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Chief Editor's Voice

INDIA@75 CHALLENGES AHEAD

'Transform, Energise and Clean India' is the new mantra of modernizing India in its seventy fifth anniversary of independence. The collective effort of 130 crore people is the real power to transform our country into number one in the world. We need a government which gathers the full support of the people in building a new India by 2022. It is our cherished goal and endeavour to create an ecosystem which enables every Indian to reach his or her highest potential. This will pave the way for inclusive growth, equitable development and prosperity to all. When compared to the previous decade, the last five years stand out as superb in growth and development.

The strategy for New India @75, as suggested by NITI Ayog, is an attempt to bring innovation, technology, enterprise and efficient management together at the core of the policy formulation and implementation. Our ancient tradition teaches us that development is possible only through discussions and debates. We need to encourage discussions and debates and invite feedback for further refining our policy approach. Economic transformation cannot happen without public participation. Independence was a result of a massive movement guided by a strong ideology by a group of able leaders. Every singular act of dissent gathered greater momentum and transformed into a mass movement (jan andolan) . We need a similar jan andolan of social and structural reforms in order to face the challenges ahead of 75th anniversary of independence in 2022.

Within a five year period India was able to regain its position as the fastest growing large economy in the world. This is by all means highly commendable. However, in order to meet the rising aspirations of young population, India needs to achieve and sustain a high rate of GDP growth for the next three decades. There will be several milestones that get crossed in this long arduous journey. The first of these milestones will be in 2022 when India celebrates the 75th anniversary of its independence. The government's goal is to be a USD 4.0 trillion economy when we celebrate the platinum jubilee of our independence as suggested by Shri Rajiv Kumar, Vice Chairman of NITI Ayog.

Ahead of 2022 we need to address several problems which include economic crisis, environmental issues, employment and employability problem, emotional stability especially of young people and ethical issues like crime, cruelty and corruption. As rightly pointed out by Shri Rajiv Kumar " working together as 'Team India' will ensure prosperity for all while protecting our environment and promoting the emergence of an innovative ecosystem, propelling India to the front ranks of the global economy.

At this juncture it is heartening to note the comments of International Monetary Fund about the growth prospects of India ahead of 2022. In its World Economic Outlook Report 2019 it is stated that the economic growth of India is steadily improving from 7.1% (2018) to 7.3% in 2019. It is expected that it would be 7.5% in 2020 as against the prediction of 3.9 % global growth rate during 2019.

According to NITI Ayog assessment 9% growth is essential to generate enough employment and ensure universal prosperity. The strategy to attain and sustain 9% growth includes increasing investment rate, reforming agriculture and codifying labour laws. This will raise the economy's size in real terms from 2.7 trillion USD in 2017-18 to nearly 4.0 trillion USD by 2022-23

Besides having rapid growth it is also necessary that growth is inclusive, sustained, clean and largely formalized. Document identified two key steps for increasing country's investment rate and tax-GDP ratio. We need to raise the rate of investment (Gross Fixed Capital formation as a share of GDP) from about 29% in 2017-18 to about 36% of GDP by 2022-23

A slew of measures are required to boost both private and public investment. India's tax-GDP ratio of around 17% is half the average of OECD countries (35%) and low even when compared to other emerging economies like Brazil (34%) South Africa (27%) and China (22%). In order to enhance public investment, India should aim to increase its tax-GDP ratio at least 22% of GDP by 2022-23. Efforts need to be made to rationalize direct taxes for both personal and corporate income tax. The initiatives taken so far by the government have proved success in the sense that it enhanced the tax base and improved both the direct and indirect tax collections. But miles to go before we achieve a significant break through in this matter.

India is now fast improving its economic status across the world. Five years back we were among the five economically fragile countries. Now we are among the five fastest growing countries in the world. This transformation is tremendous. We have the capacity and potential to achieve much more. It is expected that in 2030 we would be the third fastest growing countries in the world. In 2020 we would be a 4 trillion USD economy. It is expected that with the present rate of growth we would become a 5 trillion USD country in 2025 and 10 trillion USD country in 2032.

Mahatma Gandhi observed that India lives in villages. He loved them and lived his life for their welfare. It should be our earnest effort to materialize the dreams of Mahatma Gandhi on the eve of his 150th birthday celebration in 2019 and thereafter by ensuring better life and living condition to the people living in villages. This is possible only through by providing each family good food, better housing with sanitary facilities, gas connection, electricity and drinking water. We need to ensure regular income, banking facilities and employment opportunities to each and every person. Along with employment young people should be encouraged to take up the challenge of starting new businesses ventures using their innovative ideas and skills. Financial support should be ensured by the banking sector for this. MUDRA loan like financial services should be made available in large scale to small and medium scale entrepreneurs.

We need to make further improvement in ease of doing business in India. According to a World Bank study, with its rank shooting up from 100 to 77, among 190 countries is quite a big jump, given that its rank crept from 142 to 100 in the four years from 2015 to 2018. The World Bank now deems India an easier place to do business than its BRIC peers, Brazil, Russia and China. There is also a considerable improvement as only 50% of the companies is viewing corruption as a major barrier in doing business in India. This indicates that efforts need to be further intensified to mitigate corruption in business transactions. Ahead of 2022 let us make our country economically strong, environmentally friendly and transform itself into a country with employment opportunities, ease of doing business, corruption free and above all culturally rich.

QUALITY OF WORK LIFE AND ORGANISATIONAL COMMITMENT - A STUDY WITH REFERENCE TO UNAIDED SCHOOL TEACHERS OF ALAPPUZHA DISTRICT

***Sunil Chandran S, **Dr. B Gopakumar**

Abstract

QWL is more concerned with the overall climate of work has on people as well as organizational effectiveness. Quality is no more a specialized word but has become a necessary and greatest asset to any organization. A perfect quality of work life would help the organization in achieving the desired effectiveness in all its respects and to attain the predetermined goal. The purpose of this study is to find out the relationship between quality of work life and extent of organizational commitment of Unaided school teachers of Alappuzha District, as these categories of employees are most often made to work in an unhealthy work atmosphere and also to understand how far it affects their commitment to their job and organisation. For this eight QWL variables are analysed and given due consideration such as Fair compensation, Safe and Healthy working conditions, Opportunity to Use and develop human capabilities. Opportunity for continued growth and security Constitutionalisation in work organisation, Social Integration in the work organisation, Work and Total Life space, Social relevance of work life The results showed that there was a strong relationship between the provision of adequate quality of work life and organizational commitment .

Key words:- Quality of Work Life, Organizational Commitment. Constitutionalisation, Social Integration.

Quality of Work Life is becoming an increasingly popular concept in recent times. It basically talks about the methods in which an organisation can ensure the holistic well-being of an employee instead of just focusing on work-related aspects. Working Life is a process of work organizations which enables its members at all levels to actively participate in shaping the organization environment, methods and outcomes. Quality of work life also refers to the favorableness or unfavourableness of a job environment for people. It is a generic phase that covers per son's feelings about every dimension of work including economic rewards and benefits, security, working conditions, organization and

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interpersonal relationship and its intrinsic meaning in a person's life. The basic purpose of quality of work life is to develop work environment that are excellent for people as well as for production. It aims at healthier, more satisfied and more productive employees and more efficient, adaptive and profitable organization. Quality of work life is the degree to which members of an organization are able to satisfy their personal needs through their experience in the organization. Its focus is on the problem of creating a human work environment where employees work co-operatively and contributes to organizational objectives.

Quality of work life is important for job performance, job satisfaction, labour turnover, labour management relations and such other factors which play an important part in determining the overall well being of any industrial organization. The quality of work life movement aims at integrating the socio-psychological needs of employees. The developments have an influence on the growth of the quality of work life movement; ensure higher productivity and greater job satisfaction.

STATEMENT OF THE PROBLEM

Work is an integral part of our everyday life, be it our livelihood or career or business. On an average we spend around twelve hours daily in the work place, that is one third of our entire life; it does influence the overall quality of our life. It should yield job satisfaction, give peace of mind, a fulfillment of having done a task, as it is expected, without any flaw and having spent the time fruitfully, constructively and purposefully. This is needed in all kinds of jobs, be it in a factory, medical institutions, government departments, or in educational institutions. Teaching category is one of the important group of personnel that play an important role in moulding the young generation to become responsible citizens of future. So if they, to be dedicated in their service, must be provided with adequate quality in their work life. Only if they are satisfied in their work, they get committed to their profession. So there is a need to understand the degree of relationship between the quality of work life of these unaided school teachers of Alappuzha district and their commitment to their duty.

OBJECTIVES OF THE STUDY

1) To identify the factors affecting QWL of Unaided school teachers in Alappuzha district.

2) To assess the relationship between the QWL and their commitment towards work.

3) To suggest suitable measures to improve the quality of work life among workers.

SCOPE OF THE STUDY

The concept of quality of work life exhibits positive emotional reactions and attitudes an individual has towards their job. It has been conceptualized as a general attitude toward the job. Organisational commitment is often viewed as the degree to which employees execute their job tasks, responsibilities and assignments adequately. The study is dependent upon the opinion expressed by the unaided teachers working in various schools

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functioning in the district and this study is expected to prove extremely useful for the organization to improve the quality of work life among its workers with the help of the recommendations given by the investigator.

Above all these, the most prominent factors that lead to quality of work life was put forward by **Richard Walton** (1975) who has taken up extensive research on Quality of work life and he can be considered as the major contributor to this concept. Infact measuring of QWL has become easy and practicable with the eight factors/elements what Walton has proposed.

Here Walton proposed eight conceptual categories that together make up the quality of working life and is used in this research study and they are:

- Adequate and fair compensation
- Safe and healthy working conditions
- Immediate opportunity to use and develop human capacities
- Opportunity for continued growth and security
- Constitutionalisation in the work organisation
- Social integration in the work organisation
- Work and Total life space
- The social relevance of work life.

RESEARCH METHODOLOGY

The design of the research study is based on descriptive in approach. The Total number of unaided teachers employees working in 20 schools across the district arrived upto 500 and among these 20% are selected random using convenience sampling method and thus sample taken for the study was 100. For collecting primary data from the sample respondents a pre-structured standardized interview schedule was prepared and used. Secondary data were collected from research journals, various published journals, magazines, websites and online articles. Simple percentage analysis and Chi-square analysis are the tools used for data analysis.

Past studies on QWL and Organisational Commitment :

1. Terri A. Scandura and Melenie J. Lankau (1997) through their article about the Relationships of Gender, Family Responsibility and Flexible Work Hours to Organizational Commitment and Job Satisfaction, revealed that women who perceived their organizations offered flexible work hours reported higher levels of organizational commitment and job satisfaction than women who did not. Not only that flexible work hours were related to higher organizational commitment and job satisfaction for those having family responsibilities.
2. J.H.Buitendach and H.De Witte (2005) in their article on Job insecurity, extrinsic and intrinsic job satisfaction and affective organisational commitment of maintenance workers in a parastatal tried to find out the relationship between job insecurity, job satisfaction and affective

organisational commitment of maintenance workers in a parastatal in Gauteng and the results revealed small but significant relationships between job insecurity and extrinsic job satisfaction and job insecurity and affective organisational commitment. Job satisfaction was found to mediate the relationship between job insecurity and affective organisational commitment.

3. Hosseini and Musavi (2009) studied the relationship of QWL with organizational commitment and its dimensions in the staffs of Isfahan Body Training Organization. The results showed that thereis a significant relationship between QWL and organizational commitment; however, there is not a significant relationship between dimensions of life quality, fair and enough payment with affective commitment and normative commitment.

4. Shelby D. Hunt, Van R. Wood and Lawrence B. Chonko (1989) in their article named Corporate Ethical Values and Organizational Commitment in Marketing explored the relationship between corporate ethical values and organizational commitment in marketing. The study results provide strong evidence of a positive association between corporate ethical values and organizational commitment. By knowing the fact about previous studies a strong link between commitment and specific organizational benefits, they assume that corporate ethics may be not only an important societal issue, but a key organizational issue as well.

LIMITATIONS OF THE STUDY

1) The study is limited to the unaided teachers of various schools in Alappuzha district and therefore the findings of the study cannot be extended to other areas.

2) Convenient sampling has been used in the study and it has its own limitations.

3) Personal bias of the respondents might have crept in while answering a few questions in the structured interview schedule.

4) Results of the study may not be generalized.

Organisational Commitment – A brief overview

Organisational commitment is the Individual's psychological attachment to the organisation or in other words it is the bond employees experience with their organisation. Broadly speaking, employees who are committed to their organisation generally feel a connection with their organisation, feel that they fit in and, feel they understand the goals of the organisation. It is an emotional response that can be measured through people's behaviors, beliefs, and attitudes and can range anywhere from very low to very high. John Meyer and Nancy Allen (1997) have identified three types of organizational commitment: affective, continuance, and normative.

• **Affective or moral commitment** AC is defined as the employee's positive

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emotional attachment to the organization and it happens when individuals fully consider the goals and values of the organization as his own.. They become emotionally involved with the organization and feel personally responsible for the organization's level of success. Meyer and Allen coined Affirmative commitment as the "desire" component of organizational commitment. An employee who is affectively committed strongly identifies with the goals of the organization and desires to remain a part of the organization. This employee commits to the organization because he/she "wants to". These individuals usually demonstrate high levels of performance, positive work attitudes, and a desire to remain with the organization.

• **Continuance or calculative commitment** Continuance commitment is the "need" component or the gains versus losses of working in an organization. An individual may commit to the organization because he/she perceives a high cost of losing organizational membership (cf. Becker's 1960 "side bet theory". This type of commitment is based on the relationship with organisation on what they receive as in return for the effort they put forth and what they have to sacrifice if they are to leave the organisation (pay, benefits and its associations). These individuals will do the best of their ability only when the rewards match their expectations.

• **Normative commitment** Under normative commitment which is the last component of organizational commitment, the individual get committed to an organisation only when he has a feeling of obligation towards the organisation and these feelings are in the mind of the individual right before he joins the organisation. These individuals value obedience, cautiousness, and formality. Research suggests that they tend to display the same attitudes and behaviors as those who have affective commitment.

Analysis of Hypothesis Test Results

Here analysis is done with the help of Pearson's Correlation test which suggests the extent of relationship between two variables.

Pearson's correlation coefficient

It is the test statistics that measures the statistical relationship, or association, between two continuous variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship.

Hypothesis 1: There is no significant relationship between Fair compensation and organizational commitment.

Inference : The following table shows how Fair compensation to the teachers is correlated with organizational commitment. For this Pearson Correlation Test was used. From the table, is clearly understood that there is a direct and significant correlation between fair compensation and total score of organization commitment, and affective and continuous commitment with $p<0.05$, but this correlation is reverse with normative commitment. Even if an institution is providing high salary and other allowances it will not make any effect in the normative commitment in the employee unless and otherwise the employer resorts to some social responsibilities and a standard of behaviour.

Table 1

Pearson's Correlation between Fair compensation and organizational commitment

Variables	Pearson's Correlation	
Fair Compensation	0.183**	Organisational Commitment total score
	0.288**	Continuance Commitment
	0.245*	Affective Commitment
	-0.037**	Normative commitment

Significance level 0/01 (**) and
Significance level 0/05 (*)

Hypothesis 2: There is no significant relationship between Safe and Healthy working conditions with organizational commitment.

Inferences: Table 2 shows correlation of Safe and Healthy working conditions with organizational commitment. By using the Pearson Correlation Test it was analysed that there is a direct and significant correlation between Safe and healthy working conditions with total score of organization commitment, and affective and continuous commitment with $p<0.05$, but this correlation is reverse with normative commitment. Even if an institution is providing high standard safety and health protection measures, it will not make any effect in the normative commitment in the employee unless and otherwise the employer resorts to some social responsibilities and a standard of behaviour.

Table 2

Pearson's Correlation between "Safe and healthy working conditions" and "organizational commitment"

Variables	Pearson's Correlation	
Safe and Healthy working conditions	0.222**	Organisational Commitment total score
	0.118**	Continuance Commitment
	0.411*	Affective Commitment
	-0.019**	Normative commitment

Significance level 0/01 (**) and
Significance level 0/05 (*)

Hypothesis 3: There is no significant relationship between the Immediate opportunity to Use and develop human capabilities and Organisational Commitment.

Inference : The following table shows the correlation of Opportunity to use and develop human capabilities with organizational commitment and it is understood that there is a direct and significant correlation between opportunity to use and develop human capabilities with total score of organization commitment, affective, continuous and normative commitment with $p<0.05$.

Table 3

Pearson's Correlation between "Opportunity to develop and human capabilities" and "organizational commitment"

Variables	Pearson's Correlation	
Immediate opportunity to Use and develop human capabilities.	0.435*	Organisational Commitment total score
	0.175**	Continuance Commitment
	0.550*	Affective Commitment
	0.231**	Normative commitment

Significance level 0/01 (**) and
Significance level 0/05 (*)

Hypothesis 4: There is no significant relationship between Opportunity for continued growth and security with organization commitment.

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Inference : Table 4 shows the relation between Opportunity for continued growth and security and organizational commitment. By applying Pearson's correlation test it is found that there is a direct and significant correlation between Opportunity for continued growth and security with total score of organization commitment, and affective and continuous commitment with $p<0.05$, but this correlation is reverse with normative subscale.

Table 4

Pearson's Correlation between "Opportunity for continued growth and security" and "organizational commitment"

Variables	Pearson's Correlation	
Opportunity for continued growth and security	0.188**	Organisational Commitment total score
	0.111**	Continuance Commitment
	0.528*	Affective Commitment
	0.031**	Normative commitment

Significance level 0/01 (**) and Significance level 0/05 (*)

Hypothesis 5: There is no significant relationship between Constitutionalisation in work organisation and organization commitment.

Inference : Here by applying Pearson's correlation test for finding out the relation between Constitutionalisation in work and organisation commitment and it is inferred that there is a direct and significant correlation between constitutionalisation in work organisation and total score of organization commitment, affective, and normative commitment with $p<0.05$.But it has an inverse relationship with the Continuance commitment of the employees in such institutions.

Table 5

Pearson's Correlation between "Constitutionalisation in work organisation" and "organizational commitment"

Variables	Pearson's Correlation	
Constitutionalisation in Work	0.474**	Organisational Commitment total score
	-0.228**	Continuance Commitment
	0.411*	Affective Commitment
	0.452**	Normative commitment

Significance level 0/01 (**) and Significance level 0/05 (*)

Hypothesis 6: There is no significant relationship between Social Integration in the work organisation and organization commitment.

Inference : The following table shows the correlation of Social Integration in the work organisation with organizational commitment. Pearson Correlation Test was used to study this relation and on by applying its formula, what is inferred is that there exists a strong relationship with the total score of organization commitment, affective, and normative commitment $p<0.05$., but not with Continuance commitment as the employees cannot be commited to the organisation by merely showing an open communication by the management with the employees

Table 6

Pearson's Correlation between "Social Integration in the work organisation" and "organizational commitment"

Variables	Pearson's Correlation	
Social Integration in the work organisation	0.364**	Organisational Commitment total score
	0.026**	Continuance Commitment
	0.475**	Affective Commitment
	0.251**	Normative commitment

Significance level 0/01 (**) and Significance level 0/05 (*)

Hypothesis7: There is no significant relationship between Work and Total Life space and organization commitment

Inference : The following table shows the correlation of Work and Total Life space with organizational commitment. By applying the Pearson Correlation Test it is understood that there is a direct and significant correlation between Work and Total Life space with total score of organization commitment, affective, continuous and normative commitments with $p<0.05$.

Table 7

Pearson's Correlation between "Work and Total Life space" and "organizational commitment"

Variables	Pearson's Correlation	
Work and Total Life space	0.478**	Organisational Commitment total score
	0.235**	Continuance Commitment
	0.485*	Affective Commitment
	0.462*	Normative commitment

Significance level 0/01 (**) and Significance level 0/05 (*)

Hypothesis 8: There is no significant relationship between Social relevance of work life and organization commitment.

Table 8

Pearson's Correlation between "Social relevance of work life" and "organizational commitment"

Variables	Pearson's Correlation	
Social relevance of work life	0.473**	Organisational Commitment total score
	-0.128**	Continuance Commitment
	0.443**	Affective Commitment
	0.437**	Normative commitment

Significance level 0/01 (**) and Significance level 0/05 (*)

Inference : Table 8 shows the correlation of Social relevance of work life with organizational commitment. Through the correlation test it can be interpreted that there is a direct and significant correlation between Social relevance of work life with total score of organization commitment, and affective and Normative commitment with $p<0.05$, but this correlation is reverse with Continuance commitment.

Findings and conclusion

From the findings it is clearly understood that there is some sort of significant relationship between independent variables (dimensions of QWL, fair compensation, health security and work conditions, development of human capabilities, growth opportunities and security, Social integration, balance between work and other life aspects, social relevance in work,) and dependent variables. It is revealed from the hypothesis testing that some of the dimensions of QWL such as Fair compensation, Safe and Healthy working conditions and Opportunity for continued growth and security have s strong and significant relationship with affirmative and continuous commitments, whereas a reverse and significant relationship with Normative commitment. It is also revealed that there is a reverse and significant relationship among Constitutionalisation, Social relevance upon continuous organizational commitment. Finally it can be concluded that opportunity to develop human capabilities and Work and Total life space have a strong and significant relationship with all the three commitments which clearly mentions that an organisation by giving more importance to these aspects can very well target the positive attitude from the employees.

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

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Prof. S. Krishnan Nair

Publisher

"VALUE ADDITION" A NEW REEL IN FOOD PROCESSING INDUSTRY AND EXPORT POTENTIALS

***Rajeev R R, **T Rajesh**

Abstract

Food processing industry is widely recognized as a sunrise industry in India having huge potential for uplifting agricultural economy by exposing traditional Indian agriculture to modern technologies , creating large scale processed food manufacturing and food chain facilities and consequently generate employment and export earnings. The decreasing trend in the production of agriculture product largely depends the value added food products in export market. But the processing of food products divert the market in the national and international level and create multi-dimensional opportunity to agriculturist and agro processing industries in India. The key to the GDP of India basically to some extend depends on agriculture and value added products in India. But one of the limitations for value addition that the cost of implementing sophisticated technologies is not at all absorb by a common business man. To concluded that the quality of agricultural output and efficiency of processing technology or value addition have influenced a great extent for the socio-economic development of the country.

Key words:- food processing, food products, Value addition, Export.

Indian food processing industry has shown positive changes over the past few years, markets and its regulation, consumer segments are mainly driven by the growth changing trends.These trends, such as changing life style, fast growing urbanization and demographic dynamics are expected to continue in the future and therefore it will shape the demand for value added food products in India. It is a sun rising sector and the Government also focuses towards food processing sector as a priority sector by ensuring policies to support investment opportunity and thus attract large

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opportunity of FDI. Through value addition process some of the food processing sector like dairy products, fruits and vegetables, meat, fisheries and poultry are relatively more attractive.

In new industrial era the word value addition is used not only for large business sector but also for small business units. Through the value addition process there should be increase in profit. The benefit of that ultimate profit should be given to the basic manufacturers and farmers, it is very essential for the sustainability of agricultural and allied area. The reasonable profit should be received by the farmers those who converts agro-products into value added products. However most of the farmers drop their agricultural activity since they are not receiving the actual benefits.

In India agro based food processing industry is one of the major contributors to internal source of revenue. Our state has abundant resources of agri- products and vast potential market growth for its allied products. Through value addition there would be more opportunity for agricultural and food processing industries in India. Apart from marketing basic products, value-addition process is the best strategy that farmers can employ to improve their profitability. In fact value-addition to products would lead to the opening of new markets, enhance the public appreciation of the farm, and the extension of the marketing season.India has traditionally been a value addition hub of spices, fish and other agricultural products. To garner the opportunities the state government has to collaborate with the government of India and its Commodity Boards to promote the production of value added products in the Marine, Processed Foods, Coir,Coconut, Tapioca and Spices sector. Industrial Parks with specialized infrastructure shall be set up in various parts of the nation.

OPERATIONAL DEFINITION

- Value Addition: A change in the physical state or form of the product (such as milling wheat into flour or making strawberries into jam).The production of a product in a manner that enhances its value (such as organically produced products).The physical segregation of an agricultural commodity or product in a manner that results in the enhancement of the value of that commodity or product (such as an identity preserved marketing system).
- Food products: Any eaten products that can be processed and stored in a container or bag and labeled by a particular manufacturer or trader and fit for sale.

OBJECTIVE OF THE STUDY

- To examine the significance of value added agro based food products
- To study the export potential of food processing industry

REVIEW OF LITERATURE

Sanal and Krishnakumar (2017) made a study on value addition in agro products and the impact of it's on the export potentials in Indian context. In this study they find out that the value addition process of agro products generate huge opportunity to both domestic as well as international market but the main hindrance of value addition is to the high rate of technological advancement. The value addition process is successful only through the technological advancement. Majority of the small producers will not accept the huge financial burden in the initial stage of development. The Government should play major role in this circumstance, through the local self-Government and Self-help group they can provide lot of assistance and financial support to the value addition process in agro products.They concluded their study that the quality of agricultural output and efficiency of processing technology or Value addition have influenced a great extent for the socio-economic development of the economy.

Thalathi and Naik (2008) The study on agri-business management and Indian agriculture focused on the growing need of interdependency between the agriculture and the industry, as the term agro industries has attained its importance in recent years. The study also implies that the term agro-industry is restrained only to that industries engaged in processing of agriculture products like vegetables, fruits, oilseeds and food crops that are used by industrial concerns / final consumption and those firms that produce farming aids such as fertilizers and farming tools and machines.

Victoria Salin, Juan A. Atkins, Omar Salame(1997)the study recommends two ratios for evaluating the value added food processing industry. First:- "the adjusted value added contribution ratio that isthe comparison of the value added output to the farm output. This ratio helps to identify the successful location of USA in increasing value added processing. Secondly "value added margin "ratio compares the value added portion with total value of shipment of processed foods.

Ahuja and Ahuja (2010) conducted the study on pattern and pace of major fruits and vegetable cultivation in India. The researcher inferred that the demand for the vegetables has increased in recent years as there finds a shift in consumption pattern of people from rice, wheat and pulses to vegetables. The health consciousness is as well a reason for the demand of the vegetables since it is recognized as nutritional value provided in human diet.

RESEARCH METHODOLOGY

This working paper mainly based on secondary data and the information has been collected from various reports, journals, books, periodicals etc. Reports published by department of agriculture and co-operation of Government of India, Ministry of food processing and various web sites of Government organization.

