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Management & Technology Review

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CHIEF EDITOR

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Editorial

It is my pleasure to bring you this issue of SEMCOM Management and Technology Review (SMTR) October 2015. Once again it is so gratifying that this issue contains research deliberations from the eminent researchers in the field of General Management, Accounts and Finance Management, Marketing Management, Rural Marketing, HR, Banking and Information Technology.

Agriculture is the mainstay of India's economy. Majority of the working population depends on agricultural activities for their livelihood. The amount of rainfall is related with the increase or decrease of agricultural yield. The study on rainfall index at multi commodity exchange of India enumerates various commodities influenced by the rainfall index and discusses the policy initiatives taken by the government to engage capital market for absorbing the risk. Commodity market is further explored by a study on impact of economic parameters on commodity future price. A study on revealed competitive advantage of Indian coffee export analyses revealed symmetric competitive advantage of Indian coffee in the international market and explores potential future markets for coffee.

The issue contains the article on general management highlighting the need for SMEs to get strengthened by adopting communication techniques suitable to modern communication means. Employee safety concerns are raised by a comparative study at two hospitals.

Online banking is being accepted widely now for monetary transactions. The ease which it provides, makes online payments and transfers money across accounts, has made it more popular among youngsters. The article on internet banking among young customers shares experience on the same. More on banking, the issue contains articles on tools and technologies used by private banks and how social media marketing affects banking sector, a comparative study on non-performing assets of private, public and foreign sector banks, and a study on NPA management of people's co- operative bank. Some more articles are on preferences of investment avenues and a comparative study on Indian and international accounting standards.

Changing trends in marketing management are being explored by several research works on buying behavior, customer satisfaction, brand equity and brand parity, challenges, opportunities and strategies of rural marketing for FMCG products.

On IT front, studies based on system designing, data structure and user interface, cloud computing and industry orchestration, dividend policies of IT companies show the research enthusiasm amongst ITians.

I extend my warm gratitude to all the researchers for their generous contribution for the publication of SMTR.

Nikhil Zaveri
Chief Editor

About SEMCOM

Sardar Gunj Mercantile Cooperative Bank Ltd. (Anand) English Medium College of Commerce and Management (S G M English Medium College of Commerce and Management) popularly known as SEMCOM was established in the year 1997 with the aim/vision to impart quality education to students who desire to graduate in commerce, management and IT. The college has successfully completed 18 years. Its alumni has established themselves in various walks of life across the globe. The college has been established by Charutar Vidya Mandal (CVM), an educational trust with a vision to regenerate society through education. SEMCOM was set up with the generous donation of Rs. 35 lakhs against the total project cost of Rs. 150 lakhs by Sardar Gunj Cooperative Bank Ltd. (Anand) on self-finance basis keeping in mind the changing policy of the government in inviting private institutions to supplement the government's efforts in higher education. **The college has an ISO Quality System since 2004, which upgraded to 9001:2008 in September 2009. The college is re-accredited grade "A" by NAAC with a CGPA of 3.01 on 4 point scale.** The college, within a short span of time has made its presence felt in India and abroad.

The college is affiliated to Sardar Patel University, Vallabh Vidyanagar.

Objectives / Goals

- To focus on integral development of students.
- To offer courses and programs in tune with changing trends in the society as a whole.
- To update the curriculum as per the need of the business and industry.
- To create unique identity in the educational world at the national as well as international level.
- To institutionalize quality in imparting education.
- To incorporate innovations on a continuous basis in the entire process of education at institutional level.
- To create platform for the students for exhibiting their talent and for development of their potentials.
- To generate stimulating learning environment for students as well as teachers.
- To build cutting edge amongst the students to withstand and grow in the competitive environment at the global level

Our Dream :
To establish a unique identity in the emerging Global Village.

Our Vision :
To contribute to the societal enrichment through quality education, innovation and value augmentation.

Our Mission :
To build up a competitive edge amongst the students by fostering stimulating learning environment.

An empirical study of rural marketing strategies used by Hindustan Unilever Limited (HUL) for selected FMCG products in rural areas of Kheda District

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An empirical study of rural marketing strategies used by Hindustan Unilever Limited (HUL) for selected FMCG products in rural areas of Kheda District.

Suresh Machhar

Abstract

In India there are 6, 40,867 villages and 68.84% of population resides in rural areas that offer a huge potential to the economy (Census 2011). The rural markets are growing at above two times faster pace than urban markets; not surprisingly, rural India accounts for 60% of the total national demand. A number of companies in FMCG, consumer durables as well as telecom sector have adapted strategies to expand their base in rural market. Rural Marketing in simple word is planning and implementation of marketing function for rural areas. Marketing strategies of different products are unmatched and totally depends on the products and the target audience.

For this study the primary data collected from 100 rural respondents from selected rural areas of Kheda District with the help of structured questionnaire. The data has been tested through Reliability test (Cronbach alpha) and Anova test. Data analysis clearly indicated that there is strong association between age of respondents and source of information for toilet soap and tea. There is no association between rural consumer's education level and their satisfaction level. There is a strong association between satisfaction level of rural consumers and pricing policy of toilet soap and tea.

Introduction

India is a country of villages and almost 70% people lives in the rural area. There day to day demand is fulfilled by the supplier of goods and services but not in the same manner as in the urban areas of the nation. The people in the rural area have not much resource in terms of physical, financial and technological as urban people normally have all these things. To understand the basic concepts of what is rural and how rural society is affected by socio-economic changes taking place, it is necessary to have a detailed, discussion on the subject. An attempt is made in this chapter to highlight the specific characteristics of the rural society and its facets.

