



RESEARCHER

A PEER REVIEWED JOURNAL

Vol. XXVIII No. 2
Apr-Jun 2022

Total Quality Management Practices on Employee/Organization Performance Measure of Construction Sector in Kerala	V Bhaskaran Nair, Dr. P Marishkumar
Trends, Growth and Price Behaviour of Small Cardamom in India	Jayabhadrha J
Influence of Psychological Contract on the Job Satisfaction and Organizational Commitment of Higher Secondary School Teachers	Vidhya Vijayan P, Dr. Reshmi R Prasad
Investment Behaviour of Non-Resident Keralites - A Study in Malabar Region	Manzoorali P K
Effect Of Destination Image On Tourist Satisfaction With Reference To Beach Tourism In Trivandrum	Athira K A, Dr. Vinod A S
An Exploratory Analysis of Business Performance of the Life Insurance Sector during Pandemic Period	Ansa S
Unheralded Water Activities in Kerala Beaches	Rakhi M R, Dr. Vinod A S
Study on Impact of Covid- 19 Crisis and Lockdown on MSMEs and Path Ahead	Dr. Pradeesh S
Utilization Performance of Special Component Plan Fund in Local Self Governments in Kerala - A Comparative Study on 12th and 13th Five Year Plan	Dr. Santhi G Nair
The Role of Kerala Vyapari Vyavasayi Ekopana Samithi as a Union for Sole Proprietorship Businessman in Kerala	Akhila S, Dr. Vinod A S
An Overview on Kerala Tourism and It's Challenges	B Balamuraly, Dr. Arun Lawrence

Published by

Institute of Management Development and Research

Mylem, Erayamkode, Thiruvananthapuram, Pin: 695013

Mobile: 8281107488

email : imdrtvm@yahoo.com

ABOUT MANAGEMENT RESEARCHER

Management Researcher is a quarterly publication of IMDR. The journal was launched in 1994 with the objective of communicating the results of research, consultancy and educational activities. Management Researcher is approved by the Board of Studies of several Universities in India and therefore continues to be a research publication widely in demand among researchers and academicians.

Chief Editor

Dr.C.V.Jayamani

Former Professor, School of Management Studies, CUSAT, Kochi: Former Governing Board Member, IIM Kozhikode: Independent Director HIL (India) Limited, New Delhi
Mob 9447059320, E-mail cvjayamani@gmail.com

Managing Editor

Dr.K.Sasikumar

Chairman, IMDR; Former Professor & Director, School of Management and Legal Studies, University of Kerala

Executive Editor

Dr.V.Harikumar

Secretary, IMDR: Former Professor of Commerce, Mahatma Gandhi College, Trivandrum

Chief Associate Editor

Dr.B.Chandrachoodan Nair

Former Chief, State Planning Board

Associate Editors

Dr.V.S.Santhosh

Former Associate Professor & Head
Dept. of Commerce, M G College, Trivandrum

Dr. G.S.Sumesh

Assistant Professor,
VTM NSS College, Dhanuvachapuram

Advisory cum Reviewer's Board

Dr.T.G.Arun

Professor & Dean, Lancashire Business School, United Kingdom

Dr.K.P.Muraleedharan

Academic Dean, University of West London, RAKE2, Academic Zon UAE

Dr.Suresh Paul Antony

Professor, Indian Institute of Management (IIM) Trichi

Dr.I.M.Pandey

Former Professor, Indian Institute of Management (IIM) Lucknow

Dr. S.Vijayadurai

Director, Directorate of Distance Education, Madurai Kamaraj University, Madurai (TN)

Dr.K.S.Chandrasekar

Professor & Dean, School of Management and Legal Studies, University of Kerala

Dr. C.Ganesh

Professor & Director, School of Management and Legal Studies, University of Kerala

Dr. K.G.Chandrasekharan Nair

Former Professor, Mar Ivanios college, Trivandrum

Dr.S.Jayadev

Associate Professor,
Mahatma Gandhi College,
Thiruvananthapuram

Eme Suzila Kassim

Faculty of Business and Management,
University of Technology,
MARU, Malaysia

Dr. Fasila Jameel Ashan

Professor, University of Colombo Srilanka

Dr. Rina Fitriana ST, MM, IPM, AER

Head of Industrial Engineering Department,
Trisakti University, Jakarta, Indonesia

Prof (Dr)J.L.Gupta

Former Professor of Accounting
University of Delhi, CP-18, Maurya Enclave,
Pitampura

Dr. T.N.Mathur

Former Professor & Dean Dept. of Economic
Administration and Fin. Management,
Rajasthan University, Jaipur

Dr. B Vijayachandran Pillai

Professor, Department of Commerce and
Management Studies, Calicut University

Dr.G.Gopakumar

Former Vice Chancellor, Central University
of Kerala, Kasargod

Dr.M.Sivaraman

Distinguished Professor, Centre for
Management Development (CMD),
Trivandrum

Dr.Jayashankar Prasad

Director,
International Centre for Free and Open Source
Software (ICFOSS), Technopark

Dr.Jaya S.Matadeen

Professor & Dean, Faculty of Law and
Management, University of Mauritius

Dr. Kavil Ramachandran

Professor, Indian School of Business,
Hyderabad

Dr. M.B Shukla

Former Dean and Director, School of
Management Studies, Kasi Vidyapeeth,
Varanasi, U.P

Dr.V.Shekhar

Professor of Management Usmania University,
Hyderabad

Dr.Mavooth.D

Professor & Director,
School of Management Studies,CUSAT, Kochi

Dr.Gabriel Simon Thattil

Professor, School of Management and Legal
Studies, University of Kerala

Dr. Baiju Ramachandran

Company Secretary & Director, Indian Chamber
of commerce & Industry

Dr.B.Rajendran

Principal, KITTS, Thiruvananthapuram.



INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

Mylem, Erayamkode, Thiruvananthapuram, Pin: 695013

Mobile: 8281107488 E-mail: imdrtvm@yahoo.com

CONTENTS

1	Total Quality Management Practices on Employee/Organization Performance Measure of Construction Sector in Kerala	V Bhaskaran Nair, Dr. P Marishkumar
9	Trends, Growth and Price Behaviour of Small Cardamom in India	Jayabhadra J
20	Influence of Psychological Contract on the Job Satisfaction and Organizational Commitment of Higher Secondary School Teachers	Vidhya Vijayan P, Dr. Reshmi R Prasad
27	Investment Behaviour of Non-Resident Keralites - A Study in Malabar Region	Manzooral P K
38	Effect Of Destination Image On Tourist Satisfaction With Reference To Beach Tourism In Trivandrum	Athira K A, Dr. Vinod A S
46	An Exploratory Analysis of Business Performance of the Life Insurance Sector during Pandemic Period	Ansa S
54	Unheralded Water Activities in Kerala Beaches	Rakhi M R, Dr. Vinod A S
61	Study on Impact of Covid- 19 Crisis and Lockdown on MSMEs and Path Ahead	Dr. Pradeesh S
72	Utilization Performance of Special Component Plan Fund in Local Self Governments in Kerala - A Comparative Study on 12th and 13th Five Year Plan	Dr. Santhi G Nair
81	The Role of Kerala Vyapari Vyavasayi Ekopana Samithi as a Union for Sole Proprietorship Businessman in Kerala	Akhila S, Dr. Vinod A S
91	An Overview on Kerala Tourism and It's Challenges	B Balamuraly, Dr. Arun Lawrence

◆ **Chief Editor's Voice**

Printed and Published by Prof. S. Krishnan Nair for
INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH
Mylem, Erayamkode, Thiruvananthapuram, Pin: 695013
Mobile: 8281107488 E-mail: imdrtvm@yahoo.com

GUIDELINES FOR CONTRIBUTORS

1. All manuscripts should be typed in double space on one side only in MS word using Times New Roman Font with font size 12 and sent in original with an extra copy and a soft copy in CD. One soft copy should be sent by e-mail to imdrtvm@yahoo.com
2. Maximum size of the articles may be restricted to 10 typed pages including tables, charts and references.
3. The authors should prepare a brief abstract of their paper not exceeding 100 words and attach to the paper, along with a list of key words used.
4. A declaration by the authors stating that the article is their original work and has neither been published nor has been submitted for publication elsewhere should accompany the article.
5. All tables, charts and graphs should be typed on separate sheets. They should be numbered continuously in Roman numerals as referred to in the text.
6. All quotations, references etc. should be properly acknowledged indicating the author's name, title, publisher, year of publication and page number and should be typed in double space on separate sheet.
7. The articles submitted for publication would be referred to a panel of experts by the publisher before accepting for publication. The decision of the expert panel would be final.
8. The Institute is aiming at publishing quality research articles through the journal and the articles not conforming to the required standards would be rejected.
9. The authors who need the rejected articles back should send a self-addressed stamped 28"x12" envelope affixing postal stamps worth Rs.25.
10. A proof of the article will be sent to the authors and they have to return the corrected proof within one week. The authors are not permitted to make any material alteration in the article or restructure it. However, they shall make all spelling and gramatical corrections.
11. The articles published in the journal are the property of the Institute and it shall not be published in full or in part without the written permission from the Institute.

Management Researcher is a Quarterly Publication.

The views expressed by the contributors are their own and the Institute does not accept any responsibility.

All rights reserved.

No part of the journal shall be reproduced or copied in any form by any means without the written permission of the Institute

SUBSCRIPTION RATES

	Single Copy	Annual	For 5 years	Abroad (Annual)
Individuals	Rs.200/-	Rs.600/-	Rs.2500/-	\$75
Institutions	Rs.250/-	Rs.1000/-	Rs.4000/-	\$150

**Bank Draft should be drawn in favour of
The Chief Editor, Management Researcher,
Payable at Thiruvananthapuram**

**Chief Editor's Voice****TRANSFORMING INDIA THROUGH DIGITALISATION**

The entire episode of COVID 19 pandemic has taught the whole world a new lesson of economic way of living in a most eco-friendly manner. It also taught us to find employment and income through alternative sources and how to maintain emotional equilibrium in a period of unpredicted crisis. We have become more ethical and started showing empathy to others. It taught us a new social life of either shutting down ourselves or keeping a safe distance with the dear and near. While at a distance we tried to maintain a close relationship with the people through the new gained mechanism of digital communication.

There was complete shut down in the first phase of the pandemic spread. The sky was entirely free for the birds, keeping off flights. The roads were kept empty with minimum travel facilities for medical and security personnel. The hospitals were devoted only for pandemic related problems keeping off all non essential medical issues. The government machineries were directed to provide Annam (food), Aasrayam (safe shelter) and Aatura sevanam (Essential Medical Services) to the distressed and dislocated people. The physical, financial and human resources under the disposal of government were entirely used to contain, control and cure the pandemic.

The first priority of the government was to ensure relief to the disrupted people. In the second phase government took initiative to

provide revenue in their hands for essential purposes. In the third phase recovery was the main concern. Now the government is trying to return to the normalcy as far as possible. The entire episode of pandemic was very challenging and trying but as a benefit in disguise it provided several opportunities too. Currently, India's economy is firmly on the path of a V-shaped recovery after the collapse in the first quarter, attributing the recovery to the unlocking process along with astute stimulus measures.

Accelerated Digitalization Process will amplify the central government's Atmanirbhar programme. COVID 19 pandemic has been a catalyst in propelling the use of technology. Areas that were hitherto considered the exclusive domain of physical infrastructure have now transitioned into the online world. Governments world over have been mindful of the opportunities and challenges that the online world offers and have taken policy initiatives accordingly. The Indian government has also shown its commitment to harness new tech solutions to augment welfare in time of pandemic. The government plans to support the development of a world class Fin tech hub at the Gandhinagar, Gujarat International Financial Tech-city (GIFT), International Financial Services Centre (IFSC). Several proposals in this direction have been put forward by the Finance Minister in her digital budget. The coming fiscal 2021-22 will also witness the

launch of the Ministry of Corporate Affairs new validation tool that will employ data analytics, Artificial Intelligence and will be machine learning driven.

Health sector is poised for massive use of computer techniques to perform clinical diagnosis and suggest treatments. One of the valuable examples of artificial intelligence in healthcare is precision medicine which is currently touted as the paradigm shifting in healthcare practice. National Education Policy also highlights the importance of Artificial Intelligence and integrate AI in education at all levels. The topics such as AI, 3D Matching, Big Data Analysis and Machine Learning will be integrated with under graduate education to train industry-ready profession. These are part of developing 21st century skills to the young people so as to qualify them to become part of the new century skills. These skills provide them with communication, creativity, problem solving and things of that type.

COVID 19 had accelerated the process of digitalization across industries, and technology service providers saw a jump of 30% digital transformation deals since the pandemic outbreak. Future technology according to NASSCOM is navigating to a new normal. It is reported that there had been an 80% jump in cloud spending and 15% in customer experience during the period. Investments in digital reinvention and resilient operations saw a dramatic acceleration since the start of the pandemic. The report suggests that the world has leapfrogged on digital adoption by 3-5 years in the last one year.

NITI Ayog envisions AI solutions for India on a scale not seen anywhere in the world, especially

in sectors like Agriculture, Healthcare, Education, Smart Cities, Infrastructure and Transport. India has thirty million farmers with smart phones. India has become world's fastest growing smart phone market. "If there were any lingering doubts about the necessity of digital transformation to business longevity, the corona virus has silenced them. In a contactless world, the vast majority of interactions with customers and employees must take place virtually. With rare exception, operating digitally is the only way to stay in business through mandated shutdowns and restricted activity".

Self reliance is a new way of life. The concept is very ancient but most modern. Central government's Make in India and the COVID 19 pandemic-prompted Atmanirbhar Bharat Programs have more relevance in this crisis period. We have to become more independent and indigenous, especially about the import of essential commodities.

The transformation is not possible in the face of sluggish growth rate and disconcerting unemployment numbers. The sectors like real estate, infrastructure, automobile, banking and non-banking financial companies need to be given targeted attention to put them back on track. True, tax revenues have shown considerable increase overtime. Export also followed the suit in several sectors. Taxes are the price we pay for civilization over the last two decades, the development in infrastructure have provided the confidence to taxpayers that the money contributed to the exchequer is put to productive use

TOTAL QUALITY MANAGEMENT PRACTICES ON EMPLOYEE/ORGANIZATION PERFORMANCE MEASURE OF CONSTRUCTION SECTOR IN KERALA

*V Bhaskaran Nair, ** Dr. P Marishkumar

Abstract

Construction is frequently referred to as a growth engine. The construction industry is an important part of the country's gross capital formation. Construction is an asset-creating activity. That is, construction accounts for more than 7 per cent of India's GDP and 81 per cent of its gross capital formation. To enhance the state of the construction business, change is unavoidable. Change can be sparked by the proper deployment of a Total Quality Management (TQM) system. As a result, a comprehensive research of the employee/organization performance measure in the Kerala construction sector is required. The study's population consists of employees who regularly make constructive assessments and implement policies regarding a certain organisation. As a result, employees are separated into three groups: planning manager, production manager, and quality controller. There is no association between factors influence the employee/organization performance measure of construction sector in Kerala and the category of the construction sector in Kerala.

Key words:- Total Quality Management, Organization Performance, Gross Capital, Construction Sector

Construction is frequently referred to as a growth engine. The construction industry is an important part of the country's gross capital formation. Construction is an asset-creating activity.

These resources will be put to good use in the future.

In postmodern culture, construction is one of the fastest-growing industries. It stands apart from other industries because of its distinguishing traits. It's a

**V Bhaskaran Nair, Research Scholar, Department of Management, Vinayaka Mission's Kirupananda Variyar Engineering College, Vinayaka Mission's Research Foundation (Deemed to be University), Salem.*

***Dr. P Marishkumar, Associate Professor, Department of Management, Vinayaka Mission's Kirupananda Variyar Engineering College, Vinayaka Mission's Research Foundation (Deemed to be University), Salem.*

labor-intensive industry with workers who are skilled, semi-skilled, and unskilled. A country's economy relies heavily on the construction industry. India's construction industry employs over 33 million people and earns over Rs.220 billion in revenue. That is, construction industry accounts for more than 7 per cent of India's GDP and 81 per cent of its gross capital formation. Kerala has a lower rate of construction than the rest of India.

Need and Significance of the Study

In ancient society, a 'construction' was seen to be a shelter for biological life that protected people from animals, rain and harsh weather. That is to say, construction is a source of residential space where families prepare shelter and store their possessions while simultaneously sleeping. Kerala's construction activity is lower than that of other Indian states. Kerala's construction industry relies heavily on migrant labour and employs the biggest number of such workers in the state. Tamil Nadu, Karnataka, West Bengal, Assam, Uttar Pradesh, Bihar, Odisha, and other states are sending workers. To enhance the state of the construction business, change is unavoidable. Change can be sparked by the proper deployment of a Total Quality Management (TQM) system. Because the construction process is so complex, requiring a wide range of labour skills, a large range of materials, and advanced technology and administrative processes, it must be examined in depth. As a result, a comprehensive research of Total Quality Management Practices in Kerala's Construction Sector is unavoidable. The majority of past research has focused on

the obstacles faced by construction workers in India and abroad. The studies that are currently available are limited in scope and cannot be generalised. In the construction sector, a micro-level analysis is critical. The construction process must be thoroughly evaluated since it is so complicated, involving a wide variety of labour skills, a wide range of materials, advanced technology, and administrative systems. As a result, a comprehensive research of the employee/organization performance measure in the Kerala construction sector is required.

Statement of the Problem

Customers in Kerala's construction sector have significantly modified their attitudes toward the Shelter, and they now have a positive attitude toward it. Employees and management should respond positively at this time. It is vital to understand the consumers' mentality, as portrayed via personnel, in order to boost growth in quality construction, property development, and infrastructure development. Most Kerala builders, unfortunately, are unaware of the numerous advantages of TQM application in the construction business. As a result, they are unable to do an acceptable construction cost-benefit analysis. As a result, in the construction sector, builders are not particularly encouraged to adopt error-free and cost-containment practices. Furthermore, builders are hesitant to abandon the use of limited natural resources in favour of exploitation, believing that using natural resources yields higher productivity and faster returns. As a result, a comprehensive research study is required. As a result, the

current study article is titled “Total Quality Management Practices on Employee/Organization Performance Measurement in Kerala’s Construction Sector.”

Scope of the Study

The goal of this research is to determine the issues and obstacles in comprehensive quality management in the Kerala construction sector. The current study focused on the construction business in Kerala. The study’s population consists of employees who regularly make constructive assessments and implement policies regarding a certain organisation. As a result, employees are separated into three groups: planning manager, production manager, and quality controller. Trivandrum, Kochi, Thrissur, Kozhikode, and Palakkad were the focus of the current study in Kerala’s construction business. The study did not consider the viewpoints of business owners, customers, or government officials.

Objective of the Study

The main objective of this study is to evaluate the Employee/Organization Performance Measure of construction sector in Kerala.

Hypothesis

Ho: There is no association on the factors influence the Employee/Organization Performance Measure of construction sector in Kerala.

Methodology of the Study

The current study aims to assess the problems and challenges in Total Quality Management in the construction sector through the perspectives of Kerala’s

planning manager, production manager, and quality controller. As a result, the current study was planned to be descriptive. Employees provided primary information. The study separated Kerala’s construction sector into five districts, Trivandrum, Kochi, Thrissur, Kozhikode, and Palakkad. The population in this study consists of all personnel in the cadres of Planning Manager, Production Manager, and Quality Controller in the Kerala construction industry. The following equation proposed by the Taroyamane (1976) has been applied to determine the sample size of the Planning Manager, Production Manager and Quality Controller with 95 per cent confidence level and $e = 5\%$; $n = N/1 + N * e^2$

Here, n = Sample size

N = Population = 2094

e = error factor = 0.05

e^2 = Square of error = 0.0025

$n = 2094/1 + 2094 * 0.0025 = 336$.

The researcher used the Systematic Sampling Method. Based on standardised items, the aggregate Cronbach Alpha value is 96.9 per cent, according to the dependability data. In comparison to the 70 per cent, this is deemed excellent. The components contributing to the defined problem were investigated using factor analysis.

Results and Discussions

Employee/Organization Performance Measure

Measurement imprecision can repeatedly result in having to restart a construction project completely. But

companies that specialise in unswerving tools can facilitate to warrant that this kind of blunder is avoided. Discriminant analysis was done to examine the Employee/Organization Performance Measure of construction sector in Kerala.

From Table 1, with regard to the statements on Employee/Organization Performance Measure of construction sector in Kerala, the effect is found low for the statements supported by the

employees of Partnership and Private Limited based construction sector in Kerala is 'Absenteeism rate is low', 'Tardiness rate is low', 'Employee turnover is low', 'Suggestions from employees are expected' and 'Teamwork and cooperation among employees within a team or department'. The effect is moderate for the Partnership based construction sector in Kerala, in statements namely 'Skills levels of employees has been

Table 1
Group Statistics -Employee/Organization Performance Measure of Construction Sector in Kerala

Category	Partnership		Private Limited	
	Mean	Std. Deviation	Mean	Std. Deviation
Absenteeism rate is low	2.8162	.93652	2.6200	.85982
Tardiness rate is low	3.0147	.87758	2.8150	.85700
Employee turnover is low	2.4265	.84881	2.4350	.89430
Suggestions from employees are expected	2.0515	1.18209	2.0800	1.20451
Skills levels of employees has been improved	3.3603	.48186	3.3550	.47971
Occurrence of accidents is low	4.1985	.84169	4.3900	.81315
Teamwork and cooperation among employees within a team or department	3.2500	.43461	3.2750	.44763
Teamwork and cooperation among employees belonging to different work teams or departments	3.6029	.94500	3.7250	1.00220
Communication between management and rank and file	3.3676	.80562	3.5600	.89465
Communication between departments	3.8529	.82129	4.0800	.76585
Employees' attitude towards quality has been improved	3.8897	1.00128	4.2600	.82815
Employee's pride in one's work was enhanced	3.8309	.83936	4.1300	.85836
Flow of information among departments is under steady pattern	3.9044	.73916	4.2050	.74549
Quality of product / service provided by one department to another department is effectively utilised	4.4118	.52310	4.5700	.50634
Quality of product / service provided by our employees to our customer is really remarkable	4.2132	.63722	4.3500	.68546
Quality of product / service provided to us by our suppliers is as per the standard	4.4191	.53824	4.5200	.55781

Source: Primary data

improved', 'Teamwork and cooperation among employees belonging to different work teams or departments' and 'Communication between management and rank file' and high for the statements 'Occurrence of accidents is low', 'Communication between departments', 'Employees' attitude

towards quality has been improved', 'Employee's pride in one's work was enhanced', 'Flow of information among departments is under steady pattern', 'Quality of product / service provided by one department to another department is effectively utilised', 'Quality of product / service

Table 2

Tests of Equality of Group Means -Employee/Organization Performance Measure of Construction Sector in Kerala

Employee/Organization Performance Measure of construction sector in Kerala	Wilks' Lambda	F	df1	df2	Sig.
Absenteeism rate is low	.988	3.919	1	334	.049*
Tardiness rate is low	.987	4.311	1	334	.039*
Employee turnover is low	1.000	.008	1	334	.930
Suggestions from employees are expected	1.000	.046	1	334	.830
Skills levels of employees has been improved	1.000	.010	1	334	.921
Occurrence of accidents is low	.987	4.362	1	334	.037*
Teamwork and cooperation among employees within a team or department	.999	.258	1	334	.611
Teamwork and cooperation among employees belonging to different work teams or departments	.996	1.257	1	334	.263
Communication between management and rank and file	.988	4.052	1	334	.045*
Communication between departments	.980	6.709	1	334	.010*
Employees' attitude towards quality has been improved	.961	13.639	1	334	.000*
Employee's pride in one's work was enhanced	.971	10.008	1	334	.002*
Flow of information among departments is under steady pattern	.962	13.252	1	334	.000*
Quality of product / service provided by one department to another department is effectively utilised	.977	7.696	1	334	.006*
Quality of product / service provided by our employees to our customer is really remarkable	.990	3.410	1	334	.066
Quality of product / service provided to us by our suppliers is as per the standard	.992	2.724	1	334	.100

Source: Primary data

provided by our employees to our customer is really remarkable’ and ‘Quality of product / service provided to us by our suppliers is as per the standard’.

Private Limited based construction sector in Kerala found the effect is found moderate for the statements ‘Skills levels of employees have been improved’ and ‘Communication between management and rank and file’.

Private Limited based construction sector in Kerala found the effect is found high for the statements ‘Occurrence of accidents is low’, ‘Teamwork and cooperation among employees belonging to different work teams or departments’, ‘Communication between departments’, ‘Employees’ attitude towards quality has been improved’, ‘Employee’s pride in one’s work was enhanced’, ‘Flow of information among departments is under steady pattern’, ‘Quality of product / service provided by one department to another department is effectively utilised’, ‘Quality of product / service provided by our employees to our customer is really remarkable’ and ‘Quality of product / service provided to us by our suppliers is as per the standard’.

As per the score assigned for the dependent variables (Table 2) based on the factors Employee/Organization Performance Measure of construction sector in Kerala, statistical difference was noted on the ‘Absenteeism rate is low (p value 0.049)’, ‘Tardiness rate is low (p value 0.039)’, ‘Occurrence of accidents is low (p value 0.037)’, ‘Communication between management and rank and file (p value 0.045)’, ‘Communication between departments (p value 0.010)’,

‘Employees’ attitude towards quality has been improved (p value 0.000)’, ‘Employee’s pride in one’s work was enhanced (p value 0.002)’, ‘Flow of information among departments is under steady pattern (p value 0.000)’ and ‘Quality of product / service provided by one department to another department is effectively utilised (p value 0.006)’ as the p value based on the Anova test is lower than the 5 per cent. No difference was noticed on other variables.

Table 3
Wilks’ Lambda -Employee/ Organization Performance Measure of Construction Sector in Kerala

Test of Function(s)	Wilks’ Lambda	Chi-square	df	Sig.
1	.936	21.559	16	.158

Source: Primary data

The Wilks’ Lambda coefficient is 93.6 per cent (Table 3), found high coefficient of determination for the discriminating ability to evaluate the Employee/Organization Performance Measure of construction sector in Kerala. The Chi-square test value is 21.559 and the p value is 0.158, greater than 5 per cent, showed that there is no association between factors influence the Employee/Organization Performance Measure of construction sector in Kerala and the Category of the construction sector in Kerala. Thus the null hypothesis is accepted.

