SILVER JUBILEE YEAR 1994-2019

ISSN : 2230-8431

MANAGEMENT RESEARCHER

A Peer Reviewed Journal

Vol. XXVII No. 1
Jan-Mar 2021

Published by
Institute of Management Development and Research
Mylem, Erayamkode, Thiruvananthapuram 695013
Mobile: 8281107488
email : imdrtvm@yahoo.com

ABOUT MANAGEMENT RESEARCHER

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

INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

Mylem, Erayamkode, , Thiruvananthapuram - 695013

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

CONTENTS

Printed and Published by Prof. S. Krishnan Nair for

INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

Mylem, Erayamkode, Thiruvananthapuram, Pin: 695013

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

GUIDELINES FOR CONTRIBUTORS

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

SUBSCRIPTION RATES

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

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

Chief Editor's Voice

BLENDING HAPPINESS WITH HUMAN DEVELOPMENT

India climbs down two steps in United Nations Human Development Index 2020. For the first time the United Nations Development Programme introduced a new metric to reflect the impact caused by each country's per capita carbon emission and its material footprint, which measures the amount of fossil fuel, metals and minerals and other resources used to make the goods and services to self and its customers. If the index was adjusted to assess the planetary pressures caused by each nation's development, India would have moved up at least eight places in the ranking. It is a fact that no country has yet been able to achieve a very high level of development without putting a huge strain on natural resources.

Human Development Index or Human Happiness Index, which is more important? What is the most appropriate goal of our economic and social policy? Such questions have been raised so long by several countries. Economic growth and its measures Gross Domestic Product (GDP) have been universally viewed as a measure to reflect the economic prosperity of a country. But the amount of destruction it has caused on the earth and environment in the name of growth and development is not taken into account while computing the economic growth of a country. Thus, it gives an unreal picture about the growth and development of a country.

Human Development Index is a better measure of a country's progress. But it is increasingly felt that achievement in human development may not guarantee satisfaction and happiness of the people of that country. For example, the United State of America has better ranks in terms of HDI, but unhappiness is more among those successful people of America. Similarly, Bhutan, where HHI is said to be high does not show a high GDP or a stable economic condition. The question is whether we can substitute the goal of Gross National Happiness for the more traditional economic objective of Gross National Product.

One of the best known attempts to move from simple reliance on GDP as a measure of welfare is Human Development Index. Published every year by the United Nations, HDI is a score that amalgamate three indicators: Lifespan, Educational attainment, and adjusted real income. HDI is a summary measure of average achievement in the key dimensions of human development, a healthy life, being knowledgeable and have a decent standard of living. It was first released in 1990 by Indian economist Amartya Sen and Pakistani economist Mehbub - ul - Haq. The HDI was created to emphasize that people and their capabilities should be the ultimate criteria for assessing the development of a country, and not the economic growth alone.

HDI, however, is a mechanical criterion. It does not capture the contentment or psychological state of individuals. To do that, according to an Australian study, some measure of subjective well being or happiness is required. It is said both in the ancient wisdom as well as in modern economics that every action is for the welfare and well being of the people. Bhagavad Gita clearly states that it is for *lokasmgraham* (welfare and wellbeing of the people) that we do our duties. Every activity is aimed at the larger welfare of human beings. It is not the money and material benefits that matter. We should not endanger the earth where we live in for a few rupees of profit. This idea is the soul and spirit of sustainable development. For the wealthy countries of the world it would be a mistake in the 21st century to focus extensively on ways to raise the level of growth rate of GDP. It is better to use a broader conception of well being rather than the height of a pile of dollars. It is worth mentioning here about the Bhutan's quest to buck the global trend of measuring human development success by Gross Development Product (GDP) and going instead with Gross National Happiness (GNH)

The new innovative idea on wellbeing and happiness of Bhutan has long attracted the attention of the entire world. It has its root in our ancient concept of three Ws: Wisdom (Jnanam), Wealth (Artham) and Wellness or wellbeing (Kshemam). The tiny kingdom of Bhutan is located in the heights of the Himalayan mountain range between China and India. In 2005, the country enshrined the concept of Gross National Happiness in its constitution. This innovative concept deeply rooted in the Bhutan's society and the principles of Budhism. The entire concept is focused on 3Cs: compassion, contentment and calmness.

As Bhagavad Gita rightly described *asantasya kutasukham*, which means without peace of mind where from the happiness could come. According to Swami Ranganathananda happiness comes only when we are serene, calm and contented. In the last chapter of his book "the Kingdom of Happiness" Bertrand Russell also said about three ways of integration in order to bring happiness. We need to integrate ourselves in three ways, integrate between us and the society, integration with the nature outside and integration with our own mind. These integrations bring *santhi* or mental peace leading to eternal happiness.

In the post pandemic economic scenario we need to find a blissful blending of physical welfare and psychological wellbeing for the sustainable development of the world. The transformation of idea from Gross National Product to Human Development Index and then again into Gross National Happiness is a change in the right time and in the right direction. India always vows to provide good food, better education, high level of health and a livelihood that ensures a decent living for the people. It ensures the food security, job security and the quality of the life. Along with keeping the dream of making our country a five trillion USD economy it tries hard to reduce its emission rate as low as possible in order to maintain high environmental quality. We stand for the welfare and wellbeing of the entire world. *Bahujana hithaya and bahujana sukhaya* is our motto. It means we stand for the larger interest of the people and also stand for the total welfare of the world. COVID 19 pandemic has created a challenge, but as a blessing in disguise it has also provided certain opportunities too. We need to capitalize on these crisis driven opportunities. We need to become a country with a high score both in Human Development Index and Human Happiness Index in the years to come.

A PERSPECTIVE STUDY ON THE ROLE OF SELF HELP GROUP (SHG) IN SOCIAL CAPITAL DEVELOPMENT

***Dr. Binu R, **Dr. Sunilraj N V, ***Dr. Shanimon S**

Abstract

Social capital creates value, get things done and achieve social goals, fulfill economic missions in life and make contributions to the world. Social capital has the potential to improve performance of diverse groups, the growth of entrepreneurial firms, superior managerial performance, enhanced supply chain relations, the value derived from strategic alliances, and the evolution of communities. Self Help Groups (SHGs) have playing an important part in the process of generating social capital, which is treated as a pre-condition for the attainment of rural development in a comprehensive sense which in turn helps reduce poverty at the rural level. It is evident from the present study that the SHG project in Kerala, especially in Thiruvananthapuram District has been instrumental in the economic, political, social/cultural, personal and familial empowerment of members. In spite of the different constraints and challenges, the SHG project has the potential to transform the entire economy of the state.

Key words:- Social Capital, Social Capital Development, Self Help Groups (SHGs).

Social Capital is an essential part of an economy for development of the society as well as the economic system. Social capital is defined as a form of economic and cultural capital in which social networks are central transaction are, marked by reciprocity, trust and cooperation and market agents produce goods and services not mainly for themselves, but for a common good. Otherwise it is the effective functioning of social groups through interpersonal relationships, a shared sense of identity, a shared understanding, shared norms, shared values, trust, cooperation, and reciprocity.

**Dr. Binu R, Assistant Professor of Commerce, Government. College, Attingal.*
***Dr. Sunilraj N V, Assistant Professor of Commerce, Government College, Attingal.*
****Dr. Shanimon S, Assistant Professor of Commerce, Government College, Attingal.*

Social capital is a measure of the value of resources, both tangible and intangible, and the impact that these relationships have on the resources involved in each relationship, and on larger groups. It is generally seen as a form of capital that produces public goods for a common purpose. Social capital has been used to explain the improved performance of diverse groups, the growth of entrepreneurial firms, superior managerial performance, enhanced supply chain relations, the value derived from strategic alliances, and the evolution of communities.

A Self-Help Group (SHG) is a financial intermediary committee usually composed of 10 to 20 local women or men between 18 to 40 years. Most self-help groups are located in India, though SHGs can be found in other countries, especially in South Asia and Southeast Asia. In 1997, the Kerala government started a self-help group, with the aims of women empowerment and the eradication of poverty. They called it Kudumbashree, which means 'prosperity of the family' in Malayalam. The table 1 shows the count of SHGs in Kerala as on 31st March, 2020.

SHG is nothing but a group of people who are on daily wages, they form a group and from that group one person collects the money and gives the money to the person who is in need. Members also make small regular savings contributions over a few months until there is enough money in the group to begin lending. Funds may then be lent back to the members or to others in the

Table 1
SHGs Count in Kerala

Sl. No.	District Name	Blocks Count		SHGs Count	
		Total Blocks	Number of Blocks where SHGs entry has started	Total SHGs	SHGs with less than 5 Members
1	ALAPPUZHA	12	12	18,298	11
2	ERNAKULAM	14	14	19,866	2
3	IDUKKI	8	8	11,362	1
4	KANNUR	11	11	15,596	5
5	KASARGODE	6	6	9,722	1
6	KOLLAM	11	11	19,451	12
7	KOTTAYAM	11	11	13,092	6
8	KOZHIKKODE	12	12	20,826	3
9	MALAPPURAM	15	15	23,671	26
10	PALAKKAD	13	13	23,421	70
11	PATHANAMTHITTA	8	8	8629	3
12	THIRUVANANTHAPURAM	11	11	22672	11
13	THRISSUR	16	16	21440	7
14	WAYANAD	4	4	8598	4
Total		152	152	2,36,644	162

Source: Ministry of Rural Development, Govt. of India.

 ISSN : 2230-8431

village for any purpose. In India, many SHGs are 'linked' to banks for the delivery of micro-credit. The SHGs, besides offering a means to access resources, start functioning as a collective unit, which can address common problems through group action and determine its rightful share in the development process. There are many instances where SHGs have successfully taken up group causes and fought against deprivations and social stigmas. While successfully playing their predetermined role in economic empowerment, the SHGs have also begun to function as vehicles of social progress. Now the government has come to the correct understanding that popular participation and involvement in public affairs can be made possible by providing them viable structural arrangements in which they have a role to play. On the other hand, the rural people also have started positively responding towards the government when they are convinced that the government exists and functions to address their problems.

2. Social Capital

Social capital is a form of economic and cultural capital in which social networks are central transaction are, marked by reciprocity, trust and cooperation and market agents produce goods and services not mainly for themselves, but for a common good.

Social capital is generally seen as a form of capital that produces public goods for a common good. Social capital can be used to explain the improved performance of diverse groups, the growth of entrepreneurial firms, superior managerial performance, enhanced supply chain relations, the values derived from strategic alliances and the evolution of communities. During the 199s and 2000sthe concept has become increasingly popular in a wide range of social science disciplines and also in politics. Social capital is a positive product of human interaction. The positive outcome may be tangible or intangible and may include useful information, innovative ideas, and future opportunities.

Social capital can be defined as" a set of shared values that allows any group of people to work together effectively to achieve a common purpose". Recently, it has become a very popular and appealing concept among social scientists. A growing number of sociologists, anthropologists, political scientists, and economists have employed the concept to explain various economic and social outcomes. The fundamental notion of social capital is to incorporate socio-cultural factors to explain development outcomes. It has emerged as a prominent topic of discussion among academics, development specialists, and policy makers.

Social capital Social capital has been wildly discussed from 1980s, however, there is still no precise and completely accepted definition, for example, Bourdieu defined social capital as "the aggregation of actual and potential resources within a specific network, where the network is composed of relationships that involve mutual acquaintance and mutual recognition" (Bourdieu, 1980). Adler and Kwon defined it as the network of relationships which adds value to the network actors by accessing to the resources embedded in the network (Adler et al., 2002). Comparing different definitions about social capital, this article attributes them into three broad perspectives, the static perspective and the dynamic perspective, and the mixed perspective.

3. Dimensions of Social Capital

The diverse and inconsistent definitions about social capital result in various understanding about its dimensions, different levels, different forms, even different characteristics can divide social capita into different dimensions. From the different levels perspective, social capital can be divided into individual level, including benefits or potential benefits that accrue to an actor as a result of social network, and communal level, including civic spirit, community trust, and adherence to beneficial norms. From the form's perspective, the dimensions of social capital can be divided into three forms, including trustworthiness, information flow capacity and norms accompanied by sanctions. From the characteristic's perspective, it can be divided as structural dimension, relational dimension, and resource dimension.

4. Statement of the Problem

Group life is unavoidable for human beings simply because of the fact that man is a social animal. From the very beginning of social life, man has realised this fact and, as a result, groups of different types and nature have emerged along with the social life of man. From the experiences of the functioning of such varied types of groups and associations, it has been revealed that they could not rise to the level of expectation in terms of maintaining a cordial psychological attachment among the members capable of generating some sort of social capital. Here it is to be noticed that the revolutionary role of SHGs can be identified by looking into the nature and working of SHGs at the rural level. As an impartial assessment, it is generally accepted that SHGs have been contributing much to the generation of social capital among the rural people depending on their ability to make use of the immense opportunities opened up before them. This contention has been satisfactorily proved by the experts and academicians through their empirical investigation and also by the ordinary people through their increased readiness and willingness to be active participants and members of their respective SHGs at their door steps. The acquisition of the basic qualities of civil society has to be treated as a pre-requisite necessary for generating social-capital in its multi-dimensional perspective.

It is further inferred that the social capital thus generated determines the nature and extent of rural development in terms of physical progress and psychological enlightenment of the rural area and its inhabitants which alone provides true meaning to the concept of rural development in its wider and comprehensive aspects. One of the most glaring hurdles in the way of the final goal of rural development has been nothing but the reality of poverty experienced by the people, especially the rural ones from the very start of our nation as a 13 independent sovereign republic. Based on the realistic understanding in this regard, governments both national and regional have been struggling hard to initiate and implement innumerable schemes and projects with a view to controlling the social curse of poverty.

Therefore, assessing, analyzing and judging the level of rural development directly on the basis of the level or rate of poverty has been widely recognized by all nations and at the same time unanimously accepted by the experts in the field. As per the said notion, in this study also, an earnest effort has been made to find out the true level of rural development attained in the universe of the study on the basis of connecting it with the level of poverty in the regions.

Thus the present study is to be viewed as a humble effort to enquire into the perception of members of the SHGs about the role have been playing towards the process of social capital development which is generally conceived as a compulsory pre-requisite for the attainment of the final goal of rural development by taking into account the socio-economic, religious-cultural peculiarities of the state of Kerala with the help of an empirical research.

5. Significance of the Study

Social capital creates value, get things done and achieve social goals, fulfill economic missions in life and make contributions to the world. Social capital is productive, but many people believe that social capital is improper or even unethical. These beliefs and attitudes are rooted in the myth of individualism. The cultural belief is that everyone succeeds or fails on the basis of individual efforts and abilities. This myth is so powerful and such an obstacle to achieving success through social capital. Despite the myth of individualism, social capital is an essential part of achieving personal success, business success and even a happy and satisfying life. Social capital is the scientifically proven benefits of relationships for people, groups, and firms in the world of business. Social capital links between networks and the greater concerns of life, health, longer life, and a sense of meaning, fulfillment, and the ability to contribute to the world.

Though SHG has emerged as a viable system of micro financing at the rural levels, in due course of time it has been elevated to the position of a vibrant channel for the formation of social capital. It is more relevant if the matter is viewed in the socio-economic and politico-cultural scenario of the Kerala society. But the fact is that so far there has been no serious attempt in this regard. Hence, the present study is taken up with the principal objective of understanding the role; the SHGs have been playing in the process of generating social capital, which is treated as a pre-condition for the attainment of rural development in a comprehensive sense which in turn helps reduce poverty at the rural level.

6. Objectives of the Study

1. To study the dimensions of social capital development and the role of SHGs in social capital development
2. To study the perception of SHGs members about the role of SHGs in social capital development

7. Hypotheses

1. Self Help Groups have a vital role in the generation of social capital

2. There is a significant difference in perception of SHG members towards the social capital development

8. Methodology of the Study

An exploratory research design is used to study the perception of SHG members about the role of SHGs on Social Capital Development. The population of the study consists of the members of Self-Help Groups operating in the scope of Thiruvananthapuram District of Kerala. The study is limited to a sample frame of 22672 SHGs in Thiruvananthapuram District and 150 SHGs members as respondents were selected conveniently from different SHGs operating in Rural, Semi-Urban and Urban area of Thiruvananthapuram District.

The primary data for the study were collected from 150 sample respondents using structured interview schedule. The secondary data were collected from Ministry of Rural Development, Govt. of India, Economic Review - Kerala State Planning Board, Commissionerate of Rural Development, Books, Periodicals, Committee Reports and Websites. For analysing the data both descriptive and inferential statistics were applied. The descriptive statistics used are Mean and Standard Deviation. The inferential statistics used are Independent Sample T-Test, Confirmatory Factor Analysis, and One-Way ANOVA.

9. Perceptions on Social Capital Development (Analysis and Discussion)

The study aimed at measuring the role of Self Help Group in the formation and development of social capital. The data was collected from a sample of 50 members of Self-Help Groups located in Attingal Municipality. The perception on social capital development by SHGs is analysed with the help of independent sample t-test and One-Way ANOVA and Confirmatory Factor Analysis (CFA) Model.

9.1 Role of Self-Help Group in Social Capital Development

The independent sample t-test is applied to analyse whether there exist any significant agreement between the opinion of male and female members of SHG about the role of SHG on the social capital development. Based on the t-test about the role of SHG on social capital development, there is no significant difference ($p>0.05$) among the opinion of male and female members of SHG (Table 2). Hence there is no significant difference in the opinion of male and female members of SHG.

Testing of Hypothesis

H_0: There is no significant difference in opinion among male and female about the role of SHGs on the social capital development

H_1: There is significant difference in opinion among male and female about the role of SHGs on the social capital development

To test the hypothesis independent sample t-test is used. Based on the t-test about the role of SHG on social capital development, there is no significant difference ($p>0.05$) among the opinion of male and female members of SHG. Hence, the null hypothesis stating there is

ISSN : 2230-8431

Table 2

Role of Self-Help Group in Social Capital Development- t-Test

Variable	Type of Bank				t-value	p-value
	Male		Female			
	Mean	SD	Mean	SD		
Feeling of Trust	4.19	0.622	4.11	0.738	0.809	0.419
Values in Society	3.92	0.73	3.85	0.938	0.657	0.512
Community Feels Like Home	4.28	0.893	4.01	0.995	2.043	0.052
Security & Safety	4.57	0.586	4.4	0.767	1.82	0.07
Social Belongingness	4.69	0.525	4.56	0.72	1.425	0.156
Self help & Participation	4.63	0.542	4.57	0.758	0.629	0.53

Source: Primary data

no significant difference in opinion of SHG members on social capital development is failed to reject.

9.2 Role of Self-Help Group in Social Capital Development - Construct Validation with CFA

The Confirmatory Factor Analysis (CFA) is used here to test construct validation to examine the relationship between variables under study in terms of opinion on the role of SHGs on social capital development (Table 3). Here, the CFA model revealed that all variables are significantly loaded on the latent construct role of SHG on social capital development due to the recommended standardised regression coefficient value is more than 0.4. The 'p' value is also significant at 1% level. Hence, all the measured variables or constructs had a significant effect on the social capital development.

9.3 Perception on Social Capital Development Based on Gender

The level of perception on social capital development is measured on a

Table 3

Role of Self-Help Group in Social Capital Development - Construct Validation with CFA

Variables			Regression Coefficient	Critical Ratio (CR)	p	Variance Explained
Role of SHG on Social Capital Development	←	Feeling of Trust	0.460	10.524	<0.001	0.355
	←	Values in Society	0.472	9.720	<0.001	0.546
	←	Community Feels Like Home	0.735	7.900	<0.001	0.418
	←	Security & Safety	0.767	7.029	<0.001	0.193
	←	Social Belongingness	0.985	0.533	<0.001	0.012
	←	Self help & Participation	0.859	5.640	<0.001	0.113

Source: Primary data

five-point scale using 6 variables, such as Feeling of Trust, Values in society, Community Feels Like Home, Security & Safety, Social Belongingness and Self-Help and Participation. The respondents are asked to mark their response as 1 for strongly disagree 2 for disagree 3 for neutral 4 for agree and 5 for strongly agree. For analysis, mean score is calculated and if the mean score is above 3 respondents have agreement towards the social capital development. To test the difference in mean scores based on gender independent sample t-test is used. The result is explained in table 4.

From the analysis it is found that the perception of SHG members with regard to Feeling of Trust, Value in Society, Community Feels Like Home, Security and Safety, Social Belongingness, and self help & Participation are not significantly differing ($p>0.05$) among male and female (Table 4).

Testing of Hypothesis

H_0: There is no difference between in perception of male and female about social capital development.

H_1: There is no difference between in perception of male and female about social capital development.

To test the hypothesis the Independent Sample t-Test is applied. Here the social capital development is analysed based on the opinion of respondent about Feeling of Trust, Value in Society, Community Feels Like Home, Security and Safety, Social Belongingness, and self help & Participation. From the analysis it is found that the perception of SHG members with regard to Feeling of Trust, Value in Society, Community Feels Like Home, Security and Safety, Social Belongingness, and self help & Participation are not significantly differing ($p>0.05$) among male and female (Table 4).

Hence, the null hypothesis stating that there is no difference between in perception of male and female about social capital developments is failed to reject i.e. there is no difference between in perception of SHG members about social capital developments based on gender.

Table 4

Level of Perception on social Capital Based on Gender (t-Test)

Variables	Gender				t-value	p-value
	Male		Female			
	Mean	SD	Mean	SD		
Feeling of Trust	3.46	1.391	3.46	1.502	0.004	0.997
Values in Society	2.69	0.855	3.03	1.443	-0.998	0.325
Community Feels Like Home	4.00	1.291	3.38	1.479	1.436	0.164
Security & Safety	3.15	1.214	3.16	1.424	-0.02	0.984
Social Belongingness	4.23	1.235	4.14	0.976	0.253	0.803
Self help & Participation	3.38	1.387	3.35	1.23	0.081	0.936

Source: Primary data

9.4 Perception on Social Capital based on Educational Qualification

Educational qualification has a role in social capital formation and development. The level of perception on social capital is measured on a five-point scale using 6 variables, such as Feeling of Trust, Value in Society, Community Feels Like Home, Security and Safety, Social Belongingness, and self help & Participation. The respondents are asked to mark their response as 1 for strongly disagree 2 for disagree 3 for neutral 4 for agree and 5 for strongly agree. For analysis mean score is calculated and if the mean score is above 3 respondents have agreement towards the social capital development. To test the difference in mean scores based on Educational Qualification, one-way ANOVA is used.

From the analysis it is identified that overall mean scores observed are above 3 that indicates positive perception towards social capital development through membership in SHG. The variable wise analysis based on educational qualification reveals the mean score values in respect of degree and post-graduates with regard to value in society are less than 3. The variable community feels like home for SSLC and members having other qualifications are less than 3. Further, the variable security at night experienced by degree and post graduated are less than the average.

Testing of Hypothesis

H_0: There is no difference in perception among the respondents about social capital development based on educational qualifications.

H_1: There is difference in perception among the respondents about social capital development based on educational qualifications.

Table 5

Perception on Social Capital based on Educational Qualification

Variables	SSLC	Plus two	Degree	Post-Graduation	Others	Total	One-Way ANOVA	
	Mean	Mean	Mean	Mean	Mean	Mean	F-value	p-value
Feeling of Trust	3.00	3.45	3.50	4.13	3.00	3.46	0.72	0.58
Values in Society	3.00	3.36	2.67	2.63	3.33	2.94	0.72	0.59
Community Feels Like Home	2.86	3.73	3.94	3.50	2.83	3.54	1.16	0.34
Security & Safety	3.57	3.36	2.72	2.63	4.33	3.16	2.34	0.07
Social Belongingness	4.29	4.00	4.06	4.50	4.17	4.16	0.33	0.86
Self help & Participation	3.14	3.45	3.28	3.00	4.17	3.36	0.86	0.50

Source: Primary data

To test the mean differences of One-Way ANOVA was used and the result revealed that there is no significant difference in the perception of respondents in terms of educational qualifications. There exist no significant difference ($p>0.05$) in perception among members of SHG about social capital development based on educational qualifications. So, the null hypothesis is accepted. That is there is no significant difference in perception among the SHG members on social capital development based on educational qualification.

9.5 Perception on Social Capital based on Area of Residence

The level of perception on social capital is measured on a five-point scale using 6 variables, such as, Trust, Values in society, Community feels like home, Security at night, Social interaction and Self-help. The respondents are asked to mark their response as 1 for strongly disagree 2 for disagree 3 for neutral 4 for agree and 5 for strongly agree. For analysis mean score is calculated and if the mean score is above 3 respondents have agreement towards the social capital development. To test the difference in mean scores based on area of residence, one-way ANOVA is used.

From the analysis it is clearly observed that all mean scores values are above 3 indicates positive perception towards social capital development through membership in SHG. The variable wise analysis based on area of residence reveals the same result except Values in Society in both rural and semi urban members. The highest mean score is attributed to Social Belongingness (4.38) on members belong to Semi urban areas. The lowest mean score is attributed to Values in Society that 2.77 of members belong to urban areas.

Testing of Hypothesis

H_0: There is no difference in perception of SHG members on social capital development based on area of residence.

H_1: There is difference in perception of SHG members on social capital development based on area of residence.

To test the hypothesis One-Way ANOVA is used and the result revealed

Table 6

Perception on Social Capital Development Based on Place of Residence

Variables	Rural	Urban	Semi urban	Total	One-Way ANOVA	
	Mean	Mean	Mean	Mean	F-value	p-value
Feeling of Trust	3.27	4.00	3.62	3.46	0.81	0.45
Values in Society	2.83	3.71	2.77	2.94	1.45	0.25
Community Feels Like Home	3.40	3.29	4.00	3.54	0.90	0.41
Security & Safety	3.23	3.00	3.08	3.16	0.11	0.89
Social Belongingness	4.23	3.43	4.38	4.16	2.23	0.12
Self help & Participation	3.37	3.29	3.38	3.36	0.02	0.99

Source: Primary data

no significant difference ($p>0.05$) among members belongs to rural, urban and semi urban areas. Since the p-values of all the variables are greater than 0.05, the null hypothesis is accepted. Hence, there is no significant difference in perceptions of SHG members on social capital development based on area of residence.

10. Major Findings

1. Based on the analysis about the role of SHG on social capital development, there is no significant difference ($p>0.05$) among the opinion of male and female members of SHG. Hence there is no significant difference in the opinion of male and female members of SHG.
2. The analysis revealed that all variables under study are significantly loaded on the latent construct role of SHG on social capital development due to the recommended standardised regression coefficient value is more than 0.4. The 'p' value is also significant at 1% level. Hence, all the measured variables or constructs had a significant effect on social capital development.
3. It is found that the perception of SHG members with regard to Feeling of Trust, Value in Society, Community Feels Like Home, Security and Safety, Social Belongingness, and self help & Participation are not significantly differing ($p>0.05$) among male and female.
4. There exist no significant difference ($p>0.05$) in perception among members of SHG about social capital development based on educational qualifications.
5. The analysis revealed that there is no significant difference ($p>0.05$) among members belongs to rural, urban and semi urban areas about perceptions of SHG members on social capital development based on area of residence.

11. Recommendations

1. Develop common objectives an SHG as a community of interest. Working for the common objectives in close association develops social capital.
2. Mutual understanding and cooperation among the members have to be enhancing further for a smooth working relation and problems were solved through collective action.
3. Efforts to be taken to foster such social relationships and forums among non-SHG members could not help to develop any trust-based groups/networks.
4. Social capital is multifaceted; hence groups' activities are to moving beyond the economic agenda to address certain social issues and demands.
5. There is a very strong positive correlation between SHG membership and social capital development. The positive attitude of men to support female SHG members could be effectively utilised to enhance the outputs in the future.

12. Conclusion

Social capital is a complex multidimensional concept encompassing repertoire of cultural and social value systems. Recently, it has become a very popular and appealing concept among social scientists. A growing number of sociologists, anthropologists, political scientists, and economists have employed the concept to explain various economic and social outcomes. The main advantage of Social Capital theory for innovation seems to be its comprehensiveness, as it addresses many elements that play a role in innovations. It not only refers to investment in social networks or relationships, but also emphasizes the necessary cognitive quality of connections and collective actions to produce new knowledge and knowledge products. It focuses on the powerful creativity of the connections and their collaboration. The role of SHG in the process of formation of social capital is very large. It is evident from the present study that the SHG project in Kerala, especially in Thiruvananthapuram District has been instrumental in the economic, political, social/cultural, personal and familial empowerment of members. In spite of the different constraints and challenges, the SHG project has the potential to transform the entire economy of the state.