Concept of Marketing

The word marketing is derived from the Latin word "Marcatus" meaning goods or trade or a place where business is conducted. The term marketing is defined as a "business activity planned at satisfying to a reasonable extent, consumer or customer needs and wants, generally through an exchange process."

Kotler defines marketing as "a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others".

As per the definition by the American Marketing Association (AMA), marketing is "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals".

Evolution of Rural Marketing

Before the evolution of an urban market for marketing was undertaken, there seemed little need to differentiate between needs and wants. With the emergency of urban markets, the vary context with in which marketing had to work got redefined. Modern marketing has evolved around meeting demand in urban markets. The urban approach seems inadequate to understand and address the needs of rural India. There is a definite need for a separate set of marketing strategies to tap rural markets and a need to redefine strategy based on a whole new set of parameters. A totally different paradigms is required to satisfy a market that is more a mindset, rather than a geographical & demo-graphic reality. The term „rural marketing‟, which was earlier used as an umbrella term to refer to all commercial transaction of rural people, acquired a separate meaning of great significance in the 1990s

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The 4- A's of Rural Marketing:

The choice of strategy depends on the organization's ability to meet the consumer's needs effectively. This required delivering value to the consumers by developing suitable products at a price they are willing to pay & at a place.

A. Availability:

The first challenge is to ensure the availability of the product or the service. India's 638,000 villages are spared over 3.3 million sq. km; 742 million Indians may live in rural areas but finding them is not easily. However, given the poor state of roads, it is an even greater challenge to send products to far-long villages on a regular basis. Any serious FMCG marketer must strive to reach at least 20000 villages with a population of more than 5000 in the first stage & try to enhance coverage to another 87000 villages in the 2000- 5000 population. Markets must trade off the distribution cost with incremental market penetration. Over the years, India's largest FMCG Company HUL, a subsidiary of Uniliver, has built a strong distribution system that helps its brands reach the interiors of the rural market. To service remote villages, stockiest use auto-rickshaws, bullock carts & even boats in the back waters of Kerala.

B. Affordability

The second challenges to ensure affordability of the product or service. With low disposable incomes, products need to be affordable to rural consumers, most of whom are daily wage earners. Some companies have addressed the affordability problem by introducing small unit packs. Godrej recently introduce 3 brands of cinthol, failglow & godrej in 50gm packs. Priced at Rs. 4-5, meant specifically for M.P., bihar, & U.P. – the so called BIMARU states.

C. Acceptability

The third challenges to gain acceptability for the product or service there fore, there is a need to offer products that suit the rural market. One company that has reaped rich dividends by doing so is LG Electronics. In 1998, it developed a customized TV. for the rural markets & christened it "Sampoorana", it was a run way hit, selling 100,000 sets in the very first year. Because of the lack of the electricity & the absence of refrigerator in rural areas, coca cola provides low cost ice

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boxes, that is a tin box for new outlets & a thermocole box for seasonal outlets.

D. Awareness

With large parts of rural India inaccessible to conventional advertising media – only 41% of rural household have access to TV. – building awareness is other challenges fortunately, the rural consumer has the same like as the urban consumer – movie & music, & for both the urban & rural consumer, the family is the key unit of identity. However the rural consumer's preferences & activities differ from those of his urban counterparts. Outings for the former are confined to visiting local fairs & festivals & TV. Viewing is confined to the state owned channel Doordarshan. The consumption of branded products is treated as a special treat or indulgence.

Review of Literature

Ramanathan V. and S. Sudhamathi (2009), the recent successes and failures of the corporate world in the rural market have clearly demonstrated that the Indian rural market is a totally different composition in terms of its market structure, consumers' demographic profile, need expectations and value expectancy from products and services.

Ganakumar P., Baba, (2008), the research explores the decontextualization of place in simulated experiences of rural festivals sponsored by urban retail stores. Primary data are collected from urban retailers and their rural customers based upon the snow ball sampling stages. In first stage, rural advertisements well thought-out during the festival seasons in the four districts of Western Tamilnadu were identified. Based upon that in stage two 30 urban retailers were selected in four feeder towns.

Begde Prasad; (2008), the cola majors, Coke and Pepsi, are trying to penetrate deep into the rural markets with innovative pricing and marketing strategies. Apart from the high-decibel price wars and the usual battle over market shares, cola brands Coca-Cola and Pepsi have been in a quiet behind-the-scenes skirmish - to reach the rural masses. After an almost stagnant growth in this segment for the last two years, both Coke and Pepsi have made efforts this year to penetrate deep into the rural markets by substantially increasing their retailer and distribution network and with innovative pricing and marketing strategies

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Sarangapani A. and Mamatha T. (2008) Rural consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation. In this paper, an attempt has been made to analyze and highlight the rural consumer post-purchase evaluation, rural consumerism with regard to different Consumer Protection Acts, consumer satisfaction levels with regard to selected FMCGs and duplicate brands which have penetrated rural India.

Mukerjee K (2007), this paper explains potential of the rural market and the issues of concern with regard to rural marketing, with supportive data. A research framework is presented, followed by the cases of Hindustan Liver Ltd. and Coca Cola. The cases cover the strategies employed by these companies for the rural market. An analysis of the research framework and the data presented in the cases has been carried out. Garg Bhawna, (2007), Rural markets are growing rapidly because of social, political and economic changes. Rural consumers are fundamentally different from their urban counter part. In present scenario hair oils is one of the many products, which is consumed by the rural consumer more than their counterpart. The rural consumers consume hair oils as essential goods.