The factors influence the Employee/Organization Performance Measure of construction sector in Kerala (Private Limited) = Skills levels of employees has been improved (2.195) + Quality of product / service provided by one department to another department is

Table 4

**Standardized Canonical Discriminant Function Coefficients -Employee/
Organization Performance Measure of Construction Sector in Kerala**

Standardized Canonical Discriminant Function Coefficients	Private Limited	Partnership
Absenteeism rate is low	.018	--
Tardiness rate is low	--	-.282
Employee turnover is low	--	-.098
Suggestions from employees are expected	--	-.785
Skills levels of employees has been improved	2.195	
Occurrence of accidents is low		-1.317
Teamwork and cooperation among employees within a team or department		-1.342
Teamwork and cooperation among employees belonging to different work teams or departments	.204	
Communication between management and rank and file		-.307
Communication between departments	.594	
Employees' attitude towards quality has been improved	.079	
Employee's pride in one's work was enhanced	.515	
Flow of information among departments is under steady pattern	1.044	
Quality of product / service provided by one department to another department is effectively utilised	1.126	
Quality of product / service provided by our employees to our customer is really remarkable	.546	
Quality of product / service provided to us by our suppliers is as per the standard		-1.786

Source: Primary data

effectively utilised (1.126) + Flow of information among departments is under steady pattern (1.044) + Communication between departments (0.594) + Quality of product / service provided by our employees to our customer is really remarkable (0.546)+ Employee's pride in one's work was enhanced (0.515)+ Teamwork and cooperation among employees belonging to different work teams or departments (0.204)+

Employees' attitude towards quality has been improved (0.079) +Absenteeism rate is low (0.018).

Employee / Organization Performance Measure of construction sector in Kerala (Partnership) = Quality of product / service provided to us by our suppliers is as per the standard (-1.786) + Teamwork and cooperation among employees within a team or department (-1.317) + Suggestions from employees

are expected (-0.785) + Communication between management and rank and file (-0.307) + Tardiness rate is low (-0.282) + Employee turnover is low (-0.098).

Conclusion

Employees who excel should be rewarded and praised. Training should be used to keep employees' skills up to date on a regular basis. For the successful implementation of Total Quality Management, conflict should be avoided at all costs, and teams should work together to achieve a single goal (TQM). TQM is generally recognised as a methodical management approach for surviving market changes and obstacles while focusing on service and product quality. Both TQM and the adoption of a competent quality management system have been proved to allow for competitive quality execution. TQM implementation in the construction industry is seen as uncertain due to limited short-term benefits, especially if

accompanied by a high expectation of immediate results, but TQM implementation necessitates a massive change in organisational settings and demands a general change in procedure, culture, tactical priorities, and principles.

Customer satisfaction is the major focus of TQM, which is continually developed with the purpose of meeting customers' declared and implicit criteria to the greatest extent feasible. Total Quality Management (TQM) is a continual process of detecting, reducing, or eliminating production problems, enhancing supply chain management, and ensuring that employees are appropriately trained. It provides a unified vision for systemic transformation by emphasising long-term goals over short-term objectives. Several new experiences demonstrate that the industry is well positioned for the future. The current study addressed nearly every aspect of TQM.

References

1. *Thai, (1980). Development of Construction Industry, Journal of Industrial Economics, Vol., PP.3.*
2. *Williamson, Steve (2015). Assessing Worker's Attitude towards Technological Change: Scale Construction, Indian Journal of Industrial Relations, Vol. 35, No.4, April, PP. 519 - 524.*
3. *Narayana, D.;Venkiteswaran, C.S. and Joseph, M. P. (2013). Domestic Migrant Labour in Kerala, Gulati Institute of Finance and taxation, Thiruvananthapuram.*
4. *Shenbagaraj. P (2018).An Economic Analysis of Women Construction Workers in Thoothukudi District, Economics PhD Thesis, Manonmaniam Sundaranar University Tirunelveli - 627 012 June - 2018*

TRENDS, GROWTH AND PRICE BEHAVIOUR OF SMALL CARDAMOM IN INDIA

***Jayabhadrā J**

Abstract

Cardamom is considered as the Queen of Spices and India is one of the leading producers of this spice. With the most favourable climate and a vibrant demand for the superior Indian varieties both in the domestic market and foreign market the farmers have not been able to tap the benefits. Extreme price fluctuations, unpredictable climatic conditions and exploitation by the middlemen have discouraged and diverted the farmers away to other crops. This study aims to study the trend and growth of area, production and productivity of small cardamom and also to look into the price behaviour. The study used price, area and production data from 1971 to 2020. The area under production has fell from 91480 hectares in 1971 to 69994 hectares in 2020. Production has however gone up. But this could be due to the increased efficiency in production. The Cuppock's instability index was used to determine price instability for the periods under study. The overall instability of price over the five decades is 47.27 per cent, although the price has increased over 5000 times from 1970s. The instability is lower for the latest decade. The compounded growth rate of price in the decade 2010-2020 was also higher than the previous decades. Since it is a low volume high price spice, it could turn out to be a lucrative source of income for the farmers.

Key words:- Small Cardamom, Spice, Price Behaviour, Trends and Growth.

Cardamom, known as the “Queen of Spices”, is one of the most expensive and significant spices in the world after pepper which is dubbed as the “King of Spices”. It is a low volume high value agri-plantation commodity having an active market in the domestic and international front. It constitutes 3 per cent of the

world spice trade by volume (UNCTAD). The value of total cardamom trade in the world in 2020 was \$1.62 billion (OEC 2020).

Until early 1980s India was the leading cardamom producer in the world and then Guatemala overtook. Since then, the production in India plunged and that of Guatemala escalated. In India cardamom

**Jayabhadrā J, Junior Research Fellow of UGC., Research and Post Graduate Department of Commerce, Government College, Attingal.*

is cultivated in the Evergreen forests of the Western Ghats, also called the “cardamom hills” in South India. Kerala accounts for 70 per cent, Karnataka 20 per cent and Tamil Nadu 10 per cent of the cardamom production (Krishi.info uploads MCX 2019). Cardamom is a perennial plant that starts bearing fruit 2 years after planting. Yield starts to drip to January and August to October is the peak period and picking can be done every 40 to 45 days. During the off-season picking is done every 90 days.

The leading exporters of cardamom in 2020 were Guatemala, India, Indonesia and Nepal. Leading importers of cardamom are Saudi Arabia and UAE (OEC 2020). Other importing countries include Bangladesh, India, Pakistan, Jordan, Kuwait, Singapore etc. According to the UNCTAD, 80 per cent of cardamom’s total consumption occurs in the Middle East. Cardamom trade is regulated by the Spiced Board in India. In 1987, Licensing and marketing rules were introduced to structure the marketing of cardamom and for control. Entry into the trade was restricted for persons as exporters, dealers and auctioneers. This helped to expedite the settlement time and also helped to ensure fair price. Export marketing was regulated by the Spices Board (Registration of Exporters) in 1989. Market Intelligence Officers posted in the auction center collects reports on crop produce, sales, movement and price trend.

Cardamom Production: Global Scenario

India was the largest producer of cardamom until the late 1970s, being a low volume high value produce, it earned

good income for the country. About 90 per cent of international trade both in small and large cardamom originated in India. However, after 1980s, the Guatemala started emerging as a top producer of cardamom and managed to replace India as the top producer and exporter.

In the early 1970s, India produced around 65 per cent of world cardamom output. But as it is evident from the table this percentage has been constantly declining and by late 1990s it is just around 30 per cent. By contrast, Guatemala’s statistics shows a steady increase in its share of world infrastructural support, non-availability of credit, insufficient marketing practices, droughts and a vicious cycle of “low price–low production, high price–high production” are the main factors affecting the cardamom farmers. Today Guatemala accounts for over 55 per cent of the world production and is also the leading exporter (Mordor intelligence 2021). In Guatemala cardamom is called the “Green Gold” in Guatemala. Its average annual production amounts to 32000 Mt (Cardamom Report: Guatemala, cardamomassociation.com).

With a strong domestic demand, India consumes around 90 per cent of its total production (Annual Report, Department of Commerce, 2020-21). The exports are only 5 per cent to 8 per cent mostly of premium quality. India also exports the byproducts of cardamom. Whereas Guatemala does not consume cardamom domestically and it exports 99 per cent of its produce making it exclusively an income-generating activity. The Guatemala cardamom is of inferior quality when compared to Indian

Table 1
Cardamom Production in World

Period	Percentage share in world production			World Production (mt)
	India	Guatemala	Others	
1970/1971-1974/1975	65.4	21.5	13.1	4678
1975/1976-1979/1980	53.7	34.5	11.8	6628
1980-1981	42.9	48.8	8.3	10,250
1984-1985	31.9	60.3	7.8	12,220
1985/1986-1989/1990	26.5	67.5	6.0	14,392
1990/1991-1994/1995	28.4	65.6	6.0	19,470
1995/1996-1997/1998	29.8	64.2	6.0	24,953

Source: Cardamom Statistics, Spices Statistics, Cardamom Board, Cochin

cardamom. It has lower oil content and sweetness and hence is much cheaper than the Indian cardamom. This has led to it becoming a strong rival to the Indian cardamom.

Even in India, the cheap Guatemala cardamom is being imported for low value uses like in panmasala. There are instances where the imported cheap cardamom is mixed with the superior Indian variety and sold at a higher price. Other major exporters are UAE, Nepal, Indonesia etc. In India, the cost of production is significantly higher, mainly due to low productivity and yield. To put it into perspective, India's highest productivity level recorded in a year was 300 per cent less than Guatemala's. Some of the important reasons for the poor yield are senility and poorly selected varieties, prolonged drought and overdependence on the monsoon, the predominance of small holdings, problems of land tenure, inefficient and

inadequate attention to management in both production and protection practices, and faulty postharvest practices (Anon., 1996). An in-depth evaluation of these constraints and an analysis of production, marketing and other aspects would be quite insightful.

Literature Review

Govindasamy (2015) studied the "Production and Export Performance of Cardamom in India". India was the largest producer of Cardamom, during 2000 and thereafter, took over. India became the second largest producer and exporter of cardamom after Guatemala. India exports only roughly 15 per cent to 20 per cent of its total cardamom production, since it has a large domestic market.

Varghese (2004), in his paper titled "Trend Analysis in Area, Production, Productivity and Price Behaviour of Cardamom in Kerala" found that there is negative trend growth rate of area

under the cultivation of cardamom. There are three types of prices prevailing in the cardamom marketing: they are auction, wholesale and export prices. All of these showed a positive growth rate over the time.

Joseph (1992) in their paper titled “Price Structure of Cardamom in India - An Analysis” studied the seasonality in the price of cardamom in relation to variables like sale at auction centres, export and import price and market price and their interrelationships. The study found that the seasonal index of the price was the highest in January and lowest in July. Seasonal Index of sales was the highest in November and the lowest in July.

Nirmala (2015) in the study titled “Price Discovery in Commodity Markets: A Study of Indian Cardamom Market in Multi Commodity Exchange” examined if cardamom futures market serves as a price discovery mechanism for spot price or vice versa. Econometric tools like Augmented Dickey Fuller (ADF) test, Granger Causality test and Co-integration technique were used. The study used daily closing data from 1st Jan 2012 to 31st Dec 2013. The findings revealed that cardamom futures price movement can be used as price discovery vehicle for spot market transactions.

Varghese (2007), in his research paper titled “Economics of Cardamom Cultivation in Kerala” analysed the three important concepts of cardamom viz., costs, return and profitability. The results showed that the cost of cultivation is significantly high in Kerala with respect to cardamom. The cost per kilogram is very high for small farmers compared to

medium and large sized farmers. So is their yield per hectare.

Anbuchelvi (2018) in her study titled “Economics of Cardamom Production in India - A Trend Analysis” found out that there is a positive trend and growth with regard to the area, production and yield of cardamom. Also, there is a large potential for cardamom and allied industry to become more economically viable.

Vijayanet.al (2018) in the paper “Small Cardamom Production Technology and Future Prospects” a proper cardamom plantation management wants integrated pest and disease control. Timely harvest and scientific post harvest management can improve the quality of the harvest and minimize wastage.

Vishnu R et.al (2019) studied “Price Behaviour and Constraints in the Small Cardamom” from 2008 – 2018. There was high irregular movements during the period of the study, due to random demand and supply shocks.

Vasudev (2015) in the article “A Study On The Price Instability And Price Behaviour Of Rice In Andhra Pradesh” used Cuppock’s Instability Index for calculating the instability. The study also looked into the trend and different components of trend in the price.

Subbarayalu (2019) in the paper titled A Study on Cardamom Production and Exports - Queen of Spices” covering the period from 2013 to 2017, studied the history of cardamom production, production and export performance and the problems faced by the farmers. The

export was improved during the period. The study found out that there is no significant relationship between area and productivity.

Samarpitha (2015) in the study titled “A Study on the Price Instability and Price Behaviour of Rice in Andhra Pradesh” had studied the trend of price and export of rice and used Coppock’s instability index to compute price instability of rice price for two decades.

Objectives of the Study

1. To analyse the trend and growth of production, area and productivity of small cardamom in India.
2. To study the price behaviour of small cardamom in India.

Methodology

The study used secondary data collected from various publications and website of the Spices Board of India and Annual Reports of Ministry of Commerce, GoI. Area and production data were collected for a period from

1970 to 2020. Statistical tools like percentage, averages, line graphs, CAGR. Cuppock’s instability index was used to calculate the instability of cardamom prices.

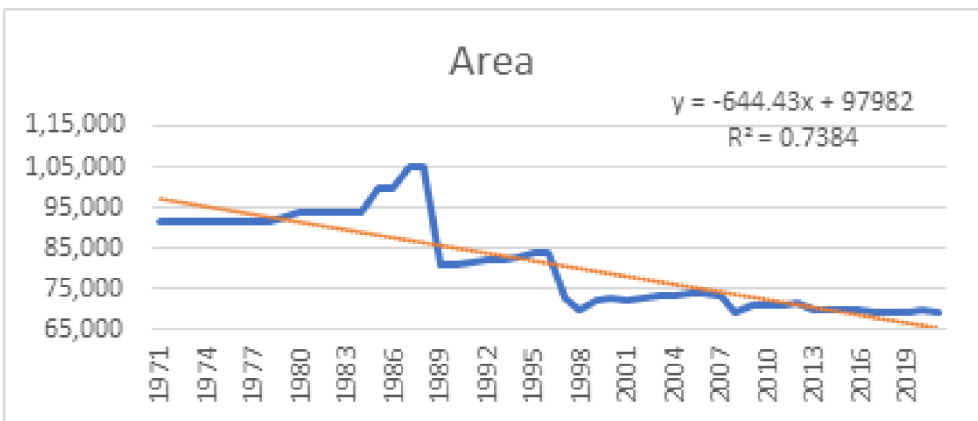
Analysis and Discussion

Area, Production and Productivity

The area under production remained more or less the same from 1970s. Since 1978 until 1988, there was an increasing trend. But the trend afterwards shows that the area under cultivation has fallen continuously, although with marginal increases in certain years. Farmers back out from cardamom cultivation due to the unpredictable climate changes and exploitation by intermediaries.

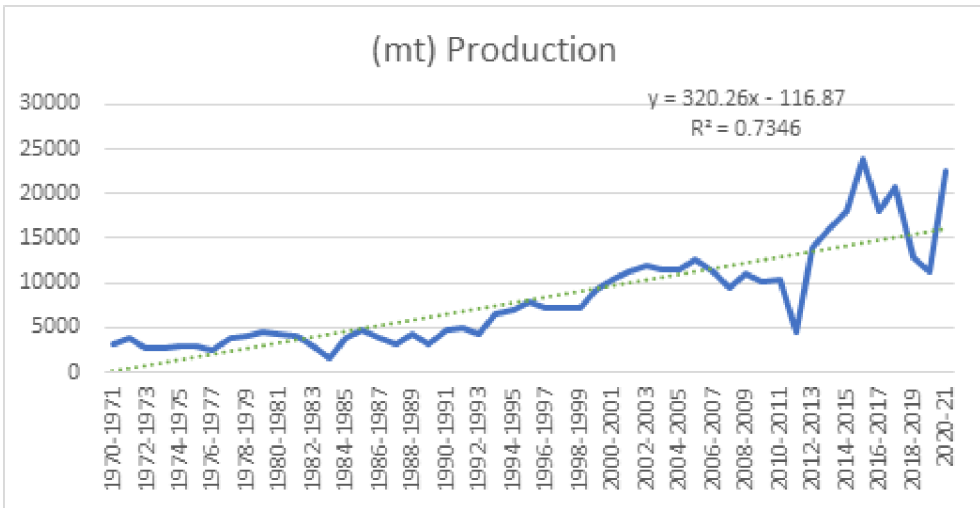
An important feature of cardamom production in India is the cyclical fluctuation in the production and productivity. After a few years of increase in production and yield, decline sets in for 2 to 3 years. Climate, soil condition are very import for this crop. Although the overall trend in production in India is in upward direction, there are intermittent

Figure 1
Area



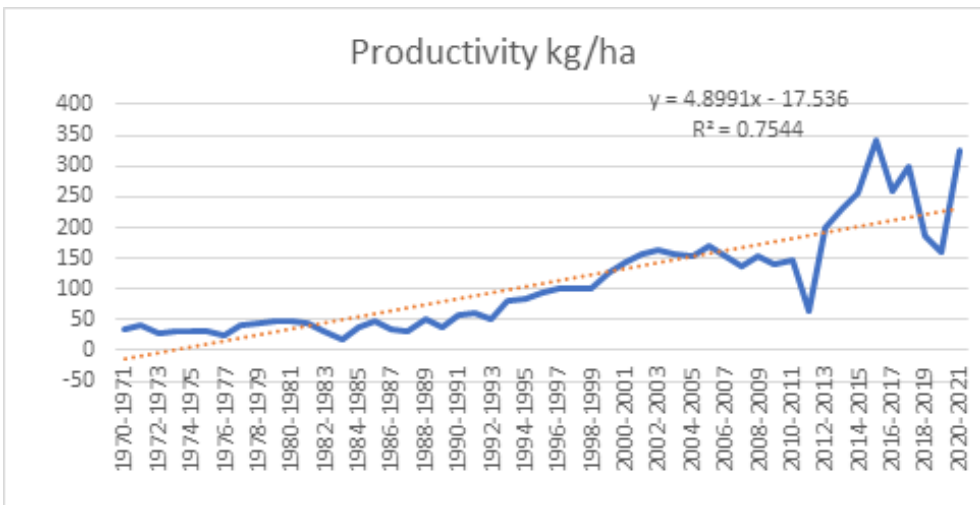
Source: Spices Board of India Publications, compiled data

Figure 2
Production



Source: Spices Board of India Publications, compiled data

Figure 3
Productivity



Source: Spices Board of India Publications, compiled data

rise and fall in the production. In 1970 the production was 3170 tonnes. It reduced to 2900 in 1975 and increased to 4400 in 1980. Since 1990 the production has been increasing steadily. The rate of

decline in production in the 1970s and 1980s was at a higher than that of the later decades. This could be due to the improvements in technology and the use of better yielding varieties.

Cardamom yield was just 34.65 kg/ha during 1970-71. There were no major improvements in this until the 1980s. Increase in productivity became steadier by 1990s. It reached 102.4 kg/ha in 1997. This was a three-fold increase as compared to 1971. In 1999-2000, through the use of better varieties and improved crop practices the productivity reached 173 kg/ha. In 2015-16 the productivity reached 340.90 kg/ha. It has to be noted that the area under production over this period has fallen.

The fall in production in 2019 and 2020 is due to many reasons like flood in Kerala, landslides, Covid-19, the disturbances in the marketing channel caused by Covid-19 induced lockdown and the uncertainties surrounding the Farm Bill 2019.

Cardamom is mainly produced in the southern states of Kerala, Karnataka and Tamil Nadu. The cardamom belt is in the Western Ghat regions of these states that provide the right altitude and climate and shade for cardamom cultivation. Kerala State accounts for the major share of area and production. This has been the case for decades. This is followed by Karnataka and Tamil Nadu. The area under cultivation had declined in all the states and yet Kerala still has the largest area. There is wild fluctuation in the volume of production. In Kerala, the production was 21503 tonnes in 2015-16. But the next year it dropped to 15650 tonnes. Productivity has seen steady increase over the years for Kerala and Karnataka.

Small Cardamom: Price Behavior

Agricultural price helps to take decisions for maximizing returns and

marketing investments. Stable and remunerative price attracts and maintains farmers in the cultivation. While on the other hand, wide fluctuations in price discourage farmers from investing to improve productivity. Farmer's earnings are adversely affected and affect their decision making. Pattern of price behaviour is crucial in making decisions and planning production, investments, sale and to hedge against such fluctuations. Hence, research insights price trend, instability helps identify the underlying causes. Farmers can take adequate measures to overcome the impact if such instability in a timely manner. This would retain the farmers and also attract new farmers.

Cardamom can either be sold through the e-auction centres or directly in the open market. The price in the market is influenced by the auction prices. Auction price in turn depends on the lot-size, time of season, quality, auctioneer etc. E-auction was introduced in 2007 by the Spices Board. The auction takes place in a state of the art e-auction centre established by the Spices Board with 70 computer terminals in Puttadi and 40 terminals in Bodinayakanur. The computers are networked to a server and a few large display boards that display the details regarding the lots being auctioned (reserve price, lot number, quantity put for auction, number of bags and current highest bid).

Domestic Price of Cardamom

Auction Price of Cardamom

The price of cardamom has increased by manifold over the decades. The price was fluctuating inter years but has seen an

Figure 3
Price



Source: Spices Board of India Publications, compiled data

increased over the years and in the past two years price shot up. The price has shot up to over Rs 2900 from Rs.1500 from 2019 to 2020. It could be due to the transportation problem of the businessmen coming from Tamilnadu during the pandemic induced lockdown and the resultant scarcity. Although the auction centers were closed for most part of the year due to the pandemic the farmers organizations formed a group and sold by online auction. In 2021 the price took a dip again to around Rs. 1500. This might be due to the high stock of unsold cardamom and favourable climate would increase the production. The demand in the international market declined. The export to Saudi Arabia has been halted because Indian cardamom has not met the quality requirement (increased use of chemical pesticides).

The price again reached a new low in the local market to Rs.600 to Rs.700 per kg. A huge amount of cardamom arrived in the market and resulted in a continuous

price fall. The vendors re-pool the cardamom in auction and bid again. This inflates the production data to inflate further driving the prices down. The government should find a way to fix minimum price for the cardamom and limit the auction facility to only farmers. The farmers stored the produce expecting higher prices and then the price fell to below Rs.700.

Price Instability

Coppock’s instability index is used to measure instability in price. CII was calculated as the anti-log of the square root of the logarithmic variance.

Table 2

Decade	Index
1970-1980	42.3
1980-1990	57
1990-2000	51.2
2000-2010	53
2010-2020	40.75
1970-2020	47.27

Formulae used:

$$CII = [(Antilog)\sqrt{V}log - 1] \times 100$$

where,

$$Vlog = \frac{1}{n-1} \sum (\log x_{t+1} - \log x_t - M)^2$$

$$M = \frac{1}{n-1} \sum (\log x_{t+1} - \log x_t)$$

where,

N = Number of years

X = Value of the parameter

M = Arithmetic mean of the differences between logs of X_t and X_{t+1} , X_{t+1} and X_{t+2} etc.

Steps in the construction of instability index

- a. Obtain logarithms of values of the variables. e.g., price for year 1, year 2, and so on.
- b. Calculate the first difference of these logarithms and then their arithmetic mean.
- c. Subtract the logarithmic each year-to-year logarithmic first differences. This gives the logarithmic difference between the actual and the average year-to-year logarithmic differences.
- d. Logarithmic deviations from the trend, both positive and negative, are squared, added together, and divided by the number of years minus one. The resulting figure is termed as the “log variance.”
- e. The anti-log of the square root value is obtained by taking the square root of the log variance. After that, anti-log is subtracted from unity, and the decimal is moved two spaces to the right. The resulting instability is a close approximation of the average

year-to-year percentage variation when trend is taken into account.

CAGR (Compounded Annual Growth Rate)

CAGR is the mean annual growth of an investment over a period of time. The value is presumed to be compounded over the period.

Table 3

Compounded Annual Growth Rate

Period	CAGR
1970-1980	11.75227
1980-1990	10.49132
1990-2000	7.56268
2000-2010	4.902735
2010-2020	13.07803

Source: Computed

The time period was divided into five decades for comparing the performance. Period 1 (1970-1980), Period 2 (1980-1990), Period 3 (1990-2000), Period 4 (2000-2010), Period 5 (2010-2020). The instability index for period 1 is 42.3 per cent. The next decade showed a big increase to 57 per cent. It decreased in the 1990s and in the period 4 the index has fallen to 40.75 per cent. CAGR was the biggest in the latest decade, 13 per cent. Also, the instability was highest in the same decade.

There are many underlying factors that lead to the cardamom price instability. Unpredictable weather conditions like heavy rainfall, drought, exploitation by the intermediaries and dealers, demand-supply situations in the market lead to farmers not getting the remunerative price and often force them to shift to other crops. This further affects the supply and the price. Policy and regulatory steps need to be taken to protect the producers.

Educating the farmers, investing in infrastructure, making use of innovative technology can help the farmers. Some of such measures are Cardamom (Licensing and Marketing) Rules 1977 which aimed at ensuring fair price and timely payment of sales proceeds, constituting Spices Board in 1986, introducing e-auction of cardamom in 2009, introducing cardamom futures in 2006. Also, there are many farmer awareness programmes being organized

Conclusion

Cardamom is an import spice in the international and domestic market. India has been the leading producer until 1980s. Although Guatemala dominates production and exports now, it is to be noted that the Indian cardamom is the premium quality variety. The intense climatic variations and unpredictability, lack of investments in infrastructure and farmer education and exploitation by middlemen pose great threats to the cardamom production. Since it is a low volume high price spice, it could turn out

to be a lucrative source of income for the farmers. Unfortunately, area under production has fallen over the decades, although productivity shows an upward trend. The area under production has fell from 91480 hectares in 1971 to 69994 hectares in 2020. Production has however gone up. But this could be due to the increased efficiency in production. Among the three cardamom producing states in India, Kerala leads in area, production and productivity. Price fluctuation is a significant hindrance for the farmers to continue in the production. The overall instability of price over the five decades is 47.27 per cent, although the price has increased over 5000 times from 1970s. The regulatory authorities must introduce stronger measures to solve the problems. Promotion of farmer producer organizations, controlling entry of middlemen, providing storage facility so that farmers can capture favourable prices, educating them about the market demands and specifications, promoting research etc can help in this direction.

References

1. Govindasamy, R. (2015). *Production and export performance of cardamom in India*. Shanlax International Journal of Management.2(4), 76-85. ISSN: 2321 - 46433
2. Varghese, K. P. (2004). *Trend analysis in area, production, productivity and price behaviour of cardamom in Kerala*. Indian Journal of Agricultural Economics. 59(4), 798-807. ISSN 0019-5014, ZDB-ID 416053-8
3. Joseph, T., & Naidu, R. (1992). *Price structure of cardamom in India - An analysis*. Journal of Spices and Aromatic Crops, 1, 65-71.
4. Nirmala, K., & Sandhya, V. (2015). *Price discovery in commodity markets: a study of Indian cardamom market in Multi Commodity Exchange*. Indian Journal of Accounting, XLVII (1), 92-97. ISSN- 0972-1479
5. Varghese, K.P. (2007). *Economics of cardamom cultivation in Kerala*, Indian Journal of Agricultural Economics, 62(1), 99-11.

