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Mobile: 8281107488
email : imdrtvm@yahoo.com

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Mylem, Erayamkode, Thiruvananthapuram, Pin: 695013
Mobile: 8281107488 E-mail: imdrtvm@yahoo.com

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Chief Editor's Voice

MAKING THE TAX SYSTEM MORE EFFICIENT

Immediately after the presentation of budget 22-23, the general taxpayer's reactions were on the expected line. They expressed their dissatisfaction as there was not much that came out of the Finance Minister's kitty up to their expectations. There was no change in the personal income tax slabs or rates. An individual taxpayer will continued to be charged on the same rates as before, depending upon the tax regime that he/she chooses for. Not only is that; even when five states going for election immediately, the central government has done nothing to woe the voters. The budget seems to be focused per se on development of the country over a period of a decade and more in the "Amrita Kaal" (75 year of Independence to 100 years of Independence).

Widening the tax net is a prerequisite to help the government to achieve the targeted growth and development. The BJP's poll promise has been to widen the tax net, increase the tax collection, reduce the tax rate and make the tax system more efficient while the overall tax structure remains attractive. But the tax behavior of taxpayers in India is quite interesting. Although India's population is around 130 crores, the number of people that pay taxes are deficient all through the years of independence. However, the official data claims that demonitation has helped broadening the tax base. According to data from the Income Tax department, number of income tax returns filed grew 6.5% in FY15 to 40.4 million, then surged 14.5% in FY16 before jumping 20.5% in FY17, the year of demonetisation. ... In the subsequent year, FY18, income tax returns filed surged 23.1% to 68.7 million. A clear upswing in new tax filers can be attributed to higher compliance due to transfer of cash into formal channels as a result of demonetization.

Though the high tax collection helps the government to undertake planned investment in infrastructure and other important areas for growth and development, the people who have to pay taxes and the administration to monitor the remittances are not up to the mark in keeping the tax collection high. However, the government's intentions are loud and clear through its reforms whether it is big and bold like demonetization, GST, cashless economy, mandatory linking of PAN with Aadhaar or as simple as the one page ITR 1 (Sahaj) which puts the return filing of salaried class at ease. It's all aimed at in reducing the tax evasion and widening the tax net.

Corporate income tax collection makes up more than half of all income tax collected. Of the ten lakh registered companies more than 80 per cent of them are either loss makers or are showing very little income. The average tax burden of a person in India is rupees one lakh only and the average annual income per person is rupees one and half lakh. India has one of the worst tax payers to voters. It is estimated that there is only seven income tax payers for every 100 voters in India,

The level of direct taxes as a proportion to total tax collected must rise in India to be counted as a developed country. The ratio is abysmally low as we allow generous exemptions. While direct tax collection is low, similarly the burden of indirect taxes is also on the lower side. We need more small income tax payers; as drops make the mighty ocean, in order to help India become the fastest growing major economy in the world. For this to happen, the tax base should have to be expanded and the tax collection doubled. Higher collection will enable the government to earmark more resources for uplifting socially and economically deprived section of the society.

The income tax department is the government's largest income generator. Direct taxes (personal income tax and corporate tax account for more than fifty percent of the total revenue and the rest come from the indirect taxes. India's income tax comprises 5% of the GDP. It is surprising to note that only 2.3% of the population is exposed to Indian tax system. The existing legal and administrative framework is ineffective in identifying and punishing the tax evaders. Besides, a large part of the Indian economy is unorganized with heavy cash transactions. This facilitates people to park their undisclosed income mostly in real estate, jewelry, hotels and retails.

"One tax One nation" was a revolutionary initiative on the part of the government. Goods and Service Tax was introduced as a part of this revolutionary reform. GST rolled out in 2017 replaced various indirect tax laws previously existed in India such as import and export duty, excise duty, sales tax, value added tax, electricity duty, tax on passenger fares, freight etc. Even during the pandemic period, GST registered a record collection. It posted one lakh crore plus mark for nine months in a row. Finance Minister Nirmala Sitharaman has made a mention about the GST record growth during her budget speech. Coupled with economic growth, anti evasion activities, especially action against fake billers, have also been contributing to enhanced GST collection.

Every person and legal entity whose taxable earnings are above the threshold ought to pay tax without exception. It is an open secret that there are many who avoid paying tax, which signals either a lack of faith among the public that the taxes collected from them are not put to optimal use in the cause of public welfare and nation development or that the tax slabs are too high to adhere to. Ours might be the only nation where the affluent are non-taxpayers while those who nearly lead a hand-to-mouth existence are under the scanner for tax compliance.

In order to fasten our post covid economic recovery and achieve high economic growth people need to be encouraged to pay their due in the form of personal tax. According to vedic wisdom we need to retain only what we need to satisfy our bare minimum needs; excess money should be used for the welfare of others. The Pope Francis once said the rivers do not drink its water, trees do not eat its fruits. The sun shines not for itself and flowers spread their fragrance for others. Living for others is a rule of nature. As Gita says, "lokasamgraham" means for the welfare and wellbeing of the people. The purpose of taxation is to provide the government with funds for spending in developmental and welfare projects.

COMPETITIVE STRATEGY: RELEVANCE IN FOOD PROCESSING INDUSTRY

***Dr. Rejani R Nair**

Abstract

The food processing industry is witnessing dramatic changes brought about by competition. The firms try to outdo each other by way of differentiation in terms of the food that they process and produce. So they continuously strive to adapt to the environmental changes and for this purpose, reforms have to be employed on the different strategies adopted so as to survive in this industry. The study is about finding the responses to these strategies that are used in facing competition in this sector and it also aims to highlight the nature of such competition. Study was done by collecting primary data from the units on the three competition strategies that is Cost Leadership, Product Differentiation and Focus and the different factors on each of these three strategies along with its application in their business. The study showed the different relationships between the competitive strategies that the units followed with education, nature of the industry and the size of the business. The study revealed that Product Differentiation is the most preferred strategy which was adopted to face the competition by the food processing units.

Key words:- Competition, Competitive Strategies, Cost Leadership, Product Differentiation, Food Processing.

The essence of a strategy is choosing what not to do- Dr Michael Porter

Competition is a contest between individuals, groups, Nations, animals for territory, a niche or a location of resources and it occurs naturally between living organisms which co exists in the same living environment (Sinha 2010). Whenever two or more people with a common goal come face to face, it will arise and one would want to outdo what the other person did or does.

The level of competition that a firm faces will have to depend upon a number of factors which are, the number of

**Dr. Rejani R Nair, Assistant Professor of Commerce, Govt. College Nedumangad, Trivandrum, Kerala. E-mail: rejanirnair@yahoo.co.in.*

firms operating in the same industry because the level of competition faced by each firm in that industry will be greater according to the similarity of products of the competitors. If the firm operates where it produces perfect substitute for its product it will have to face a higher level of competition when compared to others. But if the firm is to offer a product which is different from its rival it will face less competition and it can easily be able to enter and leave the industry as and when possible.

The food processing sector is in an expansion stage and each day the competition faced by these sectors is increasing rapidly. So it is the need of the hour that these organisations to embrace those strategies that will be able to give them a competitive edge over the others. (Mwangi 2010) As the competition intensifies many businesses continue to see profitable ways in which to differentiate themselves from the competitors.

In global and highly competitive markets, businesses strive to be innovative and agile enough to meet customers demand and as there is risk of cut throat competition globally, for retaining the customer satisfaction it is very essential for the organization not only to exist but also to excel in the market so to survive. In the market, the company not only needs to maximize its profit but also need to satisfy its customers. The rapidly changing competitive environment and the competitive positions of the businesses are being challenged persistently by the emergence of new technologies, products, markets and competitors. Successful firms have to apply these strategies in the new organization with an understanding that they involve a decentralized and responsive work organization that is based on cooperative relations not only within the firm but also with customer's suppliers and competitors.

Statement of the Problem

An organization's competition strategy must be appropriate for its resources and the core objectives. Two organizations are not perfect or similar and one strategy may not work for the other because the managerial process involved in these two companies may be different. In the previous studies due to differences in environmental and organizational factors most of the studies focus on firm's competitive environment but none of the studies have covered food processing units. The aim of the study was to determine the most effective strategies used by the food processing units in Trivandrum District of Kerala State, and thus a gap of knowledge was left in the area of strategic response to competition among food processing units. So the study answers the following question about the ways by which strategic responses to competition are made among food processing units in Trivandrum District.

Objectives of the Study

1. Identify the nature of competition faced by food processing units in Trivandrum.
2. To determine the competition strategies adopted by food processing units in facing competition.

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Hypotheses

Ho 1: There is no significant relationship between Educational Qualification and Strategies adopted to face the competition

Ho 2: There is a significant relationship between the nature of the firm and the competition strategies adopted.

Ho 3: There is a significant relationship between the size of the firm and the competition strategies adopted.

Review of Literature

Szwacka- Mokrzycka, Joanna. (2010) in the article Sources of Competitive Advantage in Food Industry has aimed to present the importance of innovation and brand image for improving the competitiveness of food industry companies and into directions of innovative activities taken by Polish food industry companies for building the brand image. According to the researcher, the competitiveness of food industry companies stays under the influence of many factors, both from the near and far environment. Some of the innovative activities was, the implementation of new technologies and product manufacturing techniques and also refining sensory content and product packaging.

Arshed, N., & Pancholi, J. (2016) in the article, Porter's Five Forces and Generic Strategies has tried to ensure competitive advantage of a business and the strategists and organizations need to understand the forces that determine the nature of competition in a given industry. The key five forces involved are the ease of entry, the power of buyers & the power of suppliers, the bargaining power of each group influences profitability, the availability of substitutes. He has concluded that intense competitive rivalry has three main benefits. The first benefit refers to the companies differentiating themselves from one another to gain a larger market share; the second benefit that they will lower prices because of the many choices available to their consumers. Lastly, competition drives economic growth where technological advances, such as the introduction of computers and robots, may mean a reduction on the minimum efficient scale of enterprise.

Sirajuddin Omsa, Ibrahim H. Abdullah, Hisnol Jamali (2017) in the article, Five Competitive Forces Model and the Implementation of Porter's Generic Strategies to Gain Firm Performances has tried to analyze the effect of industrial competitive forces that consists of power of buyers suppliers, and threat of rivalries for the implementation of generic strategies like cost leadership strategy, differentiation strategy, and focus strategies. Only three competitive forces were taken for account. It was concluded that the implementation of the cost leadership strategy depends on the pressure of suppliers, while the implementation of differentiation strategy depends on the pressure of buyers and rivalries, and the implementation of focus strategy depends on the pressure of suppliers and rivalries.

Sudarmiatin, Suharto (2016), in the article, Sustainable Competitive Advantage in SMEs: Bringing Local Product toward Global Market has aimed to describe the competitive strategy of traditional food products of soybean chips in Malang. He has tried to analyze how the competitive strategy that is based on sustainable competitive advantage can be applied to the traditional food industry dealing with soybean chips in the city of Malang so as to face the global competition. It was concluded that, for the free market competition for SMEs in East Java, it should be equipped with the ability to develop strategies to compete based Sustainable Competitive Advantage. It was found that to increase the loyalty of the customers, the soybean chips should have a permanent registered mark. Combined efforts were necessary with the government officials and the specialists to develop the performance of SMEs in Malang.

Hlavacka, S., Ljuba, B., Viera, R., and Robert,W. (2001) in, Performance implications of Porter's generic strategies in Slovak hospitals has shown that, the objective of the study was to examine the use of Porter's generic strategies and their effect on performance with reference to Slovak hospital industry. The study identifies the natural taxonomy of strategic types of hospitals, based on their use of generic strategies in pure form and in combination. It also examines whether different strategic types were associated with different levels of organizational performance. It was concluded that, some strategies create competitive advantage. So to achieve it, the organizations should adapt their strategy continually to the changing market circumstances, based on resources, competencies and capabilities that seem to be important for the future also.

Porter's Generic Business Strategies

One of the essential elements for a successful business plan or model is the strategy followed by the organisation. The real position of a company, its product and customer loyalty in the market can only be found out by using an effective and efficient competitive strategy. The three basic business strategies are Cost Leadership, Product Differentiation and Focus and a company performs best by choosing one strategy on which to concentrate. According to many researchers, if only a perfect combination of the strategies is followed by a company, they will be able to accomplish the required objective and will have a competitive advantage than others.

According to Hlavacka & et.al, 2001, one of the key business strategies in porter's strategy is product differentiation, because in this the company has to focus on providing a unique product or service to its customers than their competitors. The uniqueness of the product or service will reflect directly in the loyalty of the customer. For winning their royalty the need for differentiation arises, which will help in fulfilling the needs and wants of the customer and thus the company will be able to charge them the product or service at a premium price thus being able to capture and improve their market share.

For attaining a low cost advantage, a firm should also follow a low cost mantra in all its aspects like manufacturing, workforce, leadership etc. So it can be said that the strategy of cost leadership should give more importance on reducing the cost of their product so as to attain

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the competitive advantage. There are many areas to achieve cost leadership like mass production, mass distribution, and economics of scale, innovative technology, new and innovative product design, redesigned input cost, renewed capacity utilization of resources and the way of access to raw materials. The disadvantage of cost leadership strategy is that it creates little customer loyalty and if a firm lowest price is too much it may lose revenue.

In focus strategy a firm target specific segment of the market. It can choose to focus on select customer group product range or geographical area for service line. It aims at growing market share through operating in niche market and is not attractive or overlooked by large competitors. In the words of Akintokunbo (2018), one of the important focus strategy is market penetration or the market development.

It is clear that the competitive environment is continually changing and such changes have led to increased competition forcing many firms to respond by adopting strategies to ensure achieve sustainable competitive advantage sustainable competitive advantage leads to long-term success of the business.

Methodology

Data Sources and Tools Used

The source of data includes primary and secondary sources. The present study is mainly based on the primary data collected from documents through field study. Primary data were collected from a certain number of food processing units owners through direct personal interview and by questionnaire. Secondary data were collected from published and unpublished sources such as internet, journals, magazines, etc. After data collection from respondents, the responses were tabulated and analysed using weighted average, percentage method and chi-square analysis.

Research Design

The research is based on sample survey. All the food processing units in Trivandrum Corporation constitute the population of the study. Random sampling was done from 366 units in Trivandrum and 60 food processing units were selected for the study on the basis of convenience of data collection.

Analysis and Interpretation

Table 1

Nature of Competition faced by the units

Competition	Respondents	Percentage
High	44	73.4
Medium	14	23.3
Low	2	3.3
Total	60	100

Source: Primary Data

The above table shows that, 73.4 percent of the respondents are facing High competition and only 3.3 percent respondents facing Low competition.

From the table given below, the study reveals that Product Differentiation is the most preferred strategy which was adopted to face the competition by the food processing units that is 31 respondents 51.7 per cent and Cost leadership strategy were adopted by 21 respondents i.e. 35 per cent.

Table 2

Strategies Adopted to Face Competition by the Units

Competition	Respondents	Percentage
Cost Leadership	21	35
Product Differentiation	31	51.7
Focus	8	13.3
Total	60	100

Source: Primary Data

Hypothesis I

H0: There is no significant relationship between Educational Qualification and Strategies adopted to face the competition

Table 3

Educational qualification which influence the Strategies adopted to face competition

Education	Strategies adopted to face competition			Total
	Cost Leadership	Product Differentiation	Focus	
Illiterate	0	0	0	0
Below SSLC	1	0	1	2
SSLC	2	10	1	13
PDC	0	3	0	3
Graduate	11	10	2	23
Professional	7	8	4	19
Total	21	21	8	60

Source: Primary Data

Table 4

Chi square result for the relationship between the Educational qualification and Strategies adopted to face the competition

Test statistics			
	value	df	P value
Phi chi square	.452	8	.139
Cramer's V	.320		.139
Number of valid cases	60		

Source: Primary Data

Chi square was carried out to examine the significant relationship between the Educational qualification and Strategies adopted to face the competition of the respondents. Here the P value (0.139) is more than 0.05. So the null hypothesis is accepted and concludes that there is no significant relationship between educational qualification and strategies adopted to face competition.

Hypothesis II

H0: There is a significant relationship between Nature of the firm and Strategies adopted to face the competition

Table 5

Nature of the Firm and the Strategies adopted to face competition

Nature of the Firm	Strategies adopted to face competition			Total
	Cost Leadership	Product Differentiation	Focus	
Fruits & Vegetables Processing	2	8	0	10
Marine Processing	3	3	4	10
Bakery Products	2	5	3	10
Grain Processing	3	7	0	10
Milk Processing	6	3	1	10
Consumer Food Products	5	5	0	10
Total	21	31	8	60

Source: Primary Data

Table 6

Chi square result for the relationship between the Nature of the Firm and Strategies adopted to face the competition

Test statistics			
	value	df	P value
Phi chi square	.568	10	.036
Cramer's V	.402		.036
Number of valid cases	60		

Source: Primary Data

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Chi square test was carried out to examine the significant relationship between the Nature of the Units and Strategies adopted to face the competition of the respondents. Here the P value (.036) is less than .05. So the null hypothesis is accepted and it can be concluded that there is a significant relationship between the nature of units and strategies adopted to face competition.

Hypothesis III

H0: There is a significant relationship between Size of the Firm and Strategies adopted to face the competition

Table 7

Shows the Size of the Firm and the Strategies adopted to face competition

Size of the Firm	Strategies adopted to face competition			Total
	Cost Leadership	Product Differentiation	Focus	
Micro	9	16	3	28
SSI	4	3	3	10
Medium	5	1	0	6
Large	3	11	2	16
Total	21	31	8	60

Source: Primary Data

Table 8

Chi square result for the relationship between the Size of the Firm and Strategies adopted to face the competition

Test statistics			
	value	df	P value
Phi chi square	.443	6	.067
Cramer's V	.313		.067
Number of valid cases	60		

Source: Primary Data

Here also Chi square test was carried out to examine the significant relationship between the Size of the firm and the Strategies adopted to face the competition of the respondents. Here the P value (0.067) is more than 0.05. So the null hypothesis is rejected and it can be concluded that there is no significant relationship between the size of the firm and strategies adopted to face competition.

Findings and Interpretation

1. It was seen that, majority of the respondents are facing High competition.
2. The respondents were facing the problem of shortage of raw materials in off seasons.
3. There was lack of adequate suppliers which increased the unavailability of raw materials.
4. The training given to the employees were not adequate and they were not satisfied with the management decisions making process.
5. Majority of the food processing units were facing problems relating to marketing for their products.
6. There were lack of guidance and support from the governmental agencies.
7. Majority of the respondents of food processing units were marketing their products directly to consumers and also used agents to retailers for marketing.
8. Most of the respondents' future prospects of food processing units were to improve market share of their products through cost efficiency and high quality.

9. The Product Differentiation is the most preferred strategy which was adopted to face the competition by the food processing units followed by Cost leadership strategy.

10. In the relationship between Educational qualification and the Strategies adopted to face competition it was seen that in the 11 respondents who were having qualification in the Graduate level choose cost leadership, while 10 of them choose product differentiation and 2 of them choose focus strategy.

11. The Chi square test carried out to examine the significant relationship between the Educational qualification and Strategies adopted to face the competition of the respondents it was seen that there is no significant relationship between educational qualification and strategies adopted to face competition.

12. In the relationship between the nature of the firm and the competition strategies adopted, product differentiation was chosen by 8 respondents from the fruits and vegetables sector and 7 of them from the grain processing sector. Cost Leadership was chosen by 6 respondents from the Milk Processing sector.

13. In the Chi square test carried out to examine the significant relationship between the Nature of the Units and Strategies adopted to face the competition of the respondents, the null hypothesis is accepted and it was concluded that there is a significant relationship between the nature of units and strategies adopted to face competition.

14. In the study of the relationship between the size of the firm and the competition strategies adopted, it was seen that product differentiation strategy was chosen by 16 respondents in the micro industry sector and 11 from the large scale industries. Cost leadership strategy was chosen by 9 respondents from the micro sector.

15. The Chi square test carried out to examine the significant relationship between the Size of the firm and the Strategies adopted to face the competition the null hypothesis was rejected and it was concluded that there is no significant relationship between the size of the firm and strategies adopted to face competition.

Suggestions

1. If the food processing units want to grow in a competitive environment, they should adopt the modern and advanced production technology for the production.

2. To overcome the problem of shortage of raw materials in off season food processing units have to collect the raw material from nearest states.

3. The food processing units should increase the number of suppliers as the inconsistency and unavailability at required time of raw materials may be reduced.

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4. The units should keep the stock at a sufficient level so that the production and distribution is not affected

5. The food processing units should prepare the definite plan about the finance as long term as well as short term financial needs should be fulfilled as and when the need arises.

6. The food processing units should adopt the proper initiatives to increase the profit margin to sustain the business.

7. The food processing units should provide adequate training facilities at regular intervals as the manpower in the unit should be well versed with modern technology.

8. FPUs should provide an opportunity to workers to participate in the management process.

9. To overcome with the marketing problems the food processing units should adopt good marketing strategies and make some innovations in marketing research methods.

10. Government departments have to make awareness programmes and should provide proper guidance about the schemes of MSMEs.

Conclusion

The study on Competitive Strategy: Relevance in Food Processing Industry has shown that the performance of a business is influenced to a great extent by competitive strategies not only in the case of large scale industries but also for small and micro units. The competition prevailing in the environment induces every business firms to improve the productivity with the main objective as to satisfy the customer and thereby leading the business to a higher performance level. The best strategy depends upon each unit's business environment in which it is striving. Food processing industry in India is increasingly seen as a potential source for driving the national economy as it brings about synergy between the consumer, industry and agriculture. The study concluded that there exist significant relationships between competitive forces and competitive strategies and also among competition strategies and business performance with regard to food processing units. It is considered to be a boon for the government as a policy maker to have a competitive environment in food processing industries. But on its part, the government must take adequate steps to remove the lacunae that the food processing units are facing so that they are able to contribute better to the growth of our economy in future.

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EXPLORING THE RELATIONSHIP BETWEEN CELEBRITY AND THE EFFECTIVENESS OF ADVERTISING

***Dr. Sini Mol V N**

Abstract

There are numerous products available in the market. Each and every organisation wishes their product to be reached out to people. If the products don't reach out the consumer then the product cannot exist in the market. Celebrity advertisement has been playing an important role in influencing consumers buying intention. Every advertisement proposed to create awareness and simulate interest in the minds of customers. Celebrity advertisement one of the powerful tactics that company should adopt to change on the consumer attitudes, brand awareness and recalling ability. A good number of brands in India are utilizing the services of celebrities for promoting their brands. It is rare to see an advertisement without featuring a celebrity. Majority of the consumers are highly perceived the concept of celebrity advertisement.

