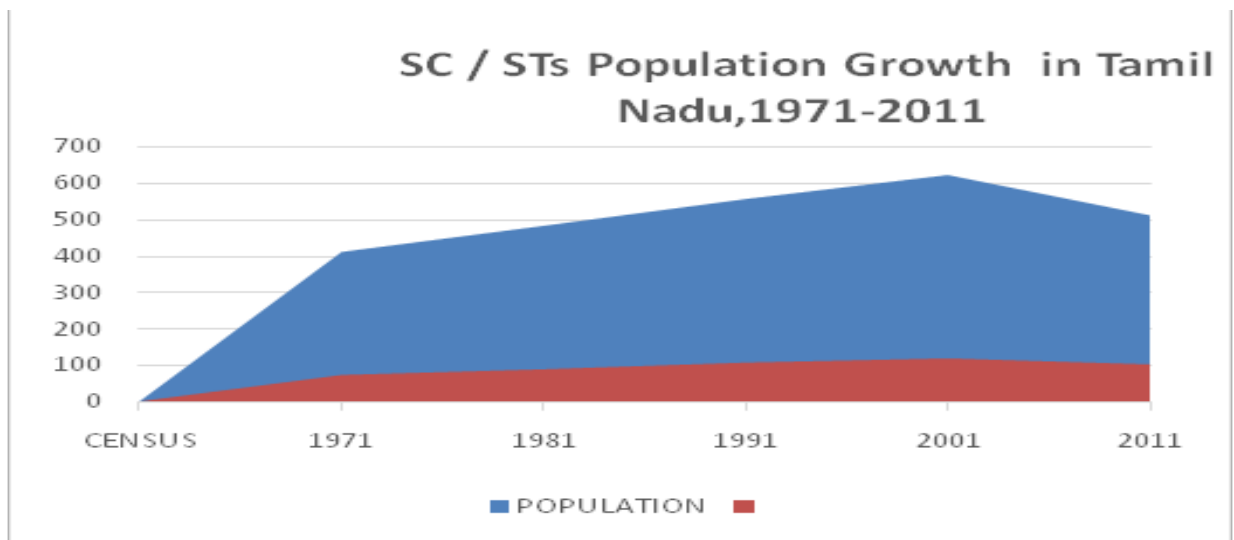


Table 2**Census-wise literacy among Women**

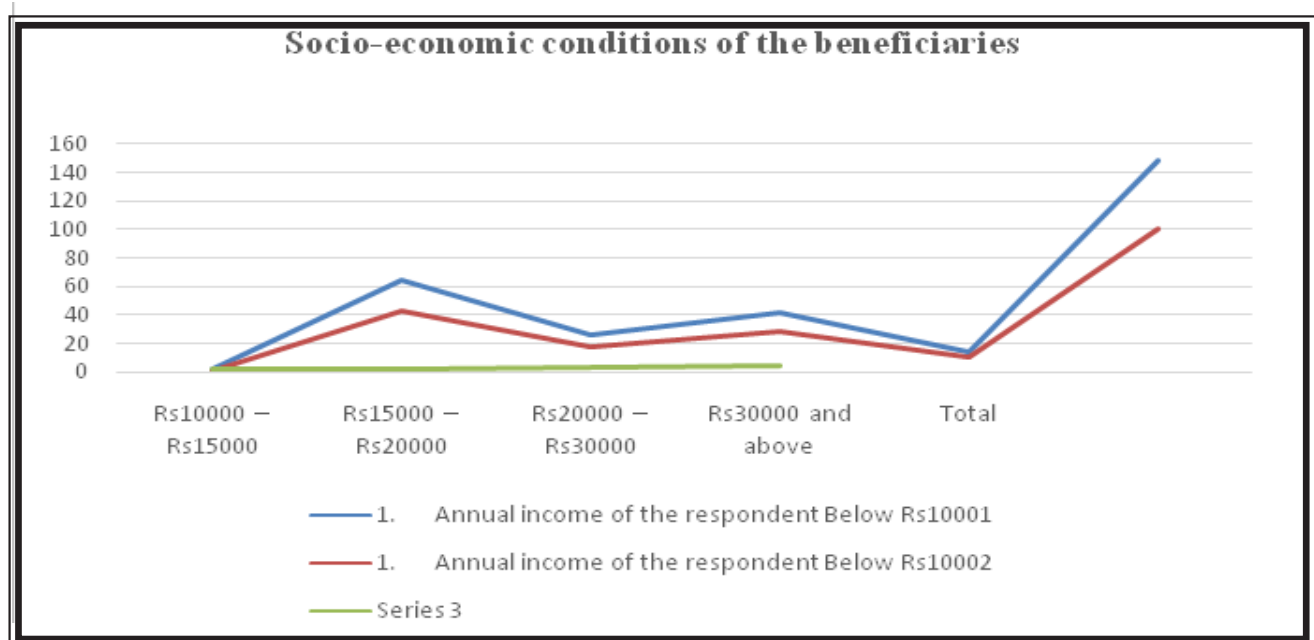
Year of census	Sex Ratio	Literacy Rate %	
		Male	Female
1941	945	24.90	7.30
1951	946	27.16	8.89
1961	941	40.40	15.34
1971	930	45.95	21.97
1981	934	56.50	29.97
1991	927	64.13	39.29
2001	933	75.85	54.16
2011	946	74.9	72.4

Source: Census report, Govt. of India, New Delhi

The literacy gap between male and female is still quit high, through during 1981-2011 there is significant change in literacy rates among females, as compared to their counterparts.

SOCIO-ECONOMIC CONDITIONS OF THE BENEFICIARIES

Socio Economic Conditions of Beneficiaries: Age, education, marital status, type of family, size of family, family income, employment and decision making in family etc. are some of the important variables that affect women in their empowerment and development. Table 1 shows the socio economic profile of the beneficiaries.



Data depicts the socio economic and demographic profile of the respondents in the study area. The details are,

- Most of the families (51 percent) are living below the poverty line or belong to income level of Rs20000 – Rs30000 per annum (i.e.) low. Interestingly, most of the families belong to income level of Rs10000 – Rs15000 per annum

Table 3

Socio-economic conditions of the beneficiaries

Characteristics	Frequency	Percentage
Age (in years)		
<25	22	23
26-35	30	48
36-45	18	26
45 and above	2	3
Total	70	100
Education		
Illiterate	18	12
Literate	16	11
Primary	20	38
High school	12	28
Higher secondary school	6	10
Graduates	2	1
Total	70	100
Marital status		
Married	40	80
Un married	24	16
Widow	6	4
Total	70	100
Type of family		
Nuclear	54	56
Joint	14	44
Total	70	100
Size of family		
Less than 4	20	20
4 – 6	48	73
7 – 9	08	7
Up to 10 and above	-	-
Total	70	100
Ownership of house		
Own	28	19
Rented	42	81
Total	70	100

Employment of respondent		
Housewife	30	46
Employment	-	-
Self - employment	20	33
Professional	8	6
Labour	12	15
Total	70	100
Annual income of the respondent		
Below Rs10000	02	1
Rs10000 – Rs15000	34	43
Rs15000 – Rs20000	16	28
Rs20000 – Rs30000	12	18
Rs30000 and above	06	10
Total	70	100
Decision making in family		
Yourself	10	7
Husband	34	52
Both of them	26	41
Total	70	100

Table – 4

Savings Details of the Respondents

Characteristics	Number	Percentage
Present Savings rate of respondents		
Below Rs50	40	64.1
Rs50 – Rs100	16	33.1
Rs101 – Rs200	4	2.7
Total	70	100
Purpose of savings		
Food security	20	44.3
Social security	14	27.3
Education	11	11.9
Medical	13	5.6
Marriage	6	4.3
Festivals	4	8.4
Emergency	5	3.2
Agriculture	2	5.6
Asset building	7	9.2
Self respect	3	5.2
Total	70	100

Source : Primary Data

that is low. However, these women are contributing significantly to the family income.

√ Most of the selected beneficiaries belong to age group of 26 – 35 years (48 percent) and 36 – 45 years (26 percent).

√ Most of the beneficiaries were found poor in terms of education and literacy development. Even, 12 percent women respondents were reported to be illiterate. But educated women respondents were reported high (76 percent).

√ Most of the women were reported to be married (80 percent), proportion of unmarried girls was reported (16 percent) and widow beneficiaries has been reported only 4 percent.

√ The majority of the respondents were found living in joint families (64 percent) while more than one third respondents accepted that they are living in nuclear families

√ Overwhelming majority of respondents (73 percent) reported that their family size is large one, comprising of more than 4 members.

√ A majority of the respondents (81 percent) were living in rented house.

√ More than one third respondents were housewives. It was found that self employed women were 83 percent and 15 percent respondents were labourers.

THRIFT PERFORMANCE OF THE RESPONDENTS

Thrift performance of the Respondents reveals that, the significant increase in savings has been recorded by the beneficiaries. The savings amount of Rs. 50 – Rs. 100 and Rs. 101 – Rs. 200 during the initial and present stage.

The respondents were asked to reveal the important purposes of savings. The prominent factors reported were self respect, emergencies, medical, social security, festivals, marriages, education of children etc. The most important purpose among the factors

was cited to be self respect (100 percent) and emergencies (100 percent) of the women

MAJOR AREAS OF DISCRIMINATION AGAINST SCHEDULED CASTE ARUNDHATHIYAR WOMEN IN THE STUDY AREA

Malnutrition

India has exceptionally high rate of child malnutrition because tradition requires that women eat last and least throughout their lives even when pregnant and sick. Malnourished women give birth to malnourished children, perpetuating the cycle.

Poor health

Females receive less, health care than males. Many women die in child birth very often in villages and remote areas for lack of proper medical care and service. Working conditions and environmental pollution further impair their health.

Lack of education

Illiteracy is rampant among the Scheduled Caste women particularly in rural areas. Families are far less inclined to educate girls. They give much priority and preference to boys while providing facilities and good food, clothing such as schooling, not to speak of other things. Therefore, women face and struggle against discrimination right within the family. When they grow up they face discrimination from others. Hence they suffer from discrimination throughout their life.

Overwork

Women work for more hours than men. They have to attend to domestic duties and work outside to eke out their livelihood. They work more than men. Yet their work is not recognised and often underpaid, if not unpaid. Most of the Scheduled Caste women are agricultural workers. Technological progress in agriculture has had a negative impact on these women.

Unskilled

Because of lack of education and skills many Scheduled Caste women take

up low paid jobs, often working as agricultural labourers.

Mistreatment

In recent decades there has been an alarming rise in crimes and atrocities perpetuated on Scheduled Caste women. This trend is much more rampant in rural areas than in towns and cities. Fear of harassment makes them quite often not to report against assaults, rapes, and domestic violence and seek legal remedies. Law enforcing agencies such as police quite often poo-hoo their complaints and in many instances refuse to register cases against the perpetrators of crime against these helpless women.

Powerlessness/Helplessness

While women are guaranteed equality under the Constitution, legal protection has little effect in the face of prevailing patriarchal traditions. Scheduled Caste women lack power to decide whom they will marry and are often married off as children. Despite the Sarada Act, child marriage is prevalent in rural areas particularly among these untouchable castes. Unlike their counterparts in other castes particularly of high castes, Scheduled Caste girls do not have opportunity of falling in love with men of other castes and go for inter-caste marriage, defying their caste customs, tradition, elders, etc.

Woman's position in the family

In Indian society, woman's position in the family is secondary. This is more so in the case of Scheduled Caste woman. Though she may be a wage earner, she has to consult her husband, father, brother or an elder from her family for anything pertaining to her.

CONCLUSION

Arundhathiyar women Empowerment is a process of change by which individuals or groups gain power and ability to take control over their lives. It involves increased well-being, access to resources, self-confidence, self-esteem and respect, participation

in decision-making and bargaining power, and increased control over benefits and their own life.

The women revolution, a recent product of development, ensures the availability of institutional credit and financial inclusion to the poor in general and socially weaker sections such as Arundhathiyar in particular, who were so far excluded from the institutional credit system. The literature review has shown the impact the respondent development and Scheduled Caste Women as a mixed picture, but it is an effective instrument and tool to pull the Arundhathiyar households from poverty in the study area, where it becomes a philosophy and practice of poverty eradication, empowerment and inclusive growth, especially in Ranipet, Vellore and neighbour areas. In Ranipet District of Tamil Nadu as evident from the study that most of the literature on Scheduled Caste revolves around four southern states where Governments and Non Governmental Organisations are taking lead in the spread of them. Studies carried out in India, as evident from the above literature review, indicated that the respondents in the study area, by and large contributed to the development of core poor in terms of economic well-being, alleviating poverty and empowerment leading to overall development of Scheduled Caste Arundhathiyar Women in the study area.

SUGGESTIONS

- In the light of the findings made in this study, the following suggestions are offered to improve the Status, Survival and Current dilemma of Scheduled Caste Arundhathiyar women in the study area.
- The government should come forward to provide some effective measures for the upliftment of the respondents in the study area.
- The Scheduled Caste Arundhathiyar women should be intended

in such manners that members can benefit out of their strengths and overcome their weakness and should provide special assistance for selection of procedure /service, consequently that the respondents can be in a position to perceive and respond to various profitable opportunities.

- The Habit of savings should be encourage and cultivated among the respondent in the study area, because it would help to improve their livelihood strategies and quality of their life. This will lead to a gradual improvement in the quality of their lives and will enable them to identify activities for economic betterment. In this process they will learn fiscal discipline and be ready to take on market oriented economic activities.

REFERENCES

1. Aparna Basu (2004), "Women's Empowerment and Self Help Groups", SHELTER, Human Settlement Management Institute, New Delhi, Vol. VII, No. 1, January, 2004, pp. 13 - 15.
2. Ashokan R and Sudha T (January - March, 2005), "Economic Status of Rural Women Self Help Groups in Nagapattinam District with Special Reference to Elumagalur Village, The Co-operative Perspective, Vol. 9(4), pp. 52-57.
3. Cheston, Sasy & Kuhn, Lisa. (2002), Empowering women through micro finance (draft), Washington DC, USA, Micro credit Summit Campaign. Dasgupta, R. 2001. An informal journey through SHGs, Indian Journal of Agricultural economics, 56(3), July - September.
4. Medhe R. S, Archana Kujur (2016) "A REVIEW ON DIVERSE ASPECTS OF SCHEDULE CASTES OF INDIA", Journal of social science Research , ISSN 2321-1091 Vol. No.10.
5. Rahul Saha. (2007), Micro financing rural India (a review of self help groups banking in India) Man and Development, XXIX(2) June.
6. Chittaranjan Mishra (July, 2007), "SHGs in the Unorganized Garment Sector - A Case Study of Madurai", Kurushetra, Vol. 53(8), pp. 43-46.
7. Ganesan G (January (2008), "Rural

Transformation through Self Help Groups (SHGs)" Kissan World, Vol. 32(8), pp. 113-114.

8. Kamaraju S (August, 2009), "Self Help Groups Emerging Rural Enterprise" Kissan World, Vol. 32(8), pp. 25-26.

9. Proggya Ghatak (2011), "Societal Status of Dalit Women in India", Women's Link Vo. IXVII.

10. Vandana (2020), "Dalit Girls and Sexual Harassment in the University," Indian journal of Gender Studies, Volume 27 Issue 2, June 2020.

11. Senapati Tushar Kanti (2014) " Human Rights and Dalits in India "A Sociological Analysis. International Research Journal of Social Sciences. Vol. 3. No. 3. March 2014. P. 36-40.

12. David Mosse (2018) Caste and development : contemporary perspectives on a structure of discrimination and advantage, World development 110(2018) 422-436

13. Ragavendra R.H (2020) "Litracy and Health status of scheduled Caste in India" SAGE Journal, Vol. 10.1177.

60. PROGRESS OF INFORMAL SECTOR WORKERS IN GUDIYATHAM TALUK OF VELLORE DISTRICT IN TAMIL NADU

Mr. G.ELANCHEZHIAN, Ph.D *Research Scholar, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore District, Tamil Nadu-632 115.*

Dr.G.YOGANANDHAM, *Associate Professor Hade of the Department, Department of Economics, Thiruvalluvar University, Serkkadu, Vellore District, Tamil Nadu-632 115.*

ABSTRACT

The Indian economy is characterized by the existence of a vast majority of informal sector labour employment. The total employment in the country was of 46.5 crore comprising around 2.8 crore in the organised and the remaining 43.7 crore workers in the informal sector or unorganized sector. Out of these workers in the informal sector, there are 24.6 crore workers employed in agricultural sector, about 4.4 crore in informal sector workers and remaining in manufacturing and service. Informal Sector refers to economic activities such as production and distribution of goods and services by the operating units of the households which essentially differ from the formal sector in terms of technology, economies of scale, use of labour intensive processes, and virtual absence of the well maintained accounts.

It embraces a widely dispersed multitude of operating units with high rates of birth and death and substantial mobility. It is informal in the sense that they are not regulated by government under any statute. Because of its contribution to the economy, which is quite visible and its strength in absorbing a huge portion

of unemployed persons to whom the State is unable to provide adequate employment. It becomes the duty of the policy makers to device such policies which can take care of the problems faced by the informal sector workforce.

Hence, there is need to monitor the size and structure of this sector and its performance over time for framing appropriate policies. In this paper an attempt to identify status and survival of the informal sector workers in Gudiyathamtaluk of Vellore district in Tamil Nadu.

KEYWORDS

Indian Economy, Informal Sector Labour Employment, Total Employment, Agricultural Sector, Informal Sector Workers, Economic Activities, Production and Unemployed Persons.

INTRODUCTION

The informal sector plays a vital role in economic development. Predominantly, developing countries one third of national income comes from this informal sector only. The informal sector reduces the unemployment problems. The entrepreneurs are in this sector for their livelihood, not for making more profit. A number of informal

entrepreneurs are earning more than the formal employees, like vegetable vendors, agents, brokers, foot-path traders, food wears and beauty parlor, etc. In Tamil Nadu, each group of people has their own business. Rural, urban and city side also society based entrepreneurs are supplementary. The informal sector develops the Indian economy invisibly. Most of the rural and urban people are continuing their family business, because of lack of employment opportunity, In India most of the family businesses are in the informal sector. The earned income from this sector has utilized for the purpose of their children education, family commitments, personal savings, etc. Consequently the government should take necessary steps to convert this sector into formal.

INFORMAL SECTOR AND INDIAN ECONOMY

About 370 million workers constituting 92 percent of the total workforce in a country were employed in the informal sector as per NSS Survey 1999-2000. It plays a fundamental role in terms of providing employment opportunity to large segment of the working force in the country and contributes to the national product significantly. The contribution of the informal sector to the net domestic product and its share in the total NDP at current prices has been over 60 percent. In the matter of savings the share of household sector in the total gross domestic saving mainly informal sector is about three fourth. The informal sector constitutes largest portion of the economy in terms of value addition, savings, investments etc. The share of formal sector is around 12 -14 percent in our national income while that of informal sector is more than 30 percent. In the case of United States, the share of corporate business is nearly 70 percent. The informal forms of organizations are major players in such activities as manufacturing,

construction, transport, trade, hotels and restaurants, and business and personal services.

While analyzing the composition of the Indian Economy, it is of two major sectors namely, organized and unorganized. The organized sector contributes two third to the GDP. Whereas the remaining 1/3 is by informal sector. The following statistics by National Account Statistics reveals the contribution of informal sector to the NDP.

STATEMENT OF THE PROBLEM

The Indian Economy is characterized by the existence of a vast majority of informal or unorganized labour employment. As per the Economic Survey 2007-08, 93 percent of India's workforce include the self employed and employed in informal sector. The Ministry of Labour, Government of India, has categorized the unorganized labour force under four groups in terms of Occupation, nature of employment, specially distressed categories and service categories.

In Terms of Occupation Small and marginal farmers, landless agricultural labourers, share croppers, fishermen, those engaged in animal husbandry, beedi rolling, labeling and packing, building and informal sector workers, leather workers, weavers, artisans, salt workers, workers in brick kilns and stone quarries, workers in saw mills, oil mills etc. come under this category. In Terms of Nature of Employment Attached agricultural labourers, bonded labourers, migrant workers, contract and casual labourers come under this.

In Terms of Specially Distressed Categories Toddy tappers, Scavengers, Carriers of head loads, Drivers of animal driven vehicles, Loaders and un - loaders come under this category. In Terms of Service Categories Midwives, Domestic workers, Fishermen and women, Barbers, Vegetable and fruit

vendors, News paper vendors etc. belong to this category. In addition to these four categories, there exists a large section of unorganized labour force such as cobblers, Hamals, Handicraft artisans, Handloom weavers, Lady tailors, Physically handicapped self-employed persons, Rikshaw pullers, Auto drivers, Sericulture workers, Carpenters, Tannery workers, Power loom workers and Urban poor. Though the availability of statistical information on intensity and accuracy vary significantly, the extent of informal sector workers is significantly high among agricultural workers, building and other informal sector workers and among home based workers.

It is also evident that most of these outcomes are highly correlated and mutually reinforcing. A closer analysis suggests that the growing informalisation of labour market has been central to most of these transformations, which inter alia highlights the utility of understanding the growth of informal sector in India and its implications. Many thought that India's growth could do no wrong, and took the administrative versions and interpretations for granted. Now it comes to a point that none of these can be taken for granted. Growth is slow, inflation is structural and structure of employment is not enough to cater to the growing labour force. Therefore, this research paper gives more importance to the progress of informal sector workers in Gudiyatham taluk of Vellore district in Tamil Nadu.