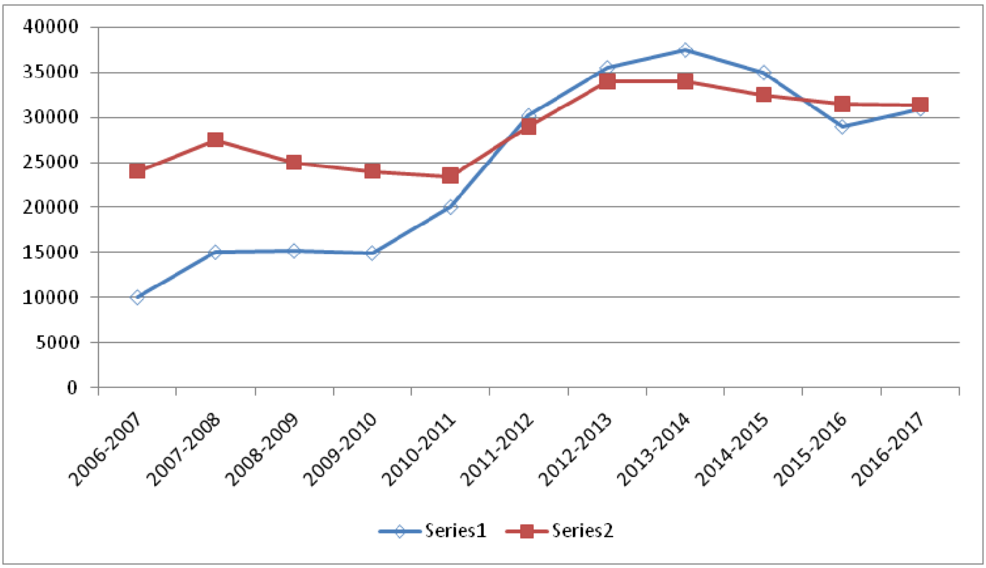
FOOD PROCESSING AND VALUE ADDITION

Food processing is the conversion of agricultural product to substances which have particular textural, sensory and nutritional properties using commercially feasible methods. It is necessarily a process of value adding activity to agricultural production and thus makes food processing sector is more effective contributor of industrial growth. This process involves transformation of the raw materials into final consumer goods or intermediate goods and thusresults in increase in value addition. The value adding processes range from simple preservation to production of high value products. For example, a farmer cultivates paddy on his farm and the paddy plants produce paddy, straw, husk, bran, and rice kernel. Paddy has a potential of supporting a number of processing industries such as rice mills, solvent extraction plant for rice bran oil, processing of husk for variety of products and straw paper or board mills and the processing of these raw materials opens up large value addition possibilities. Food processing adds value to the agricultural, horticultural, livestock and fisheries products by using various value addition techniques which enhances their shelf life. It leads to diversification of agricultural activities, improves value addition opportunities and creates surplus for export of processed food products. Food processing often goes simultaneously with agricultural diversification as perishable products like meat, milk, poultry, fruits and vegetables, often termed as High Value Products (HVPs), are in greater demand of processing. Faced with the current economic realities, farmers worldwide are searching for new options of surviving, as well as expanding their food processing business.

As regards the export of processed food products, the DoC'sFTPA database provides data for processed food

Figure 1

India's Export of Fresh and Processed Food Products (2006-2017)



Series 1 - Export of Fresh and Processed Food Products
Series 2 - Share of Fresh and Processed Food Products in Total Exports

Source: Compiled from the Department of Commerce database on Foreign Trade Performance Analysis (FTPA) accessible at http://commerce.gov.in/FTPA.aspx (accessed on June 9,2017).

products and products of allied activities, which include fruits and vegetables, seeds and other miscellaneous products. 10 The data shows an increase in India's export of processed food products and products of allied activities (excluding tobacco, ayurvedic and herbal products, alcoholic beverages and floriculture crops) over the last decade with minor fluctuations. Overall, there has been an increase in India's export of processed food products.

India's Country-wise Export of Fresh and Processed Food Products

This section is based on data collected from WITS, using the Standard International Trade Classification (SITC), Revision 4. The data is available for the calendar year (January to December).In 2016, Vietnam was India's largest export partner for the export of fresh and processed foodproducts, with a share of 14.2 per cent in India's total export of fresh and processed food products. Some of the key items of export to Vietnam include meat and meat products, dairyproducts and bird's eggs, and oilseeds and oleaginous fruits. The US is the second largest importer, followed by the United Arab Emirates (UAE) and Saudi Arabia. The value of exportsto these markets and their share in the total export of fresh and processed food products is presented in Table 1.

In terms of region-wise exports, the EU (including the United Kingdom (UK)) is the largest importer of fresh and processed food products from India. India's export of fresh and processedfruits and vegetables to the EU is around USD 3112.1 million. Within the EU, the highest export by value is to the

Table 1

Processed Food Products exported from India in 2016 (Top destination)

Country	Exports (Million USD)	Share in Total (%)
Vietnam	3709.5	14.2
United States	2861.2	11.0
UAE	1894.4	7.3
Saudi Arabia	1404.7	5.4
Malaysia	802.6	3.1
Iran, Islamic Rep.	794.7	3.0
United Kingdom	637.1	2.4
Iraq	576.0	2.2
Nepal	569.7	2.2
Indonesia	561.9	2.2
Japan	536.8	2.1

Source: Calculated by WITS.

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UK (around USD 637.1 million) followed by the Netherlands, Italy,Spain, Germany and France. The largest component in India's export basket for fresh and processed food products is cereals and cereal preparations (see Figure 3) – which is mostly exported to Saudi Arabia (12 per centof India's total export of cereal and cereal preparation in 2016), followed by the UAE (11.6 percent), Iran (8.2 per cent) and Iraq (6.7 per cent). The second largest category of export is marine products namely fish (not marine mammals), crustaceans, molluscs and aquatic invertebrates, and preparations thereof – which is largelyexported to the US (29.8 per cent of the total export of the commodity in 2016) followed byVietnam (22.9 per cent), Japan (7.02 per cent), Spain (4.1 per cent) and Thailand (3.5 per cent).The third largest item of export is meat and meat products, most of which is exported to Vietnam (48 per cent of the total export of the commodity in 2016), followed by Malaysia (9.04per cent), Egypt (8.5 per cent), Saudi Arabia (5.2 per cent) and Indonesia (5.1 per cent). Otherkey commodities of export are spices, coffee, tea, cocoa and fruits and vegetables.

CONCLUSION

Food processing industry is widely recognized as a sunrise industry in India having huge potential for uplifting agricultural economy by exposing traditional Indian agriculture to modern technologies , creating large scale processed food manufacturing and food chain facilities and consequently generate employment and export earnings. The decreasing trend in the production of agriculture product largely depends the value added food products in export market. But the processing of food products divert the market in the national and international level and create multi-dimensional opportunity to agriculturist and agro processing industries in India. The key to the GDP of India basically to some extend depends on agriculture and value added products in India. But one of the limitations for value addition that the cost of implementing sophisticated technologies is not at all absorb by a common business man. To concluded that the quality of agricultural output and efficiency of processing technology or value addition have influenced a great extent for the socio-economic development of the country.

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A STUDY ON HEALTH CARE PRACTICE IN KERALA

***Neethi S Gopinadh**

Abstract

Healthcare addresses a wide spectrum of personal overall health services which range from wellness education and information through avoidance in disease, early on treatment and analysis and rehabilitation. The word healthcare delivery system implies organisation, delivery, staffing, regulation and quality control. This present study is based in healthcare management practices in Kerala, mainly focused on public healthcare (Primary healthcare centres and Common healthcare centres) sectors. Location of the study is at Thiruvananthapuram district in Kerala, India. The study focuses on the role of the government in the healthcare sector and, to analyse provision of healthcare facilities and their outcomes and to suggest requirements needed to improve service quality. It aims at approaching the problem of access and usage of healthcare services using comprehensive categories. The rate of elasticity of demand for health services showed that this demand is relatively inelastic and that the factor, that contributes significantly to the determination of demand is the perception of quality of solutions

Key words:- Health, Healthcare, Management, Patients, Costs, Service, Hospital, Government, Kerala.

National governments world-wide are striving to expand and enhance their healthcare services. Medical health insurance and human being resource improvement are integral elements of the complete socio-economic improvement of a nation. It truly is continuing to keep this because that wellness offers been declared a straightforward right in a large country. Consequently, that the condition carries a responsibility with regard to its persons and central to this is the choice of methods for providing health services. Health is influenced by using a number of components such as food, housing, fundamental sanitation, social strategies, measures to modify environmental

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hazards and communicable illnesses.

The 'Primary Wellness treatment' has been believed as "essential health care predicated on useful, sound and scientifically suitable methods and concept made universally available to socially people and family locally through their total participation and in a cost that the town and country can within the spirit of self-reliance and dedication".

Healthcare addresses a wide spectrum of personal overall health services which range from wellness education and information through avoidance in disease, early on treatment and analysis and rehabilitation. The word healthcare delivery system implies organisation, delivery, staffing, regulation and quality control.

The Primary Health Centres form the institutional core of the rural health services infrastructure and were conceived as nuclei from which health services would radiate, through subcentres, over the countryside. They are designed to function as important components of the overall economic and social development programshowever gross underutilization of this governmental health care centres is noticed. This leads to the situation where a major proportion of a family's income is being absorbed by the private sector. The question regarding the deficiencies in the primary health centres, therefore, becomes crucial. In Kerala also, Primary Health Centres (PHCs) are the basic institutions delivering primary health care to the rural population. Kerala, in the deep south of the Indian sub-continent, is noted for its high physical quality of life indices which is acclaimed as "good health at low cost". So far, no significant studies have been done in Kerala on the supply and demand of health services offered through the primary health centres. A study of the health care system with special reference to a selected Community Health Centre, a Primary Health Centre and a Sub Centre in the Thiruvananthapuram district of Kerala is therefore attempted.

Literature Review

Bhat R (1991) [1] In India, 56% of hospitals and 49% of dispensaries were owned by personal organisations in 1998. In addition, it had been thought that numbers for private possession were sustained as home elevators clinics and assisted living facilities which exhibited solid private ownership weren't available.

Heller[2] found that households with higher income levels shifted theirdemand from public to private clinics in Malaysia. A community -based studyin a rural village in Malaysia showed that utilisation of private clinics by adultsaged 18 years and above increased significantly as income increased. Thepercentage of respondents who visited traditional practitioners decreased asincome increased.

A household study in a rural district of Maharashtra, Duggal and Amin [3] discovered that 77% of illness episodes were offered to exclusive practitioners and hospitals in comparison to only 13% to authorities'facilities.

Panikar[4] within his examine on medical care inside Kerala, reached the next summary. "Kerala's achievements in medical field becomes even more substantial and of excellent relevance to lower income nations when seen against

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degrees of per capita earnings, per capita expenditure on health insurance and healthcare infrastructure measured when it comes to bed-population ratio and doctor-individual ratio which are actually lower than in a few other Indian says."

Cortinovis et al. (1993) [4] argued that developed nation socio-economic classifications predicated on income, occupation and literacy are inappropriate in developing nations around the world due to structural and economic heterogeneity between your countries. However, many reports in building counties do make use of revenue or occupation or socio-financial indicators but tailor them based on the nearby situation (Others work with a mixture of several adjustable, such as for example occupation, possession of property and educational degree, to classify socio-economic standing.

Statement of the Problem

This study is aimed at approaching the problem of access and usage of healthcare services using comprehensive categories. Its programs to analyse medical care provision, healthcare seeking and healthcare utilization as a "process" instead of as inputs or outcomes. Taking into consideration the plurality of devices of medications and multiplicity of institutional plans which exist in medical sector in Kerala, we consider the general public sector and the personal sector as the main analytical groups. Following Narayana (2000) [5], 'private in general public' can be used as a third analytical category to review questions of gain access to and utilization. We examine the part of the categories, especially the function that the 'exclusive in open public' sector will to the entire provision, when it comes to multi - location solutions, self-referral, pricing and practice. We make an effort to check out the relative functions of access, price and top quality on the use patterns of healthcare services. The impact of differentials across socio-economic, gender and age ranges on utilisation habits can be examined. We likewise make some work to put the incidence of morbidity and utilisation of wellness providers in a quantitative framework.

Objectives of the Study

The specific objectives of this study are the following.

- To examine the existing provision of health care services in their plurality, spread and magnitude;
- To assess the different aspects of the diverse types of provision and their relative contribution to the overall health care provision;
- To understand the morbidity patterns - short duration (acute) and long duration (chronic) among the population by locality, age group, gender and socio-economic background;
- To analyse the patterns of utilization of health care services according to illness characteristics across sectors, systems and institutions by access, cost and quality of treatment;
- To analyse the choice of health care provider in the context of multiple provisions and the determinants of provider choice;

- To quantify the direct and the indirect costs of treatment by their individual components.

Data Requirements

Based on the framework specified, the info requirements intended for the analysis fall in to two groups: - one coping with the provision habits and the additional dealing with the utilization pattern. Secondary info was discovered inadequate to describe the problems adopted in this research. However, secondary info is utilized for planning of the backdrop for the discipline study and a knowledge of the sizes of the issue involved. Info on features of the spot and its own population aswell as on the density and pass on of medical services are gathered from secondary resources. Also, some information concerning the provision habits were also obtainable. Nevertheless, for the evaluation of the utilization patterns of healthcare services over the different types of provision in health care practice in Thiruvananthapuram district.

Health Care Sector in Kerala

Growth, Framework and Spatial and Sectoral Distribution Intro Kerala established fact around the world for achievements in the sphere of human being development at incredibly low degrees of per capita salary. This Indian condition is often weighed against China, Sri Lanka and Costa Rica for the amount of social advancement and particularly, of education and health.

However, the majority of the interpersonal scientists and plan makers viewed medical outcomes of Kerala as caused by the unusually huge spending of authorities' resources in the sociable sector.

Therein lies a methodological issue with this course of studies. A distinction must be drawn between circumstances of large federal government spending in the current presence of large private healthcare solutions and that in the lack of private healthcare services. Both of these situations might trigger altogether different wellness outcomes. Kerala had a large personal healthcare sector which has grown over the last 2 decades

Kerala's Health Care Sector

Kerala's Health Position Indicators are Kerala's accomplishment in neuro-scientific healthcare is good appreciated, as its health requirements are almost much like those of the developed countries on the planet. Kerala is known as a unit to become emulated not merely by all of those other country but likewise by other producing countries of the globe for maintaining large health requirements with low degrees of per capita salary.

Kerala's high wellness status is usually reflected through low birth, loss of life and baby mortality rates, and the extended life expectancy. Regarding these rates, Kerala stands much before all India averages. Based on the Economic Assessment (1997) of the federal government of Kerala, because of the large network of overall health organizations in Kerala, 97 percent of the deliveries will be institutionalised. Immunization protection is usually 88 percent according of women that are pregnant for this and completely of infants of DTP, Polio and 90 percent for BEG.

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Research Methodology

The analysis area selected was the Thiruvananthapuram district. This district was first selected considering the actual fact it gets the highest density and propagate of healthcare services among the districts of Kerala. From the Thiruvananthapuram district, two localities - 1 rural and the additional urban -were chosen. For the rural region, the Pothencode Panchayat of Thiruvananthapuram taluk is chosen.

The populace consists primarily of the top middle and the large income groups. Three wards had been used for our research; each ward owned by among these three organizations in order to facilitate inter regional comparisons. Thus, this is a multi-level cluster random sampling approach that people have used in this study.

The wards chosen were 9th, 14th and 10th in the Pothencode panchayat. In each ward, samples were used such a means that at least ten percent of the full total households in the wards will be protected the sample.

Result from Data Analysis

The decision of healthcare providers and their utilization depend on various factors. Illness features and provision features were defined as feasible determinant factors. Provision qualities affecting the gain access to, availability, costs and top quality are anticipated to impact the usage of them in the context of special illnesses of individuals of diverse socio-economic, gender and age ranges in the rural and cities.

The evaluation of medical care facilities demonstrated that there surely is adequate option of health care solutions in the condition, but the research provision attributes showed these provisions vary across companies when it comes to access, Costs and quality. The examination of illness traits revealed that the habits of different disease differ not merely in conditions their duration, however in terms of individuals who are influenced by them.

The condition and the procedure areas of patients with regards to locality and socio-economic groups. In the next section the investigation of the habits of usage of health care providers across sectors, systems and organizations offers been undertaken. Queries of accessibility, affordability, quality and adequacy will be examined in the 3rd section.

The analysis of morbidity patterns showed that around 27 percent (52 percent of most ill persons) of the sample population was suffering from acute illnesses, while around 31 percent (60 percent of most ill persons) sample population was suffering from chronic illness episodes. Altogether, the individuals who were suffering from any condition in the three-month recall time accounted for 51 percent of the sample populace and there have been some among the unwell who were suffering from both severe and chronic ailments.

Cure of Acute and Chronic Ailments

There have been 877 in the sample who experienced fallen ill through the recall time; altogether that they had a complete of 1144 disease episodes, which designed that for each and every hundred ill people, there have been 130 condition episodes: 104 episodes of acute ailments and 127 episodes of chronic ailments.

However, not absolutely all the condition episodes were cured at the medical institutions. A number of them had been ignored and proceeded to go untreated although some others were cared for by the individuals themselves. A few were cured, but beyond your institutional setup. Of the full total acute ailments, around 16 percent and of the chronic disease episodes, nearly 12 percent weren't taken to any certified practitioner for cure. Of the instances that have been not taken to institutions, around 19 percent of the severe and 43 percent of the chronic episodes weren't given any 135 cures at all. Nevertheless, these untreated situations formed just around 4 percent of the full total condition episodes. Some of most acute illnesses (12.63 percent) and 6.58 percent of all chronic episodes were self-treated; thus, somewhat significantly less than one-tenth of most illnesses were personal treated. Thirty-six percent of the self-treated circumstances used either classic medicines or home cures, as the rest utilized medications of the modem program. However, medicines applied for self-cure differed as between severe and chronic ailments.

Of the self-treated acute disease episodes, 83 percent used allopathic drugs while 61 percent of the personal treated chronic condition episodes used regular medicines, ayurvedic mostly. 85 percent of the severe and 88.5 percent of the chronic illness episodes were cared for at medical institutions- that's, for each 100 severe disease episodes that received cured at a medical organization, 18 didn't use such services, which 3 went without the cure at all and 15 had been self-treated. Likewise, for each and every 100 chronic condition episodes cared for at a medical organization, 13 chronic episodes didn't make use of arty institutional features, which 6 didn't choose any cure and around 7 resorted to self-treatment. Like the group of self-cures within the ambit of cured episodes, we observe that 97 percent of acute and 95 percent of chronic episodes acquired some treatment.

We find that about 58 percent of the condition episodes were of chronic type. Likewise, 51 percent of the not-institutionally cared for illnesses were likewise of the type. Seventy percent of these disease episodes that didn't get any type of treatment were as well chronic in character. The majority of the self-cured illness had been the severe ones plus they were cared for mainly with allopathic medicines. For self-cure of chronic ailments, it really is traditional treatments which were resorted to a lot more than modem medications. Of the full total illness episodes cured at medical establishments, 60 percent had been chronic in characteristics while only 40 percent were severe.

Rural and Urban Patterns Found in the three-month recall period, 91 percent of the severe and 90 percent of the chronic episodes were taken to medical institutions for treatment.Larger proportion of chronic illness episodes were brought for cure to doctors than severe illness episodes. In the same way, an increased percentage of condition episodes were cared for in cities than in

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rural aspects, both in the severe and the chronic groups. The proportion of untreated disease episodes was larger in the rural sector; nevertheless, a sizeable proportion of severe and chronic condition episodes in the rural aspects were "personal treated". In both rural and cities, it had been the proportion of severe disease episodes that was first found to become bigger in the self-treated category. On the other hand, the percentage of condition episodes, which gone without the treatment, was more significant in the chronic category.

The relative shares of acute and chronic illnesses showed large variations as between your rural and the cities. In the cities, the total quantity of acute disease episodes and the quantity cured in medical organizations were almost fifty percent the amount of chronic condition episodes and chronic episodes cared for at medical organizations. The main difference between the two had not been huge in the rural spaces.

Although all illness episodes don't get treated, plenty of do, but from a multiplicity of providers. For the exact illness show, some patients have emerged to have employed several providers rather than infrequently, multiple system. Therefore, the quantity treatment episodes (regarding the 137 number of medical professionals or medical establishments made use of for the equal illness event) were discovered to become more compared to the treated disease episodes. The surplus of cure episodes over cured-condition episodes is noticed to be bigger in the severe category than in the persistent category. Since chronic ailments are long period illnesses, information gathered from a three-month recall period might not disclose the entire range of cure episodes for the comparable disease. We discover that most the condition episodes - severe and long-term had only 1 treatment instance each in the three-month recall time. Only around 7 percent had several treatment episodes. Even so, these cure episodes constitute around 14 percent of the full total treatment episodes.

Socio-Economic Organizations an analysis of illness and treatment episodes based on the socio-financial background of the sufferers, it really is noticed that as socio-economic status rises, the percentage of cared for condition episodes raises both in severe diseases aswell as in rural aspects. The percentage of treated disease episodes even increased with surge in the socio-economic sets of the patient; the associations between socio-economic position and self-cure is on the other hand found to end up being negative; indicating there by that it's lower (Socio-Economic Group) SEGs which try self-treatment a lot more than the bigger SEGs. Disease episodes not cured at all reduce with climb in socio-economic position. The kind of illness - severe or chronic - likewise showed variations across 138 SEGs. Even more, the shares of severe condition episodes and then the 'treated disease episodes' drop with upsurge in socio-economic position. However, patients owned by the bigger SEGs cared for their severe ailments at medical organizations, more frequently compared to the lower SEGs. The proportion of severe ailments treated remained lower in contrast with their proportion in the total condition episodes. The number of serious episodes per 100 severe episodes increased with upsurge in socio-economic status.

As stated earlier, almost all treated - illnesses were treated only by an individual provider or health care provider. Very few disease episodes got multiple -provider treatments. But, across socio-economic organizations, we didn't see very much variability in this value. Then again, recourse to multiple medical supplier for cure of the exact illness episode must be analysed even more with regard to the circumstances where the patients took your choice. Since the final number of cure episodes is greater than those of the cured illness episodes, it might be interesting to discover the habits of cure for severe and chronic condition episodes separately. It is usually discovered that the shares of severe disease episodes within cure episodes happen to be lower than those of chronic episodes within cure episodes, the proportion of the previous reducing as SEG improved.

The distribution of medical facilities of distinct systems isn't uniform across and within regions. However, within the same regions even, using systems of drugs differs based on if the disease is definitely chronic or severe in nature. Analysis of the decision of systems in medicine from the provider selected as among rural and urban areas and throughout socioeconomic groups.

Both rural and urban localities, modem medicine was the most regularly used system of treatment, both for severe and chronic illnesses. Nevertheless, the proportions varied, Homeopathy is resorted to generally in cities where there have been a fairly large numbers of homeopaths. This technique of medication was preferred primarily for cure of acute ailments. The Ayurvedic program was as well used even more in cities. Unlike regarding homeopathy, ayurvedic cure was first resorted to considerably more in the treating chronic illnesses.

For severe illness episodes, 86 percent went for allopathic cure, Ayurveda and Homeopathy collectively accounted for only around 14 percent. However, simply 65 percent of the chronic condition episodes were cared for by allopathic program, 31 percent having eliminated for the 142 ayurvedic program. Overall, around 74 percent of the condition episodes utilised allopathic cure, around 21 percent used ayurvedic cure and 5 percent utilized homeopathy. The usage of indigenous treatments, Ayurveda mainlyincreased with upsurge in socio-economic position; in each socio-economical group, the vacation resort to Ayurveda was first higher for the treating chronic illnesses.

In the rural and the cities and for the two acute and chronic illness episodes, the medical institutions usually approached were treatment centres or dispensaries; reliance on treatment centres was, however, even more in rural spaces than in the cities. In the cities, it had been home clinics which were resorted a lot more than in rural aspects. Home treatment centres are located to have already been used extra for the treating of chronic disease episodes than acute condition episodes. Home treatment centres had been approached by greater off sections. It really is for the treating of acute illness that little hospitals or assisted living facilities were made extreme use off. For cure of acute ailments, allopathic dispensaries or PHCs had been utilised a lot more than

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any other organization. Private allopathic assisted living facilities come subsequent in the purchase. Consulting government medical professionals at their homes merely comes third. Utilisation of the companies of big allopathic establishments and of the federal government sector is fairly common. Non-allopathic establishments were relatively tiny and were by means of clinics. They were even made good usage of, but for cure of chronic ailments. About 15 percent of the chronic episodes were definitely treated at federal government ayurvedic dispensaries as against solely 6 percent at allopathic dispensaries; but another 15 percent of chronic episodes ended up being treated at federal government allopathic hospitals. That is expected, the principal level medical organizations in the federal government allopathic sector possess facilities limited to primary care. In other devices, such gradations in the establishments for treatment usually do not exist in the federal government sector.

The analysis dealt essentially with the patterns of several sectors, organizations and systems for cure of acute and chronic illnesses. The above sections discuss the requirements for selection of sectors, medical establishments and the systems of medications. Your choice for cure of a sickness depended on the severe nature of the condition. Still, the majority of the illnesses were cured. It had been noticed that the utilization pattern of cure facilities differed relating to nature, duration and strength of diseases. The chosen service provider, generally, was doctor for severe and specialist for persistent disease episodes. Though allopathic program was the virtually used, other programs of medications were also well-known for treatment, specifically for chronic condition treatments. Authorities' sector and personal in public area sector was identified to become more applied for specialist remedies, whereas the exclusive basic practitioners were extremely used for severe illnesses. The reason why for the decision of program of drugs and sector differed. Accessibility and top quality of services had been the most crucial cause for the decision of non-public sector and the "individual in public area" sector whereas the federal government sector was favoured more due to the cost factors. The sort of treatment as well differed in line with the illness characteristics. Some of the cure episodes needed laboratory and diagnostic assessments which were completed either in the equal organization approached for cure or in additional institutions, mostly according to the doctor's suggestions. It had been located that the federal government doctors dedicate much less time on people for consultation compared to the personal sector medical professionals and the waiting period was also much longer at the federal government organization. The 161 clients who weren't satisfied with the procedure were observed shifting doctors actually within the brief span of 90 days. Also, some persons shifted providers according to the referrals from the first consulted doctors. Overall, the study of habits of utilisation of healthcare services confirmed that the determinants and their relative functions are complicated plenty of requiring further evaluation using econometric equipment.

The analysis of healthcare expenditure has taken out the many aspects of healthcare costs. The main insights obtained by the research will be summarised below.

(1) Cure costs have unique components and dependant on the parts, the expenses differ.

(2) Discussion fees and rate of medicines take into account the significant proportion of total costs.

(3) Cure costs differ in accordance with the sector and devices of cure.

(4) In the federal government sector, costs of treatments take into account the majordifferent parts of costs.

(5) In the exclusive in public area sector, consultation charges paid right to the physician constitute the key cost component.