Ramanathan V. (2007), In the last two decades, the developed and developing nations have seen their economies change from being a manufacturing-led to a service-led, in terms of wealth creation, employment and investment. From the day, when our country opened the doors of our economy to the process of liberalization, privatization, and globalization, the manufacturers as well as the distributors of both domestic and global markets have started to herald their products in our rural destination. The increase in the number of south Indians working in rural environment, the exposure of products through the media, frequent trips abroad made by the rural educated youth, and the level of increasing literacy in south Indian rural public, have all created a brand consciousness among south Indian rural customers. They equate brand with quality,

prestige, and status. At present, the penetration of Fast Moving Consumer Goods (FMCGs) in rural markets has delineated the new marketing strategies to promote their branded items available in all rural outlets.

Research Methodology

Objectives of the Study

1. To study the Rural Marketing Strategies and its influence on buying behavior of the rural consumers of Kheda District.

2. To analyze the impact of demographic factor on various marketing strategies used by HUL in rural areas of Kheda District.

Hypothesis of the Study

1. There is no significance association between age of the respondent and the source of information about the toilet soap.

2. There is no significance association between age of the respondent and the source of information about the Tea.

3. There is no association between the satisfaction level of the respondent and educational level with respect to toilet soap.

4. There is no association between the satisfaction level of the respondent and pricing policy of Tea.

5. There is no association between the Brand name of the toilet soap and education level of respondents.

Research Design

The study is combination of descriptive and exploratory in nature. The researcher makes an attempt to describe the various concepts of rural marketing, distribution channel, pricing, promotional, packaging strategies. The study needs more theoretical and fundamental analysis on existing rural marketing practices.

Profile of Universe of the Study:

Kheda district comprises of 10 talukas and 559 gram panchayat. Total population of Kheda district is 2,299,885 in which rural population is 77.23% and urban population is 22.77%. The literacy rate is 81.42%.

Sampling Technique:

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Cluster sampling and convenience sampling was used for selecting the sample. In the first step Kheda district divided into different talukas and talukas again divided into villages. In second step respondents selected conveniently form selected villages.

Sample Size of the Study:

A total sample of 100 respondents is taken. The division of sample given in following table:

District Name	Taluka Name	Sample Size
Kheda	Nadiad	50
	Virpur	50
Total Sample size		**100**

Methods of data collection
Primary methods of data collection with the help of structured close ended questionnaire have been used for this study. Initially questionnaire was drafted on the basis of past references used by prominent scholars in that field. In initial draft questionnaire was having 30 questions. Entire questionnaire were divided broadly two category viz demographic detail and Products Specific Detail (Toilet Soap & Tea)

Reliability and validity of the study
To assess the reliability of the instruments, the Cronbach (1981) alpha coefficients was calculated and reported in following table:

Table : 1 : Reliability Statistics	
Cronbach's Alpha	No. of Items
0.725	20

Cronbach's is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of a psychometric test for a sample of examinees. In the above table it can be observed that cronbach's alpha value for 20 statements is 0.725 which indicated that reliability of all 20 statements was quite high. Thus, it can be concluded that the measures used in the present study are valid and reliable.

Data Analysis & Findings

Respondents' profile as given in following table gives a detailed description of the respondents' from various angels like gender, age, and occupation and income.

Table: 2 : Profile of Respondents			
Demo-graphic Factor	Category	Freq. (N=100)	Perc. %
Gender	Male	60	60.00
	Female	40	40.00
Age Group	Less Than 18	10	10.00
	18-40	56	56.00
	41-60	24	24.00
	More Than 60	10	10.00
Education level	Uneducated	10	10.00
	Primary	20	20.00
	Secondary	25	25.00
	Higher Secondary	20	20.00
	Graduate	15	15.00
	Post Graduate	10	10.00
Income (Per year)	up to 25000	57	57.00
	25001-50000	12	12.00
	50001-100000	11	11.00
	100001-200000	10	10.00
	more than 200000	10	10.00

In the above table it can be observed that 60% were male and 40% respondents were female. 56% respondents belong to age group 18-40 years, 24% respondents belong to age group 41-60 years and 10% respondents' were less than 18 years of age and 10% respondents belong to more than 60 years of age. As per education level category 10% respondents were uneducated, 20% respondents having primary education, 25% respondents having education up to secondary level , 20% respondents were HSC pass, 15% respondents were graduate and only 10% respondents having PG degree. As per income wise classification 57% respondents income was less or equal to Rs. 25,000 per year, 12% respondents income between Rs. 25,001- 50,000 per year, 11% respondents

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income between Rs. 50,001-1,00,000 per year, 10% respondents income between Rs. 1,00,001-2,00,000 per year and 10% respondents income was more than Rs. 2,00,000 per year.

H0 : There is no significance association between age of the respondent and the source of information about the toilet soap.

Table: 3: ANOVA					
Source of Information about Lux & Life boy					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	373.271	5	74.654	34.379	.000
With in Groups	204.119	94	2.171		
Total	577.390	99			

H0 : There is no significance association between age of the respondent and the source of information about the Tea.

Table: 4: ANOVA					
Source of Information about Tazza & Tajmahal					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	109.693	5	21.939	6.624	.000
With in Groups	311.307	94	3.312		
Total	421.000	99			

H0:There is no association between the satisfaction level of the respondent and educational level with respect to toilet soap.