References

1. *Burnt, Ronald S. (Jun. 1997) "The Contingent Value of Social Capital." Administrative Science Quarterly, vol. 42, no. 2, p. 339-365.*
2. *Coleman, James. (1988) "Social Capital in the Creation of Human Capital." American Journal of Sociology. Vol. 94 (Supplement), p. S95-S120*
3. *De Filippis, James. (2001) "The Myth of Social Capital in Community Development." Housing Policy Debate, vol, 12, no.4, p781-806.*
4. *Economic Review 2018 & 2019, Kerala State Planning Board accessed from www.spb.kerala.gov.in.file:///D:/desk%20top%2023.08.2020/ER_2019_Vol1_E.pdf*
5. *Edwards, Bob, and Michael W. Foley. (1997) "Social Capital and the Political Economy of our Discontent." American Behavioral Scientist, vol.40, no.5, p. 669-678*
6. *Fernandez, R. M., Castilla, E. J., and Moore, P. (2000). "Social Capital at Work: Networks and Employment at a Phone Center." American Journal of Sociology, vol. 105, no. 5, p.1288-1356.*
7. *Lin, N. (1999). "Building a network theory of social capital." Connections, vol.22, p.28-51.*
8. *Lochner, Kimberly, Ichiro Kawachi, and Bruce P. Kennedy. (1999) "Social Capital: A Guide to its Measurement." Health and Place, vol. 5.*
9. *Lowndes, Vivien, and David Wilson. (2001) "Social Capital and Local Governance: Exploring the Institutional Design Variable." Political Studies, vol. 49, p.629-647.*
10. *Portes, Alejandro. (1998) "Social Capital: Its Origins and Applications in Modern Sociology." Annual Reviews of Sociology, vol. 24, p.1-24.*
11. *Purdue, Derrick (2001) "Neighborhood Governance: Leadership, Trust and Social Capital." Urban Studies, vol.38, no.12, p.2211-2224.*
12. *Sherman, James, Amy Schulz, and Juliana van Olphen. (2001) "Social Capital, Poverty, and Community Health: An Exploration of Linkages." Social Capital and Poor Communities.*
13. *Smith, Stephen Samuel, and Jessica Kulynych. (2002) "It May Be Social, But Why Is It Capital? The Social Construction of Social Capital and the Politics of Language." Politics & Society, vol. 30, no. 1.*

A STUDY ON THE IMPACT OF TOURISM MARKETING AND RELATED ASPECTS OF THE OVERALL EXPERIENCE OF THE TOURISTS IN KERALA

***Dr. V S Santhosh, **Sreereshma S R**

Abstract

Tourism to be the sum total of the relationships and phenomena, which results from the travel and temporary residence of strangers, in as much as the residence does not lead them to settle for the practice of a temporary or permanent full time occupation. Kerala, the God's Own Country, is one of the favorite destinations of tourists in the world. A well-designed feedback mechanism should be implemented as a part of the marketing strategy for each segment. The study intent to formulate adequate models for implementing in future courses of action in marketing. The study has also aimed at making a thorough analysis of the various aspects of Kerala tourism. The tourism potentials of the state have been tapped to the best results with the help of a detailed marketing model.

Key words:- Tourism Marketing, Kerala Tourism, Models, Strategies, Multiple Regression.

Tourism is a catalyst for stimulating economic, social and cultural activities and acts as an effective tool of economic growth. The money spent by tourists tends to percolate through many levels and has a multiplier effect. Tourism to be the sum total of the relationships and phenomena, which results from the travel and temporary residence of strangers, in as much as the residence does not lead them to settle for the practice of a temporary or permanent full time occupation.

**Dr. V S Santhosh, Associate Professor & Head, Research Centre and P. G. Department of Commerce, Mahatma Gandhi College, Trivandrum.*

*** Sreereshma S R, M.Com Student, Research Centre and P. G. Department of Commerce, Mahatma Gandhi College, Trivandrum.*

Tourism Marketing is an imperative means of influencing and bringing the customer to the destination, whether marketing is at the industry or official level, it has to be effective to attract visitors, whatever the media and the strategies used. Those places that perform a better marketing job get the finest out of tourism. Efficient marketing and management of tourism needs a change in the orientation and implementation of a better definition, and better targeted market driven strategy.

Statement of the Problem

Kerala has emerged as the most applauded tourist destination of the country in the recent past. World Travel and Tourism Council has selected Kerala as a partner state. Though the authorities and players took various measures for the development of tourism in Kerala, the performance of Kerala tourism was not up to the requirement. But it can be managed effectively by formulating appropriate models and adequate strategies for implementation. Any one of the studies undertaken till date had not given emphasis to the analysis of the marketing problems prevailing in the Kerala tourism sector. In this context, this study has aimed at making a thorough analysis of various aspects of Kerala tourism and its marketing efforts. The tourism potentials of the state have not been tapped to the best results for want of a detailed marketing model with a sparkling marketing strategy.

Scope of the Study

The scope of the study has been limited to the analysis of various aspects like occupation, education, marital status, order of visit and opinion/satisfaction score. The study has been confined to five districts in Kerala, viz. Thiruvananthapuram, Alappuzha, Ernakulam, Idukki and Kozhikode.

Objectives of the Study

The study has the following specific objectives:

1. To evaluate the views of tourists towards marketing of Kerala tourism.
2. To formulate adequate models for implementing in future courses of action.

Database and Methodology

For the purpose of this study, the primary data were collected from five sample districts, viz. Thiruvananthapuram, Alappuzha, Kochi, Idukki and Kozhikode. The sample districts were identified on the basis of the arrival of tourists, presence of major tourism products and to give representation to various regions in the state. Data comprised 300 tourists consists of 150 domestic and 150 foreign tourists. The sample tourists were selected from different tourist destinations on judgment sampling method. The secondary data were collected from various published and unpublished sources; consist of reports from international organizations and national, like. UNWTO, WTTC, publications of the Government of India, publications of the Government of Kerala and annual reports of various tourism organizations in Kerala.

Multiple Regression Analysis

The multiple regression analysis with backward selection method was applied to find out the combined effect of independent variables on dependent variable. The selected characteristics of the tourists consists of sex, age, occupation, education, marital status, order of visit, duration of stay, spending habit, and number of travel companions. Out of these independent variables sex, age, occupation, education, marital status and order of visit were taken as dummy variables, whereas duration of stay, spending habits and number of travel companions were taken as continuous variables.

The opinion scores about the price of transport, accommodation, food, communication, shopping items and recreation facilities and the opinions on the effectiveness of promotional measures such as print media and electronic media were the other selected continuous independent variables. The satisfaction scores about the food and beverage, package tours, public sanitation, service of guides/ escorts and bar related facilities were also taken as the independent variables for the multiple regression analysis on the overall experience of the tourists.

Multiple Regression Model of Overall Experience of Domestic Tourists

Based on the findings of the study, three models were developed by the researcher for implementing in future courses of action. Table 2 presents the coefficients of the final step of Multiple Regression Analysis on the score of the overall experiences of domestic tourist about their visit to Kerala. Out of the 40 independent variables, which are discussed in Table 1, eight variables which found significant, were retained in the final regression model, viz. teaching occupation, school level and graduate level education, married in marital status, first time visit in order of visit and the opinion/ satisfaction scores on more choices of products, price of transportation and bar related facilities.

The R Square value of the final regression model is 0.369, which means that the variables retained in the final analysis is capable of predicting 36.90 per cent variations of the overall experience of the domestic tourists visiting Kerala. Further, the beta coefficients of the final regression model of the domestic tourists indicate that all the retained variables have a positive impact on the overall experience of the domestic tourists in Kerala.

The regression equation of the overall experience of the **domestic tourists** is given below:

$$\mathbf{OES_d = 2.043 + 0.363x_1 + 0.739x_2 + 0.154x_3 + 0.286x_4 + 0.240x_5 + 0.261x_6 + 0.167x_7 + 0.142x_8}$$

Where:

OES_d	=	*Overall Experience Score (domestic)*
2.043	=	Constant.
x_1	=	*Occupation - teaching.*
x_2	=	*Education - school level.*
x_3	=	*Education - graduate.*
x_4	=	*Marital status - married.*
x_5	=	*Order of visit - first time.*
x_6	=	*Opinion/ satisfaction score - more choices.*
x_7	=	*Opinion/ satisfaction score - price of transportation.*
x_8	=	*Opinion/ satisfaction score - bar related facilities.*

Table 1

Statement of Independent Variables used in Multiple Regression Analysis

Particulars		No.	Independent variables used
Socio-economic and demographic characteristics	Sex	1	Male = 1, 0 otherwise
	Age	2	(0-25) = 1, 0 otherwise
		3	(26-35) = 1, 0 otherwise
		4	(36-45) = 1, 0 otherwise
		5	(46-55) = 1, 0 otherwise
	Occupation	6	Salaried = 1, 0 otherwise
		7	Professional = 1, 0 otherwise
		8	Business = 1, 0 otherwise
		9	Teaching = 1, 0 otherwise
		10	Retired = 1, 0 otherwise
		11	Student = 1, 0 otherwise
	Education	12	School level = 1, 0 otherwise
		13	Graduate = 1, 0 otherwise
		14	Post graduate = 1, 0 otherwise
	Marital status	15	Single = 1, 0 otherwise
		16	Married = 1, 0 otherwise
Tour-related aspects	Order of visits	17	First time = 1, 0 otherwise
		18	Second time = 1, 0 otherwise
		19	Third time = 1, 0 otherwise
	Duration of stay	20	Number of days
	Spending habit	21	Amount in Rupees
	Travel accompaniments	22	Number of persons
Scores	Products/service	23	Farms and villages
		24	Kerala cuisine
		25	Shopping and souvenirs
		26	Existence of variety of tourism products
		27	Availability of more choices for selection
	Price	28	Transport
		29	Accommodation
		30	Food Services
		31	Communication
		32	Shopping items
		33	Recreation facilities
	Promotional measures	34	Print media
		35	Electronic media
	Physical facilities	36	Food and beverage
		37	Package tours
		38	Public sanitation
		39	Service of guides/escorts
		40	Bar related facilities

Source: Generated by the researcher

Table 2

Coefficients of Multiple Regression Analysis on the Score of Overall Experiences of Domestic Tourist about their Visit to Kerala

Independent variables		***B***	**Std. Error**
Constant		2.043	0.324
Occupation	Teaching = 1, 0 otherwise	0.363	0.163
Education	School level = 1, 0 otherwise	0.739	0.247
	Graduate = 1, 0 otherwise	0.154	0.076
Marital status	Married = 1, 0 otherwise	0.286	0.086
Order of visit	First time = 1, 0 otherwise	0.240	0.077
Opinion/Satisfaction Score	More choices of products	0.261	0.059
	Price of transportation	0.167	0.050
	Bar related facilities	0.142	0.046
R Square = 0.369			

Source: Primary Data

Multiple Regression Model of Overall Experience of Foreign Tourists

Table 3 presents the coefficients of multiple regression analysis of the score of the overall experiences of foreign tourists about their visit to Kerala. Out of the 40 independent variables, 9 variables, which found significant, were retained in the final regression model. They are tourists in (0-25) and (26-35) age groups, single in marital status, third time visit in the order of visitation, and the opinion/ satisfaction scores on farms and villages, shopping and souvenir, more choices, price of communication and food and beverage facilities.

The value of R Square in the final regression model is 0.441, which indicates that the variables retained in the final analysis is capable of predicting 44.10 per cent variations on the overall experience of the foreign tourists visiting Kerala. The positive and negative beta coefficients of the final regression model of the foreign tourists indicate that the retained variables have a mixed impact on the overall experience of the foreign tourists visit in Kerala.

The regression equation of the overall experience of the **foreign tourists** is given below:

$$\mathbf{OES_f = 2.823+0.467x_1+0.240x_2-0.397x_3-0.398x_4+0.116x_5-0.107x_6+0.143x_7+0.111x_8+0.220x_9.}$$

where:

OES_f	=	*Overall Experience Score (foreign)*
2.823	=	Constant.
x_1	=	*Age (0– 25)*
x_2	=	*Age (26 – 35)*
x_3	=	*Marital status - single.*
x_4	=	*Order of visit - third time.*
x_5	=	*Opinion/satisfaction score - farms and villages*
x_6	=	*Opinion/satisfaction score -shopping and souvenir.*
x_7	=	*Opinion/satisfaction score - more choices.*
x_8	=	*Opinion/satisfaction score – price of communication.*
X_9	=	*Opinion/satisfaction score - food and beverage facilities*

Table 3

Coefficients of Multiple Regression Analysis on the Score of Overall Experiences of Foreign Tourist about their Visit to Kerala

Independent variables		*B*	Std. Error
Constant		2.823	0.357
Age	(0-25) = 1, 0 otherwise	0.467	0.154
	(26-35) = 1, 0 otherwise	0.240	0.097
Marital status	Single = 1, 0 otherwise	-0.397	0.171
Order of visit	Third time = 1, 0 otherwise	-0.398	0.208
Opinion/Satisfaction Score	Farms and Villages	0.116	0.051
	Shopping and souvenir	-0.107	0.055
	More Choices	0.143	0.059
	Price of communication	0.111	0.052
	Food and beverage facilities	0.220	0.069
R Square = 0.441			

Source: Primary Data

Multiple Regression Model of Overall Experience of Total Sample

Table 4 presents the coefficients of multiple regression analysis on the score of the overall experiences of sample tourists about their visit to Kerala.

Out of the 40 independent variables, eight variables, which found significant, were retained in the final regression model. They were tourists in the age group (0-25), single and married in marital status, second time visitors and third time visitors in the order of visitation, and the opinion/ satisfaction scores on more choices of products, price of communication and scores of food and beverage facilities. The value of R Square in the final regression model is 0.286, which means that the variables retained in the final analysis is capable of predicting 28.60 per cent variations in the overall experience of the sample tourists visiting Kerala. The beta coefficients of the final regression model of the sample tourists indicate that all the retained variables have mixed impact, same as in the case of foreign tourists.

The regression equation of the overall experience of the sample tourists is as follows:

$$\mathbf{OES_t = 2.705 + 0.250x_1 - 0.457x_2 - 0.287x_3 - 0.166x_4 - 0.321\,x_5 + 0.182x_6 + 0.083x_7 + 0.269x_8}$$

where:

OES_t = *Overall Experience Score (Sample tourists)*

2.705 = Constant.

x_1 = *Age (0 – 25)*

x_2 = *Marital status - single.*

x_3 = *Marital status - married*

x_4 = *Order of visit - second time.*

x_5 = *Order of visit - third time.*

X_6 = *Opinion/satisfaction score - more choices.*

X_7 = *Opinion/satisfaction score - price of communication.*

X_8 = *Opinion/satisfaction score - food and beverage facilities*

ISSN : 2230-8431

Table 4

Coefficients of Multiple Regression Analysis on the Score of Overall Experiences of sample Tourists about their Visit to Kerala

Independent variables		*B*	Std. Error
Constant		2.705	0.279
Age	(0-25) = 1, 0 otherwise	0.250	0.107
Marital status	Single = 1, 0 otherwise	0.457	0.151
	Married = 1, 0 otherwise	0.287	0.139
Order of visits	Second time = 1, 0 otherwise	0.166	0.075
	Third time = 1, 0 otherwise	0.321	0.148
Opinion/Satisfaction Score	More Choices	0.182	0.041
	Price of communication	0.083	0.040
	Food and beverage facilities	0.269	0.050
R Square = 0.286			

Source: Primary Data

Conclusion and suggestions

Effective management and marketing of tourism needs a change in orientation and implementation of a better defined and better targeted market driven strategy. Right priority in its development at the level of the central and state Governments, co-ordination between the various Government organizations and the tourism suppliers and the permeation of the marketing philosophy throughout the tourism system, could give us the planned results and more importantly, the political and economic will to attain the development in the Kerala tourism sector.

It is advised to institute special awards for the most innovative tourism products. Attempt should be made to develop more quality health tourism products and ecotourism products with different price packages. Different product mixes can also be formulated with differential pricing strategy. New Ecotourism products should be developed in co-ordination with all the stake holders. Special efforts must be made to tap the ecotourism potential of the forests and wild life areas. Identify and develop special trek routes and promote them by protecting the eco-system.

Market segmentation technique should be used in marketing tourism products by the public and the private sectors to formulate appropriate strategies. A targeted marketing strategy should be part of an overall marketing strategy and marketing plan. Identify the high spending segment and formulate strategies to attract them. The high spending tourists will never pollute our environment and culture. A well-designed feedback mechanism should be implemented as a part of the marketing strategy for each segment.

Kerala, the God's Own Country, is one of the favorite destinations of tourists in the world. In the present day context, it is imperative to prepare a master plan for the development of tourism in the state. The plan should give prime attention to various tourism spots identified, the circuits towards these centers, necessary infrastructure at each location, and envisaged tourism facilities at these centers. It helps the potential visitors to know more about Kerala tourism and at the same time more investors can also draw towards this industry. The Government of Kerala should put forth more pressure at the national level to include the State in the major tourism circuits of the country.

References

1. *Anurag Fadia, "Modern Tourism. Issues and challenges", Cyber tech Publications, New Delhi, 2010, p198.*
2. *Bob Brotherton, "Researching Hospitality in Tourism - A student guide", Sage Publications India Limited, New Delhi, 2008, Pp 192-197.*
3. *Kranti P Sawarkar, Subodh Kumar Mishra, "Promoting Tourism in India-A Case study", Kanishka Publishers and Distributors, New Delhi, 2010, p 3.*
4. *Ravee Chauhan, "Tourism Policy and Planning", Vista International Publishing House, Delhi, 2009, p2.*
5. *Santhosh V S, Role of E- Marketing in Kerala Tourism, Management Researcher, Institute of Management Development and Research, ISSN: 2230 - 8431, UGC Approved Journal No 63925, Vol. XXVI, Number 3, January - July, 2020 , Pp 38 - 48.*

THE EFFECT OF MACRO ENVIRONMENTAL FACTORS IN ORGANISATIONAL PERFORMANCE

***Keerthi Krishna M**

Abstract

The macro environment plays an important role in shaping the future of entire industries and businesses to keep business competitive. Managers need to constantly adjust their strategies to reflect the environment in which their business operates. The present study seeks to examine the impact of macro environmental factors on the functioning of food processing units in Pathanamthitta. The study also focuses on the business environment and the importance of organizational performance in food processing units. Multiple regression analysis was used to analyze the data. The result shows that macro environmental factors such as political, technical, economic and social factors influence organizational performance, so the organization must identify business opportunities and threats.

Key words:- Macro Environment, Organizational performance, Food processing units, Economic Environment, Political Environment, Technological Environment, Social and Cultural Environment.

In recent decades, there has been a tremendous shift in the structure and operation of organizations. Advancements in technology and skill diversity have fostered a modern workplace of skill and workflow interdependencies (Kaifi;2011). A business is an organization or enterprise entity engaged in commercial, industrial, or professional activities to meet social needs. The main goal of the business is profit. For any business to grow, a business owner needs to believe in his strengths and skills. .There is a very close and continuous interaction between the business and its environment, regardless of the type or size of a business. Understand the importance of business

**Keerthi Krishna M, Asst .Professor, NSS College Pandaalm, E-mail: keerthikm2018@gmail.com*

The environment also helps you to look for more business opportunities. One of the primary benefits of a business environment is that communication between a business and its environment, in general, highlights business opportunities and threats to the business.

Business environment includes climate or economic, social, political or institutional business activities. " - Arthur M. Weimar. "Environment refers to all the factors that influence an individual organization. Affects business, decisions, and performance. The environment is defined as factors that transcend business control, such as social, technological, political, and economic. This provides opportunities and poses a threat to the organization. There is a very close and constant interaction between the business and its environment. This intervention helps to strengthen the business entity and use its resources more effectively. The business environment is multifaceted, complex and dynamic, and it has a far-reaching impact on the survival and growth of the business.

In a globalized economy, the business environment plays an important role in almost all business entities. The relationship between business and its environment is interrelated; That is, the environment puts pressure on the business when the business influences certain aspects of its environment. Therefore, the impact of the business environment on the organizational performance of food processing units needs to be examined.

ORGANISATIONAL PERFROMANCE

Performance can be defined as a completion of a task assigned to an individual or a group of individuals to perform, or the energy afforded by an individual in performing the work required to be carried out whether energy being mental or intellectual(Almanae;2006)

The generic performance management cycle is the cycle of repetitive actions in any social system that is serious about self-improvement and how it works in its external environment, the process that the system repeats in an employee, team, organization or organization. The cycle specifies the purpose of the system and the goals of working towards the goal and how to achieve those goals. As it works to achieve them, it constantly evaluates its progress and makes the necessary changes to improve its progress.

In an overall organization, the organizational performance management cycle includes three integrated steps:

1. Performance planning
2. Performance evaluation
3. Improving performance

Important organizational activities take place in three phases, including:

1. Strategic planning: To clarify the purpose, goals and strategies for achieving goals (performance planning).
2. Adopt the necessary organizational structures as a strategy (performance planning) to achieve the goals.
3. As a strategy for achieving goals (performance planning) to lead the necessary organizational behaviors, including the required behavior of its leadership and management.

ISSN : 2230-8431

4. Organizational diagnosis (performance appraisal) to monitor progress towards goals.
5. Organizational changes to achieve goals are even better (performance improvement).

Each of these vital functions is also a cycle of highly integrated activities. The way a social system makes an organizational cycle depends on its culture, its current life cycle and the skills of the leaders and managers in the system. This applies to an individual, depending on his or her personality, maturity, and ability to lead and manage himself. However, as the world around us changes, the nature of the generic performance management cycle is changing. It affects the performance management of organizations, teams and employees. The purpose of the information on this topic is to inform the key concepts of organizational performance management.

External factors that can influence the present and future performance of an organization are found in the macro and micro external environments in which the organization operates. External factors affecting an organization can be political, economic, social or technical. The same internal factors that lead to the success of an organization inevitably characterize that organization's relationship with the external environment in these broad areas.

Micro environment refers to the competitive influence of the industry and markets in which an organization operates. Strategic models that help managers anticipate risks from microeconomic factors include the Michael Porter's Five Force model, the opportunities and threats of a SWOT analysis, and the resource / core partnership model. Porter's Five Forces model represents the five forces that make it up. Strategies for implementing organizations and leading competition in an industry. These forces; "Entrants threatened with entry; Bargaining buyers; Bargaining suppliers; In lieu of threats of alternative products or services; Industrial rivals also have their animosity between existing companies. "However, although micro-environmental factors are important, they are very easy for managers to plan and prepare.

When asked to reflect on the environmental forces that strongly influence the present and future performance of an organization, one needs to look at the macro environmental factors. The factors that make up the macro environment in which an organization operates can be very difficult for an organization to anticipate and plan for when they are likely to strongly influence the performance of an organization. These factors affect all organizations in a region and include "socio-demographic, political, economic, natural and technological influences."

As the name suggests, socio-demographic factors are associated with changes in the demographic nature of society. This may include the aging population, more unmarried families, children staying home longer, and people putting their careers before children are born. Although socio-demographic factors have a strong influence on the performance of an organization, these factors are generally slower and easier than some other expected and planned factors. This change needs to reflect the future strategy of an organization. Organization to continue the competition.

The political climate includes changes in legislation, legal decisions, and wars. The political atmosphere of a business refers to the political or governmental actions that influence business activities. Political factors often go hand in hand with legal ones and are generally seen as non-market forces influencing businesses. Political decisions ultimately affect the economic, social and cultural environment as a whole. This was a change in the political climate, which was difficult to determine and, more importantly, impossible to prevent.

MACRO ENVIRONMENT AND ORGANISATIONAL PERFORMANCE

As the name suggests, socio-demographic factors are associated with changes in the demographic nature of society. This may include the aging population, more unmarried families, children staying home longer, and people putting their careers before children are born. Although socio-demographic factors can have a strong influence on the performance of an organization, these factors are generally slower and easier than some other factors to anticipate and plan. This change needs to reflect the future strategy of an organization. Organization to continue the competition.

The political climate includes changes in legislation, legal decisions, and wars. The political atmosphere of a business refers to the political or governmental actions that influence business activities. Political factors often go hand in hand with legal ones and are generally seen as non-marketing forces influencing businesses. Political decisions ultimately affect the economic, social, and cultural environment as a whole. It was very difficult to expect a change in the political atmosphere and, more importantly, almost impossible to prevent.

The economic climate is related to the state of the domestic and international economies. As the world becomes more and more interdependent, the recession of a foreign economy will have a domino effect on the world economy and the present and future performance of an organization even if that organization does not have transactions in that foreign economy.

The natural environment is associated with changes in nature, including factors such as global warming, floods, and hurricanes. Although the natural environment can have devastating consequences for an organization, financially speaking, natural disasters are more likely to be an organization's opportunity to limit risks through insurance.

Finally, the technological environment is probably the external environment that will change most rapidly in the information age and produce destructive technologies. Although some cynics argue that most technological advances to date have replaced the existing analogues with the digital version, such comments do not reflect what a fundamental change this is. In the information age, it is more difficult for

ISSN : 2230-8431

an organization to compete and sustain competitive gains, and the full potential for sustainable innovation lies in the need to use technology to its advantage, an important skill that must be pursued without fail to improve current and future performance.

OBJECTIVE OF THE STUDY

The present study tries to analyze the impact of macro environmental factors on the performance of food processing units in Pathanamthitta.

METHODOLOGY

The survey research method was used in this study. A sample of three organizational units with a sample size of 120 was selected for data collection by developing a questionnaire. Multiple regression analysis was used to analyze the data.

ANALYSIS OF DATA

The study focuses on the analysis of data collected from multiple analysts. The variable of the study can be expressed in algebraic form. So where

O = F (E, P, T, S .... U)

O = organizational performance, including efficiency, effectiveness, sales growth, customer / client e = economic environment P = political environment T = technical environment S = socio-cultural environment.

To answer the research question and hypothesis, the economic and political environment does not affect organizational performance.

Therefore, the regression line from the regression analysis is Y = 85.31 + 4.49 - 3.01.

This indicates that the economic climate and the political climate have a positive and significant impact on the organizational performance of food processing units, and that economic change can make a significant contribution to organizational performance. The values of Of are 0.93 and 0.68. The economic climate affects 93% of the organizational performance and the political climate 68% of the organizational performance. The value of R2 is 1.828. This indicates that the external business environment influences 128% of organizational performance. Coordinates organizational performance in food processing units. This invalid theory of this study will be rejected. Therefore, the economic and political climate influences organizational performance.

Based on the findings, the study concludes that the external business environment influences organizational performance. The study concluded that units need to understand this type of external business environment and how it affects the organizational performance of their business and update their knowledge and skills. They predict changes in the area of their enterprise and require constant monitoring and environmental scanning at all times.

CONCLUSION

The relationship between business and its environment is interrelated, i.e., the business exerts environmental pressure on the business, and the business influences certain aspects of its environment. The findings of the study illustrate the existence of micro and macro external environments that influence the present and future performance of the organization. Macro-environmental factors are more difficult to plan and prepare, suggesting that this could potentially strongly affect the performance of an organization. Macro-environmental, economic and social factors such as politics and technology influence organizational performance.

References

1. *Almanae, M.: Organizational environment and its effects on performance - Applied study in Insurance Companies in Libya. Acta uviv. agric. et silvic. Mendel. Brun., 2007, LV, No. 3, pp. 9-22*
2. *Johnson, G., Scholes, K., and Whittington, R.(2002) Exploring Corporate Strategy. Prentice Hall:London*
3. *Kaifi, Belal & Noori, Selaiman. (2011). Organizational Behavior: A Study on Managers, Employees, and Teams. Journal of Management Policy and Practice. 12.*
4. *Kakazoukis, C. (2011). How macro environmental forces affect business buying behavior after a recession. School of management, Blekinge Institute of Technology. MBA thesis 19. Kariuki, P. M. Awino, Z. B. & Ogutu, M. (2011).Effect of firm level factors, firm strategy, business Environment on firm performance. School of Business.University of Nairobi.*
5. *Kumar, R. (1996). Research Methodology. Melbourne: Longman.*
6. *Thompson, J. D. (1967). Organizations in action.New York: McGraw-Hill*

STATEMENT ABOUT THE OWNERSHIP AND OTHER PARTICULARS ABOUT THE MANAGEMENT RESEARCHER

Form IV (See Rule 8)

1. Place of Publication	:	Trivandrum, Kerala
2. Period of Publication	:	Quarterly
3. Printer's Name and Address	:	Navadhara Printers Sreekaryam, Trivandrum - 695 017
4. Editor's Name and Address	:	Dr. C.V. Jayamani TC 8/123, Pooja, Kavil Lane, Cheruvakal, Sreekaryam, Trivandrum - 695 017
5. Ownership	:	Institute of Management Development and Research, Mylem, Erayamkode, Trivandrum - 695 013

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

(Sd/-)

Prof. S. Krishnan Nair

Publisher

A STUDY ON FEMALE SENSITIVITY IN TOOTHBRUSH INDUSTRY

***Dr. Jithendran S**

Abstract

The paper focuses on the unattended gender-based segmentation of customers in toothbrush industry wherein the need sets of feminine requirements are vital. The paper addresses the need set of women in three groups of housewives, students and professionals. There are obvious difference in the structure of jaws and mouth across the gender biologically and the aesthetics preferences. The study brings in reliable test results for the claims of that industry do not cater the demands of female customers. The study uses relevant statistical tools to establish the arguments by weighing specific requirements of women in the dimensions of the physical, functional, aesthetics and perceptional differences. The paper is consulting the studies of dentists on pattern of brushing, history of tooth brush. The paper systematically argues that the practice of addressing this industry as a bi-sexual product does not support the arguments of market segmentation based on the taste preferences and better satisfaction of customers. Opening a plethora of opportunities for the entrepreneurs, a new design of feminine tooth brush can cater the needs of female customers which are at present lies conveniently neglected.