(6) In the non-public sector, repayment for all your services together take into account a major talk about of costs.

(7) Treatment of professionals happen to be costlier than cure by standard practitioners.

(8) Healthcare costs vary based on the kind of treatment approved.

(9) In treatment options where checks of different types and medical interventions are participating costs are usually in general large.

(10) Though there exist variations in line with the place of home and sex of the individual, they don't make much notable difference in the degrees of health expenditure.

Healthcare costs are an additional function of seriousness of the condition, the kind of cure taken and company characteristics. Costs aren't dependant on any single element, but a combined mix of various elements such as for example; system, sector and kind of organization chosen for cure along with the socio-economic properties of the individuals.

Summary and Conclusion

The empirical research on access to healthcare and utilization are of two choices. The economic analyses generally underestimated the socio-cultural or qualitative aspects and illness characteristics and provision aspects apart from the public-personal dichotomy and the expenses. The social anthropologists, however, adopting the technique of ethnographic analysis overlooked the financial aspects like the part of provision and the many costs.

In this study, we have tried to include these diverse strategies by integrating them. The purpose of this study was to comprehend the different habits of provision and usage of curative treatment and the factors that determine their preference and choices. The relevance of the study derives from the raising concern over the development of private healthcare sector in a lax regulatory environment found in Kerala. The emphasis of today's study is to comprehend the determinants of the use of health care solutions among the diverse companies by patients afflicted by curative illness.

The study can be a try to portray analytically the conversation between your provision and utilization behaviour in

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healthcare market. The analysis differs from the most common economic studies when it comes to the analytical types of provision used for the objective of evaluation. The private-public dichotomy found in the majority of the studies were regarded as inadequate in explaining the utilization pattern while the distinction is more predicated on institutional or perhaps administrative identity as opposed to the nature of companies delivered. Hence, our research takes "private-in-public" seeing that analytical category in addition to the usually used private and public categories. Methodology used because of this review differs from others with regards to the factors viewed, data used intended for the research and the logistic examination.

Conclusions

The rate of elasticity of demand for health services showed that this demand is relatively inelastic and that the factor, that contributes significantly to the determination of demand is the perception of quality of solutions. This perception of quality is associated with low waiting time and better or longer consultation duration. For acute ailments, immediacy of the cure and the easy availability of the service took precedence and yet the providers, the patients used were not free. People preferred specialists in the 'private in public' category more often for chronic ailments and the elasticity of price in this context was also insignificant. It should also be remembered that travel costs constitute between one tenth to a maximum of a quarter (only when in-patient care is also involved) of the total cost expended per episode which may not determine which health sector is being sought.

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CYBER SECURITY AND ITS ISSUES IN INDIA

***Akhil Reji Jacob**

Abstract

Cyber Security means the technique and process designed to protect networks, devices, programs and data from any attacks, damages or unauthorized access. Today digital transactions are increasing at an alarming rate in our economy. Different sectors of the economy have adopted the concept of digitalization. However with increase in the online transaction there is a rise in the various issues in relation to online transaction such as hacking, cyber bullying, identity theft etc. Therefore a proper legal framework is necessary for addressing various challenges in the cyber world. The proposed research paper will expose the need, issues and government initiatives for cyber security in India

Key words:- Cyber security, Digitalization, Cyber bullying.

Cyber Security refers to the technique, process and positions designed to protect networks, devices, programs and data from any attacks, damages or unauthorized access. It can also be termed as Information Technology security. Importance of cyber security is increasing day by day as our economy is transforming into cash less economy. Cash less economy is an economy in which much of the transactions are carried out through digital means. Digital transactions are increasing at an alarming rate in our economy. Today most of the activities (whether business or non-business) can be carried out through online. Different sectors of the economy have

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adopted the concept of digitalization. In the case of banking sector digitalization is not an option, but it is inevitable. With the development of e-banking, mobile banking, e-statement, online bill pay the customers could able to do various transactions easily and effectively. However increase in the online transactions leads to the rise of various issues in relation with online transactions such as fraud, cyber bullying, identity theft, hacking etc. Cyber attackers are highly motivated, well-funded and technically advanced. Their attacks pose a threat to national initiatives such as E-Governance, digital economy and digital public identity management. Government and military organizations and other businesses store and process significant volumes confidential data, regularly transmitted across networks, thereby increasing their exposure to cyber threats. The potential damages can't only lead to monetary losses, but also put national security at risk if critical information infrastructure is targeted.

Enhancing cyber security and protecting critical information infrastructures are essential to each nation's security and economic wellbeing. Making the Internet safer and protecting Internet users has become integral to the development of new services as well as governmental policy. The fight against cyber crime needs a comprehensive and a safer approach. Today many nations and governments are imposing strict laws on cyber securities in order to prevent the loss of some important information. Every individual must also be trained on this cyber security and save themselves from these increasing cyber crimes, in other words they should be well aware of various cyber issues happening in the real world.

Need for Cyber Security

Following are various needs for having an efficient cyber security in the country:

a. The rising cost of breaches

The fact is that cyber attacks can be extremely expensive for businesses to endure. I t is not just the financial damage suffered by the business or the cost of remediation, a data breach can also inflict untold reputational damage.

b. Widely available hacking tools

While well-funded and highly skilled hackers pose a significant risk to your business, the wide availability of hacking tools and programmes on the internet also means there is also a growing threat from less skilled individuals. The commercialization of cybercrime has made it easy for anyone to obtain the resources they need to launch damaging attacks.

c. Data Security

The new era enterprises are handling too much data everyday than ever before. So efficient security measures should be installed to protect the data.

d. Digital ecosystems

Cyber security is not a simple thing as its impact can even be on a wider society. Not only big companies get affected, it's after effects can cause long term hazards for many individuals. In a digital ecosystem, every individual has his role in the protection, security and privacy of data.

Cyber Crime

Cyber crime is any criminal activity that involves a computer, networked device or a network. In order to protect yourself you need to know about the different ways in which your computer can be compromised and your privacy infringed.

Following is the chart (Table 1.1) showing a comparison of cyber crimes in the country during the year between 2014-2016.

The aforesaid figures indicate an upsurge in rate of cybercrime over the years, however, the percentage variation in 2015-2016 is lower than the percentage variation in 2014-2015.

In this section, we discuss a few techniques employed by the cyber criminals.

a) Hacking

Hacking is an act committed by an intruder by accessing your computer system without your permission. Hackers (the people doing the 'hacking') are basically computer programmers, who have an advanced understanding of computers and commonly misuse this knowledge for devious reasons. As for motives, there could be several, but the most common are pretty simple and can be explained by a human tendency such as greed, fame, power, etc. Some people do it purely to show-off their expertise – ranging from relatively harmless activities such as modifying software (and even hardware) to carry out tasks that are outside the creator's intent, others just want to cause destruction. Hackers displaying such destructive conduct are also called "Crackers" at times.

b) Phishing

It is the technique of extracting confidential information such as credit card numbers and username password combos by masquerading as a legitimate enterprise. Phishing is typically carried out by email spoofing.

c) Email bombing and spamming

Email bombing is characterized by an abuser sending huge volumes of email to a target address resulting in victim's email account or mail servers crashing.

Spamming is a variant of email bombing. Here unsolicited bulk messages are sent to a large number of users, indiscriminately. Opening links given in spam mails may lead you to phishing web sites hosting malware. Spam mail may

Table 1.1

Comparison of cyber crimes in the country during 2014-2016

Crime Head	**Crime Incidence**			**Percentage Variation**	
	2014	2015	2016	2014-2015	2015-2016
Total Cyber Crimes	9622	11,592	12,317	20.5%	6.3%

Source: NCRB (National Crime Record Bureau) publication of 2017

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also have infected files as attachments. Email spamming worsens when the recipient replies to the email causing all the original addressees to receive the reply. Spammers collect email addresses from customer lists, newsgroups, chat-rooms, web sites and viruses which harvest users' address books, and sell them to other spammers as well.

d) Cyber stalking

Cyber stalking is a form of internet crime in our society when a person is pursued or followed online. In Cyber stalking the attacker harasses a victim using electronic communication, such as e-mail or instant messaging , or messages posted to a Web site or a discussion group. A cyber stalker relies upon the anonymity

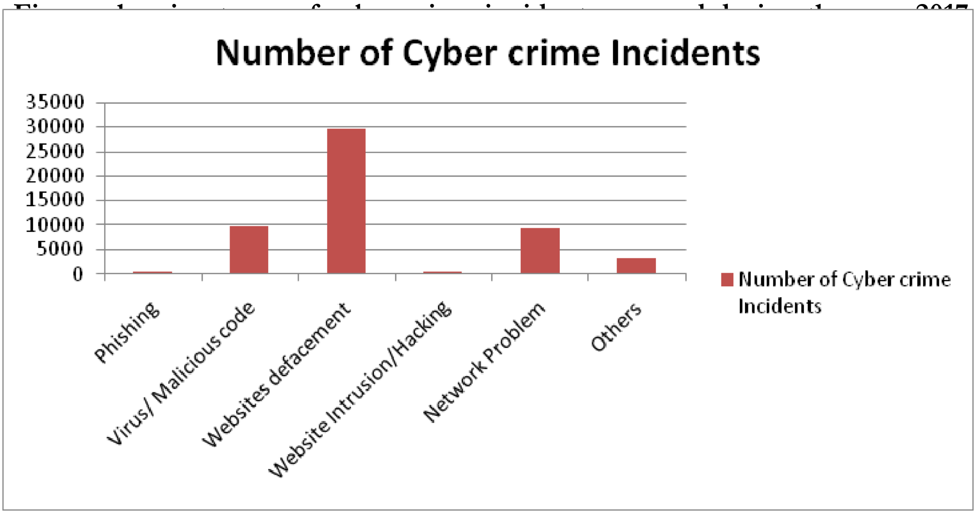
Table 1.2

Table showing types cyber crime incidents occurred during the year 2017

Security Incidents (2017)	Number of Incidents
Phishing	552
Virus/ Malicious code	9750
Website defacement	29518
Website Intrusion/Hacking	563
Network Problem	9383
Others	3315

Source: Annual Report (2017), published by Indian Computer Emergency Response Team (CERT-In), Ministry of Electronics and Information Technology.

Figure 1.1



Source: Annual Report (2017), published by Indian Computer Emergency Response Team (CERT-In), Ministry of Electronics and Information Technology.

afforded by the Internet to allow them to stalk their victim without being detected.

e) Trojan Horse or Trojan

A Trojan is an unauthorized program which functions from inside what seems to be an authorized program, thereby concealing what it is actually doing. It performs undisclosed malicious functions that allow unauthorized access to the host machine, giving them the ability to save files on the user's computer or even watch the users screen and control the computer

Following table (Table 1.2) shows various cyber crime incidents occurred during the year 2017

Government Initiatives for Cyber Security

1. Information Technology Act, 2000

Information Technology Act 2000 was passed by the parliament on 17 October, 2000. It is the primary law in India dealing with cyber crime and electronic commerce. The Act applies to whole of India including Jammu and Kashmir. The Act provides legal framework for electronic governance by giving recognition to electronic records and digital signatures. IT Act also defines cyber crimes and prescribed penalties for them.

List of offences and the corresponding penalties under this Act is explained below:

a) Section 65- Tampering with computer source documents

If a person knowingly or intentionally conceals, destroys or alters or intentionally or knowingly causes another to conceal, destroy or alter any computer source code used for a computer, computer programme, computer system or computer network, when the computer source code is required to be kept or maintained by law for the time being in force.

Penalty under this Section will be Imprisonment up to three years, or/and with fine up to Rs. 200,000

b) Section 66 - Hacking with computer system

If a person with the intent to cause or knowing that he is likely to cause wrongful loss or damage to the public or any person destroys or deletes or alters any information residing in a computer resource or diminishes its value or utility or affects it injuriously by any means, commits hack. Then he or she shall be Imprisonment up to three years, or/and with fine up to Rs. 500,000

c) Section 66B - Receiving stolen computer or communication device

If a person receives or retains a computer resource or communication device which is known to be stolen or the person has reason to believe is stolen.

Then he or she shall be imprisonment up to three years, or/and with fine up to Rs. 100,000

d) Section 66C - Using password of another person

If a person fraudulently uses the password, digital signature or other unique identification of another person, then he or she shall be imprisonment up to three years, or/and with fine up to Rs. 100,000

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e) Section 66D - Cheating using computer resource

If a person cheats someone using a computer resource or communication, then he or she shall be imprisonment up to three years, or/and with fine up to Rs. 100,000.

f) Section 66E - Publishing private images of others

If a person captures, transmits or publishes images of a person's private parts without his/her consent or knowledge, then he or she shall be imprisonment up to three years, or/and with fine up to Rs. 200,000

g) Section 66F - Acts of cyber terrorism

If a person accesses a protected system or introduces contaminant into a system, with the intention of threatening the unity, integrity, sovereignty or security of India, then he commits cyber terrorism.

The Person who committed offence under this Act will be imprisoned up to life.

h) Section 67 - Publishing information which is obscene in electronic form.

If a person publishes or transmits or causes to be published in the electronic form, any material which is lascivious or appeals to the prurient interest or if its effect is such as to tend to deprave and corrupt persons who are likely, having regard to all relevant circumstances, to read, see or hear the matter contained or embodied in it. Then he or she shall be Imprisonment up to five years, or/and with fine up to Rs. 1,000,000

i) Section 67A - Publishing images containing sexual acts

If a person publishes or transmits images containing a sexual explicit act or conduct, then he or she shall be Imprisonment up to seven years, or/and with fine up to Rs. 1,000,000

j) Section 67B - Publishing child porn or predating children online

If a person captures, publishes or transmits images of a child in a sexually explicit act or conduct. (A child is defined as anyone under 18.), then he or she will be Imprisonment up to five years, or/ and with fine up to Rs. 1,000,000.

k) Section 70 - Securing access or attempting to secure access to a protected system

The appropriate Government may, by notification in the Official Gazette, declare that any computer, computer system or computer network to be a protected system.

The appropriate Government may, by order in writing, authorize the persons who are authorized to access protected systems. If a person who secures access or attempts to secure access to a protected system, then he is committing an offence.

The person who commit offence under this section shall be Imprisonment up to ten years, or/and with possible fine.

l) Section 71 - Misrepresentation

If anyone makes any misrepresentation to, or suppresses any material fact from, the Controller or the Certifying Authority for obtaining any license or Digital Signature Certificate, then the concerned person shall be

Imprisonment up to three years, or/and with fine up to Rs. 100,000.

Cyber crime is increased by three times in five years (2011-2015)

There is been an increase in the number of cases registered under Information Technology Act and Indian Penal Code in the last 5 years (Table 1.4). The cases registered under the IT act increased by more than 350% from 2011 to 2015. There was almost a 70% rise in the number of cyber crimes under the IT act between 2013 and 2014. The cases registered under the IPC increased by more than 6 times during the period between 2011 and 2015. Similar trend is observed in the number of persons arrested.

2. National Cyber Security Policy, 2013

National Cyber Security Policy was formulated by Ministry of Communication and Information Technology, Department of Electronics and Information Technology. It was the first cyber security policy of our country. India had no cyber security policy before 2013. The Policy is aimed at building a secure and resilient cyberspace for citizens,

Table 1.3

Table summarizing the sections under Information Technology Act 2000

SL No:	SECTION	PARTICULARS	PENALTY
1.	Section 65	Tampering with computer source documents	Imprisonment up to three years, or/and with fine up to Rs 200,000
2.	Section 66	Hacking With Computer System	Imprisonment up to three years, or/and with fine up to Rs 500,000
3.	Section 66B	Receiving stolen computer or communication device	Imprisonment up to three years, or/and with fine up to Rs 100,000
4.	Section 66C	Using password of another person	Imprisonment up to three years, or/and with fine up to Rs 100,000
5.	Section 66D	Cheating using computer resource	Imprisonment up to three years, or/and with fine up to Rs100,000.
6.	Section 66E	Publishing private images of others	Imprisonment up to three years, or/and with fine up to Rs 200,000
7.	Section 66F	Acts of cyber terrorism	The Person who committed offence under this Act will be imprisoned up to life.
8.	Section 67	Publishing information which is obscene in electronic form	Imprisonment up to five years, or/and with fine up to Rs1,000,000
9.	Section 67A	Publishing images containing sexual acts	Imprisonment up to seven years, or/and with fine up to Rs1,000,000
10.	Section 67B	Publishing child porn or predating children online	Imprisonment up to five years, or/and with fine up to Rs 1,000,000.
11.	Section 70	Securing access or attempting to secure access to a protected system	Imprisonment up to ten years, or/and with possible fine.
12.	Section 71	Misrepresentation	Imprisoned up to three years, or/and with fine up to Rs 1,00,000

Source: Information Technology Act 2000

Table 1.4

Table showing number of cases registered and person arrested under IT Act and IPC

Year	Information Technology Act		IPC(Indian Penal Code)	
	Cases Registered	Persons Arrested	Cases Registered	Persons Arrested
2011	1791	1184	422	446
2012	2876	1522	601	549
2013	4356	2098	1337	1203
2014	7201	4246	2272	1224
2015	8045	5102	3422	2867
Total	**24269**	**14152**	**8054**	**6289**

Source: www.ncrb.gov.in

businesses and the Government. Its mission is to protect cyberspace information and infrastructure, build capabilities to prevent and respond to cyber attacks, and minimize damages through coordinated efforts of institutional structures, people, processes, and technology. The objectives of the policy include creating a secure cyber ecosystem, compliance with global security standards, strengthen the regulatory framework, creating round the clock mechanisms for gathering intelligence and effective response, operation of a National Critical Information Infrastructure Protection Centre for 24×7 protection of critical information infrastructure, research and development for security technologies, to provide fiscal benefits to businesses for adopting cyber security practices, to build public private partnerships for cooperative cyber security efforts

3. Cyber Swachhta Kendra' (Botnet Cleaning and Malware Analysis Centre)

To combat cyber security violations and prevent their increase, Government of India's Computer Emergency Response Team (CERT-in) in February 2017 launched 'Cyber Swachhta Kendra' (Botnet Cleaning and Malware Analysis Centre) a new desktop and mobile security solution for cyber security in India. The centre is operated by Computer Emergency Response Team. It functions to analyze BOT's or malware characteristics, provides information and enables citizens to remove BOT's or malware and to create awareness among citizens to secure their data, computers, mobile phones and devices such as home routers. The Cyber Swachhta Kendra is created for a secure cyber ecosystem in the country. It was formulated under the National Cyber Security Policy in India.

This centre operates in close coordination and collaboration with Internet Service Providers and Antivirus companies to notify the end users regarding infection of their system and providing them assistance to clean their systems, as well as industry and academia to detect bot infected systems. The center strives to increase awareness of common users regarding botnet, malware infections and measures to be taken to prevent malware infections and secure their computers, systems and devices.

Global Cyber Security Index

The **Global Cybersecurity Index (GCI) is a trusted reference that measures the commitment of countries to cyber security** at a global level to raise awareness of the importance and different dimensions of the issue. As cyber security has a broad field of application, cutting across many industries and various sectors, each country's level of development or engagement is assessed along five pillars – (i) Legal Measures, (ii) Technical Measures, (iii) Organizational Measures, (iv) Capacity

Table 1.5

The Table showing the rankings of countries based on their commitment to global security index is given below

Countries	**GCI Score**	**LEGAL**	**TECHNICAL**	**ORGANIZATIONAL**	**CAPACITY BUILDING**	**COOPERATION**
Singapore	0.92	0.95	0.96	0.88	0.97	0.87
U.S	0.91	1	0.96	0.92	1	0.73
Malaysia	0.89	0.87	0.96	0.77	1	0.87
Oman	0.87	0.98	0.82	0.85	0.95	0.75
Estonia	0.84	0.99	0.82	0.85	0.94	0.64
Mauritius	0.82	0.85	0.96	0.74	0.91	0.7
Australia	0.82	0.94	0.96	0.86	0.94	0.44
Georgia	0.81	0.91	0.77	0.82	0.9	0.7
France	0.81	0.94	0.96	0.6	1	0.61
Canada	0.81	0.94	0.93	0.71	0.82	0.70

Source: www.statista.com

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Building, and (v) Cooperation and then aggregated into an overall score. Based on a multi stakeholder approach and initiative, the GCI leverages the capacity and expertise of different organizations with the objectives of improving the quality of the survey, fostering international cooperation, and promoting knowledge exchange on this topic. India is ranked at 23rd out of 165 nations in the global cyber security index with a score of 0.683 and has been listed in the "maturing" category. The index has been topped by Singapore with a 0.925 score. The top 10 most committed countries to cyber security are Singapore, United States, Malaysia, Oman, Estonia, Mauritius, Australia, Georgia, France and Canada. Russia is ranked11th.

Conclusion

Since the users of computer system and internet are increasing worldwide, where it is easy to access any information easily within a few seconds by using internet, certain precautionary measures should be taken by the users while using the internet. Cyber security is a vast topic that is becoming more important because the world is becoming highly interconnected, with networks being used to carry out critical transactions Though a crime free society is exists only in illusion, there should be constant attempt of rules to keep the criminalities lowest. Especially in a society that is dependent more and more on technology, crime based on electronic law-breaking are bound to increase and the law makers have to go the extra mile compared to the impostors, to keep them at bay. Technology is always a double-edged sword and can be used for either good or bad. Hence, it should be the duty of the law makers to ensure that technology grows in a healthy manner and is used for legal and ethical business growth and not for committing crimes. In India although the central Government has passed laws and set up agencies, the onus is on the individual States to take up initiatives, drive on-ground implementation and ensure that a safe cyber space is created in the local environment. Hence, it becomes imperative for each State to adopt a dynamic approach to maintain a safe cyber space through effective and ever-evolving policies. The States of Telangana and Karnataka are the first in India to realize the importance of State driven initiatives in the sector and are leagues ahead of their compatriots in the country in terms of policies defined, activities undertaken, and infrastructure developed, in the field of Cyber Security.

There is no perfect solution for cyber crimes as said above crime free society exist only in illusion but we can try our level best to minimize them in order to have a safe and secure future in cyber space.

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Cyber attackers are highly motivated, well funded and technically advanced. Their attack poses a threat to national initiatives such as e-governance, digital economy and digital public identity management. There is no perfect solution for cyber crime. A crime free society exists only in illusion but we can try our level best to have a safe and secure future in cyber space

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A STUDY ON THE ENVIRONMENTAL IMPACT OF ECOTOURISM

***Muthumon T R, **Dr. B Gopakumar**

Abstract

Ecotourism is a form of tourism involving visiting fragile, pristine and relatively undisturbed natural areas intended as a low impact and often small scale alternative to standard commercial tourism. Ecotourism brings a large amount of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the World Trade of Services and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of economy associated with tourism. The sector of ecotourism is gaining a lot of momentum in the South Indian State of Kerala. The study on the impact and influence of ecotourism ' is aimed to study the perception of both natives and tourists towards the tourism facilities provided in various places and also the problems faced by the natives of the places. The study focuses on analyzing collected data in order to generalize the environmental impacts of mass tourism in the label of ecotourism in Kerala. The result of study provides a summary of key findings and improving recommendations relating to ecotourism and environmental impacts management within the conservation area.

Key words:- Eco tourism, Environmental Impact, Rural Sector, World Tourism.

Rural sector is the major contributor to the overall GDP of the nation and hence the lack of development in villages means lack of development in India. The role of finance is a critical input for strengthening the rural economy and the economical development of India. World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is the fastest growing industry in

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modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. the most visible economic benefit of tourism is employment. Most sectors of the tourism industry are labour intensive and require relatively short training for most jobs. Employment can be created with relatively low investment in fixed assets per employees. It employs a large number of people and provides a wide range of job extends from skilled to heavy specialised.

According to World Bank, Tourism is the fastest and biggest growing industry in the world. It has become the popular global leisure activity that relies mainly on physical environment. In the era of heightened environmental consciousness and accessibility to remote areas, eco tourism has emerged as one of the fast growing markets in tourism industry that essentially based on natural environment. The ecotourism is defined as 'Responsible travel to natural areas that conserves the environment and improves the well-being of local people (TIES, 1990)

WTO has recognised the potential of tourism sector for the purpose of poverty alleviation by increased job creation in the developing countries. In Kerala the total employment generated in the sector both direct and indirect is about 7 Lakhs. With the accelerated investments in tourism sector there should be direct employment opportunities for over 10 thousand persons every year.The sector of ecotourism is gaining a lot of momentum in the South Indian state of Kerala. Mainly because of its natural beauty and varied land scape, Kerala proves to be a perfect destination for ecotourism. The Tourism department of Government of Kerala has taken steps to give focussed attention to ecotourism destinations in the State.

STATEMENT OF THE PROBLEM

In eco tourism concept there is a gap between what consumers think and their attitude in tourism areas.People are concsious about environment and prefer green products and green practices in general. But in practice they neither intend to buy green products nor apply green practices.This is called difference between attitude and behaviour.In the light of these factorsthe interest here is to findout the environmental impact of eco tourism.

SIGNIFICANCE OF THE STUDY

Ecotourism brings a large amount of income to a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of World's trade of services and 60% of overall exports of goods and services. It also creates employment opportunities in the service sector of economy associated with tourists. It is worthwhile to make a study on the problems faced by and benefits obtained by the people living in that locality.

OBJECTIVES OF THE STUDY

1. To study the current status of tourism in terms of employment.
2. To know the problems faced by the natives due to ecotourism
3. To understand the challenges in the site.
4. To assess the weather pollution control measures taken in the area are adequate.

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5. To find out whether the resources provided by the local people to the tourists are adequate.

SCOPE OF THE STUDY

The researcher mainly focused attention to study the contribution of ecotourism in the local development. The study is based on the perception of both natives and tourists towards tourism facilities in Kerala.

METHODOLOGY

The present study is an attempt to examine contribution of ecotourism in the rural development.The study has exhaustively used both primary and secondary data for analysis and interpretation. The required secondary data are from the published and unpublished records of the journals and magazines of Ministry of Tourism, Kerala and various travel guides in Kerala.

Population

The population for the study consists of all the people living in the Ecotourist places in kerala.

Sample

Samples of 100 respondents have been selected by using convenience sampling method.

Past studies on tourism and eco tourism

1. Ding wall and Cess ford (1997) provide principles of ecotourism management.

a. Ecotourism should lead to nature conservation and local economic benefit.

b. Both public and private eco tour businesses should have an environmental strategy and an environmental officer.

c. Tour operators and tourists should demand high environmental standards from their associates, hotels, transportation providers and destinations.

d. Culturally and economically sensitive community development is necessary.

e. Ecotourism should be designed to benefit local communities, socially, economically and ecologically

f. High-quality information and service delivery are essential. Well-educated guides are essential.

g Planning and management capabilities are essential for long-term success.

h. Environmental protections are based upon fiscal viability of management, both public and private.

i. Ecotourism and environmental protection require the development of management structures to handle the use of sensitive environments.