Table: 5: ANOVA					
Satisfaction for toilet soap & education level					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	32.145	4	8.036	31.750	.000
With in Groups	24.045	95	.253		
Total	56.190	99			

From the analysis of the above table it can be said that the significance difference for Toilet soap is 0, so this hypothesis is accepted, so it can be said that there is no significant association between respondent education level & satisfaction for the toilet soap.

H0:There is no association between the satisfaction level of the respondent and pricing policy of Tea.

Table: 6: ANOVA					
Satisfaction for Tea & Price					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	3.188	3	1.063	2.438	.069
With in Groups	41.852	96	.436		
Total	45.040	99			

From the analysis of the above table it can be said that the significance difference for pricing is 0.69, which is more that 0.05 significance level , so here hypothesis is Rejected , so it can be said that there is significant association between the satisfaction level of the respondent and pricing policy of Tea.

H0:There is no association between the Brand name of the Toilet soap and Education level.

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Table: 7: ANOVA					
Satisfaction for brand of toilet soap & education level					
	Sum of Square	Df	Mean Square	F	Sig.
Between Groups	7.205	4	1.801	2.138	.082
Within Groups	80.035	95	.842		
Total	87.240	99			

From the analysis of the above table it can be said that the significance difference for Toilet soap 0.082, so this hypothesis is rejected, so it can be said that there is significant association between respondent education level & Brand name of the Toilet soap while making purchase decision of rural consumer.

Conclusion & Recommendations

FMCG sector is the most prominent and competitive sector in rural India. Various FMCG companies are working so hard to stay ahead of their competitors by providing efficient products and services to the rural consumers. On the basis of the analysis, it can be concluded that rural consumers giving importance or product attributes like product quality, product price, availability of the product and awareness which is considered important in buying decision for selected FMCG products. The product attributes like product variety & product brand name is not considered to be important in buying decision for selected FMCG like tea in selected rural consumer of Kheda District. Analysis also indicated that there is no significant relationship between age and source of information for selected FMCG products in rural areas of Kheda. There is no significant relationship between satisfaction and education level of the rural respondents. There is a significant relationship between satisfaction level and pricing policy of the company. There is also a strong association between education level and brand awareness for FMCG products in rural areas of Kheda districts. The area under the study in my study i.e. Kheda district could be further be explored in order to find out the specific or general reasons that consumers offer to emphasize on particular product attribute during decision making for various non durable products.

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The study of Rainfall Index At Multi Commodity Exchange of India Limited.

Kamini Shah, Priyanka Kansara

Introduction

Abstract

The research is an attempt to study the rainfall index at the Multi Commodity Exchange of India Limited, (MCX). The MCX developed the rainfall index with the help of the weather risk management private limited. The rainfall index tells the percentage of normal cumulative rainfall expected. The study includes the policy initiatives taken by the Government to engage capital market for absorbing weather related risk, particularly the rainfall. The study focuses the commodities those are influenced by the rain index. With the use of various statistical measures an attempt is made to predict the agricultural commodity future movement based on rainfall index. The analysis mainly focuses on the agricultural commodities of MCX only. The study is useful for the commodity traders, farmers, and investors to diversified their portfolio and managing the risk. With the proper diversification the risk is managed and returns maximised.

The rainfall indexes are conceptualized and developed jointly by Research Department of Multi Commodity Exchange of India (MCX) and Weather Risk Management Services Private Limited. The MCX includes 3 categories of indexes like Commodity Spot Indexes, Commodity future Indexes, and Rainfall Indexes. The Rainfall Indexes includes; RAINDEXMUM, RAINDEXIDR, and RAINDEXJAI records at Mumbai, Indore and Jaipur respectively and is designed such that it also considers the normal historical rainfall in Mumbai, Indore and Jaipur. All the historical and current data has been taken from the Indian Meteorological Department (IMD).

The rainfall index is computed based on historical annual cumulative rainfall and adjusted with net surplus or deficit of actual cumulative rainfall as of that date. The rainfall index values will be posted on daily basis on the website during the monsoon season (June to October) of every year.

The weather condition of India is the best opportunity to develop the derivative products. The monsoon has its effect on various enterprises like agriculture, commodity trading, agro- processing, energy, etc. The development of derivative market is to absorb the monsoon risk. The stakeholders in these markets have the need to manage the monsoon related risks through monsoon derivatives. The risk markets have the potential to yield additional benefits. They can promote integration of markets by expanding the horizon of asset classes for the investments. Rainfall index is emerging as a promising alternative to traditional approaches. The government of India needs to put the necessary infrastructure in place and gjve the credibility to the rainfall index. The rainfall index would help the investors to hedge their weather risk exposure by trading in the rainfall related indexes.

Index insurance provides an effective policy alternative as it seeks to protect the crop-yield losses due to vagaries of rainfall, drought etc. It is being experimented in many developing countries including India. Varsha Bima scheme of Agricultural Insurance Company of India (AICI) and Barish Bima of IFFCO Tokio General Insurance Company (ITGI) are the ongoing projects experimenting with index insurance in India. Index-based insurance is emerging as a promising alternative to traditional crop insurance .Government needs to put the necessary infrastructure in place and give credibility to the programme. To realize its full potential, it requires reinsurance facility for private insurers at grass root level. This in turn involves bringing about a convergence of insurance and financial markets via special purpose vehicles (SPVs) such as weather derivatives. The weather derivatives market would help private insurers to hedge their weather risk exposure by trading in weather derivative contracts.