Key words:- Gender based Market Segmentation, Gender Sensitivity, Toothbrush Industry.

The present paper is an attempt to portray the chasm in which the present tooth brush industry is unattended by firms. An industry, mammoth in size is ignoring the potentials of market segmentation in a vital aspect of gender seems to be unreasonable in spite of its cutting-edge competencies in research and sophistication. Toothbrush industry is a major component of Fast-Moving Consumer Goods (FMGC) and it is generally very sensitive to customers taste and preferences. The industry is very keen in segmentation in terms of age, quality and economic class of customers. But an important yardstick of division is appeared neglected or under estimated. The paper is bringing the instances of segmentations is the similar category and

**Dr. Jithendran S, Assistant Professor, Government Arts and Science College, Ambalappuzha.*

the probability of existence of such need sets in the given market where this industry operates.

Hirschfeld, (1939) in his textbook on the toothbrush and oral care, included an in-depth review of the history of tooth brushing. The exact origin of mechanical gadgets for cleaning teeth is unknown. But there are evidences to believe that ancient peoples used twigs from plants with high aromatic ingredients. Chewing these twigs freshened the breath and spread out fibers at the tips of the twig for cleaning the gumsand tooth. Arabs before Islam used a piece of the root of the arak tree because its fibers stood out like bristles; this tool was called a *siwak*. After several uses, when the bristle fibers became soft and a new "brush" was created by stripping off the end and making new bristle fibers. Later, in the middle of seventh-century, Mohammed made rules for oral hygiene, and so it became a religious rite among Muslims. To this day the *siwak*, composed from aromatic types of trees, is still used. Chew sticks not only help to physically clean teeth but also, because they contain antibacterial herbs and oils may help prevent or remove plaque. But Chinese are given credit for inventing the toothbrush comprising a handle with bristles during the Tang dynasty (618-907 A.D.). They used hog bristles similar to those in some contemporary models.

In 1780, in England, William Addis manufactured what was termed "the first modern toothbrush". This tool had a bone handle and holes for placement of natural hog bristles, which were held in place by wire. In the early 1900s, celluloid began to replace the bone handle, a changeover that was hastened by World War I when bone and hog bristles were in short supply. As a result of the no availability of high-quality natural hog bristles from China and Russia during World War II, Dog hair was replaced with nylon bristles. Initially, nylon bristles were copies of natural bristles in length and thickness. They were stiffer than natural bristles of similar diameter. They did not have the hollow stem of natural bristles and, accordingly, did not absorb water. Thus it could replace many issues of drying and maintenance. Compared to natural bristles, nylon filaments have the additional advantages from craftsmanship that they can be prepared in various uniform diameters and shapes, and can be end-rounded to be gentler on gingival tissues during the brushing procedure.

What we see in today's toothbrush is the extension of continuous upgradation by research and development. Notwithstanding the existing sophistications and scientific market research, the toothbrush industry seems to have neglected the gender sensitivity of toothbrush. There are no such academic work to believe that the sensitiveness of customers on gender angularity. Therefore, the present paper envisages the opinion of customers on preference of a tooth brush that address gender sensitivity. The units of this industry are quite indifferent towards a vital factor of gender sensitivity. The present project is positioned to throw lights on the gender sensitization. The project attempts to showcase the need sets and value preference among half of the demand volumes of tooth brush industry.

ISSN : 2230-8431

Objectives of the Study

The study is carried out with following specific objectives.

1. To study the physical and functional requirements of tooth brush use among females.
2. To understand the perceptional difference of tooth brush use among females.

The Toothbrush of Today

In 1924, an American dentist reported on 37 different manual toothbrushes with regard to handle shape, head design, bristle type, length, and width. Individual dentists disagreed then, and still do today, on what type of toothbrush was best. The initial toothbrush shapes marketed in the 1940s through 1980s in the United States had flat, multitoothed toothbrush-head shapes. Since the 1990s new manual toothbrushes have been introduced with new shapes, sizes, colors, and claimed advantages. By varying the length and the angle of the filaments in the brush head, brushing with these newly designed products has been documented to improve plaque removal since the bristle filaments can be directed into the sulcus or interproximal areas.3-12 New unconventional toothbrushes with two or more heads or segments of filaments in angular relation- ship have shown improved plaque removal. One new brush with three heads can be used to simultaneously clean the buccal, occlusal, and lingual surfaces. Side by side this gigantic market was subjected to the segmentation on the basis of age. The present project attempts the scope of segmentation on the basis of gender. If the customer satisfaction is taken as the prime aim of marketing or the value maximization, why the modality of gender is not seen as a base for market segmentation? A study from the angularity of consumer can really throw insights in to market segmentation strategy of firms manufacturing toothbrushes.

Product Segmentation in FMGC

Sulekha Goyat (2011) has done an extensive literature review on the definition, basis, issues, and challenges of market segmentation of consumer goods. The study also points out the knowledge gap in this area. In marketing, to understand the need preferences and likes and dislikes of every product, segmentation is advised to enhance the customer satisfaction. It is vital in the case of Fast-Moving Consumer Goods (FMCG) as it swings much in tune with the perception of consumers. In order to sensitize the customers with very minute details of demand and utility, firms invariably leaves no stones unturned to estimate the customer differentiation. But the research question is how the toothbrush industry is so indifferent to the requirements of female custo mers?

Factors which makes Tooth Brush Gender Sensitive

There is ample amount of empirical evidences to prove that there exists a clear difference in the use of tooth brush by male and females according to the empirical evidences from oral care industry. The skull theory of sex identification from the womb and aesthetic difference among male and females endorses the fact that toothbrush industry possess all qualities for market segmentation as it the case of other FMCG.

Based on the previous researches, the study had identified three major factors such as Physical Properties, Aesthetics, functional requirements and Perception of female group. The physical property captures the opinions of the female respondents on the masculine features, sleekness of brush, maneuverability softness and gender branding. The opinions on aesthetics mapped using the stimulus on design, pattern, color, femininity and size of tooth brush. The functional requirement of the tooth brush is measured using handling, availability, objectivity and suitability for brushing as a cleaning-function. The perception of females on their toothbrush is collected using feminine expectations, shopping experience and fetching a separate brand.

Methodology of the Study

The study is descriptive in nature and illustrates opinions of females in three different categories of genre. A sample of 70 females from three different back ground is selected to test the hypotheses that there is no significant difference between female group of housewives, students and professionals. The questionnaire consisted statements from the constructs of physical property, aesthetics and perception on five points Likert scale. The questionnaire is administered among the target respondents to capture their opinions, subsequently an Inferential statistical test of two-way ANOVA is performed to draw the inferences.

Profile of Respondents

Housewives	Students	Professionals	Total
70	70	70	210

Section II

Analysis and Discussion

The remaining sessions of the project will focus on the analysis performed on the data captured from the female respondents using a structured questionnaire comprising items in four constructs. The descriptive statistics of SD and Mean is used for two-way ANOVA to test the hypotheses that there is no significant difference among females with respect to physical properties, aesthetics, functional and perception on the use of tooth brush, the physical properties includes masculine features, maneuverability and branding. The aesthetics include design of tooth brush, sleekness, and feminine looks. The functional requirement covers the aspects such as handling, compromise due to non-availability, handling ease and dental cleaning. The perception of females incorporates the opinions of females on locating a feminine brush, values and taking the supply as biased.

The analysis is performed to study the functional, aesthetics, physical properties of toothbrushes among female.

The table 1 shows the different categories of female respondents and their opinions in the mean score and SD on physical properties, aesthetics, functional requirements and perception.

In all the factors of imperatives, as the p value is less than 0.01 at 1% level of significance the null hypotheses is rejected showing a significant difference in opinions among different categories of females.

 ISSN : 2230-8431

Table 1

Output of Two-way ANOVA Test on Physical Properties, Aesthetics, Functional and Perception on the use of tooth brush across females.

Constructs	Females			F value	P value
	Students	Professionals	Housewives		
Physical properties	31.12[b] (9.01)	31.5[a] (8.61)	24.39[b] (5.83)	34.958	<0.001**
Aesthetics	17.4[b] (4.07)	18.65[a] (4.20)	14.82[c] (2.82)	38.69	<0.001**
Functional Requirements	26.45[b] (3.26)	26.88[a] (2.55)	24.14[b] (2.65)	38.165	<0.001**
Perception	26.33[b] (5.41)	25.47[a] (4.18)	23.67[b] (4.28)	38.165	<0.001**

Source: Primary Data

*Note: 1. Figures in the brackets shows SD, 2. ** very significant at 1% level of significance. 3. Different alphabet among religion denotes significance level using 4. Different alphabet among females using Duncan Multiple Range Test (DMR).*

Based on the mean score female professionals are registering a high opinion on the imperative of a separate brand with distinct physical properties for female toothbrush than the other two groups of students and housewives. As per the DMRT also professionals are significantly differing from other two categories.

In the case of Aesthetics, based on the mean score female professionals are holding an upper hand registering a high opinion on the cleavage of a separate brand for female toothbrush than the other two groups of students and housewives. As per the DMRT also the opinions of all the three groups are significantly differing from other categories.

In functional requirements of tooth brush, based on the mean score female professionals are in upfront registering a high opinion on the dearth of a separate brand for female toothbrush than the other two groups of students and housewives. As per the DMRT also professionals are significantly differing from other two female categories.

But in perception of a separate brand for females' tooth brush, based on the mean score female students areclinging a high opinion on the imperative of a separate brand for female toothbrush than the other two groups of professionals and housewives. As per the DMRT also professionals are significantly differing from other two categories.

Conclusion

The above analysis ad discussion invariably suggests that the demand for a separate brand of tooth brush is the need of the hour. But the existing practice of not addressing the gender difference in demand in present tooth brush industry is at neglecting the gender sensitivity of female consumers. Further, the opinions of professional on the imperative of separate tooth brush industry has to be honored with due share of importance. The female students perceive altogether a new brand and its possibilities. It could reasonably argue that the present toothbrush industry is addressing it as a bisexual product.

References

1. *Hirschfeld, I. (1939). The toothbrush: Its use and abuse. Brooklyn, NY: Dental Items of Interest Publishing Co., 1-591.*
2. *Mika Hanasaki1 and et al (2018) Gender difference of tooth brushing motion and force on self-brushing and caregivers' brushing in dental professionals, Dental Oral And Craniofacial Researchdoi: 10.15761/DOCR.100025.*
3. *SulekhaGoyat (2011) The Basis of Market Segmentation; A Critical Review of Literature; European journal of business and Management. 3 (9) 45-54.*
4. *Volpe, A. R., Emling, R. C., &Yankell, S. L. (1992). The toothbrush?A new dimension in design, engineering and clinical evaluation. J Clin Dent, 3: S29-S32.*

JUNK FOOD CONSUMPTION PATTERN AMONG CHILDREN

***Divya Raj G, **Dr. S Priya**

Abstract

Junk foods means all kinds of foods which has high dense of energy that contains high fat, sugar and salt and has less content of nutrients like protein, fiber, vitamins and minerals. Junk food consumption has been increasing among children because of their taste, lower price, easy availability and convenience of preparation. Children are becoming addictive because they are not aware of the impact of their consumption. Nuclear family, parents occupation, socio economic status, close proximity to fast food shops, different marketing strategies of junk food companies are some of the factors that leads to increase in junk food consumption among children. This study has been conducted to know the eating habits of children whether they are consuming more junk foods than that of nutritious foods. This study also aims to aware the new generation parents who were not at all aware of the upcoming issues related to their children's junk food consumption.

Key words:- Junk food, Fast food, Children

Junk foods means all kinds of foods which has high dense of energy that contains high fat, sugar and salt and has less content of nutrients like protein, fiber, vitamins and minerals. Junk food consumption has been increasing among children because of their taste, lower price, easy availability and convenience of preparation. Children are becoming addictive because they are not aware of the impact of their consumption.

Nuclear family, parents occupation, socio economic status, close proximity to fast food shops, different marketing strategies of junk food companies are

**Divya Raj G, Assistant Professor, Department of Commerce, NSS College, Pandalam.*
***Dr. S Priya, Assistant Professor, Research Department of Commerce, M.G College, Thiruvananthapuram.*

some of the factors that leads to increase in junk food consumption among children. Food that can be served ready to eat fast is referred to as fast food. Junk foods and fast foods are two terms that can be used interchangeably. Most of the junk foods are fast-food because they have no time to get prepared and can be served fast. But all fast foods are not junk foods because fast foods can have nutritious contents. Junk foods are getting very popular especially in nuclear families because of several reasons. Working parents have less time to prepare meals for themselves and their children. So they mostly depend on these junk foods which have less preparation time. Also children were spending most of their time in schools and tuition classes after school hours. So it is convenient for them to depend on junk foods for satisfying their hunger. Another major reason for choosing junk food is the marketing strategies adopted by the junk food companies. They are spending huge amount for marketing junk foods especially that attract children. They provide free gifts, toys and by using cartoon characters they attract their targeted group.

Junk Food in Schools

In our country, junk foods are widely available even in the nearby shops of the schools. Most of the schools were not taking initiatives to make their children as well as parents aware of the negative impacts caused by this junk food consumption. Rather they are interested in offering junk foods through their cafeterias and in the name of food fests most of them are giving junk foods instead of the foods that offer high nutritious value. Even though there is an order of high court for banning junk foods in schools and nearby localities of schools, it has not yet been implemented. FSSAI has yet to enforce strict guidelines regarding this. Government has taken some measures to overcome this crisis. In government schools mid day meal program has been implemented with a view to offer healthy and nutritious foods to their children.

OBJECTIVES

1. To understand the junk food eating habits of children.
2. To understand the balanced diet eating habits of children.
3. To understand the reason for choosing junk foods by children.
4. To know how they came to know about the junk food.

METHODOLOGY

Population: Children of 3-12 years of ages in private schools of Pandalam municipality because junk food marketers are targeting elementary and middle schools.

Sample: A total of 252 children (112 males and 140 females) were included in the study.

Data collection: Primary data has been collected through interview schedule and through observation. Secondary data are collected from journals and websites.

REVIEW OF LITERATURE

Several surveys has been conducted in various parts of India over last few

ISSN : 2230-8431

decades and the study concludes that about 2.9 to 14.7 per cent of children in India is obese and 1.52 to 24 per cent were overweight. A study has been conducted in 2011 by Jahangir hospital, Pune and UCL institute of Child Health London. It was found that 30 per cent of children who were living in urban areas are obese and overweight.

In Indian journal of public health, a study which was conducted in 2017 was published and it says that 33 per cent of children studying in affluent schools in Rajkot were either obese or overweight.

Junk food eating habit will result in several diseases like Poor physical health, Respiratory problems, Hypertension, Metabolic syndrome and Type II diabetes. Non Communicable Diseases (NCD) usually occurs in later ages of life. It was not a pediatricians concern until three decades back. But it begins to appear in children also.

Experts are of the opinion that it is because of high junk food consumption where salt, sugar and fat is high. Two questions have been emerged. One is whether the children had stopped eating the right food? Second is whether their lifestyles have been changed? For finding answers to these two questions, Centre for science and environment Delhi had conducted a research through online survey and over13200 children of age group 9-17 from various schools across the country has provided information related to their daily habits. Majority of them were from urban areas. Majority of them are of the opinion that they are using junk foods in a routine nature.

RESULTS

The study reveals that majority of the children loves junk food and children with the age group of 3-6 years prefer to have more junk foods than others. This may be because most of the marketers are targeting children of age group of 3-6 years for marketing their products because they can be easily cheated. They are not having ability to think. Most of the television advertisements are for children and majority of the advertisements are

Table 1

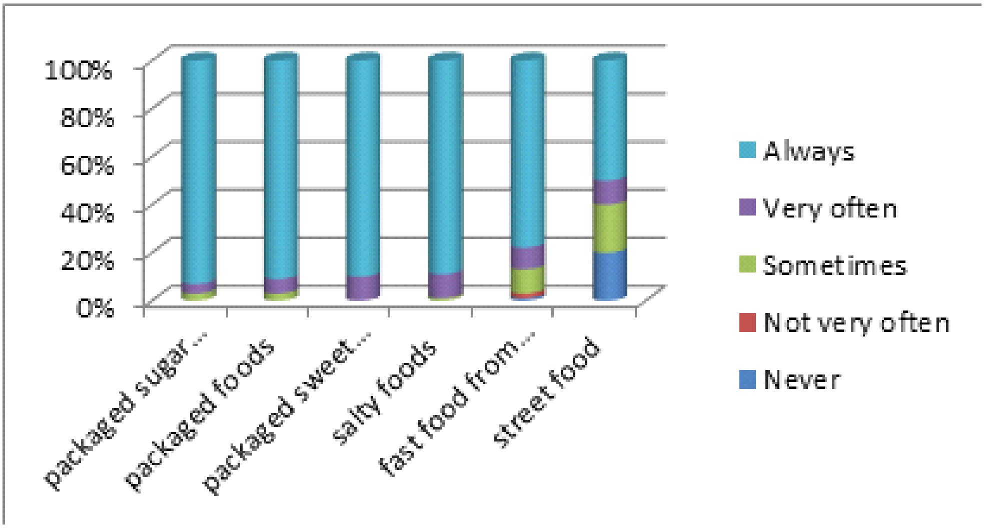
Table Showing Junk Food Eating Habit among Children

DIET	Never	Not very often	Sometimes	Very often	Always
Packaged sugar sweetened beverages	0	0	3	4	93
Packaged foods	0	0	3	6	91
Packaged sweet products	0	0	0	10	90
Salty foods	0	0	1	10	89
Fast food from outlets	1	2	10	9	78
Street food	20	0	20	10	50

Source: Primary data

Figure 1

Figure Showing Junk Food Eating Habit among Children



of junk foods. They are repeatedly shown in between the programs of children for creating positive influence. Parents should care more about this. At this age growth occurs faster. But if they are consuming more junk foods at those times it will affect their growth.

About the type of junk food they use, 93 per cent loves packaged sugar sweetened beverages, 91 per cent loves packaged foods, 90 per cent loves packaged sweet products, 89 per cent of the children loves salty foods like chips, noodles etc, 78 per cent loves to eat fast foods from fast food outlets, and 50 per cent loves street foods. Another fact is that majority are consuming these foods more than two times a day. This denotes the increasing use of junk food culture among nuclear families.

The researcher also explore the balanced diet eating habits among these children and found that majority of these children do not prefer to eat balanced diet. Only 32 per cent of them love to eat vegetables, 80 per cent of them loves to eat fruits, 91 per cent of them loves to eat egg, meat and fish, and the heart breaking fact found out was no one loves to eat cereals and millets. Cereals and millets are very much essential for their growth. So parents must at least make sure that cereals, millets and green leafy vegetables should also be included in their children's diet. Majority of them loves eating milk and milk products. It may be because of the tradition customs that we follow in our state.

The researcher also studied the reason for choosing junk foods by the children. It has found that the main reason for choosing junk foods is nothing but the television advertisements.

Marketers are influencing the children by giving free gifts with the junk foods,

ISSN : 2230-8431

Table 2

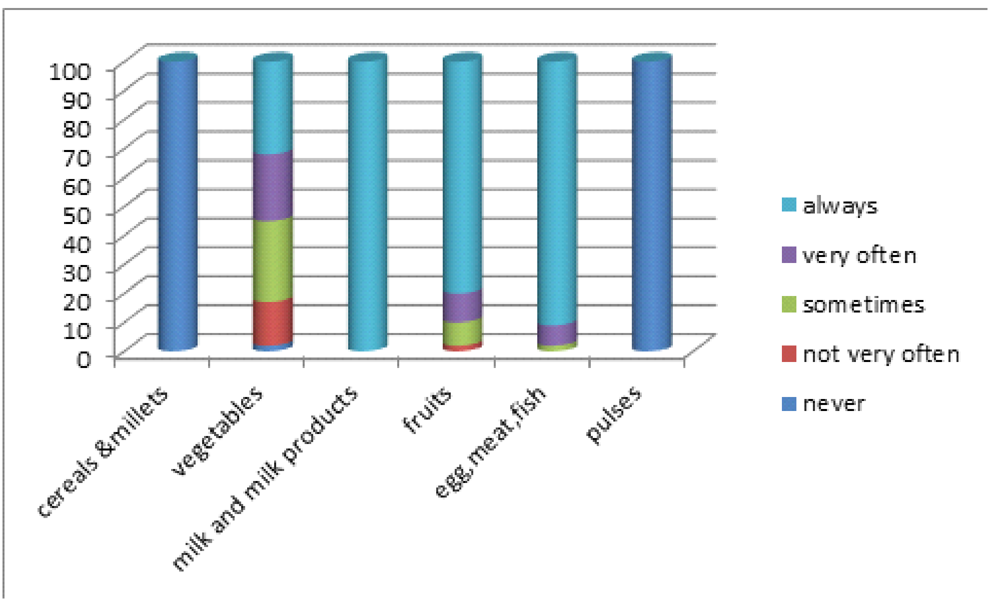
Table Showing Balanced Diet Eating Habit among Children

DIET	Never	Not very often	Sometimes	Very often	Always
Cereals and Millets	100	0	0	0	0
Vegetables	2	15	28	23	32
Milk and milk products	0	0	0	0	100
Fruits	0	2	8	10	80
Egg, meat, fish	0	0	2	7	91
Pulses	100	0	0	0	0

Source: Primary data

Figure 2

Figure Showing Balanced Diet Eating Habit among Children



attractive toys and also influence by the cartoon characters which they loves most.

Children are misleading that while purchasing and consuming those junk foods, they will acquire super power as the characters are having. Taste of those foods, its attractiveness and tempting nature, easy availability, most of their friends are having them, limited options when hungry were other reasons that were identified by the researcher according to the priority.

Another major finding was majority of children got awareness of these junk foods from the television advertisements that had shown in between children's programs, from peers, and from parents and relatives.

CONCLUSION

The results shows that majority of the students who loves junk foods is in between the age group of 3 to 6 years. Junk food should be strictly controlled in children because it is not good for their health and will do much harm. Less vision heart diseases, cancer, high blood pressure, Type II diabetes are the major effects that can be found common in children due to junk food consumption. Children between 5 to12 years of age are in a time of steady growth. This time they could have priority in consuming high nutritious food. But the study has found out that children are consuming more junk foods than the balanced diet which may leads to slow growth decay new teeth and obesity. Parents can play a crucial role in shaping the eating habits of their children. Following are the remedies that can be implemented by parents for reducing junk food eating habits and inculcate a good eating behavior

- Don't allow children to eat whenever they feel to habit, instead make a healthy routine. It may avoid over eating.
- Let them make to eat together with the family so that they tend to eat more nutritious food like fruits, vegetables, cereals and millets, pulses etc.
- Don't allow them to eat in front of the television
- Don't insist them to eat certain foods. Allow them to decide. The only role of the parent is to provide them with healthy and nutritious food.
- Don't use junk food for reward or punishment.
- Buy healthy foods while shopping. Don't keep the junk foods in the refrigerator or cupboards because it makes children used to eat more junk foods whenever they want.

To conclude be a role model and create good eating environment help the children to develop healthy eating habits that make a long lasting impacts on their health. Remember "HEALTH IS WEALTH"

References

1. *Children and junk food. Retrived from https://www.indiaparenting.com/food-and-nutrition/56_1186/children-and-junk-food.html*
2. *Fast foods: Wikipedia the Free Encyclopedia. Available from: www.en.wikipedia.org/wiki/Fast_food. Accessed March 1, 2010.*
3. *Junk food eating habits and child (may 25 2018). Retrived from: https://drmohans.com/junk-food-eating-habit-and-childhood-obesity*
4. *Jagadish C Das, Fast Food Consumption in Children: A Review Med Clin Rev. 2015, 1:1. doi: 10.21767/2471-299X.1000001*
5. *Vijayapushpam T, Menon KK, Rao R D, Maria Antony G. A qualitative assessment of nutrition knowledge levels and dietary intake of school children in Hyderabad. Public Health Nutr. 2003; 6:683-8.*

ROLE OF AQUACULTURE IN AUGMENTING SEA FOOD EXPORTS FROM INDIA

***Athena Prince, ** Dr. Reshmi R Prasad**

Abstract

Aquaculture has emerged as the largest food production system in the world. The dependence on aquaculture for fish production is increasing on a rapid scale owing to the decline in capture fisheries production. There has been a steady increase in the global aquaculture production over the past few decades. It is estimated that almost half of the sea food consumed all over the world today is contributed by culture fisheries. India is the second largest aquaculture producing country in the world. Aquaculture plays a pivot role in boosting the sea food exports from the country. The present study aims to analyse the present status of aquaculture production in India and the role played by aquaculture in increasing the sea food exports from the country.

Key words:- Aquaculture, Capture Fisheries, Culture Fisheries, Sea Food Exports

There has been a significant increase in the demand of sea food on a global level owing to the increase in world population, favourable preference for fish products and growth of world economies (Engle, Quagrainie, & Dey, 2017). The fisheries resources may be broadly classified into capture fisheries and culture fisheries. The global supply of sea food was mainly sourced through capture fisheries during the 1950s. However by the end of 1960s, the contribution of capture fisheries to the global sea food

**Athena Prince, Research Scholar, Post Graduate Department of Commerce and Research Centre, Mahatma Gandhi College, Thiruvananthapuram, Kerala. Email: aprince828@gmail.com*
***Dr. Reshmi R Prasad, Associate Professor, Department of Commerce, All Saints' College, Thiruvananthapuram, Kerala (Corresponding Author) Email: reshmi071@gmail.com*

supply began to decrease. This scenario was the result of the depleted fish stocks as a result of over exploitation of fisheries and unregulated and illegal fishing practices (FAO, n.d.). During 1990s, almost 90 per cent of the fish stocks were within the sustainable levels, but in 2017, only 65.8 per cent of the fish stocks were within the sustainable levels (FAO, n.d.).

Sustainability concerns in fisheries management and production began to gain attention all over the world (Krishnan & Birthal, 2000). As a result, Aquaculture production began to be considered as a sustainable alternative in replenishing the fisheries resources all over the world and in meeting the increasing global demand for sea food products (Krishnan & Birthal, 2000).

According to the Food and Agriculture Organisation (FAO), Aquaculture refers to the process of farming of finfish, crustaceans, molluscs, and aquatic plants in fresh water, sea water, brackish water or inland saline water (FAO, n.d.). Aquaculture production refers to the harvesting of output from aquaculture activities with the intent to be used for human consumption (FAO, n.d.). Fisheries and aquaculture production has been steadily increasing over the past few decades and has reached an all- time high in 2018 (FAO, n.d.). According to FAO, the growth rate of the global aquaculture production was estimated to be 527 per cent during the period from 1990 to 2018 (FAO, n.d.). During the same period, the growth rate of the global capture fisheries production was only 14 per cent (FAO, n.d.). Asian Countries are the leading players in Aquaculture production and it can be attributed to various factors like the prevalence of traditional aquaculture methods employed by these countries in fish production, economic growth and increasing export opportunities (Bostock, et al., 2010).

Aquaculture Sector has become one among the flourishing sectors in India in contributing to food and nutritional security, export earnings and playing a key role in income and employment generation (Krishnan & Birthal, 2000). India is the second largest aquaculture producer in the world after China ((NFDB), 2018). The share of the inland fisheries and aquaculture to the total fish production in the country has increased from 46 per cent in 1980s to more than 70 per cent during 2019(Handbook on Fisheries Statistics, 2019). The Aquaculture Sector in India is export –driven owing to the fact that almost 90 per cent of the produce is intended for export purposes (Kumar, 2020).

Aquaculture has transformed the fishery Sector in India by contributing to food and nutritional security, generating employment opportunities and also generating foreign exchange earnings through sea food exports. It has also been instrumental in rural development and gender mainstreaming in India ((NFDB), 2018). Aquaculture Production must be given ample focus in India as it has the potential to achieve the Sustainable Development Goals (SDGs) put forward by UNO ((NFDB), 2018). Moreover, it helps to ensure the sustainability of capture fisheries production in the country. Starting as a traditional activity in 1950s undertaken for sustenance, Aquaculture Production in

India has now become a commercial activity with huge scope for generating export earnings. During 2018-19, the export oriented aquaculture production in the country has reached 6,99,350 Metric Tonnes (MT) comprising 6,82,146 MT of Shrimp and 29,929 MT of Fish and Shellfish (MPEDA, 2019). This highlights the potential of the sector in bridging the gap in fish supply for export purposes caused by capture fisheries. The present study analyses the status of export oriented aquaculture production in India and the role played by it in augmenting sea food exports from the country.