IMPORTANCE OF INFORMAL SECTOR IN INDIAN ECONOMY

The contribution of the unorganised sector to the net domestic product and its share in the total NDP at current prices has been over 60 percent. In the matter of savings the share of household sector in the total gross domestic saving mainly unorganised sector is about three fourth. The

informal sector constitutes largest portion of the economy in terms of value addition, savings, investments etc. In the case of United States, the share of corporate business is nearly 70 percent. The informal forms of organizations are major players in such activities as manufacturing, construction, transport, trade, hotels and restaurants, and business and personal services.

The informal sector plays a significant role in the economy in terms of employment opportunities and poverty alleviation. This sector generates income-earning opportunities for a large number of people. In India, a large section of the total workforce is still in the informal sector, which contributes a sizeable portion of the country's net domestic product. While analyzing the composition of the Indian Economy, it is of two major sectors namely, organized and unorganized. The housemaids, security guards, informal sector workers, garment workers, cobblers, beedi workers, agarbati workers, drivers and many others have a very different story to tell. Their incomes have not grown at the staggering rate of their employers; indeed adjusted for inflation their incomes have often fallen over the last two and half decades, driving them into deeper poverty.

OBJECTIVES OF THE STUDY

The overall objective of the study is to analyse the Progress of informal sector workers in Gudiyattam taluk of Vellore District in Tamil Nadu. The specific objectives are,

- To study the Socio-Economic and Health Status of the respondents in the study area.
- To study the accessibility of welfare programmes for informal sector workers in the study area.
- To identify the indicator for the development of the respondents in the study area, and

- To offer suitable suggestions for their development in the study area.

METHODOLOGY

The study is an analytical one based on the sample survey method employing both primary and secondary data. Survey method involves description, secondary analysis and interpretation of the condition that exists and also some type of contrast and comparison that may attempt to discover the relationship that exists between the existing and the non-existing variables. Random sampling method becomes essential when a sufficient number of rare features are to be identified.

Hence the sampling method was adopted in the study. In the first stage, Gudiyattam taluk of Vellore District was selected purposively for convenience of the study. In the second stage, some selected villages were selected for the study based on the concentration of informal sector workers population. In the third and final stage primary data were collected from the respondents in the selected area with help of face to face Interview through Interview schedule. The data were analysed with keeping the objectives in mind in order to draw the results and inferences. For this purpose the basic statistical tools were used wherever necessary. The results were presented in the analysis part.

REVIEW OF LITERATURE

Sugata Marjit and Dibyendu Maiti (2008), stated that informal wage and formal sector productivity attempted to find out the relationship between informal wage and innovative efforts of firms in the formal sector in countries such as India, where informal sector captures lion's share of total workforce. Bikram K. Pattanaik (2009), pointed out that the Migrant construction Worker in Unorganised Urban Sector. Analysed that the empirical indicators

relating to socio-economic characters based on a field study involving 60 unorganized workers found in the construction sector of the so called tricity of Chandgarch, Panchkula and Mohali.

Standings (2014), elucidated that the comprehensive set of policy ideas for remodeling national socioeconomic systems and labor markets in order to achieve greater social justice and equity. It provides a comprehensive alternative to neoliberalism, stemming from anger that mainstream policy-makers and the media.

Maurizio (2016), stated that the percentages involved in the informal economy in Latin America have remained significant, though with the drive toward formalization spearheaded by the ILO and its offshoot agencies they have been slowly declining.

Njeri Kinyanjui (2020), Some informal workers are trainees who are learning on the job or family members who are helping a family business by overseeing accounts or running errands. The informal sector is typically viewed as a stopgap measure where people subsist while they wait for jobs in the formal sector. For these reasons, the sector is neglected by government policies at the local level and by development financiers at the global level.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Age is one of the determining factors of socio-economic conditions. A family, which contains number of children and age-old People, will highly suffer since their earning capacity is low. On the contrary, a family will be better off, if it consists of more number of earning persons. The details of Demographic, Socio – Economic Profile of the Respondents are stated in table – 1. Data shown in table – 1 reveals that the age wise distribution of the respondents in the study area, there

were 20 respondents who belonged to 25-45 years age group and 15 respondents belonged to below 25 years age group and 13 respondents belonged 45-65 years age group and rest 12 respondents belonged to above 65 years age group Monthly income wise 32 respondents are earn up to Rs. 20,000 and 18 respondents are earn to Rs. 20,000 – 30,000 and rest of 10 respondents earn to Rs. 30,000 to 40,000. On the other hand, Occupation wise 28 respondents related to service sector and 18 respondents are professional and rest of 14 respondents related to business sector.

Table : 1		
Demographic, Socio – Economic Profile of the Respondents		
Age wise distribution of the respondents		
Age (in Years)	Frequency	Percent
Bellow 25	15	25.00
25-45	20	33.33
45-65	13	21.67
Above 65	12	20.00
Total	60	100
Education Status		
Education Level	Frequency	Percent
Higher secondary	27	45.00
Graduate	33	55.00
Total	60	54
Monthly Income (in Rs.)		
Income Category	Frequency	Percent
Up to 20,000	32	53.33
20,000-Rs.30,000	18	30.00
Rs.30,000 -40,000	10	16.67
Total	60	100
Occupation Status		
Particulars	Frequency	Percent
Service	28	46.67
Business	14	23.33
Professional	18	30.00
Total	60	100
Marital Status		
Particulars	Frequency	Percent
Married	32	53.33
UnMarried	28	46.67
Total	60	100
Housing Status		
Particulars	Frequency	Percent
Pucca Houses	12	20.00
Semi – Pucca Houses	15	25.00
Katcha Houses	20	33.33
Others	13	21.67
Total	60	100
Source: Primary Data.		

MARITAL STATUS OF THE RESPONDENTS

On the basis of the marital status, the household has been divided into three categories, namely married, unmarried and others. The marital status is one of the important factors that influence the employment and income of the households. It can be observed from the table -1, The Marital status wise, there were 32 respondents are married and 28 percent were unmarried.

EDUCATIONAL STATUS OF THE RESPONDENTS

Education is a basic necessity for social awareness. Education brings shapes out a better society, but lack of education prevents social enchantment. People give very little importance to education due to lack of proper guidance, knowledge, awareness and finance. Most of them are not yet conscious of the benefits of education and consequent economic gains. The issues are relating to education and economic development including the financing of education and demand for education plays a crucial role in the process of the empowerment of weaker sections of the society in general and people in particular. The literacy rate of people in Vellore District is very less when comparing to other leading district of Tamil Nadu.

And the other hand, 45.00 per cent of the respondents have completed others category of education which includes polytechnics/diplomas, Certificate courses, ITI and other job oriented short term computer courses, and the remaining 55.00 per cent of them were qualified post graduate and above respectively. It can be noted from the table -1, education wise there were 33 graduate people and 27 people were higher secondary passed.

HOUSING PATTERN OF THE RESPONDENTS

The area wise housing conditions of the respondents are given in the table-8. It reveals that the details of the type of house of the respondents; those are four categories of housing facilities in

the study area, namely Katcha Houses, Semi-Pucca Houses, Pucca Houses and others it includes thatched roof house, tiled roof house, concrete roof houses. Among 20 respondents, only 33.33 per cent of them are living in the Katcha houses, whereas 25.00 per cent of the respondents are staying in the Semi-Pucca houses, 20.00 percent of them are living with pucca houses and the remaining 21.67 per cent of them are living in the others categories of houses.

MAIN OCCUPATIONS OF THE RESPONDENT HOUSEHOLDS

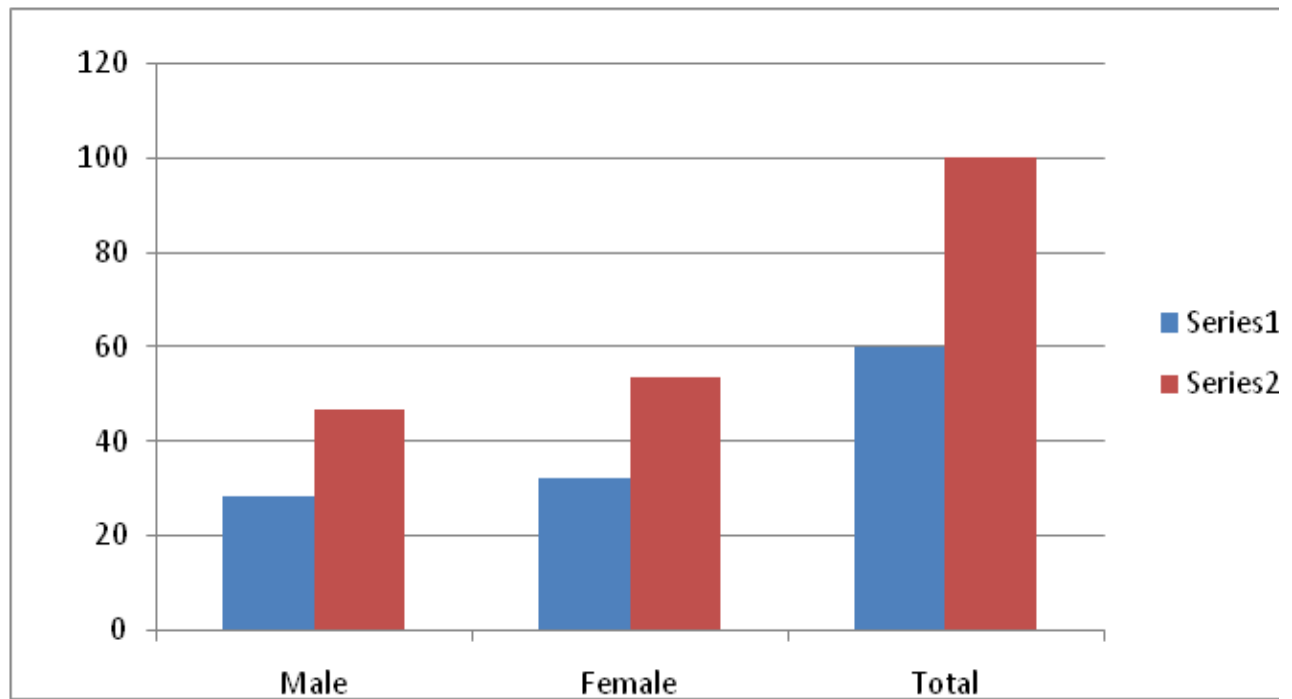
They were attached to the households as part of the family. Today, most of them work in agriculture or related activities as daily wage earners. The primary occupation of the people noted in the study is working as household activities and labourer in agricultural and its related activities, informal sector labourers, and other traditional works. In the study area most of them work as agricultural labourers, tree cutters and informal sector labourer on daily basis. Their works are not regular and stable income, but it is uncertainty and seasonal one. Their economic status reveals that the majority of them are living in economic backwardness with poverty and inequalities.

Table-2
Employment details among Respondents households

S.No.	Details	No. of workers	Percentage
1.	Male	28	46.67
2.	Female	32	53.33
	Total	60	100.00
Source: Primary Data			

Data shown in table - 2, revealed that out of the total sample respondent households in the study area, the shares of both male and female constitutes 46.67 percent and 53.33 percent respectively.

Fig :1
Employment details among Respondents households



The reasons for the more percentage of female informal sector workers could be that all are basically involved in women concerned with works and one more reason is that it is a women informal sector workers, therefore this research paper concentrates more opportunity for women than men. The details of general and personal constraints faced by the respondents in the study area are presented in table – 3.

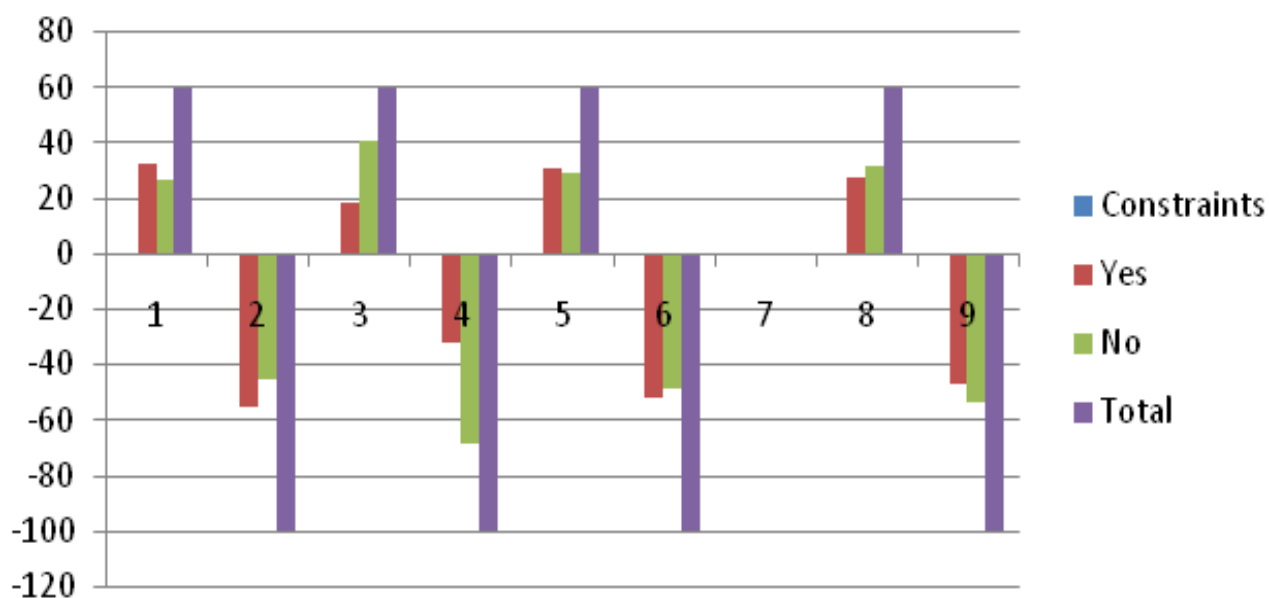
General /personal constraints faced by the Informal sector workers in the study area

S.No.	Constraints	Yes	No	Total
1.	Excessive burden of work and responsibility	33 (55.00)	27 (45.00)	60 (100)
2.	Lack of proper training and guidance	19 (31.67)	41 (68.33)	60 (100)
3.	Difficulty in handling the Informal sector workers and work correlated activities relating to Construction sector.	31 (51.67)	29 (48.33)	60 (100)
4.	Poor risk-taking ability and high level of uncertainty.	28 (46.67)	32 (53.33)	60 (100)

Source: Primary data.

Note: Figures in bracket represent percentages.

Excessive burden of work and responsibility and Difficulty in handling the Informal sector workers and work correlated activities relating to Construction sector are the major constraints faced by the informal sector workers in the study area among general and personal constraints.

Fig : 2**General /personal constraints faced by the Informal sector workers in the study area**

These two constitutes 55.00 percent and 51.67 percent out of the total of 60 sample respondents in the study area. Whereas, only 46.67 percent of the respondents were facing poor risk-taking ability constraints, 31.67 percent of the respondents were facing lack of proper training and guidance facilities in the study area. The details of inception period constraints faced by the respondents in the study area are stated in table - 4.

Table- 4**Inception period constraints faced by women informal sector workers in the study area**

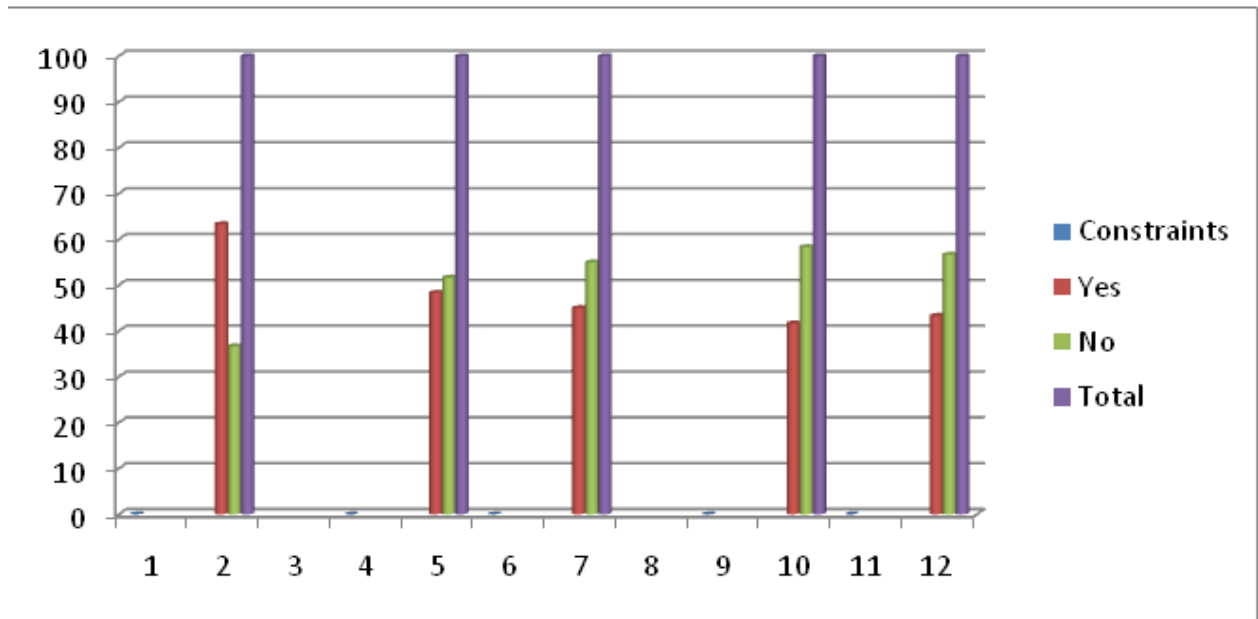
S.No.	Constraints	Yes	No	Total
1.	Arrangement of finance and wages	38 (63.33)	22 (36.67)	60 (100)
2.	Recruitment of personnel	29 (48.33)	31 (51.67)	60 (100)
3.	Labour Problems and difficulties	(27) (45.00)	(33) (55.00)	(60) (100)
4	Inadequate Infrastructure and low level of security.	25 (41.67)	35 (58.33)	60 (100)
5	Lack of informal and experience in the field	26 43.33	34 (56.67)	60 (100)

Source: Primary data.

Note: Figures in bracket represent percentages.

Table- 4 explains the inception period constraints faced by the informal sector workers in the study area. It is evident from the table- 4, that 63.33 percent of the respondents had faced constraints in the Arrangement of Finance and wages during the inception period, followed by 41.67 percent of them were facing constraints relating to inadequate infrastructure and low level security problems. Whereas, recruitment of personnel, labour and its related problems and lack of information and experience in the field constitutes 45 percent and 43.33 percent respectively.

Fig:3
Inception period constraints faced by women informal sector workers in the study area



It is observed that the required finance and adequate infrastructure are the two major problems faced by the respondents in the study area. The technical constraints faced by the respondents in the study area are provided in table - 5.

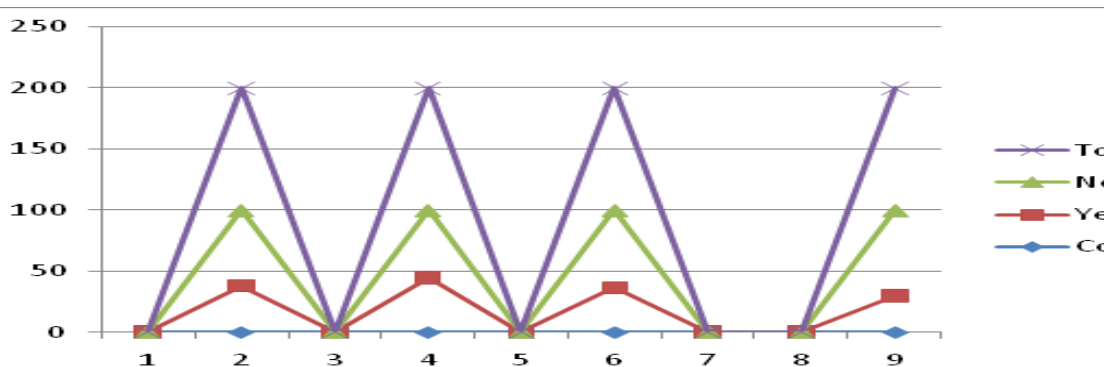
Table - 5
Technological constraints faced by the respondents in the study area

S.No.	Constraints	Yes	No	Total
1.	Ineffective consultancy services provided by the Government agencies and private consultants	23 (38.33)	37 (61.67)	60 (100)
2.	Non-availability of modern technologies and its related problems	27 (45.00)	33 (55.00)	60 (100)
3.	Lack of technical know- how about the unit and managerial skills	22 (36.67)	38 (63.33)	60 (100)
4.	Difficulty in maintenance and effective servicing of machineries and equipments relating to construction sector.	18 (30.00)	42 (70.00)	60 (100)

Source: Primary data.

Note: Figures in bracket represent percentages.