6. Vasudev, S., & Athota, S. (2015). *A study on the price instability and price behaviour of rice in Andhra Pradesh*. *Indian Journal of Agricultural Marketing*, 29(3), 26-32.
7. Anbuchelvi, M. (2018). *Economics of cardamom production in India - A trend analysis*. *Shanlax International Journal of Arts, Science and Humanities* 5(3), 137-141. ISSN: 2321-788X
8. Vijayan, A.K., Kumar, P. K. & Remashree, A. B. (2018). *Small cardamom production technology and future prospects*, *International Journal of Agriculture Sciences*, 10(6), 6943-6948. ISSN: 0975-3710 & E-ISSN: 0975-9107.
9. Vishnu, R., Velavan, C., Kumar, S. D. S, & Rajalingam, G.V. (2019). *Price behaviour and constraints in the small cardamom*. *International Journal of Current Microbiology and Applied Sciences*, 8(12), 1901-1909
10. Kamalaveni, S. (2019). *A study on cardamom production and exports - Queen of spices*, *International Journal of Applied Research*, 5(10), 225-228.
11. <https://oec.world/en/profile/hs92/cardamoms>
12. http://www.kerishi.info/uploads/MCX_English_Cardamom_180613.pdf
13. *Cardamom market - growth, trends, impact of covid-19, and forecasts (2022 - 2027)*, <https://www.mordorintelligence.com/industry-reports/cardamom-market>.

LECTURES ON BHAGAWAD GITA AND MANAGEMENT

Dr. C.V. Jayamani

Explains the application of our traditional management concepts described in Bhagawad Gita in solving modern management problems

Bhagawad Gita and Management * Bhagawad Gita - a Behavioural Approach
 * Towards Effective Communication * Managerial Excellence - Gita Perspective * Executive's Health * Personality and Excellence
 * Globalization - Impact on Executive Health and Efficiency * Health Management - Gita Perspective * Healthy Lifestyle for Prospective Executives * Managing Social Organizations - Traditional Way * Alternative Initiative for Eco-friendly Living

**Bharatiya Institute for Advanced Studies and Research
 Samskriti Bhavan, GPO Lane, Thiruvananthapuram**

Published in 2007

Pages 117

Priced Rs. 75

Paperback

INFLUENCE OF PSYCHOLOGICAL CONTRACT ON THE JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT OF HIGHER SECONDARY SCHOOL TEACHERS

***Vidhya Vijayan P, **Dr. Reshmi R Prasad**

Abstract

Teachers are the backbone of our country. Teachers play a pivotal role in the system of education. As the saying goes, "Teachers are the real architects of a nation". The greatness of any country does not depend on huge buildings, gigantic projects, or large armies, but on the quality of its citizens. This quality can be achieved through proper education and through teachers. Teachers' levels of job satisfaction are critical to their commitment and perfection on the job. One of the important factors that influence the creation of job satisfaction and organizational commitment is the psychological contract, which is the promise two parties make to one another. The current study presents an insight into the influence of psychological contracts on the job satisfaction and organizational commitment of higher secondary teachers. The study is based on primary data collected through a structured questionnaire distributed among 120 respondents. The study revealed that there is a significant influence of psychological contracts on job satisfaction and organizational commitment of higher secondary teachers.

Key words:- Psychological contract, Job satisfaction, Organizational commitment, Higher secondary teachers

Teachers play a vital role in the development of youth's knowledge and skills. Teacher's position in society and education may shift throughout time, but their importance remains constant. Attracting and retaining quality teachers is

a great challenge for educational institutions. The level of job satisfaction of teachers will determine their dedication and job perfection.

Job satisfaction stimulates perfection in the work. Job satisfaction of teachers is a critical component in fostering quality

**Vidhya Vijayan P, Research Scholar, PG Department of Commerce and Research Centre, Mahatma Gandbi College, Trivandrum. Email id: vidhyavijayan411@gmail.com*

***Dr. Reshmi R Prasad, Principal & Professor, All Saints' College, Trivandrum. Email id:reshmi071@gmail.com. (Corresponding author)*

education. Job satisfaction is defined as the connection between what people expect and what they get. No work can be done effectively without satisfaction. It can be used to determine how much a person enjoys or dislikes his or her profession. As the term implies, job satisfaction refers to an employee's sense of fulfillment or accomplishment as a byproduct of his or her work. Another significant concept in the workplace is organizational commitment, which influences whether employees want to work or have to work. Psychological contracts, which influence job satisfaction and organizational commitment of human resource personnel in each and every organization, are inescapable. The implicit and explicit promises made by two people are defined as a psychological contract. It's a means of describing the present situation of a working partnership. Additional expectations of the employer about the reciprocal exchange usually refer to the employees' loyalty to the company and their willingness to work overtime when necessary. Employees' additional expectations usually refer to future promotions, work security, and pay, among other things. These unspoken expectations are essential components of the psychological contract. This contract's main characteristics are that it lacks a written form and has no legal force. Employees' job performance and job satisfaction, as well as their dedication, have been shown to suffer when psychological contracts are broken. Fulfillment of the expectations of teachers is also very important. Only a perfect teacher has the ability to nurture a nation's

productive generation. As a result, it is critical to ensure that teachers enjoy their profession, as this ensures that the work is great.

Psychological Contract

The psychological contract refers to the unwritten set of expectations of the employment relationship as distinct from the formal, codified employment contract. Taken together, the psychological contract and the employment contract define the employer-employee relationship. Originally developed by organizational scholar Denise Rousseau, the psychological contract includes informal arrangements, mutual beliefs, common ground, and perceptions between the two parties. The psychological contract develops and evolves constantly based on communication, or lack thereof, between the employee and the employer. Promises over promotion or salary increases, loyalty for example, may form part of the psychological contract. However, it is most significant in its function as defining the workplace relationship between employer and employee. In this capacity, the psychological contract is an essential yet implicit agreement that defines employer-employee relationships. Perceived breaches of the psychological contract can severely damage the relationship between employer and employee, leading to disengagement, reduced productivity, and, in some cases, workplace deviance. Fairness is a significant part of the psychological contract, bound up in equity theory: employees need to perceive that they're being treated fairly to sustain a healthy psychological contract.

Job Satisfaction

The term “job satisfaction” refers to the attitude and feelings people have about their work. Positive and favorable attitudes towards the job indicate job satisfaction. Negative and unfavorable attitudes towards the job indicate job dissatisfaction (Armstrong, 2006). Job satisfaction is the collection of feelings and beliefs that people have about their current job. People’s levels of job satisfaction can range from extreme satisfaction to extreme dissatisfaction. In addition to having attitudes about their jobs as a whole, people can also have attitudes about various aspects of their jobs, such as the kind of work they do, their coworkers, supervisors, or subordinates. Job satisfaction is a complex and multifaceted concept that can mean different things to different people. Job satisfaction is usually linked with motivation, but the nature of this relationship is not clear. Satisfaction is not the same as motivation. Job satisfaction is more of an attitude, an internal state. High levels of job satisfaction may be a sign of the good emotional and mental state of employees.

Affective Commitment

It is defined as the employee’s positive emotional attachment to the organization. Meyer and Allen pegged AC as the “desire” component of organizational commitment. An employee who is effectively committed strongly identifies with the goals of the organization and desires to remain a part of it. This employee commits to the organization because he/she “wants to”. This commitment can be influenced by many

different demographic characteristics such as age, tenure, sex, and education, but these influences are neither strong nor consistent. The problem with these characteristics is that while they can be seen, they cannot be clearly defined. Meyer and Allen gave this example “positive relationships between tenure and commitment may be due to tenure-related differences in job status and quality.” In developing this concept, Meyer and Allen drew largely on Mowday, Porter, and Steers’s (2006) concept of commitment, which in turn drew on earlier work by Kanter and Mercurio (2015), who stated that “affective commitment was found to be an enduring, demonstrably indispensable, and central characteristic of organizational commitment”.

Statement of the Problem

Teachers play a pivotal role in everyone’s ability to succeed in life. A good teacher is similar to a candle in that it consumes itself in order to illuminate the path for others. The quality of a teacher’s performance is critical and relevant. The classroom reflects the level of satisfaction that teachers have with their professions. This pleasant attitude leads to effective class delivery and interpersonal interactions. Only a motivated teacher can implant positive psychology in the next generation, which will eventually lead to the development of the country. As a result, teachers hold the key to any nation’s future progress. It is essential to guarantee that teachers enjoy their profession, which necessitates perfection in the work. This psychological contract has far-reaching consequences for teachers’ job satisfaction

and commitment, which has an impact on the nation-building process. As a result, research into the influence of psychological contracts on affective commitment and job satisfaction is fundamental.

Objectives of the study

- To investigate the relationship between psychological contract and job satisfaction among higher secondary school teachers.
- To examine the influence of psychological contract on affective commitment of higher secondary teachers.

Research Methodology

The study is descriptive in nature. Both primary and secondary data are used

for this study. Primary data is collected through a structured questionnaire distributed among 120 higher secondary teachers to measure their attitude towards the influence of psychological contracts on job satisfaction and commitment. The samples are taken from Thrissur and a simple random sampling method is used for this purpose.

Results and Discussions

1. Correlation

Ho: There is no significant relationship between the psychological contract and the job satisfaction.

Table 1 shows the correlation between psychological contract and job satisfaction. The correlation between brand psychological contract and job satisfaction is 0.742. It shows that there is

		Psychological contract	Job satisfaction
Psychological contract	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
	N	118	118
Job satisfaction	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
	N	118	120

*Source: Primary data**. Correlation is significant at 0.01 level (2-tailed).*

Table 1
Correlation

Factors	Psychological contract	Job satisfaction
Psychological contract	1	.742
Job satisfaction	.742	1

Source: Primary data

a correlation between the psychological contract and job satisfaction. So, the null hypothesis is rejected at 1 per cent level.

2. Linear regression

Ho: Psychological contract have no impact on affective commitment.

Table 2.1 shows the relationship between the psychological contract and the commitment of higher secondary teachers. The correlation coefficient between the psychological contract and the commitment is .631, which indicates a 63 per cent positive correlation between the psychological contract and the commitment, and it is significant at 1 per cent level.

It shows the overall predictability of the regression model in model 1, where all variables were taken, which explains 39.8 per cent with a significant F value of .000 that is responsible for the commitment of higher secondary teachers.

b. Predictors: (Constant), Psychological contract

Table 2.3 shows the relationship between the dependent variable commitment and the independent variable psychological contract. Hence, the independent variable “psychological contract” has a 63 per cent direct and positive effect on affective commitment and therefore rejects the hypothesis.

Major Findings

- Majority of the respondents have a continuous service of more than 10 years (51 per cent).
- Majority of the respondents said that they are aware of the existence of psychological contract (94 per cent).
- Majority of the respondents said that it is important to have a psychological contract (62 per cent).

**Table 2.1
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.631 ^a	.398	.393	6.61149

Source: Primary data. Predictors: (Constant), Psychological contract

**Table 2.2
ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3351.769	1	3351.769	76.679	.000 ^b
	Residual	5070.570	116	43.712		
	Total	8422.339	117			

Source: Primary data Dependent Variable: Commitment

Table 2.3
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.488	5.360		1.770	.079
	Psychological contract	.231	.026	.631	8.757	.000

Source: Primary data. Dependent Variable: Commitment

- Based on the mean score ranging from the 3.8 to 3.967 the opinion regarding the statements of awareness of psychological contract among the higher secondary teachers are above average level which itself explains the agreeability of the respondents.
- Based on the mean score ranging from 3.425 to 3.492 the opinion regarding the statements of resultant behaviour of violations of psychological contract is above the average level which itself explain the agreeability of the respondents. The mean score ranging from 3 to 3.17 shows the moderate attitude of the respondents and the mean score below 3 shows the disagreeability to the statements.
- Based on the mean score ranging from the 3.925 to 4.383 the opinion regarding the teacher’s perceived obligation to the school is above the average level which itself explain the agreeability of the respondents.
- Based on the mean score ranging from the 3.517 to 4.158 the opinion regarding the school’s perceived obligation to the teachers is above the average level which itself explain the agreeability of the respondents.

- Based on the mean score ranging from 3.458 to 4.017 the opinion regarding the role of psychological contract in the affective commitment of higher secondary teachers is above average level which itself explain the agreeability of the respondents. The mean score of 3.158 shows the average level of response of the respondents regarding insecurity of the job.
- There is a correlation between the psychological contract and the job satisfaction. The correlation is .742.
- The independent variable psychological contract has 63 per cent direct and positive effect on the dependent variable affective commitment.

Suggestions

- Teacher’s service commission would ensure that schools fulfill the psychological contract of the teachers then only they will be effectively committed to their work and through this the performance of school can be improved.
- It would be better if the Government, through the ministry of education try to implement appropriate human resource management measures to

meet the teacher's expectations for fulfillment of their psychological contract terms.

- The employer must always try to ensure that there is an immense opportunity for career enhancement of the higher secondary teachers.
- It is better to revise the recruitment policy and emphasis should be made on the equal employment opportunities.
- The teachers would be given the opportunity to feel a real part of the school and its administration.

Conclusion

Any country's success is determined by the quality of its population, which can be attained through a decent education system. The pillars of the educational system are teachers. The level of satisfaction enjoyed by them is crucial in determining their commitment, and the psychological contract, plays a vital role in the job satisfaction of teachers. The job satisfaction of teachers is inevitable in the

development of future generations in every nation. A psychological contract exists between higher secondary teachers and their employer, which is a set of implicit and explicit agreements made by two parties to one another.

As a result, it is critical for each party to keep their part in order to ensure that the two parties have a mutual relationship. Reduced commitment, disappointment, reduced satisfaction, frustration, job pressure, and a lower level of citizenship are all consequences of breaching the psychological contract. All of these factors have a significant impact on the affective commitment of higher secondary teachers, which has an impact on the school's performance. The study revealed that there is a correlation between the psychological contract and job satisfaction. It is critical to have a psychological contract in place in order to appreciate the job. The higher secondary teachers' reciprocal expectations that these goals are met play an inseparable role in determining the affective commitment of the higher secondary teachers.

References

1. A.D. Koustelios (2001). *Personal characteristics and job satisfaction of Greek teachers. International Journal of Education Management*, 11,201-210.
2. Cullinane, N., and Dundon, T. (2006). *The psychological contract: A critical review. International Journal of Management Reviews*,8 (2), 113-129.
3. Erkan Tabancali (2016). *Eurasian Journal of Educational Research*, 66, 263-280.
4. G.V. Caprara and L. Borgogni (2003). *Efficiency beliefs as determinants of teacher's job satisfaction. Journal of Educational*, 5, 56-60.
5. Robert C Atkinson. "Teachers Expectations: A study of the psychological contract from the teacher's point of view" *The Indian Journal of Social work*, 71(4), 601-612.
6. Rossneau. D. *Schemes, promise and mutuality: the building block of the psychological contract. Journal of Occupational and organizational Psychology*, 74,511-541.
7. Spindler, G. S. (1994). *Psychological Contracts in the work place: A lawyer's view. Human Resources Management Journal*, 33 (3), 325 - 333.
8. Tallman and Bruning. "Relating employee's psychological contract to their personality". *Journal of Managerial Psychology*, 5, 62-67.

INVESTMENT BEHAVIOUR OF NON-RESIDENT KERALITES - A STUDY IN MALABAR REGION

***Manzoorali P K**

Abstract

Non-resident Keralites play a vital role in the economic development of Kerala. There are more than 24 lakh Keralites living in various countries and their remittances to the state net domestic product was nearly 36.5 per cent. Most of the Malayalee families will have at least one person working and residing outside the state. Their earnings and savings contributed heavily in the socio, cultural, educational and economic development of the various sections of Kerala society. This paper attempts to study the savings and investment pattern of non-resident Keralites especially in Malabar region. The rate of their earnings, the rate of savings and their preferred area of investment avenues are brought under the study. Primary data were collected from respondents through questionnaire and analysis was made using various statistical tools and techniques.

Key words:- Non resident Keralites, earnings, savings, investment pattern, non residents

*K*erala is a state known for its rich tradition, culture and serene natural beauty. That's why it is popular as 'God's own country' around the world. But in the economic sense Kerala is not as rich as compared to other states because of its poor performance in agricultural and

industrial sectors (Sanjeev Kumar and Sandeep Kumar 2013). At the same time Kerala is able to survive and develop in infrastructure, education, health and allied sectors just because of the huge remittances from non-resident Keralites (K.C. Zachariah and S. Irudaya Rajan). Non-resident Keralites play a vital role in

**Manzoorali P K, Research Scholar, Department of Commerce, University of Kerala, Karyavattom, Trivandrum.*

the economic upliftment of Kerala with their huge remittances to almost all households in the state. The cash remittances received by Kerala households from abroad showed an incredible growth during the last quarter of 20th century.

Due to the density of population and high rate of unemployment the people of Kerala have evinced a high degree of tendency to migrate to other states and foreign countries for employment. Migration of Keralites has started during World War II when large number of youths was recruited in foreign countries like for war related jobs.

The number of migrants was used to increase year by year. Oil exploration in the Middle East has led the migration from Kerala to all time high. Initially most of the migrants were employed in the unskilled labour camps and other related sectors. But later more and more young people with good education are being employed in the priority and elite sectors of Middle East. Now there are Keralites working in every nook and hook of the

world ranges from Asia, Africa, Europe and America. The district wise number of working non-resident Keralites is given in table 1.

The total population of Kerala is estimated at around 3.45 crores. According to the Kerala Migration Survey 2014 (draft), conducted by the Centre for Development Studies, there were more than 24 lakh Keralites living in various countries and their remittances to the state net domestic product was nearly 36.5 per cent. The report also shows the average age of emigrants at 24.74 years. Regarding educational profiles of the emigrants, it is seen better than of the general population, ie, 75.1 per cent had passed Class 10, and 35.4 per cent had received diploma or a degree or higher levels of education (Economic Review, 2016).

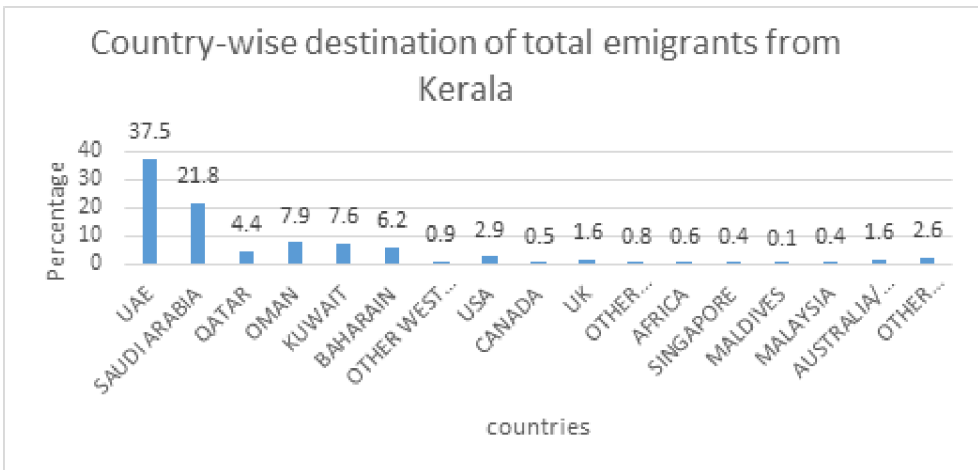
In this paper an effort has been made to study the savings and investment pattern of non-resident Keralites. Different persons living in different countries earn different amounts, save different amounts and invest in different avenues of their choices. It is quite

Table 1
District wise working Non-resident Keralites from Malabar region

	District	Female	Male	Total
1	MLP	1751	276645	278396
2	KKD	3413	144583	147996
3	KNR	4419	139269	143688
4	WND	1332	14328	15660
5	KSG	1240	59330	60570
	TOTAL	99326	1327527	1426853

Source: Kerala Migration Survey, 2014 (Draft), State Planning Board, GoK.

Figure 1
Country-wise destination of total emigrants from Kerala



Source: Kerala Migration Survey, 2014 (Draft), State Planning Board, GoK

interesting to study their preferred area of investment.

Investment may be defined as a “commitment of funds made in the expectation of some positive rate of return”. A portion of the earnings from different sources are used to save by the people for the purpose of investment. An individual is faced with a wide variety of opportunities for the consumption and investment of his funds. Investment avenues are numerous and growing in number and variety serving the needs of various types of investors, individuals and institutions.

Objectives of the Study

1. To study the savings behaviour of the non-resident Keralites from Malabar region.
2. To find out the preferred area of investment of non-resident Keralites from Malabar region.

3. To find out the level of satisfaction regarding their investment avenues.

Review of Literature

Several studies have been conducted on the various aspects of the savings and investment in the past. These studies mainly relate to investment pattern of youth, remittances by non-resident Indians, investment perspectives of salaried people, etc. However, not much of research work has been done on investment patterns amongst the non-resident Keralites and their perceptions.

Patel & Patel (2012) studied the investment perspective of salaried people. The paper aimed at studying the behavioural pattern & difference in perception of an individual related to various investment alternatives. The study finds that the youth preferred investments over savings and prefer investments that are high risk but also yield high returns.

Suman Chakraborty and Sabat Kumar Digal (2011) found from their work that, saving is significantly influenced by demographic factors such as age, occupation and income level of investors. It was observed that women are risk averse indeed but save more than the male counterparts as the income level rises. Kabra, Mishra and Dash (2010) studied the factors which affect individual investment decision and differences in the perception of investors in the decision of investing on the basis of age and gender and found that investors' age and gender predominantly decides the risk-taking capacity of investors. Verma (2008) studied the effect of demographics and personality on investment choice among Indian investors and found that mutual funds were popular amongst professionals, students and the self employed. Retirees displayed their risk aversion by not investing in mutual funds and equity shares. It was also found that higher the education, higher was the level of understanding of investment complexities.

Gupta and Jain (2008) on the basis of an all-India survey of 1463 households found the preferences of investors among the major categories of financial assets, such as investment in shares, indirect investment through various types of mutual fund schemes, other investment types such as exchange-traded gold fund, bank fixed deposits and government savings schemes. The study provides interesting information about how the investors' attitude towards various investment types are related to their income and age, their portfolio diversification practices, and the over-all

quality of market regulation as viewed by the investors themselves.

Methods and Materials

The study used primary data collected through structured questionnaire from a sample of 72 out of the population which is the total non-resident Keralites in Malabar region of Kerala. Multi stage systematic sampling method is used to select the sample. The districts of Palakkad, Malappuram, Kozhikode, Kannur, Wayanad and Kasaragod are included in Malabar region. In the first stage, Kozhikode district is identified for data collection. In the next stage, one urban and one rural local body are identified and a survey is conducted to identify the people who are working abroad. In the next stage systematic random sampling method is adopted to identify required number of non-resident Keralites. The socio demographic profile of the sample is given in table 2

The profile of the sample shows that 20.83 per cent are in the age group above 50 and 45.38 per cent belongs to age group 41 to 50. Another 26.39 per cent are in the age group 31 to 40 and the rest 6.96 per cent are below the age of 30. Out of the total sample 90 per cent are Muslims while 5.56 per cent belongs to Hindu religion and 4.17 per cent are Christians. Regarding educational qualifications, 45 per cent are having professional qualification while 23.1 per cent are post graduates. About 10 per cent of the sample is graduates and 20.83 per cent are under graduates.

The study used various statistical techniques for the analysis and interpretation like mean, standard

deviation, F test, t test, ANOVA, MANOVA etc.

Result and Discussions

Savings behaviour of the non-resident Keralites from Malabar region

The details of income, savings and percentage of savings are given in Table 3. It shows that the mean income of the sample is 161444 with a standard deviation of 66715. Similarly, the mean of savings of the sample is 43250 with a standard deviation of 27953. The percentage of savings has a mean score of 25.55 with a standard deviation of 9.43.

The mean of income in the age group up to 30 is Rs.110000 while it is Rs.140000 in the age group 31 to 40. In the age group 41 to 50 the mean of the income is Rs.153909 and in the age group above 50 it is Rs.222333. the F value computed is 4.008 with a level of significance 0.000. This indicates that there is significant difference in the income earned by people

of different age group. That means the highest income is in the age group above 50 and lowest income is in the age group up to 30.

Regarding savings of the sample, it is seen that in the age group up to 30, mean score of the savings is Rs.28000 and in the age group 31 to 40, it is Rs.45000. the savings is 38303 in the age group 41 to 50 and Rs.57000 in the group above 50. The F value obtained is 2.677 with a significance level of 0.002 which can be inferred that the amount of savings in different age group is also significantly different. In the age group above 50, there is more savings and amount of savings is lower in the age group up to 30.

In the case of religion, it is found that the mean score of Hindus is Rs.133750 while Muslims has an income of Rs.167077 and Christians Rs.76333. From the analysis, the f value computed is 3.205 with a level of significance 0.047. So, it can be inferred that there is significant difference in the level of income earned

Table 2
Distribution of sample by their Characteristics

Characteristics		Number	Percentage
Age	Up to 30	5	6.94
	31-40	19	26.39
	41-50	33	45.83
	Above 50	15	20.83
Religion	Hindu	4	5.56
	Muslim	65	90.28
	Christian	3	4.17
Educational qualifications	Under graduate	15	20.83
	Graduate	7	9.72
	Post graduate	17	23.61
	Professional	33	45.83
Total		72	100.00

Source: Primary Data

Table 3

Characteristic wise distribution of sample by income, savings and percentage of Savings

		Income		Savings		%of Savings	
		Mean	SD	Mean	SD	Mean	SD
Total Sample		161444	66715	43250	27953	25.55	9.43
Age	Up to 30	110000	18708	28000	12550	24.53	8.04
	31-40	140000	46158	45000	30277	30.01	11.07
	41-50	153909	63853	38303	27947	23.32	9.47
	Above 50	222333	68839	57000	24626	25.16	5.49
	F	4.008		2.677		2.813	
	Sig	0.000		0.002		0.001	
Religion	Hindu	133750	24958	28750	8539	21.21	2.80
	Muslim	167077	64686	45462	28142	26.30	9.47
	Christian	76333	98724	14667	21939	15.04	6.97
	F	3.205		2.401		2.610	
	Sig	0.047		0.098		0.081	
Educational qualifications	Under graduate	165333	83462	38000	23284	22.43	5.60
	Graduate	113857	70041	36714	31868	27.72	11.67
	Post graduate	161471	45886	39706	17807	24.54	6.50
	Professional	169758	65434	48849	32958	27.03	11.33
	F	1.398		0.830		1.006	
	Sig	0.251		0.482		0.396	

Source: Primary Data

by different religious groups. That means Muslims are earning more income than other religious groups and Christians are earning less income than others. At the same time the savings of the sample shows that Rs.28750 is the mean score of savings by Hindus while it is Rs.45462 among Muslims and Rs.14667 by Christians. The f value obtained is 2.402 with a significance level 0.098. The result indicates that there is no significant difference in the amount of savings by different religious groups. The percentage of savings shows that Hindus save 21.21 per cent, Muslims 26.30 per cent and Christians 15.04 per cent. But the result indicates that there is no significant difference in the rate

of savings by Hindus, Muslims and Christians.