2. Kalpana Mathur (2007) states that tourism is an important avenue for employment and income generation and at the same time has a multiplier effect on the economy. Thus, if the tourist expenditure circulates locally and the leakage is low, a significant improvement can be made in the income and living standards of the local people.

3. Kerala Institute of Travel and Tourism Studies (2007) conducted a study “Local Impact of Tourism”. The main object of the study is to make an

assessment of the local impact of tourism in Kerala. The major findings of the study in connection with house boats are there are approximately 600 boats of different verities are operating in Alappuzha and Kumarakom region alone. The study suggested that ensure registration to all boats; ensure safety measures, determining the carrying capacity of backwaters etc.

4. According to Kirti Shiva Kumar (2007), "ecotourism is the management of tourism and conservation of nature in a way, so as to maintain a fine balance between the requirements of tourism and ecology on the one hand and the needs of local communities for new job skills, income generating employment and a better status for women on the other

5. Anurag Kothari (2011) observed that for a tourist product, the basic raw materials are the country's natural beauty, climate, history, culture and the people. Other aspects are the existing facilities necessary for comfortableliving such as water supply, electricity, roads, transport, communication and other essentials. The attractions could be cultural like sites and areas of archaeological interest, historical buildings and monuments or scenic like flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games etc. In other words, the tourist product can be seen as a composite product, as the sum-total of a country's tourist attractions, transport, accommodation and the entertainment which hopefully result in consumer satisfaction

LIMITATIONS OF THE STUDY

1. As majority of the respondents are the local community, they might be biased in giving the information
2. All the limitations of primary data are applicable to this study.
3. The time period of the research was limited.

Ecotourism- a brief review

"Ecotourism is traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas".) ecotourism is "the tourism activities that are conducted in harmony with nature, as opposed to more traditional, mass tourism activities.Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well-being of local people Finally, the Worldwide Fund for Nature (WWF) has provided a definition for ecotourism that is developed within or near protected areas: "Ecotourism is tourism within nature that, in contrast with mass tourism, does not exceed the carrying capacity6 of the area in which it is developed, while at the same time promotes the conservation of natural andand cultural environment and helps sustain social cohesionecotourism has three main pillars, namely it is nature-based, environmentally educated and sustainably managed.

Kerala Tourism

Various types of tourism in Kerala are;

Adventure Tourism

Adventure tourism is a type of tourism involvingexploration or travel to

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remote areas. It involves Archery, Camping, Hill walk, Climbing etc.

Nature Tourism

It is tourism based on the natural attractions of an area. It conserves the environment and improves the welfare of people. Examples include bird watching, photography, and hunting, fishing and visiting parks.

Wild life tourism

It is tourism centeredaround observation and interaction with local animal and plant life in their natural habitat.

Waterfalls Tourism

There are many waterfalls in Kerala. Kerala tourism is known for its beauty of waterfalls all over the Kerala.

House boat cruise

An amazing homely experience in the house boat over the backwaters is a wellknown part of Kerala tourism.

Coastal Tourism

It refers to land based tourism activities including swimming,surfing , sun bathing and other coastal recreation activities taking place on the coast.

Hill Station Tourism

A hill station is a town located at a higher elevation than the nearby plain.Hill station are known for the misty environment.

Art Tourism

Art, culture, music dance and traditional decorations of Kerala are included in the art tourism. Kathakali and martial arts show can be seen in many tourist places.

Cultural tourism

Cultural tourism is based on cultural themes, places and architectures. The tourists are interested in understanding, admiring and learning the art and architecture of the heritage sculptures and their formation.

Ecotourism

Eco-tourists always look for learning from the environment without harming the nature as much as possible.

Important eco tourist places in Kerala:

Arippa:

Arippa, the spectacular wooded high lands of the Western Ghats is located 52 Kms away from Trivandrum city along the Trivandrum-Shencottah State high way. The virgin land offers a perfect destination for the nature lovers amidst the forest environment. Arippa is known for its diverse species of bird and wild life and is a renowned haunt for bird watchers.

Nelliyampathy:

To reach Nelliyampathy, one has to take the road starting from Nenmara that proceeds to the Pothundy Dam. There are about 10 hairpin bends that have to be negotiated on the way to Nelliyampathy. It also offers a splendid view of the Palakkad Gap, which is a geographical phenomenon in the Western Ghats formation in this region, bringing into view, parts of the adjoining State of Tamilnadu.The bio-farms located here are a major landmark as one proceeds up before reaching the topmost point at Palagapandi estate.

Thenmala:

Thenmala an ecotourism destination is an ideal location for vacation seekers. Lush green forest Park, Adventure Park, Children's Park, Butterfly Safari, Musical Dancing Fountain, Boating, Trekking, Hiking, Night Camping galore the attractions. Thenmala village located in the valley of Western Ghats amidst evergreen forests of Shenduruney Wildlife Sanctuary is 72kms from Thiruvananthapuram and 62 Kms from Kollam. Visit the "Honey Hills". In local parlance "Then" means honey and "Mala" means hillock.

Thekkady:

The Periyar tiger reserve at Thekkady is an example of nature's bounty, with great scenic charm, rich bio diversity and providing veritable visitor satisfaction.The two islets of elevated ground studded with bamboo thickets in Thekkadyeco tourism centre is the eco lodge for experiential learning. Here a miniature habitat has been recreated for man and nature to co-exist in the already available milieu of grassy downs, hedges and bamboos and stream fringed with screw pine.Dwelling units made exclusively of natural materials like bamboo and grass and tents are slotted in the available spaces together with tree top huts to give the place an eco-friendly ambience.

Parambikkulam:

Parambikulam Wildlife Sanctuary is tucked away in the valley between the Anamala ranges of Tamil Nadu and the Nelliampathy ranges of Kerala on the majestic Western Ghats.Bestowed with rich flora and fauna, Parambikulam is a haven for wildlife enthusiasts.

Silent valley:

Silent Valley National Park is situated 40 kms from Mannarkad in the northeastern corner of Palakkad district. The Silent Valley National Park is perhaps the closest to a virgin forest in the entire Western Ghats.It is home to India's last substantial stretch of tropical evergreen rain forest and a large number of wild animals thanks to its difficult terrain and remoteness. As the name implies, rhododendrons flower profusely in this high altitude locale. This "Silent Valley" plateau, covered with grass, is home to many endangered species of animals.

Gavi:

Gavi is an eco-tourist spot in Kerala which has widely become popular after 'Alistair International' the world acclaimed tourism major listed it among the leading eco-tourism centres and one of the must-see places in India. A must visit place for all nature lovers as Gavi is preserved in its natural scenic beauty untainted by the mighty hands of modernity. Gavi is mainly known for its wildlife. Endangered species including the NilgiriTahr and Lion-tailed macaque are often sighted at the outskirts of Gavi. Kerala's very own treasure elephants can be sighted abundantly. If you are the bird watcher, Gavi is the place for you. With more than 260 species of birds including the great pied hornbill, woodpecker, and kingfishers, Gavi is a heaven for birdwatchers.

Munnar:

Munnar, the ornamentally designed lengthy emerald saree of lush green spread across the land that beautifies the evergreen bride of India called Kerala. Yes. The caressing chill breeze flips through the carpet of tea garden and cools your soul. The mist around you startle blissfully and makes you feel heaven like.The destination of the treks are 'Meesapulimala' the highest peak in the Western Ghats at an altitude of 2663 mt after the 'Anamudi' . The trails take one through a variety of habitats like meadows, shola forests and Pine plantations.

Thattekad:

The eco tourism destination of Thattekad Bird Sanctuary is located in KothamangalamTaluk of Ernakulam district on the northern banks of the Periyarriver.In the dense tropical evergreen and deciduous forests and grassland patches is located the Thattekkad Bird Sanctuary, an ideal eco tourismdestination.Thattekkad Bird Sanctuary houses dense tropical evergreen and deciduous forests and grassland patches. The picturesque landscape here makes it all the more attractive as a choice bird sanctuary and eco tourismhotspot.Thattekkad also has extensive plantations of teak, rosewood, mahagony, etc.

Kodanad:

Kodanad is also frequented by tourists for its pure natural beauty. The lush green environment, the river banks and much more showcases nature at its best. To enhance the tourism potential of Kodanad, Government of India has declared Kodanad as one of the eco-tourist destinations. This eco-tourism project was established in a village called Kapprikad on the banks of the Periyar River, which is just 3 kms away from Kodanad. This eco-tourist destination attracts nature lovers who like to be entertained through the finer aspects of nature in a nature friendly manner.

Athirapilly:

Athirapally is the land of rivers and forests and great waterfalls.Malakapara tea gardens offer adventurous family safaris through the deep forest and the Western Ghats. It is harmonized with lots of hairpin curves. Along the route, one can spot some good wildlife.

Thusharagiri:

Thusharagiri waterfall destination exhibits a unique kinship between the land and water. The three waterfalls comprising Thusharagiri on the backdrop of the Western Ghats provide an exhilarating and spellbinding sight to the visitor. The best roar of Thusharagiri waterfalls can be enjoyed from September to November. The waterfall with its gentle spray is sure to soothe every eye. The cascading waters of the waterfall slide past with surfy smiles. Two streams originating from the Western Ghats meet here to form the Chalippuzha River. The river diverges into the three waterfalls creating a snowy spray which gives it the name, Thusharagiri.

Konni:

Konni village lies on the banks of Achankoil River. The forests around Konni were one of the first reserve forests in Kerala. There is an abundance of rivers and streams in the area and diverse flora that includes many medicinal herbs which are fast disappearing from the face of the earth. Aboriginals lived here once; their simple lives had never upset Man-Nature equilibrium..

Thommankuthu:

The topography of the place is as strange as its name. It consists of a seven-step waterfall from 1500 m to 500 m spread over a distance of 5 km. At each step there is a cascade and a pool beneath. There are dark mysterious caves in between. Naturally tourists rush to this spot for a rarely experienced treat. It is only 20 km from Thodupuzha.

Aralam:

This wildlife sanctuary is the northernmost sanctuary of Kerala lying 45 km to the east of Kannur. The extent is only 55 sq km. It is a bio-rich forest range with large Teak and Eucalyptus plantations. The tallest peak KattiBetta rises to a height of 1145 m. The forest is mostly evergreen with diverse fauna and flora. The Aralam State Farm adjoins the Sanctuary.

Eravikulam National Park:

This Park at an altitude of 7000 ft lies 16km north east of Munnar. The fauna and flora is diverse; special emphasis is to be placed on the NilgiriTahr a type of wild goat seen only in this area and also the rare butterflies including the Atlas moth. 5 species of mammals seen here are endemic to Western Ghats. Over 100 species of birds and butterflies have been sighted here.

Peppara Sanctuary:

This area of mixed forests is about 50 km from Thiruvanathapuram. It covers an area of 53 acres which includes a dam, thick forests, rocky terrain with rich fauna, and sparkling streams.

Advantages of Ecotourism

1. Well established Ecotourism has minimal impact on the environment.
2. Builds awareness and respect for the local culture and environment.
3. Offers positive experiences for all.
4. Employment benefits to local people.
5. Educates visitors by an on site visit about the local political, social and environmental issues.
6. Money from the tourists goes back into the conservation of the area.
7. Visitors carry new ideas back to influence their own environment.

<u>Data Analysis and Interpretation</u>

Table 1

Table showing opinion of respondents on "Local culture is being renewed as a result of tourism"

Particulars	No. of Respondents	Percentage
Agree	75	75
Disagree	25	25
Total	100	100

Table 2

Table showing the opinion on "The number of tourists on community tours should increase significantly"

Particulars	No. of Respondents	Percentage
Agree	71	71
Disagree	29	29
Total	100	100

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Table 3

Table showing opinion on "The current level of eco tourism has significantly improved the standard of living of local residents"

Particulars	No. of Respondents	Percentage
Agree	84	84
Disagree	16	16
Total	100	100

Table 4

Table showing opinion on eco tourism brings employment opportunities to the local people.

Particulars	No. of Respondents	Percentage
Agree	67	67
Disagree	33	33
Total	100	100

Table 5

Table showing opinion on the Govt. has taken adequate measures to control pollution.

Particulars	No. of Respondents	Percentage
Agree	56	56
Disagree	44	44
Total	100	100

Table 6

Table showing the opinion on "Tourist interest in culture has resulted in a strengthening of traditional activities and cultural pride"

Particulars	No. of Respondents	Percentage
Agree	65	65
Disagree	35	35
Total	100	100

Table 7

Table showing the opinion of transportation facilities provided by the Govt. authorities are moderate.

Particulars	No. of Respondents	Percentage
Excellent	26	26
Moderate	49	49
Insufficient	25	25
Total	100	100

FINDINGS

1. From the analysis it is observed that most of the respondents are of the opinion that tourist arrival is increasing year after year.
2. More than half of the respondents are of the opinion that tourism brings development to their places.
3. Most of the respondents opined that tourism brings employment opportunities to the local people.
4. Majority of the respondents described that ecotourism helps in raising the standard of living of the local people.
5. More than half of the respondents are of the opinion that the government have taken adequate measures to control pollution.
6. Lack of proper accommodation such as government rest houses in some of the places affects the foreign tourists.
7. Lack of local support for promotion of tourism is the most challenging factor of tourism in some areas.
8. Majority of the respondents opined that the transportation facilities provided by the Govt. authorities are moderate.
9. The culture has also been strengthened through their traditional festivals and other important events that were adopted for the promotion of tourism in local areas.
10. Lack of cleanliness in the tourist spots is the most disliked factor.

11. It is inferred that most of the respondents are of the opinion that ecotourism does not affect the life of the local people adversely.

CONCLUSION

In modern era, ecotourism is defined as " a form of tourism that fosters learning experiences and appreciation of the natural environment, or some component thereof, within its associated cultural context, it is managed in accordance with industry best practice to attain environmentally and socio-culturally sustainable outcomes as well as financial viability." (Weaver, 2008, p.17) The term was defined and connected to different areas such as natural conservation, resource utilization, local communities? development, sustainable environment etc. The idea of developing such concept was to provide a relief to natural resources such as flora and fauna. The secondary aim of ecotourism was to establish the awareness in local people and activate them to produce local sustainable tourism market in order to gain economical strength and have nominal harm to the natural resources (Ziffer, 1989).

Negative impacts are always connected to the natural resources, local culture and disturbance arose by ecotourism in their development whereas positive impacts have always been analysed from the eyes of benefits provided to the destination in different form such as conservation of the destination, economical, social and cultural development of the local communities related to the destination etc. Ecotourism generates a positive impact on the destinations environment. The tours in the natural destinations were organised by non-natives for non-natives. Non-natives were not very concerned about the environment of the destination and remained focusing on the business side of the industry. It was the major factor that leaded local community's involvement in the development and operation of ecotourism at a destination. Local communities, organisation and government bodies were made aware of the damages through tourism activities local administration plays a vital role to set rules and regulation for controlling the behaviour of visitors, local people and other stakeholders of the tourism attraction at the destination. The development of tourism has an impact on the renaissance and conservation of cultural heritage.

SUGGESTIONS

1. Govt. authorities take steps to bring awareness and responsibility for visitors, communities, management and operators towards the environment and its maintenance through a concrete collaboration.

2. Government, local authority and management body of the attraction are responsible for enhancing awareness as regards waste management among all the stakeholders of the tourism attraction by providing enough waste management equipment, employees and process

3. Enhance the role of local communities in building the eco friendly destination as well as the

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impact of ecotourism in the environment of tourism attraction.

4. Development of effective awareness education programme along with thorough supplied information is essential, it needs to be provided and managed properly.

5. The attitudes of locals towards tourism and tourists should be modified to bridge the gap between them.

6. Those strategies should include awareness, education and self-employment opportunities and vocational trainings education programme for ecology preservation and natural resources and environment conservation has to be provided to local communities.

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Rural sector is the major contributor to the overall GDP of the nation and hence the lack of development in village means lack of development in India as a whole. World tourism is considered as a significant factor in the economy of many nations. Eco tourism brings a large amount of income into a local economy

ROLE OF URBAN CO-OPERATIVE BANKS (UCBs) IN FINANCIAL INCLUSION WITH SPECIAL REFERENCE TO KERALA

***Blessy A Varghese**

Abstract

The origins of the urban cooperative banking movement in India can be traced to the close of nineteenth century when, inspired by the success of the experiments related to the cooperative movement in Britain and the cooperative credit movement in Germany such societies were set up in India. Cooperative societies are based on the principles of cooperation, - mutual help, democratic decision making and open membership. Cooperatives represented a new and alternative approach to organisaton as against proprietary firms, partnership firms and joint stock companies which represent the dominant form of commercial organisation. The study is based on the impact of some successful urban co-operative banks in Kerala . The study of the bank's performance along with the lending practices provided to the customers is herewith undertaken.Moreover they suggested that the bank should adopt the latest technology of the banking like ATMs, internet / online banking, credit cards etc. so as to bring the bank at par with the private sector bank.

Key words:- Urban Co-operative Banks, Financial Inclusion, Equitable Growth.

Financial inclusion is important because it is necessary condition for sustaining equitable growth. In India marginals and weaker sections are excluded from main stream of the economy. To achieve sustainable development, all sections of the people need to be come into main stream. The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost .The Committee on Financial Inclusion - Chairman: Dr. C. Rangarajan, 2008. Financial inclusion or inclusive financing is the delivery of financial services at

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affordable costs to sections of disadvantaged and low-income segments of society, in contrast to financial exclusion where those services are not available or affordable. As per RBI defines "Financial Inclusion is the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players" The importance of cooperative banks has soared in recent years with the emergence of financial inclusion as a key thrust of public policy in India.

The first known mutual aid society in India was probably the "AnyonyaSahakariMandali" organised in the erstwhile princely State of Baroda in 1889 under the guidance of VithalLaxman also known as BhausahebKavthekar. Urban co-operative credit societies, in their formative phase came to be organised on a community basis to meet the consumption oriented credit needs of their members. Salary earners" societies inculcating habits of thrift and self help played a significant role in popularising the movement, especially amongst the middle class as well as organized labour. From its origins then to today, the thrust of UCBs, historically, has been to mobilise savings from the middle and low income urban groups and purvey credit to their members - many of which belonged to weaker sections.

The enactment of Cooperative Credit Societies Act, 1904, however, gave the real impetus to the movement. The first urban cooperative credit society was registered in Canjeevaram (Kanjivaram) in the erstwhile Madras province in October, 1904. Amongst the prominent credit societies were the Pioneer Urban in Bombay (November 11, 1905), the No.1 Military Accounts Mutual Help Co-operative Credit Society in Poona (January 9, 1906). Cosmos in Poona (January 18, 1906), Gokak Urban (February 15, 1906) and Belgaum Pioneer (February 23, 1906) in the Belgaum district, the Kanakavli-Math Co-operative Credit Society and the Varavade Weavers" Urban Credit Society (March 13, 1906) in the South Ratnagiri (now Sindhudurg) district. The most prominent amongst the early credit societies was the Bombay Urban Co-operative Credit Society, sponsored by VithaldasThackersey and LallubhaiSamaldas established on January 23, 1906..

The Cooperative Credit Societies Act, 1904 was amended in 1912, with a view to broad basing it to enable organisation of non-credit societies. The Maclagan Committee of 1915 was appointed to review their performance and suggest measures for strengthening them. The committee observed that such institutions were eminently suited to cater to the needs of the lower and middle income strata of society and would inculcate the principles of banking amongst the middle classes. The committee also felt that the urban cooperative credit movement was more viable than agricultural credit societies. The recommendations of the Committee went a long way in establishing the urban cooperative credit movement in its own right.

Urban Co-operative Banks

The word " co-operation" is derived from the Latin word "co-operiae" which means work together. Co-operative banks are often created by persons belonging to the same local or professional community of sharing a common interest A co-operative bank is a financial entity which belongs to its members, who are at the same time the owners and the customers of their bank. The International Cooperative Alliance (ICA) in its Statement on the Cooperate Identity, in 1995, defines a cooperative as "an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.". Cooperative banks generally provide their members with a wide range of banking and financial services (loans, deposits, banking accounts, etc.).These banks are traditionally centered on communities, localities and work place groups and they essentially lend to small borrowers and businesses .At present there are several cooperative banks which are performing multipurpose functions of financial, administrative, supervisory and development in nature of expansion and development of cooperative credit system. Urban co-operative banks are confined to the municipal area of a town. They are of types: (i) unit banking type, and (ii) branch banking type.

Urban co-operative banks usually meet the needs of specific types or groups of members pertaining to a certain trade, profession, community or even locality.

Urban Co-operative Banking In India

In India,cooperative banking starts their functioning for more than nearly 100 years.AnyonyaSahakariMandali, established in 1889 in the province of Baroda, is the earliest known cooperative credit union in India.Co operative banks is an important sector which is used by most of the middle class sections of the societies.Co-operative banks are small-sized units organized in the co-operative sector which operate both in urban and non-urban centers. These banks are traditionally centeredaround communities, localities and work place groups and they essentially lend to small borrowers and businessmem.These banks provide most services such as savings and current accounts, safe deposit lockers, loan or mortgages to private and business customers.

Cooperative banks are allowed to raise deposits and give advances to the public. Urban co-operative banks are controlled by State Governments and RBI, while other co-operative banks are controlled by National Bank for Agriculture and Rural Development and State Governments.A cooperative bank located in urban/semi-urban centre is known as Urban Cooperative Bank (UCB). These banks are essentially formed to finance small business.

Urban Cooperative Banks in Kerala.

The Department of Co-operation is headed by the Registrar of Co-operative Societies. At the Headquarters, the Registrar of Co-operative societies is assisted by four Additional Registrars of

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co-operative societies, two Joint Registrars, one Law Officer and one finance officer and a Research Officer.A Co-operative Information Bureau is functioning at the head office and a monthly publication SahakaranaVeedhi is published regularly by the Bureau. The Editor cum Press Relation Officer leads the Bureau.A directorate of co-operative audit is constituted which is headed by director of Co-operative Audit who is an IAS/IAAS officer.

The growth of Co-operative movement in Kerala was insignificant during pre-independent era. Only 1669 co-operatives were functioning in the state with a total working capital of Rs.92.21 lakhs. The membership and paid up share capital were Rs.2.05 and Rs. 31.79 lakhs respectively. Credit and non-credit operations during the period were also nominal. Loan disbursed during the year 1946 was Rs.10.62 lakhs only. Performance in the area of Consumer, Marketing etc. were also not remarkable when compared to the exquisite achievements during the succeeding years. A comparative statement of performance of the sector during pre and post-Independent era is shown in Annexure-I.After the formation of Kerala State, the Kerala Co-operative Societies Act of 1969 came into force with effect from15.5.1969 in order to enact a uniform law on co-operation applicable throughout the State. Consequent on the introduction of Kerala Co-operative Societies Act 1969, Societies with unlimited liability ceased to exist and societies with limited liability came into existence. Thereafter Government of Kerala passed the Kerala Co-operative (Amendment) Act 1999 which came into force with effect from 1.1.2000. Providing of membership to local body institutions, Deposit guarantee scheme in Primary Agricultural Credit Societies, Consortium Lending Scheme, Co-operative Development and Welfare Fund, Independent Election Commission, Separate Audit Wing and Vigilance Wing, and Co-operative Examination Board are the new provisions made in the Amendment Act.

Functions of Urban Co-operative Banks

The term Urban Co-operative Banks (UCBs), though not formally defined, refers to primary cooperative banks located in urban and semi-urban areas. These banks, till 1996, were allowed to lend money only for non-agricultural purposes. This distinction does not hold today. These banks were traditionally centredaround communities, localities work place groups. They essentially lent to small borrowers and businesses. Today, their scope of operations has widened considerably

- To promote thrift, self help and mutual co- operation among the members.
- To mobilize resources i.e. to borrow funds from members and non–members to utilize for giving loans to their members.
- To provide credit to the members at a reasonable rate for productive or trading purpose.
- To undertake collection of bills drawn, cheques, draft etc. accepted or

endorsed by members and approved constituents; to remit funds and to discount cheques and bills of approved members subject to rules and bye laws on their behalf.

- To arrange for safe custody of valuables and documents of members and constituents
- To provide other banking and subsidiary services
- To give vehicles loans to members of the bank.
- To give possible help and necessary guidance to traders, artisans etc. who are members of the bank.
- To do every kind of trust and agency business and particularly do the work of investment of funds, sale of properties and of recovery or acceptance of money.
- To undertake every kind of banking and Sheriff business and also give bank guarantee and letters of credit on behalf of members

Significance of the Study

UrbanCo-operative banks play very important role in providing banking services to common man in their area of co-operation. A small depositor or a small borrower feels comfortable in dealing with the local staff ofurban co-operative bank than to the staff of nationalized banks and private sector banks.Urban Cooperatives perform commercial and other functions related to rural development in general agricultural development in particular.

Review of Literature

Various studies conducted and numerous suggestion were sought to be bring effectiveness in the working and operations of financial institution.

Datar D.R. (1969)1 – In a paper discussed the „Place of Co-operation in India s Economy . Co-operative movement in India since independence has made a remarkable progress and it became the backbone of rural economic activities. Researcher believed that the Indian co-operative movement will grow into a movement embracing all fields of economic activity and come out as a powerful sector in the Indian economy.

M.B. Patil(1985) analysed the growth of the urban cooperative banks in India and their advances to the various priority sectors 30 of the economy in accordance with the national plan priorities for the period from 1978 to 1982. The study revealed that the deposits grew by 25.5 percent per annum which was higher than the deposits grew in commercial banks during the same period. The loans and advances also registered more than threefold rise. Over 60 percent of their advances were made to priority sector and percentage of overdues to loans outstanding was below 9 percent.

.**Devadas (**1987) in his book titled Co- operative Banking and economic Development studied the role of Assam. Co- operative Apex Bank Ltd in the economy of the state. He found that apart from working as a commercial bank it had to discharge three other functions i.e. to finance primary credit societies.

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C.V. Babu (1997) analysed the liquidity, profitability and business strength of three urban co-operative banks in Thrissur district of Kerala state for the period 1980-81 to 1989-90. For the purpose of analysis, the author used the various ratios viz. profitability performance ratios (developed by Varsha S. Varde and SampatP.Singh) liquid assets to deposit ratio, cash asset to deposit ratio, credit-deposit ratio, owned fund to borrowed fund ratio and overdue - demand ratio.

Devadas (1987) in his book titled Co- operative Banking and economic Development studied the role of Assam. Co- operative Apex Bank Ltd in the economy of the state. He found that apart from working as a commercial bank it had to discharge three other functions i.e. to finance primary credit societies.

NABARD (2005) conducted a study "Development in Co-operative Banking", to evaluate the financial performance of 1872 urban co-operative banks and 1, 06,919 rural co-operative credit institutions.