Fig : 4 Technological constraints faced by the respondents in the study area



The effective consultancy services and lack of technical knowledge among the respondents are the other technical constraints facing by the respondents in the study area. Out of the total of 60 sample respondents selected for the study, 45 percent of them are facing non – availability of modern technologies and its related problems, whereas 38.33 percent of the respondents are facing ineffective consultancy services provided by both the Government agencies and private consultancy. However, 36.67 percent of them are facing lack of technical know-how about the unit and managerial skills, while the remaining 30 percent of them were facing difficulty in maintenance and effective servicing of machineries and equipment relating

to construction sector. The details of financial constraints faced by the respondents in the study area are given in table – 6. There are number factors that lead to poor productivity on construction projects. Technology such as building information modeling and project management software are also tools that contracting firms can use to bolster productivity. On the other hand legal constraints refer to the many regulations that the activities and practices on a construction project must comply with. This most commonly relate to employment law, safety requirements, planning and building regulations requirements, environmental requirements, and so on.

Table- 6
Financial constraints faced by the Respondents in the study area

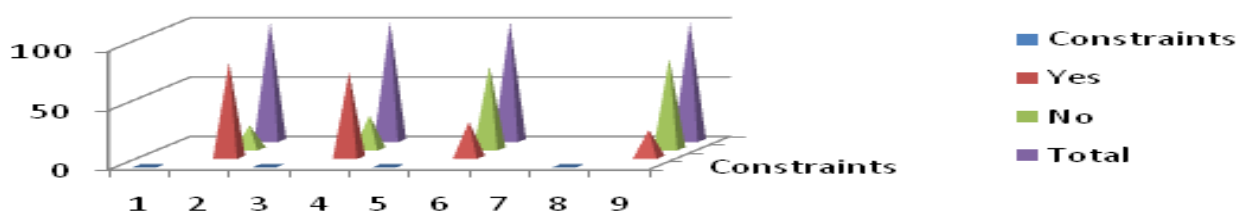
S.No.	Constraints	Yes	No	Total
1.	Limited working capital	48	12	60
		(80.00)	(20.00)	(100)
2.	Lack of funds for fixed assets	43	17	60
		(71.67)	(28.33)	(100)
3.	Inadequate assistance from financial agencies and banks	18	42	60
		(30.00)	(70.00)	(100)
4.	Inadequate installments for repayment	14	46	60
		(23.33)	(76.67)	(100)

Source: Primary data.

Note: Figures in bracket represent percentages

Regarding financial constraints faced by the respondents in the study area are concerned that the 80 percent of the respondents encountered limited working capital followed by 71.67 percent of them had faced lack of funds for fixed assets. It has been observed that most of the women in construction sector did not expect financial assistance from commercial banks and other financial institutions. This is because most of them started their work with their own finance, generated from their friends, relatives and other sources.

Fig :5 Financial constraints faced by the Respondents in the study area



The Major Characteristics of the Informal Sector Workers in the study area

- The unorganized labour is overwhelming in terms of its number range and therefore they are omnipresent throughout India.
- As the informal sector suffers from cycles of excessive seasonality of employment, majority of the informal sector workers does not have stable durable avenues of employment. Even those who appear to be visibly employed are not gainfully and substantially employed, indicating the existence of disguised unemployment.
- The workplace is scattered and fragmented.
- There is no formal employer – employee relationship
- In rural areas, the unorganized labour force is highly stratified on caste and community considerations. In urban areas while such considerations are much less, it cannot be said that it is altogether absent as the bulk of the informal sector workers in urban areas are basically migrant workers from rural areas.
- Workers in the informal sector are usually subject to indebtedness and bondage as their meagre income cannot meet with their livelihood needs.
- The informal sector workers are subject to exploitation significantly by the rest of the society. They receive poor working conditions especially wages much below that in the formal sector, even for closely comparable jobs, ie, where labour productivity are no different. The work status is of inferior quality of work and inferior terms of employment, both remuneration and employment.
- Primitive production technologies and feudal production relations are rampant in the informal sector , and they do not permit or encourage the workmen to imbibe and assimilate higher technologies and better

production relations. Large scale ignorance and illiteracy and limited exposure to the outside world are also responsible for such poor absorption.

√ The informal sector workers do not receive sufficient attention from the trade unions.

√ Inadequate and ineffective labour laws and standards relating to the informal sector .

√ Heterogeneity in activities.

√ Easier entry and exit than in the formal sector, and

√ Usually minimal capital investment; little or no division between labour and capital.

CONTRIBUTION OF HUMAN CAPITAL TO ECONOMIC DEVELOPMENT

Many workers in developing countries are confined to the informal economy because of limited educational opportunities and rudimentary work skills. The International Labor Organization described this workforce segment as low skill, low productivity, low wage, low investment. The contribution of informal sector in Net Domestic Product (NDP) is 58.4 percent in 2018-19. Thus, the major portion of NDP is provided by the informal sector. Industry wise distribution of NDP in organised and informal sectors shows that in agriculture sector, the share of organized sector is only 4 percent whereas 96 percent share is contributed by the informal sector.

SOCIAL SECURITY MEASURES

It is rightly true that when independent India's constitution was drafted, social security was specially included in List III to Schedule VII of the constitution and it was made as the concurrent responsibility of the central and state governments. A number of directive principles of state policy relating to aspects of social security were incorporated in the Indian constitution. The initiatives in the form of Acts such as the Workmen's Compensation Act (1923),

the Industrial Disputes Act (1947), the Employees State Insurance Act (1948), the Minimum Wages Act (1948), the Coal Mines Provident Funds and Miscellaneous Provisions Act (1948), The Employees Provident Fund and Miscellaneous Provisions Act (1952), the Maternity Benefit Act (1961), the Seamen's Provident Fund Act (1966), the Contract Labour Act (1970), the Payment of Gratuity Act (1972), the Building and Informal sector workers Act (1996) etc. reveal the attention given to the organized workers to attain different kinds of social security and welfare benefits.

Though it has been argued that the above Acts are directly and indirectly applicable to the workers in the informal sector also, their contribution is very negligible to the informal sector workers. In spite of the fact that not much has been done in providing social security cover to the rural poor and the unorganized labour force, the country has made some beginning in that direction. Both the central and state governments have formulated certain specific schemes to support informal sector workers which fails in meeting with the real needs and requirements of the informal sector labour force. This becomes clear even when the highly proclaimed National Rural Employment Guarantee Act - 2005 (NREGA), though it is a breakthrough, doesn't have common wage in different states and limits itself only to hundred day's work for those registered worker under the Act. And looking at the recent Informal sector s' Social Security Act (2008) , one really wonders if there is any provision for an unorganized worker in this Act other than some guidelines about the available social security schemes in the country. Therefore, this law which does not deal with the issue of unemployment, its regulation, wages, and conditions of work and so on is not merely incomplete but dysfunctional if it proceeds to deal with

social security on a standalone basis. Even the provisions and procedure of the Minimum Wages Act (1948) is so vague and futile that different states of India have fixed abysmally meagre wages and that too with so much of variations from state to state.

CONCLUSION

The evidence we have presented is broadly consistent with the dual view of informality: informal firms stay permanently informal, they hire informal workers for cash, buy their inputs for cash, and sell their products for cash, they are extremely unproductive, and they are unlikely to benefit much from becoming formal. This approach generates the strong prediction that the cure for informality is economic growth. The evidence strongly supports this prediction: informality declines, although slowly, with development. This approach suggests that structural policies designed to promote formality should be introduced with caution. Their wisdom depends, in part on whether they encourage formalization, or discourage informal activity.

Rather than encourage informal firms to become formal, such policies may have the effect of driving them out of business, leading to poverty and destitution of informal workers and entrepreneurs. The recognition of the fundamental fact that informal firms are extremely inefficient recommends extreme caution with policies that impose on them any kind of additional costs. There is accumulating evidence that growth that kills the informal sector is driven by the formation and expansion of formal firms managed by educated entrepreneurs. Uneducated entrepreneurs in both informal and formal sectors generally run small and inefficient firms, educated entrepreneurs and managers run larger and more-efficient firms. This is the dark side of dualism: informal

economies are so large in poor countries because their entrepreneurs are so unproductive.

The evidence suggests that an important bottleneck to economic growth is not the supply of better-educated workers; indeed, at least on many observable characteristics the workers are rather similar in informal and formal firms. Rather, the bottleneck is the supply of educated entrepreneurs people who can run productive businesses. These entrepreneurs create and expand modern businesses with which informal firms, despite all their benefits of avoiding taxes and regulations, simply cannot compete. This is how the informal economy dies out in the process of development. From this perspective, the policy message for how to grow the formal economy and shrink the informal one is to increase whether through immigration or education and training the supply of educated entrepreneurs.

REFERENCES

1. Bhalla Sheila (2007), "Policy Paper On Definitional and Statistical Issues Relating to Unorganised and Workers in Informal Employment", NCEUS.
2. Gerxhani, K. (2004), "The informal sector in developed and less developed countries: A literature survey", *Public Choice* 120: 267-300.
3. Hart K. (1973), "Informal income opportunities and urban employment in Ghana", *Journal of Modern African Studies* 11: 61-89.
4. Kundu, A. and Sharma, A.N. (eds) (2001), "Informal Sector in India: Perspectives and Policies", Institute of Human Development, Delhi.
5. Papola, T.S. (1981), "Urban informal sector in a developing economy", Vikas Publishing House, New Delhi.
6. Raveendran, G. (2005), "Estimating Employment in the Informal Economy through Labour Force Surveys An Indian Attempt", Report of the Eighth Meeting of the Expert Group on Informal Sector Statistics.
7. Sastry, N.S. (2004), "Estimating

Informal Employment & Poverty in India", Discussion paper series 7, Human Development Resource Centre, UNDP, India.

8. Swaminathan, M. (1991), "Understanding the informal sector A survey", WIDER WP 95. Finland UN (1993), *System of National Accounts*, United Nations.

9. Sugata Marjit and Dibyendu Maiti, —Social science Research Network□, Working Paper Series, August 17, 2008.

10. Bikram K. Pattanaik, (2009) —Young Migrant construction Worker Unorganised Urban Sector□, *South Asia Research*, Vol.29, No.1, 2009, Pp.19-40.

11. Standing, Guy (2014), *A Precariat Charter: From Denizens to Citizens*. London: Bloomsbury.

12. Maurizio, Roxanne (2016), "Non-Standard Forms of Employment in Latin America: Prevalence, Characteristics and Impacts on Wages", *Conditions of Work and Employment Series 75*, Geneva: ILO.

13. Njeri Kinyanjui (2020), "How the COVID-19 pandemic will affect informal workers- Insights from Kenya", *The academic journal of conversation*, 22nd March, 2020.

61.THE IMPACTS OF COVID-19 ON GLOBAL TRADE

Dr. T.PONSHUNMUGARAJA, PU-LCS, Loyola College, Chennai-34,India.
email: tpsrajan20@gmail.com

ABSTRACT

As the coronavirus emerged in china and spread, globally, authorities have acted to limit its spread. Experience with similar diseases reveals that while the human costs are significant, the bulk of the economic costs are due to the preventive behaviour of individuals and the transmission control policies of governments. Meanwhile, the dollar value of world merchandise exports in 2019 fell by 3% to US \$18.89 trillion. In contrast, world commercial services trade increased in 2019, with exports in dollar terms rising by 2% to US \$ 6.03 trillion. Early indications of the economic costs and the magnitude of estimated impacts demonstrate the need for a co-ordinated international response to the crisis. A global crisis requires a global response and there is a need for global collaboration not just on health, but also on trade, finance and macroeconomic policies.

INTRODUCTION

Many countries of the world took action to limit the spread, through social isolation policies, such as shutting educational institutions, limiting work and restricting the mobility of people. The preventive actions have had an immediate and significant impact on all economies, and through trade and tourism on partner economies.

The first impact is on health sector which has forced governments to take unprecedented measures to protect people's lives. The immediate goal is to bring the pandemic under control and mitigate the economic damage to people, companies and countries.

The unavoidable declines in trade and output will have painful consequences for households and business. Trade was already slowing in 2019 before the virus struck, weighted down by trade tensions and slowing economic growth. World merchandise trade registered a slight decline for the year of - 0.1% in volume terms after rising by 2.9% in the previous year. Meanwhile, the dollar value

of world merchandise exports in 2019 fell by 3% to US \$18.89 trillion. In contrast, world commercial services trade increased in 2019, with exports in dollar terms rising by 2% to US \$ 6.03 trillion.

Future trade performance as summarized in Table 1 is thus best understood in terms of two distinct scenarios 1) a relatively optimistic scenario, with a sharp drop in trade followed by a recovery starting in the second half of 2020, and 2) a more pessimistic scenario with a steeper initial decline and a more prolonged and incomplete recovery.

After the financial crisis of 2008-09, trade never returned to its previous trend. A strong rebound is more likely if businesses and consumers view the pandemic as a temporary one. In this case, spending on investment goods and consumer durables could resume at close to previous levels once the crisis abates. On the other hand, if the outbreak is prolonged and/ or recurring uncertainty becomes pervasive, households and business are likely to spend more cautiously.

Under both scenarios, all regions will suffer double-digit declines in exports and imports in 2020, except for 'Other regions' (which is comprised of Africa, Middle East and Commonwealth independent states (CIS) including associate and former member states). This relatively small estimated decline in exports stems from the fact that countries from these regions rely heavily on exports of energy products, demand for which is relatively unaffected by fluctuating prices. If the pandemic is brought under control and trade starts to expand again, most regions could record double-digit rebounds in 2021 of around 21% in the optimistic scenario and 24% in the pessimistic scenario- albeit from a much lower base (Table1). The extent of uncertainty is very high and it is well within the realm of possibilities that for both 2020 and 2021 the outcomes could be above or below these outcomes.

Table 1: Merchandise trade volume and real GDP, 2018-2021 ¹

Annual % change

	Historical		Optimistic scenario		Pessimistic scenario	
	2018	2019	2020	2021	2020	2021
Volume of world merchandise trade ²	2.9	-0.1	-12.9	21.3	-31.9	24.0
Exports						
North America	3.8	1.0	-17.1	23.7	-40.9	19.3
South and Central America	0.1	-2.2	-12.9	18.6	-31.3	14.3
Europe	2.0	0.1	-12.2	20.5	-32.8	22.7
Asia	3.7	0.9	-13.5	24.9	-36.2	36.1
Other regions ³	0.7	-2.9	-8.0	8.6	-8.0	9.3
Imports						
North America	5.2	-0.4	-14.5	27.3	-33.8	29.5
South and Central America	5.3	-2.1	-22.2	23.2	-43.8	19.5
Europe	1.5	0.5	-10.3	19.9	-28.9	24.5
Asia	4.9	-0.6	-11.8	23.1	-31.5	25.1
Other regions ³	0.3	1.5	-10.0	13.6	-22.6	18.0
Real GDP at market exchange rates	2.9	2.3	-2.5	7.4	-8.8	5.9
North America	2.8	2.2	-3.3	7.2	-9.0	5.1
South and Central America	0.6	0.1	-4.3	6.5	-11.0	4.8
Europe	2.1	1.3	-3.5	6.6	-10.8	5.4
Asia	4.2	3.9	-0.7	8.7	-7.1	7.4
Other regions ³	2.1	1.7	-1.5	6.0	-6.7	5.2

1 Figures for 2020 and 2021 are projections.

2 Average of exports and imports.

3 Other regions comprise Africa, Middle East and Commonwealth of Independent States (CIS) including associate and former member States.

Source: WTO Secretariat for trade and consensus estimates for historical GDP. Projections for GDP based on scenarios simulated with WTO Global Trade Model.

Services trade may be the component of world trade most directly affected by covid-19 through the imposition of transport and travel restrictions and the closure of many retail and travel establishments. Services are not included in the WTO's merchandise trade forecast, but most trade in goods would be impossible without them (e.g.transport) Unlike goods, there are no inventories of services to be drawn down today and restocked at a later stage. As a result, declines in service trade during the pandemic may be lost forever. Services are also interconnected, with air transport enabling an ecosystem of other cultural, sporting and recreational activities. However, some services may benefit from the crisis. This is true of information technology services, demand for which has boomed as companies try to enable employees to work from home and people socialize remotely.

Sectoral output impacts:-

The first shock affects all sectors in a similar fashion, by limiting the availability of labour and capital, though labour-intensive sectors are likely to be hit harder. The trade costs impact tradable

sectors, as well as goods and services that rely heavily on imported inputs. The increase in the tourism tax results in a decline of tourism, but all other industries that supply inputs needed to generate tourism services will be impacted by a negative demand shock as well. Finally, social distancing results in lower demand for selected sectors, but some substitution towards goods and remaining services sectors. Overall, the sectoral impact of the amplified global pandemic scenario (Table 2) leads to a steeper decline in services as compared to agriculture and manufacturing. The biggest negative shock is recorded in the output of domestic services affected by the pandemic, as well as in traded tourist services. At the global level, output of services affected by the pandemic could decline by 9.3%, tourism services could decline by 8.8%, with a decline in agricultural and manufacturing output of about 3%.

Table 3. Output implications of amplified global pandemic – cumulative impacts (% deviations from the benchmark)

	Agriculture	Natural resources	Manufacturing	Services	Domestic services affected by pandemic	Traded tourist services	Total
China	-3.12	-1.08	-3.61	-3.67	-4.85	-4.64	-3.54
Developing EAP excluding China	-2.70	-1.04	-3.21	-5.40	-9.45	-11.28	-4.12
Cambodia	-2.87	-3.98	-2.69	-9.66	-14.96	-19.00	-5.11
Lao PDR	-2.41	-3.89	-2.60	-5.85	-12.18	-15.02	-3.57
Malaysia	-4.19	-0.79	-4.11	-4.34	-7.30	-9.73	-4.03
Thailand	-3.06	-2.91	-4.43	-6.84	-11.53	-14.64	-5.29
Vietnam	-3.06	-0.72	-3.34	-3.93	-8.52	-8.99	-3.37
Philippines	-2.51	-2.65	-3.93	-5.16	-11.10	-13.30	-4.44
Indonesia	-2.70	-0.61	-3.03	-3.67	-7.65	-8.84	-3.15
Hong Kong SAR, China	-1.29	-3.24	-1.33	-6.06	-8.46	-9.23	-5.35
Korea, Rep.	-3.91	-4.25	-3.68	-4.53	-6.87	-6.15	-4.10
Singapore	-2.61	-3.47	-4.32	-4.01	-7.18	-6.28	-4.11
Taiwan, China	-1.04	-7.75	-1.80	-6.84	-7.82	-7.17	-4.15
Canada	-4.30	-1.10	-3.25	-3.02	-8.95	-9.16	-2.96
Europe	-3.00	-1.02	-2.89	-4.02	-9.04	-9.06	-3.65
Japan	-4.71	-2.85	-2.77	-4.62	-8.75	-8.35	-3.98
United States	-3.60	-0.21	-2.45	-3.80	-9.99	-11.27	-3.38
Middle East & North Africa	-2.76	-1.65	-2.67	-3.02	-9.11	-10.03	-2.65
Sub-Saharan Africa	-2.51	-1.72	-2.95	-3.02	-6.35	-8.13	-2.79
Brazil	-3.40	-1.20	-2.86	-3.14	-8.55	-9.28	-2.99
Rest of Latin America & Caribbean	-2.64	-1.21	-2.94	-4.05	-10.51	-11.87	-3.49
Russian Federation	-3.00	-2.19	-3.73	-3.86	-8.72	-9.62	-3.58
Rest of Europe & Central Asia	-2.20	-0.59	-3.53	-5.07	-10.20	-11.36	-4.20
India	-3.36	-0.84	-3.98	-4.35	-8.23	-8.76	-4.03
Rest of South Asia	-2.62	-2.64	-3.25	-5.23	-8.04	-9.28	-4.14
Oceania	-3.93	-1.89	-3.10	-3.20	-8.21	-8.07	-3.11
Developing countries	-2.90	-1.42	-3.47	-3.87	-7.98	-8.63	-3.51
High-income countries	-3.49	-0.95	-2.78	-4.00	-9.20	-9.60	-3.59
World Total	-3.04	-1.29	-3.13	-3.95	-8.77	-9.26	-3.56

Note: Agriculture – Crops, Livestock; Manufacturing - Meat products (incl. fisheries), Other food, Textiles, Wearing apparel, Leather products, Wood and paper products, Refined oil, Chemical products (incl. rubber and plastics), Non-metallic minerals, Metals, Computer, electronic and optical

products, Machinery and equipment nec, Motor vehicles and parts, Transport equipment nec, Other manufacturing; Services – Electricity, Construction, Trade incl. warehousing, Accommodation, food and service activities, Watertransport, Airtransport, Other transport, Communications, Recreational and other services, Other services; Natural resources - Natural resource products, Fossil fuel extraction; Domestic services affected by pandemic - Trade, Accommodation, food and service activities, Water transport, Airtransport, Othertransport, Recreational and other services; Traded tourist services - Accommodation, food and service activities, Water transport, Air transport, Other transport, Recreational and other services.

Source: Envisage simulations

Under the amplified global pandemic scenario, Thailand, for example, is expected to record an aggregate output loss of 5.3%, the largest drop among the developing countries. All sectors would see a decline of output, but the biggest percentage drops are recorded in transport, services, recreational activities and accommodation (between 10% and 20%). However the sectors that suffer the most in absolute terms include trade and selected agricultural (crops) and manufacturing goods (chemicals, electronics, refined oil). These are the real impacts on the volume of output.