In the category of educational qualifications of the sample, the income, savings and percentage of savings is different among different groups as given in the table. But from the analysis, it is found that the difference in the amount of income, savings and percentage of saving between the people of different educational qualifications, is not significant.

The preferred area of investment of non-resident Keralites from Malabar region

Table 4 shows the characteristic wise distribution of sample by level of

investment in different avenues. From the table it is found that insurance sector is the most invested segment with a score of 4.00 followed by business investment with 3.80. Mutual fund investment is the least invested segment with a score of 3.15. From the one sample t-test, it is found that investment in Bank, Chitties/ Kuries, Insurance, real estate, business sectors is above average since the significance level is below 0.05. At the same time, only average investment is made in share market, mutual fund etc.

Table 5 shows the characteristic wise distribution of sample by preferred investment avenues. The sample respondents were asked to point out their preferred area of investment viz, high return ventures, government backed

ventures and interest free ventures. It is found from the result that there is no significant difference in the investment preference of different age groups. But the preference is significantly different among different religious groups. Hindus prefer government backed ventures while Muslims prefer interest free ventures. Christians also prefer government backed ventures. Among different educational groups also, the MANOVA result shows that there is no significant difference in the investment preference of different educational groups.

In the ANOVA result, it is found that there is no significant difference in the investment preference of different age groups. But among different religious groups, it is found that there is difference

Table 4
Distribution of sample by level of investment in different avenues

		Very low investment	Low investment	Medium invested	Highly invested	very highly invested	Total	Mean	SD	One-sample t-test with test value 3	
										t	Sig.
Bank savings	n	0	0	22	33	8	63	3.78	0.66	9.374	0.000
	%	0.00	0.00	34.92	52.38	12.70	100.00				
Chitties/kuries	n	0	0	4	4	0	8	3.50	0.53	2.646	0.033
	%	0.00	0.00	50.00	50.00	0.00	100.00				
Insurance	n	0	0	0	2	0	2	4.00	0.00	-	-
	%	0.00	0.00	0.00	100.00	0.00	100.00				
Share market	n	0	1	6	6	0	13	3.38	0.65	2.132	0.054
	%	0.00	7.69	46.15	46.15	0.00	100.00				
Real estate investments	n	0	3	30	10	3	46	3.28	0.69	2.784	0.008
	%	0.00	6.52	65.22	21.74	6.52	100.00				
Business investments	n	0	0	3	6	1	10	3.80	0.63	4.000	0.003
	%	0.00	0.00	30.00	60.00	10.00	100.00				
Mutual fund	n	0	3	34	10	0	47	3.15	0.51	2.003	0.051
	%	0.00	6.38	72.34	21.28	0.00	100.00				
Others	n	0	2	18	14	0	34	3.35	0.60	3.447	0.002
	%	0.00	5.88	52.94	41.18	0.00	100.00				

Source: Primary Data

in the investment preference in the case of high return ventures and interest free ventures. But there is no difference in the preference of government backed ventures. Among different educational groups also, the result gives no difference in the investment preference.

Level of satisfaction regarding investment avenues

Table 5 shows the characteristic wise distribution of sample by level of

satisfaction in various avenues. It can be seen from the table that the level of satisfaction is more in share market investments as the score is 3.23 and the satisfaction is least in insurance sector with a score of 2.00. Among age groups, sample having age 31 to 40 is more satisfied with share market investments while the group 41 to 50 is more satisfied with mutual fund investments. The age group ‘Above 50’ also found more satisfied with share market.

Table 5

Characteristic wise distribution of sample by preferred investment avenues

Characteristics		Opportunities/avenues preferred			MANOVA		
		High return ventures	Interest free ventures	Government backed ventures	F	Sig.	
Total		2.10	3.50	3.40	0.793	0.577	
Age	Up to 30	2.00	3.80	3.20			
	31-40	2.20	3.40	3.40			
	41-50	2.10	3.40	3.50			
	Above 50	2.10	3.70	3.30			
	ANOVA	F	0.752	1.168			0.783
Sig.		0.525	0.329	0.507			
Religion	Hindu	3.00	2.20	3.70	13.431	0.000	
	Muslim	2.00	3.60	3.40			
	Christian	2.30	2.70	4.00			
	ANOVA	F	22.360	16.272			3.004
		Sig.	0.000	0.000			0.056
Educational qualification	Under graduate	2.00	3.70	3.30	0.921	0.482	
	Graduate	2.10	3.30	3.60			
	Post graduate	2.20	3.40	3.40			
	Professional	2.10	3.50	3.40			
	ANOVA	F	1.227	1.283			0.537
		Sig.	0.307	0.287			0.658

Source: Primary Data

Among Hindus, the level of satisfaction is more in bank investments and least in business investments. Among Muslims, they are more satisfied in business investments while satisfaction is less in insurance sector. Christians are more satisfied with chitties/ kuries while satisfaction is less real estate investments. Among professionals, the level of satisfaction is more in chitties/ kuries while post graduates are more satisfied with share market investments. Graduates are more satisfied with their real estate investments and satisfaction is less in insurance sector.

Reasons for dissatisfaction regarding investment avenues

Table 7 illustrates characteristic wise distribution of sample by reasons for dissatisfaction regarding investment avenues

Results and Findings

The study is conducted to analyse the investment behaviour of non-resident Keralites with regard to their income, savings, investment, preference and level of satisfaction, etc. the study reveals that there is significant difference in the income earned by people of different age group. Similarly, the amount of savings in different age group is also significantly different. There is significant difference in the level of income earned by different religious groups. But there is no significant difference in the amount of savings by Hindus, Muslims and Christians. In the percentage of savings also, there is no significant difference among different religious groups. It is clearly understood that there is no difference in the amount of income, savings and percentage of savings by people of different educational qualifications.

Table 6

Characteristic wise distribution of sample by level of satisfaction in various avenues

		Bank savings	Chitties/ kuries	Insurance	Share market	Real estate investments	Business investments	Mutual fund	Others
Total		2.92	3.00	2.00	3.23	2.76	3.10	2.81	2.85
Age	Up to 30	3.00	2.50	.	.	.	2.00	2.40	3.50
	31-40	3.17	1.00	2.00	4.00	3.55	.	2.26	2.71
	41-50	2.67	3.60	.	2.17	2.68	3.38	3.64	2.56
	Above 50	3.17	.	.	5.00	2.23	.	2.89	3.57
Religion	Hindu	4.33	3.00	.	4.00	2.50	2.00	4.00	.
	Muslim	2.89	2.60	2.00	3.09	2.86	3.13	2.72	2.85
	Christian	2.00	5.00	.	.	1.00	4.00	3.00	.
Educational qualifications	Under graduate	3.13	.	2.00	3.60	2.33	.	2.75	3.71
	Graduate	2.17	3.00	2.00	3.00	4.00	.	2.75	2.33
	Post graduate	3.31	2.50	.	5.00	2.33	3.50	2.82	3.00
	Professional	2.79	3.25	.	2.67	3.04	2.50	2.85	2.58

Source: Primary Data

Table 7
Characteristic wise distribution of sample by reasons for dissatisfaction regarding investment avenues

		Less return	High inflation	Tax on income	Interest aversion	F	Sig
Total		2.40	1.00	1.70	1.90		
Age	Up to 30	2.00	1.00	2.00	3.00	92.633	0.000
	31-40	2.00	1.00	1.80	1.80		
	41-50	2.50	1.00	1.70	2.00		
	Above 50	2.90	1.00	1.40	1.50		
	F	9.866		0.777	4.053		
	Sig	0.000		0.514	0.013		
Religion	Hindu	2.30	1.00	2.30	2.00	0.781	0.588
	Muslim	2.40	1.00	1.60	1.90		
	Christian	2.50	1.00	2.00	1.50		
	F	0.065		2.020	0.317		
	Sig	0.937		0.146	0.730		
Educational qualifications	Under graduate	2.50	1.00	1.50	1.60	1.598	0.127
	Graduate	3.00	1.00	1.00	2.00		
	Post graduate	2.50	1.00	1.70	1.70		
	Professional	2.20	1.00	1.80	2.30		
	F	2.605		1.001	2.506		
	Sig	0.065		0.403	0.072		

Source: Primary Data

From the analysis, it is found that more investment is made in insurance sector, followed by business investment. Share and Mutual fund investment are the least invested area. Another major result of the study is that there is no difference in the investment preference among different age groups. But the preference is significantly different among different religious groups. Hindus prefer government backed ventures while Muslims prefer interest free ventures. Christians also prefer government backed ventures. Among different educational groups, it is found that undergraduates prefer interest free ventures while graduates prefer government backed ventures.

Post graduates and professionals also prefer government backed ventures followed by interest free ventures. But analysis shows that there is no significant difference in the investment preference of different educational groups. It can be evident from the study that the level of satisfaction is more in share market investments as the score is 3.23 and the satisfaction is least in insurance sector with a score of 2.00. Among Hindus, the level of satisfaction is more in bank investments and least in business investments. Among Muslims, they are more satisfied in business investments while satisfaction is less in insurance sector. Christians are more satisfied with chitties/ kuries while satisfaction is less real estate investments.

Among professionals, the level of satisfaction is more in chitties/ kuries while post graduates are more satisfied with share market investments. Graduates are more satisfied with their real estate investments and satisfaction is less in insurance sector.

Conclusion

The more rewarding and risky investment options are capital market instruments including the mutual funds. The people are more risk averse and are least interested in these opportunities. It is found that more investment is made in insurance sector, followed by business investment. People are generally

dissatisfied with many of the investment avenues. It is found that there is significant difference in the reasons for dissatisfaction among different age groups. Less return is found as a major reason for their dissatisfaction in all the age groups. But the analysis reveals that there is no significant difference in the reasons for dissatisfaction among different religious groups as well as different educational groups. In this juncture, it can be generalised that there is no religious peculiarity in savings and investment though there is difference in income earnings. It is the level of income and age that determine investment habits.

References

1. Sanjeev Kumar and Sandeep Kumar "An Inter-State Analysis of The Performance Indian Manufacturing Sector", *The Indian economic journal: the quarterly journal of the Indian Economic Association* · December 2013
2. K.C. Zachariah and S. IrudayaRajan, "Impact of Remittances of Non-Resident Keralites on Kerala's Economy and Society", *Indian Journal of Labour Economics* · January 2011
3. *Economic Review*, 2016, State Planning Board, Government of Kerala
4. Donald E Fischer and Ronald J Jordan, "security analysis and portfolio management, 5th Edition, Prentice Hall of India, New Delbi, P2
5. Prof. CA Yogesh P. Patel*; Prof. CS charul Y. Patel (2012), "A Study of Investment Perspective of Salaried People (Private Sector)", *Asia Pacific Journal of Marketing & Management Review Vol.1 No. 2, October 2012, ISSN 2319-2836*
6. Chakraborty, Suman and Digal, Sabat, *A Study of Saving and Investment Behaviour of Individual Households - An Empirical Evidence from Orissa (2011). Personal Finance & Investments (PF&I) 2011 Conference, Available at SRN: <https://ssrn.com/abstract=2168305>*
7. Gaurav Kabra, Prashanth kumar Mishra and Manoj Dash (2010), "Factors Influencing Investment Decision of Generations in India: An Econometric Study".
8. Manu Verma (2008) "Wealth management and Behavioural finance: The effect of Demographic and personality on investment choice among Indian investors" *Journal of Behavioural finance, Vol.V.No.4, December 2008, pp 31-57*
9. Gupta, L. C., & Jain, N. (2008). *Indian Households' investment Preferences: The Third All India investors' Survey. Society for Capital Market Research and Development.*
10. *Handbook of Statistics on Indian States, Reserve Bank of India 2020-21.*

EFFECT OF DESTINATION IMAGE ON TOURIST SATISFACTION WITH REFERENCE TO BEACH TOURISM IN TRIVANDRUM

*Athira K A, **Dr. Vinod A S

Abstract

This study focuses on finding the effect of destination image on tourist satisfaction and understanding the level of satisfaction derived by the tourists from beach tourism. Beaches in Kerala have serene and deep beauty which brings large number of domestic as well as foreign tourists towards Kerala. Destination loyalty is the term closely related to tourist's satisfaction. When tourists are provided with better services and tourist experience, they become more loyal and satisfied. Destination loyalty is the major outcome of a quality delivery of tourist services. It could found that the word of mouth spread by tourists who has already visited the destination is given more preference by the tourists. They collect information from friends, relatives, neighbours etc...If they receive a positive word of mouth; the tourists are more like to visit the place. Tourists have the opinion that, the destination image that was constructed in their mind has no difference with the actual image.

Key words:- Destination image, Tourist satisfaction, Destination loyalty, Word of mouth, Kerala tourism, Beach tourism.

India is one of the most popular tourist destinations in the world. Tourism plays a critical role in country's economic growth and prosperity. The world Travel and Tourism council says that in 2018, tourism in India has generated 16.91 lakh crore

(9.2 per cent of GDP) and it has also supported 42.67 million jobs of its total employment.

Since tourism is considered as the major source of income by many people in India, it is important to understand the impact of destination image on tourist

*Athira K A, Research Scholar, PG Department of Commerce and Research Centre, MG College Thiruvananthapuram, University of Kerala. E-mail: athiraka3112@gmail.com

**Dr. Vinod A S, Assistant Professor of Commerce, PG Department of Commerce and Research centre, MG College Thiruvananthapuram, University of Kerala.

satisfaction. Destination image is defined as “an expression of knowledge, impressions, prejudices, imaginations and emotional thoughts an individual has of a specific place” (Lawson and Baud Bovy, 1977). The images are formed by the tourist attributes, feelings and emotions towards the place. The destination image includes two types of images, organic image and induced images. Images formed by individuals themselves through their past experiences with destinations and unbiased source of information (newspapers, reports movies etc...) is called as organic image. Images received from external sources including advertising and promotion is called as induced images. The totality of destination image is based on the evaluation of the products and services.

Kerala Tourism

Kerala, popularly known as “God’s own country”, is blessed with tourist locations and natural sight views. It has numerous tourist locations all over its 14 states. The state has always been reluctant to industrialisation due to more concern about its nature and natural resources. But the real challenge faced by Kerala tourism is to bring the tourists again and again to the spot. Hence, the Kerala government rolled out a tourism campaign called “God’s own country campaign”. Kerala is the most attractive tourist destinations in the world with favourable climate, local resources, culture, lush hill stations, backwaters, exotic wildlife etc... It is utmost important to understand the factors which influence the demand of tourists.

Beach Tourism

Beach tourism is considered as one of the most important tourist attractions in Kerala. Beaches in Kerala have serene and deep beauty which brings large number of domestic as well as foreign tourists towards Kerala. Thiruvananthapuram is one of the major beach tourist spot in Kerala. Most famous beach tourist destinations in Thiruvananthapuram are Kovalam, Shanghumugham, Varkala, Poovar, Vizhinjam, Nellikunnu, Chowara, Azhimala, Puthenthope. Beach tourism utilises several environmental values of beach such as swimming, surfing, sailing, and other water sports. Tourists also prefer to have peaceful stay nearby beaches for refreshment. It also provide best shopping experience, accommodation, transportation facilities, parking facilities, other entertainment etc... Thiruvananthapuram has spectacular beach sides with luxurious resorts nearby. This attracts more foreign tourists towards beaches for relaxation and entertainment. Beach tourism has many attractions including sunrise/sunset watch; enjoy good scenery and sea bathing. Beach destinations are considered as picture perfect destinations which attracts the eyes of tourists. Destination image plays an important role in tourist satisfaction.

Destination Loyalty

Destination loyalty is the term closely related to tourist’s satisfaction. When tourists are provided with better services and tourist experience, they become more loyal and satisfied. Destination loyalty is the major outcome of a quality delivery of tourist services. The critical linkages of

destination loyalty includes brand image of physical environment, people friendliness and kindness. Tourist is said to have loyalty to the destination only when the reality matches or goes above the expectations which is simply called satisfaction.

Statement of the Problem

In today’s competitive market, retaining tourist trust is the most important problem for service businesses. Tourist trust is the base for loyalty. As the tourism sector is the one of the major source of revenue making sector in Kerala, it is important to take necessary steps to increase the number of domestic as well as foreign tourist visit. The problem is to find out how the destination image formation directly or indirectly affects the tourist satisfaction with reference to beach tourism in Trivandrum.

Objectives of the Study

The study has been done, keeping in view certain specific objectives which constitute the framework of the entire enquiry. They are the following:

1. To examine the impact of destination image and tourist perception on tourist satisfaction.
2. To measure the level of satisfaction derived by the tourists in beach tourism.

3. To find out whether there is any difference between the expectations of tourists and the actual experience regarding beach tourism.

Scope of the Study

Thiruvananthapuram is considered as one of the major beach tourist spot in Kerala. The data were collected from 4 most famous beach tourist destinations such as Kovalam, Shanghumugham, Varkala and Vizhinjam.

Methodology of the Study

- Method of study: This study is descriptive as well as analytical in nature.
- Data source: This study uses both primary as well as secondary data.

Primary data: Primary data were collected from 60 tourists both foreign and domestic with the help of interview schedule specially developed for the study.

Secondary data: Secondary data were collected from published sources such as newspaper, magazines, reports, articles, national and international journals etc...

Sampling techniques: This study uses purposive sampling technique for data collection.

Sample design: 60 Samples were collected from 4 destinations including Kovalam, Shanghumugham, Varkala and Vizhinjam.

Sample Design

Kovalam		Shanghumugham		Varkala		Vizhinjam	
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
10	10	10	10	5	5	5	5

Review of Literature

Tourist Perception

Reisinger & Turner 2003: "Perception can be generated without information and knowledge of the object/person. This is often the case when tourists grow insights of a destination previous to visitation".

Pizam & Mansfeld, 2000: "perceptions of tourists who had never practiced with the product before (or had very limited experience of it), and whose perceptions are mostly formed on a basis of the information gained from promotion in its place of first-hand experience, which may vary from the perceptions of tourists who had experienced the product.

Destination Image

Pan & Xiang, 2011: Destination image is one of the most investigated and examined concepts in the analysis of modern tourism.

Aksoy & Kiyici, 2011: Image has been described in a number of methods: as a person's set of principles, opinions and impressions concerning an object, a consideration of all knowledge gained from diverse channels or an intellectual implication the person has about something outside material perception.

Data Analysis and Interpretation

Total number of samples is 60, which were collected equally from both domestic and foreign tourists in Kerala (Table 1). Majority of the respondents are male (73 per cent) and majority are between the age group of 18-25 years. About 43 per cent of the respondents are

degree holders and majority are private employees.

Awareness level of tourists about the destination plays an important role in tourist decision making (Table 2). The major source of information is social media and word of mouth. The word of mouth spread by tourists who has already visited the destination is given more preference by the tourists. They collect information from friends, relatives, neighbours etc... If they receive a positive word of mouth; the tourists are more like to visit the place. The positive word of mouth always depends on tourist satisfaction.

It was found that more number of tourists is satisfied with the natural sight view of beaches (Table 3). About 36 per cent of the tourists are attracted towards the natural beauty. 15 per cent of the respondents are satisfied because of good accommodation and food. And another 15 per cent of the respondents are happy with the transportation facilities. This shows that destination picture plays an important role in increasing the level of satisfaction among the tourists.

The table 4 shows that majority of the tourists are attracted towards beach because of its scenery and natural attractions and it also exceeds their expectations. Staycation near beaches gives more relief and relaxation to tourists and it also gives them pleasure to spend their vacation.

Destination Loyalty

Most (46.6 per cent) of the respondents are influenced by the scenery and natural attractions in beach (Table 5).

Table 1
Personal Variables

Gender of Respondents	Gender		No. of Respondents		Percentage	
	Male		44		73	
	Female		16		27	
Age of Respondents	Age Group	No. of Respondents		Percentage		Total %
		Foreign	Domestic	Foreign	Domestic	
	18-25	6	19	10	31.6	41.6
	26-35	6	11	10	18.3	28.3
	36-45	3	9	5	15	20
	46-55	1	3	1.6	5	6.6
	More than 55	-	2		3.3	3.3
Educational Qualification			No. of Respondents		Percentage	
	Primary		3		5	
	Secondary		11		18.3	
	Higher secondary		9		15	
	Degree		26		43.3	
	Master Degree		10		16.6	
	Others		1		1.6	
Employment Status			No. of Respondents		Percentage	
	Private sector		18		30	
	Public sector		11		18.3	
	Own business		9		15	
	Unemployed		8		13.3	
	Students		14		23.3	
Nationality			No. of Respondents		Percentage	
	Indian		30		50	
	Foreign		30		50	

Source: Primary data

Table 2
Major Source of Awareness about Destination

Source	No. of Respondents	Percentage
Social media	22	36.6
Television	6	10
Newspaper	5	8.3
Word of mouth	18	30
Tourism map	6	10
Others	3	5
Total	60	100

Source: Primary data

Table 3
Factors Influencing Tourist Satisfaction

Factors	No. of Respondents	Percentage
Food & Accommodation	15	25
Natural beauty of destination	22	36.65
Transportation facilities	15	25
Hygiene and cleanliness	5	8.4
Others Services	3	5
Total	60	100

Source: Primary data

Table 4
Factors Attracted Towards Beach Tourism

Factors	No. of Respondents	Percentage
Staycation near beach	15	25
Scenery and natural attractions	20	33.3
Exceeded expectations	20	33.3
Worth for money and time	5	8.4
Total	60	100

Source: Primary data

Table 5
Factors Influencing Repeated Visit

Factors	No. of Respondents	Percentage
Scenery and natural attractions	28	46.6
Relaxation	13	21.6
Worth for money and time	8	13.3
Climate and weather of beach	11	18.3
Total	60	100

Source: Primary data

Relaxation is another factor that influences the tourists to make repeated visit.

Majority (81.6 per cent) of the tourists has the opinion that, the destination image that was constructed in their mind has no difference with the actual image (Table 6). It means that they are satisfied with the destination and are expected to spread a

positive word of mouth. These 49 tourists are expected to visit again to the same beaches, since they are highly satisfied.

It was found from the table 7 that about fifty per cent of the tourists is highly satisfied with the experience in beach tourism. Factors that influenced are natural beauty, good climate, food &

Table 6
Difference between Expected and Actual Image

Opinion	No. of Respondents	Percentage
Yes	11	18.4
No	49	81.6
Total	60	100

Source:Primary data

Table 7
Satisfaction Level of Tourists

Opinion	No. of Respondents	Percentage
Highly satisfied	30	50
Satisfied	20	33.3
Neutral	5	8.3
Highly Dissatisfied	3	5
Dissatisfied	2	3.3
Total	60	100

Source: Primary data

accommodation, Hygiene and cleanliness, transportation facilities etc...

Findings of the Study

From the data gathered from the primary as well as secondary sources, the following findings are collected:

1. The major source of information about the destination is social media and word of mouth. The word of mouth spread by tourists who has already visited the destination is given more preference by the tourists. They collect information from friends, relatives, neighbours etc...If they receive a positive word of mouth; the tourists are more like to visit the place.

2. It was found that more number of tourists is satisfied with the natural sight view of beaches. Natural attractions in beaches are the major reason for repeated visit.
3. Majority of the tourists has the opinion that, the destination image that was constructed in their mind has no difference with the actual image. It means that they are satisfied with the destination and are expected to spread a positive word of mouth.
4. Tourists are influenced by the scenery and natural attractions in beach. Relaxation is another factor that influences the creation of positive destination image.

Suggestions

1. Authorities should implement innovative marketing strategies for positive destination image formulation.
2. Timely updation of information in sites and social media helps to create positive image.
3. Authorities should initiate policies and programs that would help to increase the flow of tourists.
4. Some beaches in Trivandrum are still facing the problem of cleanliness and toilet facilities. The authorities should take corrective action for this problem.
5. The safety in sea bathing is another problem and authorities can allot more people for the protection and security for the same.
6. Government should initiate new programmes for increasing the awareness level about the beach tourism in Kerala.

Conclusion

Kerala is the most attractive tourist destinations in the world with favourable climate, local resources, culture, lush hill stations, backwaters, exotic wildlife etc... It is utmost important to understand the factors which influence the demand of tourists. Beach tourism is considered as one of the most important tourist attractions in Kerala. Beaches in Kerala have serene and deep beauty which brings large number of domestic as well as foreign tourists towards Kerala.

Destination loyalty is the term closely related to tourist's satisfaction. When tourists are provided with better services and tourist experience, they become more loyal and satisfied. Destination loyalty is the major outcome of a quality delivery of tourist services. It can be concluded that more number of tourists visiting the beach are satisfied with their experience and gives the opinion that there is no difference between expected destination image and actual image.

References

1. *Ahammed, SS(2010)"Impact of tourism in Cox's Bazar, Bangladesh," Master in public policy and Governance Program, Department of General and Continuing Education, North south university.*
2. *Ahmed.Z.U (1996). The need for the identification of the constituents of a destination's tourist image: a promotion segmentation perspective.*
3. *Balaglu.s (1997).The relationship between destination image and sociodemographic and trip characteristics of international travellers. Journal of vacation marketing,3(3):221-233*
4. *Shodhganga-Title: 'Destination Image of Selected Tourist Destinations Measurement Analysis and Implications'- <http://hdl.handle.net/10603/144430>*
5. *Shodhganga- Title: 'Destination image and customer loyalty in medical tourism'-(2019) <http://hdl.handle.net/10603/298304>*

AN EXPLORATORY ANALYSIS OF BUSINESS PERFORMANCE OF THE LIFE INSURANCE SECTOR DURING PANDEMIC PERIOD

*Ansa S

Abstract

The Covid 19 pandemic has created greater impact on the life insurance sector in India. There is a major shift in the perception of both customers and insurance providers towards life insurance. The present study is an exploratory analysis of the after effect of Covid 19 pandemic in the life insurance sector in India. It also examines the challenges faced by the insurers during the pandemic period. The study is purely based on secondary data. The period of study confined to two years of post Covid 19 pandemic period, 2020 and 2021. The data were collected for 6 months from June to November 2020 & 2021. Based on the data, a comparison has been made to analyze the business performance of life insurance on 2020 and 2021. Various key dimensions such as first year premium, number of schemes or policies, number of lives covered and sum assured has been selected for the study. Although Covid 19 created a drastic movement in the life insurance sector, it has also led to an increased demand of insurance products in the minds of individuals. It is found that the overall performance of the life insurance sector is showing an increasing trend irrespective of the pandemic situation.

Key words:-Life insurance, new business premium, Covid 19 pandemic, Life insurers

During the last two decades insurance industry in India shows a tremendous growth rate along with improvement in distribution capabilities and operational efficiencies. Today, there are 58 insurance companies in India, including 24 in life insurance sector. Insurance Regulatory

Development Authority of India (IRDAI) is the regulatory authority to regulate and monitor the entire insurance sector in India.