Literature Review

• Ganesh Tharala, Manoj Sabbani (2015), analyzed the rainfall index impact on agricultural commodities of MCX. According to study the agricultural commodities are strongly correlated with the rainfall index and all the agro-based commodities are significantly influenced by the rainfall index. There is positive correlation between the commodities and the rainfall index, and this will help for investment pattern for the investors.

• S.K. Singh, Krishna M. Singh, R.K.P. Singh, Abhay Kumar, Ujjawal Kumar (2014) conducted the study of the impact of rainfall on agricultural production in Bihar. The study reveals the relationship of rainfall (SPI index) and the rice production and it has been found the positive in all the agro-climatic zone and highly significant in law rainfall area.

• Shivkumar D.P., Kotshwar G. (2013) studied about the policy initiatives taken by the government and exchanges to engage the capital markets for absorbing the weather related risk, particularly rainfall and analyze the importance of the rainfall index as the new asset class for the inclusion in the portfolio for the risk hedging.

• Shreekant Gupta, Partha Sen, Suchita Srinivasan (2012) studied on the impact of the climate change on the food grain yields in India. The study focuses on the crop-specific agricultural production function with exogenous climate variables such as the precipitation, temperature, and the control for key inputs such as the irrigation, fertilizers, and labours. The study focuses on the significant impacts of climate changes on Indian agriculture.

• K. Krishna Kumar, K. Rupa Kumar, R.G. Ashrit, N.R. Deshpande and J.W. Hansenon (2004) studied on the crop climate relationship in India. The study reveals that the monsoon season crops are strongly correlated with the monsoon predicators. It is found that the impact of the sub divisional rainfall is strong in most of the country and when compared with the state-level crop statistics.

Objectives of the Study

1) To study the rainfall index at the Multi Commodity Exchange of India Limited.
2) To analyze the movement of the agricultural commodity according to the rainfall index.
3) To predict the future movement of the agricultural commodity according to the rainfall index.
4) To analyse the correlation of the rainfall index with the agricultural commodity at Multi commodity Exchange Limited.

Research Methodology

• Research Design:
Research design is used to structure the research. For the study of rainfall index the exploratory research design is used, which emphasis more on the topic to gain familiarity, and considers different aspects of the rainfall index.
Sampling Plan:
• Sampling Method: The sampling is based on judgement and availability of data.
• Sampling Unit: The commodities and their prices and rainfall index value at Multi Commodity Exchange (MCX).
• Sample Size: The agricultural commodities traded on the MCX and value of rainfall index for five months (June to October) for 2014 are analysed for the study.
• Data Collection:
For the study of rainfall index the secondary data has been collected using the journals, websites and various reports.
• Data Analysis:
Data analysis will be done based on various statistical tools and tests.

Data Analysis and Interpretation:

Regression Analysis: In statistics, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modelling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Formula : $Y = a + bx$ where x- intercept, b-slope

Commodity	$Y=a+bx$	Prediction
Almond	933.231	Upside
Cardamom	50.449	Downside
Coriander	6710.595	Downside
Chana	3225.99	Upside
Cotton	20401.89	Upside
Jute	2481.6	Downside
Maize	1163.351	Downside
Menthaoil	69.46982	Downside
Soyabeen	3638.333	Downside
Sugar	2724.872	Downside

Regression analysis used to predict the values of depended variables based on the values of the independent variable. In this the rainfall values are independent with that of depended of agricultural commodities. The agri commodities Almond, Chana, and cotton prices are expected to upside and all others are downside.

Findings

• According to the detailed study the rainfall index is important for the development of the Indian economy. Most of the industry are based on the rainfall and agro production, so rainfall index will act as a barometer for the measuring performance of Indian economy.
• According to the regression analysis the rainfall will be having the impact on the agro based economy. According to analysis as the rainfall be independent variable, the agricultural production is depended on it, and it will be act as the investment avenues for the investors.
• According to the trend analysis and the past data, the rainfall index will be used as the hedging tool because all the investors including farmers can hedge the risk of agricultural commodity with help of either go long or short on the rainfall index.
• As per the study all the commodities are strongly correlated with the rainfall and it will be act as the means for the portfolio diversification because with help of the rainfall index and agricultural commodities better portfolio can be constructed.

Limitations of the Study

1) The data for rainfall index only available for the five months.
2) The commodities selected are limited.

Conclusion

With the help of detailed study, the rainfall index having the impact of selected agricultural commodities of MCX. The rainfall index are critical for the development of the insurance and risk markets to create the hedging opportunities to insurers and other players in the market whose financial prospects closely interconnected to monsoon outcomes. The study reveals that there is need to develop rainfall indexes for the analysis of performance of agricultural sector. As the India being agricultural economy, the development of the rainfall index would be better for the economic development and growth. With the development of the rainfall index, it will be help the investors to create the awareness regarding the new investment avenues available for the investment.

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Indian Accounting Standards and International Financial Reporting Standards: A Comparison

Ankita Dholariya

Abstract

The forces of globalization prompt more and more countries to open their doors to foreign investment and as businesses expand across borders, the need arises to recognize the benefits of having commonly accepted and understood financial reporting standards. Moreover, the use of different accounting frameworks in different countries resulting inconsistent treatment and presentation of the same underlying economic transactions, creates confusion for users of financial statements. This confusion leads to inefficiency in capital markets across the world. All these factors call for a single set of high quality accounting standards which form the basis for the trust that investors place in financial and non-financial information. The case for single set of globally accepted accounting standards has prompted many countries to pursue convergence of national accounting standards with IFRSs. In this scenario, India cannot insulate itself from the developments taking place worldwide.