Early indications of the economic costs and the magnitude of estimated impacts demonstrate the need for a co-ordinated international response to the crisis. A global crisis requires a global response and there is a need for global collaboration not just on health, but also on trade, finance and macroeconomic policies. Fortunately global institutions are beginning to catalyze and co-ordinate global efforts, as well as to provide technical and financial support to countries

copied with the health and economic consequences of the outbreak.

REFERENCES

1. <https://www.wto.org/english/news-e/press20-/pr855-ehm>

2. Maryla Maliszewska, Aaditya Mattoo and Dominique van der Mensbrugghe, *World Bank Group, East Asia and the Pacific Region*.

62.FEMALE NURSES IN PRIVATE SECTOR: THEIR PROBLEMS AND PROSPECTS IN CHANGING SCENARIO OF CHALLENGING WORLD

REXEN JACOB. R, *Assistant Professor, PG Dept of Sociology, Government KNM college, Kanjiramkulam, Kerala, India*

ABSTRACT

Nursing is a challenging job and issues arise that are out of your control. Some are direct results of communication and integrations amongst nurses. The study shows that, majority (75%)of the respondents opined that they have no mental stress for job pressure. While, about 12.5% of respondents opined they have mental stress at great extent. The sampling technique is simple random sampling which consist of 30 respondents randomly selected from a private hospital in Trivandrum district in Kerala with the tool consist of interview schedule. In general, Nurses of those females who face a lot of stress weather mental or physical are being pressurized by work. They are unable to devote time to their family and to themselves because of work and this leaves to disturbance between work and life further affecting their occupational life.

INTRODUCTION

Nursing can be described as both an art and a science a heart and a mind. However nursing has a unifying ethos in assessing a patient nurses do not just consider test results through the critical thinking exemplified in the nursing process(see below),nurses use their judgment to integrate objective data with subjective

experience of a patients biological physical and behavioral needs. This ensures that every patient, from city hospital to community health center; state prison to summer camp , receives that best possible care regardless of who they are, or where they may be. Responsibilities can range from making acute treatment decisions to providing inoculation in schools. The key unifying characteristic in every role is the skill and drive that it takes to be a nurse. All nurses complete a rigorous program of extensive education and study and work directly with patients families and communities using the core values of the nursing process .In the united of the nursing roles can be divided into three categories by the specific responsibilities they undertake. There are over 4 million registered nurses in the united states today that means that one in every 100 people is a registered nurse. Nurses are in every community-large and small providing expert care from birth to the end of life According to the January 2012 "united states registered nurse workforce report care and shortage forecast " in the American journal of medical quality a shortage of registered nurses is projected to spread across the country between 2009 and 2030 . In this state by state analysis the authors forecast the RIN shortage to be most intense in the south and west. Nurse's roles

range from direct patient care and case management to establishing nursing practice standards developing quality assurance procedures and directing complex nursing care system

STATEMENT OF PROBLEM

Nursing is the protection, promotion and Optimization of health and abilities, prevention of illness and injury, facilitation of healing alleviation of suffering through the diagnosis and treatment of human responses, and advocacy in the care of individuals. Families, groups, communities, and populations, it is a profession within the Healthcare sector focused on the care of individuals, families and their communities so they may attain, maintain or recover optimal health and quality of life. Nursing is a challenging job and issues arise that are out of your control. Some are direct results of communication and integrations

amongst nurses.

OBJECTIVES

- 1.To know the socio- economic condition and working conditions of nurses in different Private hospitals.
- 2.To find out the socio -economic problems of nurses in different private hospitals.
- 3.To understand the work- life balance of nurses.

METHODOLOGY

Quantitative research methods are used for the study. The research design used for the study is descriptive in nature. The sampling technique is simple random sampling which consist of 30 respondents randomly selected from a private hospital in Trivandrum district in Kerala with the tool consist of interview schedule.

ECONOMIC AND WORKING CONDITIONS AND PROBLEMS OF NURSES

Gender discrimination at work situation		
Gender discrimination	No of Respondents	Percentage
Yes	10	25%
No	30	75%
Total	40	100

Source: Primary Data

This table shows that above 75% of the respondents are facing gender discrimination at work situation and 25%of the respondents are not gender discrimination at work situation. Therefore it can be assume that gender discrimination is a serious problem any nurses in private sector.

Difficult to treat the patients

Difficult to treat	No of Respondents	Percentage
Female	32	80%
Male	8	20%
Total	40	100

This table shows that, about 80% of the respondents are facing difficult to treat female patients. While ,20% of the respondents are opined that they are facing difficult to treat male patients at the work time. The nature of patients are different with regard to time, place and situations. It is difficult for them to treat and consider all those patients in an effective manner.

Support from family in meeting job demands

Support from family	No of Respondents	Percentage
Yes	35	87.5
No	5	12.5
Total	40	100

Source: Primary Data

According to the table, about 87.5% of the respondents are opined that they are getting support from family in meeting job demands. Which 12.5% of respondents says that no support from family in meeting job demands. So the respondents are getting a valuable support from their family. Here the study also focus that the female nurses are working not only for themselves but for their family too. Therefore the support from their family is an essential factor for their working survival.

Problems at night duties

Problems	No of Respondents	Percentage
In proper bathroom facilities	1	2.5
Dunkers	4	10
Miss behavior	5	12
Physical /health/problem	10	25
No problem	20	50
Total	40	100

Source : Primary Data

The table shows that, majority (50%) of respondents is says that no problems at night duties. While the about 2.5% of respondents say in proper bathroom facilities all a big problem regarding their job at night. These problems highlights their working conditions are being very much suffocated and underserving.

THE WORK- LIFE BALANCE OF NURSES

The work life balance is an important thing as the profession of nurses are concerned. Their nature of work and copup with family constitute a desirable situation to maintain stable life in society. Clarke, Koch and Hill (2004, p. 121) state that work-life balance (WLB) is an " equilibrium or maintaining overall sense of harmony in life". Clark (2000, p.751) describes WLB as "satisfaction and good functioning at work and at home, with a minimum of role conflict".

Mental stress for job pressure

Mental stress	No of Respondents	Percentage
To some extent	5	12.5%
To great extent	5	12.5%
Not at all	30	75%
Total	40	100

This table shows the mental stress nurses suffer in relation with their job. The study shows that, majority (75%) of the respondents opined that they have no mental stress for job pressure. While, about 12.5% of respondents opined they have mental stress at great extent. SO it can be assume that mental stress and tensions are common among the female nurses in their job.

Work strain during over time

Work strain	No of Respondents	Percentage
Easy	28	70%
Tough	9	22.5%
Very tough	3	7.5%
Total	40	100

Source: Primary Data

This table shows the work strain of the female nurses from their job. It is clear from the table that, about 70% of the respondents are in the opinion of their work is easy. At the same time about 22.5% of respondents are responded that their work is very tough. Only 7.5% of the respondents are in the opinion of their work is very tough. Therefore it can be assumed that majority of the respondents are taking.

Sufficient time for house hold duties

Get sufficient time	No of Respondents	Percentage
Yes	30	75%
No	10	25%
Total	40	100

Source: Primary Data

This table shows that, about 75% of respondents are getting sufficient time for house hold duties. While, about 25% of respondents are do not getting sufficient time for house hold duties. Their for it can be assumed that majority of respondents are getting sufficient time for house hold duties which in turn affect their work and life balance adversely.

Participate in family get together and social function

Participation	No of Respondents	Percentage
Yes	26	65%
No	14	35%
Total	40	100

Source: Primary Data

The above table shows the participation of female nurses in social and family gatherings along with their job. This table shows that, about 65% of respondents are participating in family get together and social function. At the same time, about 35% respondents are do not participate in family get together and social function. Therefore it can be assumed that majority are participate in family get together and social function and they require sufficient time to take part in social gatherings.

Satisfied in meeting both house hold activities and children's study

Satisfied	No of Respondents	Percentage
Yes	35	87.5%
No	5	12.5%

Source: Primary Data

It is clear from the table that, about 87.5% of respondents are satisfied in meeting both house hold activities and children's study only and 12.5% of respondents are do not satisfied in meeting both house hold activities and children's study. Therefore it can be assume that majority of the respondents are satisfied in meeting both house hold activities and children's study.

MAJOR FINDINGS

- The unit of the study is married nurses, with in the age of 23-45 working in private hospitals in Trivandrum district

- About 50% of the respondents are belongs to the middle age group. Young aged respondents are few and old aged respondents are very not many in number compared with that of middle group.

- Majority of the respondents almost equally belongs to the Hindu and Christian religion.

- About 75% of the respondents are having a monthly income between Rs. 10001/to Rs. 20000/-.

- About 70% of the respondents are completed their graduation.

- The concept of forced over time work is very less in the working institutions. No one always and often faced the problem.

- About half of the respondents react that they are always give the preference to their family then promotional life while 50 percentage

- The 73.3% of the respondents react that they often satisfied and 6.7% highly and strongly satisfied with the leisure and duty facilities they are getting.

- Exactly half of the respondents (50%) are getting that their husband equally shares household activities, but 40% of the respondents are react that partner shares child caring responsibilities.

- About 75% of respondents are getting Festival allowances

- About 95.5% of respondents are do not havehealth insurance for working institutions. Only 5% of respondents are having health insurance for working institutions.

- It is found that 95% of the respondents are getting leave in any emergency situations. Only 5% of respondents are do not getting leave in emergency situations.

- It's also found that 87.5% of the respondents are satisfied with their current work environment. About 12.5% are Dis-satisfied with their work environment.

- 70% of the respondents are works for 8 hours in each day. 25% of the respondents are working during 6 hours in each day. Only 5% of respondents are working during 4 hours

- The study shows that 52.5% of respondents do not have additional savings from there salary, about 47.5% having additional savings from salary

- About 50%of respondents are not at all missing any family functions due to their profession. About 25% of respondents are rarely missed family functions due to their profession. About 20% of respondents are some times missed their family functions.

- It is found that 77.5% of respondents are getting time to look after respondent's husband. Only

percentage of respondents are do not getting time to look after their husband.

- About 70% of the respondents are in the opinion of their work is easy. The respondents aresays that their work is very tough. Only 7.5% of the respondents are in the opinion of their work is very tough.

CONCLUSION

Nursing is the protection, promotion, and optimization of Health and abilities, prevention of illness and the injury, alleviation of suffering through the diagnosis and treatment of human response, and advocacy in the care of individuals, families, communitiesand populations. Nurses of those females who face a lot of stress weather mental or physical are being pressurized by work. They are unable to devote time to their family and to themselves because of work and this leaves to disturbance between work and life further affecting their occupational life.

63. ROLE OF SOCIAL MEDIA IN SUSTAINING BUSINESS DURING CORONA VIRUS PANDEMIC

Dr. SATINDER KAUR, *Associate Professor, S.R. Government College for Women, Amritsar*

ANTERPREET KAUR, *Assistant Professor, B.B.K. D.A.V. College for Women, Amritsar.*

ABSTRACT

Due to Corona Virus Pandemic (Covid-19), several countries across the world resorted to lockdowns in order to protect their people from getting infected from the virus. But these lockdowns confined millions of citizens to their homes restricting their mobility. Restricted mobilization resulted in shutting down businesses and ceasing almost all economic activities. According to the International Monetary Fund (IMF), the global economy is expected to shrink by over 3 per cent in 2020, the steepest slowdown since the Great Depression of the 1930s. Another analysis by International Monetary Fund reveals that demand in the manufacturing sector has gone down in many countries of the world that further resulted in unemployment. During the lockdown, an estimated 14 crore (140 million) people lost employment while salaries were cut for many others. More than 45 per cent of households across the nation have reported an income drop as compared to the previous year. Thus, Covid-19/ Crona virus outbreak has presented new and significant downside risks to the global economic outlook. In the case of India too, some economists revealed that during lockdown there is a job loss of 40 million people (MRD report) in the country, that's too in the

unorganized sectors. Moreover, with the advent of the lockdown most of the sector shifted their functioning online or work from home in order to sustain their working. During shutdown it is also observed that the digital world got a push, sale of mobile phones and related gadgets increased. The small as well as big traders, businessmen started using apps like watsepp, Face book, Twitter, YouTube, and Instagram, PayTM etc more frequently. Undoubtedly, social media has helped in sustaining economy and business during the Corona Virus Pandemic. The present research work is an effort to look upon the role of social media in sustaining business during lockdown. Data were collected empirically again with the help of social media. Results revealed that impacts of lockdown were different on different types of businesses.

KEYWORDS

Pandemic, lockdown, Covid-19, Unorganized sectors, Instagram.

INTRODUCTION

India is the world's fourth-largest economy by nominal GDP and the world's sixth-largest consumer market where more than 60% of its GDP is driven by domestic private consumption. The service sector makes up more than 55% of its GDP

and employs around 27% of the Indian workforce (Singh and Singh). The other 17% of GDP is contributed by manufacturing sector that absorbs 12% of workforce (Federation of Indian Chambers of Commerce & Industry, 2020). However, the outbreak of corona virus pandemic came as an utter shock to the humanity. Its sudden eruption put a break to the fast moving train of development. Implementation of lockdowns by all major global economies to prevent the spread of virus proved lethal to the businesses worldwide. Both demand and supply lines have badly been hampered by the lockdowns. Surveys conducted by various national and international agencies revealed that corona-virus pandemic is expected to cost \$1 Trillion to the world economy in the present scenario. All the major stock markets of the world witnessed almost 26% decline in their points, creating more panic amongst the investors thus making them to withdraw their money from the market.

The Government of India announced twenty one day countrywide lockdown in the last week of March to prevent the virus spread which was later increased many times. Strict implementation of this lockdown caused a big toll on Indian business. Almost every business activity came to a halt leading to significant loss to the businesses. A vast number of workforces in India are employed in unorganized sector. Due to social distancing, self-isolations and other safety norms every business has suffered and lead to significant increase in the rate of unemployment. According to CMIE Data, more than 122 million people in India lost their jobs in the month of April, 2020 and around 75% of them were small traders and wage-labourers (The Hindu, 2020). Another survey conducted by FICCI in collaboration with Indian Angel Network on 250 new start-ups reveals that 12% of start-ups stopped working

completely and 60% of start-ups are operating with disruptions where as 43% of them have cut the salaries of their employees by 20-40% over the period of April-June 2020. Production of goods stopped immediately as there was complete shutdown of industry in the month of April and May (National Statistic Office, Government of India). On the whole, the worst victim of Covid-19 pandemic in Indian business is Medium, Small and Micro enterprises (MSMEs). According to a survey conducted by "All India manufacturers association" 97 % MSMEs admitted that they are badly affected due to Corona Lockdown.

OBJECTIVE OF THE STUDY

The present research work focuses on the following questions of inquiry:

- What is the Business Scenario of Punjab?
- What is the spatial distribution of Industries in Punjab?
- What is the impact of Covid 19 on the business of Punjab?
- What is the role played by Social Media Platforms (Like Facebook, Instagram, Whats App etc.) in sustaining business during lockdown?
- What was the response of the customers towards the Social Media?

DATA BASE

Both primary and secondary data was collected for the present research work. Secondary data has been collected through various reports from Government of India, news paper/magazine articles, research papers and survey reports etc. Primary data was collected from different districts of Punjab through structured questionnaire which was prepared using Google form. Apart from structured questionnaire, interviews were also conducted through various social media platforms like watsepp video, phone calls etc. data were collected during the months of April, May and June, 2020.

INTRODUCTION OF THE STUDY AREA

Punjab, the land of five rivers, is located at the north-western part of India and is one of the most prosperous states of the country. Punjab is bounded on the west by Pakistan, on the north by Jammu and Kashmir, on the northeast by Himachal Pradesh and on the south by Haryana and Rajasthan. It is the 20th largest Indian state by area and comprises a total area of 50,362 square kilometres, which is around 1.54% of the total geographical area of the country. It is located between 29°30'N to 32°32'N latitude and 73° 55' E to 76° 50' E longitudes. It is the 16th largest state by population, comprising 22 districts. The state has made considerable economic progress after Independence and contributes nearly two thirds to the total production of food grains and a third of milk production in the country. It is the leading producer of wheat, thereby contributing to the national food security (<https://punjab.gov.in/know-punjab/>). Even though Punjabis account for less than 2.5% of the Indian population, they are one of the most prosperous races in India. Their per capita income is twice the national average. The state's GSDP (in Rs) increased at a Compound Annual Growth Rate of 10.30 per cent between 2011-12 and 2020-21 reaching Rs 6.44 lakh crore (Meena,2020).

Paper is divided into following sections:

1. Business profile of Punjab
2. Impact of shut down (due to Corona Virus pandemic) on the Business of Punjab
3. Role of Social Media in Sustaining Business during Corona Virus Pandemic
4. Suggestions

1. BUSINESS PROFILE OF PUNJAB

Agriculture is the mainstay of Punjab's economy. However, the state is ranked amongst the top states of India for offering best infrastructure for setting up of any business.

The largest industrial towns of Punjab known as industrial hubs are Ludhiana, Amritsar and Jalandhar located on the National Highway 1 which provides them easy connectivity with the national capital New Delhi and other parts of the country. The other main towns, where industry has developed, are - Mohali, Patiala, Mandi Gobindgarh, Batala, Phagwara and Malerkotla. Hoshiarpur and Kapurthala are also important industrial towns of Punjab. Agro food processing, textiles, sports, auto parts, are the major types of industries working in Punjab. Apart from this tourism, handicrafts, service sector are the other emerging corners in the business map of Punjab. Simultaneously there is a big pool of small scale retailers, wholesalers, shopkeepers, vendors who contribute significantly in the Punjab business. Table1 gives a description of industrial towns of the city with their industries.

Table 1
Distribution of industries in Punjab

Name of industry	Name of city
Hosiery and Readymade Garments, Textile and Yarn Industry, Cycle and Cycle Parts, Sewing Machine Manufacturers, Diesel Engine and Parts	Ludhiana
Sports Goods, Sanitary Fittings, Leather and Rubber Industry, Printing Industry	Jalandhar
Packing Material and Machinery, Textile Printing	Amritsar

Name of industry	Name of city
Information Technology, Pharmaceuticals	Mohali
Diesel Engine and Parts	Phagwara,
Steel Rolling Mills	Mandi Gobindgarh
Combine Harvester	Patiala
Agriculture Implements, Electronic goods,Rice mills	Kapurthala
Paint and varnish,suger, Agriculture	
Implements,paper and paper boards	Hoshiarpur
Agriculture Implements,rice mills,soap and chemical products	Gurdaspur
Milk products, Agriculture Implements	Moga
Cotton spinning, Agriculture Implements	Mansa
Cotton seed oil,rice bran oil, Agriculture Implements	Faridkot
Cotton ginning and processing, Pharmaceuticals	Bathinda
Cotton ginning and processing, Agriculture Implements	Ferozpur
Source: Singh, 2014	

2. Impact of shut down due to Covid-19 pandemic on the Business of Punjab

India went into a lockdown on March 25, 2020 to prevent and control the spread of corona virus. The Constant fear of the pandemic has affected the public's mental well being and confidence; many have lost their incomes and have postponed their purchasing decisions. The sales have dipped as low as 10 per cent as compared to the sales before Corona virus. People are just buying essential items. There is no demand for non-essential items like hardware and other industrial products. Corona virus is haunting people and they are not coming out of their houses (Sehgal, 2020). Corona virus pandemic lead to the forceful implementation of lockdown hence broke the required continuity of business cycles. The contraction in economic activity and people's purchasing power, increased restrictions on the movement of workers and goods, and huge uncertainty have disturbed entire production

and supply chains and the demand cycle. All this have badly affected the state's economic activities. The state lost about Rs 1,200-1,700 crore of GDP per day during the initial days of lockdown (Mondal, April 23, 2020 and Business today, 2020). Almost all the industries in Punjab have been hit because of shrinking demand caused by corona virus and because of cancellation of orders from European and other markets (Economic times, 2020). Every industry be it Bicycle, Garment, Auto parts, Hand Tools have been hit hard due to pandemic. There is steep decline in demand of the products, leading factories to slow down their productions as well as to cut on the salaries of their employees and in certain cases shedding of the employees too. The lockdown has economically devastated several small-scale industries in the state, such as Jalandhar's leather trade. The three-month lockdown actually locked people's business. Before the lockdown, the raw hides were sold for Rs 500 per piece which is now sold as

Rs 40 per piece (Arora, 2020). Ludhiana and Amritsar, which are the thriving textile business hubs of the state, are on toes as the opening of these segments is facing total uncertainty. The collective turnover of the textile industry in Amritsar is between 7,000 crore-8,000 crore annually. The shutdown has its huge cascading impact on the trade. The complete closure of the wholesale and retail markets has dismayed the clothing sector, which is facing a bleak and uncertain future. The industry has already suffered a loss of not less than 2,000 crore. The light engineering goods industries in Ludhiana have slowed down their production capacities in view of the drop in demand. There is no customer for bicycles in the market as a whopping 50 per cent drop in sales is experienced by these units (Vasudeva, 2020). Similarly, other industries of the state such as Consumer electronics and appliances makers are facing financial slowdown as companies are forced to suspend manufacturing operations to contain the spread of the infectious corona virus. Analysts say the electronics sector was already grappling with supply constraints for the last two months and now will be impacted more due to a shutdown of manufacturing units in China. The travel & tourism sector and hospitality industry are facing one of the worst crises ever due to corona virus, impacting all segments – inbound, outbound domestic and international travel. The contagious nature of the virus has forced the Government to put severe travel restrictions in cities, including visa cancellations and border shutdowns which may force the industry into exponential slowdown. A survey conducted to assess the shopping trend after the relaxation of the corona virus lockdown on Indians in April 2020, revealed that a majority of respondents would go to the

nearby stores or markets to purchase items. In contrast, only 26 percent decided to use the e-commerce sites for purchasing items beyond the essentials list (Jaganmohan, 2020) indicating that people seems to have postponed their non-essential purchase. According to another survey about visiting restaurants after the lockdown relaxation in India in May 2020, about half of the respondents had the fear of catching the virus from the restaurant and also did not want to spend on eating out (Jaganmohan2). The most adverse impact of lockdown is 'returning migration' from Punjab to their home states. Nearly 80% of migrant labour has returned to their state during lock down. Most of the industries in the state are labour-intensive industries. Neither is it feasible for industrial units to start operations without sufficient work do not force nor do they have the facility to provide shelter to the workforce. However, it is also felt that the impact of Covid-19 would result in more unemployment rather than labour shortage (FP Staff 2020 and First Post, 2020).