In comparison to its global rivals, India's insurance market has been fast growing, with overall insurance premiums increasing at a rapid pace. With its massive market share, life insurers continue to dominate among insurance providers. (Ray

**Ansa S, Research Scholar, Research & P.G Department of Commerce, Government College, Attingal, University of Kerala. E-mail: ansaranjith19@gmail.com*

et al., 2020) During this pandemic period the role of life insurance and insurance plans is an absolute necessity. Life insurance is an important tool for risk minimization and life protection in dealing with variety of life events.

The Covid 19 pandemic has created greater impact on the life insurance sector in India. There is a major shift in the perception of both customers and insurance providers towards life insurance. The pandemic was a reminder for the customers with respect to the significance of disaster protection in the challenging environment. The insurance sector has developed deliberate efforts to manage an unpredictable business environment by product innovation, which is a significant investment and beneficial during a pandemic era like the Covid-19.(Grazy & Ganesan, 2021)The Covid 19 crisis affected individuals, business, society and the global economy. The insurance industry also suffers a lot and not escaped from the crisis. However, the insurance industry took this as an opportunity for marketing their products. The responds from the insurance industry were immediate and tried to make many strategies to overcome the challenges from the Covid 19 pandemic. Insurers are demonstrating their sensitivity in the most flawless way, from waiving deductions to pre-approving customer claims and managing finances for frontline personnel.

The most crucial part is to respond quickly to client requirements and desires in order to improve future customer interactions. Being ethical will also increase employee engagement. In a post-covid environment, it will result in long-term

corporate growth. Insurers should be diligent in learning about market changes and trends in order to respond appropriately and maximize the country's and society's worth. The insurance business now has the opportunity to showcase its outstanding innovation and problem-solving talents, such as digital health counselling services. Furthermore, insurance is a segment which is being looked up to at such an unusual time; yet, one must keep in mind that this period is not permanent, and everything will return to normal; so, maintaining a good relationship with customers is the key to the survival.(Joshi & Rex, 2020)

Compared to the financial year 2020, the life insurance industry in India has witnessed massive growth in New Business Premium by about 7.5 per cent in financial year 2021. Although Covid 19 created a drastic movement in the life insurance sector, it has also led to an increased demand of insurance products in the minds of individuals. There is no specific plan for Covid 19, but life insurance plans also cover Covid 19 related death too. This has resulted a necessity in the minds of people.COVID-19's impact on the insurance sector is fascinating to examine since not only it taught people how to survive a pandemic, but it also proposed strategies that should be adopted in future to avoid such market instability.The present paper focuses on the impact of Covid 19 crisis in the life insurance sector of the economy.

Objectives of the Study

1. To study the after effect of Covid 19 pandemic on life insurance sector in India.

2. To understand the challenges faced by insurers during Covid 19 pandemic period.

Research Methodology

In order to study the after effect of Covid 19 pandemic on life insurance sector in India, exploratory research design was used. The present study is purely based on secondary data for two years, i.e, 2020 and 2021. The data was collected from the official website of IRDAI, journals, research papers, websites etc.

Data Analysis and Interpretation

The period of study confined to two years of post-Covid 19 pandemic period, 2020 and 2021. The data has collected for 6 months from June to November 2020 & 2021. Based on the data, a comparison has been made to analyze the business performance of life insurance on 2020 and 2021. Various key dimensions such as first year premium, number of schemes or policies, number of lives covered and

sum assured has been selected for the study. The researcher also tries to compare the growth of life insurance business in percentage of the current year 2021 as against previous year 2020.

It is inferred from the table 1 that the overall performance of life insurance companies has been shows an increasing trend in terms of first year premium, no. of policies and no. of lives covered. The above table shows a growth rate after the post pandemic period. The first-year premium depicts 6.87 per cent growth from June 2020 to June 2021. A highest percentage of growth rate 8.46 per cent is seen in the month of November. In case of no. of policies, it shows a growth trend from the month of June to August. From the August to November there is also growth in no. of policies but at a decreasing rate. No. of policies covered are showing a decreasing trend from 57.42 per cent to 34.74 per cent.

Figure 1

New Business Premium of Life insurers from 2012 to 2021 (Rs. in Crores)

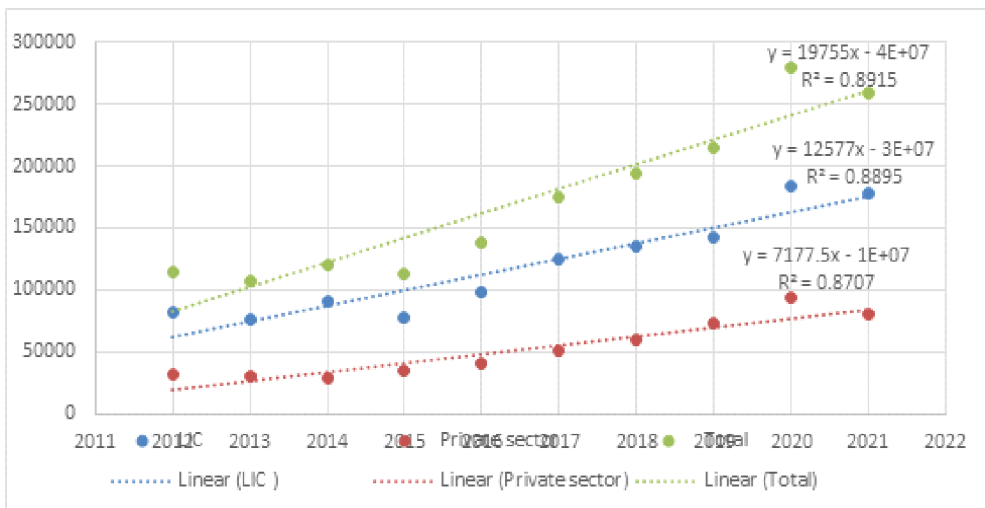


Table 1

Business performance of life insurance from June to November 2020 & 2021

Month & Year	First year premium	No. of policies	No. of lives covered
June 2020	49335.44	3105611	20479452
June 2021	52725.26	3463732	32239438
Growth in Percentage	6.87	11.53	57.42
July 2020	72321.53	4913592	30561688
July 2021	73159.98	5568612	44995930
Growth in Percentage	1.16	13.33	47.23
August 2020	99361.32	6794872	42025663
August 2021	100980.72	7949344	60964244
Growth in Percentage	1.63	16.99	45.06
September 2020	124727.65	9085610	54513394
September 2021	131981.89	10396248	79391955
Growth in Percentage	5.82	14.43	45.64
October 2020	147503.67	11172599	68153190
October 2021	153588.14	12472929	98927969
Growth in Percentage	4.12	11.64	45.16
November 2020	166662.97	13283716	86743389
November 2021	180765.4	14651000	116876994
Growth in Percentage	8.46	10.29	34.74

Source: IRDAI Life Insurers Monthly Business Figures

Table 2

New Business Premium of Life insurers from 2012 to 2021 (Rs. In Crores)

Year	LIC	Private sector	Total
2012	81862	32079	113942
2013	76611	30749	107361
2014	90808	29516	120325
2015	78507	34821	113329
2016	97891	40874	138765
2017	124583	50619	175202
2018	134672	59482	194154
2019	142336	72667	215003
2020	184430	94270	278700
2021	178276	80986	259262

Source: IRDAI Annual reports

Appraisal of life insurance market

An appraisal of life insurance market for the last 10 years shown in table 2. The present table shows an increasing trend in the new business premium of life insurance sector.

Figure 1 portrays new business premium of life insurers during 2012 to 2021. The Total First year premium increased from Rs. 113942 crores to Rs. 259262 crores on 2021. The trend line shows an annual linear increase of Rs. 19755 crores with an explanation of

89.15 per cent ($R^2 = 0.8915$). likely, the new business premium of LIC for 2012 increased from Rs. 81862 crores to Rs. 178276 crores on 2021 which shows an upward trend line with an annual linear increase of Rs. 12577 crores with an explanation of 88.95 per cent ($R^2 = 0.8895$). Similarly, the new business premium of private sector for 2012 increased from Rs. 32079 crores to Rs. 80986 crores on 2021. The trend line clearly shows a linear trend with an annual increase of Rs.7177.5 crores with an explanation of 87.07 per cent

($R^2 = 0.8707$). Thus, new business premium for LIC, Private sector and total life insurance premium shows linear trend with sufficient explanation to the model.

Major transformations during pandemic period in life insurance sector

During the Covid 19 crisis, like all other industries the performance of life insurance industry is also changed. The attitude and preferences of both customers and insurance company were shifted from the traditional way of business. The major factors influenced in the post pandemic period are:

- **Life insurance is considered as an essential commodity:** The Covid 19 induced customers to think about the value of life protection and security. This enabled a high growth rate in the volume of life insurance sector during the financial year 2020-2021.
- **Change of perception for extra security to cover risk:** Covid 19 pandemic created a psychological impact in the minds of the customers as they admit that life insurance as a pure risk cover. As an ever-increasing number of individuals hope to purchase life insurance, the simplicity and moderateness of term plans have prompted its rising prominence.
- **Customers are looking for better insurance products:** After the pandemic, customers are searching for better life insurance coverage items, alongside customized choices. The requirement for flexibility in

installments, innovative products, online method of exchanges and added advantages of Covid 19 protection in existing plans are the customers' expectations from life insurance sector.

- **Rise in digital modes of transaction:** There is a shift from the traditional method to digitalized mode of transactions. Now customers can avail services from the insurance companies from their home itself. As a buyer customers can avoid panic buying and focus on buying the suitable policies.

Major challenges created by Covid 19 to the insurers

- Covid 19 creates significant impact on the economic activity and employment level, the spending habits and savings of individuals curtailed to a larger extent. As a result, there happened a payment break which leads to potential large level of lapses.
- Reduced consumer spending power leads to market volatility and uncertainty on consumer confidence. This forces life insurers to lower new business volume for a short period.
- Increased lapses of premium affect the market value and interest rates. The impact of this reduces the income level of insurers and forces to reduce the expense level to overcome the crisis. This will also impacted by the state of economy and employment level.
- Changed customer behavior may reduce need for certain policies and

thus provide customers the opportunity to reduce coverage in the midst of financial difficulty.

- Request from the customers for premium holiday also a major threat to insurers.
- The variability in the mortality rate is a problematic one. During the pandemic period, the diseases were increased due to lack of self isolation and fear relating to virus.
- As a part of social distancing and the customer preference to stay home, the insurers are directed to focus on providing services through digital mode. This may reduce the potential customers to some extent.(Jain et al., 2020)

How to respond to the crisis?

Now a days insurance companies think more deeply on innovation, cost structure, customer services and work force. The company can follow some measures to overcome the Covid 19 crisis.

- **Managing personnel well being:** Now customers can avail services through digitalized mode. This will reduce the paper work and in person meetings. Many insurance companies are offering work from home facilities to their employees. This will reduce the work load and work pressure of employees and managers can define objectives, key roles and performance indicators to communicate goals to teams.
- **Supporting the existing customers:** Insurers can start to inform customers about their covid 19

coverage and related policy matters through any of the online mode. Insurers are now communicated policy changes to their customers in order to retain the customers and inviting more customers during pandemic situation.

- **Simplified claim procedures:** As the economy starts to recover from the impact of Covid 19, the claim settlement process should be more liberalized. Insurers can also reduce the field visit by adopting any other online platforms. Insurance companies should prepare for this by upgrading their technology and interactive voice response system.
- **Optimizing cost:** Insurance company can reduce their cost by focusing more on cash management system. It is very essential for the insurance company to minimize the cost and improve their efficiency in order to cope with the changes arising from Covid 19 pandemic.
- **Innovating the product portfolio:** Insurers should take necessary step to sell capital – efficient products with better performance and flexibility. Most suitable portfolio of policies should be selected in order to attain the targets and new customers. Insurers could offer life insurance coupled with health coverage for critical illness or a few key diseases.
- **Modernizing distribution channel:** Insurance Company should make changes from the traditional distribution channel. More

preference should be given to online mode for taking new policy. Some countries like China already adopting online application for new policies. This will reduce the delay in registration procedure and to new customers. (Yadav & Suryavanshi, 2021)

Conclusion

The COVID-19 necessitated a dramatic shift in customer perceptions of life insurance as well as insurance providers' delivery methods. It altered the way Indian businesses, especially the insurance industry, function. Even for customers, the pandemic served as a reminder of the significance of life

insurance in difficult times. According to economic survey 2021-2022, life insurance penetration rose to 3.2 per cent in the year 2020. From the study it was found that the covid 19 pandemic did not affect the life insurance sector adversely. The growth percentage of 6 months from June to November 2020 and 2021 shows that there is an increasing trend of monthly business premium of life insurance in India. The Covid 19 pandemic has created severe problems for different sectors of economy. However, it is evident that the outbreak of covid 19 changes the perception of general public which shows an increase in the number of life insurance policies.

References

1. Grazy, L. T., & Ganesan, P. (2021). *Covid 19 Transformations in Indian Life Insurance Sector Foreign direct investment in insurance sector: A key for better insurance penetration View project Bancassurance View project. www.tnsroindia.org.in*
2. Jain, P., Kumar, S., Lad, P., Suneja, S., & Varun, P. (2020). *How Indian insurance companies can respond to coronavirus.*
3. Joshi, R., & Rex, S. (2020). *THE IMPACT OF COVID-19 ON INDIAN INSURANCE SECTOR. In International Journal of Management Research (Vol. 10, Issue 2). https://www.outlookindia.com/outlookmoney/insurance/outlook-for-insurance-sector-in-2020-4125*
4. Ray, S., Thakur, V., & Bandyopadhyay, K. (2020). *Working Paper 394 India's insurance sector: challenges and opportunities.*
5. Yadav, B., & Suryavanshi, P. (2021). *Study on the After Effect of Covid-19 Pandemic in Life Insurance Sector in India. Journal of Interdisciplinary Cycle Research.*
6. <https://www.irdai.gov.in/>

UNHERALDED WATER ACTIVITIES IN KERALA BEACHES

*Rakhi M R, ** Dr. Vinod A S

Abstract

Kerala which is designed with 550 kms coast lines is not utilizing its blessed capacity. Tourists who visit beach every time expect something more from there. Despite of the same geographical features of Kerala and Goa, Goa stands prior to God s own country due to the tourists' attraction over there. There are ample opportunities in Kerala beaches, if it is planned and implemented in systematic & scientific way. Very few beaches provide water activities to visitors and they are not promoted well to gain tourists attraction. They are least bothered here. The problems faced by those water activity owners should be identified and solved for future tourism development in Kerala beaches. This can bring more tourists to Kerala beaches and boom the exchequer.

Key words:- Beach Tourism, Water Activities, Kerala, Tourists, Recreation

Tourism is always a boosting sector for every economy. It is accompanied with many pros like employment opportunities, increased foreign flow, enhanced standard of living and socio-cultural development

to the host countries. Travelling has started its origin since the age of human being. During earlier days, human wandered for food and survival, later it changes the direction to recreation purpose. Ever since the origin of tourism; hills, forests, waterfalls, rivers, beaches are options for

**Rakhi M R, Junior Research Fellow, P G Department of Commerce and Research Centre, M G College Thiruvananthapuram, University of Kerala.*

***Dr. Vinod A S, Assistant Professor of Commerce, P G Department of Commerce and Research centre, MG College Thiruvananthapuram, University of Kerala.*

visitors. The revolving needs of tourism are changing nowadays. Even the common man finds time and money for recreational activities. Kerala known as 'God's own Country' is always a hotspot for tourists.

The beaches, hills, backwaters, waterfalls, temples, villages have astonishing beauty to attract many. So many people have turned their life purpose as travelling and exploring. Visitors want to explore the unexplored beauty of Kerala. They are searching novelty everywhere. Likewise, they are wandering for adventures.

Kerala, which have 550 kms coast lines, is not utilizing its blessed capacity. Tourists who visit beach every time expect something more from there. But their level of experiencing from each visit is diminishing in reality. They do not taste anything new compared to previous visits. From the report of Tata Economic Consultancy Services Bangalore, 55 per cent of tourists who visit Kerala visit the beaches for sure. This shows the statistics significance of beaches in Kerala. The pathetic conditions of Kerala beaches retreat the visitors in a negative way and they cannot carry a memorable experience from there. Despite of the same geographical features of Kerala, Goa stands prior to God's own country due to the tourists' attraction over there. There are ample opportunities in Kerala tourism, if it is planned and implemented in systematic & scientific way.

Even though the beaches in Kerala are one of the prime destinations, the development activities or infrastructure essentials are inadequate in most. Only one

or two Kerala beaches gained international recognition, Kovalam and Varkala are the examples. DTTC and respective Local Self Government are supposed to manage the beaches, but their involvement is very poor. Very few beaches provide water activities to visitors and they are not promoted well to gain tourists attraction. They are least bothered here. They are facing a lot of problems for their survival.

The inadequate government support and local support pressurize them to shift their business to some other areas despite of their huge investments. Majority of the water activity owners start their business with credit fund, but they are unable to run the business as per their expectation due to the lack of support from local residents and government. Improper rules and laws for governing these water sport activities create hassles for solving the problems for them. This paper focuses the unexplored water activities in Kerala beaches and the problems faced by water activity owners.

Objective of the study

- To identify the problems of existing beach water activity owners in Kerala

Review of Literature

Nelson (2019) studied impact of coastal tourism at Nagpali beach. The researchers used rapid rule techniques for the research. The study identified socio-economic issues, environmental concerns and human resource issues. They suggested Seychelles plus as a solution for increased tourism and a practical recommendation put forward by them is to form a tourism advisory board for the supervision of coastal tourism activities.

Astariningsih Setyoputri et al., (2020) conducted a case study on beach tourism in Odisha. Researcher mainly focused various tourist destinations with natural resources and potentials of beach tourism in Odisha. The study used multi-stage sampling method to collect primary data. The study found out that the improvements in hotels, resorts and other required infrastructure in beaches can bring more tourists to Odisha.

Ramaraj (2013) studied the carrying capacity of coastal tourism in Kumarakom in Kerala. The researcher highlighted present scenario of tourism in Kumarakom panchayat and social-cultural implications due to tourism. The study concluded that, there should be regular review regarding the nearby environment for identifying the changes. Increased pace of tourism in Kumarakom panchayat leads to high demand in land resorts and hotels, finally leads to paddy land conversion to house plots.

Choudri et al., (2016) made insights into the marine pollutions and its reasonable factors. The study gave consideration to health of marine areas. The researcher concluded that the release of solid waste as well as liquid waste into sea is the major culprit of deterioration of marine health.

Mahboobe Abedi et al., (2021) prepared an article titled "Obstacles of the Beach-Water Sports Tourism Original Research Development in Iran" as a combination of quantitative and qualitative research. Socio-cultural, Economical, infrastructural and political factors are the considered variables for the study. Among the four, infrastructural

problem act as a great obstacle for the development of water sports tourism.

Kutty & C. D., (2019) conducted a study on the microbial pollution assessment on major beach destinations in Kerala. As beach is a major tourist destination, its quality assessment is very much required. Due to the channelizing of sewage water to sea, its quality is highly deteriorating and not suitable for tourism. Along with this, the eco-system of ocean is highly affected. Necessary steps should be implemented to avoid the contamination of sea water and to maintain its original quality.

By considering the above literatures, a vague study on beach tourism has conducted so far. Its depth study about each component or the stopping factors behind the growth of beach tourism is considered very little. Water activities are one of the directly related activities to beach tourism, but it is less considered for developmental activities. Only a few studies have conducted in this area. Hence, it is relevant to identify the reason behind the lacking water activities in Kerala beaches.

Data and Methodology

This study is based on primary data and secondary data. Primary data were collected from the selected water activity owners in Kerala, through interview schedule. Secondary data were collected from journals, newspapers, brochures, websites and magazines.

Sampling technique and Sample size

The water activity owners were selected through snowball sampling

Table 1
Problems faced by Water activity owners

<i>Political Problems</i>		
Fluctuating ruling party	3.2	.89
Unexpected strikes	2.8	1.11
Political instability	3.9	.62
Unfriendly Government policies	4.1	.78
Red-tapism	4.5	.57
<i>Legal Problems</i>		
Absence of rules and regulations	4.3	.58
Improper regulating authority	4.1	.62
<i>Environmental Problems</i>		
Polluted beach environment	4.1	.57
Absence of waste bin	4.2	.57
Accumulation of plastic wastes	4.2	.62
Presence of stray dogs	4.11	.22
<i>Financial Problems</i>		
Inadequate capital investment	4.3	.38
Lack of working capital	4.2	.49
Absence of government subsidies	4.1	.58
Tedious loan procedure	3.8	.63
<i>Operational Problems</i>		
Unnecessary local interference	4.2	.33
Inadequate beach development	4.3	.54
Unexpected natural calamities	4.2	.63
Disqualified work force	3.89	.23
Seasonal dependence	4.1	.39
<i>Marketing Problems</i>		
Poor marketing network	4.22	.22
Deficient fund for marketing	3.8	.31
Adoption of impotent social media marketing	3.9	.39

Source: Primary Data

technique and sample size is determined as ten, as the population is very small.

Analysis and Discussions

By analyzing the problems identified from review of literature (Table 1), every problem has severe impact on their

business. In political problem, the red tapism (Mean 4.5, SD .57) becomes the first and foremost obstacle faced by them, followed by unfriendly government policies and political instabilities. Absence of rules and regulations & improper regulating authority carry same effect to

the entrepreneurs in the legal side. From the environmental problem, the accumulation of plastic waste (Mean 4.2 & SD .62) & absence of waste bin (Mean 4.2 & SD .57) holds more weightage; it affects the natural beauty and at the same time is hazardous to the environment too.

Working capital inadequacy (Mean 4.2) and capital investment problem (Mean 4.2) are the severe financial problem based on the survey. Poor marketing network (Mean 4.22 SD .22) is a great challenge in marketing and thus they failed to gain popularity among tourists. The natural calamities such as flood that happened twice in Kerala have adversely affected those water activity owners. There were no tourists during those periods and the water activity equipment become damaged during those days. They need to invest a large amount of money to bring those machineries back in use. By the end of these disaster, newer one stepped in; COVID -19. This gave another shocking back fall to them. The government's financial hand to support those entrepreneurs is another troublesome job for them. Political interference is a great obstacle for them. This scenario changes is based on the ruling party and opposition party. The water activity owners are struggling around many problems. This may be the reason for their stunted growth in Kerala beaches.

Lack of proper rules and regulations become a reason for the police officials to interfere unnecessarily. The procedures required to get the financial support is very hard. The existing water activity owners need more support from the

Government to overcome their hurdles and to fight against the minor problems in their field. Once they get settled in any of the beach, they can expand those activities to other beaches in Kerala. An ideal support system from Government can promote these activities. This can bring more tourists to Kerala beaches and boom the exchequer.

Findings

- The water activity owners are facing a lot of problems like financial problems, environmental problems, operational problems and marketing problems.
- There is no proper regulating authority for seeking support for them.
- The promotion measures from those entrepreneurs are very low, so the reach of information about the water activities is very low.
- The water activity owners need to depend tourism departments, port authority and DTTC for the approval any official matters. The red -tapism force them to give up the business.
- They are not receiving any subsidies or government financial support for their business.
- Majority of owners have an experience of more than five years.
- The local people interfere into their business on the ground of fishing loss reason and this may lead to political pressure for the owners.

Suggestions

- The regulating body for water sports activities (KATPS) formed on 2019 should consider existing water sports owners for registration. So that, they can rely laws for easy business.
- The government should provide subsidies and other financial support for the existing water sports owners to cope up the loss suffered due to covid-19 and flood.
- The procedure for availing financial support and registration should be made easy and red tapism should be avoided.
- More promotion about water sport activities should be included in the official tourism website and social media to gain popularity.

- There should be private and public partnerships in upcoming water sports adventures in beaches, as the initial investment is very huge.

Conclusion

Kerala beaches can be reframed with the aid of water activities to attract more tourists. The solution to existing problems of water activity owners itself brings moderate changes to beach tourism in Kerala. Organized and systematic planning with regard to these water activities is inevitable to bring more lively effect to Kerala beaches. This has the potential to generate many employment opportunities for the local residents and for outsiders too. This may lead to many other generations of many other water activity owners in Kerala. So that, Kerala beaches with aesthetic beauty can give something more to tourists.

References

1. *Astariningsih Setyoputri, S., Dewi Susilowati, M. H., & Candra Restuti, R. (2020). Tourist preference on the attraction of beach tourism objects in Kebumen Regency, Central Java Province. E3S Web of Conferences, 211, 01012. <https://doi.org/10.1051/e3sconf/202021101012>*
2. *Choudri, B. S., Baawain, M., Al-Sidairi, A., Al-Nadabi, H., & Al-Zeidi, K. (2016). A study of beach use and perceptions of people towards better Management in Oman. INDIAN J. MAR. SCI., 45(10), 7.*
3. *Kerala has most polluted beaches: Study. (n.d.). Mathrubhumi. Retrieved January 14, 2022, from <https://english.mathrubhumi.com/news/kerala/kerala-has-most-polluted-beaches-study-1.4298765>*
4. *Kutty, S., & C. D., S. (2019). Microbial pollution assessment in major tourist beaches of Kerala.*
5. *Marine tourism meaning-Google Search. (n.d.). Retrieved July 21, 2021, from <https://www.google.co.in/search?q=Marine+tourism+meaning&btnK=Google+Search&source=hp&ei=CzP4YILcCsxnXhwO6gK3wDQ&iflisig=AINFcbYAAAAAYPhBG5QGTSV8IUjQ06Xuuk5UiGoLryOS>*
6. *Nelson, D. N. J. (n.d.). UNDER THE GUIDANCE OF. 81.*
7. *Ramaraj, K. (2013). Beach Tourism in Kerala: Its influence on Economy and Environment. 2, 98-109.*

8. *The European market potential for sun and beach tourism* | CBI. (n.d.). Retrieved March 5, 2022, from <https://www.cbi.eu/market-information/tourism/sun-beach-tourism/market-potential>
9. Wawo, M., Lengkong, J. P., & Tupan, C. I. (2020). *The sustainable development strategy of marine tourism in Banda District of Central Maluku Regency based on economic valuation. IOP Conference Series: Earth and Environmental Science, 517, 012012.* <https://doi.org/10.1088/1755-1315/517/1/012012>
10. عابدی م, فرزنان ف, دوستی م, & هنرور ا. (2021). (موانع توسعه گردشگری ورزش‌های آبی-ساحلی در ایران. 16(54)<https://doi.org/10.22054/tms.2021.12792>

ENVIRONMENTAL MANAGEMENT - ANCIENT TO MODERN TIMES

Dr. C.V. Jayamani, Dr. R. Vasanthagopal

Examines the causes and consequences of environmental degradation and suggest remedial measures to tide over the global situation through traditional methods.