Introduction

Accounting Standards are common standards for accounting and reporting of financial transactions. Accounting Standards contain the principles governing accounting practices relating to various aspects of measurement, treatments and disclosure of accounting transactions and events and determine the appropriate treatment of financial transactions. Accounting standards are, therefore, authoritative statements of how particular types of financial transaction and other events should be reflected in financial statements.

Need of Accounting Standards

The objective of Accounting Standards is to standardize diverse accounting policies and practices with a view to increase the comparability and reliability of financial statements. In other words, the basic objective of Accounting Standards is to remove variations in the treatment of several accounting aspects and to bring about standardization in presentation. They intend to harmonize diverse accounting policies followed in the preparation and presentation of financial statements by different reporting enterprises so as to facilitate intra-firm and inter-firm comparison. Thus, compliance with accounting standards will normally be necessary for the fair presentation of financial statements.

Financial statements are prepared to summarize in monetary terms the end result of all the business activities of an enterprise during an accounting period. These business activities vary from one enterprise to another. Comparison of the financial statements of various reporting enterprises poses some difficulties because of divergence in the methods and principles adopted by these enterprises in preparing their financial statements. In order to make these methods and principles uniform and comparable to the extent possible – accounting standards are evolved.

Accounting Standards not only prescribe appropriate accounting treatment for complex business transactions but also foster greater transparency and market discipline. Accounting Standards also help regulatory agencies in benchmarking the accounting accuracy of business entities in their respective sector

Evolution of AS

A financial reporting system supported by strong governance, high quality standards, and firm regulatory framework forms the firm underpinning for economic development. Indeed, sound financial reporting standards underlie the trust that investors place in financial reporting information, and investors' trust is crucial for ensuring capital flows into productive activity. The forces of globalization prompt more and more countries to open their doors to foreign investment and as businesses expand across borders the need arises to recognize the benefits of having commonly accepted and understood financial

reporting standards. In this scenario of globalization, India cannot insulate itself from the developments taking place worldwide. In response to a long felt need for standardization of accounting on a global scale, the International Accounting Standards Committee (IASC) was formed in 1973 as a result of an agreement by accountancy bodies in Australia, Canada, France, Germany, Japan, Mexico, the Netherlands, the United Kingdom and Ireland and the United States. The International Accounting Standards Committee (IASC) operated from 1973 until 2001. On1st April, 2001, the International Accounting Standards Board (IASB) assumed accounting standard-setting responsibilities from its predecessor body, the International Accounting Standards Committee. The IASB is the independent standard-setting body of the IFRS Foundation (an independent, not-for-profit private sector organization). Its members (currently 15 full-time members) are responsible for the development and publication of IFRSs. In fulfilling its standard-setting duties, the IASB follows a thorough, open and transparent due process of which the publication of consultative documents, such as discussion papers and exposure drafts, for public comment is an important component. The IASB engages closely with stakeholders around the world, including investors, analysts, regulators, business leaders, accounting standard-setters and the accountancy profession. Standards issued by the International Accounting Standards Board are designated International Financial Reporting Standards (IFRSs). Standards originally issued by the International Accounting Standards Committee (1973-2001) continue to be designated International Accounting Standards (IASs).

Need for Convergence with IFRSs

Convergence of the national Accounting Standards of the country with International Accounting Standards (IASs)/International Financial Reporting Standards (IFRSs) (collectively referred to as IFRSs), issued by the International Accounting Standards Board (IASB) has gained momentum in recent years all over the world. The International Financial Reporting Standards (IFRSs) issued by the International Accounting Standards Board (IASB) are increasingly being recognized as global reporting standards. In the present era of globalization and liberalization, the world has become an economic village. The globalization of the business world and the attendant structures and regulations which support it, as well as the development of e-commerce, make it imperative to have a single globally accepted financial reporting system. A number of multi-national companies are establishing their businesses in various countries with emerging economies and vice versa.

The entities in emerging economies are increasingly accessing the global markets to fulfill their capital needs by getting their securities listed on the stock exchanges outside their country. Consistent with this world-wide trend, capital markets are becoming integrated.

The use of different accounting frameworks in different countries, which results in inconsistent treatment and presentation of the same underlying economic transactions, creates confusion for users of financial statements. This confusion leads to inefficiency in capital markets across the world. The increasing complexity of business transactions and globalization of capital markets call for a single set of high quality accounting standards. As stated earlier, high standards of financial reporting form the basis for the trust that investors place in financial and non-financial information. The case for asingle set of globally accepted accounting standards has prompted many countries to pursue convergence of national accounting standards with IFRSs.

Difference between adoption of IFRS and convergence of IFRS

Adoption of IFRS, in simple terms, means that the country applying IFRS would be implementing IFRS in the same manner as issued by the IASB and would be 100% compliant with the guidelines issued by IASB. However, convergence with IFRS means that the Accounting Standard Board of the country applying IFRS would work together with IASB to develop high quality compatible accounting standards over time. Thus, countries converging with IFRS may deviate to a certain extent from the IFRSs as issued by the IASB.