Key words:- Celebrity, Endorsement, Promotion Mix, Trustworthiness

Advertising is one of the four major tools of marketing Communication mix (Promotion mix). It is a public announcement to inform and persuade people to buy a product, a service or an idea.Advertising has been defined as "any paid form of non-personal presentation and promotion of ideas or services by an identified sponsor". The objectives of advertising are to convey information of the products (Informative advertising), to inspire consumers and build selective demand (Persuasive advertising), and to remind consumers to keep thinking about the product (Reminder advertising).

**Dr. Sini Mol V N, Assistant Professor, Mannaniya College of Arts and Science, Pangode, Kallara, Trivandrum. Email: sinishiras@gmail.com*

Using celebrities to sell goods is not new in Indian advertising industries. Celebrities undoubtedly have a powerful effect on the destinies of brands. That is the fundamental reason why companies are relying more and more on celebrities to endorse almost everything, from food to cars, clothes to utensils etc. It is an undeniable fact that brands which are endorsed by distinguished personalities generate higher levels of attention and recall as compared to non-celebrity endorsed brands (Anghel 2009). Now, even small and medium-sized firms are attaching in big names to sell their products. Celebrity endorsed brands not only expensive but prestigious and as such they play a role in allowing consumers to experience these feelings. Theory and practice proves that the use of superstars in advertising generates lots of publicity and attention. (Ohanian, 1991).

Significance of the Study

Celebrity advertisement is an important marketing strategy which is able to influence the consumer buying behaviour. The marketer spends huge amount of money every year on endorsing a brand through a celebrity. During 2017 to 2021 most of the marketers used celebrities in their advertisement to win over the competition for products like jewelry, textiles, household items etc. Various companies are signing deals with celebrities in the hope that by using celebrities they can accomplish a unique and relevant position in the minds of the consumers. This paper is very useful to understand the relationship between the celebrity and the effectiveness of advertising.

Objectives of the Study

1. To understand the history of celebrity advertisement in Kerala.
2. To review the effectiveness of celebrity advertising on consumer based on their Demographic and socio economic characteristics (Age, Sex, Area of Residence, Educational Qualification and Occupation).

Hypothesis

Ho: There is no significant difference in the effectiveness of celebrity advertising among consumers with respect to their socio economic and demographic characteristics.

Methodology

Both Primary and secondary data were used for this study.The people from the state of Kerala were taken as respondents from whom primary data were collected. In this study Multistage Stratified Random Sampling a form of probability sampling is used. For the purpose of this study, the target population consists of those consumers which consist of the total number of the people having age of 18-60 from the state of Kerala .The sample size consist of 390 respondents.

Review of Literature

Makwana and Phatak (2017) examining the influence of celebrity advertisements with respect to their attributes such as physical attractiveness, trustworthiness and expertise of celebrity and purchase decision of the consumers of FMCG. The study discovered that celebrity advertisement is interrelated with buying behavior and has significant effect on both male and female customers of FMCG. It is also concluded that the most important attributes of celebrity advertisement is 'trustworthiness'

Rashid Saeed, Rimsha Naseer, ShaziaHaider and Uzma Naz (2014) discover the impact of celebrity & non – celebrity advertisement on consumer perception. The study shows that there is a positive relation of celebrity advertisement and non-celebrity advertisement on consumer perception, but celebrity advertisement has greater positive relation with consumer perception than non-celebrity advertisement. It is proved earlier by McCracken that the non – celebrities are just transferring the message while the celebrities are transfer the message in a meaningful way which is more effective because the celebrities has already established a meaning outside the advertising world. Non –Celebrity persons has no amazing attributes as the celebrity person contains. From the analysis the celebrity advertisement was rated highest by the respondents as compare to non-celebrity advertisement.

Giridhar (2012) Analyze factors influence the purchase attitude of consumers, study consumer perception on advertisement of celebrities.it is clear from the study that Celebrity advertisements will be more effective when the ad focus on the celebrity and the brand together, and brands for which consumers have limited knowledge facts.

Zain-Ul-Abideen and Saleem (2011) study the "Effective advertising and its influence on consumer buying behavior". This study investigates the relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior using telecommunication services. Study states that there exists a weak association between environmental responses with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior.

Celebrity Advertisement in India

The advent of celebrity endorsements in advertising in India began when Hindi film and television stars as well as sportspersons began making inroads on a territory that was, until then, the exclusive domain of models (Kulkarni and Gaulkar, 2005). Back in 1941, LeelaChitnis was the first Indian actress to endorse the soap brand, Lux but the real growth of celebrity endorsements in India happened in the late 80s when a number of stars like Tabassum (Prestige Pressure Cooker), Jalal Agha (Pan Parag) and KapilDev (Palmolive Shaving Cream) started endorsing brands.One of the first sports advertisements in India was when Farokh Engineer the first Indian cricketer to model for Bryl cream (Kulkarni and Gaulkar, 2005). Advertisers are offering stars like ShahrukhKhan,Aamir Khan, Amitabh Bachchan and many others huge pay packages to get them on board with a certain brand. In India there is an exponential likelihood for a celebrity endorsement to be perceived as genuinely relevant, thereby motivating consumers to go in for the product (Kulkarni and Gaulkar, 2005).

In the age of digital disruption, there is an increasing challenge for brands to capture people's time and focus and according to the report, marketers believe that brand ambassadors provide a higher degree of consumer recall. This is based on a pretty simple logic. India is a country where people are star-struck by film stars, cricketers, politicians. People idolize them and so, when they are seen in an advertisement promoting a product, it grabs all the eyeballs. Today we have the likes of Shah Rukh Khan, Amitabh Bachchan, DeepikaPadukone and ViratKohli endorsing brands and the majority of India's population is familiar with most of the mainstream celebrities.

Indian advertising industry in very little time has carved a niche for itself and placed itself on the global map. Indian advertising industry with an estimated value of Rs 13, 200-crore has set eyeballs gazing with some astonishing pieces of work that it has given in the recent past. The creative minds that the Indian advertising industry incorporates have come up with some mindboggling concepts and work that can be termed as masterpieces in the field of advertising. Advertising in the country too have taken a leap. They have come a long way from being small and medium sized industries to becoming well-known brands in the business.

Celebrity Advertisement in Kerala

Today, celebrities play significant role in Kerala's advertisements and it is hard to find an advertisement without the presence of a celebrity. Now a days a good number of companies are using celebrities as spoke persons in Kerala. Celebrity advertisement is a type of communication in which a famous person (Sports stars, Film stars, Anchors, Musicians) acts as the brands" spoke person. Here the popularity of celebrity is used to enhance the awareness and recall of consumers towards celebrity advertisement. Most of the marketers identified that regional celebrities are more effective and feasible for regional products or brands.

While selecting a celebrity for advertisement purpose, the marketer has to consider availability, time and cost, cultural aspects, attitude of consumers towards celebrity, gender, tastes and preferences. Currently celebrities play a predominant role in Kerala advertisement and it is difficult to find an advertisement without featuring a celebrity. It is considered as the premium to the marketer. They influence consumer decision to great extent and thus celebrities for product promotion turn out to be an obvious choice. Celebrities provide easy admittance for marketers to penetrate the mind of the consumers. In recent times celebrity advertising has become the trendy way of conveying the organization's message to the consumers.

Celebrity Adoption by Different Categories of Products in Kerala

In Kerala it is not a recent phenomenon of using celebrities as spokespersons. The presence of a celebrity enhances a brand's unique identity and compensates lack of inventive marketing ideas. Many prominent brands in Kerala are hiring the services of the celebrities by investing huge sums. Jewellery, readymade garments and house

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hold durables advertisements are mainly done with the help of celebrities. Shiffman and Kanuk (2000) observed that advertisers spend enormous amount of money to have celebrities to promote their products in the expectation that the target market will react positively to the celebrities associations with their products or brand.

Good numbers of Jewellery commercials in Kerala like Malabar Gold, Alukkas, and Kalyan etc. have been utilizing services of celebrities from different field. Consumer durables are a category of consumer products that do have to be purchased frequently. The Kerala consumer durable industry has witnessed a tremendous change in the past few years. With the continuous inflow of disposable income, changing life style, advancement of technology, advertisement, the demand for consumer durable goods is witnessing tremendous upward improvements in Kerala.

Effectiveness of Celebrity Advertising

In the case of advertisement the work is not complete if the effectiveness of advertisement is not measured. This is the only way to know how the celebrity advertisement is performing, is it reaching the targets and is the goal achieved. Advertising can create a shift in thinking by consumers, which may take different forms. To measure the effectiveness of celebrity Advertisement six variables are taking in to consideration

The analysis of the data shows that Celebrity advertisement recall the product gets highest mean score of 3.98 followed by Celebrity advertisement increases the interest in that product (3.91).The results indicate that celebrity advertisement helps easy recalling of the endorsed product and it increases the interest to endorsed product. The next important aspects of effectiveness is celebrity advertisement increases Brand awareness (mean score = 3.79). Celebrity advertisement create positive attitude towards the productand Celebrity advertisement influence the purchase decision which get mean score of 3.71 and 3.76 respectively. Celebrity advertisement increase the need of that producthas a very low mean score of 2.23 which means that if the celebrity endorsement does not increase the need of endorsed product. The mean score of all aspect except Celebrity advertisement increase the need of that product are found to be statistically greater than 3 as the significance level of one sample t test is less than 0.05. Hence the test results shows that celebrity advertisement is effective.

HO: There is no significant difference in the effectiveness of celebrity advertising among consumers with respect to their socio economic and demographic characteristics.

In order to study the effectiveness of celerity advertising with respect to various demographic and socio economic factors Friedman Ranking Technique is used. The Friedman test is a non-parametric test for testing the difference between several related samples. The following table shows the rank wise classification of the effectiveness of celebrity endorsed advertisement. The analysis of the data shows with respect to effectiveness of celebrity advertising, male and female respondents opined that

Table 1.1

Effectiveness of Celebrity Advertising

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	SD	T	Sig.
Celebrity advertisement create positive attitude towards the product.	N	4	68	43	199	76	3.71	1.01	13.853	0.000
	%	1.03	17.44	11.03	51.03	19.49				
The celebrity advertisement increases Brand awareness	N	9	36	60	209	76	3.79	0.94	16.547	0.000
	%	2.31	9.23	15.38	53.59	19.49				
Celebrity advertisement increases the interest in that product.	N	1	27	50	241	71	3.91	0.78	23.079	0.000
	%	0.26	6.92	12.82	61.79	18.21				
Celebrity advertisement increase the need of that product	N	92	160	96	40	2	2.23	.94	-16.125	0.000
	%	23.59	41.03	24.62	10.26	0.51				
Celebrity advertisement recall the product	N	1	32	37	223	97	3.98	0.83	23.241	0.000
	%	0.26	8.21	9.49	57.18	24.87				
Celebrity advertisement influence the purchase decision	N	3	49	78	168	92	3.76	0.98	15.403	0.000
	%	0.77	12.56	20.00	43.08	23.59				

Source: Primary Data

Celebrity advertisement is effective as it helps to recall the product as its get highest mean value. Both male and female believe that celebrity advertisement increase the need of that product. Male and female respondents does not believe celebrity advertisement Increases interest to the endorsed product as it gets a low mean value which is below the average mean value 3.

The table shows that all the age categories of respondents opined that celebrity advertisement is very much helpful for recalling the product as the mean agreement score is highest. Most of the age category except the respondents having below 25 mentioned that Celebrity advertisement increase the need of that product is the next important effect celebrity advertising. Respondents on the age of below 25 opined that celebrity advertisement Increases brand awareness. Respondents does not believe that celebrity advertisement increases the interest in that product as it get a lowest mean value which is below the average mean value

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Table 1.2

Relationship between Effectiveness and Demographic and Socio Economic Characteristics

Demographic and socio economic characteristics			Create positive attitude towards the product.	Increases brand awareness	increases the interest in that product	increase the need of that product	Celebrity advertisement recall the product	influence the purchase decision
Gender	Male	Mean	3.59	3.68	2.24	3.75	3.79	3.56
		Rank	3	4	1	5	6	2
	Female	Mean	3.81	3.89	2.23	4.06	4.16	3.95
		Rank	2	3	1	5	6	4
Age	Below 25	Mean	3.77	3.94	2.28	3.9	3.96	3.86
		Rank	2	5	1	4	6	3
	25-34	Mean	3.65	3.8	2.15	3.88	3.99	3.74
		Rank	2	4	1	5	6	3
	35-44	Mean	3.75	3.65	2.33	3.95	3.97	3.76
		Rank	3	2	1	5	6	4
	45 and above	Mean	3.62	3.79	2.12	3.88	4.02	3.6
		Rank	3	4	1	5	6	2
Area of residence	Rural	Mean	3.7	3.73	2.36	3.83	3.89	3.69
		Rank	3	4	1	5	6	2
	Urban	Mean	3.71	3.94	1.9	4.11	4.21	3.95
		Rank	2	3	1	5	6	4
Education	Below SSLC	Mean	3.19	3.55	2.36	3.89	3.79	3.57
		Rank	2	3	1	6	5	4
	Graduation	Mean	3.72	3.77	2.25	3.79	3.98	3.77
		Rank	2	3	1	5	6	3
	Post-Graduation	Mean	3.77	3.88	2.15	3.98	4.02	3.69
		Rank	3	4	1	5	6	2
	Technical education	Mean	4.09	3.84	2.28	4.28	4.16	4.28
		Rank	3	2	1	5	4	5
Occupation	Agriculture	Mean	3.16	3.11	2.07	3.52	3.61	3.34
		Rank	3	2	1	5	6	4
	Private Sector	Mean	3.74	3.75	2.05	3.85	3.82	3.54
		Rank	3	4	1	6	5	2
	Government Sector	Mean	3.73	3.79	2.19	3.94	3.88	3.7
		Rank	3	4	1	6	5	2
	Others	Mean	3.82	4.01	2.43	4.05	4.26	4.08
		Rank	2	3	1	4	6	5
Friedman	Mean Rank		2.56	3.41	1	5.09	5.69	3.25
	Chi-square		66.640					
	Sig.		0.000					

Source: Primary data

3.Rural and urban area respondents believe that Celebrity advertisement helps to recall the product as it gets highest mean value followed by increase the need of that product. Both urban and rural consumers believe that celebrity advertisement does not increase the interest in that product.

The analysis shows that respondents having education of graduation and post-graduation opined that Celebrity advertisement help to recall the product as it gets highest mean value. Respondents having below SSLC give priority to celebrity advertisement increase the need of that product. Technically educated respondents give highest rank to two factors that is celebrity advertisement increase the need of that product and it influence the purchase decision. All the respondents opined that celebrity advertisement does not increase the interest in that product. The table reveals that agricultural workers and other job workers opined that Celebrity advertisement helps to recall the product as it is get highest mean value. Private sector employees and government sector employees give highest rank to celebrity advertisement increase the need of that product. All categories of respondents opined that celebrity advertisement does not increase the interest in that product.

From the results it is evident that there is significant difference in the effectiveness of celebrity advertisement. Hence the result reject the null hypothesis that there is no significant difference in the effectiveness of celebrity advertising among consumers with respect to their socio economic and demographic characteristics and accept alternative hypothesis that there is significant difference in the effectiveness of celebrity advertising among consumers with respect to their socio economic and demographic characteristics. Since p value is less than 0.05 the hypothesis is rejected and accept the alternative hypothesis that there is a significant difference between the effectiveness of celebrity advertising with demographic and socio economic characteristics.

Conclusion

Celebrity advertisement is the certainly one of the powerful tactics that company should adopt to change on the consumer attitudes, brand awareness and recalling ability. A good number of brands in India are utilizing the services of celebrities for promoting their brands. It is rare to see an advertisement without featuring a celebrity. Majority of the consumers are highly perceived the concept of celebrity advertisement. Furthermore Celebrities endorsing brands through misleading advertisements may soon get penalized. The government has said that a Parliamentary Committee's recommendation of penalties against endorsers of misleading advertisements was under consideration, according to media reports. To increase consumers buying intention, which is usually the crucial goal of marketing strategies, using an attractive celebrity in the advertisement is sufficient. Celebrity endorsement has positive effect on the consumers. However the outcome of the study is limited to the state of Kerala and may not hold good for general inferences

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I, Prof. S. Krishnan Nair, hereby declare that the particulars given above are true to the best of my knowledge and belief.

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PERFORMANCE EVALUATION OF NATIONAL PENSION SYSTEM OF INDIA

***Dr. Sunil S**

Abstract

India is confronted with the problem of growing population, increased ageing, and decline in organised public sector employment, the absence of formal social security for informal sector employees and high cost of prevailing defined benefit pension (DBP). Pension fund in India play a momentous role in development of the economy and in the Indian equity market also. A change in investment behaviour and in the regulatory climate, inspire them to increase their investment levels in equities and would have an immense impact on capital market and in the economy as a whole. Thus, the national pension system (NPS) aims to help the financial needs of the people when they retire.

Key words:- National Pension System, Pension Fund, Entrepreneurship, Under Management

The rich demographic dividend makes India a young country as majority of the population is under the age of 25 years, and is expected to persist so for the next couple of decades. Closely 90 per cent of the population was below the age of 60 years and the working age population proportion stood at 44 per cent in 2015. But the population is also ageing with each passing day (crisil pfrda report, 2017). The share of the elderly in total Indian population has mounted to 8.6 per cent in 2011 from 5.6 per cent in 1961. According to the Population Projections for India and States 2001 - 2026', this would increase further to 12.4 per cent by 2026. A modern social security

**Dr. Sunil S, Assistant Professor and HoD, Research and PG Department of Commerce, Government College, Attingal.*

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system can enable India to cushion the burden on workers of restructuring public and private organizations; to increase the legitimacy of further reforms; and to encourage individuals and firms to engage in entrepreneurship and make creative career choices (Mukul G. Asher 2009).

Today, demand for pension plans have been increasing in India. The pension plans are very much useful for financial security during years of retirement. The importance of pension plan from insurance companies is being realised because of the constant inflation that are experiencing. Pension plans are designed to provide annuity amount in future with regular payment of premiums in present. In addition to their obvious social welfare objective of providing adequate retirement benefits for the aged, pension schemes can influence economic performance and capital accumulation through their effect on taxes and intergenerational transfers. All pension investment works with the fundamental pension equation, contribution plus investment returns equal the benefits paid (Ambachatsheer & Ezra 1998). The success of all pensions fund schemes is based on the performance efficiency and integrity of fund management in regard to investment policy, investment objectives and tackling of risks. In India the number of pension and provident fund managers are less and lack of competence result in attainment of investment policy and objectives in par with inflation and equity market. Here, an attempt is made to explore and evaluate the performance of national pension system in India.

Objective of the Study

The underlying objectives of the study are to have an understanding the key aspects of pension system and to evaluate the performance of pension system in India in terms of number of pension fund subscribers, amount contributed to fund and assets under management (AUM) of various sectors of pension funds.

Methodology of the Study

The performance of the pension fund is made by classifying it into different sectors viz., Central Government, State Government, Corporate, All Citizen, and NPS. In order to evaluate the performance of pension system the annual report of Pension Fund Regulatory & Development Authority (PFRDA) from the year 2013-14 to 2020-21 are considered. The analysis of the data is made by trend table and figure with actual figure and trend line of different sectors of pension fund and growth per cent are used.

Theoretical Framework

Pension Fund:

A fund established by an employer to facilitate and organise the investment of employees' retirement funds contributed by the employer and employee. It is a common asset pool meant to generate stable growth over long-run, and provide pensions to employees when they commence retirement life. Pension funds are commonly run by some sort of financial intermediary for the company and its employees, although some larger corporations operate their pension funds in-house.

According to OECD (Organisation for Economic Co-operation and Development), "a pension fund is a legally separated pool of assets forming an independent legal entity that is bought with the contributions to a pension plan for the exclusive purpose of financing pension plan benefit". The plan/fund members have a legal or beneficial right or some other contractual claim against the assets of the pension fund. Pension funds take the form of either a special purpose entity with legal capacity (such as a trust, foundation, or corporate entity) or a legally separated fund without legal capacity managed by a dedicated provider (pension Fund Management Company) or other financial institutions on behalf of the plan/fund members. This contract may be part of a broader employment contract, it may be set forth in the plan rules or documents, or it may be required by law. In addition to having an explicit retirement objective, pension plans may offer additional benefits such as disability, sickness and survivors' benefits.

Pension Classified

Pension broadly classified into two – formal sector pensions and informal sector pensions.

Formal sector pensions – Formal sector pensions in India can be classified into three, viz

1. Schemes under an Act or Statue:

a. Pension under the EPF & MP Act, 1952, include the Employees Provident Fund, Employees' Pension Scheme, and Employees Deposit Linked Insurance Scheme.

b. Pension under the Coal Mine PF & MP Act, 1948, include Coal Mine Provident Fund, Coal Mine Pension Scheme & Coal Mine Linked Insurance Scheme.

c. Gratuity under the Payment of Gratuity Act, 1972, some others are Assam Tea Plantation PF, J&K PF and Seamen PF.

2. Government Pension – It is defined in India under the Directive Principle of State Policy and are therefore not under a statue. The government amended the regulations to put in place the new pension system (NPS). The old scheme continues for the existing employees, who joined service prior to January 1st, 2004. Pension for government employees include:

a. Central government pension like Civil Servants Pension, Defences, Railway, Post, etc.

b. State government pensions.

3. Voluntary Pensions – It include bank pensions like RBI, Public Sector Banks, NABARD and other banks pensions, Superannuation Scheme and Plans sold in the market. These are typically plans sold by Mutual Funds and Insurance Companies.

Informal sector pensions – The government take efforts to extend coverage of formal pension arrangement to the millions of informal sector workers. In this connection the Department of Economic Affairs, Ministry of Finance, India has arranged projects with the Asian Development Bank to formulate appropriate policies and institutional arrangement to motivate these excluded workers to voluntarily

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participate in forma; retirement plan. This project targets self-employed professionals, contract and casual labour, agricultural workers, farmers, women workers, etc. Existing arrangement applicable to informal sector as Senior Citizens Saving Scheme, NOAPS and Public Provident Fund.

National Pension System (NPS)

The NPS is a sophisticated innovation that is based on the world's best practices in the pension sector.NPS is based on Personal Retirement Accounts (PRAs) created for individual members. NPS accumulates savings into subscriber's PRA while he/she is working and use the accumulations at retirement to procure a pension for the rest of his life.

NPS Architecture

NPS architecture consists of NPS Trust (Axis Bank, functions as Trustee Bank) which is entrusted with safeguarding subscribers' interests, a Central Recordkeeping Agency (CRA) which maintains the data and records, Point of Presence (POP) and aggregators as collection and distribution arms, competing pension fund managers for generating and maximizing returns on investments of subscribers, custodian (Stock Holding Corporation of India Ltd, functions as custodian for NPS) to take care of the assets purchased by the Fund managers and Trustee bank to manage the banking operations.