Goel B.B. (2006) - Stated that the Indian co-operative movement is probably one of the largest, strongest and the oldest in the world with widespread spatial coverage, diversified business activities and plentiful success stories. Author described that the co-operatives are working at various levels and the role of National Co-operative Development Corporation (NCDC) as the leading development financing institution with huge training infrastructure to promote sustainable development in India.

Muley S.S. (2007) – The paper argues "Role of Co-operative Banks in Rural Credit , that The co-operative banking is the cheapest and best source of rural credit. As per the fundamental principle of co-operation, the co-operative credit is based on the principal of mutual help service objective rather than profit.

KishorNivruttiJagtap October, 2012 -concluded that India cannot have a healthy economy without a sound and effective banking system. The commercial banking structure in India consists of scheduled commercial banks and unscheduled banks. Scheduled banks constitute those banks that are included in the Second Schedule of Reserve Bank of India (RBI) Act, 1934. As Most of the schedule co-operative bank in an attempt to fulfill the ever rising needs of banks customers.

SeemaSant - concluded that the progress of the urban co operative bank has been satisfactory over the years and they are constantly upgrading their technological base.

Objectives of the Study

- To study the profile and progress of urban cooperative banks in Kerala.
- To identify the sources and application of funds in urban cooperative banks
- To analyze the operational efficiency of urban cooperative banks .
- To examine the services offered by urban co-operative banks.
- To evaluate the delay in the processing of loans and its formalities.
- To know the perception and attitude of customers towards urban co-operative banks.

- To examine the contribution of urban co-operative banks in the economic development.

Methodology

The present study is an attempt to examine how the urban co-operative banks contribute in the financial inclusion.The study has exhaustively used both primary and secondary data for analysis and interpretation. The required secondary data are from the published and unpublished records of the Co-operative Bank which includes among annual reports and records.

Collection of data:

1. Primary Data

a. Observation Method

b. Interview Method

c. Structured Questionnaire

2. Secondary Data

a. Annual reports of the bank

b. Manual of instructions on loans and advances

c. Books

d.Articles and Research Papers

e. Internet

Scope of the Study

The researcher mainly focused attention to study the contribution of urban cooperative banks in the financial inclusion. This study hence to analyse the financial performance of selected urban co-operative banks for sample study.

Data Analysis And Interpretation

Table 1

Table showing number of year's customers associated with the bank

Variable	No. Of respondents	Percentage
Less than 1 years	17	34
1-2 years	20	40
More than 2 years	13	26
Total	50	100

Interpretation:- 34%of customers are associated with this bank for less than 1 year.40% are associated with the co-operative bank for 1-2 years and rest of 26% of customers are associated with the bank for more than 2 years.

Table 2

Table showing kind of accounts opened by customers in the bank.

Variable	No. Of respondents	Percentage
Current a/c	12	24
Savings	21	42
Fixed deposits	12	24
C.C	5	10
Total	50	100

Interpretation: - 24%of customers have opened current account.42% of respondents have opened savings account.24% are having fixed deposit and rest of them having cash credit account.

Table 3

Table showing reason for opening account in the bank by customers

Variable	No. of respondents	Percentage
Interest	19	38
Locker	16	32
Others	15	30
Total	50	100

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Interpretation: - The above table reveals that 19% of customers are opened the bank account for interest and 16% of customers are opened the account for availing locker facility and 15% are for other purposes.

Table 4

Table showing whether the bank caters customer's banking needs

Variables	No. of respondents	Percentage
Yes	35	70
No	15	30
Total	50	100

Interpretation:-The study reveals that 70% of customer always prefer this bank caters to all their banking needs.30% of customers are not prefer this bank for their banking needs.

Table 5

Table showing services of bank used by customers

Variables	No. of respondents	Percentage
ATM	34	68
Net banking	6	12
Mobile banking	10	20
Total	50	100

Interpretation :-68% percentage of customers are used ATM and at the same time 12 % and 20 % people are opted for their banking needs by Net Banking and Mobile Banking.

Table 6

Table showing whether the customer have any account in other bank

Variables	No. of respondents	Percentage
Public	30	60
Private	11	22
No other banks	9	18
Total	50	100

Interpretation: - 60% of respondents have account in public banks .22% of respondents have account in private banks and rest of them do not have account in any other bank.

Table 7

Table showing whether the bank have core banking facility

Variables	No. of respondents	Percentage
Yes	30	60
No	20	40
Total	50	100

Interpretation: - The above table reveals that 60% of the customers said that the co-operative bank provides core banking facility and 40% of them said that it does not provides core banking facility.

Table 8

Table showing what comes first in customer's mind when think about the bank

Variables	No. of respondents	Percentage
Personalized	25	50
Computerised	3	6
Customer service	10	20
Wide branch network	7	14
Core banking facility	5	10
Total	50	100

Interpretation:- 50% of the respondents opinioned that when they think about this bank personalized services comes first in their mind.6% of them thinks about computerized services.20% of them thinks about customer services.14% of them gives priority to wide branch network and least think about core banking facility.

Table 9

Table showing do the bank charge unnecessarily for not maintaining minimum balance in accounts

Variables	No. of respondents	Percentage
Yes	27	54
No	23	46
Total	50	100

Interpretation: - 54% of respondents suggested that the bank do not charge unnecessarily for not maintaining minimum balance in their account and rest of them said that the bank charges unnecessarily for not maintains balance in account.

Table 10

Table showing how the customer evaluates the role of co-operative bank in the banking scenario.

Variables	No. of respondents	Percentage
Necessary	29	58
Important	7	14
Average	9	18
Less important	3	6
No role	2	4
Total	50	100

Interpretation: - 58% of respondents suggested that the co-operative bank is necessary in the banking scenario.14% said that it is important.6% of them said that it is less important. 18% said that it has average role and 4% said that co-operative bank have no role in the banking scenario.

Findings

1. Urban cooperatives face a lot of instructions due to cooperative legislation and administration, Govt. interference has become a regular feature in the day–to-day administration of the cooperative institution.
2. They are making investments on the basis of circulars and guidelines issued by the RBI from time to time
3. The urban cooperative banks are facing lack of ability to mobilize resources.The urban cooperative banks are not able to collect deposits or investments from public when compared to other banks.
4. The urban cooperative banks are not able to formulate their respective policies for investment of their funds that include their surplus resources because of certain restrictions.they should maintain good customer relations and keep positive attitude towards customer.
5. The Urban Cooperative Banks also have a weakness in terms of generation of share capital .
6. The multiplicity of regulation and control from central and state bodies hinders the smooth and efficient functioning of UCBs.
7. Political interference in the administration of urban cooperatives also paves way to provide the loan without maintaining any standards.
8. Still now some of the urban cooperatives face technological advancement in the banking sector such as mobile banking, core banking, internet banking , real time gross settlement, debit card and credit card transactions. It has become inevitable now on part of

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UCBs to have computerised system of banking and adopt latest banking techniques.

9. Customers are satisfied with the mode of repayment of instalments.The bank provides short term loans for women empowerment through kudumbasree units, self-help groups etc. The lending facilities helps to create more employment opportunities likeself-help groups, small scale and cottage industries.

Suggestions

1. The banks should adopt the modern methods of banking like internet banking, credit cards, ATM, etc.
2. The banks should plan to introduce new schemes for attracting new customers and satisfying the present ones.
3. The banks should plan for expansion of branches
4. The banks should improve the customer services of the bank to a better extent.

Conclusion

Financial Inclusion is critical for achieving inclusive growth in the country. The Urban Co-operative Banks (UCBs) have to function within restricted framework in the context of mobilisation of deposits.Urban Co-operative Banks have a duty to upscale to meet these aspirations, convert the perceived weakness into exciting opportunities and facilitate inclusive growth' We can achieve our goal of inclusive growth if all the available resources including technology and expertise available with the banks, support of the government, optimum utilization of the Micro Finance Institutions (MFIs), NGOs and Self Help Groups are geared towards including more and more people under the banking net.

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Financial inclusion is important because it is necessary condition for sustaining equitable growth. In India marginal and weaker sections are excluded from mainstream of the economy. To attain sustainable development all sections of the people need to be brought into mainstream. Financial inclusion is the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable group such a s weaker sections and low income groups in particular. Financial inclusion becomes a key thrust of public policy and the role of cooperative banks assumes greater significance

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SKILLS FOR TEACHING AND LEARNING IN 21ST CENTURY - A THEORETICAL STUDY

***Devi Krishna V**

Abstract

The Globalisation and technological challenges had added a new urgency to improve the skill and knowledge that students need for their success in the 21st century. Various educators, ministries and government in education, employers and various researches refer to these skills with terms that includes 21st century skills, deeper learning outcomes, and higher demand thinking skills. This paper describes about various skills and needs of such skills for students in 21 century. It deal with the reasons why students are not learning 21st century skills and how we can empower our students with 21st century skills for today. The paper also studies the important characteristics that teachers should develop in 21st century for better teaching process. The finding of the study is that way of thinking, creativity, problem solving, better decision making etc. are important skill needed in teaching learning process. Today children should learn 21st century skill because it is essential for our children to succeed in schools, work places and life. Learning new technologies, Go global

Key words:- Communication Skill, Learning Process. Globalisation, Knowledge, 21st century Skills.

Education is vital to every student's life as well as their future. Students can have a wealthy life by receiving a good class education. My opinions are that students need to learn from the books beside with other various materials. The classroom syllabus should be decided by their teacher and the teacher should establish clear goals as to what is expected from the students. Students must work hard to achieve their goals because it will certainly be value it in the end. According to essentialism, Schools must not radically try to redesign society but schools should communicate traditional moral values and intellectual knowledge that students need to become model citizens (knight, 2006). The school

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must stress the importance of values because more or less children are not trained these at homes. Schooling children good values helps build their personality and helps them become reputable. In regards to education, I think humanity is important because this is a place where we all live so we should work to make it a superior place.

Teaching a person obtaining the knowledge or skills that is being trained to them. This can occur through approaches such as observation, listening or from side to side hands on learning. Some things that influence students to learn is staying focused because it helps them to understand and learn the content being introduced to them. Undergoing or going through certain things can also lead to knowledge. When student's minds are stimulated this causes them to think unfavourably and leads to learning whatsoever their teacher may be teaching. It will encourage participation because this is extra way for students to learn. One of the supreme important things I think a teacher should do is figure rapport with their students because this will benefit them learn what potentials their student's possess.

The world is fluctuating, and in order to prepare our children for this new world we need to modify the way we educate them. In the 21st century teachers must create a curriculum that will help students attach with the world and understand the issues that our world faces.

Schools in the 21st century will develop nerve centres, a place for teachers and students to attach with those around them and their community. Teachers in this new atmosphere will become less teachers and more orchestrators of information, giving children the ability to turn information into wisdom.

So as to educate in the 21st century, teachers and administrators need to promote and maintain the student's interest in the material by showing how this knowledge spread over in the real world. They must also attempt to increase their student's curiosity, which will help them become lifetime learners. Next they should be flexible with how they teach and give learners the resources to carry on learning outside of school. In the perfect 21st century classroom, kids are actuallyhappy about going to school, and there are little or no discipline problems because everyone is eager to teach(Kristen Kereluik Punya Mishra Chris Fahnoe Laura Terry, 2013). In this type of classroom and lessons are related to the community, whether native or global. Students co-operate with people from different schools and different countries to learn about problems that affect us all, in addition to how we can solve them today and in the future.

The curriculum in the classroom is designed to combine many skills and intelligence levels, and makes use of technology and programmes. The classes are not based on textbooks, instead they are project centred. Skills and content are educated through their research and projects, and textbooks are provided as one of many possible properties.

A new to 21st century curriculum is the study of green education and environmental issues. Kids are taught consciousness of their world and actual

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experts such as scientist and politicians are brought in to answer student's questions. Innovative schools in the 21st century will be bright and expansive, and kids will have room for group projects and individual assignments. The walls will be hanged with student work, and there will be places for students to put on performances for their parents and members of the community. Students have complete access to technology and, if probable, every student will have a laptop. Within the school, there will be labs and learning centres, as well as studios for art, music, theatre, and so on. Separately classroom will be equipped with a television so that all students can watch school productions and other school presentations. Though it may take some time before schools and teachersare equipped to properly educate in the 21st century once they are the results will be affected? Children will be engaged and eager to learn. In fact, they will carry on learning at home and over holidays, and they will have the resources they need to keep learning no matter where they are. This ability to foster a love of learning is truly the role of education in the 21st century.

REVIEW OF LITERATURE

1. Kristen Kereluik Punya Mishra Chris Fahnoe Laura Terry (2013) stated the general review of 21st century skill that teachers and teacher educator's needs. It describes that some changes has been occupied in century for better teaching and learning activities and the various changes that the teachers should developed in their teaching and learning process are explained. The paper ends with specific conclusions and references for teacher education.

2. Marilyn M. Lombardi (2007) Learning-by-doing is usually considered the most real way to learn. The Internet and various emerging communication, imagination, and simulation technologies now styled it possible to offer students accurate learning experiences ranging from research to real-world problem solving. This white paper discovers what constitutes authentic learning, how technology supports it, what makes it real, and why it is significant.

OBJECTIVE

1. To study various skill needed for students and teachers in 21 century
2. To study the important characteristics teachers should develop in this 21 century teaching and learning

METHODOLOGY:

The study was mainly confined with secondary data available from current affairs, news dailies, journals, internet etc.

ANAYSIS AND DISCUSSION

Skills for Teaching and Learning Process in 21 Century

The term 21st century skills refers to a board set of skills, knowledge, character traits, all these are believed by various educators, college professors, school reformers, employers and others to be important for success in today's world ,especially in collegiate programs, careers and workplaces. The 21st century skills can be used in every academic subject areas. It can be used in all educational, civicand career settings throughout the student's life. It is stated that 21st century skill consist of comprehensive and unstructured body of knowledge and skill. These skills are not easy to define (Marilyn M. Lombardi, 2007). The term 21st century skills are widely used in education but it is not always defined regularly in order to avoid confusions and conflicting interpretations. There are a lot of skill associated with 21st century skills they are applied skills, transferable skills, cross- curricular skill, interdisciplinary skills and soft skills .Even though all these terms are not having the same meaning but all these skills are being used for same purposes of realism and usefulness.

Specific skills in the term 21st century skills may be defined and determined differently by persons, school to school, place-to-place besides all these differences the term reflects it as common. The following are the skills, character traits and work habits commonly seen in 21st century skills

- Critical thinking, problem solving, interpretation, analysis, reasoning, synthesizing information
- Research practices and skills, probing questioning
- Creativity, curiosity, fancy, innovation, personal manifestation
- Persistence, self-direction, planning, self-discipline, flexibility, initiative
- Oral and written communication, public talking and presenting, attending
- Leadership, teamwork, association, cooperation, facility in using cybernetic workspaces
- Information and communication technology (ICT) knowledge, media and internet literacy, data explanation

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and analysis, computer programming

- Public, ethical, and societal-justice literacy
- Economic and fiscal literacy, entrepreneurialism
- Global alertness, multicultural knowledge, humanitarianism
- Scientific literacy and intellectual, the scientific method
- Environmental and safeguarding literacy, ecosystems accepting
- Strength and wellness literacy, including nutrition, intake, exercise, and public health and security

Needs of 21st Century Skills in Teaching and Learning Process

There are exciting economic and public reasons for education systems to develop students' 21st century skills. The economic reason is that computers and machines can cost-effectively do the same sorts of jobs that people with only routine knowledge and skills can do; which means the workplace needs fewer people with basic skill sets and more people with higher-order thinking skills. Additionally, supply and demand in a global rather than national or local marketplace increases competition for workers who can add value through applying no routine, complex thinking and communication skills to new problems and environments. There is also a strong public reasoning for schools to increase their attention on developing students' 21st century skills.

However, students need a foundation of basic knowledge; routine learning of information about government and citizenship is not a sufficient way to promote public engagement. They also need to study, how and why to be engaged citizens who think critically. They want to be able to solve problems so they can suggest or review policies to report social challenges. They want to be able to work with others if they are to effectively serve as jurors or participate in political campaigns (Lombardi, M. M., & Oblinger, D. G. ,2014). They want to be able to communicate successfully, orally and in writing so that they can share their opinions publicly, defend their rights, propose new policy, etc. In the United States Background, commitment in the local and national public sphere is at an all-time low, while increasing dissimilarity—due to the declining demand for middle-class jobs that require only repetitive knowledge and skills—threatens to weaken commitment to democracy. Without 21st century skills, people cannot run the rights and responsibilities that contribute to a strong society Globalization encompasses the third basis for teaching and learning 21st century skills. Huge global migration, the Internet, long-haul flights, interdependent international markets, climate instability, international wars, and other factors remind us daily that countries, states, and individuals are part of a globally interconnected economy, ecology, and political network and that people are part of the worldwide community. This interconnectedness styles it even more urgent for students around the world to learn how to communicate, co-operate, and solve problems with people beyond national boundaries. These three logics each will motivate the need for 21st century skills from a different viewpoint, but they are not at odds. Relatively, they complement each other because the skills and knowledge essential to engage in the economic, civic, and global spheres overlap almost completely.

Reasons Why Students are not Learning 21-century Skill

The compulsory education in most of the nation are still in the transmitting mode in which teaches transmit the knowledge to students via textbook and lectures. Even though many nations' board-certified U.S teachers the transmitting model dominates, many countries are shifting their focus away from this model. This is mainly due to two reasons .Educational systems are hard to change since transmission model demands less disciplinary academic expertise from teachers than does the contrasting "constructivist" model through which students actively rather than passively gain skills and knowledge (Ananiadou, K. and M. Claro, 2009). Using transmission model, students have the opportunity to learn information but they will not get enough opportunity to apply the knowledge. Because of that, it is not the effective way to teach 21st century skills (Lombardi, M. M., & Oblinger, D. G. ,2014). The second issue was the student' development of 21st century skills is that they do not learn them if they are not explicitly taught. These skills are not normally taught in separate stand-alone courses on, for example, thinking. Based on OECD's 2008 Teaching and Learning International Survey (TALIS) out of 23 countries from various part out of Europe 22 countries teachers were in favour of constructivist pedagogy. However the survey also demonstrate that in the participated countries 21st Century skill are not often highlighted even though teachers uses active learning strategies were used. A third weakness is that 21st century skills are more difficult to assess than factual retention. When they are not measured on duties that have accountability, teachers tend to reduce their classroom prioritization. As per we discuss through this article, development of 21st century skills needs explicit attention.

Empowering Our Students with 21st-Century Skills for Today

Our world is globally and digitally interconnected so every learners need new skill and knowledge to succeed in this world. Today children should learn 21st century skill because it is essential for our children to succeed in schools, work places and life. These skills are essential for students now than ever before. These skills not only helps for fruitful learning in classrooms, but it also help the students to bloom in this world where change and learning never stops. Learning people are extremely important for our nation's welfare. These workforces are competitive in a global economy. (Marilyn M. Lombardi, 2007).It is our learned people who can enter the world with an idea of spreading what it takes to be a good citizen .The partnership for 21st century learning has highlights the 4Cs which includes collaboration, communication, critical thinking and creativity all these skills should be developed be learns for their success in schools, life and work places.

The 21st century is not reserved for future but it is today. Therefore, there is no time to waste for preparing our students and nation to succeed in future.

Characteristics of a 21st-Century Teacher

The following are the important characteristicsthat teachers should develop in 21st century

1. **Personalized Guidelines and learner centred class rooms:** Today's world access to any information by students is possible, so there is no need for teachers to spoon fed knowledge and it is not possible for teachers to offer personalized instructions relating to a topic because different students are having different goals, personalities and needs.(Garrison, D. R., & Kanuka, H ,2004).Therefore, teachers should develop the skill by allowing students in making their own choices, their own learning methods, motivations for a better learning outcome.
2. **Students as creators:** Students of today are having lot of latest and greatest tools but these tools are not been used by them .There are a lot of digital tools for students such as blogs, books, info graphics, video tutorials besides all these students in class rooms are asked to do their works with hand-outs and worksheets ,but these paper works are thrown out after its use So teachers of today should give students a chance to produce all these works beautifully and creatively through blogs, digital stories and movies which will give them sense proud and share with others
3. **Learning New Technologies**: Teachers should develop the skill of learning new technologies in order to cope up with students choices. As technology is, developing teachers should update the learning and teaching tools and not stick on one tool because all these tools will help to develop one's own hand on experience and skill.
4. **Drive Global**: Today there a lot of tools to learn about countries, people and any think in and out the globe.so it is shame if we are not using these tools for our learning .so teachers should help students how to use these tools to get information's from any corner of this planet with a hope to get more knowledge. It also help to go paperless by sharing all their classroom and work area discussion through digital mediums.
5. **Be clever and use smart phones**: The various devices in the hands of students are valuable tools that support knowledge for learning. However, they are not allowed to bring such devices in classrooms for its effective use .So teachers of today should encourage students in using all these devices for e.g. smartphone in their teaching learning process. It will help in reducing wastage of time and create a positive change .When students devices are used as an aid for solving the problems in classrooms which will create a different reaction and outcome to them.

6. **Blog**: Both teacher and student should develop the skill of writing in blogs. The blogging will help them to createdigital presentations

7. **Work together**: Collaboration between teacher and students are created with the help of technology. The presents of different digital resources, presentations and projects will classroom more realistic for both students and teachers. It is not limited with sharing documents but it also includes sharing idea by conversations. Work together will globally change our entire knowledge.

8. **Twitter chat**: It helps as to grow professionally and to enlarge our knowledge. There are many conversations happening in twitter every day .Going to such conferences will help to encounter others and form professional learning systems.

9. **Connect**: SO in this 21st century teachers should connect will all Medias such as social, technological and follow, join ask or tell.

10. **Keep Learning**: The new habits and new technology keep developing, learning and adopting is essential. The good news is its enjoyable and even 20 min a day will take you along way.

CONCLUSION

In this paper, we have enlightened why 21st century skills are important and shortened about how best to teach and evaluate those skills, as well as how to confirm that school systems have the human capital to transfer out this important mission. Though there is some progress toward this goal, the residual work will be demanding and problematical, and it will require precisely the sorts of skills that we think critical for the next generation. If we believed that 21st century, skills are the important to solve economic, public, and global challenges and to engaging effectively in those spheres, then we must act on the belief that using those skills to renovate our education systems is possible. Keeping students on-task was an instant and constant challenge. With the fluster of non-sanctioned activity online, it was difficult for teachers to screen every student in the classroom while trying to implement lesson plans. The greatest challenging issues our faculty face fall into these three categories. It includesstudent safety and monitoring, integrating meaningful technology into the curriculum, training teachers on current trends;we can also struggle to create a healthy, low-stress dynamic between students and faculty. It has been pleasing for us to see tangible progress helping our school develop into a rich, appealing and productive high-tech learning environment.

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A STUDY ON PERFORMANCE OF CONSUMER DISPUTE REDRESSAL FORUM IN KOLLAM DISTRICT

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Abstract

Dispute Redressal Agencies have been established across the country at different levels under Consumer Protection Act 1986 with a view to provide speedy, less expensive and simple dispute redressal to the consumers. For achieving the objective, Sec. 9 of the Consumer Protection Act provides three tier dispute redressal agencies. The present study aims to evaluate the performance of consumer dispute redressal forums in Kollam district. Fifty complainants were selected from Kollam district forum for the study. The study identified that the complainants are not fully satisfied with the working of the forum. On the basis of the study some suggestions and recommendations are put forward to the authorities.

Key words:- Performance of forum, problems of complainant.

The protection of the rights of consumer had taken an important place right through the evolution of our civilization. It is evident that even the ancient lawmakers in India had given due importance to the protection of consumer rights as a part of the protection of human values and ethical practices. They had realized the urgent need to protect a consumer who was likely to be exploited by sellers of goods and providers of services. Even now in our country, consumer protection centers on the fact that a consumer has the right to get quality goods and services at the right place and

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time and that too in the right quantity at a fair price. The Sale of Goods Act of 1930 remained as the main legislation for the protection of consumer rights in India until the Consumer Protection Act of 1986 was enacted to supplement the remedial measures provided in the Sale of Goods Act. Another notable development was the incorporation of Consumer protection in the Criminal justice system.

The challenges faced by the consumer who is the end user of products are manifold, a fact which renders the saying "Caveat Vendor"illusive.Consumers now face exploitation in many ways like adulteration, hoarding,unfair trade practices and so on. It is also important to make the consumer aware of his rights and responsibilities and the legal remedies available to him. It is the duty of the government to protect consumer rights and privileges through its policy guidelines and through legal and organizational structures. The ancient doctrine of 'Caveat Emptor', whichmeans, "Let buyer beware" no longer holdsgoodwith the rapid growth in Industrialization especially in the modern reality of widespread globalization.

Dispute Redressal Agencies have been established across the country at different levels under Consumer Protection Act 1986 with a view to provide speedy, less expensive and simple dispute redressal to the consumers. For achieving the objective, Sec. 9 of the ConsumerProtection Act provides three tier dispute redressal agencies.

A 'Consumer Dispute Redressal Forum' is established by the State Government in each and every district of the state by notification. This Court is known as the 'District Forum'. It deals with all complaints where the value of goods or service and compensation claims do not exceed Rs.20 Lakhs.

A 'State Consumer Dispute Redressal Commission' is established by the State Government with prior approval of the Central Government by notification.This Court is known as 'State Commission'. It deals with all complaints where the value or claim exceeds Rs.20 Lakhs but does not exceed Rs.1 Crore.

A 'National Consumer Dispute Redressal Commission' is established by the Central Government by notification and this court is known as National Commission. It deals with all complaints where the value or claim exceeds Rs .1 Crore.

IMPORTANCE OF THE STUDY

Consumer protection safeguards the interest of the consumers against the abusive acts of market forces. There are countless distressful situations which the consumer encounters nowadays and those which stand out are adulteration, hoarding, shortage in weights and measures and excessive prices levied on primary commodities. The government of India has stepped in with a number of statutory and administrative measures to curtail these evil practices. These measures are intended to serve as a controlling mechanism at the production and distribution levels for the upkeep of the quality and purity of goods and services and for their fair pricing. The right of the consumers to get information about the availability of goods and the right to be cautioned about unfair trade practices of unscrupulous traders and producers of goods are to be safeguarded by these governmental measures. However, all these measures are unlikely to serve the intended purpose if they areinadequately implemented. A most important factor in this connection is the need for the speedy disposal of consumer cases, as the saying goes, "delayed justice is no justice at all".

The study on the above-mentioned factors assumes great importance. Through the study, the attempt is to find out the extent to which the Consumer Protection Act of 1986 has been efficacious to the consumers and to assess how far redressal agencies in general have been successful in eradicating the evil activities of business people.