IFRS Convergence in India

The Ministry of Corporate Affairs (MCA) in its Press Release 2/2010 No.1/1/2009-IFRS dated 22nd January 2010 has decided the roadmap for achieving convergence. There would be two separate sets of Accounting Standards under Section 211(3C) of the Companies Act, 1956. The first set would comprise of the Indian Accounting Standards which are converged with the IFRSs which shall be applicable to the specified class of companies. The second set would comprise of the existing Indian Accounting Standards and would be applicable to other companies, including Small and Medium Companies (SMCs). In pursuance of the G-20 commitment given by India, the process of convergence of Indian Accounting Standards with IFRS was carried out in Ministry of Corporate Affairs through wide ranging consultative exercise

with all the stakeholders. The Government (MCA) vide Press Release-7/2011No.1/1/2009-IFRS dated the 25th February, 2011 has notified 35 Indian Accounting Standards converged with International Financial Reporting Standards (henceforth to be called IND AS). The Government postponed the decision of implementation of converged accounting standards with effect from 1st April 2011 in February 2011.

Finally, on 16th February, 2015, the Ministry of Corporate Affairs notified the Companies (Indian Accounting Standards) Rules, 2015 (the pending application in the Gazette of India). The rules specify the Indian Accounting Standards (IND AS) applicable to certain class of companies and set out the dates of applicability. The key requirements of the Rules with regard to the class of companies that will be required to follow IND AS and the date of adoption by such companies are as under:

Voluntary adoption

Any company may comply with the Indian Accounting Standards (IND AS) for financial statements for accounting periods beginning on or after 1st April, 2015, with the comparatives for the periods ending on 31st March, 2015, or thereafter. Once a company starts following the Indian Accounting Standards (IND AS) either voluntarily or mandatorily), it shall be required to follow the Indian Accounting Standards (IND AS) for all the subsequent financial statements even if any of the criteria specified in this ruledoes not subsequently apply to it.

Mandatory Adoption

For the accounting periods beginning on or after 1st April, 2016	For the accounting periods beginning on or after 1st April, 2017
• The following companies will have to adopt IND AS for financial statements from the above mentioned date: - companies whose equity and/or debt securities are listed or are in the process of listing on any stock exchange in India or outside India and having net worth of Rs.500 crores or more. - Unlisted companies having a net worth of Rs.500 crores or more. - Holding, subsidiary, joint venture or associate companies of the listed and unlisted companies covered above. • Comparative for these financial statements will be periods ending 31st March, 2016 or thereafter	• The following companies will have to adopt IND AS for financial statements from the above mentioned date: -listed companies having a net worth of less than Rs.500 crores - Unlisted companies having a net worth of Rs.250 crores or more but less than Rs.500 crore. - Holding, subsidiary, joint venture or associate companies of the listed and unlisted companies covered above. • Comparative for these financial statements will be periods ending 31st March, 2017 or thereafter

Source:http://www2.deloitte.com/content/dam/Deloitte/in/Documents/audit/in-audit-indian-gaap-ifrs-and-indas-a-comparison-noexp.pdf

The roadmap will not be applicable to:
• Companies whose securities are listed or in the process of listing on SME exchanges.
• Companies not covered by the roadmap in "Mandatory adoption" categories above.
• Insurance companies, banking companies and non-banking finance companies.

Comparison of IND AS and IFRS
There are some differences in the provisions of IND AS notified by the Ministry of Corporate

These companies should continue to apply existing accounting standards prescribed in Annexure to the Companies (Accounting Standards) Rules, 2006, unless they opt for voluntary adoption. Insurance companies, banking companies and non-banking finance companies cannot voluntary adopt the IND ASs.

Affairs and of the provisions of IFRS/IAS. The list of standards where key differences exist are given below:

Table 1 Standards Where Key Differences Exist

Sr. No.	IND AS	Corresponding IAS/IFRS	Title	Whether difference from IAS/IFRS exists
1	IND AS- 101	IFRS- 1	First-time Adoption of Indian Accounting Standards	Yes
2	IND AS- 102	IFRS- 2	Share-based Payment	No
3	IND AS- 103	IFRS- 3	Business Combinations	Yes
4	IND AS- 104	IFRS- 4	Insurance Contracts	No
5	IND AS- 105	IFRS- 5	Non-current Assets Held for Sale and Discontinued Operations	No
6	IND AS- 106	IFRS- 6	Exploration for and Evaluation of Mineral Resources	No
7	IND AS- 107	IFRS- 7	Financial Instruments: Disclosures	No
8	IND AS- 108	IFRS- 8	Operating Segments	No
9	IND AS- 109	IFRS- 9	Financial Instruments	No
10	IND AS- 110	IFRS- 10	Consolidated Financial Statements	Yes
11	IND AS- 111	IFRS- 11	Joint Arrangements	Yes
12	IND AS- 112	IFRS- 12	Disclosure of Interests in Other Entities	Yes
13	IND AS- 113	IFRS- 13	Fair Value Measurement	No
14	IND AS- 114	IFRS- 14	Regulatory Deferral Accounts	No
15	IND AS- 115	IFRS- 15	Revenue from Contracts with Customers	Yes
16	IND AS- 1	IAS-1	Presentation of Financial Statements	Yes
17	IND AS- 2	IAS-2	Inventories	No
18	IND AS- 7	IAS-7	Statement of Cash Flows	Yes
19	IND AS- 8	IAS-8	Accounting Policies, Changes in Accounting Estimates and Errors	No
20	IND AS- 10	IAS- 10	Events after the Reporting Period	No
21	IND AS- 12	IAS- 12	Income Taxes	No
22	IND AS- 16	IAS- 16	Property, Plant and Equipment	No
23	IND AS- 17	IAS- 17	Leases	No
24	IND AS- 19	IAS- 19	Employee Benefits	Yes
25	IND AS- 20	IAS- 20	Accounting for Government Grants and Disclosure of Government Assistance	Yes
26	IND AS- 21	IAS- 21	The Effects of Changes in Foreign Exchange Rates	Yes
27	IND AS- 23	IAS- 23	Borrowing Costs	No
28	IND AS- 24	IAS- 24	Related Party Disclosures	Yes
29	IND AS- 27	IAS- 27	Separate Financial Statements	No
30	IND AS- 28	IAS- 28	Investments in Associates and Joint Ventures	Yes
31	IND AS- 29	IAS- 29	Financial Reporting in Hyperinflationary Economies	No
32	IND AS- 32	IAS- 32	Financial Instruments: Presentation	Yes
33	IND AS- 33	IAS- 33	Earnings per Share	Yes
34	IND AS- 34	IAS- 34	Interim Financial Reporting	Yes
35	IND AS- 36	IAS- 36	Impairment of Assets	No
36	IND AS- 37	IAS- 37	Provisions, Contingent Liabilities and Contingent Assets	No
37	IND AS- 38	IAS- 38	Intangible Assets	No
38	IND AS- 40	IAS- 40	Investment Property	No
39	IND AS- 41	IAS- 41	Agriculture	No