3. ROLE OF SOCIAL MEDIA IN SUSTAINING BUSINESS DURING CORONA VIRUS PANDEMIC

Under such challenging circumstances social media emerged as a saviour to many businesses. Both big and small entrepreneurs used social media to reach their customers and to provide them with the required products and services. The covid-19 pandemic is changing the way we consumed media and entertainment (M&E) earlier. With people confined to their homes, social media emerged as a supportive friend. According to the results of a survey conducted during the first week lockdown, the rate of social media consumption had gone up by almost 75 percent compared to the week preceding the lockdown. Overall,

it was seen that people spent more time browsing the internet, whereas radio and out of home billboard media consumption had drastically dropped in the measured time period (Keelery, 2020).

A survey was conducted by the authors to study the 'Impact of shut down on the Business of Punjab and also to access the role of Social Media in Sustaining Business' during this period. Primary data was collected randomly from different districts of Punjab through structured questionnaire. Information was gathered from people involved in some sort of business, ranging from small stores located in residential area to small/medium/large industrial units. Data was collected from total 150 respondents. Results clearly indicate (Appendix-1) the rising discontentment amongst the businessmen (both small and big) due to loss of income and returns during lockdown. Major findings of the survey are as followings:

- Majority of business in the country as well in the state of Punjab locked down or blocked and went in great loss during Lockdown period and still feeling the heat of it.

- However, business of essential goods and services (groceries, medicines, health care) earned good profits during lockdown.

- Small and medium stores especially those located situated near the residential areas earned good profits because of their easy accessibility.

- Of all the businessmen surveyed for the present research work 57% were of less than 40 years of age, 26% in the age of 41 years to 50 years and 14% in the category of 51 years to 60 years.

- As far as education is concerned majority of the businessmen (40.66%) were educated up to 12th standard, 38% were graduates while 20.66% businessmen were post graduates or above.

- To substantiate the thrust of the study researchers tried to include distinct business owners in this research work. 18% participants owned a departmental store, 24.4% owned a bakery, 30.4% were from the business of clothing, 15.2% owned a grocery store while rest of the 12% included traders from the field of medicine, saloons, restaurants, factory owners or owners of factory outlets etc.

- Almost 83% of businessmen admitted that they suffered significant losses in their business since lockdown while 11.33% businessmen said they earned profits and 6 % had no impact on their business. Businessmen who earned profit were the suppliers of essential services like groceries, health care, medicines etc.

- Businessmen those owned stores near residential areas were positively impacted in lockdown period. During interview they revealed that demand of essential grocery increased and they earned profit.

- 64 % said that their Business were also blocked and started after 2 months of Lockdown period while 28 % said it was started after 1 month. 8% businessmen whose business never stopped in the lockdown were also either grocery shops or essential item vendors such as vegetable, fruit and milk and milk products suppliers.

- Social media emerged as a significant tool for business promotion during Corona lockdown. Many businessmen used social media to reach their customers and also got average to good response for their social media posts. Both small and big businessmen realized the potential of social media as a potential marketing tool.

- 62% of businessmen admitted that social media has the potential of promoting one's business.

- 34% of businessmen actually used social media to promote their business during lockdown.

- Although phone calls were the most popular tool to reach the customers but whats app and Instagram also made their mark. However, 35% businessmen find whats app as more convenient and user friendly than phone call and instagram.
- 68% of businessmen admitted that they received average response towards their business for their social media advertisements while 67% businessmen said that they received orders through their facebook and whats app connections.
- 43% businessmen said that social media helped them in sustaining their business during lockdown either completely or partially.

SUGGESTIONS

√ As there was massive drop in demand for industrial products due to corona virus scare, there is an urgent need of relief in the shape of deferment of payment of the goods and services tax, cut in the bank interest rate and immediate release of the tax refund to stay afloat in the time of crisis.

√ Industrial workers, Labourers, people with small business must be provided direct and indirect monetary benefits. For workers in the informalised sectors, particularly migrant labourers, Governments must explore social policy measures and employment opportunities that can protect them from hunger and extreme poverty and must provide them direct and indirect monetary benefits so they come back to their work places.

√ There is a need to expand the public sector, regulate the private sector and give work/employment to those willing to work.

√ Furthermore, the companies have to explore newer distribution channels such as 'direct focus on a consumer' route. But shoring up the customer relationship while focusing

on the bottom line will be more challenges for a state like Punjab.

√ Although social media has emerged as a dormant contraption for business marketing but still a lot of awareness need to spread amongst the masses about its use and benefits.

√ Social media has revolutionized the process of customer and sender interaction.

√ Businessmen can keep a separate budget for social media advertising to promote their products.

√ There is lack of confidence amongst the customers that's why orders are less in comparison to the posts so proper advertisement is needed in this regard.

√ There is a need is to build the trust of both vendors and customers on various social media platforms.

REFERENCES

1. Arora, K. 15 JUNE 2020. Lockdown Effect: Something Is Rotten in Jalandhar's Rs 1,500-Crore Leather Industry, *the wire*,
2. *Business today*, 2020. Coronavirus impact: Punjab govt to record Rs 20,000 crore revenue loss in FY21,
3. *Business today*, April 23, 2020. Corona virus impact: Punjab govt to record Rs 20,000 crore revenue loss in FY21.
4. *Economic times*, March 21, 2020. Corona virus impact: Amid shrinking demand, Punjab industry seeks relief.
5. Federation of Indian Chambers of Commerce & Industry, April 2020. COVID-19: Implications on Regional Industry and Economy, Punjab, Haryana, Himachal Pradesh and Chandigarh,
6. FP Staff April 07, 2020. Corona virus Outbreak: Reverse-migration and labour shortage likely to be long-term impact, says report.
7. Jaganmohan, M., May 12, 2020 Opinion on shopping for non-essentials after COVID-19 lockdown relaxation India 2020
8. Jaganmohan2, M., Jun 12, 2020. Reasons for not visiting restaurants after COVID-19 lockdown India 2020
9. Keelery, S. Jul 7, 2020. COVID-19 Impact on media consumption India 2020 by type of media.
10. Meena, R.P 2020. Punjab Current Affairs Yearbook 2020, New Era Publication.
11. Mondal, D. April 28, 2020. Punjab Lost Rs 1,200-1,700 Crore of GDP Due to Covid-19 Lockdown, Says State Task force news.
12. Sehgal, M. 2020. Covid-19 impact: With low investment and labour crunch, business in Unlock 1.0 suffers as virus cases continue to surge, *India Today*, June 25.
13. Singh, A., Singh, J. (2017). Service sector scenario of Punjab and Haryana, *International Journal of Research in Economics and Social Sciences*, vol. 7(7).
14. Singh, M. 2014. *Geography of Punjab*, Rasmeet publications, Jalandhar, Punjab.
15. *The Hindu*, MAY 07, 2020. An estimated 12.2 crore Indians lost their jobs during the corona virus lockdown in April: CMIE.
16. Vasudeva, V., May 03 2020. Coronavirus lockdown : Punjab's textile industry players peg losses at 2,000 crore, *The Hindu*.

64. HOW A PANDEMIC CRISIS SERVES AS A PREDICAMENT IN TRADE MERCHANDISES? - A GLOBAL PANORAMA

Dr. V.YAMUNA, *Assistant Professor of Commerce, Bharathidasan Government College for Women, Puducherry. email: vy.yamuna@gmail.com*

SOURCEMARIE, *Assistant Professor of Commerce, Bharathidasan Government College for Women, Puducherry. email: Soucemarie1971@gmail.com*

ABSTRACT

Trade and commerce occupies a vital part in burgeoning of a nation's economy, which thereby is responsible for thriving of several global merchandises. However, the current COVID-19 scenario has casted a dark spell upon the business industry and caused the rate of imports and exports to plummet drastically. Global economists predicted an 18.5 % drop in trade, on regard with the second quarter of 2020. This precipitous decline would be attributed as horrendously enormous on record concerning the history of modern trade. As every cloud has a silver lining, the experts forecasted a much lower decline which was eventually inhibited. According to World Trade Organisation (WTO), in the light of analysing the prevailing conditions, hope for a 13% to 32% dwindling in the overall trade between 2019 and 2020. Moreover, with the relaxations of lockdowns worldwide alternating with feasible measures such as social distancing might enable to enhance the import and exports globally. When the rate of trade has fell by 73% between the commencement of the year and mid-April, a significant hike in the global commercial fights has been observed by a striking 57%. E-commerce and

pharmaceuticals intend to prosper with their apportionments, with an effort to bridge the gap. With a probable close in on the second wave of the COVID-19 pandemic fiscal, monetary and trade policies are in need to be pulled in a definite orientation. This paper focusses upon the dynamics of trade between the current year and its precedent, emphasising on the unemployment and the extent to which the livelihoods of people are being devastated by the rampant viral outbreak. It also highlights the significance of policy decisions in global economic recovery and an affirmative rebound in 2021.

KEYWORDS

Trade, Commerce, Unemployment, COVID-19.

INTRODUCTION

COVID- 19 is a wild spread pandemic that jeopardises and challenges the very existence of humanity on a diurnal. Several economic activities around the globe has been put on hold due to this rampant outbreak. Trade and commerce serve as a pinnacle for a nation's capital growth and GDP. The world is seeing the slaughter of the novel coronavirus (COVID-19) pandemic. There has been a noteworthy

loss of human lives and the worldwide economy has likewise felt the effect harshly. Worldwide markets are in free fall with graceful chain interruption and assembling, tumbling to the most reduced levels in decades. Diminished worldwide exchange, falling PMIs over the globe and profound cuts in GDP conjectures for the year demonstrate we have entered the foreseen recessionary period. With lists fluctuating uncontrollably and unrefined petroleum fates hitting negative costs on the dollar, this is an unfamiliar area for merchants and policymakers. This working arrangement is a three-section investigation of Indian fares, especially as far as the current wild situation and the probable anticipated effect on worldwide exchange the coming months. This is the second piece of the arrangement, which attempts to dissect the disturbance in flexibly chains for worldwide exchange the close to term, diving profound into the Indian fare container and its presentation in the course of the most recent decade. By the words of Jean Baptiste say "Supply creates its own demand". The availability of the products in the market, but the un-accessibility of people towards buying the product sets the pace for a teetering decline in the financial growth and might lead to deflation and even recession. In a similar way, the subsequent lockdowns and quarantine measures and the fear of the viral outspread among people, persuades them to stay at home. Despite, the purchasing of essential household commodities, the values which contains esteem values became a luxury for the consumers, during this plight of a situation. Impermanent negative shock breakdowns, for example, those brought about by a pandemic, diminish yield questioning what's more, business. As desperate as they might be, flexibly downturns are mostly an effective reaction, since yield and

business ought to positively fall. Many have communicated the conviction that the pandemic shock can cause yield misfortunes bigger than proficient. This disturbance is expressed as a time of not bringing into play the work and capital, an expansion in universal exchange costs, a drop in service of tourists, and a redirection of interest away from operations that require nearness between individuals. A gauge worldwide pandemic situation sees total national output fall by 2 percent beneath the benchmark for the world, 2.5 percent for creating nations, and 1.8 percent for modern nations. The decays are almost 4 percent beneath the benchmark for the world, in an intensified pandemic situation where control is expected to take longer and which presently appears to be more probable (Baldwin, R. et. al, 2020). The greatest negative stun is recorded in the yield of local administrations influenced by the pandemic, just as in exchanged visitor administrations. This article focusses on the effects of the pandemic and the discerned disturbances regarding imports and exports and its consequence in the economy. Further on, the reverberation in the supply and demand of various products and their relevant descending prices.. The validity of trade relations during the predicament of infectious and non-infectious periods has been anatomised. An ascent in the quantity of web searches during the COVID-19 emergency prompts a quicker pace of data stream into money related markets as is likewise connected with higher instability. The recognized connections are financially and measurably huge significantly in the wake of controlling macroeconomic impacts. A view of the existing situations and possible revolutions in the trade sector has been examined with an effect to the global scenario.

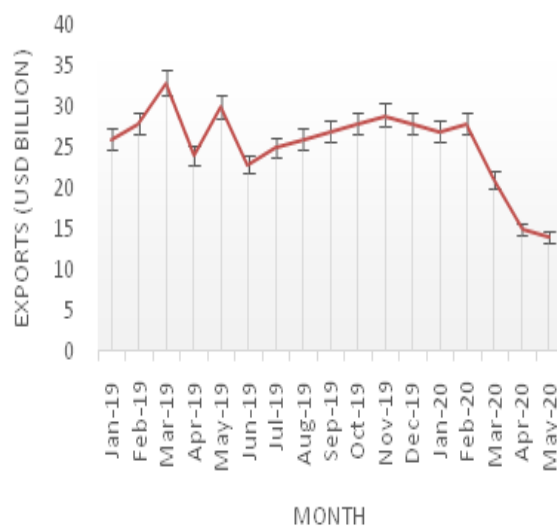
RATE OF EXPORTS IN INDIA

India is a significant exchanging

associate with numerous nations over the world. Albeit running an exchange shortfall, the hole between the nation's imports and fares has been consistently declining as of late. Because of a disruption in worldwide oil costs, this pattern is probably going to proceed with further as well. India's matchless quality in explicit divisions, for example, mineral energizes, diamonds and adornments, pharmaceuticals, synthetic concoctions, materials, designing merchandise and food items has added to it turning into a key piece of the worldwide tradechain. As on the regard of exports with respect to India, referring the data provided by the ministry of commerce, the exports sector reported an upwards of \$ 21.1 billion, inspite of a higher exports rate the former month. When this data, has been collated with the year 2019, an estimated 35% of dwindling has been observed, which on numbers amounts to an approximate \$ 31.79 billion, and further diminishing is predicted by the fall of 2020 (Barua, S., 2020). The exports in India have diminished along all the products, be that as it may the essential or esteem goods. A decline in the fall of 40% is noticed in certain goods, with respect to the materials that are basically engineered to the market and certain processed items such as polystyrene plastics, processed meat and cereals and chemical exports. The mentioned products declination are noticeable because they serve as a significant part in India's exports over the past years. The global demand has dropped down to greater degree , as not experienced in recent years, which could be directly attributed to the COVID-19,also resulting in the termination of massive orders by other nations. The situation is losing hand over fist primarily due to the impeding of chains of supply globally, and thereby resulting in the reduced potential of the exports and the state of affairs are more likely to be

exacerbated in the upcoming months. An in-depth look, at the exports of India, it has been observed that India has been exporting to more than 200 countries which are in close proximity in 2019. But had a legitimate trade relationship with a few of them. The major collaborators accounted for more than 50% of exports from India. This might be an apprehension at the current times due to the increase in demand among the fellow countries. However, a forecasted increase in demand is noticeable among those geographic nations, as a result of their attempt to open their economies again. Grabbing the window of opportunity, to re-boost India's export trade would be considered as a reliable option.

TEMPORAL COLLATION OF EXPORTS

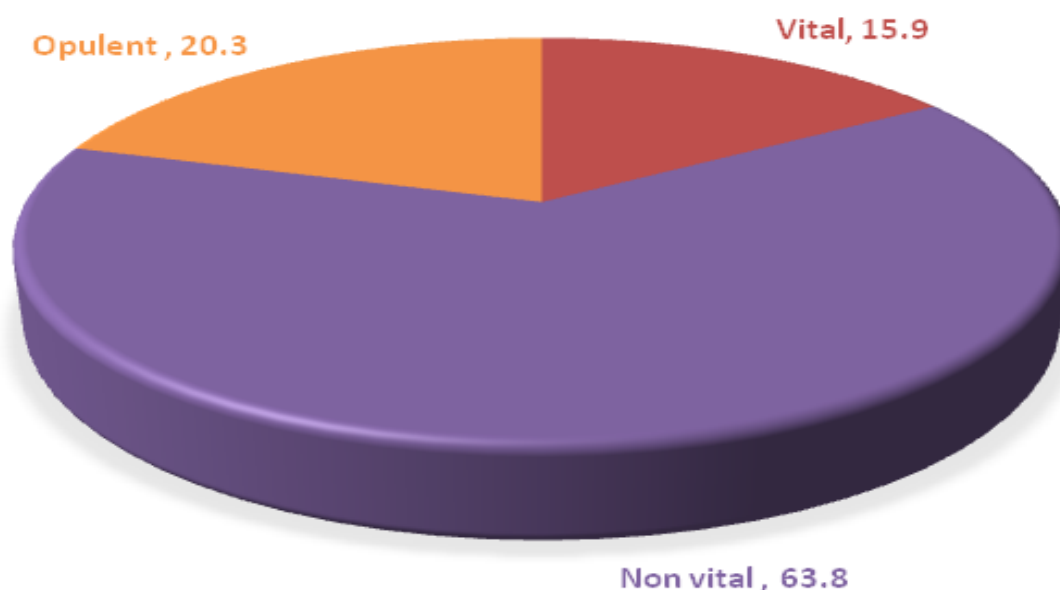


In a view to understand the exports of India better in 2020, the items that are being exported outside India has been categorised into three parts depending on the necessities and the esteem value of the products as vital, non-vital and opulent goods. Obviously, the opulent goods has been diminished rapidly as compared to its flow chain in 2019. Yet to the astonishment, the purchasing of non-vital goods has been ascended dynamically during this period. According to our segregation, the vital products included the items associated with food and medicine, the non-vital products are considered as chemical

and engineering goods, minerals and oil. Finally, the commodities such as timepieces, necklaces, cars and bikes would be placed under opulent goods. India has exported a total of \$ 324 billion worth of products in 2019, this colossal figure is achievable prominently by the exporting of non-vital and opulent goods (Gilbert, M.,et.al, 2020). At this pandemic situation, the mentality of people availing the essential goods intend to increase. Hence, at this time production of essential goods would likely to produce a higher export factor to India and also help in determining the economic growth sustainability.

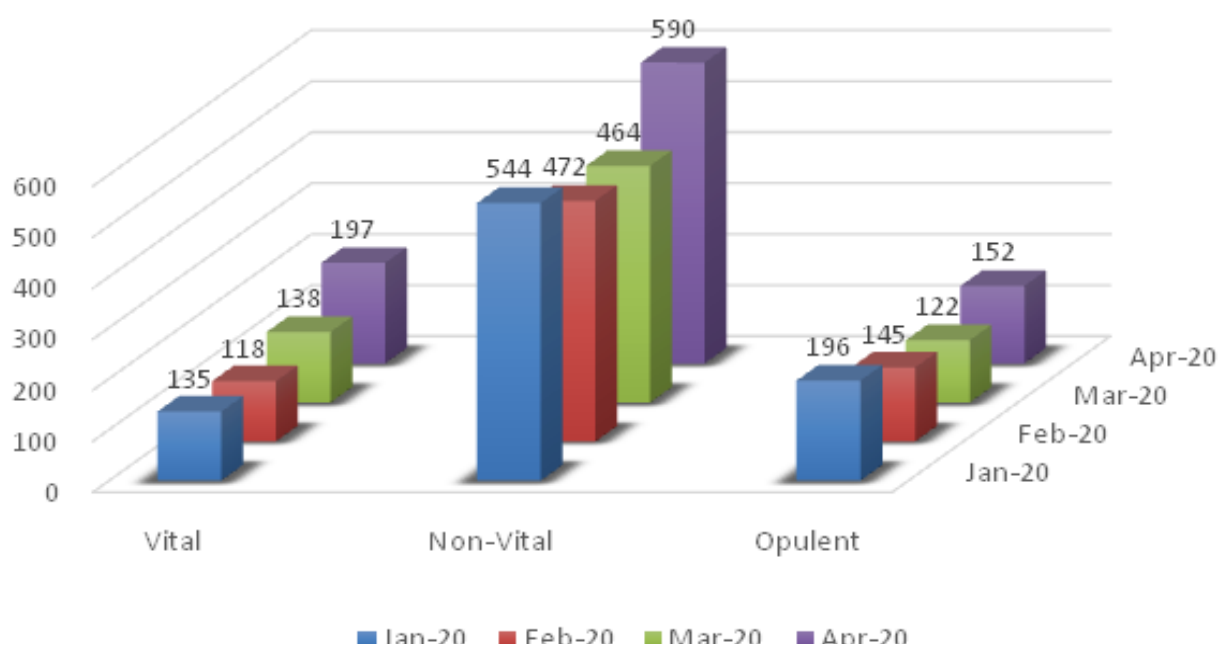
Months	Exports USD billion	Percentage difference From March 2020 and previous years
Jan-19	26	19.23%
Feb-19	28	25%
Mar-19	33	36%
Apr-19	24	13%
May-19	30	30%
Jun-19	23	9%
Jul-19	25	16%
Aug-19	26	19%
Sep-19	27	22%
Oct-19	28	25%
Nov-19	29	28%
Dec-19	28	25%
Jan-20	27	22%
Feb-20	28	25%
Mar-20	21	-
Apr-20	15	-40%
May-20	14	-50%

2019 INDIA EXPORTS TO US 324 BILLION SPLIT



It is clear that while the inflow of basic merchandise has stayed reliable, especially before the beginning of the pandemic in January 2020, to March 2020 when it hit its top in the USA, the inflow of superfluous and extravagance products has fallen by around 18% and 35% separately. April gave some blended signs as Chinese enterprises and ports began trades once more, compensating for postponed orders that had been stuck in the nation since January, while different nations, including India, put their economies on transitory hold. Extrapolating this information for different geologies at different phases of the pandemic bend, we can hope to see a comparative interest synthesis over the globe. Curiously, out of the general fares from India to the USA, worth over \$50 billion, around 21% of merchandise fall in the fundamental products basin which is over the national normal. This may end up being another truly necessary silver covering in the midst of this agony for our battered fares. The rotting of the exports demands meticulous attention especially in the period of pandemic for capitalising on the narrowing gap and take up the venture.