The focus of the study is on the efficacy and efficiency of Kollam District Consumer Redressal Agencies in Kerala. The study aims to make critical evaluation of the working condition of Consumer Redressal Agencies in Kollam district and to give appropriate suggestions to the authorities concerned for improving the performance of the forum.

STATEMENT OF THE PROBLEM

The objective behind the introduction of the Consumer protection Act in 1986 was the promotion and protection of the interest of consumers. Nevertheless, it is doubtful whether the beneficiaries are actually benefited by it. The measures provided under the Act for the achievement of the objectives are found to be either inadequate or functioning below the level of the expectations envisaged in the Act. Though under the provisions of the Act Consumers can approach a hierarchy of forums to get their grievances redressed, it has been found that a majority of consumers are reluctant to approach them. Again, a large number of consumers are unaware of the very existence of such forums. It is interesting to note that those who approach these agencies with complaints are having complaints against the functioning of the agencies. The main complaint against the consumer redressal agencies has been the inordinate delay that occurs in the disposal of individual cases both in the trial and execution stages. This delay can be the main reason for the reluctance of the consumers in approaching them. Under these circumstances, the present study becomes relevant.

SCOPE OF THE STUDY

The study is designed to evaluate the performance of District Consumer Redressal Agency and to suggest appropriate steps for improving the working of these agencies after assessing and analysing the factsand taking into account the views of the functionaries, consumers and some experts associated with the law of consumer protection. The performance of District Consumer Redressal Agency in Kollam is the main focus of the study. The major obstacles for the speedy disposal of consumer complaint by the redressal agency are also studied.

OBJECTIVES

Following are the major objectives of the study:

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1. To review the role played bythe District Consumer Dispute Redressal agency in Kollam district
2. To identify the major obstacles that hinder the speedy disposal of consumers' complaints by the Consumer Redressal Agencies.
3. To analyze the performance ofthe District Consumer Dispute Redressal Agency in Kollam.
4. To ascertain the extent to which the working of the forum helped in redressing the grievances of the complainants.

METHODOLOGY

The study is an empirical one and the following methodologyis to be followed for conducting the study.

a) Population

Population for the study consists of all the complainants who have filedcases with theDistrict Consumer Redressal Agency in Kollam.

b) Primary data

Primary data has been collected by conducting a survey amongst a sample of 50 complainant from the Kollam district forum

c) Secondary Data

For the study secondary datais collected from the Consumer Affairs Department, Government of Kerala and so on.

LIMITATIONS OF THE STUDY

Following are some of the limitation of the study

1) The study is limited to the complainants and forum in Kollam district and therefore the findings of the study cannot be extended to other areas.
2) Convenient sampling has been used in the study and it has its own limitations.
3) Personal bias of the respondents might have crept in while answering a few questions in the structured interview schedule.

Past studies on consumer protection

Kaushal, Anoop K. (2010) in his book entitled "Practical Guide to Consumer Protection Law", examined the basic concepts and definitions as used in the Consumer Protection Act, 1986 (C. P. A.) as amended up-to-date and incorporated the various circumstances under which consumer can approach the Consumer Disputes Redressal Agencies for the purpose of filing complaints/ appeals

TusharKantiSaha. (2001) in his book article entitled "Law of Tort & consumer justice. Law of consumer justice (protection of consumer rights)" An objective of this book is imparting the knowledge of consumer justice & its parameter. This act provides the in right of the provisos of law to provide for better protection the reforms to be needed to make the act more effective.

H.C. Chaudhary in his article offers a penetrating insight into the issues involved in the consumer protection moment. He explains that the government, business and society shall find it useful in enlightening themselves of the emerging forces emanating from the buying side of business and understanding the social, political, economic and psychological aspects of Indian consumers movements

ANALYSIS AND INTERPRETATION OF DATA

The table 1 shows that all the respondents are literate.61%are graduate, 28% are post graduate and 10% have studied up to senior secondary levels.

- The table 2 shows that only 16% of the respondents were highly satisfied, 78% were satisfied and 8% were not satisfied with the cost incurred for the case.
- 64% of the respondents are not satisfied with the time taken for settlement, 32% were satisfied and 4% were highly satisfied with the time taken for settlement.
- 34% of the respondents were not satisfied with the compensation and 60% were satisfied.
- 72% of the respondents were not satisfied and 22% were satisfied with the procedure for filing the complaint.

FINDINGS

Following are the major findings of the study:

1. Inordinate delay in the disposal of cases due to fewer sittings in court.64% of the respondents were not satisfied with the time taken for settlement.
2. Delay in the Disposal of cases is a major reason for people's dissatisfaction.
3. Lack of infrastructural facilities in the court.

Table 1

Educational qualifications of respondents

	No: of respondents	percentage
Illiterate	*0*	**0**
Sr. Sec.(up to 12thClass)	*5*	**10**
Graduate	*31*	**62**
Post Graduate	*14*	**28**
Total	***50***	**100**

Table 2

Satisfaction level of complainants regarding following variables

	Cost		Time		Compensation		Procedure	
	No: of respondents	%	No: of respondents	%	No: of respondents	%	No: of respondents	%
Highly satisfied	*8*	**16**	*2*	**4**	*3*	**6**	*4*	**8**
Satisfied	*38*	**78**	*16*	**32**	*30*	**60**	*11*	**22**
Not satisfied	*4*	**8**	*32*	**64**	*17*	**34**	*36*	**72**
TOTAL	*50*	**100**	*50*	**100**	*50*	**100**	*50*	**100**

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4. Delay in the appointment of new officials in the vacant posts in the commission.

5. 72% of the respondents were not satisfied and 22% were satisfied with the procedure for filing the complaints.

6. Only 78% of the cases were disposed per year. So 22% of the cases were piled up for pending every year inKollam district.

7. All the complainants wereliterate. A lion's share of the respondents weregraduates (62%), 28% were post graduates and only 10% were below graduation levels. This show that only educated persons bothered (or knew how) to file complaints in consumer forums.

8. 60% of the respondents were satisfiedand 8% were highly satisfied with the compensation .Only 32% were not satisfied with the compensation.

9. Delay in the execution of the judgment was one of the major problems of the complainants.

10. Only one consumer grievance redressal agency functions in a district, so people in remote area were unable or found it difficultto solve their grievances.

CONCLUSION

The District Consumer Dispute Redressal Forum plays an important role in solving the grievances of consumers in Kollam district. Awareness of consumer rights should be incorporated at the high school level under various topics like adulteration, hoarding and so on. Electronic media should be used for creating consumer awareness. Provide more infrastructural facilities and powers to the court.

SUGGESTIONS:

The present study suggests the following points:

1. Consumer education should be incorporated at the high school level under various topics like adulteration, consumer rights and so on.

2. Electronic media should be used for creating consumer awareness.

3. Provide more infrastructural facilities and powers to the court.

4. Reduce the delay by increasing number of court sittings.

5. Execute the order without delay.

6. Increase the compensation for the aggrieved party.

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AN EMPIRICAL STUDY OF FINANCIAL PERFORMANCE OF EQUITY MUTUAL FUND SCHEMES

***Saurabh Pandey**

Abstract

Mutual funds mainly provide an opportunity to invest diversified portfolio of securities at relatively less cost and less risk through collection of fund from the household savings and investment of the same in the stock and debt markets. Equity categories of funds make investment 70% - 80% of collected funds in equity stock market and remaining in the debt market. The present study investigate the performance of open-ended, growth-oriented equity schemes for the period from 1st April 2013 to 31st March 2018 of transition economy and the sample has been drawn from CRISIL mutual fund rank March 2018 quarter report. Daily closing NAV of different schemes have been used to calculate the returns from the fund schemes. Nifty 500 has been used for market portfolio. The historical performance of the selected schemes were evaluated on the basis of different measures i.e. Sharpe, Treynor, Jensen Alpha, R-Squared, Information ratio, Beta and Standard deviation, whose result will be useful for the investors for taking better investment decisions. The study revealed that almost all the selected schemes generates excess return than benchmark and. In addition, considering overall performance of equity open-ended mutual fund schemes no difference between public and private sector MFs.

Key words:- Mutual Fund Schemes (MFs), Performance Evaluation, Annual Average Return (AAR), Sharpe (SR), Treynor (TR), Jensen Alpha (?),, Information ratio (IR).

Mutual Fund is a trust that pools money from different risk appetite investors by selling shares of the fund like any other type of company that sells stock to the public. The raised money is used in different securities like stocks, bonds, money markets & commodities. Each mutual fund has common financial goal and the money is invested in accordance with the defined objective. Fund is managed by a professional fund manager, who is responsible for implementing a fund's investing strategy and managing its portfolio trading activities. Each investor in the mutual fund participates proportionally (based upon the number of shares owned) in the gain or loss of

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the fund. Any investor can invest minimum amount that is affordable and diversify their portfolio in different sectors depending upon their interests and risks.

Mutual funds hire the services of professionals who are well established in the investment world and have apt expertise. Moreover, they are competent, to large extent, to gauge the market for the use of best interests of the investors. Therefore, when funds are entrusted to mutual funds, they are managed by professional experts. Being full time, high-level investment professional, a good investment manager is more resourceful and capable of monitoring the companies in which mutual funds has invested in, as compared to individual investors. These managers have access to crucial market information and are able to execute trades on the large and most effective scale. Putting in other words, they possess the wisdom to trade in the markets that retail investors may not possess. Mutual funds enable the investors to enjoy the benefits of diversified portfolio even at a minimum investment (as little as Rs.500). Hence every strata of society can participate in this form of institutionalized investment. This enhances the financial inclusion as well and they may, consequently enter into the process of wealth creation.

As per AMFI (Association of Mutual Fund India) January- March 2018 quarter report 44 AMCs are circulated in the market in them 7 are public and 37 are private and they offered 1,941 schemes across the Indian mutual fund industry. Each schemes had a direct plan and regular plan and each plan had a dividend and growth option.For a mutual fund investor it was just too confusing to particular fund as their requirement (risk appetite and investment objectives).

The SEBI has made an effort to bring uniformity in the functioning of asset management companies (AMCs) and to standardize attributes of mutual fund schemes across some specific categories on 6th October 2017 SEBI has issued the circular for categorization and rationalization of mutual fund schemes. Under this regulation, the fund houses need to define their mutual fund schemes clearly. Through this categorization investors can easily differentiae each other in terms of core characteristics like investment objective and asset allocation examine different mutual fund schemes on the basis his financial objective before finalizing the investment decision.

The present study has intended to raise four research questions. First the present study will add to the existing literature by providing a robust result. Secondly the study has examined the performance of selected mutual fund schemes with the help of different standard statistical measures like Sharpe, Treynor, Jensen Alpha, R-Squared, Information ratio, Beta and Standard deviation. Thirdly the study has try to analyse in which equity categories fundsand which sector has outperformed (i.e. provide high return at relatively less risk). Finally the study has examined the overall performance of equity categories funds and tries to know which sector is performed well.The paper is organised as follows: Section 2 deals with literature review, section 3 & 4 define the objective and hypothesis of the study respectively, section 5 deals with methodology, description of data and sample, variables and models employed in study. Finally the result and discussion and conclusion & observation of the study are presented in section 6 & 7 respectively.

2. Review of Literature:

There are promiscuous studies, both in national and international, extensively addressed the issues of financial performance (risk & return relationship) by employing different financial performance measures.

During the early years, the rate of return was the only measure of performance. Risk measurement is considered an important tool to judge the performance of mutual funds. Markowitz (1952) & Tobin (1958) suggested risk measure in terms of variability of returns. Treynor (1965), Sharpe (1966) and Jensen (1968) compared the returns of professionally managed portfolios to that of some standard benchmark. Cumby & Glen (1990) and Lahbitant (1995) found funds underperforming their benchmark. Murthi et al. (1997) proposed problems associated with traditional performance measures as identifying the appropriate benchmark, not accounting for the transactions cost and measures performance in terms of efficiency. Firth, M., Lin, C., & Zou, H. (2010). found the number of efficient funds higher in the year 2003 than in 2001 and 2002.It indicates that fund managers are not performing their job in an efficient way.See, Y. P., & Jusoh, R. (2012) found the performance of equity fund investing in Malaysian stock market depend on the risk level of the funds and fund size and turnover have no impact on equity fund performance. Vidal-García et al. (2016) found strong evidence of persistence in daily mutual fund return over the quarterly measurement period and confirms that superior performance is a short-lived phenomenon.

In **India,** Chander (2000) found the funds outperformed while Singh & Singla (2000) found that funds underperformed their benchmark, and Gupta (2001) found mixed results. Galagedera & Silvapulle (2002) found that funds were efficient in the long term. In 2004, Gupta & Gupta and Rao et al. found funds outperforming their benchmark. Soongswang & Sanohdontree (2011) found varied outcomes. Kumar, J., & Adhikary, A. (2015) found tax saving MFs has outperformed as compared to its market return and the performance of public sector tax saving MFs are not satisfactory. Ojha S.C. (2017) majority of the schemes are giving less return than benchmark. Tripathy. N (2017) performance persistence of mutual fund schemes are not evident in the market. Satish & Shakti (2016), Nala & Gautami (2018) found mutual fund return has direct relationship with benchmark return, and market timing Pathak. Richa (2018) ELSS fund has outperformed than benchmark

Though plenty of research has been examined the performance of mutual fund schemes in India, no previous research has examined and compare the performance of different equity category wise and sector wise, along with this very few studies examine the performance of MFs on the basis of daily return. Hence, this paper seek to address this gap

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3. Objective of the Study:

To analyse and compare the performance of open-ended equity mutual fund schemes for private and public sector.

4. Hypothesis:

H_0: There is no difference of the performance of open-ended equity mutual fund schemesbetween private and public sector.

H_1: The performance of open-ended equity mutual fund schemes forprivate sector differs from that of public sector.

5. Methodology

5.1 Description of Data, Variables and Model & Method used :

5.1.1 Data

In the study for measuring the financial performance of equity categories mutual fund schemes, the mutual fund schemes are selected as sample from "CRISIL Mutual Fund Ranking (CMFR)" report for the quarter ended 31st March 2018 report. Particular March 2018 quarter is selected for study because CRISIL has introduced and aligned in CMFR March 2018 quarter report new Categorisation & rationalization of mutual fund schemes as per recently prescribed norms issued by SEBI. Usually the penetration of public sector MFs in the market is very low as compared to private. To make a better comparison between the public and private sector and to explore which sector, which category and which MF schemes outperformed,almost all the public sector MF schemes were selected and for private sector, schemes are randomly selected parallel to the same rank as public which is the best performing during the several quarters of study period.

Table 1

Particulars of selected sample schemes:

Sr. No	*Particulars	Available Fund		Total	Taken Fund		Total
	Equity Categories	Private	Public		Private	Public	
1.	Large cap fund	14	2	16	2	2	4
2.	Large & Mid Cap Fund	13	4	17	3	3	6
3.	Multi Cap Fund	14	4	18	3	3	6
4.	Mid Cap Fund	13	2	15	2	2	4
5.	Small Cap Fund	9	1	10	1	1	2
6.	Value/Contra Fund	10	2	12	2	2	4
7.	Focused Fund	11	1	12	1	1	2
8.	Thematic-Infrastructure Fund	13	2	15	2	2	4
9.	ELSS	16	3	19	3	3	6
10.	ETF/Index Fund	11	3	14	3	3	6
	Total	**124**	**24**	**148**	**22**	**22**	**44**

**Schemes under equity has been categorized and defined by CRISIL as per instruction of SEBI*

5.1.2 Variables Description

Variables Description is given in Table 2.

5.2.3 Models& Methods:

The Performance evaluation of selected sample schemes has been evaluated on the basis of following measures (Table 3):

6. Analysis& Discussionof financial performance:

The following tables 4 to 12 shows a comparative analysis of financial performance of selected mutual fund schemes between public and private sector among the ten equity categories mutual fund schemes on the basis of different financial performance parameters.

i. Large Cap Funds:

Under the large cap fund (Table 4) category in the private sector ICICI prudential blue-chip fund (AAR 17.84%, SR .0535, TR .0508, α .0091, R^2 .9429, IR .0281, β_p .9299, σ .8838) is outshine whereas in public sector SBI blue-chip fund (AAR 19.21%, SR .0605, TR .0578, α .0148, R^2 .9348, IR .0421, β_p .8858, σ .8455) is not only outperformed in public sector but also overall in large cap funds category because it provides highest five years annual average return and gives relatively high return in terms of both total risk (SR) and market risk (TR) and portfolio diversification (α) is quite efficient in terms of market trend. Along with this it also generate excess return than benchmark (IR) with less risk (β) and volatility (σ). Hence, here the market proverb is false that "high risk gives return."

Table 2
Variables Description

Sr. No	Variables	Definition	Calculated from	Source & Year
1.	R_p	Return of portfolio	return is calculated by using formula: (Closing value- Opening Value/Opening Value)*100	Daily NAV of selected schemes is drawn CRISIL database from 1st April 2013-31st March 2018. And then
2.	R_f	Risk Free return	-----	91 days Treasury bill weekly return is taken from RBI website from 1st April 2013 to 31st March 2018. After that convert weekly data into daily by taking the average of week and divide by 365.
3.	**Rm**	Return of Market	And then return is calculated by using formula: (Closing value- Opening Value/Opening Value)*100	Daily closing value of Nfty 500 is taken from NSE India website for the period of 1st April 2013 – 31st March 2018.

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Table 3

Performance evaluation of selected sample schemes

Sr. No	Measures	Description	Interpretation	Formula
1.	Annual Average Return	The average annual return (AAR) is the arithmetic mean of a series of rates of return.	-	$AAR = \frac{Sum\ of\ return\ of\ different\ Periods}{Number\ of\ Periods}$
2.	Sharpe Ratio	Sharpe ratio indicates excess return over the risk free return. It measures total risk associated with fund	The higher Sharpe indicates higher relative to amount of risk taken	$RVAR_p = \frac{R_p - R_f}{\sigma_p}$
3.	Treynor Ratio	Treynor ratio is similar to Sharpe ratio. It also measures excess return over the risk free return but it measures only the market(systematic) risk associated with fund through β	A higher Treynor ratio indicates better fund performance gives higher return with lower market risk of fund.	$RVOL_p = \frac{R_p - R_f}{\beta_p}$
4.	Jensen Alpha Ratio	Alpha measures the gap between fund's actual return and expected return through measuring β. It measures the efficiency of fund manager.	Higher alpha shows better fund performance correlates to the market due to fund manager wise decision through measuring systematic risk.	$Alpha = R_p - [R_f + \beta_p (R_m - R_f)]$
5.	Beta (β)	Beta is fairly used to measure the market risk (systematic risk). It indicates the level of volatility associated with the fund as compared to benchmark or stock market	Beta > 1 = High risky Beta < 1 = Low risky Beta = 1 = Average.	$Beta\ (\beta) = \frac{Covariance\ of\ Index\ \&\ Stock\ return}{Variance\ of\ Index\ return}$
6.	R-Square	R-Squared measures the correlation between fund's movement and benchmark index. It describes the fund's volatility and market risk.	R – squared values ranges between 0 & 1 where as 0 represents no correlation and 1 represents full correlation	$Correlation = \frac{Covarience\ of\ index\ \&portfolio\ return}{\sigma\ of\ Portfolio\ return * \sigma\ of\ Index\ return}$
7.	Standard Deviation (σ)	σ measures the total risk associated with fund. It evaluate the volatility by measuring the degree to which fund fluctuates in relation to its mean return	Higher σ **shows more volatile fund and vice versa. Hence lower σ should be good and safe i.e. σ near to its mean return**	σ = Square root of variance
8.	Information Ratio	Information ratio measures the portfolio return over the benchmark return through tracking error	Higher information is better.	$Information\ Ratio = \frac{Active\ Return}{Tracking\ Error}$

Table 4

Comparison of Financial Performance of Equity Large Cap Funds

Scheme Name	5 year (AAR)	Sharpe Ratio (SR)	Treynor Ratio (TR)	Alpha Ratio (α)	R-Square (R^2)	Information Ratio (IR)	Beta of Portfolio (β_p)	Standard deviation (SD/σ)
Private 1. ICICI Prudential Blue-chip Fund - Growth	17.84	0.0535	0.0508	0.0091	0.9429	0.0281	0.9299	0.8838
2. Axis Blue-chip Fund - Growth	16.04	0.0471	0.0451	0.0037	0.9290	0.0013	0.9176	0.8786
Public 1. SBI Blue Chip Fund	19.21	0.0605	0.0578	0.0148	0.9348	0.0421	0.8858	0.8455
2. UTI Mastershare Unit Scheme - Growth	16.14	0.0467	0.0443	0.0029	0.9461	-0.0035	0.9098	0.8633

Table 5

Comparison of Financial Performance of Equity Large & Mid Cap Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: 1.DSP Equity Opportunities Fund - Regular Plan – Growth	21.39	0.0614	0.0590	0.0181	0.9198	0.0666	1.0040	0.9662
2.Aditya Birla Sun Life Equity Advantage Fund - Regular Plan – Growth	24.21	0.0665	0.0653	0.0251	0.8843	0.0765	1.0363	1.0170
3. Franklin India Equity Advantage Fund – Growth	19.37	0.0603	0.0589	0.0154	0.8914	0.0313	0.8594	0.8401
Public: 1.Canara Robeco Emerging Equities - Regular Plan – Growth	32.73	0.0904	0.0964	0.0519	0.7494	0.0979	0.9374	0.9993
2.SBI Large & Midcap Fund - Regular Plan – Growth	21.60	0.0643	0.0627	0.0205	0.8956	0.0607	0.9481	0.9246
3.UTI Core Equity Fund – Growth	17.07	0.0503	0.0480	0.0062	0.9353	0.0096	0.9037	0.8624

Source: computed from secondary data

ii. Large & Mid Cap Funds:

Under the large & Mid cap fund (Table 5), result shows that in the private sector Aditya Birla Sun Life Equity Advantage Fund regular plan is performing well in private category which give highest 5 year return 24.21%. and as per financial performance measures it gives high return in their category with per unit of risk taken i.e. SR .0665, TR .0653, α.0251, R^2 is .8843 and IR is .0765 it gives return closely to benchmark but it is more volatile fund because its β is 1.0363 and σ is 1.0170. Whereas in the public sector Canara Robeco emerging equities regular plan performing well in their category that it gives highest 5 year return 32.73% and as per financial performance measure it give highest return relative to amount of risk taken in their category i.e. SR .0904, TR .0964, α .0519, IR .0979 butR^2 is .07494 which is less correlates with benchmark return and the volatility of the fund is less because β is .9374 and σ is .9993. Therefore public sector Canara Robeco Emerging Equities - Regular Plan is outperformed that gives higher return with the less risk premium taken

iii. Multi Cap Funds:

Table 6

Comparison of Financial Performance of Equity Multi Cap Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: **1.** Principal Multi Cap Growth Fund - Growth	22.52	0.0614	0.0591	0.0195	0.9206	0.0756	1.0834	1.0422
2. Aditya Birla Sun Life Equity Fund - Regular Plan - Growth	23.60	0.0701	0.0673	0.0254	0.9258	0.0944	0.9677	0.9282
3 Reliance Multicap Fund – Growth	18.51	0.0511	0.0512	0.0093	0.8459	0.0162	0.9184	0.9216
Public: **1.** SBI Magnum MultiCap Fund - Growth	22.23	0.0681	0.0656	0.0230	0.9181	0.0773	0.9372	0.9027
2. Canara Robeco Equity Diversified - Regular Plan – Growth	16.19	0.0425	0.0406	-0.0004	0.9297	-0.0004	1.0080	0.9649
3. UTI Equity Fund – Growth	17.83	0.0539	0.0515	0.0094	0.9355	0.0231	0.9037	0.8623

Source: computed from secondary data

Under the **multi cap fund** in the private sector Aditya Birla Sun Life equity fund is outperformed because it provides highest annual 5 years AAR i.e. 23.6% and the evaluation on the basis of financial performance parameter it provide outperforming result in his category like SR .0701, TR .0673, α .0254, R^2 .9258 and IR .0944 and the best thing is that the volatility of this fund is low as per β.9677 &σ .9282 from the other selected fund in the private sector. On the other hand in public sector SBI Magnum Multicap fund is outperformed among the selected public category fund because it provides highest 5 years AAR is 22.23% and evaluation on the basis of SR .0681, TR .0656, α .0230 R^2.9181, IR .9181, β .9372 &σ .9027 on the basis of average return and evaluation of financial performance parameter SBI Magnum Multicap fund is outshined among the selected fund in the public sector fund. Therefore on the basis of table 6 and above discussion it can be apparent to say that among the selected equity multi cap fund the private sector Aditya Birla Sun Life Equity Fund – regular plan provides highest return with relatively less per unit of risk taken and its return is more positively closely relates with the benchmark return.

iv. Mid Cap Fund:

Table 7

Comparison of Financial Performance of Equity Mid Cap Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R-Square	Information Ratio	Beta of Portfolio	Standard deviation
Private: 1.Franklin India Prima Fund - Growth	27.56	0.0907	0.0931	0.0423	0.8086	0.0858	0.8130	0.8344
2. Reliance Growth Fund - Growth	21.59	0.0571	0.0574	0.0164	0.8423	0.0412	1.0027	1.0083
Public: **1.** UTI Mid Cap Fund – Growth	30.49	0.0869	0.0918	0.0466	0.7627	0.0903	0.9176	0.9697
2. SBI Magnum Midcap Fund – Growth	28.23	0.0911	0.1016	0.0467	0.6847	0.0708	0.7715	0.8605

Source: computed from secondary data

In selected **equity mid cap fund** under the private sector the Franklin India Prima Fund is performed well by providing outstanding result almost all financial performance parameters are AAR 27.56%, Sharpe .0907, Treynor .0931, Alpha .0423, R^2.8086, IR .8130, β .8130.Whereas in public sector the UTI mid cap fund (AAR 30.49%, Sharpe .0869, Treynor .0918, Alpha .0466, R^2 .7627, β .9176) revert high return but when funds are evaluated on different financial performance measures it does not give the return the parallel amount of risk premium taken. On the other hand SBI magnum mid cap fund (AAR 28.23, Sharpe .0911, Treynor .1016, Alpha .0467, R^2 .6847, IR .0708, β .7715) provide slightly less AAR but as per financial performance in terms of risk and return relationship the SBI Magnum mid cap fund provide high return with less risk premium taken in terms of both total and systematic risk. Hence here it can be say that among the selected funds the public sector fund are performing well than private sector funds.