* **Man and Environment** * **Environmental Ethics**
 * **Vedic Approach to Environmental Management**
 * **Non-Violence to Nature** * **Sustainable Development**
 * **Limits to Growth** * **Kuznet's Curve** * **Environmental Economics**
 * **Market Failure** * **Environmental Pollution** * **Environmental Laws**
 * **Environment and Health** * **Global Environmental Issues**
 * **Global Warming** * **Carbon Trading** * **Green Technology**
 * **Bio-diversity Conservation** * **Corporate Responsibility**
 * **Environmental Accounting** * **Corporate Experiences** * **Green GDP**

New Century Publication

Bharat Ram Road, Ansari Marg, Daryaganj, New Delhi 110002

Published in 2013

Pages 210

Priced Rs. 695

Hardbound

STUDY ON IMPACT OF COVID- 19 CRISIS AND LOCKDOWN ON MSMES AND PATH AHEAD

***Dr. Pradeesh S**

Abstract

After the influenza pandemic, the whole world is again shaken by the Corona virus pandemic. Many people have lost their lives from covid-19. Although both pandemics affected the world, the pattern of effect was different. During the Influenza pandemic, most of the world was not much economically developed, even most of the current developed nations were in their developing phase, and India was underdeveloped at that time. So, influenza pandemic didn't affect the world economically as much as the Corona virus pandemic did, as most nations are now developed or in their developing phase. It would not be wrong to say pandemic economically affected India severely as compared to the rest of the world, as India is a labour rich country and needs a labour-based sector along with a capital-based sector. More than 110 million Indians are employed in the MSME sector which highlights the significance of MSMEs in India. This study aims at examining the current situation of the MSME sector and steps that the Ministry of Micro, Small & Medium Enterprises can take to bring MSME sector growth back on road. The paper discusses the problems faced by MSMEs during Corona lockdown and Government schemes and steps that affected the MSME sector. The paper also puts forth suggestions and opportunities highlighting the path ahead for growth.

Key words:- MSMEs, Coronavirus, Labour-based sector, Government schemes

*M*icro, Small & Medium Enterprises (MSMEs) are considered the backbone of the Indian economy as they have contributed substantially to the social and economic development of the nation. These enterprises generate employment opportunities and works that contribute to the development of backward and

rural areas. During COVID- 19, many people lose their fight against death, many lose their loved ones.

COVID- 19 affected the world both emotionally and economically, as many people lose their jobs and livelihood during COVID- 19 situation. Because of lockdown during COVID- 19, MSMEs

**Dr. Pradeesh S, Assistant Professor, Iqbal College, Thiruvananthapuram. E-mail: pradeeshibalcollege@gmail.com*

couldn't operate their functions normally and efficiently.

Economically India is one of the worst affected nations in the world from COVID, as India is a labour rich country and needs a labour-based sector along with a capital-based sector for growth and to reduce unemployment. For employment Micro, Small & Medium Enterprises (MSMEs) growth is of utmost importance. The importance of MSMEs can be signified by the fact that more than 110 million Indians are employed in MSMEs. Already MSMEs were facing many issues such as credit facility, issues of equity capital, issues of infrastructure, issues of Govt. support, issues related to technology and issues related to skill gap, these problems intensified (Patnaik, 2016) during COVID- 19 lockdown time due to reverse migration of labour- force, fall in demand, disruptions in input supply chain, liquidity crises. These all factors collectively almost crippled MSMEs. MSMEs are dominant in unorganised structures.

As per MSME annual Report 2020 - 2021, "Micro sector with 63052 thousand estimated enterprises accounts for more than 99 per cent of the total estimated number of MSMEs. The small sector with 331 thousand and the Medium sector with 5 thousand estimated MSMEs accounted for 0.52 per cent and 0.01 per cent of total estimated MSMEs, respectively, 51 per cent of these MSMEs are operating in rural areas and remaining 49 per cent MSMEs are operating in urban areas". (MSME, 2021) And for micro-enterprises, it was very difficult to sustain their business during crippling CORONA

lockdown. Export from MSMEs needs to be regionally MSMEs performance differs, like MSMEs north India perform.

Meaning of MSMEs

MSME stands for Micro, Small and Medium Enterprise (MSME), as introduced by the Government of India in agreement with Micro, Small & Medium Enterprises Development (MSMED) Act, 2006, these units are primarily engaged in the business of production, manufacturing, processing and preservation of goods and commodities i.e., these are primarily labour based enterprises that operate either in the secondary sector or facilitates primary and tertiary sectors.

These entities are classified into three categories, i.e., Micro, Small and Medium enterprises based on capital investment and turnover as:

Micro-Enterprise
Investment < 1 crore Turnover < 5crores
Small Enterprise
Investment < 10crores Turnover < 50crores
Medium Enterprise
Investment < 50crores Turnover < 250crores

Objectives of the Study

This study is descriptive and exploratory with the following objectives:

- Describing problems faced by MSMEs during Corona lockdown.

- Describing schemes and major steps of government that affected MSMEs.
- Exploring opportunities and path ahead for MSMEs given business environment both nationally and internationally.

Literature Review

Scarcity of finance and credit instruments, limiting regulatory policies, inaccessibility of modern & affordable technology, lack of basic infrastructure facilities, lack of exclusive marketing platforms and circulation networks and inflexible labour laws and availability of affordable skilled labour are major challenges that emerged to MSMEs. (Rao.R & Chary.D, 2016) An ever-changing customer demand rapidly changing technology coupled with national and global level has pressurized MSMEs to develop strategies in enhancing their innovation capability and thus taming their status of innovation. (Raghuvanshi, Ghosh, Agrawal, & Gupta, 2017) Effective implementation of Technology innovation can help in boosting manufacturing performance in MSMEs in India. (Singh, 2019) With the \$5 billion current market value of Indian MSMEs, this sector accounts for about 45 per cent of the industrial output, 45 per cent industrial units, 42 million employment, 40 per cent of total exports of the country, and more than 8000 products in the Indian economy as per projections. (Zanjurne, 2018)

COVID- 19 affected the Indian economy severely and manufacturing sector productivity may fall by the rate

of 5.5 per cent to 20 per cent, exports by the rate of 13.7 per cent to 20.8 per cent, imports by the rate of 17.3 per cent to 25 per cent and MSME net value added by the rate of 2.1 to 5.7 per cent in 2020 over the previous year. (Sahoo & Ashwani, 2020) The MSME sector may help in achieving targets of national manufacturing policy, which should contribute 25 per cent to India's GDP by 2022. (Gaikwad & Dhokare, 2020)

Unlike the past few crises, the COVID-19 crisis did not spare any country in the world. It's stated with a health crisis and later, turned into an economic crisis. Covid-19 has affected adversely both demand and supply in the world because which the economic growth rates have started declining drastically in the world. (Ahmad Bhat & Meher, 2020) Various schemes and Special Economic regime and structural reforms need to be introduced by the government of India through several legislatures' bills in parliament for immediate recovery from Corona lockdown impacts. (Muthukrishnan, 2020) MSMEs are facing various challenges such as collapsing demand and liquidity access, accessing inputs, and managing inventory, policy uncertainty and disrupted supply chain, accessing emergency relief, so the government needs to take measures to minimize impact. (Saikia & Dey, 2020) (Ganjoo & Aslekar, 2021) Half of MSMEs suffered a loss of 20-25 per cent during COVID- 19, producers of essential and non-essential goods suffered loss up to 50 per cent due to non-disbursement of relief. A major section of small business was shut down during corona lockdown and units with annual

turnover equivalent to 25crores faced a reduction in sales by -25.3 per cent. (Roy, Patnaik, & Satpathy, 2020) The government should use the talent of the opposition for tackling the economic situation and the COVID-19 crisis. (Dubey & Sahu, 2020)

An adequate provision of finance from banks and financial support from the government should be ensured along with a supply of raw material to promote export. (Bandopadhyay & Khan, 2020) MUDRA will be hugely beneficial to small manufacturing units and self-employed individuals in rural and urban areas by catering for the financial problems of MSMEs and giving moral support to the vast pool of a young population. (Basak, 2020)

Problems faced by MSMEs during Corona Lockdown

The Corona lockdowns have severely hit MSMEs. Problems that MSMEs must face during Corona lockdowns are summarised as follows:

Halting Production: With nationwide lockdown, several MSMEs faced burnt of it in form of reduction in demand and no input supply. Labour was going back in hometown and already manufactured products were in warehouse hence increase in the cost of storing.

Cash flow restraints and Liquidity crises: Nearly 99 per cent of MSMEs are micro i.e., they have very limited funds with a capital investment of up to 1crore and during Corona lockdown they were not able to generate revenues because of no sale.

Disruptions in Input supply: During Corona lockdown, MSMEs must face burnt of disruptions in the input supply chain. During the lockdown, boundaries of every country were closed and inside the country, transport from one place to another was banned because of which there were disruptions in input and raw material supply chain.

Reverse migration of Labour force: During the lockdown, workers were going back to their hometown, because of which there was reverse migration of labour force. Many MSMEs must trim their workforce as a measure of cost-cutting.

Perceptions and sentiments about Consumption products: There was growing suspicion among consumers regarding consumption products because of the inherent nature of COVID- 19. The consumer was more cautious about purchasing consumer products, hence MSMEs which was in the consumer products business must face burnt of it.

Increasing cost of storing and managing inventory: During the lockdown, shut down of retail stores & storage of already produced products safely results in an increased cost of storing and managing inventory.

Uncertainty about Government policies: Government policies were changing considering the situation of COVID- 19 spread and the pattern of spread. So, there was uncertainty in government policies during the lockdown.

Difficulty in accessing emergency support: Although there was emergency relief for MSMEs to help them, on the

ground, accessing this relief was difficult than being said.

The results presented in figure 1 reveals that most of the participating enterprises have been severely affected due to the COVID-19 outbreak. Notably, over 38 per cent of the participants expressed that they are experiencing a severe impact on their businesses (ranging from 91 per cent to 100 per cent). When asked about the types of issues⁶ these enterprises are facing amid of COVID-

19, the top five reported problems were financial (67.93 per cent), supply chain disruption (47.83 per cent), decrease in demand (44.02 per cent), reduction in sales and profit (38.04 per cent, 41.85 per cent respectively) (see Figure 1). A recent study conducted by Harvard Business School also reported that due to the current outbreak, many small businesses are financially fragile. Moreover, reduction in demand is possibly due to loss of customer or buyer flow. These results

Figure 1

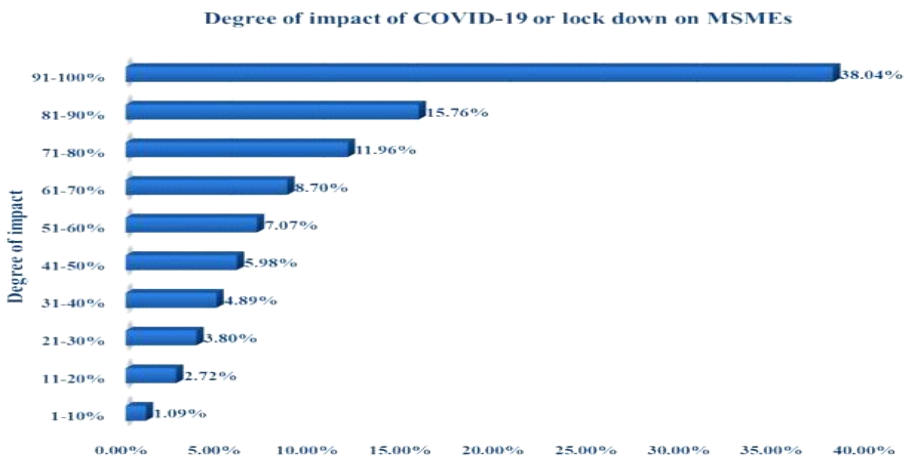
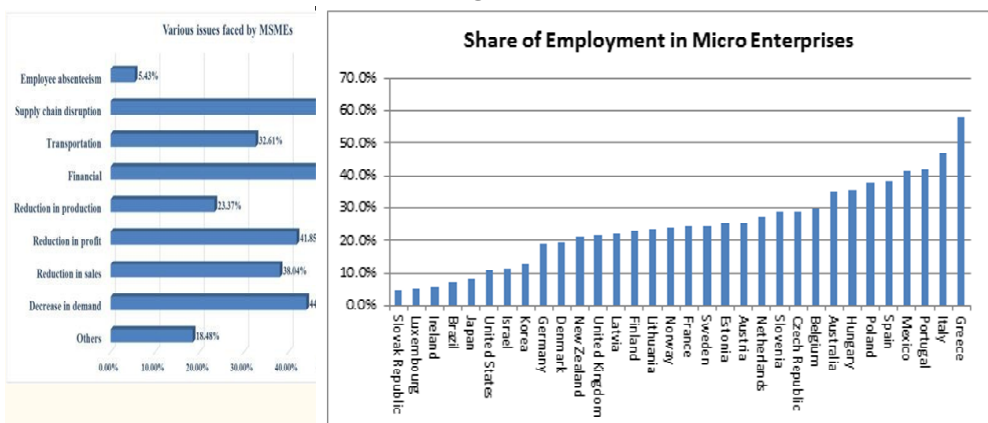


Figure 2



imply that most of the MSMEs are vulnerable to financial, supply chain disruptions, and demand constraints aside from other issues.

When particularly asked about the expected decline in sales during 2020, three-fourths of the participating enterprises reported that they expect a decrease in sales by over 60 per cent. In terms of profit decline, over two-thirds of enterprises believe that during 2020 their profit will be decreased by more than 60 per cent due to the COVID-19 outbreak (see Figure 2). Small firms operating in other countries are also facing similar situations. According to a survey conducted by National Small Business Association, 49 per cent of surveyed small businesses are experiencing reduced customer demand, and 33 per cent are experiencing supply chain disruptions, while 20 per cent are experiencing employee absenteeism. These statistics are not surprising since the gravity of the ongoing issue is even worse than the financial crisis of 2008.

In this study, researcher analyse the impact of gender and age of entrepreneurs which affect the problem in respect of marketing of product during Covid -19. For testing the hypothesis, independent sample t-test and ANOVA are used.

H_{0_1} : The gender of respondent is not significantly affecting the problem faced by them in marketing their product during Covid- 19 (Table 1).

The gender have no impact on the problem faced by enterprises for marketing their product (significance value is greater than 0.5) except in the case of

‘competition prevailing in market’ male respondent are facing more problem related to market competition than female respondent (mean value is higher for male).

(H_{0_2}): The age of respondent is not significantly affecting the problem faced by them in marketing their product during Covid- 19.

The age of respondent have no impact on the problem faced by enterprises for marketing their product (significance value is greater than 0.5). The gender has no impact on the problem faced by enterprises for marketing their products. The age has no impact on the problem faced by enterprises for marketing their products. By this study we observed that the micro enterprises in Kerala state do not even know the names of some of the schemes and institution which provide various services. This is due to lack of awareness among enterprises of the services rendered and incentives provided. This is also due to their lack of knowledge of the current demand for products in the market.

Government schemes and steps that affected MSME Sector

The Government of India takes many timely measures to combat the adverse effect of COVID- 19 on MSMEs. These measures can be summarised through some categories. These measures are as follows:

1. Monetary and financial support measures

As the name suggests, these measures were to combat the liquidity problem that MSMEs were facing during lockdown

Table 1

	Gender of Entrepreneur	N	Mean	Std. Deviation	Std. Error Mean
Competition	Male	40	3.8500	.62224	.09838
	Female	20	3.5500	1.05006	.23480
Advertisement	Male	40	3.5500	.81492	.12885
	Female	20	3.3500	.67082	.15000
Technology	Male	40	3.5750	.78078	.12345
	Female	20	3.3500	.74516	.16662
Labelling and Packing	Male	40	3.4250	.74722	.11815
	Female	20	3.1500	.67082	.15000
Demand and quantity	Male	40	3.7750	.76753	.12136
	Female	20	3.4500	.51042	.11413
Emergence of big retailers	Male	40	3.8500	.92126	.14566
	female	20	3.6000	1.09545	.24495

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Competition	Equal variances assumed	7.511	.008	1.389	58	.170	.30000	.21591	-.13219	.73219
	Equal variances not assumed			1.178	25.869	.249	.30000	.25458	-.22343	.82343
Advertisement	Equal variances assumed	2.069	.156	.948	58	.347	.20000	.21106	-.22249	.62249
	Equal variances not assumed			1.011	45.354	.317	.20000	.19774	-.19819	.59819
Technology	Equal variances assumed	.198	.658	1.068	58	.290	.22500	.21068	-.19672	.64672
	Equal variances not assumed			1.085	39.750	.284	.22500	.20737	-.19420	.64420
Labelling and Packing	Equal variances assumed	1.238	.270	1.389	58	.170	.27500	.19802	-.12139	.67139
	Equal variances not assumed			1.440	42.010	.157	.27500	.19094	-.11033	.66033
Demand and quantity	Equal variances assumed	2.026	.160	1.710	58	.093	.32500	.19003	-.05538	.70538
	Equal variances not assumed			1.951	53.151	.056	.32500	.16659	-.00913	.65913
Emergence of big retailers	Equal variances assumed	.470	.496	.930	58	.356	.25000	.26886	-.28818	.78818
	Equal variances not assumed			.877	32.815	.387	.25000	.28499	-.32994	.82994

Source: Primary Data

Table 2

		Sum of Squares	Df	Mean Square	F	Sig.
	Between Groups	1.190	4	.298	.454	.769
Competition	Within Groups	36.060	55	.656		
	Total	37.250	59			
	Between Groups	1.310	4	.328	.535	.711
Advertisement	Within Groups	33.673	55	.612		
	Total	34.983	59			
	Between Groups	2.554	4	.639	1.082	.374
Technology	Within Groups	32.446	55	.590		
	Total	35.000	59			
	Between Groups	1.750	4	.438	.813	.522
Labelling and Packing	Within Groups	29.583	55	.538		
	Total	31.333	59			
	Between Groups	.587	4	.147	.144	.965
Emergence of big retailers	Within Groups	56.147	55	1.021		
	Total	56.733	59			
	Between Groups	1.295	4	.324	.635	.639
Demand and quantity	Within Groups	28.038	55	.510		
	Total	29.333	59			

Source: Primary Data

time. Rs.20 lakh crores economic stimulus package was announced in May 2020. Other measures were taken as follows:

- Automatic loans up to Rs.3 thousand billion without any Collateral security:** MSMEs can borrow emergency credit up to 20 per cent of their total outstanding credit on 29 Feb 2020 from Banks and NBFCs. For these loans, MSMEs needs to have Rs.25 crores outstanding and Rs.100 crores
- Subordinate Debt and Credit guarantee scheme:** This scheme was launched on 24 June 2020. Under this scheme, the government announced Rs.200 billion as subordinate debt. MSMEs which are declared as NPAs or are stressed will be eligible for equity support under it.

turnover. This arrangement was stretched up to 30-06-2021.

- **Self- reliant India fund:** The government on 5 august, 2020 issued guidelines about the Self-reliant India fund, containing an amount of Rs.100 billion to leverage equity infusion of Rs.500 billion for MSMEs. On 3 June 2021 MSMEs and other small businesses were allowed for maximum exposure of Rs.50crore.
- **Special long-term repo operation (SLTRO) for small finance banks:** RBI conducted SLTRO of Rs.100 billion for SFB to lend small businesses up to Rs.10 lacs per borrower. It will be available till 31 October 2021.

2. Business environment measures

- **Restricting Foreign companies:** To avoid competition from large foreign companies, the government banned global tenders worth Rs.200crores. Because of this measure, MSMEs will be benefited from an increase in domestic company's representation in the Indian economy.
- **Relaxing and suspension of Labour laws:** Many state governments have relaxed or suspend major labour laws which were stopping MSMEs from growing for a certain period. Now it will be easy for MSMEs to operate their functions smoothly without taking too much pressure of compliance with labour laws. Hence this will further help MSMEs to get back on the path of growth.

- **Revised definition of MSMEs:** Now manufacturing and service sectors both will be evaluated by the same parameters for being recognised as MSMEs. Along with the investment, now turnover criteria also got added.

3. Moral persuasion measure

Introduced CHAMPIONs portal:

Launched by the MSME ministry, the CHAMPIONs portal is a technology-driven centralized control room, to manage grievances and an information platform with objectives to help MSMEs in terms of finance, raw material, labour permissions etc., and in capturing new opportunities in manufacturing and identifying bright MSMEs which can become national and international champions.

Suggestions

For the growth of MSMEs, although the government is doing and taking all measures that they think can help MSMEs in combat this crisis. But following steps can further help in improving MSMEs productivity and getting over COVID-19 crises:

- Along with the procurement of funds, there needs to be an effective utilization of these funds as well. If funds are not properly utilized, then MSMEs may not be able to overcome COVID-19 crises and back on the growth path again.
- MSMEs productivity is mainly based on their labour force so they need to manage their labour force

effectively and efficiently. There is a need for HR practices in MSMEs to increase labour satisfaction.

- Big business needs to help MSMEs as they have better management and a more efficient work environment along with large funds as well. Hence MSMEs can learn many things from big businesses. Public banks alone can't help MSMEs overcome this crises situation. We need to work collectively.
- MSMEs need to provide training to their labour to enhance labour productivity and efficiency.
- MSMEs are operating mostly in clusters and more than 99 per cent of them are micro-enterprises. As they are working individually, at the micro-level there is low-scale production with high cost with earning minimal profit. So, they need to think about amalgamation and join hands and scale up their production, with increased production, there will be more profit in hands of the owner as a result of economies of scale.
- MSMEs needs to expand their market out of their traditional and regional market, they need to expand and think about exporting, by expanding market they will get benefits in form of increased price in different market and by having more security because of not too much dependence on a single market.
- MSMEs need to adopt the use of technology and FinTech to access funds smoothly, and government should incentivise the adoption of FinTech.

- MSMEs need to invest in innovation as well, as that will help them in becoming competitive in this ever-changing environment.

Opportunities (Path ahead for Growth)

With the ageing population of China, many companies are exiting China because of an increase in labour costs. But India has a large section of labour which is young as well. India needs to utilize its young population. There are many opportunities for Indian MSMEs in the International market as well as in the National market. But Indian labour is largely unskilled and Indian Business laws are one of the main constraints that MSMEs are facing. So, India needs to work on that otherwise there is a large pot of opportunities available for India.

Conclusion

The government has taken so many measures to help MSMEs in overcoming these COVID-19 crises. But still, MSMEs will take time to get back. As of now, MSMEs are facing a very difficult time and with difficulties there comes to some opportunities as well. So MSMEs needs to regularly scan their environment and search for opportunities. The government needs to take regular measures and consider uplifting MSMEs for a long time, as the damage is very deep, and it will be very difficult for MSMEs to overcome all the losses they have to face in the COVID-19 situation. Although the change in labour laws will hurt low-income labour, to combat a problem, we need to make some difficult decisions and face difficulties as well.

References

1. *Abmad Bhat, S., & Meber, S. (2020). Impact of Covid-19 crisis on MSME sector in India. NDIM's Journal of Business and Management Research, 40-48.*
2. *Bandopadhyay, K., & Khan, T. L. (2020). Factors of Export Promotion of MSME in India with Special Reference to Raw Material Availability. SEDME (Small Enterprises Development, Management & Extension Journal), 17-32.*
3. *Basak, A. (2020). MUDRA INITIATIVES FOR FUNDING TO MSME : A BIG STEP FOR PUSHING FINANCIAL INCLUSION. Time's Journey, 45-53.*
4. *Dubey, P., & Sabu, K. K. (2020). MSMEs in COVID-19 Crisis and India ' s Economic Relief Package : A Critical Review. The International Journal of Indian Psychology, 1-5.*
5. *Gaikwad, A., & Dhokare, S. (2020). INDIA: A GROWTH OPPORTUNITIES FOR MSME. EPRA International Journal of Multidisciplinary Research (IJMR), 25-30.*
6. *Ganjoo, V., & Aslekar, A. (2021). THE JOLTING IMPACT OF COVID-19 ON THE MICRO, SMALL AND MEDIUM ENTERPRISES IN INDIA. International Journal of Modern Agriculture, 82-91.*
7. *MSME, M. o. (2021). Annual Report 2020- 2021.*
8. *Muthukrishnan, N. (2020). Role of msme in retaining indian economy from covid impacts. Sambodhi, 11-16.*
9. *Patnaik, B. C. (2016). Issues of Micro, Small and Medium Enterprises (MSME) in India. INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH & DEVELOPMENT, 1-5.*
10. *Raghuvanshi, J., Ghosh, P. K., Agrawal, R., & Gupta, H. (2017). Hierarchical structure for enhancing the innovation in the MSME sector of India. International Journal of Business Excellence, 181-199.*
11. *Rao, R. S., & Chary, D. T. (2016). Challenges of MSMEs in India - Government Initiatives for Enhancing Competitiveness of MSMEs in India. Faculty of Management and Commerce- SEUSL, (pp. 143- 153).*
12. *Roy, A., Patnaik, B., & Satpathy, I. (2020). Impact of Covid-19 on Goods and Services Tax (Gst) With Respect To Micro Small and Medium Enterprises (Msme) Sector. Eurasian Chemical Communications, 991-1000.*
13. *Saboo, P., & Ashwani. (2020). COVID-19 and Indian Economy: Impact on Growth, Manufacturing, Trade and MSME sector. Global Business Review, 1-25.*
14. *Saikia, B., & Dey, S. (2020). A STUDY ON THE IMPACT OF COVID-19 ON INDIA'S MSME SECTOR. International Journal of Advanced Research in Engineering and Technology (IJARET), 590-596.*
15. *Singh, D. (2019). Implementation of technology innovation in MSMEs in India. Journal of Science and Technology Policy Management, 769-792.*
16. *Zanjurne, P. (2018). Growth and Future Prospects of MSME in India. International Journal of Advanced Engineering, Management and Science, 608-614.*

UTILIZATION PERFORMANCE OF SPECIAL COMPONENT PLAN FUND IN LOCAL SELF GOVERNMENTS IN KERALA - A COMPARATIVE STUDY ON 12TH AND 13TH FIVE YEAR PLAN

***Dr. Santhi G Nair**

Abstract

As required by the directive principles of Article 46 of the Indian Constitution, it is the prime duty of the government to protect the Scheduled Caste (SC) and Scheduled Tribe (ST) people from all forms of social and economic injustice and exploitation. These two groups of people have their own separate living conditions. Hence, the Government launched separate programmes namely Special Component Plan (SCP) in SC sector and Tribal Sub Plan (TSP) in ST sector. Besides, central and state governments have made concrete efforts through Local Self Governments (LSGs) under each Five Year Plan for the welfare of these groups. The present article focuses the government initiatives on Scheduled Caste development and the extent of allocation of funds under SCP during 12th and 13th Five Year Plans. In order to raise the economic and social status of the scheduled caste community, various schemes have been implemented by the state government with cent percent central assistance and also with State Plan fund. Moreover, the state government undertakes beneficiary schemes and infrastructural projects through Local Self Government Institutions (LSGIs) and through Scheduled Caste Development Department (SCDD). Awareness about the various schemes and projects under SCP among these people is an essential factor in order to reach the benefits to the target groups under each scheme. The present paper also highlights the utilization performance of Local Self Governments (LSGs) under SCP during 12th and 13th Five Year Plan Period.

Key words:- Special Component Plan, Scheduled Caste, Plan fund, LSGs, SCDD.