NPS has an unbundled Architecture, with inbuilt checks and balances, where each function is performed by a different entity which is renowned in its area, to achieve maximum operational efficiency at a low cost. National Securities Depository Limited (NSDL) and KFin Technologies Pvt. Ltd. are acting as Central Record Keeping agency (CRA) which are associated with various national level projects for recordkeeping functions. Renowned Financial Institutions covering Public/Private Sector Banks, NBFC, etc., acting as POPs and Aggregators. Funds are managed by professional Fund Managers from Public & Private sector with proven track record and as per the Pension Fund Regulatory & Development Authority (PFRDA) approved investment guidelines. At present there are 7 pension fund managers managing the pension wealth of subscribers. They are:

HDFC Pension Management Co. Ltd.

ICICI Prudential Pension Fund Management Co. Ltd.

Kotak Mahindra Pension Fund Ltd.

LIC Pension Fund Ltd.

SBI Pension Funds Pvt. Ltd

UTI Retirement Solutions Ltd

Birla Sunlife Pension Management Ltd.

Benefits of NPS

Low Cost and compounding: The account maintenance costs under NPS are the lowest as compared to similar pension products available in India, like retirement plans offered by Insurance companies and mutual funds. While saving for a long-term goal such as retirement, the cost matters a lot. Over 35-40 years, the charges can shave off a significant amount from the corpus. Till the retirement pension wealth accumulation grows over a period of time with a compounding effect. The account maintenance charges being low, the benefit of accumulated pension wealth to the subscriber eventually become large.

Flexibility and Diversity: Subscribers have control on the choice of investment made (Active or Auto Choice) and the Pension funds who manages the investments. Subscribers can switch from one Pension fund to another, one investment option to another, subject to certain regulatory restrictions.

Benefit of Tax:

- **Employees** -Individuals who are employed and contributing to NPS would enjoy tax benefits on their own contributions as well as their employer's contribution eligible for tax deduction up to 10 per cent of Salary (Basic + DA) under Section 80 CCD(1) within the overall ceiling of Rs. 1.50 lacs under Sec 80 CCE.
- **Self-employed** -Eligible for tax deduction up to 20 per cent of gross income under Sec 80 CCD (1) with in the overall ceiling of Rs. 1.50 lacs under Sec 80 CCE. Subscriber is allowed deduction in addition to the deduction allowed under Sec. 80CCD(1) for additional contribution in his NPS account subject to maximum investment of Rs. 50,000/- under sec. 80CCD 1(B)

Safety of fund: Introduced by the Government of India and regulated by the Pension Fund Regulatory & Development Authority (PFRDA).

Simple: All applicant has to do is to open an account with any one of the POPs or through eNPS and get a Permanent Retirement Account Number (PRAN)

Portable: Applicant can operate an account from anywhere in the country and can pay contributions through any of the POP-SPs irrespective of the POP-SP branch with whom the applicant is registered, even if he/she changes his/her city, job etc and also make contribution through eNPS. The account can be shifted to any other sector like Government Sector, Corporate Model in case the subscriber gets the employment

Prudentially Regulated: Transparent investment normsby NPS Trust helps itself to initiate regular monitoring and performance review of funds.

Performance Evaluation of National Pension System in India

Performance of national pension system in India is analysed and evaluated by taking into account the number of subscribers, amount contributed, and assets under management (AUM) of different classes of pension fund in India.

Number of Subscribers of Pension Fund

The number of subscribers of various pension funds is analysed by taking the trend of different sectors of pension fund(Central government, State Government, Corporate, All Citizen and NPS Lite) from the year 2013 -14 to 2019 -20. The actual number of subscribers of different sectors of pension fund and overall subscribers and overall growth percentage with Compound Average Growth Rate (CAGR) are shown on table 1. From the observation it is identified that the number of subscribers of all

Table 1

Number of Subscribers of Pension Fund

Year	Central Govt.	State Govt.	Corporate	All Citizen	NPS Lite	Total	Growth (%)
2013 -14	1342267	2006777	262335	78774	2816027	6506180	-
2014 -15	1511528	2630194	373273	86774	4146880	8748649	34.47
2015 - 16	1657623	2923882	473515	215372	4480014	9750406	11.45
2016 - 17	1788699	3332526	585595	437076	4429342	10573238	8.44
2017 -18	1921673	3867544	695831	691570	4395323	11571941	9.45
2018 - 19	1984564	4321325	803015	929931	4362538	12401373	7.17
2019 - 20	2101972	4753870	973560	1251574	4331664	13412640	8.15
2020 - 21	2175846	5140504	1125163	1646773	4302258	14390544	7.29
CAGR							12.34

Source: Annual Report, PFRDA (from 2013-14 to 2020-21)

classes of pension fund are increasing during the entire period under consideration.

The overall number of subscribers of pension fund in India is depicted on the primary axis and the growth percentage on the secondary axis. From the exhibit 1, it is observed that total number of subscribers is increasing at a linear rate and the growth percentage shows a declining linear trend over the entire period under consideration with a compound average growth rate of 12.34 per cent but the growth rate during the year 2020-21 is 7.29 per cent. Thus, it is concluded that the number of subscribers of pension fund in India are increasing but the pace of increase is declining.

An observation of exhibit 2, the number of subscribers of pension fund during the year 2013-14 the share of various sectors of pension funds was – Central Government 20.63 per cent, State Government 30.84 per cent, Corporate 4.03 per cent, All Citizen 1.22 per cent, and NPS Lite 43.28 per cent respectively. But after seven years in 2020-21 the proportion of number of subscribers are increased in respect of State Government to 35.72 per cent, Corporate to 7.82 and All Citizen to 11.44 per cent. The proportion of number of subscribers decreased in respect of Central Government to 15.12 per cent and NPS Lite to 29.90 per cent.

Amount Contributed to Pension Fund

The amount contributed towards pension fund is analysed by classifying them into Central government, State Government, Corporate, All Citizen and NPS Lite from the period from2013-14 to 2020-21. The table 2 shows the actual amounts contributed and overall growth per cent of pension fund. From the analysis, it is observed that amount contributed to various sectors of pension fund are increasing but the growth percent shows a declining trend up to 2019-20 but from 2020-21 with an increase in growth (78.25) per cent and with a compound average growth (CAGR) of 39.90 per cent.

Exhibit 1

Trend & Growth of overall subscribers of pension fund in India

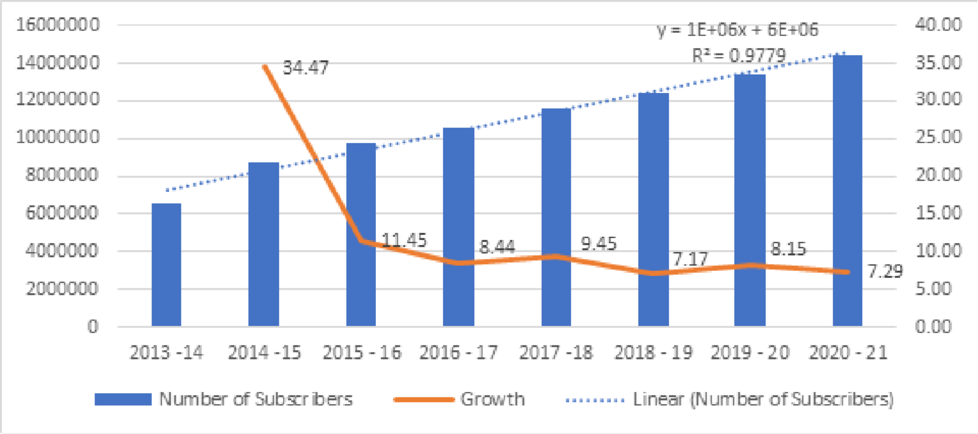
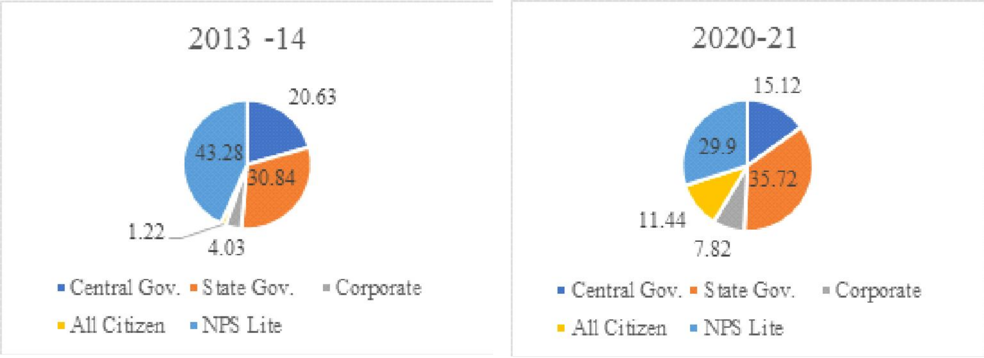


Exhibit 2

Proportion (%) of Number of subscribers



The overall amounts contributed in pension fund are depicted on the primary axis and growth per cent of the amount contributed is on the secondary axis (exhibit 3). From the exhibit it is clearly seen that the amounts contributed are increasing at a linear rate from 2013-14 to 2020-21. The growth percent showed a declining linear trend up to 2019-20 and from 2020-21 with a northward trend in growth per cent.

From the exhibit 4, it is observed that the proportion of amount contributed was changed after seven years from 2013-14 in respect of various sectors of fund viz., Central Government and NPS Lite decreased from 47.65 per cent to 32.33 per cent and from 1.89 to 0.77 per cent, and all other funds are increasing – State Government from 43.69 to 51.82 percent, Corporate from 5.94 to 11.13 per cent, and All Citizen from 0.83 to 3.95 per cent.

Asset Under Management (AUM) of Pension Fund

The assets under management (AUM) in respect of pension fund is analysed by

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Table 2
Amount Contributed to Pension Fund (Rs. Crore)

Year	Central Gov.	State Gov.	Corporate	All Citizen	NPS Lite	Total	Growth (%)
2013 -14	20029.45	18363.70	2495.84	348.48	793.44	42030.92	
2014 -15	27458.07	29702.31	4800.78	497.20	1380.00	63838.36	51.88
2015 - 16	36329.43	48006.60	8348.75	1218.85	1792.48	95696.11	49.90
2016 - 17	48451.73	67099.32	12472.71	3022.09	2118.54	133164.39	39.15
2017 -18	62350.74	92808.52	17704.07	5823.66	2378.48	181065.47	35.97
2018 - 19	78379.20	124190.66	24436.77	9685.54	2555.18	239247.35	32.13
2019 - 20	99739.87	165189.88	32828.57	15011.86	2700.51	315470.69	31.86
2020 - 21	181788.30	291381.41	62608.74	22205.50	4354.38	562338.33	78.25
CAGR							**39.90**

Source: Annual Report, PFRDA (from 2013-14 to 2020-21)

Exhibit 3
Amounts Contributed to Pension Fund

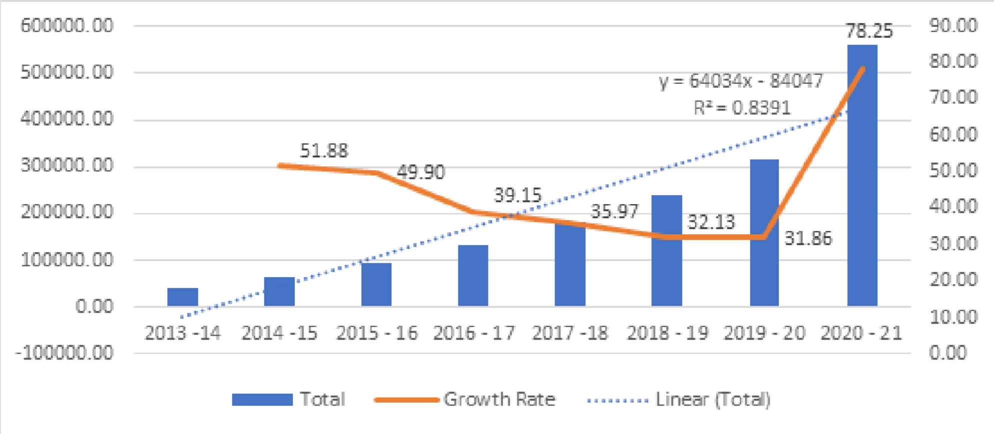
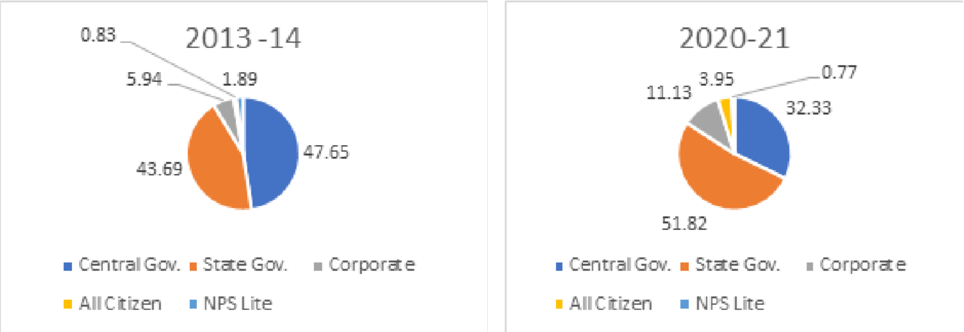


Exhibit 4
Proportion (%) of Amount Contributed



classifying them into Central government, State Government, Corporate, All Citizen and NPS Lite from the period from 2013-14 to 2020-21. The table 3 shows the assets under management and overall growth per cent of AUM. From the analysis, it is observed that the AUM to various sectors of pension fund is increasing but the growth percent shows a declining trend up to 2017-18 but during the year 2018-19the growth per cent is 34.92 and again declining in the year 2019-12 with 30.70 per cent. During the year 2020-21 the growth rate is 38.18 per cent with a compound average growth (CAGR) of 37.23 per cent.

The overall amounts of assets under management (AUM) in respect of pension fund is depicted on the primary axis and growth per cent of the AUM is

Table 3

Assets Under Management (Rs. Crore)

Year	Central Gov.	State Gov.	Corporate	All Citizen	NPS Lite	Total	Growth (%)
2013 -14	24177.05	20095.27	2627.60	365.28	839.33	48104.54	
2014 -15	36736.80	36243.85	5674.76	593.99	1605.72	80855.12	68.08
2015 -16	48135.03	57498.27	9290.05	1272.88	2107.55	118303.78	46.32
2016 -17	67040.20	84917.29	14953.22	3123.13	2639.21	172673.05	45.96
2017 -18	84954.39	115679.08	21378.09	5743.64	3005.82	230761.02	33.64
2018 -19	109009.55	158491.37	30874.79	9568.50	3409.23	311353.44	34.92
2019 -20	138046.28	211022.52	41231.12	12924.30	3728.40	406952.62	30.70
2020 -21	181788.30	291381.41	62608.74	22205.50	4354.38	562338.33	38.18
CAGR							37.23

Source: Annual Report, PFRDA (from 2013-14 to 2020-21)

Exhibit 5

Assets Under Management

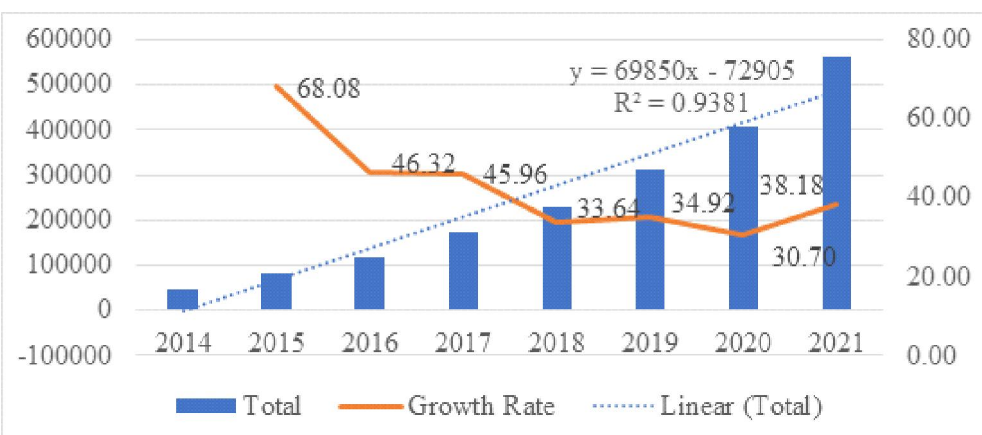


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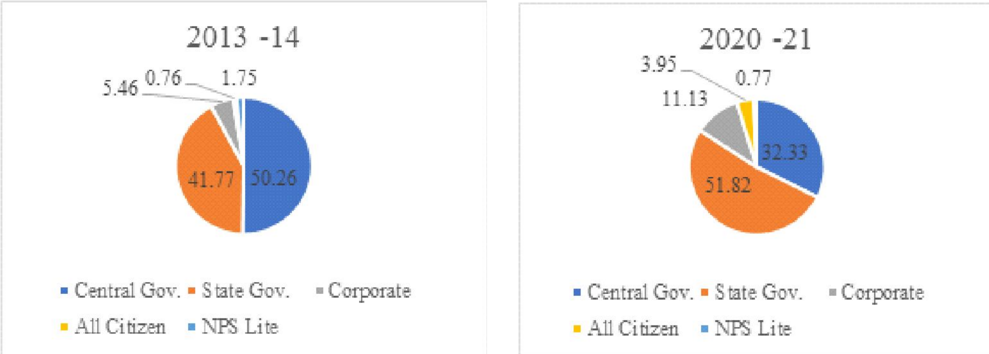
Exhibit 6

Proportion (%) of Assets under Management



on the secondary axis (exhibit 5). From the exhibit it is clearly seen that the AUM is increasing at a linear rate from 2013-14 to 2020-21. The growth percent showed a declining linear trend during the period with exception in 2017-18 (33.64 per cent) and 2019-20 (30.70 per cent).

From the exhibit 6, it is analysed that the amount of assets under management of various sectors of fund changed after seven years from 2013-14 to 2020-21. The AUM of State Government (41.77 to 51.82 per cent), Corporate (5.46 to 11.13 per cent) and All Citizen (0.76 to 3.95 per cent) are increased and AUM of Central Government (50.26 to 32.33 per cent) and NPS Lite (1.75 to 0.77 per cent) decreased.

Findings

1. The number of subscribers of all classes of pension fund are increasing during the entire period. But the overall number of subscribers is increasing at a linear rate and the growth percentage shows a declining linear trend over the entire period with a compound average growth rate of 12.34 per cent

2. After seven years in 2020-21 the proportion of number of subscribers are increased in respect of State Government to 35.72 per cent, Corporate to 7.82 and All Citizen to 11.44 per cent. The proportion of number of subscribers decreased in respect of Central Government to 15.12 per cent and NPS Lite to 29.90 per cent.

3. The amount contributed to various sectors of pension fund are increasing but the growth percent shows a declining trend up to 2019-20 but from 2020-21 with an increase in growth (78.25) per cent and with a compound average growth (CAGR) of 39.90 per cent. The overall amounts contributed is increasing at a linear rate from 2013-14 to 2020-21. The growth percent showed a declining linear trend up to 2019-20 and from 2020-21 with a northward trend in growth per cent.

4. After seven years from 2013-14 in respect of various sectors of fund viz., Central Government and NPS Lite decreased from 47.65 per cent to 32.33 per cent and from 1.89 to 0.77 per cent, and all other funds are increasing – State Government from 43.69 to 51.82 percent, Corporate from 5.94 to 11.13 per cent, and All Citizen from 0.83 to 3.95 per cent.

5. The AUM of various sectors of pension fund is increasing but the growth percent shows a declining trend up to 2017-18 but during the year 2018-19 the growth per cent is 34.92 and again declining in the year 2019-20 with 30.70 per cent. During the year 2020-21 the growth rate is 38.18 per cent with a compound average growth (CAGR) of 39.90 per cent. The overall amount of AUM is increasing at a linear rate from 2013-14 to 2020-21. The growth percent showed a declining linear trend during the period with exception in 2017-18 (33.64 per cent) and 2019-20 (30.70 per cent).

6. The amount of AUM of various sectors of fund changed after seven years from 2013-14 to 2020-21. The AUM of State Government (41.77 to 51.82 per cent), Corporate (5.46 to 11.13 per cent) and All Citizen (0.76 to 3.95 per cent) are increased and AUM of Central Government (50.26 to 32.33 per cent) and NPS Lite (1.75 to 0.77 per cent) decreased.

Conclusion

The success of all pensions fund schemes is based on the performance efficiency and integrity of fund management in regard to investment policy, investment objectives and tackling of risks. In India the number of pension and provident fund managers are less and lack of competence result in attainment of investment policy and objectives in par with inflation and equity market. Here, the number of subscribers, amount contributed and assets under management of various sectors of pension fund are increasing but the pace of increase is declining. An efficient pension fund system and its efficient management should hold two broad objectives –

- Maintain financial viability for the pension fund scheme, and
- Provide development-oriented investment.

This will result in –

- Ensuring safety of selected investments.
- Ensuring adequate yield.
- Ensuring liquidity for meeting obligation when due.
- Ensuring diversification of the portfolio.

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A STUDY ON THE EMPLOYMENT PATTERN AND EMPLOYABILITY OF FOOTWEAR INDUSTRY OF INDIA

***Niveditha P S**

Abstract

The footwear industry in India is one of the country's oldest industries, stretching back several centuries. Even now, the leather industry remains one of the most important contributors to India's exports, accounting for about 8 per cent of overall exports. The industry is one of the main contributors to employment, accounting for 8 million job openings, the majority of which are in the unorganised sector. In terms of output, foreign exchange profits, and employment, India's footwear industry is one of the country's largest and most important industries. As a foreign cash earner, job creator, and socio-economic benefactor, the footwear industry has played a critical part in changing India from a raw skin and hide exporter to a prominent player in the worldwide leather market. In many ways, India's footwear business is unusual. It is one of the oldest industries, with a fascinating blend of modern and traditional, small and cottage, mechanised and highly labour intensive. To fulfil the industry's growing needs, employment growth in the footwear industry is taking on a broader and more important role. The importance of the footwear sector in producing employment opportunities and developments in the labour market are highlighted in this study.

Key words:- Employability, Footwear industry, labour intensity

Every study on India's amazing growth in the leather business, whether worldwide or national, trade or industrial, has commended the country. It's also true that India has consistently outperformed its export targets. The footwear business is a labor-intensive industry with a large employment pattern. We have been left behind in the race by small countries at a time when the international landscape has presented huge prospects for India, which has the largest raw material availability and the availability of human resources at low wages.

In the footwear sector, workforce planning and training should be considered as part of the employment level analysis. Technical manpower is essential for workforce planning, which

**Niveditha P S, Guest Faculty, All Saint's College, Trivandrum.*

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is a complicated field. Another point to consider is the employment education matrix. Because this industry primarily operates in the unorganised sector, precise employment numbers cannot be determined. Out of the overall labor force in the country, around 1.4 million people work in the organised sector. This covers persons who work with hides and skins, as well as tanning and finishing.