Review of Literature

- Jayasankar, Mohanta, and Ferosekhan(2018) emphasized that there has been a significant increase in the inland fisheries towards the total fish production in the country resulting from the increase in the aquaculture production in the country.

- Jayasankar (2018) pointed out that there has been a significant diversification in the species cultured through fresh water aquaculture. It was suggested that the various constraints faced such as the shortage of input availability, social and environmental constraints must be tackled to boost the productivity from the fresh water aquaculture production from India.

- Salim, Pramod Kiran, Joshua and Biju Kumar(2014) in their study identified the major challenges faced in the development of brackish water aquaculture, fresh water aquaculture systems in India . It was found that the spread of diseases like white spot disease, lack of availability of quality feed and exorbitant prices of feed were the major constraints faced in the devevelopment of brackish water aquaculture whereas, the lack of availability of area for culture, lack of diversification of species, lack of culture technologies and lack of credit facilities were the major challenges confronted by the fresh water aquaculture systems in India.

Objectives of the Study

- To evaluate the present status of export oriented aquaculture production in India.
- To study the role of aquaculture in augmenting sea food exports from India.

Discussion and Results

Present Status of Export Oriented Aquaculture Production in India

India has immense inland water resources comprising of 2.36 million hectares of ponds and tanks, 0.798 million hectares of lakes, 2.907 million hectares of reservoirs in addition to rivers and canals with a length of 195210 Km. These inland water resources provides huge scope for aquaculture production (Dhillon, Dhaliwa, & Brar, 2018).In addition to this India also has 1.2 million hectares of potential brackish water area suitable for aquaculture(Dhillon, Dhaliwa, & Brar, 2018). Aquaculture Production in India is undertaken in freshwater resources, brackish water resources and marine resources (Dhillon, Dhaliwa, & Brar, 2018).

Aquaculture Production especially Brackish Water Aquaculture which is mainly export driven began to gain momentum in India since 1991 with the introduction of the Economic Liberalisation Policies (Krishnan & Birthal, 2000). Brackish Water Aquaculture is mainly practiced in the states of West Bengal, Andhra Pradesh, Kerala, Tamil Nadu and Orissa (Dhillon, Dhaliwa, & Brar, 2018). Brackish Water Aquaculture was an age old system of fish farming in India and it was practiced mainly in bheries (manmade impoundments in coastal wetlands) in West Bengal and pokkali (salt resistant deepwater paddy) fields in Kerala(Ghoshal, Debasis, Biswas, Kumar, & Vijayan, 2015). However, Brackish water Aquaculture began to be undertaken scientifically for commercial purposes only in 1990s with the culture of Black Tiger Shrimp (Penaeus Mondon) and the L.Vannamei Shrimp in 2009(Ghoshal, Debasis, Biswas, Kumar, & Vijayan, 2015).

The fresh water aquaculture production in India mainly involves the culture of finfish species like tilapia, carps, freshwater prawns, pangasius and it is undertaken in ponds, tanks and reservoirs(Dhillon, Dhaliwa, & Brar, 2018). The fresh water aquaculture production in India is dominated by carps (Ghoshal, Debasis, Biswas, Kumar, & Vijayan, 2015). Though several species of fish are cultured, fresh water prawns are the only category that finds its place in India's sea food export basket(Ghoshal, Debasis, Biswas, Kumar, & Vijayan, 2015).Andhra Pradesh and West Bengal are the leading states in fresh water aquaculture Production(Dhillon, Dhaliwa, & Brar, 2018). It is estimated that only 40 per cent of the total fresh water resources is being utilised for aquaculture production in India(FAO, n.d.). Many factors like the lack of technical know-how in scientific aquaculture, lack of credit availability, availability of disease free seeds are the key constraints which hinder the development of fresh water aquaculture production in India (Jayasankar, 2018).

Mariculture in India involves the production of sea weed, mussels, edible oysters, sea bass and cobia (FAO, n.d.). Mariculture involves the culture of aquatic organisms under - controlled or semi-controlled, confined environment such as an enclosed section of sea or offshore waters like ponds, tanks etc. which may be marine or mixed to various ratios with freshwater (Kripa, 2019). Mariculture is mainly confined to Southern states like Kerala and Tamil Nadu.

Major Species Cultured for Export from India

Though various species of fish are raised through aquaculture for the export purposes, the candidate species which contributes to export earnings include Crustacean Species comprising shrimp, prawn, crabs, Cephalopod species comprising Clams, Mussels, oysters and Finfish species such as Asian Sea bass, Nile Tilapia, Cobia, Tiger Grouper, Milkfish , Mullet and Pangasius (MPEDA, n.d.).

Andhra Pradesh is the largest aquaculture producing state in India in terms of both Area under Culture and Export Production (MPEDA, n.d.). West Bengal is the second largest state in terms of area under aquaculture and export

ISSN : 2230-8431

production followed by Tamil Nadu and Orissa (MPEDA, n.d.). Shrimp is the major species which is produced through aquaculture due its high demand and high price realisation (MPEDA, 2018). The share of Shrimp species in the total Aquaculture Production for Export Purposes is 97 per cent and the share of fish and shell fish species is only 3 per cent (MPEDA, 2019). As Indian Seafood Export Industry is primarily driven by Shrimp, Shrimp Culture is undertaken on a large scale in all the maritime states of India. The major Shrimp Species that are cultured for export include Tiger Shrimp, L.Vannamei Shrimp and Scampi (Giant Fresh Water Prawn)(MPEDA, 2019).

Until 2010, Tiger Shrimp (Penaeus Monodon) was the dominantly produced and exported shrimp species from India(MPEDA, 2019). The Black Tiger Shrimp enjoyed huge demand in theinternational market(MPEDA, 2019). Prior to the introduction of the Vannamei Shrimp in India, the share of Black Tiger Shrimp in the total production for export was 85.6 per cent and the remaining share of 14.4 per cent was contributed by Scampi (Giant Fresh Water Prawn).However, the production of the native Black Tiger Shrimp began to decline with the introduction of the exotic species of Vannamei Shrimp in 2010(MPEDA, 2019). Though Black Tiger Shrimp enjoyed higherprice realisation from exports than Vannamei Shrimp, eventually the shrimp farmers began to divert to the culture of Vannamei shrimp (MPEDA, 2019).Farmers began to shift to the culture of Vannamei Shrimp Culture as these species were less prone to native diseases, attained faster growth, and their culture in wide salinity range was feasible(Ghoshal, Debasis, Biswas, Kumar, & Vijayan, 2015). Now Vannamei shrimp dominates the shrimp exports from India. However, realising the export potential enjoyed by the Black Tiger Shrimp in the past before the entry of Vannamei shrimp , Marine Products export Development Authority and Fisheries Departments of various states especially the state of Kerala have taken measures to revive the production of Black tiger Shrimp through the supply of disease free seeds (MPEDA, 2019).Presently, West Bengal is the largest producer of Black Tiger Shrimp whereas Andhra Pradesh is the largest producer of Vannamei Shrimp (MPEDA, n.d.).

Table 1 shows the declining share of Tiger Shrimp in total aquaculture production for export from India. The share of Tiger Shrimp in total aquaculture production which was 84.37 per cent during 2010-11 has declined to 4.68 per cent during 2019-20. However, there has been a sharp increase in the share of Vannamei shrimp in export oriented aquaculture production in India. The share of Vannamei shrimp has risen from 12.98 per cent during 2010-11 to 94.06 per cent during 2019-20. The share of Scampi has also declined from 2.65 per cent during 2010-11 to 1.26 per cent during 2019-20(MPEDA, 2019).

Realising the export potential of cultured fish species, the Government of India has taken steps to provide all types of financial and non- financial assistance for the development of export oriented aquaculture development and production through the Network of various agencies and groups like Fish Farmer Agencies,

Table 1

Export – Oriented Aquaculture Production of Major Shrimp Varieties in India

Year	Tiger Shrimp		Vannamei Shrimp		Scampi		Total Production
	Quantity (Tonnes)	Percentage to total	Quantity (Tonnes)	Percentage To total	Quantity (Tonnes)	Percentage To total	
2010-11	118575	84.37	18247	12.98	3721	2.65	140543
2011-12	135466	61.45	80717	36.61	4269	1.94	220452
2012-13	123302.7	44.93	147516.2	53.75	3625	1.32	274443.9
2013-14	76798	23.21	250507	75.72	3545	1.07	330850
2014-15	73155	16.83	353413	81.33	7989	1.84	434557
2015-16	81452	16.37	406018	81.59	10152	2.04	497622
2016-17	58163	10.33	501297	89.07	3377	0.60	562837
2017-18	57691	8.36	622327	90.19	9983	1.45	690001
2018-19	54902	8.06	618678	90.87	7222	1.06	680802
2019-20	35437	4.68	711674	94.06	9540	1.26	756651

Source: MPEDA Annual Report (2020)

Brackish water Fish Farmers' Development Agencies, Indian Council of Agricultural Research (ICAR) and Marine Products Export Development Authority(FAO, National Aquaculture Sector Overview India, n.d.). Recently the Government of India has also set up Fisheries and Aquaculture Infrastructure Development Fund (FIDF) in 2019 with the aim of increasing India's Sea food Production to 15 Million Tonnes by 2020 and to 20 Million Tonnes by 2023 (Site, 2019). The Fund has been set up with the intent to attract private investment in the Fisheries and Aquaculture Sector. It is envisaged that the fund will facilitate the Development of the Aquaculture Sector through the Acquisition of state-of-the-art technologies (Site, 2019).

Role of Aquaculture in Augmenting Sea Food Exports from India

Aquaculture Production in India has played a significant role in boosting the export growth of sea food. Initially, the sea food exports from India were mainly dependant on Capture Fisheries for Sea food Exports. However, with the decline in catches and due to the increased demand of sea food from importers, sea food exporters have begun to depend on aquaculture farms for procuring raw materials. As a result Export Oriented Aquaculture Production has begun to gain momentum in India. Today, large scale culture of fish and shell fish Culture of exportable varieties are undertaken in all the maritime states of India. The role of export - oriented Aquaculture Production

ISSN : 2230-8431

in augmenting the sea food exports from India is highlighted below:

Shrimp Culture

The introduction of Candidate Species of Shrimp like Pacific white shrimp (*Litipenaeus Vannamei) in 2009* and increased production of species like Black Tiger Shrimp (Peneaus Monodon) has led to a robust growth in export revenue from sea food exports from India (Salim, 2012). Other Shrimp Species which are raised through aquaculture for export production include Giant Freshwater prawn or Scampi (Macrobrachium rosenbergii)and Indian white shrimp (*Fenneropenaeus indicus)* (MPEDA, n.d.). *These shrimp varieties have also helped in boosting the export earnings through shrimp exports from the country.*

Increased Production of Cultured Finfish Species

Initially, the aquaculture production in the country was mainly oriented towards the production of shrimp, lobsters and cephalopods due to the increased export market for these varieties in countries like USA, Japan and European Union (Salim, Indian Seafood industry and post WTO – A Policy Outlook, 2012). However, during the past few decades, the aquaculture production in the country have begun to be undertaken for finfish species like Grouper, Mackerel, Seerfish, Tuna and Pomfret. This has helped India to diversify its export markets to South East Asian countries and Countries in the Middle East, the demand for finfish species began to increase which lead to the increase in the aquaculture production of finfish species like (Salim, Indian Seafood industry and post WTO – A Policy Outlook, 2012).

Culture of Diversified Species

During the past decade, the introduction of diversification in production of other finfish species has also helped to increase the export earnings from India. These finfish species which are being currently produced for export include Asian Sea bass, Nile Tilapia, Cobia, Milkfish and Mullet (MPEDA, n.d.).

Conclusion

Despite the scenario of increasing aquaculture production in India, the growth of export oriented aquaculture production is still in a nascent stage in many maritime states of India. Presently, only a few states like Andhra Pradesh, West Bengal, Gujarat and Tamil Nadu have intensified export oriented aquaculture production in India. This highlights the need for the uniform development and implementation of large scale export- oriented aquaculture in all maritime states of India. Export Oriented Aquaculture Production should be increased in India as it leads to the generation of foreign exchange earnings, generation of employment opportunities, rural development, better utilisation and management of un-utilised and under-utilised water resource systems spread all over the country.

References

1. *(NFDB), N. F. (2018). Annual Report 2017-18. Department of Animal Husbandary, Dairying and Fisheries. Retrieved from http://nfdb.gov.in/PDF/ANNUAL%20REPORTS/Annual%20Report_2017-18.pdf*
2. *Bostock, J., McAndrew, B., Richards, R., Jauncey, K., Telfer, T., Lorenzen, K., . . . Corner, R. (2010). Aquaculture: Global Status and Trends. Philosophical transactions of the Royal Society of London. Series B, Biological Sciences, 365(1554), 2897-2912.*

3. Dhillon, B. S., Dhaliwa, A., & Brar, J. S. (2018, September 6). *All about Fish Farming in India*. Retrieved from Krishi Jagran: https://krishijagran.com/featured/all-about-fish-farming-in-india/
4. Engle, C. R., Quagrainie, K. K., & Dey, M. M. (2017). *Seafood and Aquaculture : Marketing Handbook (2 ed.).* Chichester, West Sussex, UK: John Wiley & Sons, Ltd.
5. FAO. (n.d.). *Global Aquaculture Production* . Retrieved from FAO: http://www.fao.org/fishery/statistics/global-aquaculture-production/en
6. FAO. (n.d.). *National Aquaculture Sector Overview India*. Retrieved from FAO: http://www.fao.org/fishery/countrysector/naso_india/en
7. FAO. (n.d.). *The State of World Fisheries and Aquaculture 2020*. Retrieved from FAO: http://www.fao.org/state-of-fisheries-aquaculture
8. Ghoshal, T. K., Debasis, D., Biswas, G., Kumar, P., & Vijayan, K. K. (2015). *Brackishwater Aquaculture: Opportunities and Challenges for Meeting Livelihood Demand in Indian Sundarbans*. New Delhi: ICAR. Retrieved from https://krishi.icar.gov.in/jspui/handle/123456789/15167
9. (2019). *Handbook on Fisheries Statistics*. Department of Fisheries. Ministry of Fisheries, Animal Husbandary and Dairying, Government of India.
10. Jayasankar , P., Mohanta, K. N., & Ferosekhan, S. (2018). Fresh Water Aquaculture in India. *Aquaculture in India*, 23-49. Retrieved from https://www.researchgate.net/publication/330881266_FRESHWATER_AQUACULTURE_IN_INDIA
11. Jayasankar, P. (2018). Present status of freshwater aquaculture in India - A review. *Indian Journal of Fisheries, 5*(4), 157-165. doi:10.21077/ijf.2018.65.4.81300-20
12. Kripa, V. (2019). Mariculture. In S. Singh, *Handbook of Fisheries and Aquaculture* (pp. 561-590). New Delhi: Indian Council of Agricultural Research.
13. Krishnan, M., & Birthal, P. S. (2000). Agriculture Development in India : Overview and Synthesis. *Aquaculutre Development in India: Problems and Prospects* (pp. 3-10). New Delhi: National Centre for Agricultural Economics and Policy Research. Retrieved from https://www.researchgate.net/publication/285280707_Growth_of_Fisheries_and_Aquaculture_Sector_in_India_Needed_Policy_Directions_for_Future
14. Kumar, V. S. (2020, May 11). CII chalks out steps to boost aquaculture exports. *The Hindu Business LIne*. Retrieved from https://www.thehindubusinessline.com/economy/agri-business/cii-chalks-out-steps-to-boost-aquaculture-exports/article31555206.ece
15. MPEDA. (2018). *MPEDA Annual Report*. Retrieved 2019, from http://mpeda.gov.in/MPEDA/annual_reports.php#
16. MPEDA. (2019). *MPEDA Annual Report 2018-19*. MPEDA.
17. MPEDA. (2019). Multispecies Aquaculture Complex (MAC) brings Black Tiger back. *Newsletter, July*.
18. MPEDA. (2020). *State-wise details of Shrimp and Scampi Production*. Retrieved from MPEDA: https://mpeda.gov.in/?page_id=651
19. MPEDA. (n.d.). *Candidate Species of commercial importance for aquaculture*. Retrieved from MPEDA: https://mpeda.gov.in/MPEDA/candidate_species.php#
20. MPEDA. (n.d.). *Candidate Species of commercial importance for aquaculture*. Retrieved from MPEDA: https://mpeda.gov.in/MPEDA/candidate_species.php#
21. MPEDA. (n.d.). *State-wise details of Shrimp and Scampi Production*. Retrieved from MPEDA: https://mpeda.gov.in/MPEDA/cms.php?id=eWVhci13aXNlLXNwZWNpZXMtd2lzZS1zdGF0ZS13aXNl#
22. Salim, S. S. (2012, 329-346). Indian Seafood industry and post WTO - A Policy Outlook. In S. S. Salim, & R. Narayanakumar, *World Trade Agreements and Indian Fisheries Paradigms: A Policy Outlook.* (pp. 329-346). Kochi: Central Marine Fisheries Research Institute. Retrieved March 4, 2019, from http://eprints.cmfri.org.in/9101/1/30.Shyam_Salin_Indian_Seafood_Industry.pdf
23. Salim, S. S., Pramod Kiran, R. B., Joshua, N. E., & Biju Kumar, A. (2014). Challenges in Food Security: The Fisheries and AQuaculture Poilcy Perspectives in India. *Journal of Aquatic Biology & Fisheries, 2*(1), 24-31. Retrieved from https://www.researchgate.net/publication/263286377_CHALLENGES_IN_FOOD
_SECURITY_THE_FISHERIES_AND_AQUACULTURE_POLICY_PERSPECTIVES_IN_INDIA
24. Site, T. F. (2019, July 8). *India to fund an aquaculture boom*. Retrieved from The Fish Site: https://thefishsite.com/articles/india-to-fund-an-aquaculture-boom

SOCIAL MIND IN DISABILITY- A DECADEL CHANGES IN THE CONCEPTS, THEORIES AND MODELS OF DISABILITY

Dr. Shanimon S, **Dr. Sunilraj N V,Dr. Binu R**

Abstract

Disability is a state of biological impairment and social limitation. The experience and life of persons with disabilities vary with the life experience they have and the exotic life experience of person with disabilities are more relevant to specific research approaches to explore social mind in disability. Human conditions of poverty, malnutrition, birth disorders, accidents, old age, psychological disorders, natural calamities, war, acid attacks, clinical trials, innovations, tech-addiction, alcoholism, suicide attempt, communicable and non-communicable diseases increasing the life experiences of persons and lead to disability. Life experience of disabled and social mind in disability ultimately leads to social change; increasing number of accidents and increasing number of old age people. The main issue related with disability is the social (community) inclusion of disabled population, inclusive growth and how best to include and support people with disabilities in the political, social and economic realm of development in the modern world. The concept and attitude of society towards disability have changed since the 1970's, growing tendency to see disability as a human right issue, once people with disabilities segregated from community to special schools and residential institutions and now the change is visible from community exclusion to the best integrated social inclusion and community participation.

Key words:- Disability, Social Inclusion, Disabled People.

Disability is complex, dynamic, multi-dimensional and contested phenomenon. Disability is a part of human condition. Almost everyone will be temporarily or permanently impaired at some point in life. Disability has two dimension effects, disability increases the risk of poverty and poverty increases the risk of disability.

Disability and poverty are multifarious, dynamic and intricately linked phenomena. (Sen, 2009). There exists cause and effect relationship between disability and poverty. The main problem related with disability is about defining

**Dr. Shanimon S, Assistant Professor, Government College, Attingal, Trivandrum.*
***Dr. Sunilraj N V, Assistant Professor, Government College, Attingal, Trivandrum.*
****Dr. Binu R, Assistant Professor, Government College Attingal, Trivandrum.*

and measuring disability. Lack of right statistical information, availability of empirical evidence and differences in concepts of defining disability is still a problem in understanding the concept of disability. The difference is greater among developed and developing countries.

According to World Health organisation (WHO), disability can be defined as, "an umbrella term, covering impairments, activity limitations, and participation restriction. Impairment is a problem in the body function or structure. An activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situation. Thus disability is a complex phenomenon, reflecting an interaction between features of a person's body and features of the society in which he or she lives".

The approach to disability has now shifted from social exclusion to social inclusion through educational and vocational training. Development in the field of modern medicine and medically focused solutions to overcome the conditions of disability have given way to more interactive approaches recognizing that people are disabled by environmental factors (Social Model of Disability). National and international initiatives such as the United Nations *Standard Rules on the Equalisation of opportunities of Persons with Disabilities* - have incorporated the human rights of people with disabilities, disability is now considered as a human right issue rather than physical problem. The adoption of The *United Nations Convention on the Rights of Persons with Disabilities,* (UNCRPD) is an International level agreement to protect the rights of differently abled people among the member countries.

Disability looks much like the classification of people on the basis of observed or inferred characteristics, now in the question of whether, in a world without discrimination, disabled, blacks or women would do better or worse on various metrics of well-being than abled, whites or men. There is considerable interest in this question when the subject is people with disabilities. Philosophers and disability scholars claim that the extent of disability reduces the well-being, it is because of the stigma and discrimination it evokes, disability is fundamentally different from race and gender in that it necessarily reduces well-being.

Literature and Synthesis

Global Burden of Disease (2004) data estimates that 15.3% of the world population (978 million people of the estimated 6.4 billion in 2004) had some sort of disability; (severe or moderate disability).While 2.9% or about 185 million people were affected with severe disability. Among those aged 0-14 years, the figure were 5.1% and 0.7% or 93million and 13 million children respectively among 15 years and older, the figure were 19.4% and 3.8%, or 892 million and 175 million respectively. The World Health Survey, a face -to –face house hold survey in 2001-2004, is the largest multinational health and disability survey ever using a single set of questions and consistent methods to collect comparable health data across countries.

ISSN : 2230-8431

World Health Survey used a consistent conceptual frame work to identify measurement domains.

The Convention on the Rights of Persons with Disabilities (UNCRPD) and its optional protocol was accepted in December-2006 at the United Nations Headquarters in New York, It is the first Comprehensive Human Right Treaty of the 21st Century and the first human right convention to be open for signature by regional integration organisations. The convention entered into force on 3 May 2008. The Convention marks a paradigm shift " in attitude and approaches to persons with disabilities ". Takes a new heights the movements from viewing persons with disabilities as "objects" of mere medical treatment and social protection towards viewing persons with disabilities as "subjects" and own rights, who are capable of claiming those rights and making decisions for their lives based on the law and informed consent as well as being active members of the society.

Global Burden of Disease data (2004) estimates that 978 million people out of the world population of 6.4 billion people had moderate or severe disability. 185 million people experienced severe disability. Based on 2010 population estimates, out of the total 6.9 billion world population, there were around 785 to 975 million persons living with some sort of disability (World Health Survey, 2010). Persons with disabilities make up an estimated 15 % of the world's population, over one billion–80% of them live in developing countries (WHO-Global Burden of Disease Report, 2004). They frequently experience discrimination and face barriers to participation in all aspects of society.

Significance of the Study

Economists, Sociologists and Philosophers have always lived among people who could see, walk, or hear, a little attempt was made to study about those, who had limited mobility, deformity, comprehension, or chronic illnesses of various classes of people in the society. Philosophical interest in these conditions was piecemeal and occasional until the past hundred or so years (Altman, B., 2001). But the treatment of disability as a subject of philosophical interest is relatively new. Economists have no such concepts to discuss development related with socially marginalized groups, except inclusive development. Sociologists in general have thinking of social development without economic development of socially excluded groups. Sociologists began to see disability as a source both of discrimination and oppression. This study signifies the need and action vital to change the concepts of disability developed over the years.

Scope of the Study

In India disability prevalence is very high and people with disabilities experience discrimination in accessing education, employment, health care, social recognition and transportation. Based on 2001 census data, the total number of Persons with Disabilities in India constitutes 2.13 % of the total population (21.91 million). National Sample Survey Organisation's 58th round estimate comes to around 18.5 million persons with disability (1.8 percentage of the total population). The 2011 census found 26.8

million person with disabilities (2.21 per cent of the population), disability rates are higher among men (2.40%) and higher in rural (2.24%) than in urban areas (2.17%). The decadal change and absolute increase in disabled population is 4.9 million (22.4%) from the period of 2001 to 2011. This result shows the higher rate of disability prevalence in India (Census of India -2001 and 2011).

Disability is a part of human condition in some stages of ordinary human life due to accidents, disease related, natural calamities, wars or aging process. Disability is considered as a human right issue and a social evil. The disability experience resulting from various factors such as poor health conditions, poverty, personal factors and environmental conditions. Disability is a complex, multidimensional and dynamic problem due to social and environmental barriers. Disability is neither as purely a medical problem nor as purely social problem. Persons with disabilities are diverse and heterogeneous. The concept and reading of disability varies according to the intention and views. The models of disability, the concepts and views are different. According to World Health Organisation's International Classification of Functioning, Disability and Health (ICF, 2001), Disability is a "dynamic interaction between health conditions and environmental and personal factors". The present study is limited to the areas of conceptual developments in disability, theories of disability, changes in disability views and development of disability research.

Methodology

The present study is an analytical study, purely based on 150 previous studies in the field of disability and theories in disability. Studies relating to disability, disability issues and writings on philosophical concepts of disability have been identified and examined with a view to establish a concrete base to this writing. A decadal change in the social mind in disability has proven from these writings. The study is purely based on secondary data. From the critical examinations and evaluations of academic writings and scholarly articles, it is palpable that, social mind in disability is changing with the changing mind of shared human.

Social and Cultural mind in Disability over the Years

People who could not see, walk, or hear, who had limited mobility, comprehension or longevity, or chronic illnesses of various sorts are generally considered as differently abled. These conditions were cited in ancient philosophical and moral literatures of different cultures, hardships or evils of those people who are disabled came into the debates of ancient philosophers, and inquired the reasons and cause of disability and trying to find out the relationship between disability and philosophical, psychological and social relations. Ancient periods disability was considered as a social evil and the society of that period treat them as social and cultural problem. The treatment of disability as a subject of philosophical social interest is relatively new area of study.

The lack of awareness to "disability" or "impairment" lasts in first half of

ISSN : 2230-8431

twenty first century. Generally many had a simple reason: that there were no such concepts to focus human function. Categories of abnormality and disability were established only in the last of 19^{th} century. In the modern world, it became possible to talk, and generalize, and recognize the problems and issues of disabled is only began to start at the end of 21^{st} century. Modern philosophers have contributed more to revolutionize the social concepts and approaches about disabled. Modern political economies have been trying to address the problems of differently abled people, when they became the world's largest minority. Social and political philosophy of the second half of the 21^{st} century, took ways to eliminate or reducing disability conditions by way of changes in social mind, vaccination, poverty eradication, health care and malnutrition Social philosophers identified disability is a condition due to discrimination and oppression by the societal culture.

Disability Models and Developments

Disability looks much like sex or race, because women are more disadvantaged than their counterpart, and have multiple discriminations. Disability classification is based on medical or socially constructed base and the disability classification based on "right" would address the centre issues on disability. Well-being of disabled body is affected by the inherent characteristics on the classification of disability. A world without discrimination, blacks or whites, men or women, abled or disabled would do better on various metrics of social standards in the modern world. Philosophers and disability scholars say that there are no differences in race or sex to the degree that disability reduces well-being; it is because of the disgrace and prejudice. Disability is fundamentally different from race and gender discrimination in that; it necessarily reduces well-being even in a world of non-discrimination, people with blindness, deafness or physically handicapped and mental disability would be shoddier than their able-bodied counterparts. Many theories have been developed in the field of socially disadvantaged. Social philosophers identified disability is a condition due to discrimination and oppression by the society.

Social Model of Disability

The social model understands disability as a relation between an individual and his social environment. The concept purely expresses the exclusion of people with certain physical and psychological characteristics from major domains of social life. Social exclusion is manifested not only in deliberate separation, due to built environment and organized social activity that prevent or limit the participation of people seen or labelled as having disabilities. Social model of disability often described as opposing of medical model. Social model in which people are viewed as being disabled by society rather than by their bodies, give emphasis on promoting social change that empowers and incorporates the experience of person with disabilities, asking society itself to adapt.

Social model support the importance on social causes while insisting on the interactive character of disability

(Bickenbach 1993; Altman, 2001).The social model is emphasised, the institutional, environmental and attitudinal discriminations as the real basis for disability. People with impairments are minority, subject to stigmatization and exclusion. Thus it is the society at large which disables the person with disabilities through discrimination and denial of certain rights, negligence from the part of governments and agencies, sympathetic attitude of the society, creation of barriers to travel, educational and social barriers to participation and economic dependency. People with disabilities encounter poverty is because they suffer discrimination along the same lines as racial, ethnic and other vulnerable groups.