EXPORTS FROM INDIA IN 2020

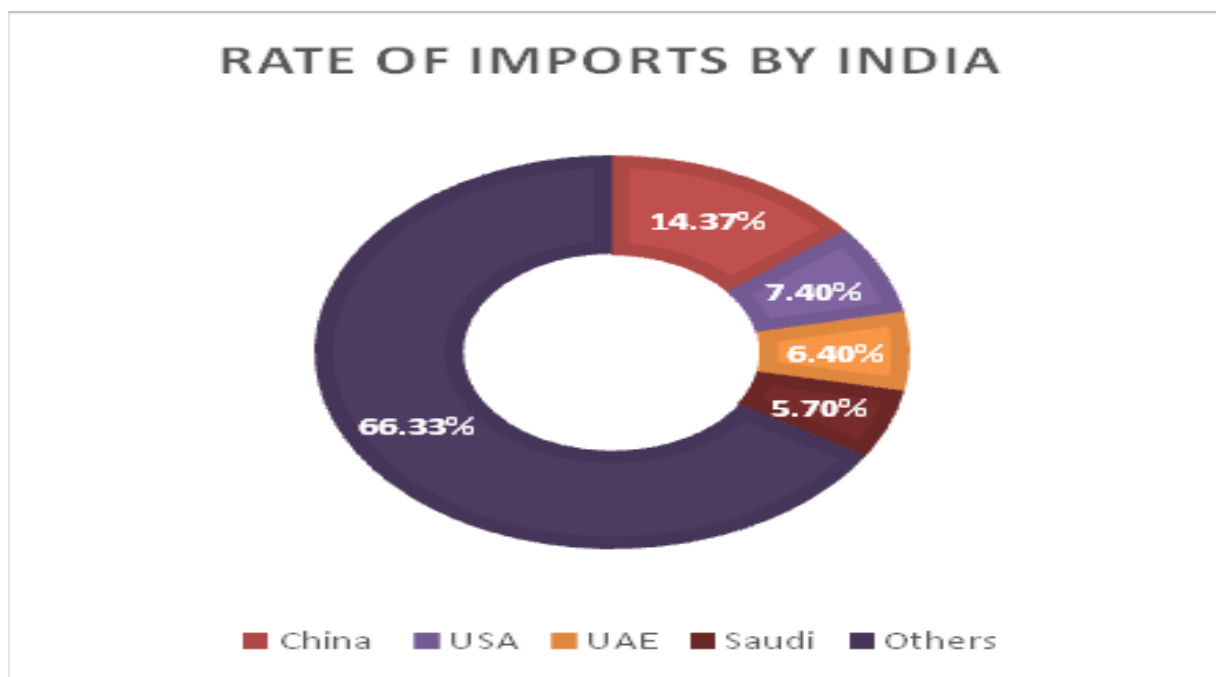


RELEVANCE OF INDIA'S TRADE IN GLOBAL ROSTRUM

The business with respect to the trade flow in India has encountered a vast difference between the current year and the previous. The rate of imports in India are overwhelming with the rate of exports which is eventually resulting in a trade deficit. The extent to which the imports are absorbed into the country are products such as mobiles and other electronic gadgets. China plays

a predominant role in the importing of the products such as mobiles, electrical and electronic accessories. Products which are originated in USA are assembled in China, hence the import from china plays a major role in Indian economy. However, USA holds a major share in accounting for the exports of India. China is renowned to be the manufacturing hub of the globe. Back in 1995, China held an export value of about 280 billion \$ which at that time

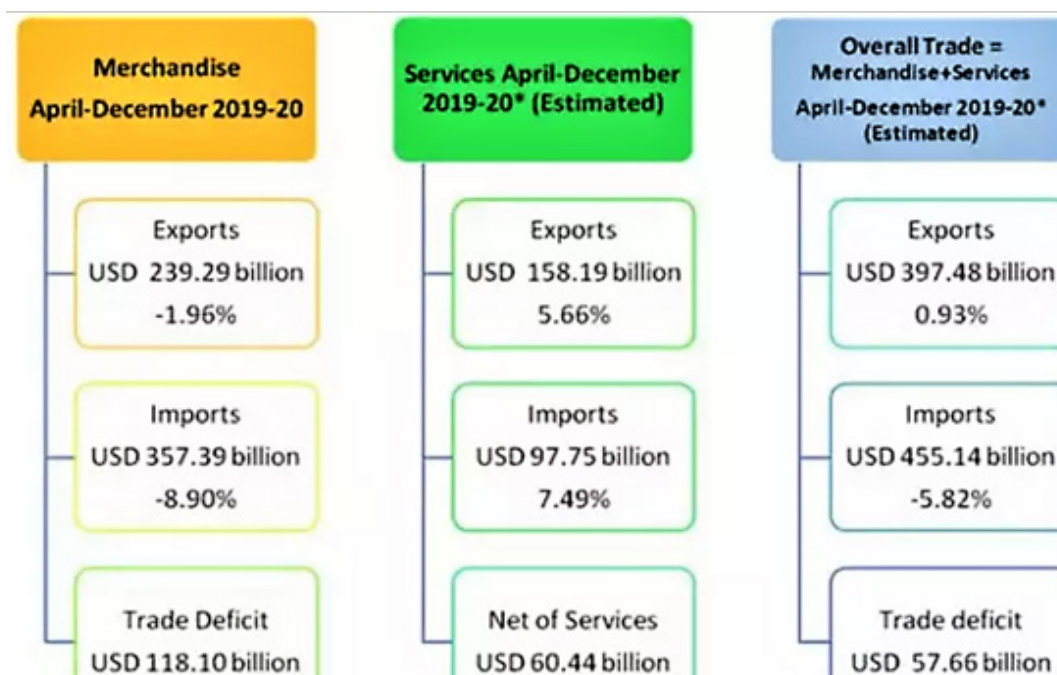
accounted for 3.2% of global trade. While, as of today, the total value if china's exports account for nearly 4.6 trillion \$, which is remarkable at 12.4% of global trade. In 2019, China exported to India a whole worth of \$74.70 billion, on the other hand India exported a meagre \$ 17.9 billion. This paves way for trade deficit which amounts to \$ 56.8 billion. India holds china has the highest importer of Indian goods at 14.37%, followed by USA at 7.4%, UAE at 6.4%, Saudi at 5.7% and others for the remaining 66.33%.. Iron ore is a prominent good that China imports from India, which is regarded as a primary material for construction and building. Cotton Yarn and refined copper subsequently holds significance in the imports of china. Between 2001 and 2004, there wasn't much of a trade deficit between India and China, as both nations were neck and neck in imports and exports. The per capita of import in India is relatively higher than the per capita exports, the economic complexity Index marks at 0.57 as of 2018 (Hobbs, J.E., 2020). However, from an economic point of view, the conclusion of assembling units and travel bans lessen efficiency legitimately in a manner that is likened to expedite drops in business and creation. In this circumstance, the job of financial policymaker gets significant as one needs to deal with different types of stuns, so the country can oversee exchange irregular characteristics, swapping scale developments, and changes in showcase loan fees alongside stable stock costs and business level.



We furthermore can't ignore that the more prominent a piece of the Indian associations are located inside the eastern bit of China. In China, about 72% of associations in India are arranged in urban networks like Shanghai, Beijing, districts of Guangdong, Jiangsu, and Shandong. in a few sections, these associations work including Industrial amassing, delivering organizations, IT and

BPO, Logistics, Chemicals, Airlines, and consequently the movement business. It has been seen that two or three territories of India are experiencing the scene of coronavirus in China including transporting, pharmaceuticals, vehicles, mobiles, devices, materials, at that point forward. Similarly, creation system may impact two or three unsettling influences accomplices with adventures

and markets (Fernandes, et.al, 2020). Fortunately, the impact of coronavirus inside the business is moderate. As demonstrated by CLSA report, pharma, manufactured substances, and equipment associations may stand up to store organize issues and costs will go up by 10 percent. The report moreover says that India could in like manner be a beneficiary of positive streams since it appears, apparently, to be the least-influenced showcase. a few products like metals, upstream and downstream oil associations, could onlooker the impact of lower overall enthusiasm influencing product costs.



COVID-19 INFLUENCE ON MISCELLANEOUS SECTORS

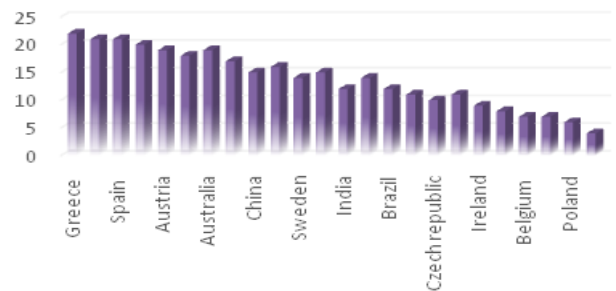
The impact of COVID-19 on Indian associations will contrast and accept the level of the business with China. China's business no vulnerability is affected. Regardless, current degrees of the stock give off an impression of being satisfactory for the Indian business. Inside the occasion that the shutdown in China continues, around then it's depended upon to cause a 8-10% tightening of Indian vehicle creating in 2020. Regardless of being one among the most elevated plans of medicine exporters on the world, the drug store business of India relies overwhelmingly upon import as of mass meds. In view of the crown infection scene, it'll similarly be influenced. As a result of COVID-19 erupt, various pieces of clothing/material assembling plants in China have halted exercises

that in this manner impacting the passages of surface, yarn and other rough materials from India. Indian architects may stand up to some deficiency of rough materials required in sun fuelled sheets/cells and confined stocks from China. the numerous suppliers are China in devices being a last thing or rough material used inside the electronic business. India's electronic industry may defy flexibly interferences, creation, declining influence on product costs because of overpowering dependence on contraptions part gracefully or during an alternate route and close by amassing. The New Year events in China has been extended due to crown infection erupt that unfairly influenced the pay and advancement of Indian IT associations. Because of

the corona virus infection, the inflow of vacationers from China and from other East Asian zones to India will lose which will influence the movement business section and salary. The current pandemic situation may not be comparable to several other diseases and out spread like SARS and EBOLA, back in history. However, the SARS was mitigated early, which resulted in less than 1000 deaths and led to a decline of less than 1% in China's global growth. According to the data from the global bank, the evaluation of other diseases was less than \$ 50 billion. The present rampant is really intending to increase day by day, which has the potential to be catastrophic in the future, if not addressed at an initial stage. A few nations are in lockdown mode, for an inconclusive time. Individuals are telecommuting, or just not working. We are confronting travel bans, game retractions, and restrictions on get-togethers. Individuals in Europe are not utilizing open vehicle and are keeping away from open spaces, for example, cafés, malls, and exhibition halls. All areas will be influenced. There is proof that optional spending by purchasers has crumpled. Be that as it may, as indicated by the information appeared in past areas, the results of COVID-19 won't be similarly conveyed all through the economy. The issues are especially awful in cordiality related segments (Maliszewska, M., et. al, 2020). Undoubtedly, the worldwide travel industry from carriers to journey organizations, from club to inns—is confronting decreases of action of over 90%. As portrayed in past segments, visitor goals are abandoned, carriers are establishing armadas and terminating staff, exchange fairs and travels are being dropped, lodgings and gambling clubs shutting all tasks. Other than these, there are different organizations that depend on the travel industry and will endure overflow impacts. On head of movement limitations and isolates,

organizations are dropping travel and gatherings, and governments have shut outskirts. Moreover, it is notable that Chinese sightseers are the world's greatest spenders. Beneath figure shows the dissemination of movement and the travel industry's complete commitment to GDP in various nations.

LEVEL OF TOURISM DEPENDENCE



CONCLUSION

The present situation of COVID-19 has resulted in many economical depressions across the globe. Furthermore, the trade all over the globe has faced a radical decline evidentially. The import and exports of essential goods and the unavailability of certain daily necessities all around the world poses a real challenge to humanity in present times. The level of influence on the agricultural sector has resulted in the inclination of prices of raw materials, and thereby which gave much of a chance to reduction in the quantity. This might be an occasion for the increase in demand and supply. The automobile industry have faced severe repercussions, due to their inability to deploy their desired number of people at work at the same time. This resulted in a global economic breakdown. As mentioned before, tourism industry and their relevant enterprises have received severe damages due to this pandemic. Certain, countries like Maldives and Indonesia, who mostly rely on the tourism as a source of

economy are planning to open up for tourism from July and August. The hotel industry and the global airlines have received their fair share of detriment. On the cliff, of awaiting a second wave of COVID-19 around the corner, several nations have uplifted the lockdown effects, as a result to boost their economy. The probabilities of contracting the virus among people are getting higher. An eventual remedy would be a vaccine, until then masking and social distancing would be reliable measures. The import and export of Pharmaceutical companies are elevating and the merchandises regarding education are blooming due to this pandemic. In the past 45 days, the economic growth of all the nations have dwindled by 5.2% with a confidence margin of 2.5 to 5.7%, biased on the rate. The World trade organisations are currently monitoring and devising several fiscal and monetary policies in the favour of the enterprises which have been annihilated by the pandemic. Effective policy decisions by the government in accordance with the large scale and small scale entrepreneurs would aid in effective recovery of the trade by the dawn of a fortunate 2021.

REFERENCES

1. Baldwin, R. and Tomiura, E., 2020. *Thinking ahead about the trade impact of COVID-19. Economics in the Time of COVID-19*, 59.
2. Barua, S., 2020. *Understanding Coronanomics: The economic implications of the coronavirus (COVID-19) pandemic. SSRN Electronic Journal* <https://doi.org/10/ggq92n>.
3. Bown, C.P., 2020. *COVID-19: Demand spikes, export restrictions, and quality concerns imperil poor country access to medical supplies. COVID-19 and Trade Policy: Why Turning Inward Won't Work*, pp.31-48.
4. Fernandes, Nuno, *Economic Effects of Coronavirus Outbreak (COVID-19) on the World Economy (March 22, 2020)*. Available at SSRN: <https://ssrn.com/>

- abstract=3557504* or <http://dx.doi.org/10.2139/ssrn.3557504>
5. Gilbert, M., Pullano, G., Pinotti, F., Valdano, E., Poletto, C., Boëlle, P.Y., d'Ortenzio, E., Yazdanpanah, Y., Eholie, S.P., Altmann, M. and Gutierrez, B., 2020. *Preparedness and vulnerability of African countries against importations of COVID-19: a modelling study. The Lancet*, 395(10227), pp.871-877.
 6. Glauber, J.O.S.E.P.H., Laborde, D.A.V.I.D., Martin, W. and Vos, R., 2020. *COVID-19: Trade restrictions are worst possible response to safeguard food security. International Food Policy Research Institute*, 27.
 7. Gruszczynski, L., 2020. *The COVID-19 Pandemic and International Trade: Temporary Turbulence or Paradigm Shift?. European Journal of Risk Regulation*, 11(2), pp.337-342.
 8. Hobbs, J.E., 2020. *Food supply chains during the COVID-19 pandemic. Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie*.
 9. Maliszewska, M., Mattoo, A. and Van Der Mensbrugge, D., 2020. *The potential impact of COVID-19 on GDP and trade: A preliminary assessment*.
 10. World Trade Organisation
 11. https://www.wto.org/english/tratop_e/covid19_e/trade_related_goods_measure_e.htm

65. IMPACT OF COVID 19 ON TAMIL FILM INDUSTRY

Dr. S.VEERAMANI, Associate Professor & Head, Department of Economics, DRBCCC Hindu College, Pattabiram, Chennai-72.

ABSTRACT

Lakhs of workers are dependent on the film industry for their living either directly or indirectly. Since no shooting is taking place for three months now, they are struggling a lot. The commendable gesture of star actors and the workers' unions has helped to some extent. Even as these workers are being provided basic rations from the contributions, their requirements are far from being met. All the workers may not get their work back after the restrictions are lifted. Producers will definitely try to reduce the production cost, leading to the loss of jobs. The post COVID-19 film industry would be totally different, with minimum stars and minimum workers. With production houses slowly shifting to digital platforms to release completed films, the industry is set to transform. This could again lead to massive job losses for lakhs of workers toiling behind the screen.

INTRODUCTION

The Film Employees Federation of South India (FEFSI) cancelled all film related work on March 16 as a precautionary measure. FEFSI, an umbrella organisation of 24 craft unions, has since been appealing for support to workers affiliated to the organisation. The 24 different unions under it, right from directors, editors, dubbing artistes, lightmen to mess and cleaning workers, have a membership ranging between 1,200 and 3,500.

A large section of Kollywood workers are daily wagers, including junior artistes, workers involved in production

and post-production, art, transport and catering services. Though wages differ from one department to another, their misery remains the same during the lockdown. The television industry, however, could start working soon as it relies largely on indoor shootings, but silver screen productions require more outdoor shoots, requiring total normalcy to be in place.

GRAVITY OF THE SITUATION

A large section of Kollywood workers are daily wages, including junior artistes, workers involved in production and post-production, art, transport and catering services. Though wages differ from one department to another, their misery remains the same during the lockdown. The workers in general in cine industry get jobs between 12 and 18 days in a month with Rs 850 as wages. We are struggling now without any income and the future remains bleak. Many of our workers are on the verge of starvation. We have nowhere to go". In case of Lightmen union there are around 1,300 members in Tamil Nadu. They are worst affected due to Covid 19 Pandemic Situation.

PATHETIC SITUATION OF FILM INDUSTRY WORKERS IN TAMIL NADU AND PONDICHERRY

Thousands of workers attached to cinema theatres – Tamil Nadu and Puducherry have a whopping 1,571 single screens – are also unemployed due to the lockdown. Considering a maximum of 10 workers employed in urban and rural areas, the number of workers affected could be around 15,000. The inclusion of workers

in multiplexes will add another few thousand.

The associated industries, including suppliers to canteens in these theatres, have lost their livelihood. The life of these workers and their families has come to a virtual standstill. Restoration of normalcy looks distant, considering the present condition. Outdoor shootings are impossible to start now. Getting permission for the shoot and the co-operation of local people could be a difficult task. So, we would need normalcy that existed before the pandemic, for the industry to flourish". The television industry, however, could start working soon as it relies largely on indoor shootings, but silver screen productions require more outdoor shoots, requiring total normalcy to be in place.

POPULAR INDUSTRY IN INDIA

Cinema is immensely popular in India. Every year more than 1800 films get uproduced in various languages in India. Mumbai, Hyderabad, Kolkata, Chennai, Kochi ,Bangalore and Cuttack are the major centres of film production in India. As of 2013, India ranked first in terms of annual film output, followed by Nigeria, Hollywood and China. In 2012, India produced 1,602 feature films. Indian film industry reached overall revenues of \$1.86 billion (₹93 billion) in 2011. In 2015, India had a total box office gross of US\$2.1 billion, the third largest in the world. In 2011, Indian cinema sold over 3.5 billion tickets worldwide, 900,000 more than Hollywood. With production houses slowly shifting to digital platforms to release completed films, the industry is set to transform. This could again lead to massive job losses for lakhs of workers toiling behind the screen.

COVID 19 PAVED WAY TO DIRECT TO HOME RELEASES

The news surprised that two big Hindi

films, one Tamil and Telugu film, amongst others, are being released on a digital platform next month owing to the uncertainty about theatrical release in near future. Also, the choice and diversity of content on these platforms is much greater. A film theatre has to cater to mainstream audience expectations for business reasons. In the process, many deserving films often miss out on decent screening slots or have to make do with whatever is available. The online platforms do not have to deal with these concerns and offer a good mix of both mainstream and art-house cinema. During the lockdown, some films available on these online platforms have gained a new lease of life. Malayalam film Virus is the talk of the town again owing to its availability on these platforms. Dealing with the Nipah crisis in Kerala, this film is a great reminder of the actions taken by the State government to tackle the crisis. This different approach is well suitable during this Covid19 Pandemic Situation. Also, you could bypass many of the problems of censor certification if you release films on these platforms. Amidst the ongoing pandemic, many film festivals are moving online. Britain's most famous socialist filmmaker, Ken Loach, has made some of his best films available for free on YouTube. Other film streaming platforms are making foreign and documentary cinema available at a nominal fee for a limited time span. However, there is also a grave danger. Access to these platforms is largely limited to an urban demography that can afford an Internet connection, along with the subscription fees which also determines the class character of its potential viewers. If this were to become the norm, it would exclude a large majority of the film-viewing population.