The number of people employed in the footwear industry is expected to rise in the next years as a result of new investments from other large industrial companies in the country. The flaying and recovery of hides and skins employs almost 600,000 people. The tanning and finishing of footwear employ around 70000 people. The occupation is primarily skilled and unskilled, and it is quite inexpensive, with earnings that are very low when compared to other countries. The worker productivity is likewise not particularly high. According to several assessments issued by the Ministry of Industry and Commerce, India has a severe shortage of skilled workers. In compared to other developing countries, the average productivity of an Indian footwear employee is deemed low.

Rationale and Significance of the Study

Analyzing the growth and prospects of the employment pattern and employability of footwear sector is beneficial because we can learn about Real employment growth, Real Wage growth rate, employment elasticity and labor intensity among other things. This study would undoubtedly aid in the analysis of the Indian footwear industry's situation, particularly during the pre-liberalization and post-liberalization periods. Because the footwear industry makes a significant contribution to the overall manufacturing growth rate, it has a lot more to offer as an employer and growth promoter.

The industry is one of the main contributors to employment, accounting for 8 million job openings, the majority of which are in the unorganised sector. In terms of output, foreign exchange profits, and employment, India's footwear industry is one of the country's largest and most important industries. As a foreign cash earner, job creator, and socio-economic benefactor, the footwear industry has played a critical part in changing India from a raw skin and hide exporter to a prominent player in the worldwide leather market

Objectives of the Study

1. To determine the changes in Annual Average Growth rates of employment in footwear industry.
2. To study labour productivity and elasticity pattern of footwear industry in India.
3. To find out employability and employment potentiality of the industry.

Data and Methodology

This study is analytical in nature and is based on secondary data sources such as research papers, reports presented by various agencies, and government data sources. As part of this study, data from Annual Survey of Industries (ASI), CMIE Prowess Data base were also used. The data have been presented in the form of tables, graphs and interpretations have been made in the light of objectives of the study.

Employment Pattern of Indian Footwear Industry

The employment pattern of footwear industry in India can be anaylsed through the changes in the Annual Average Growth Rate of Employment, in manufacturing level, Leather industry and footwear industry, which is given in table1.

Table 1

Annual Average Growth Rate of Employment (in percentage)

Period	Manufacturing level	Leather industry	Footwear industry
1980-1991	2.2	4.68	5
1991-2004	0.13	2.08	2
2004-2013	2.27	8.89	9

Source: ASI Report

It can infer that before liberalisation, the yearly average employment growth was 2.2 per cent if we focus on employment growth, which is the greatest predictor of the growth rate. Leather and footwear industries account for 4.68 per cent and 5 per cent, respectively. However, in the post-liberalization period, the yearly average growth rate of employment in all of these industries has decreased. This situation is commonly referred to as ***'jobless growth'*** by the economists. Despite the low job growth rate in the manufacturing sector as a whole, the leather and footwear industries fared better, with growth rates of 2.08 per cent and 2 per cent, respectively. However, the trajectory in the leather and footwear industries after 2004 was somewhat startling.

The leather sector's employment growth rate is 8.89 per cent, indicating a significant increase in employment growth. In the case of the footwear business, it is 9 per cent. This is due to the internal promotion of labour-intensive technology at the business level, as well as several incentive programmes launched in this area. Until the year 2000, the footwear business went through a difficult phase. The growth rates were extremely low, and the values had even dropped to extremely low levels. Improvements were not noticeable after the year 2000. However, the industry did not make profit much from the reform period, with an annual average growth rate of 2 per cent from 1991 to 2004.Though footwear industry has got wide range of job creation opportunities, the employment intake growth remained stagnant over the years.

Labour Productivity

In any industry, one of the most crucial aspects to examine is labour productivity. Because leather and its three-digit business are labour-intensive industries, examining labour productivity is a good indicator. Productivity increase is frequently scrutinised in the context of profit accounting. As a result, this variable cannot be avoided. However, it is often forgotten that at least some of productivity increase is structural, in the sense that it is determined in tandem with production and employment growth.

Table 2

Annual Average Growth Rate of Labour Productivity (in percentage)

Period	Labor productivity for manufacturing	Labor productivity for leather industry	Labor productivity for footwear
1980-1991	8.28	8.58	14.6
1991-2004	7.35	1.32	1.95
2005-2013	5.04	2.54	4.46

Source: ASI Report

The real economic production per labour hour is characterised as labour productivity. The research was carried out over a three-year period. Prior to the liberalisation, manufacturing had a higher labour productivity growth rate of 8.28 per cent, while the leather industry contributed 8.58 per cent and the footwear industry 14.6 per cent. When it comes to the liberalisation period, the value of labour productivity has fallen dramatically in all three industries. During these decades, labour productivity was projected to improve at an amazing rate, yet it had little significant influence. The annual average growth of labour productivity has shown positive sign after 2005 where the period is mentioned as 2005-2013.Though labour productivity has increased, the increment was not all impressive.

After 2005, the yearly average growth of labour productivity has shown a positive trend, with the period 2005-2013 being discussed. Despite the fact that labour productivity has increased, the growth has not been very impressive. It was only 5.04 for the manufacturing sector, which is lower than the average annual growth rate of manufacturing from 1991 to 2004. However, labour productivity in the footwear and leather industries has improved to 2.54 per cent and 4.46 per cent, respectively. Increased productivity can lead to higher compensation and improved working conditions for employees. Increased productivity is also important for employment creation in the long run. The graph below depicts the growth rate of labour productivity in the footwear sector from 1980-81 to 2014-15. Labour productivity increased until 1989, but stagnated after liberalisation, and only since 2010 it has started to revive.

Real Wage Annual Average Growth Rate (in percentage)

Table 3

Real Wage Annual Average Growth Rate (in percentage)

Period	Manufacturing	Leather industry	Footwear
1980-1991	3.52	0.75	1.45
1991-2004	2.65	0.8	2
2005-2013	5.20	4.7	4.6

Source: ASI report

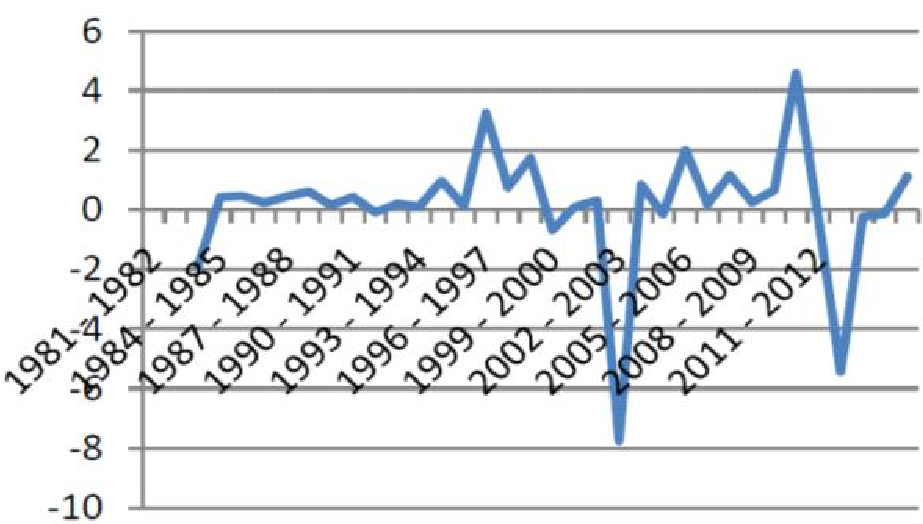
In spite of the fact that the industry's productivity has improved, it has had no effect on actual earnings. Wages are an employee's source of revenue. It also affects their standard of living. If businesses do not adopt pro-worker pay policies, the industry's wage policies will be affected. During the pre-liberalisation period, the real wage annual average growth rate in overall manufacturing was 3.52 per cent. The growth rate in the leather and footwear industries, which is a source of concern, was 0.75 per cent and 1.45 per cent, respectively. However, when liberalisation began and was supposed to result in a rise in real wages, productivity grew, but the yearly average growth rate for the leather and footwear industries was 0.8 per cent and 2 per cent, respectively. This demonstrates a very small increase. However, actual pay growth has grown to 4.7 per cent and 4.6 per cent, respectively, compared to 5.20 per cent for all manufacturing. Because the leather and footwear business are labour-intensive, bad working conditions and incentives will result if wages do not rise. The graph below depicts the real pay trend in the footwear industry. The actual salary did not increase substantially between 1981 and 1990. Only after the 2000-01 period did real wages begin to rise, reaching a peak in 2012-2013. This states that real wages should rise in lockstep with profit gains, particularly in labour-intensive businesses.

Growth Rate Pattern of Real Wages in Footwear Industry

The graph (Figure 1) depicts the rate of increase in real wages over time, as well as the volatility in real wages over time. The rate of increase in real wages is significant because real wages represent the employees' level of living. Real wages grew at a positive pace prior to the liberalisation period. When it comes to the year following liberalisation, the year with the largest negative growth rate was 2000-

Figure 1

Figure 2



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01, which was also the year with the lowest negative growth rate. After then, real wages began to climb at a slow pace until 2008-09. The growth rate in 2010-11 was pretty excellent. Because of its labour-intensive nature, the footwear industry's growth rate is extremely substantial.

Employment Elasticity in Footwear Industry

The diagram (Figure 2) depicts the footwear industry's employment elasticity. The employment elasticity is computed by combining the rate of increase in worker employment with the rate of increase in the actual value of output. When analysing the industry's responsiveness to percentage change in employment growth in relation to economic growth or growth in real value of output, the employment elasticity deserves a prominent place. One thing we may deduce from this graph is that in the vast majority of circumstances, employment elasticity is negative or close to zero. Only between 1992 and 1995 does the elasticity turn positive. After that, it started to revert to a negative value. But it has reached its highest level in 2010-11 where the employment has grown with respect to change in output. In this period the employment growth rate in footwear industry was also very high due to pro - worker policy initiatives.

As a result of this, the footwear sector will have to meet new requirements. An industry that has grown creatively and exceeded expectations requires special attention at the level of employment. However, our ability to compete with other countries is always hampered by the type of human resources we have, which are required to be globally competitive. Low labour costs are always counterbalanced by low productivity. As a result, there is a need to provide the necessary skills or information to motivate people at the grassroots level.

Table 4

Requirement of Manpower in Footwear Industry

Footwear industry manpower requirement	Number of people
Production managers	4660
Supervisors	396770
Shop floor workers	4563234
Machine operators	91500
Maintenance personnel	198700
Designers	10050

Source: ASI report

According to the table above, the footwear sector requires more trained labour to increase output. It's discouraging to learn that all of the businesses are lacking in machinery and equipment. Moreover, the training institutions having kept pace with training requirements and much of the manpower is not at all trained. In certain areas high level expertise is required.

As is generally known, the footwear sector lacks good design ability; hence it is dominated by foreign designers. This study will reveal that there has not been a consistent approach to various specialties. This is due to a shortage of research and development. If we use Italy as an example, we can compare the job situation in India. Italy's industry is also in turmoil due to a number of irreversible causes. They do, however, adopt a considerably more capital-intensive production model and favour technologists. And even with some problem they still dominate the footwear world. India is also in a state similar to Italy but what we lack compared to Italy is the skilled manpower and high level of labour productivity.

Employment and Training

There are some areas to be focused to know the areas where the human resource planning has to be improved

- Designing and pattern making
- Cutting and clicking
- Merchandising and retail marketing
- Total quality management

The footwear industry has not paid attention to the human resource development which can harvest the fruits of this effort faster than any other industry. The labour -intensive industry, therefore take steps to provide attention in human resource development in leather industry and man power training.

Conclusion

Footwear industry is undergoing through many changes from 1980s.The Indian footwear Industry plays an extremely significant role in India in terms of share in value added, foreign exchange earnings, and employment. It has created a niche for it in the world footwear market The Indian footwear industry has some strategic and commercial advantages. Footwear industry has its potential to achieve a unique position in the global market. Employment advantage is here but the labour productivity should be achieved through increasing real wages. The Value added and output can be increased through proper marketing system and production base. Major firms in footwear market needed to concentrate in R&D investment and sales promotional expenditure. Segmentation also plays an important role in footwear market. Technological innovations should be undertaken in the industry to achieve greater level of growth and through that we can surpass other countries easily. If we utilise the opportunities before us, the level of growth will be higher and India can have a unique position in footwear market.

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BEHAVIOURAL INTENTIONS IN USAGE OF SELF SERVICE TECHNOLOGIES

*Dr. Saleena A S

Abstract

Information technology has basically been used under two diverse avenues in banking. One is communication and connectivity and the other one is business process reengineering. Technology has changed the contours of three key functions performed by banks which are access to liquidity, transformation of assets and monitoring of risks. Information technology enables sophisticated product expansion, better market infrastructure, implementation of consistent techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets.

Key words:- Technology, Behavioural Intention, Customer

Banking opportunities are local, global and instant in E-banking. The current web-based variant of electronic banking is the latest of several generations of systems. Automated Teller Machines were the first well-known machines to provide electronic access to customers of retail banks. Electronic banking has been about for quite some time in the form of ATM and telephone transactions. Internet banking, Mobile banking are also on the upswing as the client base grows. These self-service technologies (SSTs), now, see to set off the whole banking system. In more recent times, it has been malformed by the internet as a new delivery channel that has facilitated banking transactions for both customers and banks. For customers, the internet offers faster access which is

Dr. Saleena A S, Assistant Professor of Commerce, Iqbal College, Peringammala.

more convenient and available around the clock irrespective of the customers' location. Information Technology and the communication networking systems have a decisive bearing on the efficiency of money, capital and foreign exchange markets.

Review of Related Studies

The review of the prior studies and the remarks of the researchers help in evaluating the strong point and weakness of the concepts used earlier. As a result, it is a precondition to review those studies and it specifies suitable concepts as appropriate to the present study. Singh & Kaur (2013) study the factors that lead to satisfaction of the customers as regards to e banking services provided by banks in India using Factor Analysis and Regression. It is observed that factors namely ease of use, reliability, convenient accessibility, security, low transaction cost and the time consumption emerged as factors that lead to customer satisfaction as regard to e banking services. Joshua (2019) investigate the usage pattern of technology-enabled banking self-services such as ATMs, internet banking, tele-banking and mobile banking by bank customers using Independent sample t test and One way ANOVA. The result revealed that hours of computer usage, the frequency of internet usage and hours of internet browsing were found to be significantly higher among users of technology enabled banking self services as compared to non-users.

Statement of the Problem

With mounting rise in customer expectation of services, banks are trying hard to offer better services so as to attract and hold on to customers by offering better quality services and variety products. Customers expect technology enabled banking self services such as ATMs, Mobile banking, Tele banking, Net banking and the like. In this context, it is imperative for the bankers to find out whether technological feasibility of the financial services has a positive impact on services among customers of Commercial banks in Kerala.

Scope of the Study

The study again limits its inquest only to Self Service Technologies of Commercial Banks in Kerala from the banks customer's point of view.

Concepts Used

In this study Behavioural Intention represent attitude of individual customer in selection, buying, usage and disposing of goods and services.

Objective of the Study

- To analyse the technological feasibility of the financial services among customers of Commercial banks in Kerala.

Hypotheses of the Study

- The degree of technological feasibility of financial services of the customers of banking sector in Kerala is not moderate.
- There is no significant difference in the degree of technological feasibility of financial services of the customers of Public Sector and Private Sector Banks in Kerala.

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Data Base and Methodology

Primary data have been used in this study. Primary data has been sourced from the selected customers of public sector banks like Indian Bank, Central Bank of India, Bank of India and private sector banks like City Union Bank, The South India Bank Ltd and Dhanlaxmi Bank by administering a well-structured Interview Schedule. Multi stage Simple Random Sampling method is used for the selection of bank branches. Purposive Sampling is used for the selection of bank customers. 36 bank branches and 432 bank customers were selected as part of research study. The study is designed as descriptive and analytical in nature. Chi Square Test was used to explain whether two attributes are associated or not without indicating strength or direction of the relationship. Mann Whitney U Test was used to compare differences between two independent groups when the dependent variable is either ordinal or continuous, but not normally distributed.

Results and Discussion

Banking sectors have conceded through a paradigm move, the banks are stepping into electronic provisioning of contributions within the self provider mode through the various digital channels. Tough competition and swelling consumer expectancies have forced all banks to adopt the availability of banking serves like Internet Banking, ATMs, Mobile Banking and the like.

Technology enabled self services is measured using the variables of reliability, responsiveness, accessibility, efficiency, tangible, security and user friendly. Highest mean value is to the dimension of tangibles

Table 1

Overall mean value of Technology Enabled Self Services

SL No	Independent Variables	Mean	SD
1	Reliability	4.17	1.305
2	Responsiveness	4.14	0.877
3	Accessibility	4.13	0.906
4	Efficiency	4.13	0.875
5	Tangible	4.28	0.809
6	Security	4.18	0.815
7	User Friendly	4.09	0.817
	Overall Technology Enabled Self Services	**4.16**	**0.915**

Source: Primary Data

Table 2

Chi-Square test for goodness of fit on the Usage Environment of Financial Services

Usage Environment of Financial Services	Frequency	Per cent	Chi-Square Value	P Value
Low	108	25.0	38.000	0.01**
Moderate	204	47.2		
High	120	27.8		
Total	432	100		

Source: Primary Data

*Note: ** denotes significant at 1 percent level*

and lowest mean value is to the dimension of user friendly services rendered by the banks. The overall mean value of technology enabled self services is 4.16 which is also well above the statistical mean value of 3 which means that overall technology enabled self services is high. It is also revealed that the dimension of Tangible is having higher degree of technological feasibility where as the dimension of user friendly is the least.

Chi-Square test for goodness of fit for the degree of conduciveness of the Usage Environment of financial services provided by the banks is portrayed in Table 2. The frequency and percentage analysis shows that most of the customers opined that the degree of conduciveness of the Usage Environment of financial services provided by the banks is moderate. And the p value is less than 0.01 at 1 per cent level of significance and hence the null hypothesis that "The degree of technological feasibility of financial services of the customers of banking sector in Kerala is not moderate" stands rejected. Therefore it can be concluded that the degree of conduciveness of the Usage Environment of financial services provided by the banks is at a moderate level.

Mann Whitney U test is applied to measure the significant difference in the Mean Ranks based on the degree of technological feasibility of financial services provided by the Public sector and Private sector banks in Kerala. The p values for the variables are less than 0.01 and hence the null hypothesis that "There is no significant difference in the degree of technological feasibility of financial services of the customers of Public Sector and Private Sector Banks in Kerala" stands rejected. Therefore it is revealed that there exists significant difference in the degree of technological feasibility of financial services of the customers of Public sector and Private sector banks in Kerala. It is observed that customers from private sector banks hold high level degree of technological feasibility of financial services of customers than customers of public sector banks.

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Table 3

Mann- Whitney U Test on Technological Feasibility of Financial Services

Factors of technological feasibility	Mean Rank of Respondents		Mann – Whitney U Test Value	P Value
	Public	Private		
Reliability	164.13	268.87	12016	0.01**
Responsiveness	159.08	273.92	10925	0.01**
Accessibility	168.30	264.70	12916	0.01**
Efficiency	171.39	261.61	13584	0.01**
Tangible	186.47	246.53	16841	0.01**
Security	168.48	264.52	12955	0.01**
User Friendly	158.21	274.79	10738	0.01**
Overall Technology Enabled Self Services	**156.05**	**276.95**	**10270**	**0.01****

Source: Primary Data

*Note: ** denotes significant at 1per cent level*

Findings & Suggestions of the Study

Technological feasibility on the dimension of reliability, responsiveness, accessibility, efficiency, tangibles, security and user friendly among the banking customers in Kerala is high. Usage Environment of financial services provided by the banks is moderate. Customers from private sector banks hold high level degree of technological feasibility of financial services of the customers than customers from public sector banks.

Technological feasibility should be done based on recent development in the Information and Communication Technology. Steps and initiatives should be taken by banks on the basis of newer development in ICT due to the fact that people are very found of adopting the newer technologies. Special devices must be rooted with service providing machines for old aged and physically challenged customers.

Conclusion

There is a high level of technological feasibility on all the dimensions among the banking customers in Kerala. Employees should be entrusted with the work of attending to customer apprehensions immediately regarding the usage of self service technologies in each region. Number of self service providing machines must be amplified by banks in core areas in order to gear up customer needs.

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IMPACT OF FOREIGN DIRECT INVESTMENT IN INFRASTRUCTURE DEVELOPMENT IN INDIA: AN OVERVIEW

***Sabeena A, **Dr. Sumesh G S**

Abstract

Infrastructure is an important element in the growth of an economy especially a developing country like India. It supports the productive activities of an economy. The lack of infrastructure will affect the economic growth. The Foreign Direct Investment (FDI) is the investment by an entity of a country to the business in another country. FDI plays an important role in the development process of a country. It is also a major non-debt financial resource for the economic development of India. This study aims in the impact of FDI in infrastructure development in India. The study is based on secondary data. The study delivers overview of FDI in India.

Key words:- FDI, Foreign Capital, Infrastructure Investments, Greenfield Investments, Brownfield Investments

The Foreign Direct Investment (FDI) is the investment by an entity of a country to the business in another country. FDI plays an important role in the development process of a country. Since the beginning of 20th century almost all countries in the world realized the importance of foreign capital in the development of economy. In the mid of 20th century, the need for foreign capital among the countries, especially in developing countries was increased. To achieve faster growth in economic and infrastructure development all most all developing countries opened their

**Sabeena A, Research Scholar, M.G College, Trivandrum.*
***Dr. Sumesh G S, Assistant Professor of Commerce, VTM NSS College, Dhanuvachapuram.*

economy. In 1991, India also joined this race through announcing the Liberalization policy by the Government.

FDI acts as a catalyst for domestic industrial development and constitute a channel for speedy growth of economic activity and brings technical knowhow and managerial experience. According to World Bank and OECO foreign capital may be classified and analyzed in several dimensions such as origin, type and conditions. Following this standard classification external capital can be divided in to two viz. official flows and private flows. FDI creates job opportunities. Unemployment is the main problem of poor performance in GDP in developing countries like India. India has opened up its economy and allowed the MNEs in the core sectors such as Power and Fuels, Electricals Equipment, Transport, Chemicals, Food Processing, Metallurgical, Drugs and Pharmaceuticals, Textiles and Industrial Machinery as a part of reform process started in the beginning of 1990s.

Infrastructure is a miniature which encompasses the wholeness of a nation. Most of the infrastructure services in India have been provided by public monopolies and quasi-monopolies. Lack of accountability, low productivity, poor financial performance and over-employment are the severe problems of infrastructure sector in India.