Medical Model of Disability

The medical model of disability understands, "a disability as a physical or psychological impairment of the individual and its personal and social consequences, the limitations faced by people with disabilities as resulting primarily, or solely, from their impairments". The medical model serves to map the space of possible relationships between impairment and limitation (Altman, 2001). Medical model of disability relies on a clean medical definition of disability. This model equates the physical or mental impairment from a disease or disorder with the disability that the person experiences. Under the concept of medical model the person with disability is viewed as the "problem" and in-need of cure and treatment. Medical model of disability pay way to social marginalisation and segregated from the home, society to special schools, sheltered homes and workshops, special transport etc… The persons with disability are considered as unsolved problem in the society.

Minority Group Model of Disability

Minority group model sees people with disabilities as a minority subject to stigmatization and social exclusion. The main reason people with disabilities encounter destitution is because they suffer discrimination along the same lines as racial or ethnic minorities. Civil rights protections and anti-discrimination laws should be formulated to protect persons with disabilities and to the proper responses to disability (Hahn, 1997 & Oliver, 1990). The most familiar phrase of the minority-group model is found in the preamble to the Americans with Disabilities Act, which describes people with disabilities as "a discrete and insular minority"—an explicit invocation of the legal characterization of racial minorities.

Human Variation Model of Disability

According to human variation model, disability is a problem due to social and environmental barriers. Many of the challenges faced by disabled people do not result from their purposeful exclusion, but from a difference between their disability conditions and the physical and social environment. According to human variation model, disability is "an extension of the variability in physical and mental attributes beyond the present, but not the potential ability of social institutions to regularly respond" (Scotch and Schriner, 1997). This view of disabilities as human variations is closely related to the view that disability is a universal human situation (Zola, 1989).

 ISSN : 2230-8431

Disability is a human condition permanently or temporarily in the life of human being. Disability is some way as a shared human identity (Davis, 2002). Disability is universal can be taken as nothing more than a prediction that we will all get known disabilities at some time in our lives. Environmental differences, environmental barriers and social inequalities are deep and persistent, which is directly affecting the conditions of human being bodily or mentally.

All human beings have physical or mental variations that can become a source of weakness or disadvantage in some environment. Socio-economically favoured groups score higher on physical and mental health. Disability is an extremely common problem, and be extremely sore with regard to physical and mental distrust.

The Charity Model of Disability

Charity model of disability views the person with disability as the problem and dependent on the sympathy of others to provide assistance in a charity or welfare mode.

The Right Based Model of Disability

A new and modern approach builds on the insight of the social model to promote creation of communities, which accept diversities and differences, and have non-discriminating environment in-terms of inclusion in all aspects of the life of society.

Comprehensive Model of Disability

Bio-psycho-social model is developed by International Classification of Functioning, Disability and Health (ICF). This model is also known as the bio-psycho-social model. A conceptual frame work is adopted to define the Bio-Psycho-Social model, in which disability as a dynamic interaction between heath conditions and contextual factors, both personal and environmental. This model of disability represents a workable compromise between medical and social models.

Theory of Justice

In disability studies justice has received most important place, because justice often regarded as the first virtue of social institutions, and considered as the strong pillars of the evaluation of social policies and public institutions. Disability presents diverse issues as a social problem and personal problem. Disability is of particular interest of justice because the way in which it contrasts two basic and powerful senses of justice. First, people with disabilities are treated as moral, social and political inferiors on the basis of irrelevant characteristics. Second aspect is the disparities between individual's income, wealth, health and other aspects of well being on the basis of irrelevant factors. These two characteristics of injustice distribute inequality. Distinction between recognition and redistribution (Nany Fraser,1995).Theory of Justice describes disability as an individual physical or mental restraint causing severe disadvantages in diverse.

Disability thus posed a problem for justice theories based on mutual advantage, hypothetical agreement, or physical or social equality. People with disabilities did not appear to offer mutual advantages; they complicated the task of reaching a hypothetical agreement on the basic constitution of society; and they made the goal of equality seem unbelievably demanding. Theories of justice to take account of the social and environmental character of disability; others cited the failure of those theories to take appropriate account of disability as one reason to reject entirely distributive approaches. Social and environmental factors directly contribute to physical or psychological disorders.

Two types of injustice is faced by the disabled people, people with disabilities are treated as moral and social evils, they have been denied jobs on higher positions and have been treated as incompetent or have been in-comfortable in the work place. The economic disparity is largely result of exclusion and social marginalisation (Gideon Calder, 2010). Injustice facing by people with disabilities is same as those of socially marginalised groups. The idealised society has a basic structure subject to fully cooperative members. This society includes people with disabilities and persons with physical and mental disabilities by which the basic structure of the society is to be determined.

Theory based on One's Environment

A person's environment has a huge impact on the creation, experience and extent of disability. In accessible environment create disability by creating barriers to social participation and social inclusion. Health is affected by environmental factors, such as safe water, air, food, nutrition, poverty, working environment, climate, geographical conditions, and access to health care and infrastructural facilities above all the political, social and economic conditions prevailing in the environment. Political instability and wars, social security measures and social perception, ethical and religious believes, economic culture and structure and economic philosophy of the environment are all having huge impact for the creation and prevention of disability and disability impacts.As the (WHO) Commission on Social Determinants of Health has argued, inequality is a major cause of poor health, and hence resulting of disability. Knowledge and attitudes are important environmental factors, affecting all arrears of social life. Raising social awareness and changing negative attitude of society are often first step towards creating more accessible environment for persons with disabilities. Community based Rehabilitation (CBR) programmes can challenge negative attitudes in rural communities, leading to great visibility and participation by people with disabilities.

Person's environment has huge impact on the experience and extends of disability. Inaccessible environment creates disability by creating barriers to participation and inclusion. Negative attitude towards disability can result in negative treatment of people with disabilities. Negative attitudes and behaviours have an adverse impact and effect on children and adults with disabilities; leading to negative consequences such as low self-esteem and reduced participation. People who feel harassed because of their disability sometimes avoid going to places, changing their routes, or even moving from their homes. Social attitude towards

ISSN : 2230-8431

disability should be changed from social exclusion to community participation and Community based rehabilitation (CBR) programs.

Findings

1. Definition of disability often varies across countries, disciplines, organisations and different programmes for disability.It is difficult to compare data from different sources.
2. There are only limited data on the costs of disability. There is no commonly agreed method for disability costs estimation.
3. The society and environment creates barriers to disabled people in-terms of social inclusion and activity participation. People with disabilities experience inequalities.
4. People with disabilities are subject to violation of dignity and social recognition. Some people with disabilities are denied autonomy, in education, travel, and health care supports.
5. People with disabilities are more likely to be unemployed and generally earn less even when employed in both genders. The nature and severity of the disability appear to worsen both income and employment opportunity.
6. People with disabilities are not benefited from development programmes in full sense and it is difficult to escape from poverty due to discrimination and social exclusion.
7. Social discrimination limits active participation, employment opportunities, access to transportation, access to resources to promote self-employment and livelihood activities.
8. People with disabilities have extra costs resulting from disability, such as costs for medical care, assistive devices, the need for personal care support and assistance, and need more resources to achieve same outcomes as non-disabled people. This is what Amartya Sen called "Conversion Handicapped".
9. Families with disabled member are more likely to experience acute poverty, insecurity in life, poor housing facilities, and inadequate access to health care and also denied safe water and better sanitation.

Suggestions and Conclusion

1. The economic and social costs of disability are very important and significant and difficult to quantify. The agencies should find an evaluation procedure; technique and the methodology to estimate social cost of disability.
2. Women and children with disabilities are more disadvantaged due to personal factors, environmental factors and social perceptions. Persons with disabilities have diverse personal factors with difference in gender, age, socio-economic status, sexuality and ethnicity. Invite social awareness programmes to change existing social norms and perceptions.

3. Disability is a development issue, because of its multi-dimensional link to poverty; disability may increase the risk of poverty; and poverty may increase the risk of disability. Give importance to poverty eradication programmes to eliminate the risk of disability.

People with disabilities and their families are more likely to experience the economic and social disadvantage than non-disabled people and families. The multi-dimensional impact of disability is adversely affecting and worsening the social and economic wellbeing of disabled people. Children with disabilities are less likely to attend Schools, because of increasing number of school drop-outs and poverty, thus experiencing limited opportunities for Human Capital formation and facing reduced employment opportunities and decreased productivity in adulthood.

References

1. *Amundson, R. (1992). Disability, Handicap, and the Environment. Journal of Social Philosophy, 23 (1), 105-19.*
2. *Anderson, E. (1999). What is the Point of Equality?. Ethics, 109(2), 287-337.*
3. *Adas, E. B. (2006). The making of entrepreneurial Islam and Islamic spirit of capitalism. Journal of Cultural Research, 10 (2), 113-137.*
4. *Agar, N. (2001). Life's intrinsic value: science, ethics, and nature, New York: Columbia University Press.*
5. *Alstete, J.W. (2003). On becoming an entrepreneur: An evolving tropology. International Journal of Entrepreneurial Behaviour & Research. 8(4), 222-234.*
6. *Altman, B. (2001), Disability Definitions, Models, Classification Schemes, and Applications. Handbook of Disability Studies, G. L. Albredht, K.D. Seelman, and M. Bury, Thousand Oaks, CA: Sage Publications, pp. 97-122.*

EMPLOYEE PERFORMANCE APPRAISAL - CONCERNS AND CHALLENGES

***Gayathry Devi S, **Dr. Reshmi R Prasad**

Abstract

Performance appraisal is the methodical rating of the quality of an employee's job performance and focuses on the future potential of an employee. Organisations use this system to, absorb and boost the talent pool of their employees. Although appraisals are a key part of any performance management systems and systems are viewed positively, it is criticised in most of the organizations. Employees find them uncomfortable and managers consider them as a stressful task. The present study attempts to gain an understanding of the challenges and problems in performance appraisal system from employees' viewpoint so that validity and dependability of the performance appraisal systems can be improved to support and strengthen the employee's empowerment.

Key words:- Performance Appraisal, Employee performance, human resource management

Performance appraisal is a strategic approach in the field of performance management, which evaluates the performance and potential of an employee. It synchronises the individual objective of an employee to excel in work with the objective of the organisation for global success. Performance appraisal (PA) refers to 'a formal process, which occurs infrequently, by which employees are evaluated by some judge (typically a supervisor) who assesses the employee's performance along with a given set of

* *Gayathry Devi S, Research Scholar, P G Department of Commerce and Research Centre, Mahatma Gandhi College, Thiruvananthapuram. E-mail: devigsc@gmail.com.*

** *Dr. Reshmi R Prasad, Associate Professor, Department of Commerce, All Saints' College, Thiruvananthapuram, Kerala.E-mail: reshmi071@gmail.com (Corresponding Author).*

dimensions, assigns a score to that assessment, and then usually informs the employee of his or her formal rating'. (DeNisiand Murphy, 2017).

A judicious mix of competently selected appraisal methods would lead to an effective appraisal of the employees for the purpose of enhancing employee productivity and ultimately organizational performance. (Mwema & Gachunga, 2014). An efficient employee appraisal system helps organisations to identify staff coaching and development needs, mentor underperformers to cross the performance benchmarks, assist employees in performance planning and to meet deadlines, enable the raters to make judicious decisions about promotions and pay hikes and to improve employee's interaction with others.

Businesses are going into opulently networked ecosystems and knowledge platforms where people and resources are collaborated to achieve a shared goal. The importance of appraisal systems arises in such intensely competitive markets where high and competitive employee performance is to be achieved along with organisational goals. Appraising employees is a complex and subjective task consisting of setting performance criteria to calculate actual performance and view the employees in terms of their involvement to organisational objectives.

Rationale of the Study

Performance appraisal is the process through which the companies make the decision about pay, incentives and promotion of the employees, so that employees commit themselves to the organisation. Both the raters and ratees describe the appraisals to be a positive process when conducted properly. It is the only way where raters and ratees get exclusive time for each other to discuss the activities and problems confronted during the work. It is through this concentrated and focused interaction the employees get an idea about what is expected of them and how to use their potential to achieve excellent performance. The employee appraisal system is a performance assessing standard not only to give continuous feedback to improve the achievement level by eliminating deficiencies but also to provide coaching and motivating for outstanding performance. The benefits of the appraisal system can be reaped only if it is planned and implemented properly. In the real scenario, things are exactly the opposite where both raters and ratees find the process uncomfortable. Yet, performance appraisals are unavoidable.

The economic development is an indicator for the progress of a particular entity whether it is business, educational institutions, hospitals or industrial undertaking. Techno park, one of the leading IT hubs of Kerala have a creditable place with regard to growth, employment opportunities and income to the State. Technopark is the sole largest employer in Kerala with more than 60,000 employees. Bearing in mind on the increasing importance and relative place in the economic map of Kerala, it is crucial to study the selected IT companies to have a deep understanding of the challenges in employee performance appraisal so that by avoiding or overcoming these flaws, it bears the right fruit for the organisation.

Scope of the Study

The scope of the study is limited to performance appraisal challenges as perceived by the employees. The study area is limited to Technopark in Thiruvananthapuram, Kerala.

Objectives of the Study

- To examine the problems in performance appraisal process as perceived by employees.
- To analyse the concerns and challenges of employee performance appraisal.

Review of Literature

Cappelli & Conyon (2018) highlighted the worth of performance appraisal to employers. They stated that the performance scores have a positive and significant association with the increase in compensation. Craig A. Haigh (2018) **pointed** out that annual evaluations failed because of its infrequency, formality and negative attitude of employees towards appraisals. The annual reviews must be replaced with regular informal check-in meeting. He emphasised the need for documentation of employee's performance so as to give feedback for improving performance or for introspecting the performance.

Mishra (2017) found that feedback and coaching and employee outcome had an effect on the employee's satisfaction and it differed across organisations. Interestingly, performance review had no significant differences in employee satisfaction. The study of Hunnes, Kvaløy, & Mohn (2012) **proved** that the level of trust and identity issues between raters' and ratees had a positive influence on the perception of appraisal systems. McGregor, D (1987) in his article pointed out that the conventional performance appraisal methods placed undue burden on managers. The discomfort and protest to the appraisal reviews can be made good by giving active roles to managers and subordinates, so that all stakeholders gain from the process.

The existing literature has been studied to find out the role and challenges of performance appraisal system. On the basis of the reviewed literature, it has been concluded that few studies were made on the challenges of Performance Appraisal System in the IT sector in Kerala, where the role of performance appraisal exists at immense level.

Methodology Adopted

Sources of Data: Primary data were collected through questionnaires from 50 employees working in selected IT companies at Technopark. The questionnaire was designed to analyse problems and challenges in the performance appraisal process as perceived by the employees. Secondary data were collected from books, journals and website of Technopark.

Analysis and Interpretation

The results from the survey were coded and entered for statistical analysis. Following are the components of performance appraisal challenges identified from the survey. The objective is to select the exact factor that has a direct impact on performance appraisal process, for which the data obtained from the survey was analysed using Factor Analysis.

Table 1
Communalities

Components	Initial	Extraction
Performance reviews are an emotional and stressful process for the employee	1.00	0.993
Self-assessment is not possible in your organisation	1.00	0.960
Managers artificially rate individual employees	1.00	0.918
Managers tend to give inconsistent ratings to the employees	1.00	0.920
Performance ratings are kept confidential	1.00	0.945
Appraisals are done yearly	1.00	0.943
The same appraisal form and same assessment criteria is applied to all employees	1.00	0.853
Forms with equal assessment factors irrespective of jobs	1.00	0.910
Raters are not properly compensated or acknowledged for their work	1.00	0.887
Managers lack adequate training in rating techniques	1.00	0.944
The appraisals are done by managers who barely know the employees	1.00	0.924
Your pay and benefits are not based on your performance ratings	1.00	0.821
The feedback of the past performance is irregular and not frequent	1.00	0.930
Training needs are not assessed during appraisals	1.00	0.945
The appraisals done by a rater are not reviewed by another rater.	1.00	0.971
New employees are given an average rating irrespective of their actual performance.	1.00	0.808
Employees have a vague idea of what is being assessed	1.00	0.992
Appraisals fail to motivate top performers.	1.00	0.938
Appraisers give more importance to technical knowledge, behaviour etc...rather than output quality and responsiveness	1.00	0.806
Assessment factors in the forms are entirely different from the factors communicated to the employees	1.00	0.920
Appraisal forms are long and time-consuming.	1.00	0.774
Little focus on measurable outcomes	1.00	0.756
Process contributions are not measured to attain the goals	1.00	0.859
Changes to work and talent requirements is ignored in appraisals	1.00	0.745
Appraisals for teams are not cared in your organisation	1.00	0.922

Extraction Method: Principal Component Analysis.

Source: Compiled from primary data

The Extraction Method followed in Principal Component Analysis showed that the components are very strong and have strong relationships among them. Accordingly, the coefficient of the components emotional and stressful process is found very high 0.993 whose value is followed by vague understanding

 ISSN : 2230-8431

of the process (0.992). Similarly, all other components have high and moderate coefficient values.

Table 2 shows that four factors are extracted from factor analysis as their Eigen value is more than 1.0. The twenty five components are grouped into four factors with a variance of 89.536 per cent, which is significant. The four factors can give the exact problems in performance appraisal process that would have been obtained from the initial twenty five components.

Table 3 shows the rotated component matrix scale related to the challenges in performance appraisal. When twenty five components were analysed by the Principal Component Analysis with varimax rotation, four components were extracted, whose Eigen value is greater than one. The variables with higher loadings are highlighted.

Table 2

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.392	69.568	69.568	17.392	69.568	69.568	7.812	31.249	31.249
2	2.129	8.518	78.085	2.129	8.518	78.085	7.566	30.264	61.513
3	1.798	7.192	85.277	1.798	7.192	85.277	4.154	16.615	78.129
4	1.065	4.259	89.536	1.065	4.259	89.536	2.852	11.407	89.536
5	0.783	3.131	92.667						
6	0.671	2.685	95.352						
7	0.399	1.596	96.948						
8	0.299	1.195	98.143						
9	0.16	0.642	98.785						
10	0.088	0.35	99.135						
11	0.074	0.297	99.432						
12	0.06	0.24	99.672						
13	0.035	0.141	99.813						
14	0.022	0.087	99.901						
15	0.015	0.061	99.962						
16	0.005	0.021	99.982						
17	0.004	0.018	100						
18	1.01E-13	1.04E-13	100						
19	1.01E-13	1.02E-13	100						
20	1.00E-13	1.01E-13	100						
21	1.00E-13	1.00E-13	100						
22	1.00E-13	1.00E-13	100						
23	1.00E-13	1.00E-13	100						
24	1.00E-13	1.00E-13	100						
25	1.00E-13	1.00E-13	100						

Extraction Method: Principal Component Analysis.
Source: Compiled from primary data

Table 3

Rotated Component Matrix: Performance Appraisal Challenges

Components	Component			
	1	2	3	4
Managers artificially rate individual employees	**0.865**	0.36	0.01	0.199
Managers tend to give inconsistent ratings to the employees	**0.845**	0.154	0.388	0.179
Managers lack adequate training in rating techniques	**0.834**	0.374	0.08	0.319
The appraisals are done by managers who barely know the employees	**0.811**	0.317	0.25	0.321
Performance reviews are an emotional and stressful process to the employee	**0.784**	0.451	0.365	0.205
The feedback of the past performance is irregular and not frequent	**0.761**	0.272	0.485	0.205
Self-assessment is not possible in your organisation	**0.687**	0.463	0.463	0.243
The appraisals done by a rater are not reviewed by another rater.	**0.605**	0.425	0.252	0.601
Raters are not properly compensated or acknowledged for their work	**0.587**	0.573	0.191	0.421
Your pay and benefits are not based on your performance ratings	0.185	**0.861**	0.147	0.154
Training needs are not assessed during appraisals	0.228	**0.859**	0.275	0.282
Performance ratings are kept confidential	0.228	**0.859**	0.275	0.282
Appraisals are done yearly	0.475	**0.829**	0.158	0.074
Appraisers give more importance to technical knowledge, behaviour etc.rather than output quality and responsiveness	0.312	**0.803**	0.245	0.058
Employees have a vague idea of what is being assessed	0.412	**0.754**	0.442	0.242
Appraisals for teams are not cared in your organisation	0.642	**0.708**	0.077	0.049
New employees are given an average rating irrespective of their actual performance.	0.592	**0.622**	0.125	-0.234
Appraisals fail to motivate top performers.	0.523	**0.587**	0.479	0.301
The same appraisal form and same assessment criteria is applied to all employees	-0.055	0.285	**0.837**	0.262
Forms with equal assessment factors irrespective of jobs	0.355	0.239	**0.801**	0.292
Assessment factors in the forms are entirely different from the factors communicated to the employees	0.555	0.107	**0.718**	0.292
Appraisal forms are long and time-consuming.	0.403	0.428	**0.654**	-0.034
Little focus on measurable outcomes	0.313	0.012	0.294	**0.756**
Process contributions are not measured to attain the goals	0.142	0.58	0.302	**0.641**
Changes to work and talent requirements is ignored in appraisals	0.487	0.387	0.294	**0.521**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Source: Compiled from primary data

Rater/ Ratee problems is the first challenge factor, that explained 69.568 per cent variance of performance appraisal challenges with highest score for fake ratings (.865), inconsistent ratings (.845), inadequate training (.834) recency of employees(.811)stressful process(.784), irregular feedback(.761), no self-assessment (.687) no appeals (.605), no motivation to appraisers (.587).

The second factor is **Process incompatibility** with components no linkage to pay (0.861), training needs ignored (0.859, confidential ratings (0.859), yearly appraisals (0.829), no importance to outcomes0 (0.803), no clarity about the process (0.754) and ignoring team appraisals (0.708)

Appraisal form challenges is the third factor, explains 7.192 per cent variance of appraisal problems which are same form to all employees(.0.837), no self-assessment (0.801), time consuming forms0 (0.718) and irregular feedback (0.654).

The fourth factor, **neglected factors**, with 4.259 per cent variance consists of three components namely, ignored outcomes, ignored process contributions and ignoring changes to environment with loadings of 0.756, 0.641, 0.521respectively.

Conclusion

Performance appraisal is an appalling incident both for the rater and ratee. Even if the organisation has strategies and criteria for appraisals, the employees' perception is that they are not properly appraised. From the above findings, it can be concluded that performance appraisal system must be amended, reconstructed or revised to meet the needs of changing business environment. The solutions are to make the appraisals into coaching conversations, linkage of job and salary to performance appraisal, better planning and implementation and regular feedback. In doing so, they are cultivating the precise organisational culture of engaging, fostering and absorbing their employees.

References

1. *Bauer, T., &Erdogan, B. (2012).An introduction to organizational behavior. Creative Commons*
2. *Cappelli, P., & Conyon, M. J. (2018). What Do Performance Appraisals Do? ILR Review, 71(1), 88-116. https://doi.org/10.1177/001979391769864*
3. *Craig A. Haigh. (2012). Rethinking the Annual Performance Evaluation. Retrieved April 26, 2019, from https://www.fireengineering.com/articles/print/volume-171/issue-8/features/rethinking-the-annual-performance-evaluation.html*
4. *DeNisi, A. S., & Murphy, K. R. (2017). Performance appraisal and performance management: 100 years of progress? Journal of Applied Psychology, 102(3), 421-433.*
5. *Duarte, N. T., Goodson, J. R., & Klich, N. R. (1994). Effects of dyadic quality and duration on performance appraisal. Academy of Management Journal, 37(3), 499-521*
6. *Hunnes, A., Kvaløy, O., & Mohn, K. (2012). An Empirical Study of Performance Appraisal and Career Opportunities. International Journal of Business and Management, 7(1), 22-35. https://doi.org/10.5539/ijbm.v7n1p22*

7. McGregor, D. (1987). *An uneasy look at performance appraisal. Training & Development Journal.*

8. Mishra, G. (2017). *A Comparative Study of Perceived Satisfaction of Employees Regarding Performance Management System in Context of IT Organisations. Asia-Pacific Journal of Management Research and Innovation, 10(3), 225-237.*

9. Mwema, N. W., & Gachunga, H. G. (2014). *The Influence Of Performance Appraisal On Employee Productivity In Organizations: A Case Study Of Selected Who Offices In East Africa. International Journal of Social Sciences and Entrepreneurship, 1(11), 561-565.*

10. *Rethinking Your Annual Performance Review Process - 15Five. (n.d.). Retrieved July 10, 2020, from https://www.15five.com/performance-review/*

11. *The Top 50 Problems With Performance Appraisals - TLNT. (n.d.). Retrieved July 6, 2020, from https://www.tlnt.com/the-top-50-problems-with-performance-appraisals/*

12. *Werner, J. M., &Bolino, M. C. (1997). Explaining U.S. courts of appeals decisions involving performance appraisal: Accuracy, fairness, and validation. Personnel Psychology, 50(1), 1-24.*

THE PROBLEMS OF STREET VENDORS AT THIRUVANANTHAPURAM DISTRICT

***Anjali S**

Abstract

Indian street vendors are estimated at 50-60 lakh, with the highest concentrations in the cities of Delhi, Mumbai, Kolkata, and Ahmadabad.In the state of Kerala, especially in the district of Thiruvananthapuram, the informal sector, including street vending, absorbs most of the increasing labour force of the urban unemployed.However, despite its growing importance in the overall economy (particularly for the urban poor in the city), street vending policies, legislation, services, infrastructure facilities and institutional support programmes are not available, and the atmosphere in which the vendors conduct their business is not sufficient for their health and well-being.In the process of conducting their operations, street vendors face several issues. Therefore, the purpose of this study is to identify the problems with street vending in the district of Thiruvananthapuram.Factor Analysisis used to study the problemsof Street Vendors at Thiruvananthapuram District.75 Street Vendors at Thiruvananthapuram Districtwere selected as sample units.The problems of Street Vendors at Thiruvananthapuram District can be explained with the help of the five factors to the extent of 77.623%and the factors are "Dearth of Infrastructure", "Absence of modernized service","Low perception of people", "Contingency in job" and "Absence of credit".

Key words:- Dearth of Infrastructure, Absence of modernized service, Low perception of people, Contingency in job, Absence of credit.

Indian street vendors are estimated at 50-60 lakh, with the highest concentrations in the cities of Delhi, Mumbai, Kolkata, and Ahmadabad. Most of them are migrants who usually work on average every day for 10-12 hours. A street vendor is known to be someone who does not have a permanent store.Street-vending accounts for 14 per cent of the country's total (non-agricultural) urban informal jobs, according to government estimates. The industry is fraught with issues. In most cities, licence quotas are unrealistic; for example, Mumbai has a limit of about 15,000 licences against an estimated 2.5 lakh vendors. This suggests that most vendors illegally hawk their products, rendering them vulnerable to local police and municipal authorities' exploitation and

**Anjali S, Research Scholar in Commerce, SD College Research Centre, University of Kerala*

extorting. In order to clear the pavements of outsiders and confiscate their goods, municipal bodies also execute eviction drives.

Need and Significance

In the state of Kerala, especially in the district of Thiruvananthapuram, the informal sector, including street vending, absorbs most of the increasing labour force of the urban unemployed. It creates a wide range of opportunities for employment; it is a means of generating income for disadvantaged groups and for the urban poor, particularly for those who migrate from rural areas. However, despite its growing importance in the overall economy (particularly for the urban poor in the city), street vending policies, legislation, services, infrastructure facilities and institutional support programmes are not available, and the atmosphere in which the vendors conduct their business is not sufficient for their health and well-being. In addition to this, there is no sufficient consideration provided by policy makers, decision-makers, and planners to street vending. Currently, there are also strong negative initiatives and opinions prevalent against both the local government and the formal business operators against street vending. Furthermore, in the process of conducting their operations, street vendors face several issues. Therefore, the purpose of this study is to identify the problems with street vending in the district of Thiruvananthapuram.

Objective of the study

To identify the problems of Street Vendors at Thiruvananthapuram District

Hypothesis of the study

There is no differenceon the problems of Street Vendors at Thiruvananthapuram District

Methodology of the Study

The rationale of the present study is to the identify the problemsof Street Vendors at Thiruvananthapuram District. Primary data were collected from the Street Vendors at Thiruvananthapuram Districtthrough aninterview schedule.In the present study, the population constitutes the entire Street Vendors at Thiruvananthapuram District. The study is limited to Street Vendors at Thiruvananthapuram District.75 Street Vendors at Thiruvananthapuram Districtwere selected as sample units. A two week period from January 2021 has been selected for the present study. Factor Analysisis used to study the problemsof Street Vendors at Thiruvananthapuram District.