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v. Small Cap Funds:

Table 8

Comparison of Financial Performance of Equity Small Cap Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: Aditya Birla Sun Life Small cap Fund - Regular Plan - Growth	29.40	0.0871	0.0944	0.0474	0.7252	0.0832	0.8896	0.9641
Public: SBI Small Cap Fund – Growth	37.86	0.1084	0.1285	0.0738	0.6066	0.1047	0.8442	1.0003

Source: computed from secondary data

In **equity small-cap fund** only two funds are selected one from each sector in private sector Aditya Birla Sun Life Small Cap fund (AAR 29.40%, SR .0871, TR .0944, α .0474, R^2.7252, IR .0832, β .8896) and in public SBI Small Cap Fund (AAR 37.86, SR.1084, TR .1285, α .0738, R^2.6066, IR .1047, β .8442). It found that SBI Small Cap fund outperformed almost in all financial performance measures, it provides a relatively high return with less risk premium taken.

vi. Value/Contra Fund:

Table 9

Comparison of Financial Performance of Equity Value/Contra Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: 1. Tata Equity PE Fund - Regular Plan - Growth	26.24	0.0728	0.0737	0.0319	0.8309	0.0759	0.9767	0.9889
2. Aditya Birla Sun Life Pure Value Fund - Regular Plan - Growth	30.78	0.0788	0.0862	0.0467	0.7122	0.0792	1.0352	1.1321
Public: **1.**SBI Contra Fund – Growth	15.71	0.0447	0.0438	0.0024	0.8875	-0.0083	0.8783	0.8605
2.UTI Value Opportunities Fund - Growth	14.64	0.0401	0.0382	-0.0027	0.9423	-0.0255	0.9273	0.8816

Source: computed from secondary data

In **value/contra fund** under the private sector both the selected funds gives very high return parallel to public sector but the Aditya Birla Sun Life Pure Value Fund is outstand almost all parameters among all selected funds are AAR 30.78%, SR .0788, TR .0862, α .0467, R^2.7122, IR .0792, β 1.0352, and it reverts high return with high risk premium (β) and generates excess return than benchmark index.

Whereas in public sector SBI Contra (AAR 15.71%, SR .0447, TR .0438, ∝ .0024, R^2.9423, IR .0083, β .8783) is best but it reverts very low return than the private sector, and both the selected public sector funds give negative return parallel to benchmark. Hence, the private sector (Aditya Birla Value fund) fund has outperformed and market proverb proves that "high risk give high return".

vii. Equity Focused Funds:

Table 10

Comparison of Financial Performance of Equity Focused Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: DSP Focus Fund - Regular Plan – Growth	18.37	0.0494	0.0490	0.0076	0.8669	0.0164	0.9547	0.9463
Public: SBI Focused Equity Fund - Regular Plan – Growth	20.62	0.0699	0.0809	0.0269	0.6369	0.0244	0.6758	0.7816

Source: computed from secondary data

Again in **focused fund** only two funds are selected for evaluation one from each sector under private sector DSP Focus fund (AAR 18.37%, Sharpe .0494, Treynor .0490, Alpha .0076, R2 .8669, IR .0164, β .9547) and in public sector SBI focused fund (AAR 20.62%, Sharpe .0699, Treynor .0809, Alpha .0269, R2 .6369, IR .0244, β .0244). It is found that public sector fund outperformed by providing high return with less risk premium taken and the portfolio diversification as per market trend is quite efficient and generates excess return than the benchmark.

viii. Thematic Infrastructure Funds:

Table 11

Comparison of Financial Performance of Equity Thematic Infrastructure Funds

Scheme Name	5 year AAR	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R^2	Information Ratio	Beta of Portfolio	Standard deviation
Private: **1.** Reliance Power & Infra Fund - Growth	19.46	0.0445	0.0475	0.0072	0.7478	0.0199	1.1200	1.1954
2. ICICI Prudential Infrastructure Fund – Growth	17.81	0.0416	0.0426	0.0016	0.8116	0.0093	1.0685	1.0946
Public: **1.** SBI Infrastructure Fund - Growth	17.77	0.0410	0.0431	0.0022	0.7702	0.0081	1.0527	1.1071
2. UTI Infrastructure Fund - Growth	17.04	0.0374	0.0372	-0.0046	0.8650	0.0051	1.1676	1.1586

Source: computed from secondary data

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In **thematic infrastructure fund** under the public sector, SBI Infrastructure Fund (AAR 17.77%, SR.0410, TR .0431, α .0022, R^2 .7702, IR .0081, β1.027) performed well, and portfolio diversification of UTI infrastructure fund is not efficient as per market condition (α). On the other hand in private sector Reliance Power & Infra fund (AAR 19.46%, SR .0445, TR .0475, α .0072, R^2.7478, IR .0199, β 1.12) is outperformed almost all parameter of financial evaluation not only in private but also in public sector by providing high return with a relative amount of risk premium taken in terms of both total risk (SR) and market risk (TR), and portfolio diversification is quite efficient on the basis of market trend (α) and efficient to generates excess return than benchmark (R^2). Here it is found that all selected thematic infra fund takes high risk but not revert return parallel amount risk while the other equity categories funds gives high return with relative less risk premium taken.

ix. Equity Linked Saving Scheme Funds:

Table 12

Comparison of Financial Performance of Equity ELSS Funds

Scheme Name	5 year Annual Average Return	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R-Square	Information Ratio	Beta of Portfolio	Standard deviation
Private: **1.** IDFC Tax Advantage (ELSS) Fund - Regular Plan - Growth	23.42	0.0708	0.0717	0.0271	0.8323	0.0589	0.8869	0.8972
2. L&T Tax Advantage Fund - Growth	20.52	0.0629	0.0604	0.0181	0.9257	0.0616	0.9374	0.8992
3. Sundaram Diversified Equity - Growth	18.27	0.0512	0.0491	0.0080	0.9240	0.0287	0.9885	0.9490
Public: **1.**Canara Robeco Equity Tax Saver - Regular Plan - Growth	16.82	0.0466	0.0447	0.0035	0.9258	0.0071	0.9587	0.9195
2. UTI Long Term Equity Fund (Tax Saving) - Growth	16.59	0.0490	0.0465	0.0050	0.9457	0.0061	0.9118	0.8653
3. SBI Magnum Tax Gain Scheme - Growth	18.33	0.0528	0.0505	0.0089	0.9299	0.0256	0.9363	0.8961

Source: computed from secondary data

In **ELSS fund** under the public sector SBI Magnum fund Tax gain scheme (AAR 18.33%, Sharpe .0528, Treynor .0505, Alpha .0089, R2 .9299, IR .0256, β .9363) is performed well. On the other hand in private sector IDFC Tax Advantage fund (AAR 23.42 %, Sharpe .0708, Treynor .0717, Alpha .0271, R2 .8323, IR .0589, β .8869) is outperformed not only in private but also entire all selected funds in ELSS category funds because it revert high return in both total risks (SR) and market risk (TR) and portfolio diversification is quite efficient based on market trend (α) and efficient to generates excess return than benchmark (IR).

x. Exchange Traded Fund:

Table 13

Comparison of Financial Performance of EquityExchange Traded Fund ETF

Scheme Name	5 year Annual Average Return	Sharpe Ratio	Treynor Ratio	Alpha Ratio	R-Square	Information Ratio	Beta of Portfolio	Standard deviation
Private: **1.** Kotak Nifty ETF	14.15	0.0383	0.0362	-0.0047	0.9531	-0.0283	0.9765	0.9231
2. Franklin India Index Fund - NSE Nifty Plan - Growth	12.97	0.0340	0.0322	-0.0086	0.9524	-0.0493	0.9671	0.9146
3. Reliance Index Fund - Nifty Plan – Growth	13.01	0.0339	0.0321	-0.0087	0.9529	-0.0493	0.9709	0.9179
Public: **1.** SBI Nifty Index Fund - Growth	12.79	0.0332	0.0314	-0.0094	0.9530	-0.0524	0.9728	0.9197
2. UTI Nifty Index Fund - Growth	13.62	0.0365	0.0345	-0.0064	0.9528	-0.0380	0.9691	0.9163
3. SBI - ETF SENSEX	14.03	0.0387	0.0371	-0.0037	0.9275	-0.0243	0.9440	0.9046

Source: computed from secondary data

In ETF funds under the private sector Kotak Nifty ETF (AAR 14.15%, SR .0383, TR .0362, R^2.9531, β .9765) is outperformed in private sector and in public sector SBI ETF Sensex (AAR 14.03%, SR .0387, TR .0371, R^2.9275, β .9440) has performed best. In addition private sector Kotak Nifty ETF fund is outperformed among all selected ETF funds. Apart from this, it is also found that all selected schemes fund managers have a lack of skill in portfolio diversification as per market movement (α) and generates negative return than benchmark (IR).

Conclusion:

This study analyses the performance of 44 mutual fund schemes by using Sharpe & Treynor measure to know the total risk and systematic risk associated with the fund returns, Jensen Alpha is used to examine the portfolio diversification fund managers' efficiency as per market trend, R^2 is used to measure the correlation of funds return with benchmark index return, Information ratio is used to measure the portfolio return over the benchmark return and beta & standard deviation is used to measures volatility and deviation in funds return. The analysis of financial performance of sample mutual fund schemes between private and public sector among the different categories of equity mutual fund schemes indicates that overall performance of both public and private sector is same. In the study the equity category funds are divided into ten sub categories among them public sector schemes is outperformed in 5 equity

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categories i.e. Large Cap, Large & Mid Cap, Mid cap, Small Cap, Focused Fund, on the other hand private sector schemes is also performed well in 5 equity categories i.e. Multi Cap, Value Contra fund, Thematic Infrastructure fund, ELSS fund, Exchange Traded funds (ETFs), hence the performance winning ratio of both the sector is similar (5:5). But when we analyse the specific individual equity categories of mutual fund schemes, in them either public or private sector is outperformed.Apart from this,it is also observed that majority of majority of mutual fund schemes which is outperformed in their categories are less volatile (less risky) except in Equity - Small cap fund (Public-SBI Small cap fund), Value contra fund (Private-Aditya Birla Contra fund) and Thematic Infrastructure fund (Private-Reliance Power & Infra fund) these funds are more volatile because of itscategory nature. From the analysis the study was finds that performance persistence of mutual fund schemes are evident in the market.

This study has multiple implications. Investors is required to consider some statistical measures Sharpe, Treynor, Alpha, R^2, Information ratio, beta and standard deviation while taking investment decision in MFs to minimize their risk and maximize return. Secondly on the basis of study the conservative (moderate risk appetite) investors make investment in Large & mid cap fund (Canara Robeco), followed by mid cap (SBI Mid cap) and in multi cap fund (SBI mid cap), on the other hand the aggressive (high risk appetite) investors make investment in Small Cap fund (SBI small fund) followed by focused fund (SBI focused fund). Finally the study was provide insights to the MFs fund managers to focus on those schemes which are not performing and to formulate efficient portfolio allocation strategies in a better way to manage fund in broad market movements.

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SUSTAINABLE DEVELOPMENT IN TOURISM - WASTE MANAGEMENT PRACTICES

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Abstract

Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in many countries. Its rapid expansion has, however, had detrimental environmental (and socio?cultural) impacts in many regions. Tourism has a great role to play in the sustainable development of a country. The present system of solid waste management cannot meet growing volumes of solid wastes that are produced daily in tourist spots. The local bodies needs to establish waste management strategies and employ the technological innovations due for securing improved waste separation at the source, resource recovery or recycling, and sanitary disposal of the solid wastes. Present study is conceptual in nature. The findings furnished here are based on results of various researches conducted in the area of waste management system. The information required for the study has been collected from books, published articles, websites, and research reports published by various research agencies. Based on the review of literatures, the following inferences have been made with respect to the sources of waste generated and methods and technologies used for the treatment of waste. The study is conducted to understand how serious environmental problems can be avoided and how stainable development is possible in tourism.

Key words:- Tourism, Sustainable Development, Waste Management.

Kerala state is located on the tropical Malabar Coast of southwest India. Kerala is famous for its ecotourism and geographical features. The culture and tradition of Kerala coupled with its demographical features have made Kerala a well-known tourist destination in the world. Kerala is famous for its domestic and foreign tourists. Now a days, Responsible Tourism, Eco tourism, Farm Tourism, Sustainable Tourism, Wildlife tourism, Academic tourism are quite common.

The environmental impact of tourism is a basic issue in and around the world. The costs of tourism of a country like India include extensive investment in

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fixed assets with a low rate of return from infrastructure, transportation, accommodation, cultural institutions, exhibition centres, and park facilities. To this there is an added cost to the social and cultural aspects including additional demands on infrastructure like land, water, health services; the creation of new jobs for displaced people; the cost of positive community relationships; the difference between the culture and lifestyle of visitors and those who host them; the possible friction between local residents and the tourists, the perception of local residents of the spending of scarce capital resources on what they consider low priority areas like tourism; cultural cost of alterations in local ceremonial or traditional values; loss of privacy for local communities as tourists come to gape at their living conditions and rituals.

Tourism also causes increasing congestion and pollution as thousands of visitors flock to parks and sanctuaries in motorised vehicles; there are changes in accessibility, landscape and the ecological balance between man and nature; there is the cost, both monetary and human, of creating conservation zones with unforeseen and undesirable side effects, which have been observed in the ecotourism movement.

Sustainable Development in Tourism and Waste Management

Any form of industrial development brings impacts upon the physical environment in which it takes place. In view of the fact that tourists have to visit the place of production in order to consume the output, it is inevitable that tourism activity is associated with environmental impacts (Cooper et al., 1998). For that reason tourism can lead to environmental negative consequences. This reduces the quality of life for locals as well as for tourists and ultimately may threaten the viability of the tourist industry itself (Williams et al., 1991).

Sustainability when applied to the tourism industry means the use of tourism resources would have to be regulated so that they are not consumed, depleted, or polluted in such a way as not to be available for use by future generations of tourists. Sustainability therefore underpins environmental management in hotels since sound environmental management practices will invariably culminate in a sustained tourism industry.

Need for the study

When we see the cost-effect relationship, the benefit of revenue from tourism does not always redress these problems. The tourism industry is generally self-centred and does not give much contribution to cultural, exchange programmes or education on a philanthropic basis.

The natural environment cannot escape damage with the volume of visitors that come in. As more and more tourists, both domestic and international seek the exotic and remote destinations, the chances of the environment suffering as a result become greater.

Objectives

1. To study the sources of waste generated in tourist destinations
2. To study handling and transportation of waste

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3. To have a glimpse into the methods and technologies used for the treatment of waste

Methodology used for the study

Present study is conceptual in nature. The findings furnished here are based on results of various researches conducted in the area of waste management system. The information required for the study has been collected from books, published articles, websites, and research reports published by various research agencies. Hence, only secondary data has been used for the purpose of the study.

Based on the review of literatures, the following inferences have been made with respect to the sources of waste generated and methods and technologies used for the treatment of waste.

Sources of waste generated in tourist destinations

Hotels and restaurants: Hotels are chief consumers of resources, and they immensely contribute to the generation of waste. Commercial processes tend to generate a lot of waste including food leftovers, vegetable and fruit peels, flowers, papers, plastic bottles, glass bottles, cardboard, yard wastes, textile, rubber, leather, etc.

Bars and pubs: Pubs and bars deals with food leftovers, kitchen wastes, packaging waste from delivered goods in cardboard, disposing of broken pint glasses, glass bottles, plastic bottles, tin cans, etc.

Cafe and night clubs: The waste generated may include food leftovers, kitchen wastes, cardboard, paper, broken pint glasses, glass bottles, plastic bottles, tin cans, yard wastes, etc.

Health care and wellness clinics: There is large number of ayurvedic massage and spa centres and the waste generated from these centres include massaging oil, discarded medicine, chemicals, kitchen waste, paper, cardboard, packings, textiles, equipments, yard wastes, etc.

Pilgrim centre: Floral offerings as part of rituals and ceremonies, oil discarded after ceremonies, discarded clothes, plastics, paper, cardboard, glasses, etc.

Construction and demolition: Waste generated from construction, repairing, demolition and renovation of buildings and other structures. These include bricks, plaster, stones, concrete, wood, plumbing, and electrical parts, cement bags, cables, etc. it may also include glass, plastics, and reinforcing steel. Most of the construction and demolition wastes are inert.

Shopping centre: Paper, plastic, cardboard, glass, leather, equipments, thermocol packing materials, etc.

Handling and transportation of waste

Waste sorting is the process by which waste is separated into different elements according to its nature and composition. Usually, waste sorting can occur manually at the point of generation and collected through curb-side collection schemes, or automatically separated in materials recovery facilities or mechanical biological treatment systems. Hand sorting was the first method used in the history of waste sorting. Waste can also be sorted in a civic amenity site.

Waste segregation means dividing waste into dry and wet. Dry waste includes wood and related products, metals, and glass. Wet waste typically refers to organic waste usually generated by eating establishments and they are heavy in weight due to dampness. Waste can also be segregated on basis of biodegradable or non-biodegradable waste. The non-biodegradable waste will thereafter be segregated into recyclables, non-recyclables, and domestic hazardous waste. If waste segregation at source is not properly carried out, then there is a possibility of toxic waste material entering the biodegradable waste and will become unsuitable for composting.

A waste container is a container for temporarily storing waste and is usually made out of metal or plastic. Common terms are dustbin, rubbish bin, refuse bin, litter bin, garbage can, trash can, trash barrel, trash bin, skip, dumpster, waste basket, waste paper basket, waste receptacle, litter receptacle, container bin, wheelie bin, bin kitchen bin, etc.

Curbside waste containers usually consist of three types: Trash can, dumpsters, and wheelie bins. All of these are emptied by collectors who will load the contents into a garbage truck and drive it to a landfill, incinerator, or crusher facility to be disposed off.

In-ground waste containers: These are containers where the large part of the container is hidden below the ground, in a standard 6 cubic meter hold. The garbage is collected in a liquid proofed polyurethane sack, with a large disposable nylon bag as backup. The garbage truck removes the garbage by raising the sack and its extra backup nylon bag with a crane and replacing them with clean ones.

Wheelie Bins: It is a waste container on wheels designed in such a way that it is more user friendly and hence easier for users to transport heavy loads of refuse to the curb or other pick-up point.

Industrial Bins: The larger bins are intended for commercial use is mounted on four wheels and usually have a folding lid.

Transportation of the waste from the waste storage depots at regular intervals is highly essential so as to make sure that no garbage bins/containers overflow and waste is not seen littered on the streets. Standards for hygienic conditions can be attained only if waste is disposed on a regular basis from temporary waste storage bins.

The transportation system should be designed in such a way that it is efficient, yet cost effective. The system should go hand-in-hand with the system of waste storage depot and should be easily maintainable in the town.

Transportation involves the transfer of waste from smaller collection vehicles to large one and the subsequent transport of wastes to disposal sites. The transport of large quantities of waste to treatment sites or to the final disposal site is really a complex affair requiring elaborate planning by experts, and it acts as a bottle neck of efficiently in most cities. Lengthy loading time due to manual loading and long distance to processing centre or disposal site are major challenges affecting the efficiency of transportation. The longer the distance to the landfill site, the

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more the volume to be transported with each load; on such occasions transfer stations are highly preferred. Vehicles should be selected according to capital costs, carrying capacity, life expectancy, loading speed, local spare part availability, speed, fuel efficiency, and maintenance costs. Covered vehicles are essential so that waste littering can be avoided. Transportation can be outsourced to private operators for more productivity and for avoiding manual and multiple handling of waste.

Main types of vehicles are as follows (Ansari, 1999):

Refuse Removal Trucks: These are ordinary trucks fitted with hydraulic tipping facilities, have a capacity of about 8 cubic meters and can lift about 4 tonnes of wastes.

Refuse Collector: These are modern special trucks with hydraulic compaction and loading facility and have a capacity of 14 cubic meters and carry 8 tonnes of loads.

Mini Refuse Collector: These are smaller versions of the refuse collector, have a capacity of 6 cubic meters and can carry 3-4 tonnes of load

Dumper: These are trucks with a crane like facility which can lift filled dumper bin and replaced them after emptying. The average weight lifted by dumper is around 2.5 tonnes.

Tractor: These usually operate for short hand and have a capacity of 3-4 tonnes.

Loaders: These are special machines with a mechanical showed to clear the bins and load the wastes on the trucks.

Methods and Technologies used for the treatment of waste

Waste treatment and disposal methods vary from place to place. There is a need to change the physical and chemical characteristics of wastes for energy and resources recovery and recycling. The important processing techniques include compaction, thermal volume reduction, and manual separation of waste components.

The main technological options available for processing treatment waste are classified into two major categories. The first is the biological option comprising composting, vermin-composting and anaerobic processing, biomethanation, etc. The second is the thermal option comprising incineration, gasification and pyrolysis, plasma pyrolysis and Refuse-Derived Fuel (RDF) pellatization.

1. Composting

Composting is the decomposition of organic matter by microorganism in warm, moist, aerobic and anaerobic environment. Any organic material that can be biologically decomposed is compostable. Compost is the end product of the composting process. The by-products of this process are carbon dioxide and water. Compost is peaty humus, dark in colour and has a crumbly texture, an earthy odour and resembles rich topsoil. Composts will not have any resemblance in the physical form to the original waste and resistant to further decomposition by micro-organisms. When mixed with soil, compost promotes a proper balance between air and air in the resulting mixture helps reduce soil erosion and serves as a slow-release fertilizer. (Ramachandra T. V., 2006)

Composting is most simple and cost effective technology for treating the biodegradable waste. Compost improves the soil texture, augments the micronutrient deficiencies, and moisture-holding capacity of the soil, and helps in maintaining the soil health. Because of its advantages composting is the most popularly used bio-waste processing technology in Indian cities and towns. It is an age-old proven concept requiring little capital investment and its technology is scale-neutral. Compost made of bio-waste is a perfect soil conditioner but because of poor marketing, its opportunities are not properly explored.

Composting Technologies

(a) Windrow Composting

This is the cost efficient and the most common system. Windrows are regularly turned elongated piles shaped like a haystack in cross section. The optimum size and shape of the windrow is determined by the particle size, moisture content, pore space and decomposition rate-all of which affect the movement of oxygen towards the centre of the pile. Reintroduction of air is done by turning the pile and it increases porosity so that efficient passive aeration from atmospheric air continues at all times. Forced aeration can also be used. To turn the pile with ease, windrows must be placed on a firm surface. Very frequent turning is required if high proportions of bio-solids are present in the feedstock, otherwise, turning once in a week is sufficient. Heat is released as steam to the atmosphere when piles are turned. If the inner portions of the pile have low levels of oxygen, odours may result when this portion of the pile is exposed to the atmosphere. Piles with initial moisture content within the optimum range have a reduced potential for producing leachate. Any leachate or runoff created must be collected and treated or added to a batch of incoming feedstock to increase the moisture content.

(b) Aerated Static Pile Composting

This technology requires the composting mixture-a-mixture of pre-processed materials and liquids to be placed in piles that are mechanically aerated. The piles are placed over a network of pipes connected to a blower which supplies the air for composting. Air can be supplied under positive or negative pressure, that is, the air supply blower either forces air into the pile or draws air out of it. The former generates a positive pressure system and the latter is negative pressure. When the composting process is almost done, the piles are broken up for the first time after their construction. It takes a series of post processing steps to make the compost ready for use. The high temperature inside the static pile is enough to destroy the pathogens and weed seeds. The pathogens on the outer surface of the pile may not be destroyed, if the piles are not turned in the aerated static pile technology. A layer of finished compost can be placed over the compost pile to overcome this problem. This technology can be applied under a roof or in the open. Six to twelve weeks time is required to produce compost using this technology. When compared to windrow composting the land requirement for this method is lower. The

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method suffers from the major limitation of odours from the exhaust air, which can be controlled by using traps or filters.

(c) In-vessel composting system

Under this system, the feed stock is fed into a chamber or vessel that provides adequate mixing, aeration and moisture. The common in-vessel type systems are drums, digester bins, and tunnels. These vessels can be single or multi compartment units. In some cases the vessel rotates, and in others it is stationary, and a mixing/agitating mechanism moves the material around. In-vessel composting may be continuous feed or batch mode system. All in-vessel systems require further curing after the material has been discharged from the vessel. Some of the commonly used in-vessel systems are vertical composting, reactors, horizontal composting reactors, and rotating drums.

2. Vermicomposting

Vermicompost is the natural organic manure produced form the excreta of earthworms fed on scientifically semi-decomposed organic waste. Vermicomposting requires less mechanization and it is easy to operate. Toxic material should not be there as it could kill the earthworms. Vermicomposting can be done in pits, concrete tanks, wooden or plastic crates. If done in pits, it should be done in such a way as to prevent water stagnation in pits during rains.

3. Anaerobic Processing

It is a two-stage processing of organic material by fermenting large organic polymers into short chain volatile fatty acids. These acids are subsequently converted into methane and carbon dioxide. The separation of the acid producing (acidogenic) bacteria from the methane producing bacteria (methanogenic) results in a two-phase system. Anaerobic biomethanation requires a totally enclosed process vessel. It requires less processing time and less space when compared with composting. No odour will be release. There is both dry anaerobic digestion and wet anaerobic digestion based on the solid content of the material digested and the temperature at which the process operates. Temperature, pH values, presence of toxins, and nutrient concentration (C/N ratio) are some of the main factors affecting biogasification process.

4. Biomethanation/biogasification

Biogas, mainly a mixture of methane and carbon dioxide, originates from bacteria (methanogens) in the process of biodegradation of organic material under anaerobic conditions. Biogas is a source of renewable energy. This process is also called biomethanation as Methane is the major gas produced. The uses of the biogas system are the production of energy, production of high quality fertilizer and reduction of pathogens through biological process of waste.

5. Incineration

Incineration is a chemical reaction in which carbon, hydrogen and other elements in the waste mix with oxygen in the combustion zone and generates heat (Ramachandra, T.V.) Considerable amount of air is required for combustion of wastes. A ton of wastes burned approximately required five thousand kilograms of air. As a process, it involves combustion of waste leading to volume reduction and recovery of heat to produce steam, which in turn produces power thorough stream turbines. Basically it is a furnace for burning waste and converts waste into ash, gaseous and particulate emission and heat energy (Ajayakumar Varma. R.). The success of the system depend on the moisture content and calorific values of the waste to be incinerated. Air requirements differ with moisture content of the waste, heating values and type of combustion technology employed. A temperature range of 900 to 1100 degrees is used in most of the incinerators which in turn offers a good combustion and elimination of odours. Auxiliary fuel may not be required in case of dry waste except for start-up but when the waste contain high moisture content, supplementary fuel may be needed for combustion of waste. The combustion process involves, essentially drying volatilization, and ignition and desirably elimination of odours and combustion of unburned furnace gases and carbon suspended in the gases.

6. *Gasification*

In gasification the energy is extracted from different types of organic materials. In gasification the syngas is used which is more efficient than direct combustion of the original fuel, as it may be burned directly in internal combustion engines used to produce methanol and hydrogen or organic waste. In addition, corrosive ash elements such as chloride and potassium is refined out in high temperature allowing clean gas production which may otherwise be problematic fuels. This is a very important technology for renewable energy.