Infrastructure is an important element in the growth of an economy especially a developing country like India. It supports the productive activities of an economy. The lack of infrastructure will affect the economic growth. Inadequate and poor infrastructure discourages investment and affects its productivity. The role of the Government in infrastructure development has been leading and predominant because there is high risk in investment in infrastructure like transport, communication, power, roads, education and health care and also it requires huge amount as investment. The Government mainly use budgeted amount for these purposes. But it proved to be insufficient. In order to meet the challenges of rapid economic growth and international competitiveness, the need for foreign capital arises since 1980.

The Government has been taken measures and policies for private participation and to compliment public resource for infrastructure development. This study deals with analysis of observed data in order to give an idea about FDI in India in infrastructure sector. The study has analyzed the inflow of the FDI into India during various periods and also to various sectors of infrastructure in our country.

FDI in Infrastructure

Foreign Direct Investment (FDI) is when a company takes controlling ownership in a business entity in another country. Generally, investment in infrastructure is done through budget. But these days Government has not sufficient amount to invest in infrastructure. The need for Foreign Direct Investment (FDI) in infrastructure has increased rapidly. FDI is being a critical driver of economic growth. It is also a major non-debt financial resource for the economic development of India. Foreign companies invest in India because of some advantages like relatively lower wages, special investment privileges like tax exemptions, etc.

The Government has taken many initiatives to attract foreign capital in recent years such as relaxing FDI norms in some sectors such as defense, PSU oil refineries, telecom, power exchanges, and stock exchanges. Foreign investment is not only mere cash investment, but also achieving technical know-how and generating employment. The Indian Government's liberal policy and favorable business environment ensures free flow of foreign capital into the country.

According to the World Investment Report of the UNCTAD, India was ranked as the second most attractive place after China for global FDI in 2007. At present India has FDI of almost US$21 per year, below the targeted US$30 billion. The Indian Government has initiated important policy reforms to attract FDI inflows. Now the Government allows 100 per cent FDI under the automatic route for a broad range of sectors.

India is projected to become the world's third largest construction market by 2025. To assist this expansion, India has simplified foreign investment regulations in this area. The real estate sector was estimated to attract $5 billion in investment by 2020. Most recently, on October 13, 2021, the Prime Minister also launched the 'Gati Shakti Master Plan' to nurture infrastructural development through coordinating various government ministries and departments.

Review of Literature

Wanco (2012) "factors influencing investment climate in India". The author examines the factors affecting investment climate in India particularly foreign investment. Based on the analysis the author concludes that in India there is some barriers to carry out investment projects like insufficient infrastructure, bureaucracy and corruption and the legal system s, tax law, labor law etc. need some reforms. The empirical study shows that despite of these shortcomings Indian climate is regarded as friendly to foreign investors.

Prabha. P (2014)"A study on the role of foreign direct investment in the infrastructure sector in India "tried to examine the role of FDI in the development of infrastructure in India. The objective of this study is to present the profile of the Foreign Direct Investment in various segments of infrastructure sector in India and to analyze the growth and development of various segments in the infrastructure sector. Trend analysis was used to find out the trend and growth performance of FDI in infrastructure sector in India. The results of the study show that the progress of the infrastructure development in India is not at the expected level. And also, government should take some necessary actions to maintain investors to attract more FDI.

S. Usha, (2019) "A study on the impact of foreign investment in infrastructure sector in India". She analyzed the impact of FDI on macroeconomic variables and studied the relationship between FDI inflows and the main elements of the infrastructure sector. They took both exogenous and endogenous variables for the study.

Granger causality test is used to analyses the data. The study concludes that FDI has an important role in the growth of infrastructure development.

Significance of the Study

FDI helps in the long-term growth of the economy. Through the FDI, the country can bring infrastructure development by generating benefits to both the host and the source country. In developing countries, Infrastructure investments leads to poverty alleviation through the application of projects such as bridges, roads, rails, Telecommunication, sewage and electricity. India is still often termed as a developing country and also domestic capital is inadequate for financing infrastructure. Therefore, there is a strong need for foreign capital to fill the gap in financing of infrastructure. In this situation it is very urgent to study the focus and importance of the Foreign Direct Investment in financing infrastructure in India, which will be useful to the nation in evaluating and framing policies in the forthcoming period. Further the study will offer useful suggestions to attract more FDI in infrastructure sector. Hence the topic "Impact of Foreign direct investment in infrastructure development in India: An Overview" has assumed significance.

Statement of the Problem

The problem chosen for the study is "Impact of Foreign direct investment in infrastructure development in India: An Overview". The Economic Survey 2018 was prescient in its estimation that India will need Rs 450 lakh crore of investment in infrastructure by 2040. However, attracting foreign investment is largely absent from the plan to fund infrastructure. By analyzing different indicators like GDP, PCI etc., it is found that there is an inadequate infrastructure development in India. In financing infrastructure Government's budgeted fund and domestic capital is not sufficient. Through the FDI, the country can bring new developments in infrastructure by investing Greenfield and Brownfield projects. A company builds its own new facilities from the ground up with Greenfield investments. Brownfield investment happens when a company purchases or leases an existing facility. After globalization development of adequate infrastructure has got a global importance. Inadequate infrastructure will be a hurdle for economic development. Due attention is needed to this problem.

Objectives of the Study

- To analyze the Foreign Direct Investment in India.
- To determine the role of FDI in the development of infrastructure.

According to the Department for Promotion of Industry and Internal Trade (DPIIT), FDI equity inflow in India is at US$ 529.63 billion between April 2000 and March 2021.The data indicates that the government's efforts to improve ease of doing business and relaxing FDI norms have got results.

FDI can enter India through two channels firstly through automatic route under which companies receiving Foreign Direct Investment need to inform the Reserve Bank of India within 30 days of receipt of funds and for other sectors

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which are not covered under the automatic route need prior approval from the Foreign Investment Promotion Board (FIPB).

The sectoral investment limits for the critical infrastructure sectors are presented in following statement:

FDI ceilings under automatic route

Sectors	Percentage
Telecom	49
Electricity generation, transmission and distribution (except nuclear power)	100
Roads and Highways	100
Ports and Harbors	100
Civil Aviation (in Greenfield airport ventures)	100

Source: DIPP Manual

Despite of being 100 per cent, FDI permitted under the automatic route for sectors like roads, railways, ports and construction infrastructure and construction received only Rs 61,000 crore, whereas services and technology together received Rs 2.4 lakh crore in financial year 2021. This situation is worrying, especially in the aftermath of Covid-19, Union and State Governments are going to begin ambitious infrastructure projects to stimulate the economy. The Government of India has planned for pipeline projects - 80,000 kms. of roads under Bharatmala, 100 per cent electrification of broad-gauge rail track by 2023, 1,000 kms. of metro in cities and 500 GW of renewable energy by 2030. And also it is noted that 888 road projects of 28,000 kms worth Rs 3 lakh crore are delayed. However, there are no plans to attract foreign investment in funding infrastructure.

India has many strong points to attract foreign capital like good demographic conditions, calm and stable political environment, skilled workers, and vast geography. Despite of these facts, the foreign investors are not willing to invest in Infrastructure in India. So, we have to examine the reasons for foreign investors' unwillingness to allocate capital towards infrastructure. The greenfield projects present a higher risk profile. Foreign investors may be more attracted to brown projects rather than greenfield projects. Because in greenfield projects, long gestation periods and delayed completion contribute to a lower rate of return for the foreign investor. The Government has to focus on two aspects in order to boost FDI in greenfield projects-reducing risk in executing projects and providing a secure exit mechanism in case of failure. The Union government should strengthen the NCLT by disallowing post hoc bids during resolution and bring more flexible resolution plans for infrastructure. To improve execution of infrastructure projects prime minister announced Gati Shakti Master Plan. Our GDP contracted by 8 per cent last year. However, infrastructure cannot be built merely on domestic capital. The Government has to frame well plans and policies to attract foreign investment.

The following tables (1 to 5) show total FDI inflows to India, FDI Equity inflows by country and sectors.

Table 1

Total FDI inflows in India (amount us$ million)

Sl. No.	Financial year	Total FDI flows	Percentage growth over previous year
1	2011-12	46556	(+) 34 %
2	2012-13	34298	(-) 26%
3	2013-14	36046	(+) 5%
4	2014-15	45148	(+) 25%
5	2015-16	55559	(+) 23%
6	2016-17	60220	(+) 8%
7	2017-18	60974	(+) 1%
8	2018-19	62001	(+) 2%
9	2019-20	74,390	(+) 20%
10	2020-21	81722	(+) 10%
Cumulative Total (from April, 2000 to March, 2021.		**7,63,576**	

Source: quarterly fact sheet fact sheet on foreign direct investment (FDI) from April, 2000 to March, 2021

Table 2

Financial Year-Wise FDI Equity Inflows

Sl. No.	Financial year	Amount of FDI Equity Inflow		Percentage Growth over Previous year in Terms of US$
1	2011-12	165,146	35,121	(+)64 %
2	2012-13	121,907	22,423	(-)36 %
3	2013-14	147,518	24,299	(+)8%
4	2014-15	181,682	29,737	(+)22%
5	2015-16	262,322	40,001	(+)35%
6	2016-17	291,696	43,478	(+)9%
7	2017-18	288,889	44,857	(+)3%
8	2018-19	309,867	44,366	(-)1%
9	2019-20	353,558	49,977	(+)13%
10	2020-21	442,569	59,636	(+)19%
Cumulative Total (from April, 2011 to March, 2021)		**3,175,014**	**529,755**	

Source: Department of Industrial Policy and Promotion, Ministry of Commerce and Industry - Latest available data Quarterly fact sheet fact sheet on foreign direct investment (FDI) from April, 2000 to march, 2021 as per DPIIT'S FDI data base – equity capital components only

Table 3

FDI Equity Inflow in India in industries between April 2020 and March 2021

Sl. No.	Sectors	Percentage
1	Services sector including financial, banking and insurance	16.0
2	Computer software and hardware sector	13.0
3	Construction	10.0
4	Telecommunication	7.0
5	Trade	6.0
6	Auto mobile industry	5.0
7	Chemicals	3.0

Source: Department of Industrial Policy and Promotion, Ministry of Commerce and Industry - Latest available data.

The table 1 shows that during 2012-13 it shows a decline in total FDI inflows in India. During the other financial years the table shows that FDI inflows have no stable growth rate. When comparing the financial years 2020-21 and 2019-20, there is an increase in total FDI inflows but in a decreasing rate.ie in 2019-20 growth over previous year is 20 per cent but in 2020-21 it is only10 per cent. Even though it is clear from the above table is that there exists FDI inflow to India.

The table 2 illustrates that in 2012-13 it shows a decline in total FDI Equity inflows in India ie. 36 per cent. During other financial years the table demonstrates that FDI equity inflows have no stable growth rate. It is therefore concluded that the FDI equity inflow to India is increasing but in declining rate. When comparing the financial years 2020-21 and 2019-20, there is an increase in total FDI equity inflows but in a decreasing rate.ie in 2019-20 growth over previous year is 13 per cent but it is 19 per cent in 2020-21.

The table 3 explains that almost all sectors got FDI during this period. Service sector and computer software and hardware sector attracted more (13 per cent) in investments and very less (3 per cent) in chemical industries. Construction sector get 10 per cent of total FDI.

The table 4 shows that 28 per cent of total FDI is coming from Mauritius. But in financial year 2020-21 the second top most investment is come from Singapore (22 per cent), followed by USA (8 per cent). Out of 8 countries Germany (2 per cent) and UAE (2 per cent) stands least in investing in infrastructure.

From the table 5 it is clear that almost all states attract FDI. The Government of India provides tax and non-tax investment incentives in specific sectors

Table 4

FDI Equity Inflows by Country (April 2020 - March 2021)

Sl. No.	Countries	Percentage
1	Mauritius	28.0
2	Singapore	22.0
3	USA	8.0
4	Netherlands	7.0
5	Japan	7.0
6	UK	6.0
7	Germany	2.0
8	UAE	2.0

Source: Department of Industrial Policy and Promotion, Ministry of Commerce and Industry - Latest available data.

Table 5

States attracting Highest FDI Equity Inflow

Sl. No.	States	Investment Cumulative inflows (Amount in Rupees Crores)	Percentage to Total Inflows
1	Gujarat	1,81,794 (24,481)	30
2	Maharashtra	1,71,807 (23,432)	28
3	Karnataka	1,87,631 (1,959)	14
4	Delhi	68,951 (9,444)	11
5	Tamil Nadu	24,439 (3,329)	4
6	Jharkhand	19,200 (2,644)	3
7	Haryana	17,757 (2,423)	3
8	Telangana	4,861 (1,835)	2
9	Punjab	5,417 (741)	1
10	Uttar Pradesh	4,861 (665)	1

Source: Department of Industrial Policy and Promotion, Ministry of Commerce and Industry - Latest available data.

Notes: Figure in bracket shows (Column 3) in US$ Million.

and regions. Highly effective democratic regime of Gujarat attracted 30 per cent and Maharashtra has got 28 per cent of the total FDI inflows. The least attracted states in the table are Punjab and Uttar Pradesh.

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Major Findings

1. The FDI provides benefit to the host and the home countries. Both countries invite the FDI, because they benefit a lot from such type of investment. The home countries are benefited through the vast markets opened by industrial growth. On the other hand, the host countries acquire technological and managerial skills and also get domestic savings and foreign exchange.

2. India's infrastructure is relatively developed. The transportation system in India consists of roadways, railways, shoreline shipping, airways etc. contributes towards economic development. It seems to be well managed and an important factor in maintaining the financial development of the country. FDI has a positive impact on infrastructure development in India.

3. FDI has significant relationship with Economic parameters like GDP, PCI etc.

4. FDI inflow is influenced by physical infrastructure variables such as road and rail efficiency.

5. The manufacturing sector might need more physical infrastructure such as road and rail transport as compared to the services sector.

6. It is observed that foreign direct investment has helped the nation when it faced economic crisis.

7. The foreign direct investment is an important method for achieving higher levels of development through mutual cooperation with other countries and it helps in the transfer of technologies.

8. The FDI assists in increasing the income through revenues realized through taxation.

9. The Government of India announced some incentives to attract FDI, including subsidized land prices, attractive interest rates on loans, reduced tariffs on electric power supply, tax concessions, etc.

10. Due to high risk profile foreign investors are more attracted to brown projects rather than greenfield projects.

Suggestions

1. Reforms to clean up the banking system have been implemented, but necessary actions should be taken to avoid the delay in implementing this policy.

2. Cumbersome and slow administrative procedures should be eliminated in order to attract FDI in investing infrastructure.

3. Reforms should be announced to liberalize rigid labor regulations.

4. Policies should be adopted in order to handle the high corporate debt and non performing asset.

5. Government should take initiatives and frame policies in order to attract more green field projects.

6. It has been recommended that the Governments should make arrangements to eliminate clearance problems in land acquisition, water linkage and other necessaries

required for development of a project like single window system or one stop shop in order to attract foreign investors.

7. It is recommended that the Governments should take necessary steps to strengthen domestic laws.
8. The projects taken by foreign investors require long term for its completion. For legality the Government should set up institutions with good governance to handle the disputes without any favoritism.

Conclusion

India is still often termed as a developing country. There are many constraints like red-tapism, political interference, inequality between urban and rural areas, unemployment etc. in the growth of Indian economy. The economic growth will only be possible if there is a substantial improvement in the infrastructure. There is a great need for better rail, road, port, power-electricity and telecommunication. The fund of Indian Government is not able to meet the growing need for infrastructure. Foreign capital is a better source for investment in infrastructure. So, government should take appropriate reforms and policies to attract more foreign capital.

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FDI and Infrastructure Development

The economic model followed by India after independence relied on import substitution and selective foreign capital inflow, both through portfolio investment and Foreign Direct Investment (FDI) route. This changed radically with the liberalization measures post - 1990. Both portfolio and Foreign Direct Investment were not only allowed but also actively encouraged.

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AWARENESS AND USAGE OF DIGITAL BANKING SERVICES AMONG ELDERLY PEOPLE DURING THE PANDEMIC

***Anubhadra C S, **Dr. Dileep A S**

Abstract

From the most basic need to the luxurious, every facet of our life is now impacted by internet and technology. Older adults are often termed a laggard when coming to acquiring of technology and require a trigger to purchase new technology. Covid-19 can be considered as one such trigger as this global infectious disease made all interpersonal relationships characterized by social distancing. The study is centered on 75 respondents of Kerala selected through random sampling. It is found that majority of the respondents are aware of digital banking services and are using them. Though respondents that are unaware and not using digital banking services are less it is imperative to adopt steps to empower them.

Key words:- Digital Banking, pandemic, e-banking, technology, elderly

A bank is a lawful organization that provides fundamental banking services such as accepting deposits, lending money etc. to its customers. It handles customer's money in a way beneficial to the customers and to its own profit. Modern banking system of India was commenced with the implementation of Bank of Hindustan in Calcutta in 1770. The Banking Regulations Act was formed by 1949 which provided a legal framework for the regulating and controlling the banking system by RBI.

**Anubhadra C S, Research Scholar, P G and Research Department of Commerce, M G College, Trivandrum.*

***Dr. Dileep A S, Assistant Professor & Head, P G and Research Department of Commerce, M G College, Trivandrum.*

With time and development in the banking sector different forms of banking came into vogue. Banks are in a race to address the rapid and changing needs of the customers. This has led to the rise and explosion of alternate delivery channels over the traditional brick and mortar banking. The use of IT in banking sector has contributed to the coming of more flexible and user-friendly digital banking services. Though customers prefer technological advancements in all fields it is found that most of the banking customers are not exploring the digital banking services to the fullest extent.

Among the customers older adults are often considered as 'laggards' and 'resistant' when coming to acquiring of technology. It is also stated that certain events and developments in the life of elderly can trigger them to purchase new technology. Covid-19 can be considered as one such trigger as this global infectious disease made all interpersonal relationships characterized by social distancing. Hence it becomes imperative to study the awareness and usage of digital banking services among the elderly people.

Statement of the Problem

Today the world is at a faster pace and financial processes are running on a cutting edge of applied technologies. Customers prefer to complete their banking and other financial activities at the comfort of their homes. Convenience underlines the importance of technology in banking sector among the customers. Digital banking is advancing in the area of electronic banking. Though customers are welcoming these advancements in banking sector there exists some percentage of customers who are reluctant in joining the progress. Usually, elderly people are considered as such laggards as they at first resist changes. To shift to a cashless economy or to a more developed nation it is imperative that everyone accept the technological advancements. According to the document 'Elderly in India 2021' released by the ministry of statistics and programme implementation' Kerala has the maximum proportion (16.5 per cent) of elderly people in the total population. Hence the study is centered on the awareness and usage of digital banking services among elderly people in Kerala.

Objectives of the Study

1. To evaluate the awareness of digital banking services among elderly people.
2. To identify how frequently digital banking services are used by elderly people.
3. To find out whether the first usage of digital banking services of elderly were during the pandemic period.

Scope of the Study

The study has been conducted to know about the awareness and usage of digital banking services among elderly people during the pandemic. It helps to know whether the older adults are aware and are using the services. Further, it also lets you understand if covid-19 has acted as a catalyst in bringing the older adults into the digital banking stream.

Methodology

The sample of the study constitutes 75 respondents. The method of sampling used was simple random sampling.

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Primary data have been used for the study. Primary data were collected using questionnaire.

1. Statistical Tools for the Analysis:

Simple percentage analysis was used for the interpretation and presentation of data.

2. Limitation of the Study:

The sample size of the study was 75 and the period of study was limited.

3. Data Analysis and Interpretation:

a. Demographic Profile of Respondents

The demographic characteristics of the respondents are shown in this section. It covers distribution of respondents on the basis of age, gender, place of residence, marital status, education, occupation, religion.

Table1

Demographic Characteristics of Respondents

Characteristics	Sub characteristics	Frequency	Percentage
Age	60-69(Young old)	63	84.0
	70-79(Middle old)	9	12.0
	80+ (Very old)	3	4.0
Gender	Male	40	46.7
	Female	35	53.3
Place of residence	Rural	32	42.7
	Urban	43	57.3
Education	Illiterate	0	0.0
	Primary	1	1.3
	Middle school	4	5.3
	High School	21	28.0
	Pre-degree	10	13.3
	Degree and above	39	52.0
Occupation	Working	19	25.3
	Non-working	21	28.0
	Retired	35	46.7

Source: Primary Data

Of the 75 respondents 63 respondents are of the age between 60-69 years and the remaining constitutes the middle old and very old. About 40 respondents are male, 43 respondents from urban area and 64 respondents married. It is also understood from the table that majority of the respondents are graduated and above. It is also inferred that most of the respondents are retired persons.

b. Awareness of Digital Banking Services Among Elderly

A banking customer can perform various types of banking transactions using digital banking services. It is considered that elderly people are accustomed to traditional banking due to their lack of awareness. Hence it becomes to imperative to investigate if they aware or not. The table below shows the awareness of digital banking services among the elderly.

Table 2

Awareness of Digital Banking Services Among Elderly

Variable	Opinion			
	Yes		No	
Awareness	Frequency	Percentage	Frequency	Percentage
	59	78.7	16	21.3

Source: Primary Data

Out of the 75 respondents 78.7 per cent are aware of digital banking and the rest of 21.3 per cent are not aware of digital banking services.

c. The Source of Knowledge about Digital Banking Services

As major elderly respondents are aware of the digital banking services it becomes inevitable to identify the source of knowledge.

From table 3 and figure 1 it is understood that most of the respondents got the knowledge about digital banking services from friends/relatives, which constitute about 49.2 per cent of total respondents.40.6 per cent of the respondents came to know about it through bank authorities, 8.5 per cent from newspaper, 1.7 per cent from television, or radio.

Table 3

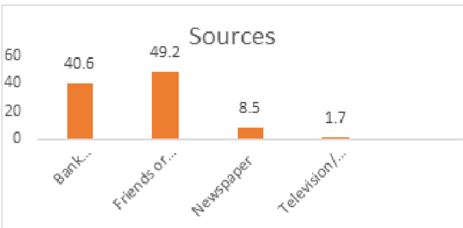
Source of Knowledge About Digital Banking Services

Sources	Frequency	Percentage
Bank Authorities	24	40.6
Friends/Relatives	29	49.2
Newspaper	5	8.5
Television/Radio	1	1.7
Total	59	100

Source: Primary Data

Figure1

Source of Knowledge about Digital Banking Service



d. Usage of Digital Banking Services

Table 4

Usage of Digital Banking Services

Variable	Opinion			
	Yes		No	
Usage	Frequency	Percentage	Frequency	Percentage
	46	78	13	22

Source: Primary Data

Though majority of the respondents are aware of digital banking services the possibility of them using the services are to be distinguished. Out of the 59 respondents that are aware of digital banking services 46 are using it and 22 respondents even though are aware of digital banking services are not using it.

e. Opinion About the Usage During the Pandemic Period

Table5

First Usage During the Pandemic

Variable	Opinion			
	Yes		No	
First Usage	Frequency	Percentage	Frequency	Percentage
	16	34.8	30	65.2

Source: Primary Data

It can be inferred from the data that majority (65.2 per cent) of the respondents was already using digital banking services before the Covid 19 pandemic and only 34.8 per cent of the total respondents started using it during the pandemic.

f. Digital Banking Services That You Use

There are so many digital banking services that are made available by various banks. Present study considered ATM, Internet banking, Mobile Banking, and UPI.