Table 1.1

KMO and Bartlett's Test-Problems of Street Vendors at Thiruvananthapuram District

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.719
	Approx. Chi-Square	2665.504
	df	91
	Sig.	.000

Source: Compiled from the Primary data

 ISSN : 2230-8431

Results and Discussion

The coefficient value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 71.9%, found satisfactory and the Bartlett's Test of Sphericity shows significant at 5%, as the there is a dependent association between the problemsof Street Vendors at Thiruvananthapuram District (Table 1.1).

Here are several components influences the problemsof Street Vendors at Thiruvananthapuram District. The communal values are assessed (Table 1.2). All the communal values' coefficients are above 60%, hence under the desired limit. The communal value of the highest component is for 'When Absence of credit availability' (0.969), followed by 'Irregularity of earnings' (0.960), and 'No provision for overtime& otherbenefits' (0.799) respectively.

The table total variance explained gives interesting findings (Table 1.3). According to the table, there are five factors which can be used to define the problemsof Street Vendors at Thiruvananthapuram District. When defining the first factor, the cumulative effect of the Extraction Sums of Squared Loadings showed that, it is possible over the 21.65% of the problem and when the second factor joins, the cumulative effect is 42.97%. When the third factor also attaches, the cumulative effect becomes 62.92%.the cumulative effect of the fourth and fifth factors is 70.47% and 77.62% respectively.

Table 1.2

Communalities-Problems of Street Vendors at Thiruvananthapuram District

Communalities	Initial	Extraction
Few infrastructure facilities	1.000	.742
No parking facilities	1.000	.798
Fewer space	1.000	.679
Polluted working space	1.000	.787
Absence govt.regulation	1.000	.740
Absence Digital payments	1.000	.712
Limited selection	1.000	.712
Absence of branded products	1.000	.730
Absence of credit availability	1.000	.969
Low quality of commodity	1.000	.794
Irregularity of earnings	1.000	.930
No job security	1.000	.732
Long hours of work	1.000	.744
No provision for overtime& otherbenefits	1.000	.799
Extraction Method: Principal Component Analysis.		

Source: Compiled from the Primary data

Table 1.3

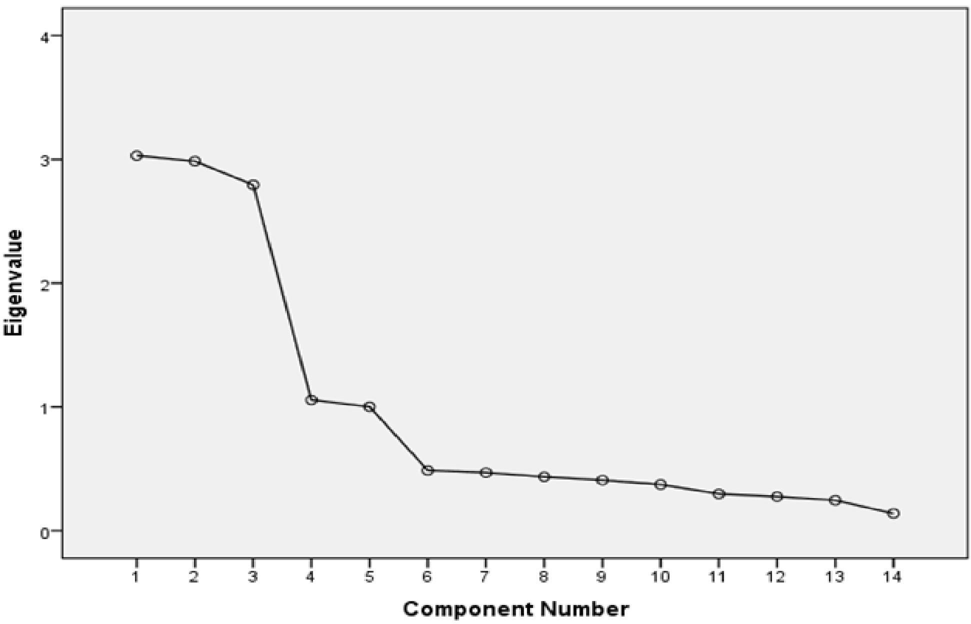
Total variance explained -Problems of Street Vendors at Thiruvananthapuram District

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.030	21.646	21.646	3.030	21.646	21.646	3.008	21.483	21.483
2	2.985	21.322	42.968	2.985	21.322	42.968	2.860	20.431	41.913
3	2.794	19.956	62.924	2.794	19.956	62.924	2.065	14.752	56.665
4	1.056	7.543	70.467	1.056	7.543	70.467	1.892	13.512	70.177
5	1.002	7.156	77.623	1.002	7.156	77.623	1.042	7.446	77.623
6	.487	3.479	81.102						
7	.469	3.352	84.455						
8	.435	3.111	87.565						
9	.409	2.919	90.484						
10	.373	2.667	93.151						
11	.298	2.127	95.278						
12	.275	1.967	97.245						
13	.246	1.759	99.005						
14	.139	.995	100.000						
Extraction Method: Principal Component Analysis.									

Source: Compiled from the Primary data

Figure 1.1

Scree plot-Problems of Street Vendors at Thiruvananthapuram District



The Scree plot shows the five factors, as the eigenvalue are greater than one.

ISSN : 2230-8431

Table 1.4

Rotated Component Matrix -Problems of Street Vendors at Thiruvananthapuram District

	Component				
	1	2	3	4	5
No parking facilities	**.892**	-.027	-.026	.005	.014
Polluted working space	**.886**	.019	.004	.022	-.019
Few infrastructure facilities	**.861**	-.023	-.012	-.002	.010
Fewer space	**.824**	.002	.000	-.019	.025
Absence govt.regulation	.007	**.859**	-.046	-.015	.012
Limited selection	.016	**.843**	.018	-.020	-.004
Absence of branded products	-.053	**.839**	.082	-.043	.120
Absence Digital payments	-.001	**.837**	-.056	.014	-.086
No provision for overtime& other benefits	-.020	.007	**.874**	.134	-.129
Long hours of work	.002	-.023	**.851**	.132	.043
No job security	-.029	.030	**.650**	.537	.137
Irregularity of earnings	-.012	-.039	.088	**.958**	.047
Low quality of commodity	.032	-.032	.365	**.804**	-.113
Absence of credit availability	.026	.025	-.022	-.007	**.983**
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 5 iterations.					

Source: Compiled from the Primary data

The problemsof Street Vendors at Thiruvananthapuram District are explained with the help of the Varimax with Kaiser Normalization. According to the analysis, there are four components forming together to define the first factor, as the coefficient values of these components in the first group is high when compared to the remaining groups. The components are 'No parking facilities' (0.892), 'Polluted working space' (0.886), 'Few infrastructure facilities' (0.861)and 'Fewer space' (0.824). Hence these components together called **"Dearth of Infrastructure".**

There are four components forming together to define the second factor, as the coefficient values of these components in the second group is high when compared to the remaining groups. The components are 'Absence govt.regulation' (0.859), 'Limited selection' (0.843), 'Absence of branded products' (0.839) and 'Absence Digital payments' (0.837). Hence these components together called **"Absence of modernized service".**

There are three components forming together to define the third factor, as the coefficient values of these components in the third group is high when compared to the remaining groups. The components are 'No provision for overtime& other benefits' (0.874), 'Long hours of work' (0.851) and 'No job security' (0.650). Hence these components together called **"Low perception of people".**

There are two components forming together to define the fourth factor, as the coefficient values of these components in the fourth group is high when compared to the remaininggroups. The components are 'Irregularity of earnings' (0.958) and 'Low quality of commodity' (0.804). Hence these components together called **"Contingency in job".**

There issingle componentforming together to define the fifth factor, as the coefficient valueof the componentin the fifth group is high when compared to the remaining groups. The componentis 'Absence of credit availability' (0.983). Hence thecomponentiscalled **"Absence of credit".**

Conclusion

The problems of Street Vendors at Thiruvananthapuram District can be explained with the help of the five factors to the extent of 77.623%and the factors are "Dearth of Infrastructure", "Absence of modernized service","Low perception of people", "Contingency in job" and "Absence of credit". The individual influence of the factor "Dearth of Infrastructure" is 21.483%, "Absence of modernized service" 20.431%, "Low perception of people" 14.752%, "Contingency in job"13.512% and "Absence of credit"7.446% respectively.

References

1. *Dimas, Harlan (2008). "Street Vendors: Urban Problem and Economic Potential," Working Papers in Economics and Development Studies (WoPEDS) 200803, Department of Economics, Padjadjaran University, revised June.*

2. *Manickavasagam B. (2018). Challenges Faced by Street Vendors;International Journal of Advanced Scientific Research & Development (IJASRD) 5(9):34; October.*

3. *Saha, Debdulal (2019). Informal Markets, Livelihood and Politics Street vendors in urban India; Published April 25, Routledge India; ISBN 9780367177263*

A COMPARATIVE FINANCIAL PERFORMANCE ANALYSIS OF BANKS AND NBFCs IN KERALA

*Archana S, **Dr. G Raju, *Dr. S Kevin

Abstract

An essential feature of the evolution of financial system has been the emergence of non-banking financial institutions, outside the traditional banking system. The deep and broad-based financial system has invariably enhanced access to finance at a reasonable cost, and reduced volatility thereby reducing risk by improving transparency, inducing competition and diversifying products and services and also efficient delivery of them. The main objective of the study was to undertake a comparative analysis of public sector banks, private sector banks and NBFCs in Kerala. The data for analysis was taken for 8 years from financial year 2011-12 to 2018-19. For the financial performance analysis, 3 Public Sector Banks and 3 Kerala Based Private sector banks and 3 NBFCs were chosen for study based on the number of branches in Kerala, total assets and Total income. Financial performance analysis was based on secondary data collected from Annual Reports, websites, journals and magazines, and other publications and was analysed with respect to the growth in assets and liabilities.

Key words:- Banks, Non-Banking Financial Companies, Liabilities, Assets, CAMEL model

Financial services are the economic services provided by the finance industry, which encompasses a broad range of organizations that manage money, including credit unions, banks, creditcard companie, insurance companies, consumer finance companies, stock brokerages, investment funds and some government sponsored enterprises. A bank is a financial institution and a financial intermediary

*Archana S, Research Scholar & Asst.Professor, TKM Institue of Management, Kollam
Email: archanaanandudev@gmail.com
**Dr. G Raju, Professor & Head, Department of Commmerce, School of Business Manangement and Legal studies, University of Kerala, Thiruvananthapuram.
*Dr. S Kevin, Former Professor & Pro- Vice Chancellor, Kerala University

that accepts deposits and channels those deposits into lending activities, either directly by loaning or indirectly through capital markets..

Non –Banking Financial companies are those companies, which are not banking companies under the Banking Regulation Act, but carry out financial activities of providing finance, which can either be deposit taking or non- deposit accepting. Banks have been in the forefront of financial system in India, delivering financial services. However shadow banking undertaken by non- banking financial companies is dominating the market for retail finance. NBFCs have not only carved out niche areas of businesses, but they also complement banks in adding to economic strength of the country by enhancing the resilience of the financial system to economic shocks.

2. Literature Review

Kantawala (2001) analysed the performance of NBFC's in India. He found several differences in context to the liquidity ratio, profitability ratio in comparison with the traditional banks. In contrast, **Singh and Ramniwas (2011),** found that the NBFC's were less regularized than the traditional banks.

Karmakar (2008), observed that NBFCs occupy a prominent place in a wide range of activities such as hire-purchase, financing, equipment, leasing, personal loans, microfinance, micro insurance As a financial intermediary, non-bank financial corporations (NBFCs) operate mainly in unorganized and under-served segments of the economy, creating a niche for themselves, which are perceived as risky by the banks.

Snagmi and Nazir (2010) had analysed two major banks in their study by using the CAMEL Model. Their study initiated that CAMEL model was very useful on determining the performance of the banks and the NBFC's.

Guptha (2014) found from his study that private sector banks were doing much better than the public sector banks. Their performance was regarded in much higher grounds. In order to distinguish between the two banking sectors, the CAMEL framework was used. In this regard Lohia (2011), found that the private banks perform in effective terms. He also mentioned in his study that the private banks are progressing in much higher state than the public banks.

Deepak Kumar and Srinivasa Suresh (2017), in their study stated that the financial organizations significantly act as an alternative to the traditional banks. They upsurge the competition in context to the banks present. NBFCs receive an edge above banks in pertaining finance to the consumers.

Ahamed Lebbe Adul Rauf (2016) in the article 'Towards increasing the financial performance: an application of CAMEL model in banking sector in the context of Srilanka', it was perceived that the performance of the Public banks was not satisfactory as compared to the private banks. In accordance to the performance analysis it was preoccupied that assets quality, earning quality and capital adequacy was significantly in correlation with the management efficiency, financial performance and liquidity. It measured the financial performance of the banks with five features namely: management, earning quality, assets quality, liquidity and capital adequacy.

(Kannan *et al.* 2019).in the study revealed that the consistent increase in bank credit to the NBFCs within the recent years depicts the possibility of risks being transferred to the banking sector by the NBFCs due to tighter regulations in India and must be considered appropriately

3. Objectives and Research Methodology

3.1.1 Broad Objective

- To compare the financial performance of NBFCs and commercial banks in Kerala

3.1.2 Specific Objectives

- To understand the growth rate in Liabilities & Assets of Banks & NBFCs in Kerala
- To compare the performance of Banks & NBFCs based on CAMEL Model

3.2 Significance and Scope of the Study

NBFCs play a crucial role in broadening access to financial services, enhancing competition and diversification of the financial sector It is therefore, necessary to view NBFCs segment of financial system as a catalyst for economic growth. Banks and NBFCs coexist in the financial system and their comparative performance is to be evaluated The present study is limited to the Commercial banks and NBFCs operating within the State of Kerala.

3.3 Research Design

Analytical research has been used where the facts and information already available are used to make the critical evaluation of the same.

3.3.1 Period of the Study

The data for analysis was taken for 8 years from financial year 2011-12 to 2018-19

3.3.2 Sample Design

For the financial performance analysis, 3 Public Sector Banks and 3 Kerala Based Private sector banks and 3 NBFCs were chosen for study based on the number of branches in Kerala, total assets and Total income. The Public Sector Banks include SBI, Canara Bank and Union Bank. Federal Bank, South Indian Bank and Catholic Syrian Bank were the selected Kerala based Private sector Banks. Muthoot Fincorp, Muthoot Finance Ltd and Manappuram Finance Ltd are the NBFCs chosen. Financial performance analysis was based on secondary data collected from Annual Reports, websites, journals and magazines, and other publications

3.3.3 Hypotheis

H_0: There is no significant difference in the growth rates of Liabilities and Assets of Public sector banks, Private sector banks and NBFCs

3.3.4 Data Processing Tools

The data analysis was done using CAMEL model, Ratio Analysis, statistical tools like, ANOVA, two sample t test.

4. Empirical Analysis

4.1 Comparative analysis of growth rates of Liabilities and Assets of Public Sector banks, Private sector banks and NBFCs

Financial performance of a financial institution is a subjective measure of how well an institution is making use of the assets and liabilities, which is inturn an indicator of the overall financial health. Well managed assets and liabilities increase profit. For a financial institution, the risk is minimized through a proper management of assets and liabilities and hence the growth rate in the three categories of institutions were analysed.

The mean growth rates of Liabilities & Assets are higher for NBFCs compared with public sector banks and private sector banks, except in the case of borrowings and cash at bank. The results of the two-sample t test done to find out if there is any difference in the growth rate of Liabililties & Assets between public sector banks, private sector banks and NBFCs are as below:

- In all the subclass of Liabilities and Assets of Public sector and NBFCs, p value is greater than 0.05.), Hence the difference in growth rates is not statistically significant at 5 percent significant level. For the subclass of cash at bank, t value is 1.697894957 with p value 0.096283735 and p value is < 0.10. Hence the difference in growth rates of cash at bank of public sector banks and NBFCs is statistically significant at 10 percent significant level, with higher value for pubic sector banks. For the subclass of Advances, t value is -1.741580276 with p value 0.088266252 and p value is < 0.10. Hence the difference in growth rates

Table 1

Comparative analysis of growth rates of Liabilities and Assets of Public Sector banks, Private sector banks and NBFCs

Liabilities	SBI	CAN	UB	**Public sector banks Mean**	Federal	SIB	CSB	**Private sector banks Mean**	Muthoot Finance	Muthoot Fincorp	Manappuram Finance	**NBFCs Mean**
Capital	4.42	7.11	16.33	**9.29**	14.52	6.64	14.45	**11.87**	3.38	28.9	14.56	**15.62**
Reserves and Surplus	16.99	7.85	9.47	**11.43**	13.1	15.16	4.79	**1.02**	38.36	21.8	10.55	**23.33**
Deposits	15.48	9.44	9.51	**11.48**	15.51	13.41	7.38	**12.1**	NA	NA	NA	
Borrowings	17.61	15.45	17.07	**16.71**	40.68	53.92	-1.11	**31.16**	11.95	19.11	9.81	**13.63**
Other liabilities	6.85	12.14	2.82	**7.27**	11.77	7.06	7.02	**8.62**	17.59	128.85	31.36	**59.27**
Assets												
Cash – RBI	11.28	5.89	5.89	**7.69**	10.99	9.82	3.1	**7.97**	NA	NA	NA	
Cash – Bank	8.82	23.16	37.33	**23.11**	24	23.73	106.83	**51.52**	8.68	8.86	-3.59	**4.65**
Investments	16.85	8.19	10.68	**11.91**	10.87	11.05	7.48	**9.8**	62.68	311	655.85	**343.17**
Advances	14.3	9.36	8.98	**10.88**	17.04	15.27	7.61	**13.3**	36.94	60.53	87.78	**61.75**
Fixed assets	48.67	19.7	7.3	**25.22**	6.68	9.4	18.99	**11.69**	6,143.24	68.59	6.53	**2,072.79**
Other assets	30.99	26	28.36	**28.45**	36.64	49.16	40.16	**41.99**	761.86	64.87	83.59	**303.44**

Source : Annual Report

ISSN : 2230-8431

of Advances of public sector banks and NBFCs is statistically significant at 10 percent significant level, with higher value for NBFCs

- In all the subclass of Liabilities and Assets of Private sector Banks and NBFCs, p value is greater than 0.05.), Hence the difference in growth rates is not statistically significant at 5 percent significant level. For the subclass of Advances, t value is -1.747733451 with p value 0.087182931 and p value is < 0.10. Hence the difference in growth rates of Advances of private sector banks and NBFCs is statistically significant at 10 percent significant level, with higher value for NBFCs

4.2 COMPARATIVE ANALYSIS OF FINANCIAL RATIOS OF PUBLIC AND PRIVATE SECTOR BANKS AND NBFCS

Comparative Analyis was done by using CAMEL MODEL.The five parameters used for analysis are

Capital Adequacy, reflects the overall financial condition of the banks and also the ability of the management to meet the need for additional capital. It also indicates whether the bank has enough capital to absorb unexpected

Table 2

Overall Mean ratios on CAMEL Model for public and private sector banks and NBFCs (2012- 2019)

Ratios	SBI	CAN	UBI	FB	SIB	CSB	Muth. Finance	Muth. Fincorp	Manappuram Finance
I. CAPITAL ADEQUACY									
Debt –Equity Ratio	14.11	15.76	17.24	9.93	15.34	16.23	4.94	6.84	3.37
Coverage Ratio	0.05	0.03	0.03	0.08	0.05	0.04	0.17	0.12	0.23
Capital Adequacy Ratio	12.67	12.42	11.11	9.50	12.32	11.89	22.60	21.54	25.49
Total advances to Total assets Ratio	0.62	0.61	0.64	0.63	0.65	0.59	0.89	0.81	0.83
Government Securities to Total Investments	0.69	0.87	0.78	0.73	0.84	0.83	0.01	0.00	0.00
II. ASSET QUALITY									
Gross NPA to Total Advances	6.19%	5.76%	7.56%	2.87%	2.34%	4.68%	0.29%	0.78%	1.10%
Net NPA to net advances	3.11%	3.89%	4.07%	1.07%	1.50%	2.96%	1.99%	1.35%	0.77%
Total Investments to Total Assets	25.09 %	25.64 %	24.81 %	26.62 %	24.69%	29.64%	0.42%	1.12%	3.30%
Asset utilisation ratio	11.37 %	12.44 %	11.83 %	13.11 %	12.83%	15.19%	20.43%	21.50%	22.91%
III. MANAGEMENT EFFICIENCY									
Credit Deposit Ratio	0.81	0.70	0.76	0.76	0.73	0.65	Not determinable		
Dividend pay-out Ratio	0.16	0.05	0.12	0.21	0.20	0.08	0.19	0.03	0.36
EPS	79.84	27.90	11.44	18.76	2.73	-4.66	27.47	11.07	5.93
OPPS (Operating Profit per share)	242.12	146.82	90.96	37.59	6.67	14.76	41.68	17.01	8.33
IV. EARNINGS QUALITY									
Operating Margin	24.94 %	17.74 %	19.27 %	21.70 %	17.41%	4.82%	32.57%	15.04%	27.01%
Net profit Margin	5.68%	3.63%	2.29%	10.32 %	7.37%	-2.78%	19.44%	10.14%	17.85%
Return on Net worth	7.80%	5.15%	3.94%	10.56 %	11.38%	-3.64%	22.57%	15.06%	15.01%

Source : Annual Reports

losses. **Asset Quality** to ascertain the component of non-performing assets as a percentage of the total assets. This indicates the models of advances which the bank has made to generate interest income. Thus, asset quality indicates the type of debtors of the bank. **Management Efficiency** ratios involve subjective analysis to measure the efficiency and effectiveness of management. The management of the bank takes crucial decisions depending on its risk perception. **Earnings Quality** that determines the ability of a bank to earn consistently. It basically determines the profitability of bank and explains its sustainability and growth in earnings in future. **Liquidity ratios** measure a company's ability to pay debt obligations without raising external capit

5. Inferences

5.1 Growth in Liabilities & Assets

The mean growth rate of liabilities and assets of NBFCs are higher than public sector banks and private sector banks, but the difference is not statistically significant

5.2 CAMEL model

1. With respect to **Capital adequacy**, NBFCs are better placed than banks, as all the capital adequacy ratios (except the ratio of Government Securities to Total Investments) are higher/ favourable for NBFCs. Public sector banks and private sector banks have similar status with regard to capital adequacy.
2. With respect to **Asset quality**, NBFCs seem to have enhanced asset quality compared to banks. Private sector banks have better asset quality than public sector banks.
3. With respect to **Management efficiency**, public sector banks show better performance than private sector banks. The performance of NBFCs is better than that of private sector banks but below that of public sector banks.
4. With respect to **Earnings quality**, NBFCs have better earning quality than public sector and private sector banks. Private sector banks have better earnings quality than public sector banks.
5. With respect **to Liquidity**, public sector banks are better placed in respect of two ratios and private sector banks are better placed in respect of the other two ratios. Two of the ratios are not relevant for NBFCs. The liquidity of NBFCs is not comparable to that of banks.

6. Conclusion

Comparing the Financial Performance of Banks and NBFCs selected for the study, for eight years throws light on the fact that NBFCs are emerging as complimentary and even competing segment with Banks.NBFCs have outperformed Banks in terms of Capital Adequacy, Asset Quality and Earnings Quality.

Findings of the study may be helpful to banks, NBFCs and policy makers in improving the functioning of financial institutions. The study could be extended to other public sector banks, private sector banks and NBFCs for more clarity.

References

1. *Kantawala, A.S., 2001. Financial Performance of Non-Banking Finance Companies in India. Indian Economic Journal, 49(1), pp.86-92.*
2. *Karmakar, K.G. ed., 2008. Microfinance in India. SAGE Publications India.*
3. *Snagmi M.U.D and Nazir.T, 2010, Analysing Financial Performance of Commercial Banks in India: Application of CAMELmodel, Pak.J.commer Soc.sci.vol, 4 (1), 40-55.*
4. *European Journal of Business andManagement, 5(20), 92-100.*
5. *Guptha. R.CA, 2014, An Analysis of Indian public sector Banks using CAMEL Approach, IOSR Journal of Business and Management, 16(1), IV, 94-102.*
6. *Deepak Kumar and P. Srinivasa Suresh.2017, An Overview of Non-Banking Financial Companies in India. Int J Recent Sci Res. 8(8), pp. 19127-19144.*
7. *Ahamed Lebbe Adul Rauf (2016), Towards increasing the Financial Performance: An application of CAMEL model in Banking sector in the context of Srilanka, Research Journal of Finance and Accounting, Vol.7, No 5, 2016*
8. *Kannan, R., Shanmugam, K.R. and Bhaduri, S., 2019. Non-Banking Financial Companies Role in India's Development. India Studies in Business and Economics.*

CONSTRAINTS IN INLAND FISHERIES PRODUCTION IN KERALA - A FACTOR ANALYSIS

***Dr. Anitha S, **Dr. Manikantan G**

Abstract

Inland fisheries production is the production of fish through farming or rearing in confined water following prescribed procedures to yield higher returns in terms of numbers and weight through defined management practices and control over the stock. The ever first attempt was for a hobby. Later due to civilization and change in life style the nutritional advantage was given importance. This importance increased with population growth. People became health conscious and it got acceptance as an employment generating and income earning activity. It is a comprehensive task containing so many processes in different stages. Extent of adoption of each individual production practice varies with regions, nature of farming, type of water body, culture practice etc. Our Central and State governments frame and publish standard operating procedures for assisting the farmers through different allied agencies. However, the farmers face various problems in connection with production of aquaculture products.

Key words:- Inland Fisheries, Production Practices, Standard Operating Procedures, Constraints in Inland Fisheries Production.

Kerala occupies an inimitable position in the fisheries map of India. Fish and fishery resources occupy a unique position in the economy of Kerala. There are 113 inland fishing villages in Kerala. 2.38 lakhs people belong to the inland sector. The contribution of this sector to the State Gross Domestic Product (SGDP) is 1.26 per cent. The fishery sector provides livelihood for more than 3 per cent of the State either directly or indirectly, with about 2 lakhs fishermen directly engaged in fisheries and other related activities. The total fish production of the State is 8.01 lakh tons (Economic Review, 2019).

**Dr. Anitha S, Associate Professor, Government College, Attingal, Trivandrum.*
***Dr. Manikantan G, Assistant Professor, Government College, Attingal, Trivandrum.*

Statement of the Problem

In India, at national level, about 65 per cent of the total fish production is contributed by inland sector. But at state level, the share is only 28 per cent. (Economic Review, 2019). In spite of the fact that Seven percent of the total inland water resources is in Kerala, the contribution is very low. Therefore inland fisheries extension programmes are very important to raise the quantity of fisheries products.

Significance of the Study

Inland fisheries production is a comprehensive process requiring utmost care and patience. It involves a number of sequential activities from locating a suitable site to successful marketing for earning a margin. The farmers should follow sustainable practices in order to avoid the side effects of farming which will cause environment pollution and a lot of other related problems. In order to attain this, aquaculturists should have awareness about sustainable production practices. It is possible only through fisheries extension programmes, this study may shed light to the real constraints faced by inland fishermen in fish production. The study results will help policy makers to adopt suitable measures to strengthen the extension system for increasing inland fisheries production.

Objectives of the Study

The objective of the study is to find out the major constraints in production of inland fisheries products in Kerala and to develop suitable strategies to strengthen the inland fisheries extension programmes.

Methodology

The Primary data were collected through conducting an interview with the inland fishermen, inland fisheries extension officers and the officials of Fisheries Department. The secondary data were collected from Statistics of Fisheries Global Information System, National Aquaculture Sector Overview, Food and Agricultural Organisation, Reports of ICAR, NFDB, CMFRI, CIFRI, CIBA, MPEDA, KUFOS, Research Articles, Books and published and unpublished Dissertations.

Inland Fisheries Production

Marine capture fisheries which accounts for 76 per cent of the total fish caught has been showing a stagnant/ decreasing trend. It is in this context that the importance of inland fisheries comes. Inland fisheries presently contributes 1.92 lakhs tons (Economic Review, 2019) of fishes to the total fish production of the State. The technological development in the inland fisheries paved the way for making use of inland water resources spread over the different districts of the State for aquaculture development.

Through definite management practices and control over the stock, the rate of production can be increased by controlling cost. It can be carried out in two types of water- Fresh water and brackish water. Fresh water means water in rivers and lakes with a salinity of less than 0.05 per cent. (Daisy C Kappen, 2005). Brackish water results from mixing of sea water with fresh water and has more salinity as in estuaries and backwaters. In both cases, two types of culture practices are followed –monoculture and polyculture. Monoculture is the culture of a single species of an organism in a culture system. Polyculture is the culture of several species in the same water body.

Constraints in Inland Fisheries Production

A large number of processes are there for the successful implementation

Table 1

Share of Fisheries sector in Gross State Domestic Product from the year 2009-10 to 2018-19

Year	Share (in percentage)	Year	Share (in percentage)
2009-10	1.06	2014-15	1.09
2010-11	1.11	2015-16	1.01
2011-12	1.12	2016-17	1.09
2012-13	1.06	2017-18	1.09
2013-14	1.07	2018-19	1.92

Source: Economic Review, 2019.