In Kerala, 9.1 per cent of total population constitutes the scheduled castes as per population census 2011 and their share in all India level comes to 16.63 per cent. The highest concentration of scheduled castes population in the state is found in Palakkad district. Sex ratio of scheduled caste population in Kerala is 1057 and their

literacy rate is 88.7 per cent with female literacy of 85.07 per cent and that of male 92.64 per cent.

Article 46 of the Indian constitution specifies that, the State government should take all possible welfare measures for the educational and economic development of scheduled castes population, with great care. Comparatively the SC population in

**Dr. Santhi G Nair, Assistant Professor, Post Graduate & Research Department of Commerce, Iqbal College, Peringammala. E-mail: santhi@iqbalcollege@gmail.com*

Kerala is leading a better social life than that of in other states of the country and deprivation is comparatively less in the state. Through the successive five year plans, the government implemented many action plans for the economic and social upliftment of these groups.

The settlement and living conditions of scheduled castes population are entirely different from the other states in India. In Kerala, there are two modes of settlement for SCs.

1. A lion share of SC population live in separate houses in scattered areas.
2. The remaining part of SC population lives in concentrated colonies. These colonies are called 'Sanketh', where the density of SC population is more (Table 1).

Objectives of the Study

1. To understand the extent of allocation of funds under SCP to Local Self

Governments in Kerala during the 12th and 13th Plan period.

2. To evaluate the performance of Local Self Governments in the utilization of funds under SCP during 12th and 13th Plan period

Methodology

The study is purely based on secondary data. The data were collected from Information Kerala Mission and 12th & 13th Plan documents for this study.

Special Component Plan (SCP)

SCP is the plan introduced by the government for providing special protective measures to safeguard the interest of scheduled caste population of the country as required by the Directive Principles of Article 46 of the Indian Constitution. Central and state governments undertake a number of schemes and projects through the SCP. The implementing authority is the state

Table 1

District –wise Scheduled Caste Population in Kerala

Sl. No	Districts	Male	Female	Total SC Population	Total Population	Percentage to total
1	Thiruvananthapuram	178589	194388	372977	3301427	12.27
2	Kollam	157801	170462	328263	2635375	10.80
3	Pathanamthitta	78942	85523	164465	1197412	5.41
4	Alappuzha	97183	104028	201211	2127789	6.62
5	Kottayam	75503	78406	153909	1974551	5.06
6	Idukki	72399	73087	145486	1108974	4.79
7	Eranakulam	131573	136838	268411	3282388	8.83
8	Thrissur	156480	167870	324350	3121200	10.67
9	Palakkad	197451	206382	403833	2809934	13.29
10	Malappuram	151557	156709	308266	4112920	10.14
11	Kozhikode	97279	101912	199191	3086293	6.55
12	Wayanad	16406	16172	32578	817420	1.07
13	Kannur	40260	43090	83350	2523003	2.74
14	Kasargod	26385	26898	53283	1307375	1.75
	Total	1477808	1561765	3039573	33406061	100.00

Source: Population Census 2011

government concerned and the programmes are implemented with the assistance of both central and state budgets. Government issues guidelines from time to time in consultation with planning authority and scheduled caste development department for the effective implementation of the programmes under SCP.

State Government Schemes under SCP

Government of Kerala follows a two-face approach for the development of scheduled caste population in the State. They are: a) Programmes through Local Self Governments (LSG) and b) Programme through Scheduled Caste Development Department (SCDD). State Government allocates funds for SCP from State plan outlay and is made primarily in proportion to the of scheduled caste population in each district. Out of the total SCP outlay, a certain percentage of the fund is allocated to LSGs for implementing various projects under decentralized planning programme and the remaining to the SCDD. The projects under SCP are categorized in to two:

1. Beneficiary oriented schemes
2. Infrastructural development schemes.

Following are the major schemes under State Plan:

1. Educational Programmes:

Provide educational assistance like stipend, lump-sum grant, scholarships for pre-matric and post-matric studies, assistance for running of model residential schools, assistance for students studying

in self financing colleges, introduction of e-Grants and SBIEZ-pay cards for online distribution, meritorious scholarship for studying abroad, Primary education aid, cyber sri etc. Under Mission 676 Plan, through the Vidhyajyothi Scheme, special training will be given to SC students studying in classes VIII, IX and X and primary students will be given school bags, umbrella and slippers free of cost by the Department. Scholarships will be provided to financially weak professional students.

2. Housing Schemes:

Financial assistance for construction of new houses for houseless SC families (Rs.300000 per house), e-housing for online granting and distribution housing loans, construction of flats as part of housing scheme etc.

3. Land to landless:

Provide financial assistance (3.75 lakhs per family for five cents of land) to eligible poor landless SC families for purchase of land for constructing houses.

4. Health Schemes:

Provide financial assistance to seriously ill people belongs to BPL SC families on the basis of recommendation of the doctor for the diseases like Cancer, Heart/kidney/brain ailments etc.

5. Development Programmes for the SC Vulnerable Communities:

It includes rehabilitation of SC communities like Vedan, Vettuvan, Nayadi, Kalladi, Chakkiliyan by providing

- a. Assistance for purchasing land

- b. Assistance for constructing houses, and
- c. Providing infrastructure, road connectivity, education, treatment, electricity, drinking water etc.

6. Self-employment Programme:

Provide financial assistance in the form of subsidy and loan in the ratio 1:2 to SC unemployed youths for starting new ventures in productive and service sectors as per the guidelines issued by the Government.

7. Assistance for marriage of SC girls:

To reduce the burden of marriage expenses of SC girls, provide financial aid to parents (Rs. 50000 per girl). As part of Mission 676, through Vatsalaya Nidhi Scheme, a sum of Rs.50000 will be deposited in the name of girl born to financially weak SC parents. The principal and interest can be withdrawn for the

marriage of the girl, for higher education or when the girl attains 18 years of age.

8. Smrithivanam under Mission 676:

This Programme aims at developing crematorium for the SC communities and put an end to the problems faced by them.

Utilization Performance of LSGs under SCP during the Twelfth and Thirteenth Plan

From the tables 2&3, it can be observed that above sixty per cent utilization of SCP fund can be achieved during 12th Plan. But during the 13th Plan period, the percentage of utilization is higher than that of 12th Plan. More than eighty per cent utilization can be achieved except 2019-20, which may due to Covid-19 impact. Here also, LSGs cannot acquire fuller utilization of funds. The allocation of SCP funds to LSGs is shown in the following figure 1.

Table 2

Utilization of SCP Fund during 12th Plan (Rupees in Crores)

Year	Allocation	Expenditure	Percentage of Expenditure to Allocation
2012-13	1039.21	697.69	67.14
2013-14	1066.56	665.98	62.44
2014-15	1209.06	882.49	72.99
2015-16	1253.97	811.56	64.72
2016-17	1370.46	857.04	62.54

Source: Appendix IV of the Budget & Information Kerala Mission

Table 3
Utilization of Fund during 13th Plan (Rupees in Crores)

Year	Allocation	Expenditure	Percentage of Expenditure to Allocation
2017-18	1172.25	929.85	79.32
2018-19	1289.26	1057.69	82.04
2019-20	1353.90	735.39	54.32
2020-21	1221.15	1125.87	92.20
2021-22	1221.15	1082.75	88.67

Source: Appendix IV of the Budget & Information Kerala Mission

Figure 1 depicts the allocation of SCP funds to LSGs. The allocation of SCP funds to LSGs shows an increasing trend during the 12th Plan. But during the 13th Plan, it is not much higher than that in the 12th Plan. The utilization performance of LSGs under SCP is shown below.

From the Figure 2, it can be found that during the 12th Plan period, percentage of expenditure is very low in the first two years. Third year show the top utilization. During the 13th Plan, least utilization is happened in the year 2014-15. Top utilization can be achieved during 2015-16. Trend in the utilization performance is depicted in Figure 3

The average performance in utilization of SCP funds during 12th Plan is only 65.97 per cent and during 13th Plan is 79.31. Comparing the two Plan periods 13th Plan is far better than 12th Plan in terms of percentage of expenditure.

LSGs should formulate special working groups for SC development as part of the first step in project formulation. In every Grama Panchayat, there is a scheduled caste promoter for the effective implementation of SC development activities with active people participation. For implementing infrastructural and developmental schemes like construction of roads, drinking water supply projects, extension of electricity lines, irrigation, watershed programmes etc. Certificate of Affidavit and Social Map should be compulsory. Certificate of Affidavit is the certificate which ensures that more than fifty percent of beneficiaries of schemes under infrastructural development should be SCs. The SC Development Officer is the issuing authority of the certificate. The Social Map is the map showing the location of SC colony and all houses of SC families in that colony. The twelfth

Figure 1
Allocation of SCP Funds

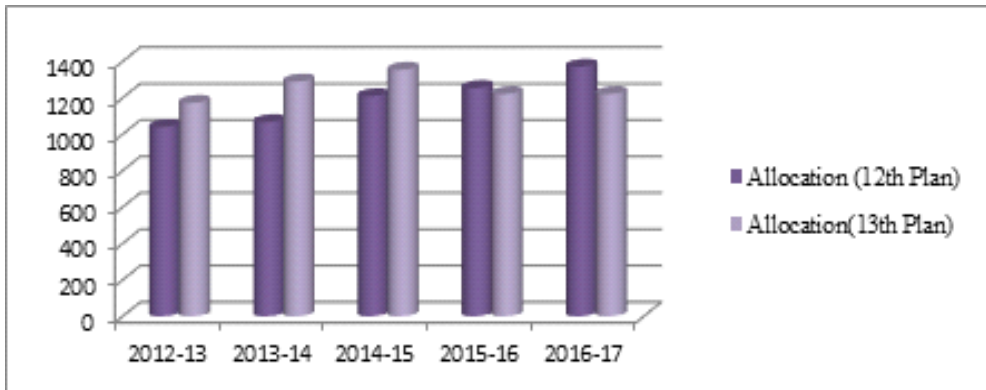


Figure 2
Utilization of SCP Funds

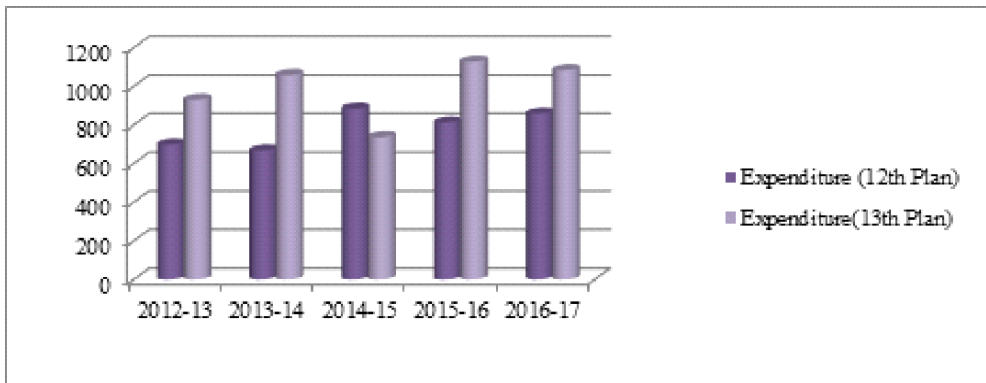


Figure 3
Utilization Trend of SCP Funds

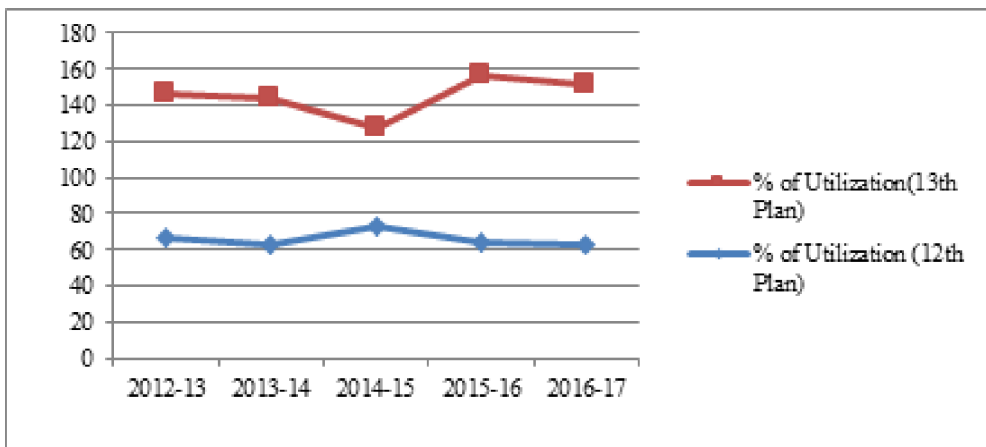
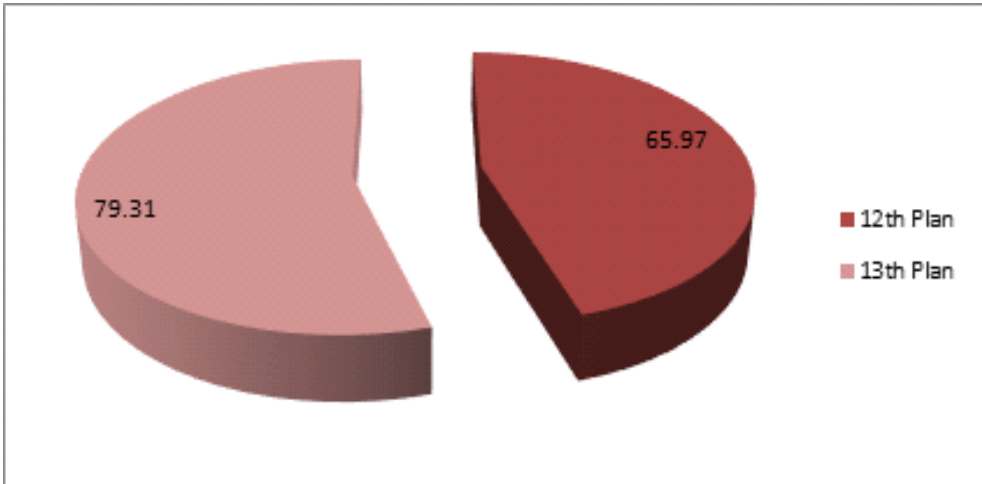


Figure 4
Average Performance of LSGs in the Utilization of SCP Funds



plan aimed at an inclusive growth process for providing opportunities for all SCs to participate in the process of decentralization. Under SCP, the construction of roads is allowed on the SC habitat only.

Central Government Assistance under SCP

Schemes and projects under State Plan, projects under Corpus Funds, schemes of Pooled Funds and Centrally Sponsored Schemes for the development of SC population are implementing through the SC Development Department. Central Government disperses the following funds for the welfare of SC communities.

Corpus Fund

It is the gap filling funds on project basis under SCP provision. This scheme aims to provide funds on project basis under SCP schemes with emphasis on

human resource development, basic needs, economic development etc. On the basis of proportion of population, one-third of this fund will be allocated to districts. Schemes under Corpus Fund up to Rs. 25 lakhs will be cleared by the District Level Committee for SC and projects above Rs. 25 lakhs will be approved by State Level Working Groups. Under Corpus Fund various schemes like treatment grant, toilet grant, honorarium for SC promoters, stipend for apprentice clerk cum typist, Vijnanvadi, self-employment subsidy, Vision 2013, renovation of crematorium, trade fair, Paithrukolsavam are undertaken as part of welfare of SC population.

Pooled Fund

This aims to integrate a wide range of projects with varied objectives physical targets on the basis of project approach for the overall development of SC

sectors. In 2014-15, Rs.1000 lakh is budgeted for Subala Park, the major scheme under Pooled Fund.

Special Central Assistance to Special Component Plan (SCA to SCP)

This assistance is provided to the States by the Central Government for implementing economic development programmes for SC sector and it helps to fill gap in SC projects of Central, State and LSGs. Seventy five percentage of these funds are distributed to the District Collectors and twenty five per cent is transferred to SC Development Department. Like National Rural Livelihood Mission (NRLM), under SCA, the assistance is given as a mix of institutional finance and subsidy to SC families.

Major Findings

1. According to Population Census, SC population is high in Palakkad. More than fifty per cent of the SC population of the State is concentrated in the five districts namely Palakkad, Thiruvananthapuram, Kollam, Thrissur and Malappuram. So, the major portion of SCP will be given to the above five districts.
2. Share of LSGIs in the state plan shows a declining trend LSGIs cannot achieve cent per cent utilization of SCP. The expenditure performance of LSGs is not satisfactory.
3. Majority programmes aims at the upliftment of weaker sections and BPL SC families.

4. Percentage of expenditure of SCA for the year 2015-16 is very low.
5. The average performance in utilization of SCP funds during 12th Plan is only 65.97 per cent and during 13th Plan is 79.31. Comparing the two Plan periods 13th Plan is far better than 12th Plan in terms of percentage of expenditure.

Suggestions for improvement

1. LSGs should take more initiative in execution of the projects under SCP in respective financial years.
2. Proper time schedule should be planned and followed for implementing the projects.
3. More welfare programmes should be implemented for the development of SC communities as they are priority groups.
4. Awareness programmes should be conducted for the SC people about the various schemes and programmes under SCP.
5. Continuous monitoring should be undertaken in the implementation of projects.

Conclusion

The Government of Kerala has been allocating one-fourth of the State plan outlay to Local Bodies in the State. Even though, huge amount of fund is earmarked to the LSGs, majority of the LSGIs could not effectively utilize that amount in full. The same situation is also happening in case of SCP. Although there are a number of programmes introduced by the Central, State and LSGs, the

awareness about all these programmes by local SC community is less. In fact, SC families cannot accelerate the benefits in full and majority of the benefitted groups do not utilize the incentives in right manner. Hence the awareness programmes should be impart for SC people and on the part of the

Government, it should be necessary to introduce systematic changes in qualitative improvement in formulation, implementation, monitoring and evaluation of SCP projects. Moreover the complete participation by SC people should be ensuring in all the initiatives for SC development in the State.

References

1. *Economic Review, Government of Kerala, Various issues (from 2014-15 to 2020-21), Kerala State Planning Board, Thiruvananthapuram.*
2. *Reports of Finance Commission, Government of India, 2010-15 and 2016-2021.*
3. *Green Book, Twelfth Five Year Plan 2016 - 2017, Finance Department, Government of Kerala, February 2016.*
4. *Souvenir 2010, Kerala Grama Panchayat Association, January 2011.*
5. *Plan Guidelines -12th Plan & 13th Plan*
6. *www.lsg.ac.in.*
7. *www.sird.ac.in.*
8. *www.mrd.ac.in.*

KERALA LIFESTYLE FOR MODERN YOUTH

Dr. C.V. Jayamani

The book gives valuable tips to the modern youth about food habits and lifestyle to be adopted to sustain healthy and youthful life throughout their life.

- | | |
|--|---|
| <ul style="list-style-type: none"> * Hundred Years of Healthy Life * Better Lifestyle for Modern Youth * Health and Happiness * Health and Beauty : the Kerala Style * Health, Personality and Excellence * Kerala Tradition | <ul style="list-style-type: none"> * Kerala the Land of Magical Fruits * Vegetarianism for Vibrant Health * Practical Nature Cure for Young People * Five Fold Food and Foodless Food * Yoga for Youth |
|--|---|

**International Centre for Kerala Studies (ICKS),
University of Kerala, Thiruvananthapuram**

Published in 2007

Pages 114

Priced Rs. 80

Paperback

THE ROLE OF KERALA VYAPARI VYAVASAYI EKOPANA SAMITHI AS A UNION FOR SOLE PROPRIETORSHIP BUSINESSMAN IN KERALA

*Akhila S, **Dr. Vinod A S

Abstract

According to the present scenario in Kerala during Covid pandemic most of non-residents came back to their home land. In front of them the main problem where unemployment but somehow it overcome with sole proprietorship business. Sole proprietorship businesses are very common in Kerala. Among different types of business concern like partnership business, joint venture, company among them sole proprietorship business is very easy to setup because of its characteristics shows limited liability, easy to operate, risk factor etc. The Kerala Vyapari Vyavasayi Ekopana Samithi plays a vital role for businessman. Businessman is increasing day by day. About Kerala, too many strikes and harthals forced them to close the shops distribution of goods will hamper the business and economic development. The significance of businessman is vital in our society, they are the direct link between customers but they are facing problems like hike in license renewal charge, GST related issues, shop closure due to strike and harthals etc. The KVVES is the union stands for them to protect the interest of sole proprietorship business in Kerala.

Key words:- non-residents, sole proprietorship, strikes, license renewal

In Kerala the Trade Unions operated under different sectors such as primary, secondary as well as tertiary sector. Trade unions exist in Kerala act as a link between organization and workers. Workers working under every sector will be a

member of any kind of union or federation which will secure their needs, security and fair wages etc.

Almost all kind of business have an act to control their functioning like Partnership Act 1932 for Partnership business, Indian Companies Act 1956 for

**Akhila S, Research Scholar, PG Department of Commerce and Research Centre, MG College Thiruvananthapuram, University of Kerala. E-mail: akhilajerome@gmail.com.*

***Dr. Vinod A S, Assistant Professor of Commerce, PG Department of Commerce and Research centre, MG College Thiruvananthapuram, University of Kerala.*

Joint Stock Companies but for Sole Proprietorship business concern does not prevail any law. Literate and illiterate persons in Kerala run the sole trading concern. Their essential need is a federation to protect their needs and interest. The organization which stands with the business and trade concern is VyapariVyavasayiEkopana Samithi.

Trade Union prevails in India can be classified in to three categories Craft Union, Industrial Union and General Union. The Craft Union is the Organization which supports workers involved in single occupation. The Industrial Union is the organization supported the workers works in industrial unit. Organization supported workers works in different types of industry and crafts. It's a common union for all working class is called General Union.

The Kerala Vyapari Vyavasayi Ekopana Samithi (KVVES) one of the largest trade organizations in the World formed in 1980. It includes small, medium and large scale traders in the state. It was formed for safeguard the interests of industrialists and businessmen. During 1980, the head load workers of Trissur went on strike and through this incidence pave a way to form KVVES. Different Industrialists and Businessman met at Trissur and formed KVVES in 1980. The decision taken by association to shut down all the shops in Trissur and after 56 days of stalemate, the strike ended under the mediation of Kaldaya Bishop Mar Paulose.

The KVVES give enlighten to the large society by their services and it has significant role in the social, educational

and cultural fields.it have its own party called Kerala KarshakaVyapari Party. The main aim of the party is for the success of United Decomocrate Front. In 14 districts of Kerala it has branchesand spreads over to 4000 units and 1400 VyaparBhavan, its main activities to safeguards the business people. Kozhikode is the headquarters and registered office is at Trissur and its state office at Thiruvananthapuram. It has an official mobile app to networking all the traders and affiliatedorganization under KVVES.

Statement of the Problem

The role of businessmen in our society is immiscible especially sole traders are very important for our economic growth. The gap between consumer and manufacturer is solved by the presence of small trading units near to our local areas. The problems faced by sole traders like hike in license renewal charge, GST related issues, shop closure due to strike and harthals should be solved, for that the union federation KVVES have a vital role. KVVES established in 1980 after that it spread all over the Kerala State, now it has 4000 units and 1400 Vyapar Bhavan. The main problem studied here the theoretical facts about KVVES and along with, the sole proprietors' participation in KVVES and their satisfaction with KVVES.

Objectives of the Study

1. To understand the role of the Kerala Vyapari Vyavasayi Ekopana Samithi.
2. To know the participation and satisfaction level of sole proprietors in KVVES.

Scope of the Study

In Kerala all 14 districts have participation in Kerala VyapariVyavasayiEkopana Samithi .For the study the state office held at Thiruvananthapuram has taken in to consideration, so the scope of the study is limited to the capital city Thiruvananthapuram only. The main objective is to understand the KVVES, along with the participation of sole proprietors and satisfaction level in KVVES.

Methodology

a. Method of study

The method of study used is descriptive method and analytical in nature.

b. Data source

A. Primary data: primary data collected from 60 sole proprietors in Thiruvananthapuram district through interview

B. Secondary data: secondary data used for the study such as newspaper reports, articles and books.

Sampling technique: Purposive Sampling

Sampling design: A total respondent taken is 60 from different sole proprietors in Thiruvananthapuram. According to gender wise three categories included male, female and others.

Tools used for data collection: Interview method used for primary data collection

Role of KVVES

1. It act as a backbone in trader's community

2. It favors' leadership in unity of businessmen
3. It serves welfare for trader's community
4. It conducts various agitation for protecting businessmen
5. It provides various welfare scheme for traders
6. It collect fund for helping local traders
7. It solves the problems related to sales tax issues.
8. It prevents adulteration of food items.
9. It provides education and awareness to workers.
10. It generates social usage materials e.g. Library, constructing waiting shed etc.

Mutual Help Schemes

This scheme aimed to help backward members in KVVES. This scheme is 90 per cent successful.

Head Load Workers

This board isformed being the first kind in Asia with the objective to organized head load workers to be responsible and committed workforce under the Workers union.

Traders Welfare Board

TWB is another kind of Asia's special Traders Welfare Board. It is also a contribution from KVVES.

Conditions for Membership

- a. Applicant must be keratitis.
- b. He should be completed 18 years old.

- c. He should be engaged in Business or Industrial field.
- d. He should submit application form along with membership fee and admission fee.
- e. Any one of the following certificate should be attached.
 - i. License from panchayath/ municipality/corporation
 - ii. Sales Tax Registration.
 - iii. Government or Semi Government document for proof as the applicant is businessman or an industrialist.
 - iv. Registration under Kerala Shops and Establishment Rules.

In KVVES the Office Bearers can classified into three

1. Samithi State Executive
2. Vanitha Wing State Executive
3. Youth Wing State Executive

Samithi State Executives is classified into three categories according to 14 districts in Kerala. Under each district a separate constituency and unit will be there. In same manner Vanitha Wing State Executive and Youth Wing State Executive have same classification.

Literature Review

1. Times of India, 2022 February 4: "Budgets fail to enthuse small scale merchants: KVVES" this article mentioned that they won't have any gain from union budget.
2. Knn, 2018 December 26: "VyaparisSanghs in Kerala join hands to form 'anti hartal' alliance to

protect business community "this article mentioned the losses due to harthals which are often announced by various political parties. It mentioned they won't promote unnecessary harthals conducted by different political parties.

3. The Logical India 2018 December 23: an article titled "Too many Bandhs Hampering Businesses, Kerala Traders Declare 2019 the 'Anti Hartal Year' mentioned they treated as 2019 as Anti Hartal Year
4. Jeelu Anna Mathew, March 2002 conducted "A study on Trade Union activity in HANTEX (Kerala State Handloom Weaver's Co-operation Society Ltd)" her study states that all the workers except a very few, consider trade union is very essential .But many of them have not even began to think in terms of having an active share in the running of the industry. This is due to two reasons mainly, that is workers participation in management will ever become a reality and the present trade unions leadership does not pay much attention to educate workers in modern trends in the industrial relation.