Table 6

Various Digital Banking Services Being Used

Services	Opinion			
	Yes		No	
	Frequency	Percentage	Frequency	Percentage
ATM	35	76.0	11	23.9
Internet Banking	22	47.8	24	52.1
Mobile Banking	22	47.8	24	52.1
UPI	10	21.7	36	78.2

Source: Primary Data

From the table 6 it is understood that ATM is the most prominently used digital banking service among the group others. About 76 per cent of the respondents use ATM, 47.8 per cent use mobile banking ,47.8 per cent use internet banking and 10 per cent of respondents use UPI.

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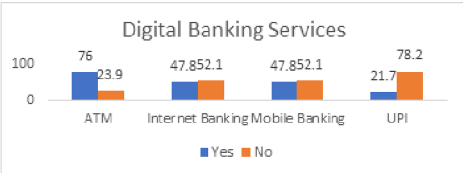
Figure 2

Digital Banking Services Used of Respondents



g. Opinion on the Period of Usage of Digital Banking Services

Table7

Years of Using Digital Banking Services

Year	Frequency	Percentage
Less than 1 year	9	19.6
1-5 year	23	50.3
More than 5 years	14	30.1

Source: Primary Data

From the table 7 it is understood that about 50 per cent of the respondents have been using it for about 1-5 years,14 has been using for above 5 years and 9 has been using it for less than 1 year. This proves that majority of the senior customers are comfortable with using digital banking services

h. Opinion on Assistance or Help for Using Digital Banking Services

Table8

Need for Assistance While Using Digital Banking Services

Variable	Opinion			
	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Usage Assistance	19	41.3	27	58.7

Source: Primary Data

From the data it is understood that about 58.7 per cent of the respondents do not require assistance while using digital banking services and about 41.3 per cent requires assistance for digital banking services.

i. Opinion on the Purpose for Using Digital Banking Services

From the table 9 it is clear that majority of the respondents use the digital banking services for cash transaction. About 56.5 per cent respondents were using it for bill payment, 13 per cent to open fixed deposit, 52.2 per cent to get account statement, 19.6 per cent for tax e-fing,10.9 per cent for requesting cheque book or DD, 54.3 per cent to check balance and 93.5 per cent for cash transactions.

Table 9

Purpose for Using Digital Banking Services

Purpose	Opinion			
	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Cash Transactions	43	93.5	3	6.5
Check Balance	25	54.3	21	45.6
Bill Payment	26	56.5	20	43.4
Request for Cheque/DD	5	10.9	41	89.1
Tax e-filing	9	19.6	37	80.6
Account Statement	24	52.2	22	47.8
Open fixed deposit	6	13	40	86.9

Source: Primary Data

j. Reasons for Using Digital Banking Services

From table 10 it can be inferred that majority of the respondents used the digital banking services due to its convenience. About 73.9 per cent of the respondents found it convenient,60.9 per cent used it as it allows anytime, anywhere banking,56.5 per cent used it as it saves time, 28.3 per cent use it as it's safe and secure,52.2 per cent use it due to its quick transactions and information.

Table 10

Reasons for Using Digital Banking Services

Reasons	Opinion			
	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Convenience	34	73.9	12	26
Anytime, Anywhere Banking	28	60.9	18	39.1
Saves time	26	56.5	20	43.4
Safe and secure	13	28.3	33	71.7
Quick transactions and information	24	52.2	22	47.8
Others	0	0	0	0

Source: Primary Data

k. Reasons for Not Visiting Branch During the Pandemic

Table 11

Reasons for Not Visiting Branch During Pandemic

Reasons	Frequency	Percentage
The fear of Covid-19	29	63
Rush during banking hours	27	58.7
Security Reasons	6	13
Distance	8	17.4

Source: Primary Data

It is clearly understood from the table 11 that 63 per cent of the customers are not visiting the bank branch in the fear of Covid-19, 58.7 per cent of the respondents are not visiting on the basis of rush during banking hours,17.4 per cent on the basis of distance and 13 per cent on security reasons.

l. Reasons for Not using Digital Banking Services

It is found that 13 per cent of the total respondents are not using digital banking services. It is important to know why they are not using digital banking services even during the pandemic era. About 61.5 percentage of the 22 respondents are not using digital banking services due to lack of computer knowledge,23.1 per cent due to lack of awareness,7.7 per cent concerned about cyber security and 7.7 per cent are worried about making mistakes. Though only 22 respondents of 75 respondents are not using digital banking services it is mandatory to educate them and meet their concerns.

Table 12

Reasons for Not Using Digital Banking Services

Reasons	Frequency	Percentage
Not aware of it	3	23.1
No computer knowledge	8	61.5
Concerned about cyber security	1	7.7
Difficult to access	0	0.0
Afraid of making mistakes	1	7.7

Source: Primary Data

m. Opinion on the Willingness to Learn New Technology

About 31.2 per cent of the respondents are willing to learn new technology but are skeptical about the services, 18.8 per cent are always eager to learn new technology, 25 per cent are willing to learn new technology if needed and 25 per cent are not willing to learn new technology.

Table 13

Willingness to Learn New Technology

Reasons	Frequency	Percentage
Always eager to learn new technologies	3	18.8
Willing to learn new technology if needed	4	25.0
Willing to learn but Skeptical about the services	5	31.2
Not willing to learn new technology	4	25.0

Source: Primary Data

Major Findings

The following are the major findings of the study obtained through analysis of data:

1. From the total respondents about 78.7 per cent are aware and 21.3 per cent are not aware of digital banking services. As major chunk of the respondents are aware of the digital banking services it can be concluded in general that older adults are aware of digital banking services.
2. Out of the 59 respondents that are aware of digital banking services 78 per cent of the respondents are using and 13 per cent is not using digital banking services. So, it is found that majority of the respondents who are aware of digital banking services are making use of it.
3. It is found that majority of the respondents were already using digital banking services before the covid pandemic.
4. Majority of the respondents are not visiting the bank branch out of fear of covid.
5. Out of the 22 respondents that are not using digital banking services major respondents lacked computer knowledge or grandparents how to use it and provide incentives to them as an encouragement.

Suggestions

On the basis of the study following suggestions are given:

1. It is exposed in the study that some respondents are not using digital banking services. So, it is recommended to create an individual team of expert under each bank to develop awareness of digital banking among aged customers.
2. It is recommended to encourage children to teach their parents about the usage of digital banking services and give them incentives.
3. Banks should take necessary steps to conduct audit regularly in order to identify the usage of digital banking among older adults.
4. Digital literacy programmes for senior citizens must be conducted to empower them and to make them computer literate.

Conclusion

With the coming of digitalization more transparent, accountable and consensus system was developed in India which impacted all the segments of Indian population including senior citizens. The study found that it is incorrect to assume that senior citizens are not tech savvy and therefore will not access digital banking services. It is found that majority of the customers are aware and are using digital banking services for more than 1 year. As 21 per cent of the respondents are still unaware of the digital banking services it is suggested to create more awareness programme under the Ministry of Social Justice and empowerment with the motive of creating awareness among senior citizens. The study also reveals that 13 per cent of the respondents that are aware are not using the digital banking services and hence it is also suggested to make children teach their parents

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DOES COVID-19 A COMPELLING FORCE FOR THE GROWTH OF DIGITAL BANKING IN INDIA?

***Seena Mary Mathew, **Dr. Sunil S, ***Dr. Shanimon S**

Abstract

The Banking sector India has been succeeding in implementing IT enabled techniques for its operation for last few years. By offering better quality services and products, the banks can able to retain its major customer base and the customers are experiencing feasible banking operations with the help of information technology. The COVID 19 pandemic outbreak has adversely challenged the banking sector in India. Earlier the banking customers used to visit the bank branches to avail banking services. But during the pandemic period, banks have experienced a more shift towards the digital or internet banking. The general objective of the study is to provide a practical perspective on the impact of Covid-19 on consumer behaviour of banking products and services and thereby analyzing the growth of digital banking. For the purpose, we have analyzed the total digital payments and settlements in the banking transactions for the period of three years from 2017. The present study highlights COVID-19 pandemic effect on digital banking and the influence pandemic toward digital payments and settlement system in India.

Key words:- The COVID- 19 Pandemic, Digital Banking, Banking services, Banking strategies, Consumer Behaviour, Digitalization of banking industry.

Covid-19 Pandemic has changed the entire world economy and impacted most of the businesses. It caused a transformation in the way people live, interact and make purchase decisions. Even under these conditions, banks are responsible for maintaining liquidity flows and should continue their duty to finance the economy, to continue to lend to individuals and business and to maintain their customer base.

**Seena Mary Mathew, Research Scholar, Research & PG Department of Commerce, Government College, Attingal.*
***Dr. Sunil S, Assistant Professor of Commerce and HoD, Government College, Attingal.*
****Dr. Shanimon S, Assistant Professor, Research & PG Department of Commerce, Government College. Attingal, University of Kerala, Thiruvananthapuram.*

So banks are trying to transform their strategies that define their future and to rethink their entire flow of activities. The current crisis is an opportunity to change the banking business as well as a rethinking of the development of the bank-customer relationship. These involve not only the digitalization and modernization of financial activity of banks, but also the development of skills and the promotion of a sustainable bank-customer relationship.

Covid-19 pandemic has imposed a different approach to the banking activity in order to facilitate its consumers' access to the banking operations. It accelerated digitalization in the banking system. Banks noticed a shift in customer approach towards digital or electronic banking. So that banks have provided customers with online banking tools thereby they can perform their simple and convenient operations at anytime and anywhere. Mobile banking allows the users to access their accounts, check the status of the services online, timely update and handle transactions and communication with bank, anytime, anywhere around the world. Mobile banking wallets has boosted the banking sector and enhances daily transactions in an efficient and safe mode.

Literature & Synthesis

Covid-19 threats have imposed many changes in the banking sector of India. To ensure speedy and effective customer services in the banking sector, major banks in India developed a shift in customer approach towards digital or electronic banking. So that banks have developed digital platforms for speedy & diversified services. Simple online banking tools, enables even the illiterate and technologically backward people to perform simple and convenient operations at anytime and anywhere. Mobile banking and digital platforms allows the users to access their accounts, check the status of the services and helps to update banking and non- banking transactions and communications with the help of Internet of Things and Artificial intelligence. Mobile banking wallets has boosted the banking sector and enhances daily transactions in an efficient and safe mode.

Related studies highlighted the situations and provide the back up of this study; Covid-19 Pandemic adversely hampered the Indian banking operations and severely affected all the industries across the world economy, Nilam Panchal, (2021). He argued that, Governmental intervention is required to take decisions and actions to lessen uncertainty and financial stress in the economy and continuous measures should be taken to enable the smooth functioning of both money and capital markets, Banking system in India has implemented various measures due to COVID-19 Pandemic to make banking operation more smooth and effective, Patil., Anu Alex, (2020). Based on their study they found that, most of the Indian Banks were facing the problem of NPA, Non recovery of loan, customer issues, Bad Loans during Covid - 19 situations and resultant shut down.

The degree of mobile/internet banking services usage of the respondents has increased during the pandemic in

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comparison with the period before the pandemic, Daniel,Gardan,Claudia, (2020), their survey indicate the need to increase the efforts of banks to offer financial education courses to all categories of bank customers. Tammana Muzawar,(2020), points out that due to covid-19 pandemic and nationwide closure people believe that visiting branches and availing banking services is not safe and secure. As the banks have modernized they have encouraged their customers to avail benefit of online, internet and mobile banking services. Their study found that most of the people are using mobile banking services as it is clear that since time saving, cost effective, reliable and easy to use than Conventional Banking.

Suhas. D, H & N. Ramesh, (2018), in their review all the banking transactions can able to be processed quickly and easily with the help of Electronic banking. It clearly stating the numerous assistance and services provided by e-banking to their customers and also the challenges which the customers are facing in the adoption of e-banking.

Review of literature has shown that a number of studies have been conducted in the field of Technologically Improved Banking Services to identify the impact of Covid-19. We highlight the Impact of Covid-19 on Technologically Improved Banking Products and Services in India. The present study focuses on the total digital banking payments and settlement system existing in India, basically digital banking services such as Large Value Credit Transfers, Real Time Gross Settlement (RTGS), digital payments of APBS, IMPS, NACH Cr, National Electronic Fund Transfer (NEFT), Unified Payment Interface (UPI), BHIM Aadhaar Pay, Debit Cards, Credit Cards and Prepaid Payment Instruments.

Statement of the Problem

Banking sector which is responsible for all the financial activities in the country and working as a supporting hand to all of the industries has witnessed a great challenge during the pandemic times. Banks were directly affected by the COVID-19 crisis, being forced to rethink their business operations and strategies to revise and analyses the directions of their existing activities. As personal banking is not appropriate during this Covid-19 pandemic, it has forced people to use contactless payments and avoid handling paper money as much as possible. Most of the bank branches encouraged their customers not to visit their branches and make use of digital banking tools and products to carry out their day to day banking operations. Thereby the Covid-19 has pushed bank consumers towards the use of digital banking products like online and mobile banking.

Banks have came up with digital banking services that encouraged customers to avail benefit of online, phone and mobile banking services as all these services are available at finger tips of customers in lieu of branch visits. Thus technology has altered the banking landscape by increasing non-branch banking which in turn helps to create customer value. It is imperative for banks to adopt technology in the age of transformation to survive in the ever-changing market. The banking industry changed some of its old methods and is now finding new ways to retain its customer base. This period is of importance for banks, as it creates a modern credible digital interface to digitalise their processes.

Indian banking sector, digital means are getting popular as most of the customers are already much learned toward online banking. This study envisages how the Covid 19 impacts the development of digital banking in India and the growth of technologically improved digital banking services in the banking sector in an overall aspects. And analyse the growth of total digital banking settlements and payments during the pandemic period.

Significance of the Study

During these pandemic times banks are concentrating more on value based services through the means of electronic banking. The evolving way of internet banking, mobile banking and information technology-enabled services are replacing the traditional way of banking operations. As a necessity, some bank customers were forced to adopt digital options as a means of transactions, while others moved to digital options for the first time. By adopting the digitalized way of operations, banking sector provide quality and value added services to their customers . Banks will need to respond to lasting social change conditions in order to understand how consumers select products and services, to meet individuals' financial needs.

As decisions on how the banking sector responding to the pandemic challenges and relevance of the services and products that they are providing to the customers on a safe and convenient mode, will be the key to successful banking, this study mainly focus on the emerging phase of digital banking operations through Technologically Improved Digital Banking and analyzing the growth of the new banking trends during the Covid-19 pandemic times.

Scope of the Study

The present study investigates the ever changing banking during the COVID-19 pandemic. The scope of the study is to understand the coping mechanisms of banks during the pandemic crises, by comparing it with the pandemic period. This study allows us to outline how banks use their strategies to adapt their digital transformation. The scope of the study limited to enquire the growth of digital banking in India. The findings of the study will be useful for the Indian banking sector to strengthen the digital banking services by formulating suitable strategies to build the customers trust and loyalty, thereby help the banks to retain their customer base and will assist the bank to reduce their cost of operation, generate substantial revenue from the online banking and e-payment transaction and encourage them to provide more digital banking product and services that will meet the costumer's needs in the future. An analytical study on banking strategies is important to properly support future research in the area of Emerging Technology in Improved Digital Banking Services of Indian banking sector.

Objective of the Study

The study entitled as "Covid-19 - Does a compelling force for the growth of Digital Banking in India" has the major objective to study the emergence of digital banking in India during the period Covid-19 in terms of value and volume.

Research Methodology

The present study is an empirical in nature and based on secondary data. Population for the study constitutes Public and Private sector banks in India. The study is mainly aims to build up an insight into the development of digital banking during the pandemic period.

Analysis and Interpretation

Financial inclusivity and accessibility are the cornerstones of global economic development, especially in a world that is traversing one of its toughest uncertainties of all times. The global banking and financial services industry, which has undergone seismic shifts in the post Covid -19 pandemic period. The larger economic objectives enable accessible and inclusive global banking using fintech and application programming interfaces (APIs). For global banks that are spread across multiple countries and market, it presents an opportunity to use advanced technology solutions to make improved infrastructure in terms of higher rates of internet and mobile penetration across the world has been a key enabler of this revolution , which is slated to make global banking industry a $43.15 billion business world wide by 2026 (Ahamed Abdelaal, 2022) .

Nearly a quarter of million people was driven by consumers seeking advanced digital banking services (Karl Flinders, 2022). Digital banks are beginning to eat into the market dominance of traditional banks. Thousands of bank's customers counting to benefitted from digital banking even in the face of growing challenges presented by the emergence of Covid-19 Omicron variant (David Piper, 2022); and digital first current account providers continue to attract new customers as " many seek current account providers with high quality online tools, such as mobile apps". Digital challengers have won millions of customers, people are changing for non-financial reasons, with the top reasons cited including better online banking facilities (51%), sophisticated mobile or app based banking system (41%) and improved customer service (38%).

During the period of Covid-19, the Reserve Bank continued to ensure safe, secure, quick and affordable e-payment options, with greater competition and customer confidence in the payment ecosystem of the country. NEFT was a significant milestone to reach out the customers and excluded sections of society with a bouquet of e-payment options, supported by an efficient regulatory environment and robust consumer protection by next generation financial messaging system and wireless technology for banks.

The payment and settlement systems recorded a robust growth during 2019-20, growing by 44.1 per cent in terms of volume on top of the expansion by 55.8 per cent in the previous year. The share of digital transactions in the total volume of non-cash retail payments increased to 97.0 per cent during 2019-20, up from 95.4 per cent in the previous year (Table-1). However, the extended period of

Table 1

Payment System Indicators – Annual Turnover (April-March)

	Volume (Lakh)		
	2017-18	**2018-19**	**2019-20**
	1	2	3
A. Settlement Systems			
CCIL Operated Systems	35	36	36
B. Payment Systems			
1. Large Value Credit Transfers – RTGS	1,244	1,366	1,507
Retail Segment			
2. Credit Transfers	58,793	1,18,750	2,06,661
2.1 AePS (Fund Transfers)	6	11	10
2.2 APBS	12,980	15,032	16,805
2.3 ECS Cr	61	54	18
2.4 IMPS	10,098	17,529	25,792
2.5 NACH Cr	7,031	9,021	11,406
2.6 NEFT	19,464	23,189	27,445
2.7 UPI	9,152	53,915	1,25,186
3. Debit Transfers and Direct Debits	3,788	6,382	8,957
3.1 BHIM Aadhaar Pay	20	68	91
3.2 ECS Dr	15	9	1
3.3 NACH Dr	3,738	6,299	8,768
3.4 NETC (Linked to Bank Account)	15	6	97
4. Card Payments	47,486	61,769	73,012
4.1 Credit Cards	14,052	17,626	21,773
4.2 Debit Cards	33,434	44,143	51,239
5. Prepaid Payment Instruments	34,591	46,072	53,318
Total – Retail Payments (2+3+4+5+6)	1,56,371	2,44,211	3,52,362
Total Payments (1+2+3+4+5+6)	1,57,615	2,45,577	**3,53,869**
Total Digital Payments (1+2+3+4+5)	1,45,902	2,34,339	3,43,455

Note: 1. RTGS system includes customer and inter-bank transactions only.

2. The figures for cards are for payment transactions at point of sale (POS) terminals and online.

3. Figures in the columns might not add up to the total due to rounding off of numbers.

Source: RBI.

lockdown arising on account of the COVID-19 pandemic resulted in subdued economic activity and lower discretionary payments, thereby leading to a fall in digital transactions.

In digital payments, the retail RTGS volume, which had registered healthy growth since July 2019 due to waiving of RTGS charges by the Reserve Bank, declined in March (-12.3 per cent), April (-52.5 per cent) and May (-27.5 per cent). While they regained traction in May, transactions through Immediate Payment Service (IMPS) had started declining and

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the drop became sharper in April 2020. Unified Payments Interface (UPI) transaction volume declined by 5.9 per cent in March 2020 and further by 19.8 per cent in April 2020 to slightly less than one billion transactions. However, it recovered as the lockdown was gradually lifted and logged a record 1.34 billion transactions in June 2020. The ratio of RuPay card transactions at e-commerce portals to point-of-sale (PoS) jumped to 237 per cent in April 2020 from 76.8 per cent in February 2020, reflecting the effect of social distancing. Apart from low demand during the lockdown, the suspension of operations by leading users of digital payments such as e-commerce and BigTechs could have contributed to a decline in small value digital payments.

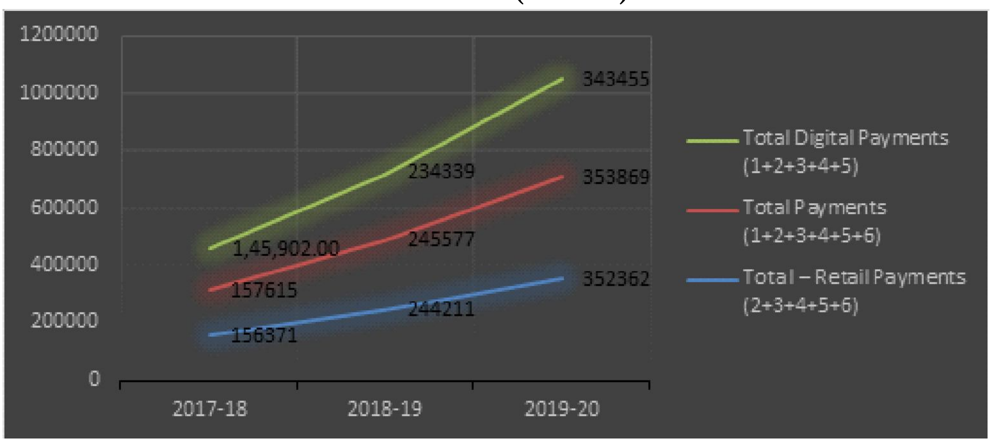
The decline in digital transactions during the lockdown period is indicative of the integration of the digital economy with the real economy.