7. *Pyrolysis*

Pyrolysis is an exothermic reaction where the destructive distillation of a solid, carbonaceous material, in the present of heat and in the absence of stoichiometric oxygen is conducted. In pyrolysis process the conversion of of carbonaceous materials takes place. Here biomass is converted into carbon monoxide and hydrogen by reacting the raw material at high temperate with a controlled amount of oxygen, resulting in the production of a gas mixture called synthesis gas or syngas, which is itself a fuel.

The most important purpose of pyrolysis and gasification is to minimize emission and to maximize the quality of recyclable products. Moreover, the hazardous component of the waste is sterilized.

8. *Plasma pyrolysis*

In plasma pyrolysis the waste is not combusted, but is made to decompose through gasification in an oxygen-starved environment to reach its basic molecular structure. Plasma pyrolysis or plasma gasification uses an electrical arc gasifier to produce electricity and temperature at very high levels to process waste. Plasma converter is the device used to break down waste into elemental gas and solid waste (slag). Here high-voltage electricity is passed between two electrodes creating an electrical arc with high temperature. At such high temperatures most types of waste are broken down into basic elemental components in a gaseous form and complex molecules are separated into individual atoms.

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9. Refuse Derived Fuel (RDF) Pelletization

Refuse Derived Fuel refers to waste in any form that is used as fuel. The two essential elements of RDF system is RDF production and RDF incineration. RDF production includes material separation, size reduction and pelletization. Fuel for thermal processes like incineration and for use in industrial furnaces can be attained through this process. By steam pressure treating of waste in an autoclave RDF is produced. Here the wastes such as plastics and biodegradable wastes are compressed into pellets, bricks, or logs. With an air knife and other mechanical separation processes non-combustible materials such as glass, metals, etc. are removed during the post-treatment processing cycle.

Conclusion

Sustainable tourism development in our state should not only seek to minimize local environmental impact, but also give greater priority to community participation in waste management.

- Government must encourage 4Rs (Reduce, Reuse, Recycle, and Resource Recovery) principle.
- There should be decentralisation of processing and disposal of garbage.
- Municipalities will have to implement waste collection at their municipal sources and provide adequate disposal to solve the problem at the beaches, streets, commercial institutions, hotels and restaurants, etc.
- Controlling the source of wastes through environmental education actions is also urgently needed.
- Establish the working relationships among hotels, resorts, and companies of waste collection.
- Good practices of environment, the most significant of them is developing Integrated Solid Waste Management (ISWM) approach at the hotel level.
- Successful programs of ISWM at the hotel level need necessary elements such as initiative of management, adequate space for the separation of the waste, and activities of treatment related to capacity building plan for hotel personnel. Usually tourist visits only short periods of time-one to two weeks, which poses a challenge for awareness raising purposes between tourists and residents; as a result expanding separation at source will be useful at hotel level and education to public participation for separation at source.
- Lack of local recycling capacities adds to waste problem.

While examining the local level of awareness on the benefits of appropriate waste management system to the local community, community participation is quite necessary and they should be made aware of the value of a clean and waste-free environment in terms of environmental health and safety. A well coordinated effort of public participation is necessary at all the levels for managing waste. There is a need to educate the visitors to instil in them the habit of considering discarded waste as potentially valuable and manageable. Inadequate and/or inappropriate management of the waste will enhance survival, growth, and spread of vectors which will hence endanger the people and environment besides polluting the water, soil, and air with organic and inorganic materials. It is much likely that varying proportions of the waste could be washed to the surface water bodies and consequently aggravates the environmental pollution problems.

The green hotel movement and ecotourism have become trends in the tourism industry. As a new trend, environmental management has been vigorously pursued especially by multinational hotels and has given birth to international and regional initiatives, certification schemes and the awarding of eco-labels. Eco-labels and certification schemes have been used to encourage the development of less-damaging and environmentally friendly hotels as well as to educate the customer.

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AN EMPIRICAL STUDY ON EFFECTIVENESS OF TALENT MANAGEMENT PRACTICES IN BANKING INDUSTRY IN KERALA

***Bitha S Mani**

Abstract

Acquiring, developing, retaining talented employees for the achievement of organisation's goals referred to as talent management. Banking industry is an important industry where a massive employee issues are to be handled with. Apart from the periodic, and assessment the employees never gets a proper feedback about their job performance. Completing their targets and feeling stuffed inside an organisation never gives a satisfied and self driven employee. So in this paper, researcher tries to assess the effectiveness of talent management practices and difference of effectiveness on both private and public sector banks. The study was based on survey method and multi-stage random sampling is used for sampling.

Key words:- talent management, banking, talent management practices.

The changing trends in human resources are overwhelming. As far as the new generation concepts concerned talent management is one important area to be explored. Attracting and retaining good people is a task that has to be managed skilfully. There comes the intervention of talent management practices. When it comes to banking industry, experienced employees have lesser opportunities to express themselves, this problem may leads to an idle , non-responsive, disinterested , dissatisfied employee work environment. This employee uneasiness may result with their interaction to the customers. All discomforts will lead to a messy work environment.

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Human Resource experts in the industry believe matching the right blend of talent with the right job profile can lead to superior performance (Branham, 2001). Talent management is concerned with sourcing talent, integrating and aligning talent, developing talent, engaging and rewarding talent, strategically deploying talent, and assuring there is an adequate talent pipeline to support the business as it moves toward its strategic goals (Ulrich & Brockbank, 2005).

Significance of the study

Banking is always has an important role in the field of service sector. Same as with the employees of banking. Bank employees are working a hectic work schedule to satisfy their customers. The individuals selected for banking jobs may have different talent and interests. The study focuses on the impact and effectiveness of talent management practices that are to be considered with certain care towards the employees. Talent identification and retention of talented employees become a hard task. So recognition on employee preferences and feedback is imperative unless this will lead to an idle worker environment.

Research problem

Talent management gaining attention since the end of 2000's . This area of human resource management is still unfamiliar with it's concept, applicability etc. There are many studies were conducted regarding the importance of talent management and its different dimensions. Banking industry is considered as one of the major contributing industry in the service sector. From the observation of different literature reviews it is understood that there relatively very less studies were conducted in the banking sector regarding talent management. Considering this as a research gap , there required a scientific and progressive study in this field.

Objectives

1. To study the effectiveness of talent management practices in the banking industry in Kerala.
2 To identify the difference in the effectiveness of talent management practices in public sector and private sector banks.

Methodology

The study is descriptive and analytical in nature. Primary and secondary data were included for the study. Primary data were collected from the assistant managers and managers of banking industry in Kerala. Secondary data collected from different literature reviews, articles, journals, etc.

The unit of study is the managers with different grades of banking industry in Kerala. The population of the study is six lakh employees. The sample size is 480 mangers from public sector and private sector banks. The sampling technique used for the study is multi- stage random sampling. The data collected from three zones of Kerala.

A structured questionnaire was prepared for primary data collection. The statistical tools used for analysis are Mean, Standard Deviation and significance tests like Chi-Square test for goodness of fit, Mann- Whitney U test were also used to interpret data.

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Literature Review

"Talent Management as a management fashion in HRD: Towards a research agenda": ILES, PREECE, P., and CHUAI, X (2010) discussed about the talent management, the rising topic among HRD that whether it satisfies the needs and issues of corporate world, reviewed on the basis of three approaches. Rational , progressive and interpretative flexibility. Among those three, first and two perspectives are about the talent management and its involvement with HRD, where as third one is showing the relation between the competitiveness development of employees and talent management.

"Talent Management Scenario in the Private and Public Sector Banking Industry": Hitu (2015) studied about the need of implementing and the influence of talent management in the selected private and public sector banks. The major revelations from the study were, private banks are more interested in identifying the right talent, and developing and retaining it but whereas public banks are covering up with their job security, pension support. The study did not attempt to know the employee perspective about talent management and its relevance in both sectors of banks.

"Talent Management: Sustaining the Right Talent A way forward for Indian Companies": Saba Masod and Tahir A. Wani (2015) : The paper shows that the importance of talent management and retention of talented workers among the other human resource practices followed in the organisations. The authors tried to focus on the strategies improve the retention and development of talented employees and how to decrease the rate of attrition.

"Examining talent management using CG as proxy measure: a case study of State Bank of India" : Hardeep Chahal and Archana Kumari (2013): This article tries to analyse the impact of talent management over the business performance of SBI by using corporate governance as an alternate measure. The major outcome of this study is top level employees characteristics have not much impact on business performance where as ownership structure have a real impact on business performance. This paper tried to explore the relationship among corporate governance, talent management and business performance on an Indian perspective.

Major Components of Talent Management Practices

There are some talent management practices which are identified to be suitable for the manager respondents in the banking industry in Kerala are listed below.

I. Job Related Factors

a. Job Redesign

The attempt to review and reallocate the job responsibilities and tasks for improving the work output is job redesign. The components which are assessed in this factor are continuity, clarity, consideration of opinions, effectiveness & efficiency and work aptitude & skills.

b. Role Redesign

It is a tool used to improve workforce and the components used for study this factor are authority & responsibility , role clarity , parity, creativity & innovativeness and employee efficiency.

c. Job Rotation

The strategy of moving employee from one job position to another inside the organisation to be more flexible with work is termed as job rotation. The components assessed under this factor are clarity , transparent procedure, opportunity to understand, reduce boredom and knowledge & efficiency.

d. Career Development

The whole process of self development, career growth , transition regarding work and work environment constitutes career development. The components considered to study under this factor are acquiring higher qualification, equality & transparency, skill acquisition, productivity and loyalty.

e. Succession Planning

Succession planning is identifying and developing a potential individual for key positions as successor from talented employees. The components assessed are transparency, unbiased, mapping succession path, positive top management decisions, and confidence.

II. Recruitment & Selection related factors

a. Internal Recruitment

The different components examined under internal recruitment are transparent policy of organisation, merit, motivation for knowledge acquisition, tandem with industrial norms and healthy organisational climate.

b. External Recruitment

The components assessed under external recruitment are attracting talented employees, transparency & effectiveness, young & dynamic organisation, confidence to accept industrial challenges and challenging organisational climate.

c. Selection process techniques

Employee selection process of the banking industry may have different outlooks on the actual work getting done. The components of this factor which undertook for examination are transparency & effectiveness, identification of required talents, expression of candidate's capability , industrial knowledge assessment and right fit for right job.

III. Training & Appraisal Factors

a. Internal Coaching

Coaching under organisation's environment may have different impact or employees. The components assessed in this factor are effectiveness of internal learning system, acquaintance of trends in the industry, top management attention, flexibility & effectiveness, skill enhancement and productivity.

b. Mentoring &Buddying System

Buddy systems are initiated by organisations to help fresher familiarise with his work during their initials months of employment. Mentoring is a complex relationship formed in longer or shorter period for professional development goals. The components which considered for study in this factor are employee friendly system, top management support,

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supportive organisation culture, superior support and ensure give and take policy.

c. Performance Management System

Ensuring the performance of employees and organisation as whole, consistently meet up the goals set by effective and efficient manner is termed as performance management system. The components which took under examination of this factor are transparency , value employee awareness on performance, fairness & impartiality, productivity and recognition & reward.

d. 360 Degree Feedback

Give feedback of a particular employee by taking reviews from his colleagues, supervisors and subordinates is 360 degree feedback. The major sub elements of this factor are transparency, periodic collection of feedback, feedback review, identification of strength & weakness, performance improvement of both organisation and employees.

e. Rigorous Assessment

This factor covers the need of repetitive assessment of employees in better work environment and the components which contributed to this factor are transparency & effectiveness, clarity in assessment process, employee confidence , learning ability and employee effectiveness.

IV. Employee Key Factors

a. Compensation

This factor includes the benefits that an employee receives from their employer. Here the major components in this factor took under study are better salary package ,salary package is fairly attached with qualification and experience of employee, par with the rate of salary in the industry, transparency of monetary incentives provided and satisfaction

b. Employee Engagement

The level of employee's commitment and passion towards their work and organisation is reflected in this components. Transparent and effective, equal opportunity for employees to learn and grow, Good works get appreciated, appreciate and recognise employee suggestions, and opportunities to participate decision making formulates this component.

c. Employee Retention

Creating a positive work environment and retaining the employees should be effectively handled by the organisation. This component is constituted by organisation system, system appreciation by employees, supportive work culture, attrition rate and fair & impartial decisions by the organisation.

d. Industrial Relations

Industrial relations contains components like industrial climate, cordial relationship, employee supportive policy, transparent and fair management decisions and equality.

Analysis & Discussion

The analysis and discussion part includes the examination and interpretation of the primary data collected from 480 bank managers in the banking industry in Kerala via a structured questionnaire.

Evaluation of effectiveness of Talent Management practices in Banking Industry in Kerala

The table 1 shows mean score analysis of talent management practices factors of banking industry in Kerala. The mean value of the variables job related factors, recruitment & selection related factors, training & appraisal factors and employee key factors are 4.03 , 4.17, 3.9 and 3.62 respectively. All the values are above the statistical mean value of 3. Also the overall mean value of talent management factors is 3.93, which is also more than the value 3. As a result , the effectiveness of talent management practices factors in banking industry in Kerala is just moderate.

From the table 1, mean score analysis is restated with the help of significance test viz chi-square test for goodness of fit and Mann-Whitney test which is explained in the upcoming paragraphs.

The Chi-Square test for goodness of fit of the effectiveness of talent management practices in the banking industry in Kerala is shown in the table 2. The P value displayed in the table is less

Table 1

Mean score analysis of talent management practices

Sl. No	Variables	Mean Score	SD
1	Job Related Factors	4.03	.49889
2	Recruitment and Selection Related Factors	4.17	.57599
3	Training and Appraisal factors	3.90	.59532
4	Employee Key factors	3.62	.47900
5	Talent Management Practices (Average)	3.93	2.10708

Source : primary data

Table 2

Chi-Square test for goodness of fit of the effectiveness of Talent Management Practices in the banking industry in Kerala.

Effectiveness of Related Talent Management Practices	Frequency	Per cent	Chi-Square Value	P Value
Low	128	26.7	44.71	<0.001**
Moderate	229	47.7		
High	123	25.6		
Total	480	100		

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

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Table 3

Mann- Whitney U Test for significant difference in the Talent Management Practices based on Public sector and Private sector banks

Components of Talent Management Practices	Mean Rank of Respondents		Mann – Whitney U Test Value	P Value
	Public Sector	Private Sector		
Job Related Factors	242.35	238.65	28357.000	0.750*
Recruitment and Selection Related Factors	274.23	206.78	20706.000	<0.001**
Training and Appraisal Related Factors	278.59	202.41	19659.000	<0.001**
Employee Key Related Factors	214.90	266.10	22656.000	<0.001**
Talent Management Practices	249.07	231.93	26743.500	0.143*

*Note: * denotes significant at 5% level*
*** denotes significant at 1% level*

than 0.01 at 1 per cent level of significance. Therefore the effectiveness of the talent management practices in banking industry is moderate.

The table 2 displayed above helps to understand that majority of the manager respondents were opined that the effectiveness of talent management practices in the banking industry in Kerala is moderate. Thus it can be concluded that the effectiveness of talent management practices in the banking industry in Kerala is moderate.

Assessment of identifying the difference in the effectiveness of talent management practices among the public sector and private sector banks in the banking industry in Kerala.

Table 3 displays that the Mann-Whitney U test for significant difference in the Mean Ranks based on type of the banks viz, public sector and private sector. The P values for all the components of Talent management Practices are less than 0.001 at 1 per cent level of significance except job related factors. The mean ranks given by employees for both public sector and private sector banks illustrated in the table— also shows that there is no significant difference in the effectiveness of Talent Management Practices between Public sector and Private sector banks based on the opinion of the bank employees.

Conclusion

From the above analysis and discussion it is found that the effectiveness of talent management practices factors in banking industry in Kerala is moderate, that mean the impact of talent management practices factors like job related factors , recruitment & selection factors, training & appraisal factors and employee key factors is just above average level. When the difference of effectiveness of talent management practices among public sector banks and private sector banks are examined, it is found that there is no difference between the effectiveness of the talent management practices factors among the public sector and private sector banks.

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Glossary

Hind Swaraj

Hind Swaraj is a natural narrative on national development. The entire western or material civilization forms the very backbone of destructive development. The very substance of Gandhi's objection is considering machinery as technology. According to him it is the symbol of modern civilization that represents a great sin. He visualizes electricity, shipbuilding, iron works, machine making, etc, existing side by side with village handicrafts. Such mechanization should not destroy the village crafts, instead it should sub serve the villages and their crafts. In Hind Swaraj Gandhi emphasizes on removal of poverty and unemployment through sustainable development

Cottage and Village Industries

The real development is not possible without developing the village. Gandhi always sought resuscitation of the villages through revival of rural industries and handicrafts. Western pattern of industrialization involves huge investment, heavy industries, high technology and displacement of common labour force. A poor country like India cannot afford the high investment and heavy loss of employment. What India need for total development are small industries involving less capital outlay, indigenous technology and those which can employ more local labourers. Gandhi conceived this in his seminal work Hind Swaraj

Liberal and Marxian Approach

Both these approaches put their faith in an ever growing material standard of life, which indirectly involve intensive exploitation of natural resources and fossil fuels. This leads to multiplication of machinery which Gandhi called 'Craze for Machinery'. For the creation of requisite capital for such huge machinery they depend upon exploitation of agriculture. Exploitation of agriculture leads to desolation and ruination of villages and pauperization of the village population, which eventually finds its sanctuary in slums in the cities

Street Corner Societies

The people from villages find their shelter in overcrowded slums in the cities. The unrestrained urbanization with all its associated evils of crime, communism, prostitution, etc, makes the life of these migrated people from villages miserable. The displaced people will become landless, homeless and jobless who are vulnerable to violence and criminal activities. They become unknown, unrelated and unskilled. They become part of an alienated society. Once religious, pious and god-fearing these villagers are attracted in either communist ideologies or in criminal activities

Technological Innovations

The whole human race is threatened by unrestrained march of technological innovation. It causes depletion of non-renewable resources and environmental pollution. Many of the key mineral resources will be exhausted soon. The world reserves of platinum, silver, gold, tin, zinc, lead copper, tungsten, uranium, etc, is getting depleted. Natural gas and crude oil will be exhausted in an alarming rate. The rapidity with which modern technology is growing bound to make its own impact on minerals and energy resources.

Multiplication of Machinery

Underlying the evolution of machinery was the faith that it represented a higher stage in the development of society as a whole. The enhancement of productivity which the large scale industry has made possible, the saving of labour time, the leisure arising there from and the unhampered growth of human needs were projected as unmistakable signs of human progress. Gandhi questioned all these assumptions. At the same time he was not against modern science and technology. But he strongly believed that application of science and technology should be made only after assessing its multi dimensional relationships with man, society and nature.

Evolutional Crisis on civilization

The mindless development through indiscriminate use of technology has created a crisis on the behavior of man and his biodiversity. According to Gandhi machine technology itself is in crisis and is causing deeper and long range impact on human life. Bringing in large scale of technical knowhow may displace our age old customs and spiritual way of life. It will cause an evolutional crisis on civilization and cultural contamination. The soft feelings and sentiments among human beings will be lost and they behave more in a materialistic way devoid of love, affection, relationship and mutual help

Alternative Technology

Gandhi challenged the technological basis of modern civilization by suggesting an alternative industrial technique which geared to meet the human needs of food, clothing and shelter. This technology will not cause unlimited degradation of earth and its natural resources. It is based more on renewable resources like animal, water, oil and solar energies and less on non-renewable ones. It will not create any environmenxtal damage or pollution.

Wants and Needs

Gandhi used wants and needs interchangeably. His whole philosophy of wants is conditioned by limitations. He was not in favour of unlimited multiplication of wants or needs. He believed that unlimited wants deaden the soul and impoverish the inner being of the individual. Gandhi defined basic needs in terms of material and non-material needs. Material needs were those that were required to maintain the individual in reasonable physical comforts. Nutritious food, adequate clothing, housing and medicine. In the non-mateiral needs Gandhi accepts Maslowian classification of affection, self esteem and self realization needs.

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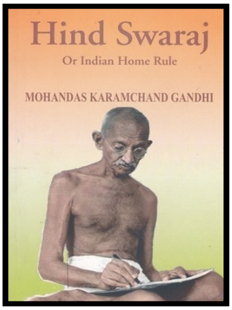
Book Review



HIND SWARAJ

OR INDIAN HOME RULE

MOHANDAS K. GANDHI

Hind Swaraj or Indian Home Rule is a book written by Mohandas K. Gandhi in 1909. In this classic book he expresses his views on Swaraj, Modern civilization, Mechanization etc. Gandhi wrote this book in his native language Gujarati while travelling from London to South Africa on board S.S. Kildona Castle, a journey he conducted from November 13 to 22, 1909. In this book Gandhi gives a diagnosis for the problems of humanity in modern times, the causes and his remedy

Hind Swaraj takes the form of a dialogue between two characters, the reader and the editor. The reader voices the common beliefs and argument. The Editor, Gandhi, explains why those arguments are flawed and interjects his own arguments. In the dialogue Gandhi outlines four themes that structure his argument. Gandhi argues that home rule is self rule. He is against adopting British-style of society after the British leaves India. British rule without Englishman is not a solution and is not acceptable. We don't want an English India. We want to get our Hindustan back and not an Englishstan. This is not Swaraj.

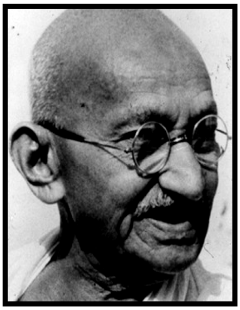
Gandhi also argues that Indian independence is only possible through passive resistance and not through active violence. According to him the force of love and pity is infinitely greater than the force of arms. Hind swaraj denounces violence and takes the path of non-violence; ahimsa. To exert passive resistance, Gandhi reasons that swadeshi (self reliance) be exercised by Indians . It amounts to refusal of all trade and dealings with British. If they do not concede to our prayers we cease to become petitioners. No longer would we remain the governed and then they cannot govern us. We shall no longer have any dealings with them.

Finally Gandhi argues that India will never be free unless it rejects western civilization. In western civilization one has only to be patient as it will eventually get self destroyed. Not only western civilization unhealthy for India but it is, on its own virtue, unhealthy. In the context of the failure of the dominant ideologies of the 20th century, including Marxism and Liberalism in its variant forms, there is a strong tendency among the sensitive minds from all over the world to look at Gandhian ideas as providing a new paradigm for alternative evolutional frame work.

In its 20 short chapters, written in a dialogue form, Hind Swaraj primarily deals with two issues: a) a critique of modern civilization and b) nature and structure of Indian Swaraj and the means and methods to achieve them. Under the British rule India is turning into an irreligious country - religion that underlines all religion - and are turning away from God. Mechanization and modernization have done more damage to man and his environment. In this book Gandhi turns his moral gaze to some of the major developments which have led to the impoverishment of India.

He argues that lawyers have contributed more to the degradation of India. They created conflicts among people and sucked the blood of the poor India. Similarly, doctors have failed the Indian society. They have been primarily responsible for making the people self indulgent and taking less care of their bodies. According to him modern civilization is a poisonous plant which destroys all life around it. He describes English education as false education. It failed to teach the people to control their senses and help imbibe ethical behavior in their life. The newly emerged elite, a byproduct of the Macaulay system of education, has enslaved India. It has proved that mere transfer of power from British hands to Indian hands would not lead to true Swaraj.

At present the modern India moving away from old values. But Gandhi , through this book , pins hope in the bulk of the people of India residing in hinterlands who continue to persist in its hoary tradition.



Creative Thinkers

Mahatma Gandhi

(1869-1948)

Business leaders across the globe have started considering Mahatma Gandhi as a Mahaguru of Management. Indian independence was the result of the planning, organization, coordination, motivation and the leadership skill of this spiritually conscious leader with best traits. Now we are going to celebrate the 75th anniversary of our independence. We are celebrating it at a time the nation celebrate Mahatma Gandhi's 150th birth anniversary. While leading the nation in the struggle for independence, Gandhi held a beacon to some management strategies which are critical in the present day corporate world. He is being looked upon as a master strategist and an exemplary leader whose ideas and strategies have great meaning for the corporate world, particularly in India. Mahatma Gandhi was an ideal management guru. Truth and non violence were the two key components of his creed with which he could inspire the common man en masse. He encouraged the average Indian to follow his principles and led the masses to win the fight for independent India. Innovation and creativity, founded on moral authority flowing from his inner conscience, constituted the bedrock of his management principles. Gandhi's concept of non-violence together with his high moral standards are what leaders of the day must emulate in order to have competitive advantage and character based corporate governance in the global market.

His concept of self ruled society can be compared to a project oriented organization where individual teams are self governed and become highly efficient. Mahatma Gandhi was a leader in true sense of the word. Leadership is considered to be the most important aspect of management. In this Gandhi excelled and made an indelible mark. Judging from his remarkable achievements and the excellent and effective manner in which he selected and negotiated his satyagraha issues and how he planned and implemented his campaigns, etc, he is undoubtedly a management expert. Harvard School of Business Management while taking note of his principles has crowned him the Management Guru of the 20th century.

Gandhi was a good man, a spiritually conscious person, who was also a manager and an executive, a supremely practical leader who brought a revolution in the minds of people about freedom and independence. Gandhi represents the essence of what we need in our business leaders today where negativity and cynicism rule the roost in general. Gandhi offered his theory of trusteeship which required capitalists to consider the wealth they had as being held in trust for the benefit of the poor. The concept of trusteeship is a mid path between pure capitalism and pure communism. Gandhi considered the rich as the custodian or trustees of the wealth they earn and this was to be used for the welfare of the less fortunate fellow beings. His trusteeship is in tune with our vedic concepts of welfare of the people. Veda says about idam na mama which means nothing is mine. Everything is God given for the welfare and wellbeing of the people. As Gita says we have to use it for lokasamgraha which means for the welfare of the people. Following this principle our temples were once the treasure house of wealth. It was distributed for the welfare of the devotees living in and around the temple premises.

The famous management expert and author of several illustrious books, Steven Covey quoted the famous seven sins of Mahatma Gandhi as seven principles of management. Wealth without work, pleasure without conscience, knowledge without character, business without morality, science without humanity, religion without sacrifice and politics without principles. His classic work Hind Swaraj presents the broad contours of an alternative society - a new civilizational framework in a rudimentary form. A true civilization that provides a model conduct which points out to man the path of duty and mastery over one's mind. Our ancient civilization fits the bill for being the true civilization. He identifies its core values such as limit to self indulgence in terms of luxuries and pleasure, emphasizes on ancestral profession, rural life and moral control of sages over kings, its curb on unnecessary competitiveness and its preferences for small scale technologies and decentralized polity

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