Table 2

Fish Production in Kerala from 2009-10 to 2018-19 in lakh tones)

Year	Marine	Inland	Total
2009-10	5.70	1.17	6.87
2010-11	5.60	1.21	6.81
2011-12	5.53	1.40	6.93
2012-13	5.31	1.49	6.80
2013-14	5.22	1.86	7.08
2014-15	5.22	2.02	7.26
2015-16	5.17	2.10	7.27
2016-17	4.88	1.88	6.76
2017-18	4.84	1.89	6.73
2018-19	6.09	1.92	8.01

Source: Inland fisheries Statistics- 2019, Department of Fisheries, Trivandrum.

 ISSN : 2230-8431

of inland fisheries plans. The processes include preparation of suitable location and site for pond, draining of pond bottom, strengthening of dykes, removal of aquatic weeds, application of organic fertilizer, liming, stocking, acclimatization of seeds, nursery rearing of seeds, supplementary feeds, maintenance of dissolved oxygen, monitoring and control of pH level of water, control of algal blooms, water exchange, control of diseases, control of parasites and periodic assessment of growth and biomass.

But while doing the various practices, fishermen face lot of problems and as a result, the production cost will be high and output will be less. For this study, the various constraints can be classified as

1. High Cost for Preparation of Pond

For new entrants, preparation of pond is a costly matter. They have to locate a suitable site, prepare the site, build a clay core, dig the pond, build the dikes, build inlets and outlets, fertilize the pond, fence the pond etc and all these involve high costs.

2. Lack of Sufficient Water Availability

Before filling the pond with water, the quality of the water should be ensured. Regular exchange of water should be assured to keep the products healthy and to avoid water pollution. Farmers have to maintain a good water level. So if there is shortage of water, it will adversely affect aquaculture.

3. Lack of Skilled Labor

From preparation of pond to marketing, skilled labour is needed. But in mostcases, farmers find it difficult to find suitable labour due to many reasons. Low remuneration, low status, irregular nature of work, etc are the reasons pointed out by farmers.

4. Lack of Facility for Disposal of Waste Water

A major problem faced by aqua culturists is the difficulty to dispose waste water. This difficulty drags the people away from the idea of starting aquaculture.

5. External Predators and Poaching

Farmers have to watch out for fish enemies including human beings (poachers). They have to take steps for eliminating or controlling undesirable and unwanted organisms inside and around the pond area.

6. Depletion of Wild Seeds

Due to environmental changes or natural calamities, there happened a serious shortage in the availability of wild seeds and this is a serious problem to many of the poor farmers.

7. Low Productivity of Hatchery Grown Feeds

In order to supplement wild seeds, a large number of public and private sector hatcheries are operating for production of seeds. But, the farmers complain that the hatchery grown seeds also are not having the required quality for maximizing the output.

8. Lack of Facility of Checking Quality Seeds

While purchasing seeds, majority of the farmers have no mechanism for checking the quality of seeds or fingerlings.

If they are using poor quality seeds or seeds with diseases, that will be a big loss for the farmer.

9. Problems in determination of stocking density

While introducing different species of fish in the pond, care should be taken because if the pond is overstocked, that will affect the growth and mortality of fish. Overcrowding may create water pollution and air pollution.

10. Problems in determination of combination ratio

If the farmer is doing polyculture, determination of combination ratio is important. The expected size of the product, maturity time, difference in feed, manure etc should be considered while determining the combination ratio.

11. Lack of quality feeds

In order to ensure size, weight and health of products, good feeding practice should be followed. The quality of the feed should be checked before introducing to the pond. It is better to have twice feeding daily.

12. High cost of feeds

In addition to homemade feeds, hatchery produced feeds also have to be used regularly and that will raise the cost.

13. Lack of facility for checking the quality of fishes

Quality of fish is an important factor that determines marketability of the product. But in most cases, the farmers lack any machinery for checking the quality. That is one of the reasons for the exploitation by the commission agents or middlemen.

14. Inability to Insure the Product due to High Cost.

A major factor that hurts the peace of many of the farmers is loss of product due to many reasons like diseases, predators, poachers, loss during natural calamities, loss during harvesting, loss during transportation etc. But they have to pay large amount as premium for insuring their products.

15. Uncontrollable Diseases and High Mortality

Inferior quality of fingerlings, feeds, manures, water etc may bring much type of diseases in both fresh water and brackish water aquaculture. Premature harvesting may also result in huge loss to the farmers.

Factor Analysis

Factor analysis is used for data reductions which identify small number

Table 3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.886
Bartlett's Test of Sphericity	Approx. Chi-Square	3174.503
	df	105
	Sig.	.000

ISSN : 2230-8431

of factors that explain most of the variances observed in a large set of variables. Here, for the purpose of analysis, the various production problems are grouped into 5 factors. The suitability of the variables for factor analysis is tested using KMO and Barlett's Test (Table 3).

The measure of sampling adequacy is found to be 0.886 indicating the suitability of the variables for factor analysis. The Bartlett's test for significance of correlation among variables also found to be significant.

Since the least communality is .492 and all other communalities are fairly larger than it, it is supposed to be a good set of variables. The Principal Components Extraction Table (Table 5) is given below.

Generally in Factor Analysis, factors which have eigen values greater than one are considered (eigen values are variances of the factors). Here more than 75.55 percent of the variation is explained by the first five factors and all the factors have eigen values greater than one. Therefore

Table 4

Communalities Extracted for the Production Problems

Production Problems	Initial	Extraction
High cost for preparation of pond	1.000	.724
Lack of sufficient water availability	1.000	.720
Lack of skilled labour	1.000	.669
Lack of facility for disposal of waste water	1.000	.797
External predators and poaching	1.000	.671
Depletion of wild seeds	1.000	.719
Low productivity of hatchery grown seeds	1.000	.492
Lack of facility of checking quality seeds	1.000	.757
Problems in determination of stocking density	1.000	.864
Problems in determination of combination ratios	1.000	.872
Lack of quality feeds	1.000	.804
High cost of feeds	1.000	.675
Lack of facility for checking the quality of fishes	1.000	.782
Inability to insure the product due to high cost	1.000	.887
Uncontrollable diseases and high mortality	1.000	.899

Extraction Method: Principal Component Analysis.

Table 5

Total Variance Explained on the Variables for Production Problems

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.013	26.750	26.750	4.013	26.750	26.750	3.687	24.583	24.583
2	2.896	19.304	46.054	2.896	19.304	46.054	2.343	15.618	40.201
3	1.595	10.633	56.687	1.595	10.633	56.687	2.243	14.956	55.158
4	1.470	9.801	66.488	1.470	9.801	66.488	1.601	10.673	65.831
5	1.359	9.063	75.551	1.359	9.063	75.551	1.458	9.721	75.551
6	.956	6.371	81.922						
7	.682	4.549	86.471						
8	.491	3.271	89.742						
9	.384	2.563	92.305						
10	.324	2.158	94.463						
11	.276	1.839	96.302						
12	.222	1.480	97.782						
13	.154	1.026	98.809						
14	.122	.814	99.623						
15	.057	.377	100.000						

Source: Primary Data

Extraction Method: Principal Component Analysis.

the 15 production problems can be grouped into five factors.

The associated Rotated Component is given as Table 6

Rotation converged in 7 iterations. From this matrix, using factor loadings, the following factors were developed:

Factor 1: Training Related Problems

Training related problems are loaded with three problems consisting:

1. Problems in Determining Stocking Density
2. Problems in Determination of Combination Ratios

ISSN : 2230-8431

Table 6

Rotated Component Matrix[a]

Production Problems	Components				
	1	2	3	4	5
High cost for preparation of pond	.055	.132	**.736**	.396	.071
Lack of sufficient water availability	-.479	.295	**.578**	-.146	.220
Lack of skilled labour	-.113	.022	**.739**	.116	-.310
Lack of facility for disposal of waste water	-.293	.364	.198	**.724**	-.125
External predators and poaching	.236	.047	.006	**-.780**	-.066
Depletion of wild seeds	.277	**.582**	.416	.158	-.325
Low productivity of hatchery grown seeds	-.073	**.678**	.134	-.028	.090
Lack of facility of checking quality seeds	.311	**.773**	-.103	-.062	.220
Problems in determination of stocking density	**.703**	.324	-.092	.104	.495
Problems in determination of combination ratios	**.926**	.085	-.032	-.073	.019
Lack of quality seeds	.048	.107	.085	.037	**.884**
High cost of feeds	-.047	-.032	.257	-.251	**.737**
Lack of facility for checking the quality of fishes	**.829**	.267	-.120	.076	-.056
Inability to insure the product due to high cost	001	.530	**-.722**.	.290	.022
Uncontrollable diseases and high mortality	.052	.480	.078	**-.794**	-.173

Source: Primary Data

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

3. Lack of facility for checking Quality of Fishes

These problems are called "Training Related Problems"

Factor 2: Seed Related Problems

Seed related problems are loaded with another three problems which are:

1. Depletion of wild seeds

2. Low productivity of hatchery grown seeds
3. Lack of facility for checking quality of seeds

These problems are named as "Seed Related Problems"

Factor 3: Input and Cost Related Problems

Input and cost related problems are loaded with four problems including:

1. High Cost of Preparation of pond
2. Lack of sufficient water availability
3. Lack of Skilled labour
4. Inability to insure the products due to high cost

These factors is known as "Input and Cost Related Problems"

Factor 4: Uncontrollable Problems

Uncontrollable problems deals with certain external disturbances like:

1. Lack of facility for disposal of waste water
2. Uncontrollable diseases and high mortality
3. External Predators and Poaching.

These problems are called "Uncontrollable problems."

Factor 5: Feed Related Problems

Feed Related Problems are loaded with 2 problems, including

1. Lack of Quality Feeds
2. High Cost of feeds

These problems are called "Feed Related Problems"

Conclusion

In order to have a clear picture about the various problems in production of inland fisheries, fifteen production problems are listed. These are high cost of preparation of pond, lack of sufficient water facility, lack of skilled labour, lack of facility for disposal of waste water, external predators and poaching, depletion of wild seeds, low productivity of hatchery grown seeds, lack of facility of checking quality seeds, problems in determination of stocking density, problems in determination of combination ratios, lack of quality seeds, lack of quality feeds, lack of facility for checking the quality of fishes, inability to insure the product due to high cost and uncontrollable diseases and high mortality. In order to reduce the number of variables, conducted a factor analysis by grouping these problems into five factors as training related problems, input and cost related problems, seed related problems, uncontrollable problems and feed related problems.

References

1. *Vinayagram, A.(2017). A Study of Inland Fishery with Special Reference to Pond Fishery in Kanyakumari District, Unpublished doctoral dissertation, Kannur University.*
2. *Economic Review. (2007- 2017). State Planning Board, Thiruvananthapuram.*
3. *FAO. (2000- 2018) . Fishery and Aquaculture Statistics, FAO Year book, Rome.*
4. *Facts and figures 2019, Fisheries department, Government of Kerala.*
5. *Kerala fisheries statistics 2014-19.*
6. *Matsyakeralam project.*
7. *Vijayaveedhi , Matsyasamrudhi 2012-15 Department of Fisheries, Government of Kerala. Vol. 9.No.3.*

 ISSN : 2230-8431

FINANCIAL PERFORMANCE OF LOCAL SELF-GOVERNMENT FOR INFRASTRUCTURAL DEVELOPMENT IN KERALA

***Dr. Simu Rajendran**

Abstract

Kerala has a good status for infrastructure development in India when compared to other developed countries. In the engineering approach, infrastructure is conceptualised as serving the requirement of a production function. It is considered as a factor that stimulates the other factors of production, that is, infrastructure is perceived as a part and parcel towards achieving economic growth. In other words, infrastructure development amplifies the productivity of various production functions within the economic ecosystem.

Key words:- Infrastructure Development, Engineering Approach, Productivity, Economic ecosystem

Infrastructure while being understood as a production function is seen as a critical contributor to economic growth. It enables productive functioning of economic activities in other sectors (primary, secondary, and tertiary) as well. It depicts the case of first State-led concerted effort for transferring powers, functions and institutions at one go to the third tier of governance – the local Governments accompanied by a simultaneous bottom up initiative for local level planning and development through the People's Plan Campaign. Financing Infrastructure is the upfront cost paid to build it.

**Dr. Simu Rajendran, Assistant Professor, Dept of Commerce, Sree Narayana College, Kollam,*
E-mail: whitepearls1982@gmail.com

Significance of the Study

It was not so long ago that infrastructure investment was financed almost entirely by the public sector - from government budgetary allocations and internal sources of public sector infrastructure companies. This was undertaken through public financing where the government would source through taxation or public borrowings. In the first year of the 13th Plan (2017-22) a new set of guidelines for the formulation and implementation of the Local Government Plans were issued in accordance with the approach of the 13th Five-Year Plan. In 2018-19, the Local Governments spent 24 per cent of their expenditure on infrastructure sector activities like street lighting, transportation, construction activities etc. The expenditure on infrastructure has declined compared to 25 per cent in 2017-18. Out of the total expenditure, a major portion (77 per cent) has been utilized for transport sub-sector comprising roads, bridges etc. Out of the total infrastructure expenditure of Rs. 1,375 crore, Grama Panchayats utilized Rs. 682.14 crore followed by municipalities (Rs. 257.68 crore).

Statement of the Problem

The funds are released to LSGIs in three main categories – Development expenditure fund, maintenance Expenditure fund and general purpose fund. The funds are credited to the public account by Finance department in monthly installments to enable LSGIs to draw money from the treasuries through controlling officers. The present study makes an attempt to analysis the different schemes infrastructure development by LSG and also to examine the fund allocation and expenditure by LSG in Kerala for infrastructure

Objectives of the Study

- To identify the different schemes of infrastructure development by LSG
- To predict the amount of funds for the development of infrastructure in Kerala through the Local Self Government when there is a change in period for the future.

Methodology of the Study

Only secondary data are used for the study .They are collected from the publication of government and other agencies, including different websites.

State Sponsored Schemes

LIFE: (Livelihood Inclusion and Financial Empowerment) envisages a comprehensive housing scheme for all the landless and homeless in the State

EMS Housing Scheme: Provide all homeless households below poverty line.

Ayyankali Urban Employment Guarantee Scheme: Ayyankali Urban Employment Guarantee Scheme (AUEGS) aims at enhancing the livelihood security of people in urban areas by guaranteeing hundred days of wage-employment in a financial year to a urban household whose adult members volunteer to do unskilled manual work.

Centrally Sponsored Schemes

Indira Awaas Yojana (IAY): aims to provide permanent solution to their housing problem by providing free houses to the Scheduled Castes / Scheduled

 ISSN : 2230-8431

Tribes and other communities in the rural areas free of cost

Rajiv Awas Yojana (RAY) The government envisages a slum-free India and a project with the objective of implementing the joint auspices of the state government and local institutions and **theRajiv Awas Yojana** . The main objective of the project is to create an unrarian city.

The table 3.1 shows the allocation and expenditure of funds for infrastructure sectors of grama panchayats in Kerala. The statistical siginificance test was performed with the support of correlation which is described below (Table 3.2).

Funds availability and its utilization are utmost significant for the development of infrastructure in Kerala through the Local Self Government. Hence an attempt has been done to examine the relationship between Funds availability and its utilization. Correlation value calculated is 0.995, which is significant at 5%. Th is implies when there is one-degree standard

Table 3.1

Infrastructure sector wise allocation and expenditure of funds

Year	Fund available	Expenditure	percentage
2007-08	10105.73	7721.43	76.41
2008-09	8428.10	6858.64	81.38
2009-10	11869.92	9031.24	76.09
2010-11	20664.38	15813.26	76.52
2011-12	39830.83	30725.11	77.14
2012-13	67883.81	45147.12	66.51
2013-14	99089.00	77202.16	77.91
2014-15	1156.53	674.65	58.33

Source: IKM

Table 3.2

Correlation of Funds Availability and its Utilization

Correlation Matrix	*Funds available*	*Expenditure*	**Result**
Funds available	1.000		
Expenditure	.995	1.000	**Significant**
	7	sample size	
	± .754	critical value .05 (two-tail)	
	± .875	critical value .01 (two-tail)	

Source: Secondary data

deviation change for the Funds availability, the corresponding standard deviation change for the utilization will be 99.5%. Thus there is a high degree positive correlation between Funds availability and its utilization for the development of infrastructure in Kerala through the Local Self Government.

Table 3.3 shows the prediction of Funds availability based on the period for the development of infrastructure in Kerala through the Local Self Government. Hence an attempt has been done to evaluate the model fit of Funds availability. Since the Anova test value is 26.86, and p-value 0.0035 ($p<5\%$), the result is significant. Hence the fund availability may be used for the prediction and hence the model is fit. The regression value for the prediction is 0.843. This implies that with reference to the period, Funds availability for the development of infrastructure in Kerala through the Local Self Government can be predicted 84.30% accurately.

In the above time series analysis, period constitutes the independent variable (Table 3.4). The objective is to predict the amount of funds for the development of infrastructure in Kerala through the Local Self Government when there is a change in period for the future. Thus an independent OLS Equation has been formulated.

Table 3.3

Anova Test for the Model fit- Funds availability

Source	*SS*	*df*	*MS*	*F*	*p-value*
Regression	6,116,027,269.79	1	6,116,027,269.79	26.86	0.0035
Residual	1,138,686,756.57	5	227,737,351.31	**Result**	
Total	7,254,714,026.36	6		**Significant**	

Regression Analysis	0.843	n	7
r	0.918	k	1
Std. Error	15090.969	Dep. Var.	**Funds available**

Source: Secondary data

Table 3.4

OLS Equation for the Regression Output - Funds Availability

Regression output				
variables	*coefficients*	*std. error*	*t (df=5)*	*p-value*
Intercept	-29,684,458.45			
t	14,779.36	2,851.93	5.182	0.0035

Source: Secondary data

 ISSN : 2230-8431

Funds availability =

-29,684,458.45 +

Period (t) x 14,779.36.

Since the t-test value is 5.182, and p-value 0.0035 ($p<5\%$), the result is significant. Hence the fund availability may be used for the prediction with the help of the period independently.

The prediction of Funds availability (Table 3.5) based on the period for the development of infrastructure in Kerala through the Local Self Government showed a heartening trend. It is predicted that during the period of 2019, the total amount of Funds availability based on the period for the development of infrastructure in Kerala through the Local Self Government will be 155,073.72(Lakhs). In 2020 and 2021, the amount of Funds availability will be 169,853.08 (Lakhs) and 184,632.45 (Lakhs) respectively. Finally, in the year 2022, the total amount of Funds availability based on the period for the development of infrastructure in Kerala through the Local Self Government will be 199,411.81 (Lakhs).

Further, a comparative analysis (Table 3.6) was done among the various sectors namely Energy, Transportation and Building with reference to the percentage of fund utilized for the development of infrastructure in Kerala

Table 3.5

Prediction of Funds Availability

Predicted values for: Funds available	
t	*Predicted*
2,008	-7,499.26
2,009	7,280.10
2,010	22,059.46
2,011	36,838.82
2,012	51,618.19
2,013	66,397.55
2,014	81,176.91
2,015	95,956.27
2,016	110,735.64
2,017	125,515.00
2,018	140,294.36
2,019	155,073.72
2,020	169,853.08
2,021	184,632.45
2,022	199,411.81

Source: Secondary data

through the Local Self Government. Nine years were considered and the average percentage of fund utilized for the Energy sector in Kerala is 79.80±9.70. Similarly, the average percentage of fund utilized for the Transportation and Building sectors in Kerala is 77.68±6.86 and 50.74±20.27 respectively. Hence an attempt has been done to evaluate the sectors. Since the Anova test value is 12.83, and p-value 0.0002 (p<5%), the result is significant. Hence there is a significant difference in the percentage of fund utilized for the development of infrastructure in Kerala through the Local Self Government.

Post hoc analysis ofTukey simultaneous comparison was done to examine the reason for the difference between the sectors (Table 3.7). The result showed that there is the difference between the

Table 3.6

Comparative Analysis of the Funds Utilized (Percentage)

Mean		*n*	*Std. Dev*	***Sectors***	
79.80426		9	9.70257	Energy	
77.68926		9	6.865883	Transportation	
50.74306		9	20.27644	Building	
69.41219		27	18.75417	Total	
ANOVA table					
Source	*SS*	*df*	*MS*	*F*	*p-value*
Treatment	4,725.37	2	2,362.69	12.83	0.0002
Error	4,419.31	24	184.1381	**Result**	
Total	9,144.69	26		**Significant**	

Source: Secondary data

Table 3.7

***Post hoc* analysis of the Funds Utilized (Percentage)**

Tukey simultaneous comparison t-values (d.f. = 24)				
Comparison		Building	Transportation	Energy
		50.74306	77.68926	79.80426
Building	50.74306			
Transportation	77.68926	4.21*		
Energy	79.80426	4.54*	0.33	
critical values for experiment-wise error rate:				
		0.05	2.5	
		0.01	3.21	

Source: Secondary data

 ISSN : 2230-8431

percentages of fund utilized for the development of infrastructure in Kerala through the Local Self Government for Building with Energy and Transportation as the error rate is significant at 5%. This implies that compared to the percentages of fund utilized for the development of infrastructure in Kerala through the Local Self Government for Building, Energy and Transportation sectors utilize more funds in Kerala. But there is no difference found between Energy and Transportation sectors the percentages of fund utilized for the development of infrastructure in Kerala through the Local Self Government.

Findings of the Study

- As the correlation value calculated is 0.995, which is significant at 5%.which implies that when there is one-degree standard deviation change for the Funds availability, the corresponding standard deviation change for the utilization will be 99.5%.
- It is found thatthere is a high degree positive correlation between Funds availability and its utilization for the development of infrastructure in Kerala through the Local Self Government.
- As the regression value for the prediction is 0.843, which implies that with reference to the period, Funds availability for the development of infrastructure in Kerala through the Local Self Government can be predicted 84.30% accurately.
- It is found that when compared to the percentages of fund utilized for the development of infrastructure in Kerala through the Local Self Government for Building, Energy and Transportation sectors utilize more funds in Kerala.

Conclusion

The decentralization experiment of Kerala has given a prominent position for the local government institutions with regard to the development of local economy. Besides LSGIs are also the providers of a good number of services to the public. The department aims at enabling the LSGIs to become active players in local economic development and to strengthen their service delivery system. This has to result in transforming the LSGIs into people friendly institutions with a high degree of transparency and efficiency.

References

1. *Motilal. (2017). Rural Local Self governemnt in India. KILA Journal of Local Governance, 44(2), 46-50.*
2. *Ola, & Towne. (2005). Local administration and Local Government in Nigeria.*
3. *Oomen, M. (2004). Fiscal decentralisation in Kerala.*
4. *Manikandan.A.D. (2015). Performance of Nirmal Gram Puraskar:a state wise analysis. KILA Journal of Local Governance, 2, 11-15.*
5. *Mathew, D. G. (2009). Panchayats and Eleventh finance Commssion. Kurukshethra, 49(1), 22.*

6 *Johnand, D. M. ., &Chathukulam, D. J. (2000). The relationship between grama sabhanad grama Panchayats. Kurukshethra, 48(1), 22.*
7. *K.N.Raju. (2000). Rural road network: some issues. Kurukshethra, 49(3), 41.*
8. *Kumar, A. (2006). Key for development of the north east. Yojana- Adevelopment Weekly, 50, 37.*

ONLINE SHOPPING VERSUS TRADITIONAL SHOPPING - A COMPARATIVE STUDY

***Jyothika M J**

Abstract

Online shopping has been rising rapidly amongst consumers and it is becoming part of their life style. Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years, if possible, eras. Then again, in ancient times, the terms that would have been used would be 'trading' or 'bartering' and probably even 'market. Online shopping has given any and all types of consumers the ability of being able to buy anything, that is, any type of item or product, regardless of where its location is in any part of the world.. This study focus on the comparison between traditional shopping and online shopping. The objective of the study are To analyze the various factors for which consumers prefer traditional and online shopping ,To identify the category of products purchased through online and traditional shopping platforms, To analyze the frequency of purchase and To analyze the awareness and risk perception of consumers in online and traditional shopping platforms.

Key words:- Online Shopping, Traditional Shopping ,Trading

Online shopping is the process whereby consumers directly buy goods and services from seller real -time, without an intermediary service, over the internet. It is a form of e-commerce. The sale or purchase transaction is completed electronically and interactively in real time. Online shopping is growing in popularity as consumers realize the convenience and ease of shopping online. As we know, the number of internet users is growing day-by-day, because of that the success of online shopping increases along with it. Online shopping has become an integral part in the lives of many people. So online shopping has become a new trend of shopping now-a-days and is quickly

**Jyothika M J, Lecturer in Commerce, SVR NSS College, Vazhoor, Kottayam,*
E-mail: jyothikamj77@gmail.com

becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online.

Traditionally business is been conducted in physical buildings often referred to as physical (brick & mortar) market places. However it is been argued that technological era has transformed traditional shoppers into an online shopper. In spite of the technological revolution, Offline shopping too is flourishing these days which is evidenced by the huge increase in shopping malls, retail outlets etc. Customers still prefer traditional shopping modes because of various reasons. The limitations of online platforms pave way for traditional shopping modes as well.

Statement of the Problem

The research problem is a comparative study of traditional versus online shopping among people. The present study intends to analyze the mode of purchase preferred by people.The study intends to analyze the various reasons for which consumers prefer online shopping and traditional shopping as also the category of products purchased through online and traditional shopping modes. The study also Analysis the frequency of purchase and the amount spend in shopping through online and traditional shopping platforms.

Significant of the Study

The recent advancement in technology has facilitated commerce around the globe. This online medium of commerce has provided great opportunities for many consumers. However, there are many issues surroundings in online shopping that need to be addressed before the advantages of online shopping are fully realized. One significant issue is consumer's attitude and behavior.

Objectives

1. To analyze the various factors for which consumers prefer traditional and online shopping.
2. To analyze the frequency of purchase and the amount spend on purchase through online and traditional mode of shopping.
3. To analyze the awareness and risk perception of consumers in online and traditional shopping platforms.

Methodology

Convenience sampling is used while selecting sample.Primary data and secondary data have been used for the study. Primary data was collected through structured questionnaire and secondary data was collected from various books, websites, etc

Scope of the Study

The study is been confined to kottayam district in kerala. The study is more concentrated on the shopping behaviour of young generation.

Review of Literature

Chiang, K. P., &Dholakia, R.R. (2003) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not.

Iyer, R.,& Eastman, J. (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behavior towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping **Tabatabaei, M. (2009)** has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factors influence them to purchase online and what are the factor for them to not use the sites for shopping

Hausman, A.V., &Siekpe, J. S. (2009) analyzed a practical study in US regarding the effect of web interface features on consumer online purchase intention. E-commerce system is different from traditional information system. It has both features of information system and marketing channels. It contains machine and human element.

Theoretical Overview

Online Shopping and Offline Shopping

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now-a-days the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view.

These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online. Buying behavior means the purchase of good over internet using web browser. Online shopping also consist the same five steps which is related to traditional shopping behavior. They see many products online and choose the best one which suits him/her. Then they purchase that product and finally the transaction takes place and post sales service provided by the online sites. Many studies have focused that the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or traditional shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser. There are some alternative names of online shopping those are as follow-e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as purchasing from the online retailer by the mobile optimized online sites or application (app).

Analysis and Interpretation

Factors Affecting Online Shopping

1. **Risk**: When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product size and color as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

2. **Convenience**: Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient.

3. **Anxiety**: People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart ,myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details.

4. **Previous online experience**: How has been a person's experience in past as far as online shopping is concerned is a major story of concern. Previous experience is what matters actually as its hamper or sometime it keep good view or mood of people. There are two experiences one is about good and another is about bad.

5. **Pricing Policy**: Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even

 ISSN : 2230-8431

when shipping charges are included than also it is better than the offline shopping. Hence, determines the level of online shopping. Lower the price- higher the mood to demand, higher the price –lower the demand..

6. **Quality**: The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money

7. **Online trust**: It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in their nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing.

Factors Affecting Offline Shopping:

1. **Less number of choices**: There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choice in that less number of materials due to manual factor.

2. **Time consuming**: It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products

3. **Information**: What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products.

4. **Authenticity**: Offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying anything offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

5. **Taste and preference**: The taste and preferences of the customer change from time to time. While buying any product from a store we have the flexibility and the choice to try out outfits. But while buying any product from a website we don't have this facility. Therefore, buying offline caters more to the changing taste and preferences of the customers.