During 2019-20, the number of card payment transactions carried out through credit cards and debit cards increased by 23.5 per cent and 16.1 per cent, respectively, Prepaid Payment Instruments (PPIs) recorded a volume growth of 15.7 per cent on top of the 33.2 per cent a year ago. The acceptance infrastructure witnessed substantial growth; the number of Point of Sale (PoS) terminals increased by 38.2 per cent to 51.4 lakh and the number of Bharat QR codes deployed increased by 74.6 per cent to 20.28 lakh as at end-March 2020. Further, during the same period, the number of ATMs increased from 2.22 lakh to 2.34 lakh. (Reserve Bank of India - Annual report - 2020).

Amongst the electronic modes of payments, transactions under the RTGS system expanded by 10.3 per cent during 2020, with their value at ₹ 1,311.6 lakh crore, however, dipping by 3.3 per cent from the previous year, mainly on account

Figure 1

Total Digital Payments - Payment System Indicators (2017-2020) Annual Turnover (Volume)



Source: Reserve Bank of India - Annual Report 2020.

Table 2

Payment System Indicators – Annual Turnover (April-March)

	Value (in crore)		
	2017-18	2018-19	2019-20
A. Settlement Systems			
CCIL Operated Systems	10,74,80,202	11,65,51,038	13,41,50,192
B. Payment Systems			
1. Large Value Credit Transfers – RTGS	11,67,12,478	13,56,88,187	13,11,56,475
Retail Segment			
2. Credit Transfers	1,88,14,287	2,60,97,655	2,85,72,100
2.1 AePS (Fund Transfers)	300	501	469
2.2 APBS	55,949	86,734	99,448
2.3 ECS Cr	11,864	13,235	5,145
2.4 IMPS	8,92,498	15,90,257	23,37,541
2.5 NACH Cr	5,20,992	7,36,349	10,52,187
2.6 NEFT	1,72,22,852	2,27,93,608	2,29,45,580
2.7 UPI	1,09,832	8,76,971	21,31,730
3. Debit Transfers and Direct Debits	3,99,300	6,56,232	8,26,036
3.1 BHIM Aadhaar Pay	78	815	1,303
3.2 ECS Dr	972	1,260	39
3.3 NACH Dr	3,98,211	6,54,138	8,24,491
3.4 NETC (Linked to Bank Account)	39	20	203
4. Card Payments	9,19,035	11,96,888	15,35,765
4.1 Credit Cards	4,58,965	6,03,413	7,30,895
4.2 Debit Cards	4,60,070	5,93,475	8,04,870
5. Prepaid Payment Instruments	1,41,634	2,13,323	2,15,558
6. Paper-based Instruments	81,93,493	82,46,065	78,24,821
Total – Retail Payments (2+3+4+5+6)	2,84,67,748	**3,64,10,163**	3,89,74,281
Total Digital Payments (1+2+3+4+5)	13,69,86,734	16,38,52,285	16,23,05,934
Total Payments (1+2+3+4+5+6)	14,51,80,226	17,20,98,350	17,01,30,756

Note: 1. RTGS system includes customer and inter-bank transactions only.
2. The figures for cards are for payment transactions at point of sale (POS) terminals and online.
3. Figures in the columns might not add up to the total due to rounding off of numbers.
Source: RBI.

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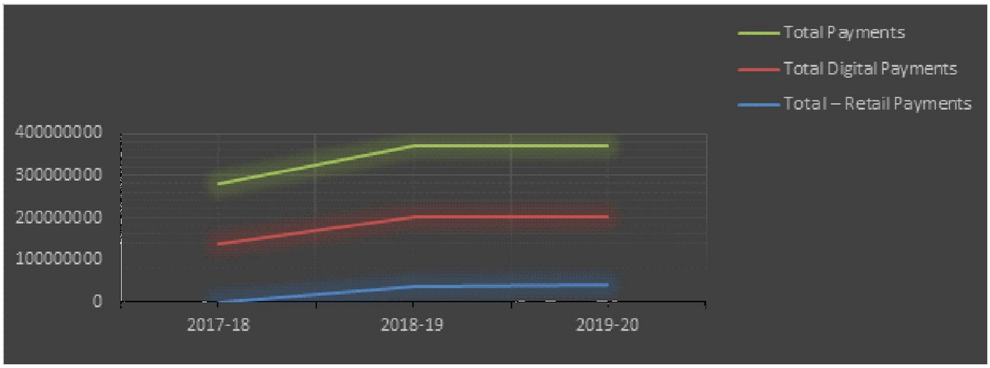
Figure 2

Total Digital Payments - Payment System Indicators (2017-2020)



Source: Reserve Bank of India - Annual Report 2020.

of decline in large value transactions of corporates in line with slowdown in economic activity. At the end of March 2020, the RTGS facility was available through 1,53,605 branches of 218 banks. Transactions in the National Electronic Funds Transfer (NEFT) system rose by 18.3 per cent during the year. At the end of March 2020, the NEFT facility was available through 1,53,687 branches of 217 banks.

Total payments in the year 2017-18 was Rs.14,51,80,226 crore in value and in the year 2018-19 it is increased to Rs. 1720,98,350 crore. In 2019-20 total value of digital payments increased to Rs. 17,01,30,756 crore. This proves the steady growth of overall digital transaction in value in the initial periods of pandemic. However, dipping by 1.01 per cent from the previous year, mainly on account of decline in large value transactions of corporate in line with slowdown in economic activity (Reserve Bank of India Annual report, 2020).

Indian banking industry was confronted with an ever increasing demand from customers to provide innovative digital products and services in a highly competitive market during Covid -19 pandemic period. Information Technology transformation by using Application Programming Interfaces (APIs) to simultaneously accelerated technical modernisation and enable new business ideas over time. Competitive markets and increasing demand for digital solutions during pandemic period facilitates end-to-end digital customer journeys such as innovative banking technology, advanced-analytics-based products and a core-banking -system push cloud adoption. Introducing new digital capabilities such as robotics, smart automation, and advanced analytics help to generate full business value of banking System in India. APIs are the core of IT architecture and play a significant role in digital strategy of banking.

Implications

The COVID-19 pandemic has led to a diminution in digital transactions in India. In corroboration, the growth of currency with the public in India accelerated from 11.2 per cent on February 28 to 14.5 per cent as on March 31, to 21.3 per cent as on June 19, 2020 (12.8 per cent a year ago). At the same time, the cumulative value of digital transactions during January-May 2020 declined by 25.5 per cent (y-o-y) as compared with a strong growth of 20.6 per cent a year ago. Of this, digital retail transaction value growth contracted by 10.6 per cent as compared with an increase of 31.3 per cent last year. However, both these indicators recovered in the month of May 2020. In digital payments, the retail RTGS volume, which had registered healthy growth (y-o-y) since July 2019 due to waiving of RTGS charges by the Reserve Bank, declined in March (-12.3 per cent), April (-52.5 per cent) and May (-27.5 per cent). While they regained traction in May, transactions through Immediate Payment Service (IMPS) had started declining in February 2020 and the drop became sharper in April 2020.

Unified Payments Interface (UPI) transaction volume declined by 5.9 per cent in March 2020 and further by 19.8 per cent in April 2020 to slightly less than one billion transactions. However, it recovered as the lockdown was gradually lifted and logged a record 1.34 billion transactions in June 2020. The ratio of RuPay card transactions at e-commerce portals to point-of-sale (PoS) jumped to 237 per cent in April 2020 from 76.8 per cent in February 2020, reflecting the effect of social distancing. Apart from low demand during the lockdown, the suspension of operations by leading users of digital payments such as e-commerce and BigTechs could have contributed to a decline in small value digital payments. The decline in digital transactions during the lockdown period is indicative of the integration of the digital economy with the real economy. Empirical analysis for the period 2009-19 supported statistically significant unidirectional Granger causal relationship from the growth of nominal GDP and private final consumption expenditure (PFCE) to the growth of digital and retail transaction value. (RBI - Annual Report, 2020).

During 2019-20, the number of card payment transactions carried out through credit cards and debit cards increased by 23.5 per cent and 16.1 per cent, respectively, while the value increased by 21.1 per cent and 35.6 per cent to ₹ 7.3 lakh crore and ₹ 8.0 lakh crore, respectively. Prepaid Payment Instruments (PPIs) recorded a volume growth of 15.7 per cent on top of the 33.2 per cent a year ago, while transactions value at ₹ 2.2 lakh crore increased by little more than 1.0 per cent. The acceptance infrastructure witnessed substantial growth; the number of Point of Sale (PoS) terminals increased by 38.2 per cent to 51.4 lakh and the number of Bharat QR codes deployed increased by 74.6 per cent to 20.28 lakh as at end-March 2020. Further, during the same period, the number of ATMs increased from 2.22 lakh to 2.34 lakh (Reserve Bank of India - Annual report - 2020).

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Findings of the Study

1) The COVID-19 pandemic has led to a diminution in digital transactions in India.

2) The Covid 19 pandemic has a direct and positive impact on the development and introduction of Technologically advanced banking products.

3) During the lockdown, the suspension of operations by leading users of digital payments such as e-commerce and Big-Techs could have contributed to a decline in small value digital payments.

4) There is a steady growth in the value of digital payments, such as APBS, IMPS, NACH Cr, NEFT, UPI, BHIM Aadhaar Pay, Debit Cards, Credit Cards and Prepaid Payment Instruments from 2017 to 2019.

5) There is a decline in the value of digital payments, especially in case of payments like APBS, IMPS, NACH Cr, NEFT, UPI, BHIM Aadhaar Pay, Debit Cards, Credit Cards and Prepaid Payment in 2021 while comparing to previous year.

6) In terms of volume total digital payments is also increasing year by year during the pandemic period.

7) In terms of value total digital payments is also increasing year by year during the pandemic period except in the year 2020-21.

8) The growth of overall mobile internet transaction rapidly developing during corona period.

9) The increasing trend of growth which is seen in the total digital payments in volume in the banking sector is also be seen in the growth of all digital banking transactions.

Conclusions

Banks are an important pillar of the economy and the strategies they adopt will influence the recovery of the economy after the pandemic times. Digitization remains a priority option for the banks, in order to offer customers with the quality and safest solutions in their current business with the bank. The increasing use of digital transactions during COVID-19 is expected to continue in coming years, requiring banks to re-evaluate their banking activities. The migration of banks to the digital banking has much more importance to the banking sector and it is important to take steps for the development of the emerging banking technologies. The new - digital banks need to work harder to increase the level of consumer confidence, digital security, and the value of services .As the customer experience is more essential to banks, only those banks which modernize their IT infrastructure and provide online access to banking products and services will have benefits in future. The future of banking products and services is a combination of online and offline, to respond to a consumer whose preferences are constantly changing. So the banking sector in India needs to develop a well-developed strategy to digital technologies in order to have a long term benefit.

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THE ROLE OF INFRASTRUCTURE FINANCING WITH SPECIAL REFERENCE TO PUBLIC-PRIVATE PARTNERSHIP

***Vishnu P, **Dr. B Gopakumar**

Abstract

The government has started a number of schemes in joint collaboration with private sectors in order to give national economy an impulse and thus enhancing the pace of economic growth. Public Private Partnership has become the demand of developing India. Public-Private Partnership is the most recent addition in the world of economic development and growth across the country. There are many sectors and subsectors of Public Private Partnership in India i.e. Infrastructure, health, education, women empowerment, vocational education etc. The development of physical infrastructure has today become the top priorities of the government. Therefore, the Public Private Partnership has become suitable answer to represent a logical, viable and necessary option for the Government. Keep in this mind, the Indian government has stated PPP schemes to enable to implement infrastructure projects and services via PPP. This paper highlights the concept and current status of PPP in India and analyses of various PPP projects supportive plans as well as discusses emerging areas/ scope of PPP in developing economies like India.

Key words:- PPP, Infrastructure development, Public services

PPP is the best answer to address the requirements which are essentially required for the better and continued economy. Public-Private Partnership is defined as a legal agreements between public and private-sector entity that offer the delivery of physical infrastructure & services to the society in specific time duration. There private sector work as financing, maintaining, operating, construction and the other hand public sector provide full societal and environmental support to PPP projects.

PPP projects develop a high quality physical infrastructure projects like roads, highways, ports, airports, metro and other sectors, And in service sectors, health,

**Vishnu P, Research Scholar, SD College, Alappuzha, University of Kerala.*
***Dr. B Gopakumar, Principal NSS College Cherthala, Alappuzha.*

education, child development, skill development, sanitation, etc. All PPP projects improve the quality of life for the citizen. The public private partnerships are not simply tools for funding projects, but require full commitment from all partners at the completion of the project. The continued growth of national economy depends on the availability of qualitative, sustained infrastructure, and basic services. The PPP or P3s is being encouraged for realization of infrastructure projects. Public-Private-Partnership in today's age is the best mode of implementing various Government schemes in association or partnership with the private sector. In PPP projects, public and private both sectors have a significant role in providing services to the most of the projects with regard to strategy formulation and implementation.

The Government of India defines PPPs as, "A partnership between a public sector entity (sponsoring authority) and a private sector entity (a legal entity in which 51per cent or more of equity is with the private partner/s) for the creation and/or management of infrastructure for public purpose for a specified period of time (concession period) on commercial terms and in which the private partner has been procured through a transparent and open procurement system". In recent years the concept of PPP is gaining much more momentum across the country just because it has been able to provide ample solution to the much needed projects which government cannot do on its own. PPP can provide solutions that can overcome barriers to development due to a lack of infrastructure.

PPPs are not only of substantial help to the private sector only rather it allows governments to expand the provision of services by using market tools. It increases the number of services that can be provided within a given state budget and, more importantly, it increases their value in terms of quality and performance. The Government of India has also realized that it cannot serve to the demands of Indian citizen spread across the country alone. The trend of the Indian economic rise and almost hovering between 5-6 per cent annual growths, the other countries of the world are looking at India as the potential centre for PPP. The liberal government policies have also helped in bringing the world closer to this country, as a result of these liberal policies, India is becoming a hub of PPP. In India there are some institutions, which play a significant role in making PPP effective and successful. These institutions are like Ministry of finance, department of economic affairs, PPP cell, and Public private partnership appraisal committee (PPPAC) for appraisal and approval of central sector, PPP projects, empowered institution (EI) for the projects posed for viability gap funding (VGF) support and India infrastructure project development fund (IIPDF), etc. The forecasting strategy of the twelfth Plan encourages private sector participation directly or indirectly of PPPs, wherever desirable and feasible. The share of private sector in infrastructure investment will have to rise substantially from about 36.61 per cent anticipated in the eleventh Plan to about 48 per cent in the twelfth Plan. It is expected that competition and private investment will not only expand capacity,

Table 1

Projected Investment in Infrastructure—Twelfth Five Years Plan

Sector	**Total 11th Plan**	**12th Plan Projection**					
Amount on Rs.		**2012-13**	**2013-14**	**2014-15**	**2015 – 16**	**2016 – 17**	**Total 12th plan**
Grand Total	**24,24,277**	**751012**	**887454**	**1061316**	**1285573**	**15,89,308**	**55,74,663**
Centre	8,56,717	250758	280662	315217	354296	4,00,129	16,01,061
State	6,80,056	2,06,944	2,30,045	2,55,645	2,83,201	3,13,928	12,89,762
Private	8,87,504	2,93,310	3,76,747	4,90,455	6,48,077	8,75,251	26,83,840
Grand total	**24,24,277**	**7,51,012**	**8,87,454**	**10,61,316**	**12,85,573**	**15,89,308**	**55,74,663**
Public	15,36,773	4,57,702	5,10,707	5,70,862	6,37,497	7,14,057	28,90,823
Private	887504	2,93,310	3,76,747	4,90,455	6,48,077	8,75,251	26,83,840
GDP mp	33604450	1,01,50,618	1,16,45,987	1,33,58,028	1,53,47,089	1,76,61,485	6,81,63,208
Investment as % of GDP mp	7.21	7.4	7.62	7.95	8.38	9.00	8.18

Source: (Volume I, Twelfth Five Year Plan (2012– 2017) Planning Commission (Government of India) 2013.

but also improve the quality of the service, besides minimizing cost and time overruns in implementation of infrastructure projects.

The total public sector ivestment in infrastructure envisaged in the Twelfth Plan is Rs.16, 01,061 crore from the Centre and Rs.12, 89,762 crore by the States. Investment by the private sector, which includes PPP projects, makes up the balance of Rs.26,83,840 crore, which is 48.14 per cent of the required investment during the twelfth Plan, a much higher share than the anticipated 36.61 per cent during the eleventh Plan.

Review of Literature

Abdel Aziz, 2006 examined the principles that need to be addressed in order to ensure the successful implementation of a PPP program include: to understand the objectives of using private finance when selecting a PPP arrangement, to properly allocated risks to the private sector, to establish a broad and comprehensive PPP legal framework, to assess the value for money when selecting a delivery system, to create a PPP unit for policy development and/ or implementation, to maintain the transparency in the selection process, to standardize the procedures and contracts, and to use performance specifications.

Desai, 2013 focused that even though PPP models allow for exclusive rights over public assets, it is free from the evil of monopoly business such as high user charges or low service quality. This happens when government follows a competitive bidding process to decide on lowest user charges or provide viability gap funding to safeguard consumer interests. Contracts are designed to ensure service quality.

Chambers, 2014 analysed that rural India needs business to invest in industries such as finance and insurance; in ventures that bring new infrastructure such as telephony and roads. This is where telecommunications can help. Where physical infrastructure may not reach easily, the Internet can. Broadband access is the ideal platform to connect a geographically diverse country such as India. This high-speed Internet technology holds tremendous potential, such as distance learning, telemedicine, supply chain management, customer relationship management.

GOI, 2007 & Datta, 2014 sight that if we judge by the way many governments are currently committing themselves to PPP approach, it is evident that the Public Private Partnership (PPPs) has become a popular way of providing public sector infrastructure and services. These partnerships must supplement the scarce public resources for improving the investment in infrastructure sectors, and at the same time improving efficiencies and reducing costs.

Mahalingam A, 2012 focused on India's infrastructure needs, PPPs are a necessity and not just an option. However, there are a myriad of issues that need to be addressed and resolved in order to facilitate a better understanding on how to develop infrastructure efficiently and seamlessly via PPP s.

Objectives of the Study

1. To understand the concept and current status of Public Private Partnership (PPP) Projects in India.

2. To focus on the scope of PPP projects in Indian Infrastructure development.

3. To point out the challenges and barriers of PPP projects in India.

Research Methodology

This research paper is purely based on secondary data collected from various sources. All the data generated from Government of India official website and the official website of the committee on infrastructure, Planning Commission, ministry of finance and Investment Commission of India. The other major source for the collection of the information has been from available literature such as, journals, books, and news of Govt. of India and states Govt. related to the PPP.

Results & Discussion

1. PPP and Privatization:

PPP and Privatization are seen by many people as the same entity. However, both the words are not at all similar and cannot be used as synonyms. There lies a vast difference between these two terms

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which best can be explained on the basis of responsibility, In the case of funding projects and its implementation, the entire responsibility for its success or failure lies with the private entrepreneurs. It is the private entrepreneur who has to be made responsible if the projects or services didn't click. But in case of PPP, the full responsibility lies with the government and in case of failure the government has to own responsibility. And on the basis of ownership, the rig ht of ownership under privatization is transferable and can be transferred to private entrepreneurs with both the gains (Profits) and Risks associated with projects. But in case of PPP, the legal ownership of assets is retained by the public sector. It is non-transferable. In case of risk &reward, under privatization, the private partner enjoys full profits, but at the same time is responsible for the losses an entrepreneur suffers. But in PPP this is advantage of private sector that, risks and rewards are shared between both sectors.

PPPAC has been approved on 27th October 2005 at a meeting of the Cabinet Committee on Economic Affairs (CCEA). In the below figure we select **20.12.2005 to 28.10.2016** different sectors PPP projects which are approved by PPPAC. (Rs. in Crores).

India Infrastructure Project Development Funds (IIPDF):

The ministry of finance in 2007 establishment of a mechanism to support the project development expenditure on PPP projects to accelerate the process of project preparation. This IIPDF assist up to 75 per cent of the project development

Table 2

Details of PPP Projects Approved by PPPAC (2005 to 2016)

Sl. No.	Financial year	Number of projects	Total project costs (Rs in Crores)
1	2016 -17	5	5140.15
2	2015 -16	17	28465.76
3	2014- 15	18	29070.77
4	2013-14	25	55326.29
5	2012- 13	25	25641.53
6	2011- 12	52	53248.60
7	2010- 11	33	26010.24
8	2009- 10	53	57854.97
9	2008- 09	48	53381.78
10	2007- 08	13	11227.46
11	2006- 07	15	6533.54
12	2005- 06	0	O
Total		**304**	**351901.09**

Source: project recommended by the Public Private Partnership Appraisal Committee (PPPAC) (On the basis of year wise classification) expenses as ordinarily. The IIPDF assists the PPP projects in stage of identification and preparation.

Table 3 shows the year wise IIPDF amount allotted for PPP projects. IIPDF assistance amount Rs.60.06 crore. Rs.1.32 crore to 4.56 respectively has been disbursed under the scheme in 2008-2009 to 2015 – 16. Around Rs.2.56 crore has been disbursed during 2011-2012, up to December 2011. These entire amounts have been allotted on 49 projects approved. An amount of Rs.4.56 crore has been provisioned for the FY 20 15-16.

Table 3

Year Wise Details of IIPDF Amount Allotted for PPP Projects

Year	Amount allotted (Rs in crores)
2015 – 16	4.56
2014 – 15	7.00
2013- 14	6.12
2012- 13	8.43
2011- 12(December 2011)	2.56
2010- 11	7.00
2009 – 10	7.55
2008 – 09	1.32

Source: Annual Report, Ministry of Finance (Budget Division) GOI

Challenges in PPP in India

a. **Regulatory Environment**: There is no independent PPP regulator as of now. In order to attract more domestic and international private funding of the infrastructure, a more robust regulatory environment with an independent regulator is essential.

b. **Lack of Deformation**: The PPP program lacks a comprehensive database regarding the project to be awarded under PPP. An online database, consisting of all the project documents, including feasibility report, concession agreement and the status of various clearances are required

c. **Project Development**: The absence of adequate project development by authorities leads to reduced interest by the private sector, mispricing and many time delays at the time of execution.

d. **Lack of Institutional Capacity**: The limited institutional capacity to undertake large and complex at various central ministries and especially at state and local bodies' level hinder the translation of target into projects.

e. **Financing Availability**: With commercial banks reaching the sectoral exposure limits, and large Indian infrastructure companies being highly leveraged, funding the PPP project is getting difficult.

Major Findings

The national level of government is most appropriate, on the other hand, for some infrastructure services such as construction of highways, airports, seaports and power generation & distribution. Management should be handled to utilize a large amount of capital to develop the infrastructure which is feared to be critical in the development of economy. The PPP assistant scheme like VGF, IIPDF, and IIFCL are revelling positive impact on infrastructure projects. These schemes attract to private sector in

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return on investment from PPP projects. Still, there is a need of healthy coordination & cooperation between central and state level government. The healthy coordination, speed up the development of infrastructure and delivery of services and it stops the unnecessary delay, litigation of projects.