Data Analysis and Interpretation

Personal variable used for the study is gender, age, ownership wise, educational qualification

Among 60 respondents 50 per cent male and remaining 50 per cent female sole proprietors while data collection no other category found for interview (Table 2).

Table 1

District wise classification of KVVES

District	Constituencies in District		Units in District
Alappuzha	Alappuzha Ambalapuzha Aroor Chengannur Cherthala	Haripad Kayamkulam Kuttanad Mavelikkara	Charummudy
Ernakulam	Aluva Angamaly Kochi Kalamassheri Kunnathunadu Perumbavoor Thrippunithura	Muvattupuzha Piravom Vypin Ernakulam Kothamangalm Paravoor Thrikakkara	
Idukki	Devikulam Idukki Peerumedu	Thodupuzha udamanchola	Kattapana unit
Kannur	Azhicode Darmadom Kalliaseri Mattanur Thaliparambu Kannur	Payyanur Thalassery Irikkur Kuthuparamba Peravoor	Payyavoor unit
Kasargod	Udma Manjeshweram Kasargod	Thrikaripur nhangad	
Kollam	Chadaymangalam Iravippuram Kottarakara Pathanapuram Chathanoor Karunagappally	Kundara Kunathur Punalur Kollam Chavara	Anchal
kottayam	Changanashery Kanjirapally Pala Poonchar Ettumanoor	Kottayam Puthupally Vaikom Kaduthuruthy	Erattupetta
Kozhicode	Balusherry Koduvally Vadakara Perambra Elathoor Kozhicode north Kuttiyadi	Thiruvambady Kunnamangalam Koyilandi Nadapuram Kozhicode south Beyyore	Palayam Feroke Ramanattukara Stadium unit
Malappuram	Eranad Malappuram Nilambur Thanoor Thirurangadi Vandoor Kondotty Manjeri	Perinthalmanna Thavanur Vallikkunnu Kottakkal Mankada Ponnani Thirur vengara	
Palakkad	Althur Malampuzha Ottapalam Shornoor Chittoor Mannarkad Palakkad	Tharur Kongad Nenmara Pattambi Thrithala	Koppam Palakkad
Pathanamthitta	Adoor Rani Thiruvallam	Konni Aranmula	Panthalam
Thiruvananthapuram			
Trissur	Chalakkudy Erinjalakuda Kunnamkulam Ollur Chelakkara Wadakanchery Kaipamanglam	Manalur Puthucaud Guruvayyor Nattika Trissur Kodungaloor	Chavakkad
Wayanad	Kalpetta Sulthanbahtery	Mananthavady	Kavumannam

Source: Government of Kerala

Table 3 shows that 40 per cent of male sole proprietors run their business in owned shop and 60 per cent majority of them occupied in rented shop. Among total female sole proprietors 67 per cent runs their business in owned shop and only 33 per cent female sole proprietors doing their business under rented shop. No response found for leasing either by male or female sole proprietors.

As far as education qualification of respondents is considered, out of 60 respondents, 13 per cent in total are in below SSLC category. SSLC qualified male sole proprietors constitutes 30 per cent and 10 per cent female. Higher Secondary qualified male consists of 40 per cent response and 33 per cent female sole proprietors. 10 per cent male and 37 per cent female proprietors are under graduates. 7 per cent post - graduated male and 10 per cent female proprietors are doing sole trading concern. 10 per cent responses from female sole proprietors

have other qualification and no response about other qualification from male sole proprietors.

The table 5 shows that 18-25 age group male responses only 7 per cent and female responses 3 per cent. 26-35 age group consists 27 per cent male and 17 per cent female sole proprietors. In 36-45 age group 23 per cent male and 37 per cent female proprietors and in 46 -55 age group more sole proprietors are female about 43 per cent. Under 46-55 age category and more than 65 age category, same percentage of male proprietors are present and no female sole proprietors found in this study.

The study reveals from the table 6 that among 51 male sole proprietors 93 per cent have membership in KVVES. Only 7 per cent reveals they are not the member in KVVES. About female sole proprietors 60 per cent are members of KVVES and remaining 40 per cent are not taken membership in KVVES.

Table 2
Gender wise classification

Gender	No. of respondents	Percentage
Male	30	50
Female	30	50
Others	-	-
Total	60	100

Source: Primary Data

Table 3
Ownership wise classification

Ownership	Response		Percentage	
	Male	Female	Male	Female
Owned shop	12	20	40	67
Rented shop	18	8	60	33
Lease shop	-	-	-	-
Total	30	30	100	100

Source: Primary Data

Table 4
Educational qualification

Qualification	Male		Female	
	Numbers	Percentage	Numbers	Percentage
Below SSLC	4	13	-	-
SSLC	9	30	3	10
Higher Secondary	12	40	10	33
Degree	3	10	11	37
Post -Graduation	2	7	3	10
Other qualification	-		3	10
Total	30	100	30	100

Source: Primary Data

Table 5
Age wise Classification

Age group	Male		Female	
	Numbers	Percentage	Numbers	Percentage
18-25	2	7	1	3
26-35	8	27	5	17
36-45	7	23	11	37
46-55	5	17	13	43
55-65	4	13	-	-
More than 65	4	13	-	-
Total	30	100	30	100

Source: Primary Data

Table 6
Sole proprietor's membership in KVVES

Membership	Response		Percentage	
	Male	Female	Male	Female
Yes	28	18	93	60
No	2	12	7	40
Total	30	30	100	100

Source: Primary Data

Table 7
Factors influenced to take membership in KVVES

Factors	Male		Female	
	Numbers	Percentage	Numbers	Percentage
Support from KVVES	14	50	15	83
For financial assistance	4	14	-	-
For legal approval	2	7	3	17
For recognition	3	11	-	-
Other reason	5	18	-	-
Total	28	100	18	100

Source: Primary data

It was found that the major influence to the male responses is to take membership in KVVES is the support from KVVES and about 14 per cent influenced by financial assistance getting from KVVES. 7 per cent opined that, it is because of legal approval and 11 per cent for recognition in the society along with remaining 18 per cent stated other reason. Among female response the majority take membership because of support from KVVES. No response from female sole proprietors towards factors such as financial assistance, recognition and other reason. 17 per cent of female sole proprietors take membership for legal approval.

Table 8 shows the reason for not taking membership in KVVES. All male

sole proprietors’ stated the reason for not joining was strike and shop closure by KVVES. From total responses of female sole proprietors, majority (67 per cent) hesitated to take membership was strike and shop closure and 33 per cent mentioned other reason .

The analysis of table 9 shows that 83 per cent of male sole proprietors are highly satisfied with KVVES and its functioning 10 per cent were satisfied and only 7 per cent were dissatisfied with KVVES. About the female sole proprietors opinion 40 per cent were highly satisfied and 20 per cent were satisfied. Around 40 not satisfied with KVVES.

Table 8
Reason for non- membership in KVVES

Factors	Response		Percentage	
	Male	Percentage	Female	Percentage
Strike and shop closure	2	100	8	67
Fund collection.	-	-	-	-
Excess of interference	-	-	-	-
Other reason	-	-	4	33
Total	2	100	12	100

Source: Primary Data

Table 9
Satisfaction levels of sole proprietor’s in KVVES

Satisfactory level	Response		Percentage	
	Male	Percentage	Female	Percentage
Highly satisfied	25	83	12	40
Satisfied	3	10	6	20
Neither satisfied nor dissatisfied	-	-	-	-
Dissatisfied	2	7	8	27
Highly dissatisfied	-	-	4	13
Total	30	100	30	100

Source: Primary Data

Findings

1. From basic facts shows irrespective of gender all are educated. Only 13 per cent male responders are below SSLC qualified else all are studied above SSLC.
2. About age wise classification a few is operating sole proprietorship business under 18 - 25. In all age group male sole proprietors are running business but above 65 ages no female sole proprietors were found in this study.
3. Majority (93 per cent) of Male Sole proprietors' and 60 per cent female sole proprietors who are members in KVVES join on account of their expectation of support from KVVES.
4. The main reason stated both male and female sole proprietors for not taking membership is strikes and shop closure.
5. The study reveals majority of sole proprietors are satisfied with KVVES and its activities.

Suggestions

1. Most of the members need protection and safety in their working environment. They expect more support from KVVES to solve their issues accordingly.
2. The sole proprietors disappointed with unexpected shop closing and

strikes in Kerala. It causes huge loss to shop owners, staffs as well as the common people.

3. Sole proprietary business does not have any age bar, so people from different age group are running sole proprietorship business in Thiruvananthapuram.
4. The problems of shops and small sole trading concerns are not solving properly. Consider the elements like high fee structure for the renewal of license, loan repayment issues etc..

Conclusion

Trade Unions are more compatible with the present social order in enrich fast technological changes are made in all field. KVVES is a platform for workers engaged in entrepreneurship to mingle and works with the sense of solidarity and co-operation. In Kerala a good percentage of sole trade businessmen have membership in KVVES and their participation in strike and meeting is good in this organization. Most prominent visible tool of action used by union to protect the interest of worker is strike. A good of percentage of members support strike and remaining members feel it as a burden. Most of the sole traders are satisfy with the performance of KVVES. In the view point of a union for businessman the KVVES has a great significance in Kerala State to protect the businessman especially sole proprietorship concern.

References

1. P.C.Tripathi, *Personal Management*, Sultan Chand & Sons, 4792/23, Daryaganj, New Delhi.

2. P R N Sinha, InduBalaSinha, SeemaPriyadarshiniShkbar, 2017 *Industrial Relations, Trade Unions and Labour Legislation* published by Pearson India Education Service Ltd.
3. <http://vyaparinet.com>
4. <http://kvestbrissur.shopatkerala.com>
5. <http://kennindia.co.in>
6. <http://firstpost.com>
7. <http://theologicalindian.com>
8. <http://kvestbrissur.shopatkerala.com>
9. <http://thehindu.com>

HEALTH MANAGEMENT - A NEW PERSPECTIVE

Dr. C.V. Jayamani

Examines the cause of executive diseases and suggests natural methods and lifestyle corrections to keep away all lifestyle induced diseases of modern executives

- Natural Living - Fundamentals
- Diseases - Causes and Cure
- Diet and Diet Reforms
- Healthy Food Habits
- Healing Crisis
- Vital Power and Vital Economy
- Better Living for Business Executives
- Yoga for Young Executives
- Gandhiji's Dietetic Experiments
- Modern Perspectives on Health
- Healthy Lifestyle

**Institute of Management Development and Research
(IMDR), Convent Road, Trivandrum, 695001**

Published in 1999

Pages 175

Hardbound

Price Rs. 200

AN OVERVIEW ON KERALA TOURISM AND IT'S CHALLENGES

***B Balamuraly, **Dr. Arun Lawrence**

Abstract

The globalisation process has resulted in a tremendous growth in foreign travellers and tourist development. The development of high-capacity jets in the 1950s paved the way for the tourism industry to expand in Kerala. The industry's growth rate accelerated in the 1990s, with additional expansion predicted in the future. Tourism has the potential to be a powerful driver for world peace. Given the large and diverse potential of tourism in the state, as well as its impact on the state's economic, social, and cultural environment, a thorough investigation is deemed necessary. This research was conducted to examine the issues and potential of tourism in Kerala, as well as to develop new management strategies to properly manage tourism.

Key words:- Tourism, KTDC, KITTS, Eco-Tourism, Digital Marketing

Tourism, which is a non-smoking industry, has grown into a multi-billion-dollar, multi-sectorial, and multi-dimensional global activity. Dennis Tito, an American businessman and the world's

first space tourist, had his space craft delivered to the space station by a Russian rocket in the twenty-first century. In the not-too-distant future, specially launched vehicles will transport travellers to the moon and other planets.

***B Balamuraly, Research Scholar, Research & PG Department of Commerce, Mar Ivanios College (Autonomous) Thiruvananthapuram, University of Kerala. E-mail: muralyb91@gmail.com*

***Dr. Arun Lawrence, Assistant professor, Research & PG Department of Commerce, Mar Ivanios College (Autonomous) Thiruvananthapuram, University of Kerala. E-mail: arun.lawrence@mic.ac.in*

Tourism is viewed as a social change agent, bridging divides between nations, regions, and people and assisting them in opening up. At both the macro and micro levels, it promotes material and spiritual development. The United Nations General Assembly designated 1967 as 'International Tourism Year,' recognising the value of international travel in fostering understanding and giving people a better understanding of the rich heritage of past civilizations, as well as a better appreciation of the values of different cultures, and thus contributing to the strengthening of world peace. The topic was "Tourism-Passport to Peace." "Welcome a visitor and send back a friend," stated our senior national leader and India's first Prime Minister, Jawaharlal Nehru, emphasising the importance of providing pleasant hospitality to inbound travellers.

People can now admire each other and engage in the interchange of ideas and business because of modern transportation, which has abolished the barriers of distance. Tourism can aid in the overcoming of real prejudices and the formation of ties.

Relevance of tourism

A number of economic benefits are provided by the tourism industry, some of which are listed below:

- Creation of new job opportunities.
- Earns foreign currency without having to export anything tangible
- Assists in the establishment of a well-balanced regional economy.

- Assists in increasing per capita income and living standards.
- Assists in the development of fundamental infrastructure.
- Economic activities promote the development of a hub.
- Tourism encourages the development of associated sectors such as handicrafts, spices, coir, textiles, and gem, jewellery, and home furnishings.
- New and innovative tourism-related business ideas will emerge as a result of private entrepreneurs' active participation.
- Provides revenue to the government
- Increases the multiplier effect.
- It encourages social mobility.
- Promotes world peace, worldwide understanding, and universal brotherhood.
- Assists in the preservation of a variety of vanishing arts.
- Encourages pilgrimages to sacred sites.
- Encourages urbanisation in the host area.
- Brings local architectural traditions, regional quirks, ancestral history, and the cultural environment back to life.

Scope of the study

Kerala, India's Kerala state, is known as a "tourists' paradise." Seventy-five tourist items can be found across the

state's length and breadth. Kerala tourism is truly non-seasonal in nature. Kerala's tourist business is led by the Department of Tourism (DoT) of the Kerala government. The department's budgeted allotment for 2002-2003 is Rs. 50 crore. Kerala Tourism Development Corporation (KTDC), Bakel Resorts Development Corporation (BRDC), Tourist Resorts (Kerala) Ltd. (TRKL), District Tourism Promotion Councils (DTPCs), Kerala Institute of Travel and Tourism Management Studies (KITTS), Kerala Institute of Hospitality Management Studies (KIHMS), Thenmala Eco-Tourism Development Agency, and a slew of government departments including Forests and Wildlife, Irrigation, Museum, Zoo, and Archaeology are Given the large and diverse potential of tourism in the state, as well as its impact on the state's economic, social, and cultural environment, a thorough investigation is deemed necessary. In addition, a number of semi-government and private sector organisations work to promote tourism in Kerala. As a result, in-depth analyses are required to determine whether the above units are utilising their full managerial capability. Furthermore, based on the findings of the study, strategic management principles and procedures for the tourism business in Kerala can be developed and implemented in the next years. This research was conducted to examine the issues and potential of tourism in Kerala, as well as to develop new management strategies to properly manage tourism. Kerala can make great steps in the tourist sector because it is a green state with a favourable temperature and natural surroundings. The findings are

based on the opinions of many informants representing the government, semi-government, private entities, and tourists.

Objectives

- To examine the significant issues that the Kerala tourism industry faces.
- To investigate issues relating to the tourism business and propose appropriate, effective, and realistic solutions.
- To determine the feasibility of using modern management concepts and procedures into the establishment of policies, strategies, and programmes for tourist growth in Kerala.
- To recommend measures to integrate the functions of the Kerala Tourism Department, other government agencies, local self-governments, and private enterprises in order to promote tourism in Kerala.
- To conduct a comprehensive research of Kerala's tourist business and develop fresh and innovative solutions.
- To develop a strategic management paradigm for tourist marketing in Kerala State.

Research methodology

Data collected from published, unpublished sources and indirect oral investigation which are found relevant to make the study .

Findings

Major challenges faced by Kerala Tourism

Road Journey

It is undeniable that travelling by road in Kerala is a nightmare for any traveller. During the monsoon season, Kerala's roads are primarily damaged by torrential rainfall. The annual road maintenance and repairs are not designed to endure heavy rainfall.

Tourist's information through Department of Tourism

In the opinion of both types of travellers, the tourism information provided by the Kerala Department of Tourism is woefully inadequate. Tourism department publications do not require the establishment of new information centres; nevertheless, existing information centres may be totally revived to meet the demands of both local and foreign passengers.

Basic amenities

Basic amenities are drastically lacking in many tourist destinations. Even if they are provided, there is no guarantee that they will remain available or of high quality.

Service of guides

In crowded tourist areas, using the services of an accredited guide is a necessary. Guides for adventure tourism, wildlife safari trekking, and rock climbing must be qualified individuals with proper training. A guide should be entirely capable of serving the tourist's needs without exploiting him or her.

Museums, monuments, and a zoo

Kerala is devoid of internationally renowned monuments. Kerala's museums and zoos are not scientifically designed to fit their surroundings.

Cleanliness and hygiene

It is past time for us to build a public hygiene and cleaning culture. There should be a correct location for everything. Bio-waste should be scientifically handled to produce alternative products such as manure or gober gas. To limit the usage of plastic items, a large-scale campaign should be launched. Non-biodegradable waste plastics will be sent to recycling operations to be turned into other products. Tourist centres may also employ incinerators that do not pollute the environment.

Educating auto and taxi drivers

In this context, many foreign tourists have expressed their dissatisfaction. The most common criticism is that the time hire is overcharged. The auto/taxi service is a hospitality service, and the drivers must be more humanitarian and pleasant to the passengers. He should be a mentor, a helper, and a motivator for the tourist.

Hill Stations

Although Kerala boasts a variety of beautiful hill stations, such as Munnar, Ponmudi, Peerumedu, Nelliampathy, Vythiri, Meppadi, Ranipuram, and others, our hill stations do not appear to be promoted as tourist destinations.

Conducted Tours

Tourists prefer efficient, time-scheduled, pre-advertised, and regularly conducted tours. Some backwater services provided by KTDC in Kochi, as well as similar services provided by DTPC in Kollam, are particularly unworthy.

Tax on hotel bills

Tourists are charged at several points throughout their visit to India. A visitor arriving on a chartered aeroplane is already subject to the Central Government's levy. Then a luxury tax is applied to his stay and food.

Recommendations

- Gain the trust of the tourists and show them friendly hospitality.
- Pay special attention to and care for visitors.
- Guests should be more interested in eco-tourism and nature.
- Tourists attending festivals and cultural events are given special protection and arrangements.
- Obtain feedback from visitors.
- Hand out tourism promotional pamphlets at airports.
- Increasing national and international exposure
- More tourist information centres should be established.
- Appropriate road signs and directions.
- Officers should be courteous and diligent.
- Make trained personnel and guides available.
- Hold international trade shows in Kerala.
- More tourist destinations with sanitary amenities.
- Organize cultural events with the involvement of international visitors.
- DTPCs will have more authority to project and enhance district tourism resources.
- Provide high-quality service by ensuring that all necessary facilities are available.
- Ensure that basic amenities are available.
- Connect tourism hotspots with improved transportation options.
- Encourage international charter flights.
- Maintain beach and backwater cleanliness.
- Promote high-quality ayurvedic health tourism.
- Special flights on festival eves and during pilgrim season.
- Long-term planning for better roads
- Clean and sanitary public restrooms.
- Reduce noise pollution and smoke pollution caused by passing vehicles.
- Kerala has direct international flights to America and Europe.
- Electricity charges are subsidised.
- Provide financial incentives to private entrepreneurs that want to develop new tourism businesses.
- Create a sanitary drainage system.
- Proper waste disposal in public areas.
- Limit the use of plastics and other non-biodegradable materials in tourist attractions.
- Prepare a tourism master plan for tourism infrastructure, similar to Singapore's, with the help of experts and professionals.

- Planning in a systematic manner and putting it into action.
- Collaboration amongst diverse departments.
- Don't overcharge visitors.
- Draft new legislation and regulations to protect the tourism industry and visitors.
- Teach tourism from a young age and raise public awareness.

complete study that covered the entire state of Kerala. It necessitated substantial travel throughout Kerala's districts in order to gather primary data from four sorts of participants: officials, private intermediaries, domestic visitors, and international tourists. The researcher made a modest endeavour in conducting this research to bring to light the problems, flaws, shortfalls, and plain truths involved with the management of Kerala's tourism business. Tourism research has a wide range of possibilities due to the industry's extensive involvement of people, products, and services. Another area that requires continuous study and inquiry is the impact of tourism.

Conclusion

The researcher conducted this research study on the topic "Challenges Faced by Kerala Tourism Industry" as a

References

1. *Bijender K Punia 1994 Tourism Management - Problems and Prospects; Ashish Publishing House, New Delhi. George P.O.; Ph.D Dissertation Thesis; Tourism Management.*
2. *Javaid Akhtar 1998 Tourism Management in India; Ashish Publishing House, New Delhi.*
3. *Muraleedhara Menon K 1999 Tourism Management in India; Printwell Publishers & Distributors, Jaipur. Raju Gregory 1994 M.Phil Dissertation Tourism in Cochin; Dept. of Applied Economics, CUSAT.*

Dr. K. Sasikumar & Dr. Sanoop Gopi Krishna
SOLID WASTE MANAGEMENT
This compact book describes how to avoid, minimize and manage solid waste and discusses models which, if implemented, can solve many of the current solid waste problems. The text discusses the various sources of waste generation, composition of solid waste and the need for designing a strategic plan for solid waste management. The book is intended as a text for MBA, B.Tech (Chemical Engineering) and M.Tech (Civil/Environmental Engineering, Environmental Science). It will be quite handy for consultants in solid waste management, environmental engineers and municipal corporators.
PHI Learning Private Ltd., Rimjhim House, Delhi - 110 092
Published in 2014 * Pages 294 * Price Rs. 275/- * Paperback

INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

(Reg. under Govt. of Kerala and
Member - Indian Chamber of Commerce and Industry)



Mylem, Erayamkode,
Trivandrum, Kerala,
India 695013

IMDR CENTRE FOR DATA ANALYTICS (ICEDA)



ICEDA has organised a series of webinars on Advanced Topics

Date	Subject	Resource Person
12-7-2020	Relevance of Data Analytics in the Present Environment	 Deepika swamy Certified and Practicing Data Analyst Bangalore.
16-8-2020	Opportunities and Challenges of Supply Chain Management in the Present Environment	 Prof. Dr. Md. Mamun Habib Independent University Bangladesh
10-9-2020 to 13-9-2020	Publishing Papers on Scopus Indexed Journals	 Prof. Dr. Md. Mamun Habib Independent University Bangladesh
20-9-2020	Critical Thinking and Creativity	 Prof. Sandra Trejos Ph.D Clarion University, Pennsylvania.
11-10-2020	Exploiting Social Analytics in Artificial Intelligence to Promote Rural Community Development	 Prof. Dr. Razamin Ramli Universiti Utara, Malaysia.
15-11-2020	Cyber Security	 Sanjeev j Gathani BBG APAC Pte Ltd, Singapore.
5-12-2020	Structural Equation Modelling - AMOS	 Prof. Dr. Nripendra Singh Clarion University, Pennsylvania,USA.
7-12-2020	Value Chain – Application in Agricultural Sector	 Dr. Lee Tzong-Ru PHD, Texas A&M University
9-01-2021	Social Media and Digital Marketing	 Ms. Ida Serneberg Noroff School of Technology and Digital Media, Norway
16-01-2021	Competencies for Professionals Beyond Covid 19	 Mr. Mark Barnabas Lee Nanyang Technological University, Singapore.
23-01-2021	Design Thinking	 Dr. Pradeep.S Head, ICT Academy.
30-01-2021	Artificial Intelligence	 Dr. Chandrasekhar Menon Former Director, Overseas Operations, J.P. Jain Center of Management, Dubai.

For more details

Dr. B. Chandrachoodan Nair

Director, ICEDA, E-mail: directoriceda@gmail.com, Mob: +91 9074930095



I-CAS

IMDR COLLEGE OF ADVANCED STUDIES (I-CAS)

(Affiliated to University of Kerala)

Mylam, Cheriyaakonni, Thiruvananthapuram

A College Specialising in
Business Studies run by
Academicians & Professionals

PROGRAMMES

- ▶ **BA** (English)
- ▶ **BA** (Economics) proposed
- ▶ **BCom** (Banking & Insurance)
- ▶ **BCom** (Finance)
- ▶ **BCom** (Commerce and Tax Procedure & Practice)
- ▶ **BBA**

TEAM BEHIND I-CAS

1. **Professor (Dr.) K. Sasikumar**
Former Dean and Professor of
Commerce, University of Kerala

2. **Professor (Dr.) C.V. Jayamani**
Former Professor, School of Management
Studies (CUSAT)

3. **Dr. V. Harikumar**
Former Professor of Commerce, M.G.
College, Thiruvananthapuram

4. **Professor (Dr.) K.P. Muraleedharan**
Former Dean and Professor of
Commerce, University of Calicut

5. **Dr. M. Sivaraman**
Former Director, Centre for Management
Development, Govt. of Kerala

6. **Dr. K.G.C. Nair**
Former Professor of Commerce, Mar
Ivanios College, Thiruvananthapuram

7. **Dr. B. Chandrachoodan Nair**
Former Chief, State Planning Board, Govt.
of Kerala

8. **Dr. K. Sasidharan**
Former Professor, TKM Institute of
Management, Kollam

9. **Dr. Baiju Ramachandran**
Company Secretary and Director, Indian
Chamber of Commerce and Industry

10. **Professor K. Kalyanaraman**
Former Professor of Statistics, University
of Kerala

11. **Dr. G.C. Gopala Pillai**
Former Chairman, FACT

12. **Professor (Dr.) Vijayachandran Pillai**
Former Professor & Head, Department of
Commerce and Management Studies,
University of Calicut

13. **Professor G Bhanumathi Amma**
Former HOD of Botany
MG College

Our Specialities

- ▶ Scholarship for CMA Program
- ▶ Highly qualified and experienced Senior Professors
- ▶ Excellent Library
- ▶ Approved fees by Govt. of Kerala
- ▶ Inspiring Learning Environment
- ▶ Individual Attention
- ▶ Industry Linked Add On Courses
- ▶ Special Coaching for ICWA ACS and CMA
- ▶ Activity based learning
- ▶ Special Training in Communication Personal Counselling and Mentoring
- ▶ Regular Test Series
- ▶ Scholarship for needy students
- ▶ Induction Training by Experts
- ▶ Overall Personality Development

Principal

Professor B S Sunil
Former HOD, Department of Commerce
MG College

HOD-Commerce

Dr. Ambika Devi. R
Former HOD of Commerce
NSS College, Nilamal

HOD-Management

Dr. Santhosh V S
Former HOD of Commerce
MG College

Further Details Contact: I-CAS, (P) 0472-2690333, 9946 303030, 9447699865

Vattiyookavu, Thiruvananthapuram

Principal: 9447451069, Email: imdrcollege19@gmail.com