Findings

1. Majority of the respondents (87%) are in the age class of 17-27.100% respondents were well aware about both online and offline shopping modes.
2. Gender wise analysis reveals that about 57% respondents are female and 43% are males.
3. Data based on educational qualification reveals that majority of the respondents (77%) are Under Graduates.
4. Majority of the respondents are students. Out of 60 respondents, 52 are students under the age class of 17-27.
5. 51.67% (31) of the respondents agreed that 'price offer is very less in traditional shopping'.
6. A high percentage i.e., 86.67% (52) of the respondents strongly agreed that 'product availability is more in online stores'.

Suggestions

1. Companies should have more risk reduction activities as perceived risk could strongly influence consumer's online purchase decisions and specific type of risk like online frauds should be taken legal care of in different scenarios.
2. Retailers must provide ethics to the customers, i.e. never give products to customer with a value higher than maximum retail value, avoid black marketing, hoarding etc and maintain a good relationship with customers.
3. Companies should improve customer's value perceptions about the products and reduce consumer's perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations.

Conclusion

E-commerce sites are providing the customers with wide variety of products at low price in an authenticable manner which has increased its popularity among youth. It has improved its payment methods and has completely changed the E- commerce consumer experience. However traditional modes of shopping provide quality product to the customer in a faster way and in a convenient manner. Smart phones, computers etc have become the devices which consumers use for virtual shopping. The sites are taking steps to overcome the fear of acquiring wrong size, wrong orders and patterns etc. The encryption technology used in e-commerce sites ensures a secure platform for e-commerce shopping. So that e-buyers are willing to purchase again through e-sites. Both the platforms have got its own identity and this gives life to both the platforms.

References

1. *Iyer,R., & Eastman, J. (2014). The Elderly's uses and attitude towards internet, journal of consumer marketing.. (3rded.,Vol. 21),pp.208-220.http://doi.org/10.1108/07363760410534759*
2. *Tabatabaei, M.(2009). "Online Perception of Offline Shoppers".Issue in Information Systems.. (10th ed.,Vol.2,pp.22-26.http://digitalcommons.georgiasouthern.edu/info-sys-facpubs/59*
3. *Chiang, K. P., & Dholakia, R. R. (2003). Factors Driving Consumer Intention to Shop Online: An Empirical Investigation.. http://doi.org/10.1207/S15327663JCP13-1&2_16*
4. *Hausman, A. V., &Siekpe, J. S. (2009). The effect of web interface features on consumer online purchase intentions..*

WORK STRESS OF MEDICAL REPRESENTATIVES IN KERALA DURING TRAINING PHASE - AN EVALUATIVE STUDY

***Dr. Anuji S**

Abstract

Stress is a mental, emotional or physical reaction resulting from an individual's response to environmental pressure. Medical representatives are the key position to make contact with pharmaceutical and medical companies and health care professionals, promoting product knowledge, answering queries, providing guidance and introducing new products. They promote their companies' products to hospitals, doctors, pharmacists and nurses. Medical representatives were mainly involved in the sales promotion of the drugs and this is the reason that they had to undergo many stressed conditions. The present study is conducted to evaluate the effect of stress among medical representatives working in pharmaceutical industries in Kerala during training phase of their work.

Key words:- Medical representatives, Training phase, Stress, Pharmaceutical industry

In today's world, everybody seems to be talking about stress. It has become one of the universal features of life and no one can live without experiencing some degree of stress. Stress is a natural and biological response innate in a being. Every pharma company maintains a very efficient marketing division, of which "Medical Representatives" perform a vital role. They act as via medium of communication between pharmacy companies and health care system in the country. They act as the face of their respective pharma companies highlighting their merits and advantages of their products to a variety of customers including general practitioners, Primary

Dr. Anuji S, Asst. Professor, Department of Commerce, SN College, Kollam.
E-mail: anuji2011@gmail.com

Care Trusts, Hospitals and Pharmacies. In fact, the company's goodwill and market penetration is very much dependent on the performance of Medical Representatives. No wonder the hard work they put in is rewarded handsomely. Besides the money and glamour, the fact that one stands for a healthier world and gets to work among the creamy layer of society is also a great alluring aspect of this profession. Medical representatives in particular find themselves in a more disadvantageous position compared to other fields owing to the fast and ever-expanding research and development in the field of medicines resulting in new therapies, procedure and medicines as he is deputed to handle the publicity, effectiveness and superiority of these new products in the face of stiff competition on a regular basis.

Significance of the Study

Even though medicine, hospitals, health care etc. fall under service sector of operation, they still bag millions of rupees of business income in a year. On the other side, Kerala occupies a prominent place at the national level in the areas of public health, hospitals, medical care etc. Both these aspects attract the attention of a genuine researcher to explore into the human resource management aspects of employees of medical sector. Among varied employees of medical sector, the medical representatives are the pivot who work hard, day and night, to merchandise the varied types of products of the pharmaceutical companies. Medical representatives work under high pressure of sales target and naturally under high degree of stress.

Review of Literature

Singh and Sinha (2000), have made a study on Job stress and perceived organizational characteristics in the executives of private and public sectors. The study inferred that the perception of an individual has a major role for their stress. It recommended that a decentralized liberal decision-making strategy should implement to reduce role conflict, role overload and feeling of inequity.

Singh(2001), in his study inferred that the impacts of stress are frustration, physical strain, isolation and intend to discontinue. Role ambiguity and role conflict are the positively related dysfunctional behavior.

Orpen(2001), has made a research on "Occupational Stress, Personal Strain and its Adverse Effects". Individual strain manifest itself as anxiety and depression in life, causing restlessness, excessive drinking, smoking, social withdrawal and incapability to focus. Impact of stress on individuals at each stage requires arrangements to relieve their mind provide work enjoyment.

Kahn and Quinn(1970) had made an attempt to know the reason for occupational stress among employees in the organization. He concluded that excess workload is the main reason for the occupational work stress, it adversely affects the health, morale and wellbeing of employees and leads to low productivity and poor quality of work.

Statement of the Problem

Medical Representatives spend most of their business time travelling, meeting

 ISSN : 2230-8431

up with pharmacists, hospital personnel, physician's patient advocacy groups and even retirement home management enhancing the visibility of their company's products and increasing the volume of their sales. Their sales activities include contacting potential customers, identifying their needs convincing them that the products or services they represent are better than that of their competitor's, closing the sales on mutually agreed terms and conditions and providing after sales services. They face various challenges during their training phase such as training in a faraway town, the vast topic within the short period, group discussion very late into the night, daily test papers, address to the classroom in alternate days and so on. Hence the study is conducted to analyses the effect of stress among medical representatives working in pharmaceutical companies during training phase.

Objectives

1. To identify the reasons of stress among medical representatives in Kerala during training phases of their work
2. To evaluate the effect of stress among medical representatives in Kerala during training phases of their work.

Hypothesis

1. There is no significant difference in the effect of stress among Medical Representatives in Kerala during training phases of their work.

Methodology

The present study is 'both descriptive and analytical in nature. The study attempts to identity and evaluate the reasons of stress of medical representatives during training phase of their work. The study makes use of both

Table 1

Profile of respondent

Profile		Frequency	Percentage
Gender	Male	70	70
	Female	30	30
Age	Less than 30	15	15
	31-45	40	40
	Above 45	45	45
Marital status	Single	40	40
	Married	60	60
Educational qualification	Degree	40	40
	Professional	24	24
	Others	36	36
Monthly income	Below 25000	16	16
	25001-35000	26	26
	35001- 50000	32	32
	Above 50000	26	26

Source: primary data

primary and secondary data. The primary data were collected from the medical representatives in Kerala through questionnaire and secondary data were collected from books, journal, article and so on. The population for the study was the medical representatives who were working in different categories of pharmaceutical companies in Kerala. 100 medical representatives working in Kerala was selected as sample for the present study. Stratified random sampling was used for the selection of sample from the population. The collected data were analyzed with the help of mean and standard deviation. The statistical significance of stress level of medical representatives was analyzed with the help of Welch test.

Analysis and Interpretation

From the table 1, we can see the profile of medical representatives working in Kerala.

According to gender wise classification, 70% of the respondents are male and the remaining 30% are female. With regard to age wise classification, 15% of the respondents are the age group of less than 30, 40% of the respondents are belongs to the age range 31-45 and 45% of the respondents are the age group of above 45. According to marital status, 40% are unmarried and the remaining 60% are married. With regard to educational qualification, 40 % are qualified in degree, 24% are professionally qualified and the remaining 60% are qualified in other area. According to monthly income classification, 16% of the respondents are the income group of below 25000, 26% of the respondents are belongs to the age group of 25001-35000, 32% of the respondents belongs to the age group of 35001-50000 and 26% of the respondents are the age group of above 50000.

The mean value assigned by the medical representatives of pharmaceutical companies to the sub-variable training in a faraway town is 3. 989 (high effect)±0. 8648. The mean value assigned by the medical representatives of pharmaceutical companies to the sub-variable 'the vast

Table 2

Effect of Stress during Training Phase

Variables	Mean	Std. Deviation	Std. Error	Effect
Training in a faraway town	3. 989	. 8648	. 0445	High
The vast topic with in the short period	4. 249	. 9222	. 0474	High
Group discussion very late into the night	4. 243	. 8704	. 0448	High
Daily test papers	3. 360	1. 0890	. 0560	Low
Address to the class room in alternate days	3. 894	. 9493	. 0488	High

Source: Primary data

topic within the short period is 4. 249 (high effect)±. 9222. The mean value assigned by the medical representatives of pharmaceutical companies to the sub-variable 'group discussion very late into the night is 4. 243 (high effect)±0. 8704. The mean value assigned by the medical representatives of pharmaceutical companies to the sub-variable daily test papers is 3. 360 (low effect)±1. 0890. The mean value assigned by the medical representatives of pharmaceutical companies to the sub-variable address to the classroom in alternate days is 3. 894 (high effect)±. 9493.

The statistical significance of the training phase is ascertained based on the Welch test. Accordingly, there is no significant difference among the medical representatives based on the category of pharmaceutical companies to the sub-variable Training in a faraway town; Pvalue0. 205 (p>5%). There is no significant difference among the medical representatives based on the category of pharmaceutical companies to the sub-variable the vast topic within the short period; Pvalue0. 890 (p>5%). There is no significant difference among the medical representatives based on the category of pharmaceutical companies to the sub-variable group discussion very late into the night; Pvalue0. 790 (p>5%). There is no significant difference among the medical representatives based on the category of pharmaceutical companies to the sub-variable daily test papers; Pvalue0. 902 (p>5%). There is significant difference among the medical representatives based on the category of pharmaceutical companies to the sub-variable address to the classroom in alternate days; Pvalue0. 027.

The stress levels of medical representatives at different categories of pharmaceutical companies during the 'Training phase' are the same except to the sub variable address the classroom in alternate days.

Table 3

Welch Test

Welch Test	Statistic	df1	df2	P
Training in a faraway town	1. 601	2	161. 272	. 205
The vast topic within the short period	. 116	2	145. 914	. 890
Group discussion very late in to the night	. 236	2	152. 662	. 790
Daily test papers	. 103	2	155. 483	. 902
Address to the class room in alternate days	3. 696	2	152. 268	. 027

FINDINGS OF THE STUDY

1. Most of the pharmaceutical companies are arranging training programmes in metropolitan cities as their headquarters are city based. Medical representatives need to travel from their home town to training place to attend training programmes and they are required to stay there for a period of 15 to 20 days. In this aspect, all the MRs are experiencing high degree of stress.

2. The MRs get messed up with information of too many disciplines of medicine such as anatomy, physiology, pharmacology etc. , from the very beginning to the complex end. During this level, MRs from non-science back ground are facing high degree of stress as compared to MRs from science back ground.

3. After a full day training class, the MRs are required to attend the group discussion sessions, which extends to midnight or even later. Thus, they get exhausted, both physically and mentally, contributing high degree of work stress to all MRs.

4. The MRs are required to undergo daily test papers on the topics discussed on the previous day. But generally, they will not get time to go through the topics discussed on the previous day as the group discussions generally end late at night, leading to work related stress which is low.

5. The MRs are required to address the class on alternative days as per their schedule. But many of the MRs are not having enough exposure to address the audience. At this stage, the MRs are facing high degree of work-related stress.

Suggestions

- Even though, the work of medical representatives can be performed by all graduates both science and non-science, generally the MRs having science graduation and diploma in pharmacy are having an upper hand in the execution of their work. In this connection, the pharma companies can modify their policy of recruitment in such a way as preference is given to this group to a certain extent.

- Pharma companies should maintain a well-developed market related information system covering all the above-mentioned elements through their market intelligence department which can provide pre-packaged information to the newly appointed MRs who are entering into the market, they can increase the confidence level of the MRs.

- Time management is an essential factor for the success of the work of a medical representative. Therefore, an expert should deliver a class to the MRs about the time management at the time of training period itself.

- Pharma company can compartmentalize the bundle of

 ISSN : 2230-8431

information inherited in the meeting into 10-minute bit-sized M-learning modules which can be used by the MRs themselves as and when the situation warrants.

Conclusion

Stress is a consistent factor in almost all walks of human life; especially it is most apparent in professional life. As stress increases, it affects the performance on the job and physical condition of the employees across the industry. The present study concentrated mainly on the work stress among Medical Representatives working in Kerala during training phase of their work. Medical Representatives are the pivot for the overall growth and development of pharmaceutical industry. Work stress among the Medical Representatives can impact their performance and affect realization of organizational goals. The study concluded that the medical representatives experience high level of stress during training phase of their work.

References

1. *Apolone G, De Carli G, Brunetti M and Garattini S. 2001. Health-related quality of life (HR-QOL) and regulatory issues. Pharmacoeconomics; 19: 187-95.*
2. *Franic DM and Bothe AK. 2008; Psychometric evaluation of condition-specific instruments used to assess health-related quality of life, attitudes, and related constructs in stuttering. American Journal of Speech-Language Pathology. 17: 60-80.*
3. *Ingle, Arun M. 2006. "Emerging Trends in Marketing of the Pharma Industry with Reference to Maharashtra."Dr. Babasaheb Ambedkar Marathwada University, Aurangabad(MS).*
4. *Jac Vander Klink. JL, Rotand Blank. WB, Aart Schene. Hand Frank Van Dijk. JH. 2001. "Frustration among Managers: Relationship with Job Stress". "Management And LaborStudies Vol. 16(No. 1):pp. 27-32.*
5. *K, Singh Shailendra and Sinha Arvind. 2000. "Management and Labor Studies. " Management and Labor Studies Vol. 14(No. 3): pp. 18-21.*
6. *Kheir NM, van Mil JF, Shaw JP and Sheridan JL. 2004; Health-related quality of life measurement in pharmaceutical care Targeting an outcome that matters. Pharmacy World and Science; 26: 125-8. 4.*
7. *Kahn RL, Quinn RP. Occupational mental health Role Stress: A Framework for Analysis. New York: Wiley. : In A. McLean (Ed.), .*
8. *Orpen, Christopher. 2001. "Management and Labor Studies. " management journal Vol. 16(No:1): pp. 10-12.*
9. *Singh, Shailendra. 2001. "Stress and Strain of Locopilat. "American Journal of Public Health Vol. 91(No. 2):pp. 55-59.*
10. *Muragundi P, Tumkur A, Shetty R and Naik A. 2012; Health-related quality of life measurement. Journal of Young Pharmacists; 1: 54*
11. *Websites:*
    a. *http://www. strictly-stress-management. com*
    b. *https://www. mbatuts. com/stress-management*
    c. *https://www. mintnotion. com/frugal-living*
    d. *https://www. Pharma-sales-and-distribution-management*
    e. *https://business. mapsofindia. com/pharmaceutical/*

ACCOUNT STATUS OF DEMAT ACCOUT HOLDERS IN KERALA - AN ANALYSIS

***Dr. Manikantan G, **Dr. Anitha S**

Abstract

A major reform of the Indian stock markets is the introduction of depository system and scripless trading in 1996. Before the introduction of depository system, the problems faced by the investors are bad deliveries, fake securities, mutilation of certificates, delay in transfer, long settlement cycles, mismatch of signatures etc. An investor is required to open a Demat account with any of the depositories through their agents called Depository Participants to avail the Demat services. The present study is attempted to find out account status of Demat account holders in Kerala.

Key words:- Active accounts, Inactive Accounts, Dormant Accounts, Operational Accounts, Demat Accounts.

The Government introduced the depository system in 1996 to increase the efficiency of Indian stock market. In the depository system, the physical securities are converted into equal number of electronic securities and there by facilitates the electronic custody, transfer and settlement of the securities. Depository and Depository Participants are the major agents involved in Depository system. Investors can open a Demat account with any of the DPs as they like to use the depository services.

**Dr. Manikantan G, Assistant Professor, Research and P.G. Department of Commerce, Govt. College, Attingal.*

***Dr. Anitha S, Associate Professor, Research and P.G. Department of Commerce, Govt. College, Attingal*

The accounts opened by the investors may become operational or non-operational based on the activities happened in the account. To become operational, some specified operations particularly non voluntary actions to be performed in the account during the prescribed period.

Statement of the Problem

The investors can avail the depository services by opening a Demat account with the depository through their agents called depository participants. Statistics of CDSL showed that there has been consistent increase in the number of Demat accounts over the last few years. But at the same time, the number of operational accounts has decreased. In this context, the present study is undertaken to evaluate the account status of Demat account holders in Kerala.

Objectives of the Study

1. To examine the account status of Demat account holders under CDSL.
2. To assess the influence of income and occupation on the account status of Demat account holders.

Methodology

The present study is of descriptive in nature and uses both primary and secondary data. The Primary data are collected from 500 investors having Demat account in CDSL registered DPs, using a structured questionnaire. Simple random technique is used for selection of samples. Secondary data is collected from websites of SEBI, NSDL and CDSL, publications and brochures of depository and depository participants and research papers/articles published in various journals/magazines/newspapers. The collected data are processed and analysed using appropriate statistical tools like mean, percentages and one way ANOVA.

Definition of Key Terms

Active Accounts

An active account means operational accounts. The accounts which have any of the following transactions during the financial year are considered as operational Demat accounts: Demat/ Remat, Account, Account transfer(debit/credit), Inter depository (debit/credit), Pledge, IPO credit, voluntary corporate actions like rights, buy back of shares, MF transactions like subscription, redemption etc. except for modifications in client details, including demographic changes and non-voluntary corporate actions such as credits due to bonus, stock split, reduction of capital, scheme of arrangements, consolidation of shares etc.

Inactive Accounts

Inactive accounts are non-operational accounts. They have credit balances in their accounts but do not transact for a period of one year.

Dormant Accounts

These are also non-operational accounts. They have debit balances in their accounts and do not transact for a period of one year.

Analysis and Discussion

Status of accounts (Operative and Non-operative Accounts)

Based on the activities and balance in accounts, they may be operative or non-operative. The following table 1 gives an idea about statistics of operative and non-operative accounts in CDSL.

The table 1 shows that majority of the account holders (71 per cent) comes under the non-operative accounts category. Only 29 per cent have operational accounts. This is not a better position for developing countries like India which require huge capital for their developmental activities. The status of accounts is clearly shown in the below figure 1:

The Demat account status of investors is classified on the basis of their monthly income. This is presented in the

Table 1

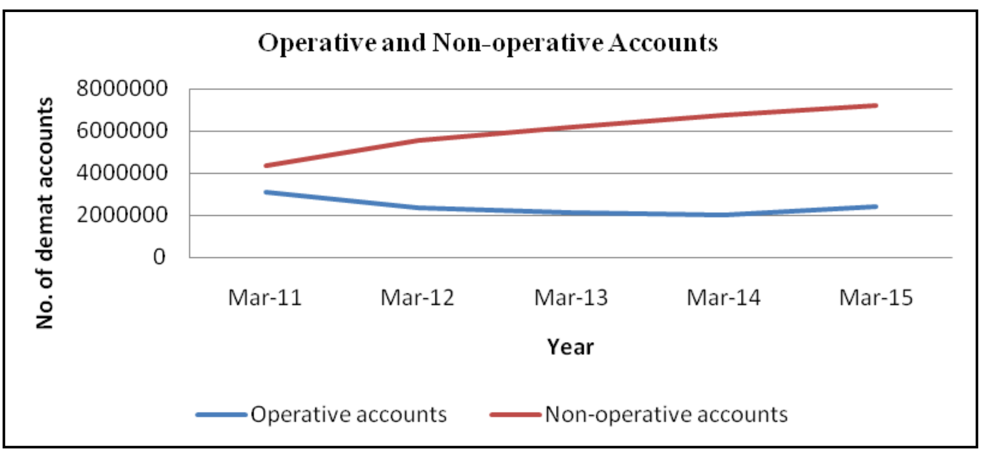
Operative and Non-operative Accounts

Financial year	Operative accounts	%	Non-operative accounts	%	Total	%
Mar-11	3119498	41.71	4359519	58.29	7479017	100
Mar-12	2381709	30.08	5536207	69.92	7917916	100
Mar-13	2118140	25.43	6211156	74.57	8329296	100
Mar-14	2008505	22.88	6769926	77.12	8778431	100
Mar-15	2396670	24.93	7216928	75.07	9613598	100
Percentage of total average		**29**		**71**		**100**

Source: Compiled from Profile of CDSL Demat Account Holders 2016

Figure 1

Operative and Non-operative Accounts



Source: Researcher Developed

ISSN : 2230-8431

Table 2. 40.3 per cent of investors in inactive account category and 40 per cent in active account category are come under ₹ 50001 to 1, 00,000 income category.

The Demat account status of investors is classified on the basis of their occupation as presented in table 3. Majority (44.8 per cent) of respondents is businessmen, of which account status of 48.3 per cent of respondents is active, 42.3 per cent is inactive and 50 per cent is dormant.

The present study examines whether the interaction between income and occupation has any significant influence in the account status of respondents. This is presented in table 4.

Table 2

Classification of Income and Status of Account

Income	Status of Accounts			Total
	Active	Inactive	Dormant	
Below ₹ 25000	21 (14.5)	35 (11.5)	14 (28)	70 (14)
₹ 25000 to50000	38 (26.2)	77 (25.2)	9 (18)	124 (24.8)
₹ 50001 to100000	58 (40)	123 (40.3)	19 (38)	200 (40)
Above ₹ 100000	28 (19.3)	70 (23)	8 (16)	106 (21.2)
Total	**145 (100)**	**305 (100)**	**50 (100)**	**500 (100)**

Source: Primary Data

Note: Figures in bracket presents percentage to total.

Table 3

Classification of Occupation and Status of Account

Occupation	Status of Accounts			Total
	Active	Inactive	Dormant	
Professional	15 (10.3)	48 (15.7)	6 (12)	69(13.8)
Business	70 (48.3)	129 (42.3)	25 (50)	224 (44.8)
NRI	12 (8.3)	24 (7.9)	5 (10)	41 (8.2)
Employee	23 (15.9)	40 (13.1)	5 (10)	68 (13.6)
Agriculturist	14 (9.7)	24 (7.9)	5 (10)	43 (8.6)
Pensioners	11 (7.6)	40 (13.1)	4 (8)	55 (11)
Total	**145 (100)**	**305 (100)**	**50 (100)**	**500 (100)**

Source: Primary Data

Note: Figures in bracket presents percentage to total.

Table 4

Factorial Design of Status of Account

Source of Variation	Type III Sum of Squares	Degree of freedom	Mean Square	F	Sig.
Corrected Model	9.733(a)	19	.512	1.470	.091
Intercept	330.626	1	330.626	949.070	.000
Income	.205	3	.068	.197	.899
Occupation	1.711	5	.342	.982	.428
Income* Occupation	7.524	11	.684	1.963	.030
Error	167.217	480	.348		
Total	1815.000	500			
Corrected Total	176.950	499			

Source: Primary Data

The result of ANOVA proves that the status of accounts varies due to interaction between income and occupation. The results show that $P < 0.05$, therefore we reject the null hypothesis that there is no significant difference in the status of account depending on income and occupation.

The result of ANOVA also reveals that there is no significant difference in the status of account in relation to income, occupation as the p values of income (0.899), occupation (0.428) are greater than 0.05. Therefore we accept the null hypothesis, i.e. there is no significant difference in the Status of Demat account depending on the investor's occupation, income.

Findings of the Study

The major findings of the study are:

1. Majority of the account holders (71 per cent) comes under the non-operative accounts category. Only 29 per cent have operational accounts.
2. 40.3 per cent of investors in inactive account category and 40 per cent in active account category come under 50001 to 1, 00,000 income category.
3. Majority (44.8 per cent) of the respondents is businessmen, of which account status of 48.3 per cent of respondents is active, 42.3 per cent is inactive and 50 per cent respondents' accounts are dormant.
4. There is no significant difference in the Status of Demat account depending on the investor's occupation, income.
5. There is significant difference in the status of account depending on income and occupation.

Conclusion

Investment in stock market is increasing day by day due to the decreasing trend in the returns from other

ISSN : 2230-8431

investment avenues, particularly banks. In Kerala also, the situation is not different. In order to participate in stock market, the investors are required to open an account called 'Demat account' with the Depository Participants.

Suggestions

In the light of the above findings and conclusions, the following suggestions are proposed to overcome the problem of increasing non-operational Demat accounts.

1. The Depository Participants (DPs) should take necessary steps to reduce various types of charges levied by them for Demat services, to the maximum extent.
2. The DPs should give proper awareness to the account holders in order to maintain their accounts active, by issuing brochures and advertisements in various media.
3. The DPs should give proper awareness about the usage of new Demat services like Demat of insurance, Demat of mutual fund etc. to make the accounts operational.
4. The DPs should introduce new IT enabled services which help to ensure the complete elimination of paper work in the stock market and thereby reduce frequent visit of investors to the DP offices.
5. The DPs should ensure fair treatment of investors by their employees which helps to increase the confidence of investors.
6. The authorities should introduce more products other than stock market related ones, in Demat form like post office savings certificates, educational certificates, land deeds etc.

References

1. *Gordon, E and Natarajan, K, (2009), Financial Markets and Services, Mumbai: Himalaya Publishing House. pp.179.*
2. *Raju, M.T and Patil, R.Prabhakar, (2001), Dematerialisation: A Silent Revolution in the Indian Capital Market, SEBI Working Paper Series No.IV.pp.1-3.*
3. *Bhalla, V.K, (2007), Investment Management, New Delhi, S.Chand and Company Ltd.*
4. *Shasi K Gupta & Nisha Agarwal, (2010), "Financial Services" Himalaya publishing Company Ltd. New Delhi, pp. 16.1-16.39.*
5. *www.nsdl.co.in*
6. *www.cdslindia.com*
7. *www.sebi.gov.in*

MANAGEMENT RESEARCHER is the research publication of Institute of Management Development and Research which successfully completed two decades in research publication

MANAGEMENT RESEARCHER is a double blind peer reviewed journal which agrees upon standards of ethical behaviour for all stakeholders involved in the publishing i.e. the author, the journal editor, the peer reviewer and the publisher. The ethics statements are based on the Committee on Publication Ethics (COPE) Best Practices Guidelines for Journal Editors.

MANAGEMENT RESEARCHER ensures that reviews are conducted in an objective manner. There shall be no personal criticism of the author. Reviewers are instructed to express their views clearly with supporting arguments.

MANAGEMENT RESEARCHER abides by the best practices in publication. The Chief Editor and the Associate Editor may be guided by the policies of the journal's Editorial Board and subjected to such legal requirements regarding libel, copyright infringement and plagiarism.

MANAGEMENT RESEARCHER assures equity and excellence in publication. Opportunity is given to all authors in commerce and management areas to get it published in our journal. The manuscripts are evaluated solely on their intellectual content without regard to race, gender, sexual orientation, religious belief, ethnic origin, citizenship, or political philosophy of the authors.

MANAGEMENT RESEARCHER's ethical policy is to ensure the confidentiality of the manuscript. The Chief Editor, the Associate Editor and any editorial staff must not disclose any information about a submitted manuscript to anyone other than the corresponding author, reviewers, potential reviewers, other editorial advisers, and the publisher.

MANAGEMENT RESEARCHER ensures that proper acknowledgment of the work of others must always be given. Authors are instructed to cite publications that have been influential in determining the nature of the reported work.

MANAGEMENT RESEARCHER also ensures that authors have written entirely original works, and if the authors have used the work and/or words of others, this must be appropriately cited or quoted.

ISSN : 2230-8431

INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH

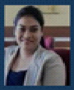
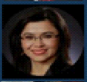
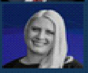
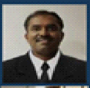
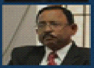
(Reg. under Govt. of Kerala and
Member - Indian Chamber of Commerce and Industry)

iceda

Mylem, Erayamkode,
Trivandrum, Kerala,
India 695013

IMDR CENTRE FOR DATA ANALYTICS (ICEDA)

ICEDA has organised a series of webinars on Advanced Topics

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

For more details

Dr. B. Chandrachoodan Nair

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

REG. No. KER/ENG/01017/14/ALL/94/TC