The investment in infrastructure sectors more than services projects. That's why well management would be needed there. In India still there are huge recruitment of developing Road infrastructure and Power generation sector, so in these sectors Governments must increase the amount of viability gap funding. On the financing side, the Government should need to arrange an attractive financial institution and better infrastructure bond market would be succeed to rapid in development.

Conclusion

India must be ready with more funding and financing in the areas that have been listed above. The GOI should not hesitate in making private sectors a party to the development and growth. However the participation must be on a sustainable basis and giving mutual respect to the partners. The government should also evolve mechanisms to foster the process of delivery system fast and quick and if possible the bureaucratic hurdles should be minimized. This paper maintains that for effective and efficient functioning of PPP in the infrastructural and various PPP financial support schemes.

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CSR PRACTICE OF SELECTED INDIAN COMPANIES AND THEIR CONTRIBUTION TOWARDS HEALTHCARE

*Sajna T

Abstract

As per Section 135 of Companies (CSR) Rules 2014 and Schedule VII of Companies Act 2013, every company having net worth of Rs 500 corers or more, or turnover of Rs 1,000 crore or more, or net profit of Rs 5 crore or more during the immediate preceding financial year, must have a CSR committee and spend at least 2 per cent of the average net profits earned during three immediate preceding financial years to CSR activities. With the rapid growth and complexity of medical concerns, Corporate Social Responsibility (CSR) has become significant for corporate to 'step in' and solve these challenges. Corporate Social Responsibility in healthcare is not a new scientific research on CSR and health. CSR is becoming more and more important activity to business nationally and internationally. India is becoming one of the fastest growing economies in the world. Every companies are having the composed of earning and wealth boosting by doing business. In this study the researcher focus on CSR practice of selected Indian companies and their contribution towards healthcare.

Key words:- Health Promotion, CSR, healthcare, incubators fund

'To give pleasure to a single heart by a single act is better than a thousand heads bowing in prayer.' – M.K. Gandhi "Corporate Social Responsibility" is a concept that aims to make a company socially accountable to itself, stakeholders, and the public at large. Companies that practices corporate social responsibility, also known as corporate citizenship, can be aware of the influence they have on all parts of society, including the economic, social, and environmental.

CSR implies that a firm operates in ways that enhance environment and society rather than harming then in the usual course of business (Chen J, 2020). In many industries CSR has become a

Sajna T, Research Scholar, Department of Commerce, University of Kerala.

standard practice. The most of the corporate appear to be involved in different charitable and CSR endeavors'. Corporate Social Responsibility is an essential for the achievement of social goal and also increases the shareholder's value and profitability.

Healthcare industry in India comprises of hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance, and medical equipment which is the fastest growing sector. The hospital industry is expected to reach $132 billion by 2023 from $61.8 billion in 2017; growing at a CAGR of 16-17 per cent. A hospital is very different from other business and has unique operational issues. Especially Corporate Hospitals are viewed as profit making institution that benefit from peoples' suffering. It will be good if corporate hospitals understood the benefit of being socially responsible and were conscious about the interest of the key stakeholders. So, CSR in terms of corporate hospitals can be regarded as a form of capital stock renewal, reflecting the need to preserve natural capital by minimizing the hospital's environmental pollution, to improve social capital by supporting the institutional framework of laws and acceptable business practices and to invest in human capital by empowering and training staff.

Statement of the Problem

The various Indian corporations contribute a fixed amount of their profits to CSR operations. How much of the company's earnings were distributed as CSR in the healthcare industry. Someone contributes to healthcare through CSR. According to Section 135 of the Companies (CSR) Rules 2014 and Schedule VII of the Companies Act 2013, any company with a net worth of Rs 500 crore or more, a turnover of Rs 1,000 crore or more, or a net profit of Rs 5 crore or more in the previous fiscal year must have a CSR committee and devote at least 2 per cent of the average net profits earned in the previous three preceding financial years to CSR activities. As a result, the government and private enterprises, industries, and so on can contribute a percentage of their surplus to this fund to help the health-care system. This article studies how much CSR funding is allocated to health care and also the growth of CSR in India.

Significance of the Study

This paper provides the general public with a better understanding of the contributions made by companies engaged in CSR in health care and the rise of CSR in India. Overall, the article helps the reader comprehend the newly created public interaction between business and healthcare, business and society, and health care and society. It also aims to get a better understanding of how successful company increases the value of social responsibility and aids in the assessment of India's existing situation and future expectations.

Research Objectives

1. To understand more about CSR and examine the growth of CSR in India.
2. To study the CSR contribution of Indian Companies towards healthcare activity.

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Literature Review

James, Leena (2013) in their study 'CSR engagement of Indian Companies" investigated the empirical relation between CSR and characteristics of companies in India. For the purpose of the study they used a sample of 500 studies. The result shows that there was significant positive relationship between firm's characteristics and CSR rating.

Gond, Crane (2008), made an analysis on the distortion of corporate social performance concept. The research analyzed that the past researches and found some reason of emerging fall in the interest of corporate social performance research among the scholars. The paper also suggested Models on the basis of which the researcher explained that why the CSP concept has lost its Importance and development. Further, the researcher depicted some model which the researcher can used in their research related to corporate social performance. The paper argued that tensions and contradictions are the starting point to develop the CSP concept. CSP has an umbrella of activities which need to measure differently in order to move the researches from a simple concept to development.

Jorge A,Arevalo and Deepa Arvind (2011) in their article "Corporate Social Responsibility Practices in India: Approach Drivers and Barriers" they found that in Indian firm the most favourable CSR approach is stakeholder approach. The important drivers for Indian firm to persue CSR include profit motive and CSR strategies. The most important obstacle to implement CSR includes lack of resources and complexity of implementing CSR.

Jones et al. (2007) discovered that most of the top ten retailers claim a historic commitment to managing the environmental implications of their operations. Such effects included energy usage and pollution, water use raw material use, packaging, recycling, and the use of chemicals and substances derived from genetically modified foods.

CSR Prior to Companies Act 2013

Prior to the Companies Act of 2013, CSR in India was viewed as a charity endeavour. In keeping with Indian culture, it was considered that every firm has a moral responsibility to play an active part in fulfilling social commitments, subject to the company's financial health. Mahatma Gandhi created the notion of trusteeship to aid socioeconomic progress in the early 1990s. Family values, traditions, culture, and religion all have an impact on CSR.

The Companies Act of 2013 took effect on August 29, 2013, replacing the Companies Act of 1956. The New Act makes significant changes to business creation, administration, and governance, and includes a new provision, Section 135 – clause on Corporate Social Responsibility duties for firms listed in India. The clause addresses the critical requirements for effective project implementation, such as execution, funding allocation. Under the new Companies Act 2013, India became the first country to regulate the requirement for CSR activities and mandate the reporting of CSR projects. This marks the start of a new era for CSR in India.

Every company having net worth of Rs.500 Crores or more, turnover of Rs.1000 Crores or more or Net Profit of Rs.5 Crore or more (net profit before tax), during the immediately preceding financial year, the Board shall form a Corporate Social Responsibility Committee comprising three or more directors, at least one of whom shall be an independent director. Where a corporation is not required to select an independent, it must have two or more directors on its Corporate Social Responsibility Committee.

Companies' Suggested Areas of CSR Activities (as per Schedule VII)

Activities which may be included by companies in their Corporate Social Responsibility Policies Activities relating to:

(i) Eradicating hunger, poverty and malnutrition, 'promoting health care including preventive health care and sanitation including contribution to the Swach Bharat Kosh set-up by the Central Government for the promotion of sanitation and making available safe drinking water.

(ii) Promoting education, including special education and employment enhancing vocation skills especially among children, women, elderly and the differently abled and livelihood enhancement projects.

(iii) Promoting gender equality, empowering women, setting up homes and hostels for women and orphans; setting up old age homes, day care centres and such other facilities for senior citizens and measures for reducing inequalities faced by socially and economically backward groups.

(iv) Ensuring environmental sustainability, ecological balance, protection of flora and fauna, animal welfare, agro-forestry, conservation of natural resources and maintaining quality of soil, air and water including contribution to the Clean Ganga Fund set-up by the Central Government for rejuvenation of river Ganga.

(v) Protection of national heritage, art and culture including restoration of buildings and sites of historical importance and works of art; setting up public libraries; promotion and development of traditional art and handicrafts;

(vi) Measures for the benefit of armed forces veterans, war widows and their dependents;

(vii) Training to promote rural sports, nationally recognised sports, paralympic sports and olympic sports

(viii) Contribution to the prime minister's national relief fund or any other fund set up by the central govt. for socio economic development and relief and welfare of the schedule caste, tribes, other backward classes, minorities and women.

(ix) Contribution to incubators funded by Central Government or State Government or any agency or Public Sector Undertaking of Central Government or State Government, and contributions to public funded Universities, Indian Institute of

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Technology (IITs), National Laboratories and Autonomous Bodies (established under the auspices of Indian Council of Agricultural Research (ICAR), Indian Council of Medical Research (ICMR), Council of Scientific and Industrial Research (CSIR), Department of Atomic Energy (DAE), Defence Research and Development Organisation (DRDO), Department of Biotechnology (DBT), Department of Science and Technology (DST), Ministry of Electronics and Information Technology) engaged in conducting research in science, technology, engineering and medicine aimed at promoting Sustainable Development Goals (SDGs).

(x) Rural development projects

(xi) Slum area development.

Explanation.- For the purposes of this item, the term 'slum area' shall mean any area declared as such by the Central Government or any State Government or any other competent authority under any law for the time being in force.

(xii) Disaster management, including relief, rehabilitation and reconstruction activities

The Activities shall not Considered as CSR Activities

1. Contributions of any amount, whether direct or indirect, to any political party are not considered CSR activities.

Table 1

CSR Contribution to Healthcare by Various Companies

Company Name	Contribution to healthcare		Total CSR Spent
	Amount	Percentage	
Reliance Industries Limited	309	33.51	922
Tata Consultancy Service Ltd	28	4.15	674
Tata Sons Private Ltd	343.3	62.89	545.83
HDFC Bank Ltd	111.2	20.82	534.03
Oil and Natural Gas Corporation Ltd	5.42	1.01	531.45
Indian Oil Corporation Ltd	57.9	13	445.09
NTPC Ltd	5.82	1.39	418.87
Infosys Ltd	137.82	38	361.82
ITC Ltd	47.2	14.07	335.43
Wipro Ltd	62.8	25.42	246.99

Source: National CSR Portal

2. CSR initiatives, programmes, or activities that benefit just the company's workers and their families are not considered CSR activities under Section 135 of the Act.

Methodology & Data Analysis

Sample Size

Selected 10 companies of India have been taken for the study

Period of Study

In this study the year 2020-21 has been taken.

In India's current social condition, it is difficult for a single person to bring about changes, because the size is massive CSR is simply about ensuring that the firm can expand sustainably while still providing fairness to all investors. CSR has gone a long way; it has effectively integrated business with social equality and community sustainability. From responsive actions to sustainable initiatives, businesses have clearly proved their potential to make a big difference in society and enhance overall quality of life. Based on the data analysis it can be concluded that Tata sons Private Ltd has spent highest per cent of CSR fund (62.89 per cent) towards healthcare activity while oil and natural gas corporation has spent lowest percentage of CSR fund(1.01 per cent) towards healthcare activity.

Conclusion

The healthcare industry is vital to sustaining a population's health and well-being while also contributing to our country's economic prosperity. As the demand for high-quality healthcare services grows, so does the need to deliver health care at a reasonable cost. The health care industry is essential because it contributes to economic development. Private hospitals should assign doctors and nurses to communities that they have adopted, and their salaries should be paid from the CSR reserve money. Funding research activities that would reduce the burden of health care expenditures on hospitals and patients, as well as numerous measures to address the issue of global warming, should be implemented, as the health care industry is one of the most energy or power consuming. Because the private sector shares responsibility for the country's progress, it should take necessary measures to limit its carbon footprint on the environment and create awareness among private enterprises, particularly those in manufacturing, transportation, and health care. To address the country's health-care needs, the government should also work with private health-care providers.

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FOSTERING THE INTENT OF STUDENTS TO BE ENTREPRENEURS - ROLE OF ENTREPRENEURSHIP EDUCATION

***Misha V**

Abstract

Entrepreneurship education has developed as a difficult subject for young pupils to master. As job opportunities become more limited as a result of factors such as technology improvements and population expansion, entrepreneurship might be considered as a viable career option among the present generation. Entrepreneurship not only contributes to economic progress, but it also creates various job opportunities. As a result, intellectuals have long pushed young people to create their own businesses. A basic entrepreneurship programme should be included in the normal curriculum as a necessary subject to make pupils aware of the potential rewards of being an entrepreneur. Many Indian institutions and universities are still unfamiliar with the concept of entrepreneurship education. This is the ideal opportunity for institutions to take action that would not only improve the quality of education for students, but also improve their entrepreneurial excellence. As more parents recognize the benefits of instilling entrepreneurship in their children and young adults, demand is expected to rise. This paper discusses the role of Entrepreneurship education in enhancing the intent of students to be entrepreneurs.

Key words:- Alcoholics, Tobacco Users, Drug Addicts, Health Risk, E-Cigarettes

Entrepreneurship Education provides the foundation for the creative and inventive ideas needed to succeed in the twenty-first century. Entrepreneurship education benefits students since it encourages them to develop unique abilities and think beyond the box. It also equips aspiring entrepreneurs with the skills and expertise they need to build company concepts and start their own businesses.

Although entrepreneurial abilities aren't always essential to an entrepreneur's profession, they don't have to be learned in traditional disciplines. The acquisition of entrepreneurial information does not have to result in a person becoming an entrepreneur, but it will undoubtedly

**Misha V, Assistant Professor, Department of Commerce, Sree Narayana College, Kollam,*
E-mail: mishavkiran@gmail.com

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generate an entrepreneurial mentality that leads to academic success. Entrepreneurship isn't restricted to economic activity like start-ups, either. Entrepreneurship can also be encouraged as a means of encouraging students to think creatively and ambitiously while also developing entrepreneurial abilities.

While entrepreneurship refers to a person's capacity to turn a concept into a business, students must be exposed to this field through innovative educational methods. Entrepreneurship education encourages students to think creatively, look for problems to solve, empathize with others, take chances, embrace failure as part of the learning process, and see the link between hard effort and achievement. Teachers must assist students in developing an entrepreneurial mentality that leads to success and the development of entrepreneurial skills in a pleasant setting with high-quality instruction.

For decades, there has been a discussion about whether academics are the best individuals to teach entrepreneurship and whether it is something that should be learned. Some claim that this talent can only be learned firsthand - from entrepreneurs who can examine successes and mistakes and share real-world experience. Others argue that entrepreneurship cannot be taught, that successful entrepreneurs must possess certain natural characteristics, and that certain people are more likely to see a business opportunity and pursue it by novel and creative means.

Entrepreneurship education is a lifetime learning process with its own set of prerequisites, which include entrepreneurial education and training. It's possible that entrepreneurship training should take precedence over company training. According to a 2004 report by an entrepreneurship training consortium, entrepreneurship education is a "lifelong learning process" with three primary components: entrepreneurship training, entrepreneurship skills development, and entrepreneurial skills development. One of the difficulties in fostering an entrepreneurial culture in South Africa is that education is dependent on all stakeholders.

It is critical to focus on entrepreneurship education and skills development rather than entrepreneurship training in order to enable young people and graduates find good jobs and the trained workforce they require. It is a vital step toward fostering an entrepreneurial culture in India, but it must go beyond simply teaching young people and their employers.

Importance of Entrepreneurship Education

Our world is fast changing, and we are steadily moving toward a generation with greater technical knowledge and advancement. The innovators and leaders are the ones who will shape the future. Our educational system must adjust as a result. Basic entrepreneurial programmes will emerge as trailblazers and trend-setters, showing to be a worthwhile undertaking for future generations.The entrepreneurial mindset is viewed as a valuable skill that can help our students increase their job adaptability. An entrepreneurial mindset is a set of skills that enable us to generate new ideas, overcome hurdles, design solutions, and take advantage of opportunities. These abilities aid entrepreneurs in their ability to adapt to change in a turbulent environment.

Entrepreneurship education encompasses a wide range of activities that build entrepreneurial mindsets, attitudes, and abilities, including company idea generation, start-up, project management, technology, and financial management. Entrepreneurship education includes a focus on 21st-century skills. Innovation, creativity, flexibility, leadership skills, cooperation, communication, and critical thinking are all cultivated through entrepreneurship education. Entrepreneurship education can be integrated into higher education by giving students the opportunity to learn from successful entrepreneurs while also providing hands-on learning opportunities. This allows students to develop new information from diverse perspectives and fosters active learning.

Entrepreneurship education can provide students with the skills they need to become self-employed and create jobs. While some students may not choose to become entrepreneurs as a result of their entrepreneurship education, they will have gained vital intrapreneurial abilities that can make a significant difference in a variety of employment settings. Entrepreneurs who have completed entrepreneurship education will have gained key intrapreneurial skills that can make a significant difference in a variety of work situations. Students gain knowledge by doing. This allows students to develop new information from diverse perspectives and fosters active learning.

The importance of entrepreneurship education can be explained as follows:-

Strengthens Creative thinking:

Creative people always tackle an issue from a different perspective, and this is what sets them apart. Entrepreneurship shapes pupils into more capable individuals capable of facing the realities of the outside world by fostering creativity, invention, and teamwork. Aside with degrees and certifications, students will gain valuable experience that will help them begin their careers on a stable ground.

Development of Problem solving and problem-identification skills:

Problem-solving and problem-identification are two different things. Students can improve their problem-solving skills through years of practice, but being able to anticipate a problem and take the required safeguards to address it separates a successful entrepreneur from the rest of the pack.

Boosts Leadership Quality:

The world is always in need of advice from a good leader. Students that are passionate about making a difference will undoubtedly succeed in forging a new path. Students who learn about entrepreneurship at a young age tend to incorporate new abilities and begin thinking like a leader. The leadership skills will compel women entrepreneurs to build their own identity by closing the gender gap in the workplace.

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Prepares Students for an Uncertain Future:

If we do a little investigation, we can see that jobs that existed decades ago are no longer available in the current context. New technologies are advancing every day in the turbulent and dynamic market, and the current generation is heading towards an uncertain future. It may take years to learn a particular trade or expertise, but it may vanish from the market over time, wreaking havoc on students' careers. Learning about entrepreneurship will always leave one door open for venturing into if things do not go as planned.

The role of entrepreneurship education in fostering the intent of students to be entrepreneurs

Entrepreneurship Education provides the foundation for the creative and inventive ideas needed to succeed in the twenty-first century. Entrepreneurship education benefits students since it encourages them to develop unique abilities and think beyond the box. It also equips aspiring entrepreneurs with the skills and expertise they need to build company concepts and start their own businesses. Although entrepreneurial abilities aren't always essential to an entrepreneur's profession, they don't have to be learned in traditional disciplines. The acquisition of entrepreneurial information does not have to result in a person becoming an entrepreneur, but it will undoubtedly encourage an entrepreneurial mindset that leads to entrepreneurial excellence. The following are the role of entrepreneurship education in enhancing the intent of students to be entrepreneurs.

Students should be prepared for an uncertain future.

We are living in a time of extraordinary global and technological change. Students today face an uncertain future filled with complicated geopolitical, social, and environmental challenges. Half of today's work activities could be automated by 2055, according to the World Economic Forum's Future of Jobs report, creating entirely new positions, duties, and problems for the future workforce. As a result, we can't say with certainty what our students will need to know after graduation. Entrepreneurship programmes provide students important life skills that will aid them in navigating this unpredictable future. Problem-solving, teamwork, empathy, and others are among these abilities.

Leave space for innovation and collaboration.

As standardised testing has become increasingly frequent in public schools, children have fewer opportunities to develop and cooperate with others. Creativity, invention, and teamwork are all encouraged through entrepreneurship education. These qualities are highly appreciated by the world's finest colleges, and they will benefit your child well beyond middle and high school.

Identification of problems.

Before learning how to address problems, students must first learn how to recognise them. Problem-solving skills have been taught in schools for decades, but problem identification has not. Problem-solving skills are traditionally taught by presenting pupils with situations that have been clearly identified by someone else. Problems can only be solved in the actual world if they have been adequately identified and described. Entrepreneurship education teaches kids how to spot difficulties they've never seen before, which is a talent that will come in handy in the future.

Help to make the world a better place to live.

Entrepreneurs use their products and services to solve issues, meet needs, and alleviate pain points.They are hard-wired to make a difference and to improve the world. Students who participate in entrepreneurial programmes are not only prepared to construct their own futures, but also to alter the world.

Boosts Creativity

Creative people always approach an issue in a unique way, and this is what sets them apart. Entrepreneurship shapes pupils into more capable individuals capable of facing the realities of the outside world by fostering creativity, invention, and teamwork. Aside with degrees and certifications, students will gain valuable experience that will help them begin their careers on a solid footing.

Enhances Leadership Quality

The world is always in need of advice from a good leader. Students that are motivated to make a difference will undoubtedly succeed in forging a new path. Students tend to assimilate new talents and begin thinking like a leader when learning about entrepreneurship skills at a younger age. The leadership skills will drive women entrepreneurs to develop their own identity by bridging the gender gap that currently exists in the corporate sphere.

Basic Life Skills are taught

Entrepreneurship education imparts vital life skills such as problem solving in a novel way, resolving real-world challenges, collaboration and teamwork, and many others. All of these life skills that define a person's personality are impossible to learn through standard book and classroom education.

Problem-solving and identification skills are improved

Problem identification and problem solving are two different things. Students can improve their problem-solving skills through years of practice, but being able to anticipate a problem and take the required safeguards to address it separates a successful entrepreneur from the rest of the pack.

Conclusion

Our world is fast changing, and we are steadily moving toward a generation with greater technical knowledge and advancement. The innovators and leaders are the ones who will shape the future. Our educational system must adjust as a result. Basic entrepreneurial programmes will emerge as trailblazers and trend-setters, showing to be a worthwhile undertaking for future generations. There's little doubt that cultivating a strong entrepreneurial culture will maximise the potential for economic growth, job creation, and prosperity for all People. In light of this, national standards for entrepreneurship education must be developed in order to equip young people and adults for success in the entrepreneurial sector.

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Entrepreneurial talent combines the creativity, flexibility, risktaking and perseverance needed to succeed continually changing world. The 21st century skills as part of the Sustainable Development Goal (SDG) are vital and entrepreneurship and entrepreneurial thinking are now more crucial than ever. But even in larger organizations an enterprising mindset plays an essential role. They all play their part in any entrepreneurial ecosystem with an important role for entrepreneurship education.

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Dr. B. Chandrachoodan Nair

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

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