ASSISTANCE FROM GOVERNMENT SIDE

The cash relief from the government of Tamil Nadu to the industry, though minimal, has also been of some help. Even though post-production work restarted for a short while, it came to a halt after the lockdown in Chennai and surrounding districts.

COVID 19 PANDEMIC SITUATION HAS LED TO GROWTH RATE TO STANDSTILL

The Tamil film industry is one of the largest in the country with an audience across the country and the globe. The industry has caught the attention of the global audience with frequent blockbusters, which accounted for over Rs 1,000 crore from theatrical releases in 2019 alone, when the industry saw the release of around 250 films in a single year.

The entertainment industry also contributes to the economy of the state government. In 2018-19, the industry contributed about 0.1% to state gross domestic product, estimated to be more than Rs 1,800 crore. It's contribution to the state exchequer is set to take a hit owing to the lockdown.

While the pandemic-induced lockdown has brought the industry's fast growth history to a standstill, it has left lakhs of workers without jobs and wages.

DOMINANT ENTRY OF AMAZON IN FILM INDUSTRY

Actor Surya decided to release its co-produced Tamil movie "Ponmagal Vandhaal" (Here Comes the Daughter) on Amazon Prime in May. The film stars his wife, Jyothika, as the lead actor with other Tamil heroes cast in supporting roles. Since Amazon offered a premium for direct release of movies on its platform, the price they offered easily covered the film's production costs. The exhibitors, although, were not pleased. "Surya and Jyothika became stars only

because their movies were watched on nearly 1,000 screens across Tamil Nadu. By releasing the film directly on OTT, they have betrayed the interests of thousands of people working in theatres," said R. Panneerselvam, President, Tamil Nadu Theatre Owners Association.

But 30 Tamil film producers jumped to Surya's defence, arguing that OTT release would help producers recover their investments without waiting for a long time. OTT release also makes sure that when theatres reopen, too many movies are not jostling for screen space. Their logic makes sense since over 200 Tamil films are produced in a year and many wait for theatre release as the big productions usually get first preference. Many of them remain unreleased for years before they get telecasted by a TV channel. OTT has changed that business paradigm.

For example, "R.K. Nagar", a small budget film directed by Venkat Prabhu, had been waiting for two years to find a theatre. Using the present rush towards OTT, the producer released it on Netflix and recovered a portion of the costs. "This is the way it will work for small and medium budget films in future. The audience has already shown its preference and the industry has to accept this trend," said S.R. Prabhu, a leading film producer. Similarly, two Kannada films – "French Biryani" and "Law" and a Tamil-Telugu bilingual "Penguin" will also hit the TV screens courtesy Amazon Prime.

COVID 19 - SEVERE BLOW TO THE INDUSTRY

The pandemic has dealt a severe blow to the Tamil film industry. Film shoot cancellations and postponement of movie releases amid the lockdown has put hundreds of crores of business at stake and rendered lakhs of film industry workers, mostly daily wage

- Covid-19's first impact came when Reliance Entertainment on March 12 indefinitely postponed Rohit Shetty's film Sooryavanshi. The film starring Akshay Kumar and Katrina Kaif was scheduled to release on March 24. This was quickly followed by Sir, Sandeep Aur Pinky Faraar, Haathi Mere Sathi and 83 getting postponed too. Baaghi 3 saw fewer takers in its second week, and Irrfan Khan's Angrezi Medium had to be pulled out of theatres. It eventually released on OTT platform Disney+Hotstar. Similarly a lot of big ticket releases in regional languages have also been delayed.

- Covid-19's ripple effect was felt when film bodies including Federation of Western Indian Cine Employees (FWICE) and Indian Film & Television Directors' Association (IFTDA) decided to halt shooting of movies, TV shows and web series. Major production houses like Balaji Motion Pictures, Dharma Productions and Yash Raj Films also promptly called off all production activity. Amid this, various state governments ordered the closing down of cinema halls. Prime Minister Narendra Modi's announcement on March 24 of a 21-day national lockdown sealed the fate for several projects.

SUGGESTIONS

- As film producers across India grapple with low revenues and challenges of restarting production post the covid-19 lockdown, top actors who take away almost 50-60% of the overall budget of movies may have to cut down on their big remuneration numbers.

- There is no need for kissing or hugging scenes. The usual crowds at shooting spots could be reduced considerably.

- A film shooting generally requires 125 to 150 workers, and this number could be halved in the future.

- A large section of Kollywood workers are daily wagers, including junior artistes, workers involved in production and post-production, art, transport and catering services. Though wages differ from one department to another, their misery remains the same during the lockdown. Therefore Commission has to be formed to fix a fixed income for Cine Industry Workers for a particular period or for a project.

- The dancers can be trained to switch over to supporting acting roles as a temporary measure.

- Worst affected workers may be from Stunt Union. During this situation, there may be stunt scenes in films. Self Employment training programmes can be organised to enhance their confidence and enhance their standard of living.

- The family oriented subjects should be given due importance by the producers and directors.

- The expenses can be reduced by optimum utilisation local shooting spots.

- Shooting should be conducted with proper precautions once getting necessary permission from the government. For this separate committee has to be framed by the concern producer involving the team of health sector officials.

- The government has to provide special concession particularly in education as regards the childrens of cine industry workers are concerned.

- Credit facility should be provided to the Cine Industry Workers with Very Minimum Interest rates.

CONCLUSION

There is uncertainty in Tamil Film Industry as in other fields, about when the Covid 19 Pandemic will end. What certain though is that with social distancing norms to be followed things will not be same again. Wearing masks will become the norm on the sets and removed only when the situation warrants. The whole dynamic of shooting will have to change and actors may insist on filming independent scenes. Whatsoever it may be, all the workers may not get their work back after the restrictions are lifted. Producers have to definitely try to reduce the production cost, which may lead to the loss of jobs. Hence, concern association and government should join in hands to protect the welfare of the cine industry workers. Impact of Covid-19 on Indian Media and Entertainment industry is a mix of pain, hope and opportunities

REFERENCES

1. https://en.wikipedia.org/wiki/Film_industry
2. https://en.wikipedia.org/wiki/Tamil_cinema
3. <https://indianexpress.com/article/explained/explained-how-will-coronavirus-impact-entertainment-industry>
4. <https://www.livemint.com/news/india/covid-19-impact-top-stars-may-see-pay-cuts-as-film-industry-fights-cash-crisis-11589872446772.html>
5. <https://www.punekarnews.in/impact-of-covid-19-on-indian-media-and-entertainment-industry-is-a-mix-of-pain-hope-and-opportunities-icra/>

66. INDIAN DIASPORA: ANALYSIS OF ITS ADVANTAGE TO THE HOME COUNTRY AND TO THE WORLD

N. SHRADHA VARMA, Assistant Professor, Department of Economics, Maitreyi College, Delhi University, Email id: shradhavarma90@gmail.com

ABSTRACT

Migration has been a common phenomenon since a long time. Movement of people across borders and thus, movement of ideas, new skills and technical know-how result in the benefits not only for the receiving countries but also for the sending countries. In this regard, it is very important to consider the role of Diaspora communities for the receiving countries and our study focuses on the role of Indian Diaspora communities residing in other foreign lands and will analyze their roles in enhancing the working of different sectors of the economy in which they live. The study further illuminates the contribution of the Indian Diaspora to their native land i.e., India. There is no denial to the fact that Indian Diaspora has been contributing towards the development of the Indian economy in being the major source of Foreign Direct Investment, in transferring technology and technical know-how, substantial flow of knowledge, contributing towards tourism, charity activities, in establishing NGOs to work towards the betterment of the society and fighting social evils existing. The other side of this phenomenon is the contribution of Indian Diaspora to the receiving countries, basically, to those countries in which they live. These communities bring in their skills for the utilization of the available

resources, put on their knowledge and add onto the set of technical know-how, providing new demand to the consumer market, providing to the employment opportunities and also adding to the production level of the economy. So this paper reveals the positive aspect of the existing of Indian Diaspora for foreign countries, relating their advantages to Indian Territory also.

KEYWORDS

Migration, Diaspora, economy, development.

INTRODUCTION

Diaspora refers to individuals who have spread out from one country to the rest of the world (e.g. the Indian Diaspora refers to Indian-origin who living outside of India). It has to be noted that the movement of people across borders led to significant changes not only in the sending country but majorly in receiving country. The impact of such a spread of people could be on social, political and administrative aspects which can lead that country onto an altogether different path of growth and development. Diaspora can help a country in increasing trade with countries, investment, by their knowledge, innovation, professionalism and management techniques. It is also imperative to know that Diaspora communities always end up promoting exchange

of ideas, views, culture and political stand across territories so existence of such groups help both economies to evolve with their contributions. There is growing awareness now that there is a concept named as "Diaspora Capital" to go alongside financial, human and social capital. Almost every country is coming to a realization that there is a resource that needs to be researched, cultured, solicited and stewarded. Undoubtedly, these communities have, many a times, as a key piece of economic recovery for both economies (sending and receiving). It is crucial that these communities should be assured of complete support from their origin country and also from the residing country then only such set of people can put out their best in the form of their abilities and skills for the betterment of every society. It would not be surprising if Diaspora communities are considered as national asset but what is new is that now there is increasing number of countries realizing the potential of such an overseas population in creative and innovative ways. Thus, now there are constant and active efforts being made to identify and connect with these individuals and link them to national economic development projects in one or the other form. With the idea of tapping these communities and at the same time, noticing their potential, there is actually a two-way flow of skills, capital and technology which can benefit both the countries.

A BRIEF ABOUT INDIAN DIASPORA

Diaspora is basically a word used, in a general sense, for communities of migrants living or settled permanently abroad, aware of their origins and identity and maintaining various degree of contact with their native land. Indian Diaspora refers to the set of people having their origin in India but settled abroad for any reason. Even though these people have their residence

in other country but their existence and importance can be observed in many forms. Their contribution to the economy where they live as well as to the Indian economy matters. This Diaspora is seen as relevant mainly for its economic remittances but it is also fundamental for more than that which is for its social remittances in the form of ideas, values, beliefs and practices. Indian Diaspora, being one of the largest in the world, is an indispensable soft power tool which plays a critical role in the development story of India in many ways.

Apart from being highest remitter of foreign currency into mainland, Indian Diaspora has contributed immensely in various spheres, thus benefitting both the country of origin and the destination. Indian Diaspora has placed itself at a significant position not only with the Indian policymakers but also exhibited its potential on international platform thus it deserves a sincere attention for its upliftment.

ADVANTAGES OF INDIAN DIASPORA FOR INDIAN ECONOMY

Indian Diaspora is one of those communities existing in the world territory which plays a very significant thus appreciable role in the development of Indian nation. Their contribution to the Indian economy in all forms is recognizable and is a matter of pride for all Indians. This community living in other nations keeps on adding to the growth potential of this country in many aspects. In this regard, the first aspect to consider is their huge role in promoting investment in India in both forms: Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI). Such a group of people actually add on to the investment stock of the country by doing direct investment in the expansion of many established business enterprises, in substantiating capital stock of the new business ventures and helping the

startups emerging in India in many ways, sometimes, by promoting their new and innovative ideas or also by funding the new initiatives. These people also contribute to the research and development department of the business world by pushing in new ideas, new techniques, new views, new skills towards Indian Territory and supporting the framework for the new innovations already set within Indian domain. In short, this Diaspora creates many business opportunities and spur entrepreneurship among the aspiring fellow individuals in India and also helps in transferring new set of knowledge and skill education. In a country like India, the direct investment by the Diaspora plays a pivotal role in creating the trust among foreign investors. When it comes to bringing in FDI, Diasporas are often more useful than the institutional network and diplomacy which has worked in the Indian case too. Along with the monetary or tangible benefits, they also bring in intangible advantages in the form of advanced technology and global best practices along with them, the second aspect of the benefits from Diaspora is the remittances send by them to the home country that is India, which is the one of the main sources of privilege that the origin country has from the Indian people living abroad. Actually, remittances have many positive impacts on the receiving country as these help in reducing the recipient household poverty, with spillover effects to other households, also increase investment in education and health, along with other productive activities. In India, remittances contribute significantly to the GDP. In addition to monetary contributions, India Diaspora also has the updated set of knowledge and latest technical expertise to offer as inputs to the development strategies that are being designed by India for its betterment. This community of people

also acts as an organic link between native Indians and the world which further helps in promoting trade of goods and services, also contribute in establishing long term business and transnational entrepreneurial relations and thus illuminating the potential of India's manufacturing and service sector along with, focusing on the credentials of India's young population capable of decision making, policy framing and initiating reforms on domestic grounds, also in foreign lands, if provided with appropriate opportunities. Engagement and involvement of this community spread across many foreign nations help the home country i.e., India to get positive exposure and develops a reputation on the basis of trust at the international level, which can actually help the national image of this country in an advantageous way. Indian Diaspora is actually an invaluable source of "soft power". This was a term coined by Joseph Nye and through this term, he refers to the ability to get what one wants through attraction rather than coercion. This phenomenon is applicable in Indian scenario as this country's culture, ideology, political ideas, policies has always been accommodating on international grounds. Indian Diaspora also creates a chance of greater economic and social integration between Indian and other countries with their entry into the administration and diplomacy of the countries in which they reside. Apart from contributing to establishing economic and political links between India and other nations, Indian Diaspora can partner in the progress of the home country in many other forms like providing adequate funding for developing infrastructure in their native regions through either direct investment or any indirect route, establishing base for global consulting services, proving reliable and plausible ideas for management in Indian industries, and introducing

orientation of high technology to the existing companies. Actually, best business practices employed by Diaspora in Indian establishments help in bringing the technology gap that generally exists between the western countries and India. Their contribution in the form of Portfolio investment is also appreciable component and considerable too which can further boost up the credibility of Indian companies. In the field of education and skill formation, India Diaspora has entered into collaborations and opened up many Centre(s) of Excellence in premier institutes like IITs, NITs helping in the creation of knowledge, fueling innovative ideas, skill enhancement and thus adding on to the stock of human resource capital. Also, India benefits tremendously from the people of Indian Diaspora community in luring large multinational companies. Over the period of time, globalization and liberalization policies have shown up the expected results in the form of opening up of Indian economy for international investors and entrepreneurs, so as for Indian Diaspora communities living abroad. Such policies can initiate these investors to invest in Indian market by setting up MNCs, manufacturing activities, real estate services etc., in many other forms. Actually, in this regard, they have introduced new processes in the economic sphere as well as in the public policy domain of India. In addition to many significant economic and political contributions, India Diaspora has also been involved in the philanthropic engagements to advance equity in the Indian society and thus helping the people of India to challenge many existing social and cultural barriers. Involvement of this group with the native people of the Indian Territory can help in enhancing the cultural exchanges for example: spread of Yoga, Ayurveda, developing taste for Indian cuisines, traditions, rituals, religious acts etc. and such

exchanges can help India not only in social horizon but can also boost the economy. Thus, with the right incentives and policy framework, the talent of the Indian Diaspora can be utilized in the nation building process and in the development efforts in a systematic way and also it is to be noted that Indian Diaspora plays an important role in influencing foreign and domestic policies for the improvement of the Indian society.

ADVANTAGES OF INDIAN DIASPORA FOR OTHER ECONOMIES

Undoubtedly, Indian Diaspora has been consistent in its action in ensuring the goodness of its host and adopting countries in many forms whether it being building the trust between the people of the two nations with which it is involved or expanding the networks of market between these countries, thereby directly impacting the trade of goods and services. Their contribution to the economic and non-economic parameters of the receiving country is understandable and even commendable. This community helps majorly in the exploitation of the new innovations and technology in the residing country for the betterment of that country and also works in the direction of adding to the existing set of research and knowledge. The existence of such a community in a foreign country acts as an extra yet internal support for the implementation of the policies and reforms of that country. The very existing of the skills, knowledge and intellectual abilities of the people of Diaspora enhance the working and management of production and manufacturing activities of the receiving country. These communities bring in new ways and views in performing complex tasks related to operational or assembling activities. These Diasporas are a great source of transfer of technical knowledge and skills in the form of 'brain gain'.

They can contribute these not only through permanent repatriation but also through short-term return. The Diaspora population also adds onto the revenue of the residing country in many forms like tax revenues, non-tax revenues, and revenue due to consumption expenditure adding on to the public expenditure, addition to the output level and also to the demand of the market. In short, these people create economic benefits to the economy in which they live not only by creating demand but also by adding to the total demand. The people of Indian Diaspora community also contribute towards many industry collaborations, joint ventures and also in establishing many subsidiaries of the business houses. The Indian Diaspora resource, both financial and non-financial, can leverage family, community and national development efforts in the receiving countries. Apart from advantages to the economic parameters, in most of the cases, these communities also help in promoting the culture and ideology of that country in which they reside by following their historically or traditionally laid spiritual and religious activities. The political role played by people of Indian Diaspora contributes significantly to the political arena of the adopting country. Basically, this community fills important mainstream roles and responsibilities in their adopted countries, helping shape the destiny of these countries for example: The President of Singapore, Governor-General of New Zealand and prime ministers of Mauritius and Trinidad and Tobago are all of Indian descent. Indian Diaspora has increasingly become prominent with getting highly established and recognizable positions in the big and magnetic business enterprises of their residing nations like UK, USA which further helps in building their economic linkages with India. Hence, the influential Indian Diaspora affects not just the popular

attitude of their residing society, but also the government policies and reforms in those countries.

ANALYSIS OF THE BENEFITS EVALUATED

It is observed that quite often the factors which influenced the Diaspora to migrate from their homelands may influence the extent of their involvement and contribution to the development of their countries of origin and hence, this is seen as the main reason that Indian Diaspora has helped India a lot over many years in terms of trade and investment, innovation, human capital formation, technological advancement, professional network creation besides remittances when it comes to its economic benefits to India. There is no doubt about the fact that any Diaspora forms the backbone of the various professional networks between the home country and host country and this is what Indian communities residing abroad have done to enhance the relations of India and other countries in many domains. Apart from directly helping Indian economy by transferring funds in the form of remittances and also in the form of direct or portfolio investment, the contribution of such communities is also appreciated in other non-monetary fields like philanthropically influenced activities in both countries, establishing or reestablishing political linkages, in most of the cases, with other economies, knowledge transferring, exchange of ideas and cultural views, acceptance of attitude and aptitude of different groups of people and thus mingling with them, skill creations, encouragement to small and medium scale entrepreneurship in India through either funds or ideas, introducing native fellows to new innovations/technology, helping in enhancing the employability of Indians working in foreign countries as well as in home country, encouraging more of economic relations between India and other countries in which they reside. Over the period, Diaspora organizations (and sometimes even

individuals) are seen to be getting increasingly vocal and influential in their countries of origin and of settlement. They increasingly seek to influence government, media, corporate sector and other prominent groups and are therefore speaking up on a range of issues affecting their homeland and their communities living abroad. In this regard, many international organizations for instance, CUSO which offer volunteer opportunities in other countries recently started targeting Diaspora individuals to volunteer in their countries-of-origin. They've found that Diaspora volunteers can start making real contributions faster than their peers without in-country background or experience. This kind of activeness of such groups helps all the economies of the world to merge into one nation and also act as one.

The analysis of the multidimensional benefits reaped from the very existence of Indian Diaspora group in other countries can result in many interesting characteristics about this community in the form of their contributions towards the development of their home country but most importantly, it highlights the relevance of such communities for the upliftment of the economical and political image of India in the countries where they reside. A politically and economically influential Diaspora can be leveraged upon to further economic interests of the nation which can further influence the policy decisions in the host nation for the economic interests of the homeland and this has been replicated in the case of Indian Diaspora. It cannot be denied that the positive impacts of having a well versed and influenced and also knowledgeable Indian Diaspora helped its home country to improve on its benefits from such a community and also helps the receiving country in reaping the advantages with the physical presence of such cultured, civilized and skilled community in its territory. It has also

been felt that India does have a strong role to play in improving the quality of life of communities living abroad in the form of their social and economic security because apart from the well-off sections, there is huge number of laborers performing unskilled work abroad, especially in Gulf. India should also take commensurate steps to ensure dignified work and living conditions. The social security schemes announced by the Indian government are in the right direction to protect their future like Pravasi Kaushal Vikas Yojana, PravasiBharatiya Bima Yojana (PBBY) etc. In India, where the foreign remittances contribute significantly to the total income of the nation, the government should have a proper Diaspora engagement policy. There is also a need to focus on facilitating the development of Diaspora centric public-private partnerships. The strategy must be to look after the feelings of identity and affection to cultivate their social network as a powerful source of economic progress.

CONCLUSION

There is no denial to the fact that Diaspora group always work for its native country along with its contributions for the residing country. What is required is to develop the key to success which is in the form of developing globally distributed networks of trusted contacts with these people from Diaspora communities. Interestingly, these links are much enhanced with the help of interest from all dimensions including policymakers, interest groups, international organizations etc. Diaspora members can help a country build itself as the soft power and by implementing a comprehensive Diaspora strategy this can be harnessed and converted into 'hard impacts'. So, recognizing and working for the upliftment of Diaspora community has to be considered as important and substantial and should

be made a priority. The objective should be to engage Diaspora communities by focusing on creative mechanisms through which they can contribute to political, economic and social growth in their homelands through Diaspora philanthropy, Diaspora Volunteer Corps, Diaspora Direct Investment, Diaspora Capital Markets, Diaspora Tourism, and nostalgic trade and Diaspora advocacy and diplomacy'. There is thus a further need to raise global awareness about the importance and value of Diaspora engagement and also to provide capacity building for Diaspora groups and organizations. There has to be a continuous research to enhance the understanding the nexus between Diaspora and development as Diaspora helps a country politically, socially and most importantly economically. India is increasingly becoming an attractive nation for the foreign countries which is resulting in more favorable environment for the Diaspora by their residing countries. Off late, the positive impacts of the Diaspora are making the government of India to move more closely to them and reap more benefits with their cooperation.

REFERENCES

1. Jha A. (2011, May 30). *The Importance of Indian Diaspora*. Retrieved from <https://www.theglobeandmail.com>.
2. Meseguer C., Lavezolo S., Aparicio J. (2016). *Financial remittances, trans-border conversations, and the state*. *Comparative Migration Studies*.
3. Constant F., Zimmermann K. (2016). *Diaspora economics: new perspectives*. *International Journal of Manpower*. 37:7, 1110-1135.
4. Yong T.T., Rahman M. (2013). *Introduction: Diaspora Engagement and Development in South Asia*. Pp1-19.
5. Goldin I., Reinert K., Beverinotti J.H. (2012). *Policies for Globalization and Development: Four Examples*. *Journal of International Commerce, Economics and Policy*.
6. Shachar A., Hirschi R. (2013). *Recruiting*

"Super Talent": The New World of Selective Migration Regimes. *Indiana Journal of Global Legal Studies*. Pp71-107.

7. Jayaram N. (2004). *The Indian Diaspora: Dynamics of Migration* (Ed.). SAGE Publications Ltd.

8. Mishra V. (2007). *The Literature of the Indian Diaspora. Theorizing the Diaspora Imaginary*. U.K: Routledge Publications.

9. Nanda, R. Khanna, T. (2010). *Diasporas and Domestic Entrepreneurs: Evidence from the Indian Software Industry*. *Journal of Economics & Management Strategy*. Vol.19, Issue 4, pp991-1012.

10. Jayaram, N. (1998). *Social Construction of the other Indian: Encounters between Indian Nationals and Diaspora Indians*. *Journal of Social and Economic Development*. Vol.1, Issue 1, pp55-72.

67.ROLE OF ENTREPRENEUR IN THE ECONOMY

SYED BABU HB,*Faculty, Department of Commerce, Sri Siddhartha First Grade College Tumkur, Karnataka - India, syedbabuhb@gmail.com*
Cell: 9880229786

ABSTRACT

Business is an organization entity engaged in commercial, industrial or professional activities to make profit and nonprofit organization that operate to fulfill a charitable mission. Economics is a social concerned with the production, distribution and consumption of goods and services. It studies how individuals, business, governments and nations make choices on allocating resources to satisfy their wants and needs, trying to determine how these groups should organize and co-ordinate efforts to achieve maximum output. Economics has the solution for all the problems concerned with Gross Domestic Product, Per Capita Income and so on. In 8th Century B.C an economic thinker says to eradicate the scarcity labour, materials and time is needed but Adam Smith's book in 1776 An Inquiry Into the Nature and Causes of the Wealth of Nations explained with the help of changes in modern economy and expectations. Effective utilization of resources & increasing the productivity leads to develop an economy as whole. Changes are key factor of development hence developments require changes in the present business pattern today and tomorrow.

KEY NOTE: Importance of Entrepreneurs

INTRODUCTION

Entrepreneurs are business people who can detect and sense the availability of business opportunities

in any given scenario. They will utilize these opportunities to create new products by employing new production methods in different markets. They will also function in different ways by using various resources who will give them profit. It is important to note that although most entrepreneurial businesses start small, the owners of such businesses need not be small scale owners. They could in fact be big business owners, who first try and test the waters before investing big time in the business. Small business owners dread risk, but successful entrepreneurs are very innovative and know how to operate profitably in a business environment, even if the risk is very high. In fact, innovation is the life blood of any kind of entrepreneurs; this is one of the tools that helps them gain an advantage over established players in the market. Entrepreneurs are, thus, defined as individuals or groups of individuals who carry out entrepreneurship activities that are based on their innovative approaches to solving real-world problems.

TYPES OF ENTREPRENEURS

Based on their working relationship with the business environment they are functioning in, various types of entrepreneurs can be found. The chief categories are these four types of entrepreneurs, i.e.

1. Innovative Entrepreneurs: This type of an entrepreneur is more interested in introducing some new

ideas into the market, organization or in the nation. They are drawn towards innovations and invest a lot of time and wealth in doing research and development.

2. Imitating Entrepreneurs:

These are often disparagingly referred to as 'copy cats'. They observe an existing successful system and replicate it in a manner where all the deficiencies of the original business model are addressed and all its efficiencies are retained. These entrepreneurs help to improve an existing product or production process and can offer suggestions to enhance the use of better technology.

3. Fabian Entrepreneurs: These are entrepreneurs that are very careful in their approaches and cautious in adopting any changes. They are not prone to sudden decisions and try to shy away from any innovations or change that doesn't fit their narrative.

4. Drone Entrepreneurs: These are entrepreneurs who do not like a change. They are considered as old school'. They want to do business in their own traditional or orthodox methods of production and systems. Such people attach pride and tradition

to even outdated methods of doing business.

ENTREPRENEURSHIP

Entrepreneurship refers to all those activities which are to be carried out by a person to establish and to run the business enterprises in accordance with the changing social, political and economic environments. Entrepreneurship includes activities relating to the anticipation of the consumers likes and dislikes, feelings and behaviors, tastes and fashions and the introduction of business ventures to meet out all these expectations of the consumers.

Entrepreneurship is considered as a new product that would enable businessmen to develop new form of business organization and new business activities catering to the changing needs of the society.

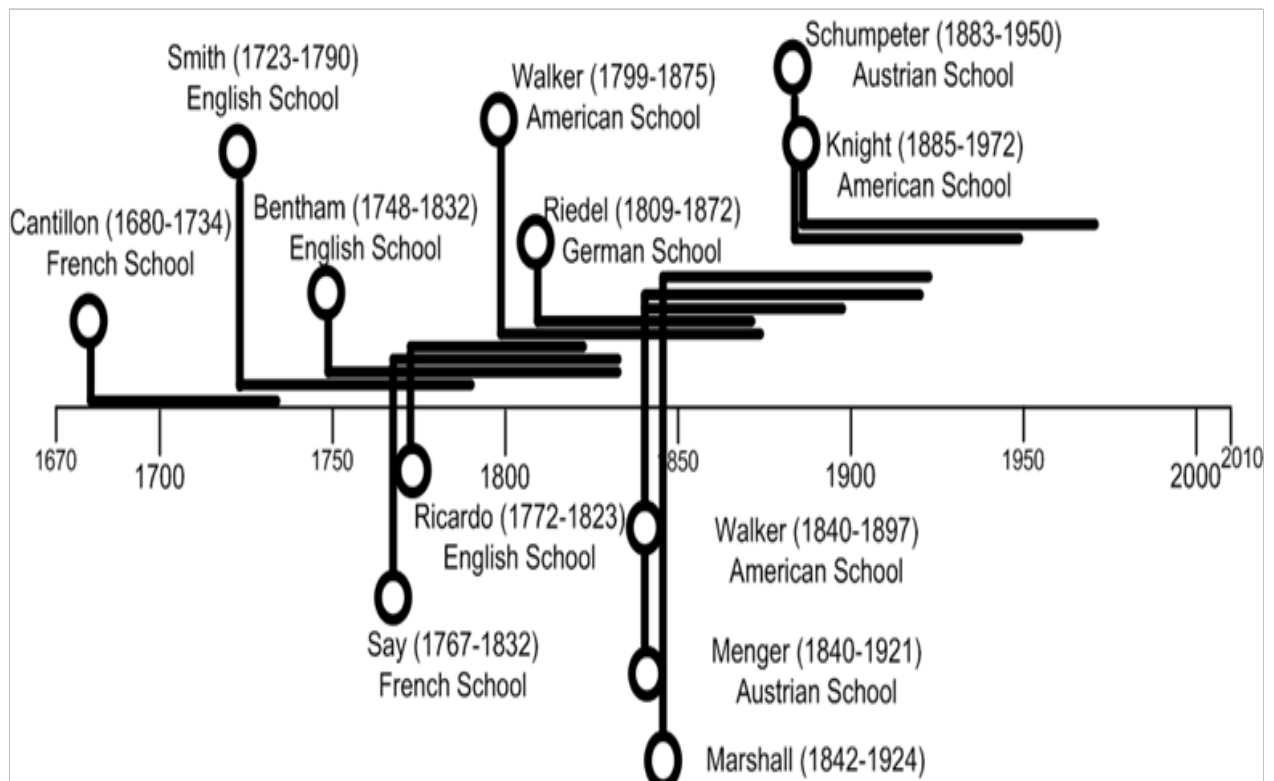
The liberalization of cultural rigidities are mainly due to this new product entrepreneurship. Entrepreneurship is the ability of entrepreneurs to assess the risks and establish businesses which are risky but at the same time suits perfectly to the changing scenarios of the economy.

DIFFERENCE BETWEEN THE TERM ENTREPRENEUR AND ENTREPRENEURSHIP

BASIS FOR COMPARISON	ENTREPRENEUR	ENTREPRENEURSHIP
Meaning	An entrepreneur is an individual or a team thereof, having an innovative idea, and takes every step to turn the idea into reality, while bearing the risks.	Entrepreneurship is a risky activity of commencing a business usually a start up company, offering distinct products and services to the target customers, which may or may not get success.
What is it?	Person who has an idea and gives shape to it.	Process which gives shape to the idea.
Represents	An innovator, who chased the dream, till it becomes true.	A procedure through which an innovation is done.
Business Venture	He/She is the one who sets up the business venture, to turn a concept into reality.	It is the activity, which an entrepreneur undertakes to set up the business venture.

THE EVOLUTION OF ENTREPRENEURSHIP THOUGHT

The following timeline shows some of the most influential entrepreneurship scholars and the schools of thought (French, English, American, German, and Austrian) their perspectives helped influence and from which their ideas evolved. Schools of thought are essentially groups of people who might or might not have personally known each other, but who shared common beliefs or philosophies.



ENTREPRENEURSHIP VERSUS ENTREPRENEUR:

Adam Smith (1723-1790), from the English School of thought, published *An Inquiry into the Nature and Causes of the Wealth of Nations* in 1776. In a departure from the previous thought into entrepreneurship and economics, Smith did not dwell on a particular class of individual. He was concerned with studying how all people fit into the economic system. Smith contended that the economy was driven by self-interest in the marketplace (Chell, 2008).

Also from the English School, David Ricardo (1772-1823) was influenced by Smith, Say, and others. His work focused on how the capitalist system worked. He explained how

order good is the flour that was used to make the bread. The grain used to make the flour is an even higher order good. Entrepreneurs coordinate these factors of production to turn higher order goods into lower order goods that more directly satisfy human wants and needs (Hebert & Link, 2009).

Menger (1950 [1871], p. 160) established that entrepreneurial activity includes:

- (a) Obtaining information about the economic situation,
- (b) Economic calculation – all the various computations that must be made if a production process is to be efficient,
- (c) The act of will by which goods of higher order are assigned to a particular production process, and
- (d) Supervising the execution of the

production plan so that it may be carried through as economically as possible (Hebert & Link, 2009, p. 43).

ENTREPRENEURSHIP AND INNOVATION

Jeremy Bentham (1748-1832), from the English School of thought, considered entrepreneurs to be innovators. They "depart from routine, discover new markets, find new sources of supply, improve existing products and lower the costs of production" (Chell, 2008).

Joseph Schumpeter's (1883-1950) parents were Austrian, he studied at the University of Vienna, conducted research at the University of Graz, served as Austria's Minister of Finance, and was the president of a bank in the country. Because of the rise of Hitler in Europe, he went to the United States and conducted research at Harvard until he retired in 1949. Because of this, he is sometimes associated with the American School of thought on entrepreneurship (Chell, 2008).

Whereas Menger saw entrepreneurship as occurring because of economic progress, Schumpeter took the opposite stance. Schumpeter saw economic activity as leading to economic development (Hebert & Link, 2009). Entrepreneurs play a central role in Schumpeter's theory of economic development, and economic development can occur when the factors of production are assembled in new combinations.

Schumpeter (1934) viewed innovation as arising from new combinations of materials and forces. He provided the following five cases of new combinations.

- The introduction of a new good—that is one with which consumers are not yet familiar or of a new quality of good.
- The introduction of a new method of production, that is one not yet tested by experience in the branch

of manufacture concerned, which need by no means be founded upon a discovery scientifically new, and can also exist in a new way of handling a commodity commercially.

- The opening of a new market, that is a market into which the particular branch of manufacture of the country in question has not previously entered, whether or not this market has existed before.
- The conquest of a new source of supply of raw materials or half-manufactured goods, again irrespective of whether this source already exists or whether it has first to be created.
- The carrying out of the new organisation of any industry, like the creation of a monopoly position or the breaking up of a monopoly position (Schumpeter, 1934, p. 66).

Another concept popularized by Schumpeter in addition to the notion of new combinations -was creative destruction. This was meant to indicate that the existing ways of doing things need to be dismantled - to be destroyed - to enable a transformation through innovation to a new way of doing things. Entrepreneurs use innovation to disrupt how things are done and to establish a better way of doing those things.

IMPORTANT ROLE OF ENTREPRENEUR IN ECONOMIC DEVELOPMENT

- 1. Wealth Creation and Sharing:** By establishing the business entity, entrepreneurs invest their own resources and attract capital (in the form of debt, equity, etc.) from investors, lenders and the public. This mobilizes public wealth and allows people to benefit from the success of entrepreneurs and growing businesses. This kind of pooled capital that results in wealth creation and distribution is one of the basic imperatives and goals of economic development.

2. Create Jobs:

Entrepreneurs are by nature and definition job creators, as opposed to job seekers. The simple translation is that when you become an entrepreneur, there is one less job seeker in the economy, and then you provide employment for multiple other job seekers. This kind of job creation by new and existing businesses is again one of the basic goals of economic development. This is why the Govt. of India has launched initiatives such as StartupIndia to promote and support new startups, and also others like the Make in India initiative to attract foreign companies and their FDI into the Indian economy. All this in turn creates a lot of job opportunities, and is helping in augmenting our standards to a global level.

3. Balanced Regional Development:

Entrepreneurs setting up new businesses and industrial units help with regional development by locating in less developed and backward areas. The growth of industries and business in these areas leads to infrastructure improvements like better roads and rail links, airports, stable electricity and water supply, schools, hospitals, shopping malls and other public and private services that would not otherwise be available.

Every new business that locates in a less developed area will create both direct and indirect jobs, helping lift regional economies in many different ways. The combined spending by all the new employees of the new businesses and the supporting jobs in other businesses adds to the local and regional economic output. Both central and state governments promote this kind of regional development by providing registered MSME businesses various benefits and concessions.

4. GDP and Per Capita Income:

India's MSME sector, comprised of 36

million units that provide employment for more than 80 million people, now accounts for over 37% of the country's GDP. Each new addition to these 36 million units makes use of even more resources like land, labor and capital to develop products and services that add to the national income, national product and per capita income of the country. This growth in GDP and per capita income is again one of the essential goals of economic development.

5. Standard of Living:

Increase in the standard of living of people in a community is yet another key goal of economic development. Entrepreneurs again play a key role in increasing the standard of living in a community. They do this not just by creating jobs, but also by developing and adopting innovations that lead to improvements in the quality of life of their employees, customers, and other stakeholders in the community. For example, automation that reduces production costs and enables faster production will make a business unit more productive, while also providing its customers with the same goods at lower prices.

6. Exports:

Any growing business will eventually want to get started with exports to expand their business to foreign markets. This is an important ingredient of economic development since it provides access to bigger markets, and leads to currency inflows and access to the latest cutting-edge technologies and processes being used in more developed foreign markets. Another key benefit is that this expansion that leads to more stable business revenue during economic downturns in the local economy.

7. Community Development:

Economic development doesn't always

translate into community development. Community development requires infrastructure for education and training, healthcare, and other public services. For example, you need highly educated and skilled workers in a community to attract new businesses. If there are educational institutions, technical training schools and internship opportunities, that will help build the pool of educated and skilled workers. A good example of how this kind of community development can be promoted is AzimHashimPremji, Chairman of Wipro Limited, who donated Rs. 27,514 crores for promoting education through the AzimPremji Foundation. This foundation works with more than 350,000 schools in eight states across India.

CONCLUSION

It is clear that the concept of Entrepreneur have not taken the birth a very long before, and the innovation taking place till now. A overall development of a country is directly or indirectly associated with the entrepreneurship where the society may get benefited in difference ways. So, there is a very important role for entrepreneurs to spark economic development by starting new businesses, creating jobs, and contributing to improvement in various key goals such as GDP, exports, standard of living, skills development and community development.

REFERENCES

1. "*Entrepreneurial Development*" by Khanka S S
2. "*Dynamics of Entrepreneurial Development and Management*" by V Desai
3. <https://openpress.usask.ca/>

EDITORS

Chief Editor

Prof Kishore G. Kulkarni, Ph.D.

Metropolitan State University of Denver
PO Box 173362 Campus Box 77
Denver, CO 80217 - 3362, USA
kulkarnik@msudenver.edu

Managing Editor

S.Veeramani, Ph.D., M.A(Eco)., M.A(Eng).,
Associate Professor, Department of Economics,
DRBCCC Hindu College,
Affiliated to University of Madras,
Pattabiram, Chennai-72.
drsvmani@gmail.com

Co- Editors

Prof. Amitabh Dutta, Ph.D., MBA
Florida Institute of Technology,
Nathan M Bisk College of Business,
150 W. University Boulevard
Melbourne, FL 32901, USA
adutta@fit.edu

Prof. Bansi Sawhney, Ph.D.,
Department of Economics,
Merrick School of Business,
University of Baltimore,
1420 North Charles Street,
Baltimore, MD 21201, USA.

Associate Editors

Vijay Agarwal, (Management Information Systems) University of Nebraska, Kearney, NE
Gregory Black, (Marketing) Metropolitan State University of Denver, Denver, CO
Debasish Chakraborty, (Economics), Central Michigan University, Mt. Pleasant, MI and Techno- India Group, Kolkata
Satish Deodhar, (Economics) Indian Institute of Management, Ahmedabad, India
Dharmendra Dhakal, Tennessee State University, Nashville, TN
Raj Khandekar (Management) Metropolitan State University of Denver, Denver, CO
Anand Kulkarni, (Economics) Victoria University, Melbourne, Australia
Ruth Lumb, (Marketing) Minnesota State University- Moorhead, MN
Hillar Neumann(Jr.) (Business) North State University, Aberdeen, South Dakota
Penelope Prime, (Economics) Georgia State University, Atlanta, GA
Meenakshi Rishi, (Economics) Seattle University, Seattle, WA
Subarna Samanta (Economics) The College of the New Jersey, Ewing, NJ
Charan Singh, (Economics) Indian Institute of Management, Bangalore, India
Rajeev Singhal, (Finance) Oakland University, Rochester, MI
Niloufer Sohrabji, (Economics) Simmons College, Boston, MA
Rajeev Sooreea, (International Business) Dominican University of California, San Rafael, CA
Sridhar Sundaram, University of South Florida, St. Petersburg, FL
Deepak Tandon, International Management Institute (IMI), New Delhi, India
Kamal Upadhyaya, University of New Haven, New Haven, CT

Editorial Advisory Board

Angelica Bahl, (Marketing) Metropolitan State University of Denver, Denver, CO
Dmitry Epifanov, Dean, International Relations, PLeckhanov University of Economics, Moscow, Russia
Arthur (Trey) Fleisher, (Economics) Metropolitan State University of Denver, Denver, CO
Pratibha Gaikwad, (Economics) Principal, D.G. College, Satara, Maharashtra, India
Biswadip Ghosh, (Computer Information Systems), Metropolitan State University of Denver, Denver, CO
Bandi Kamaiah, (Econometrics) Dean, School of Economics, University of Hyderabad, Hyderabad, India
Pandit Mali (Marketing), Director, Indira Institute of Management, Pune, India
Ravindar Rena, (Business and Economics), Monarch University, Hagendorn-Zug, Switzerland
HK Pradhan, (Finance) Xavier Labor Relations Institute, (XLRI)
Poornima Tapas, (Economics) Symbiosis Institute of Business Management, Pune, India

ISSN : 2474 -5146 (Online) 2474-5138 (Print)
Volume 4, Special Issue No.1, July 2020

No Registration /No Publication Fee