Source:
http://www2.deloitte.com/content/dam/Deloitte/in/Documents/audit/in-audit-indian-gaap-ifrs-and-indas-a-comparison-noexp.pdf
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Major Differences between IND AS and IFRS

India has chosen the path of IFRS convergence and not adoption. Though, IND AS has come a long way and is now quite close to IFRS, certain differences between the IFRS and IND AS still remain. What we term as carve-outs or carve-ins. A high-level snapshot of such differences between IND AS and IFRS found in practice is provided below:

1. Presentation
• Under IND AS, the breach of a material provision of a long-term loan will be classified as current except where before the approval of the financial statements for issue, the lender had agreed not to demand payment as a consequence of the breach. A similar exemption is unavailable in IFRS. Consequently, adjusting events under IND AS 10 has been modified to include events, where the lender had agreed to not demand payment as a consequence of the breach of material provision of a long-term loan, before the approval of the financial statement for issue. Though this is not in line with IFRS, it is in line with US GAAP.
• The option to present other comprehensive income in a separate statement is not available under IND AS. Accordingly, only one statement comprising both profit or loss and other comprehensive income will be presented. The single statement approach requires all items of income and expense to be recognised in the statement of comprehensive income, while the two-statement approach requires two statements to be prepared, one displaying components of profit or loss (separate income statement) and the other beginning with profit or loss and displaying components of other comprehensive income. IFRS provides an option either to follow the single-statement approach or to follow the two-statement approach.
• IND AS also does not allow the presentation of expenses by function, only the classification of expense by 'nature' is permitted. Under IFRS, this is a policy election. This difference could create problems particularly for entities with multiple overseas subsidiaries already using functional expense classification.
• IFRS allows the option to present inflows and outflows of interest and dividends in the operating activities section of the cash flow statement. IND AS does not have this option for non-financial entities. Interest and divided inflows and outflows are required to be reported in the investing and financing sections of the cash flow statement.
• Under IFRS, earnings per share are not required in separate financial statements if both consolidated and separate financial statements are presented. Under IND AS, the disclosure of earnings per share is required in both consolidated as well as separate financial statements.
• Under IND AS, where any item of income and expense which is otherwise required to be recognised in profit or loss in accordance with INDAS, is debited or credited to the securities premium account or other reserves, the amount in respect thereof shall be deducted from profit or loss from continuing operations for the purpose of calculating EPS. There is no such provision in IFRS.

2. Acquisitions
• Under IFRS, the bargain purchase gain or negative goodwill arising on business combinations is recognised in profit or loss. Under IND AS, the bargain purchase gain can be recognised either in other comprehensive income or capital reserve but not in profit or loss. Similar to business combination, bargain purchase gain on the acquisition of an associate is also not recognised in profit or loss.
• Under IND AS, common control transactions are to be accounted only based on the book values of assets and liabilities. IFRS also allows a fair value option.

3. Leases
• Under IND AS, where the escalation of operating lease rentals is in line with the expected general inflation so as to compensate the lessor for expected inflationary cost, rentals are not required to be recognised as an expense on a straight-line basis. Under IFRS, this is considered contingent rent if linked to the index.

4. Derivatives
• IND AS introduces an exception to the IFRS definition of a 'financial liability'. IND AS classifies a conversion option embedded in a convertible bond denominated in a foreign currency as an equity instrument if it entitles the holder to acquire a fixed number of the entity's own equity instruments for a fixed amount of cash, and the exercise price is fixed in any currency. This is not provided in IFRS. Therefore, it will not be required to be fair valued at each balance sheet date under IND AS. Under IFRS, this conversion option is treated as a derivative liability. This is one of the most significant differences between IND AS and IFRS.

5. Property, plant and equipment
• Under IND AS, investment property is to be accounted using only the cost model, with the disclosure of fair value. Under IFRS, both cost and fair value options of accounting are available.

• IFRS permits the treatment of property interest held in an operating lease to be classified as investment property, if the definition of investment property is otherwise met and a fair value model is applied. In such cases, the operating lease will be accounted as if it were a finance lease. However, there is no such option under IND AS.

6. Government grants
• IFRS gives an option to measure non-monetary government grants related to assets (tangible and intangible) either at their fair value or at nominal value. IND AS requires the measurement of such grants only at their fair value.
• IFRS gives an option to present the grants related to assets either by setting up the grant as deferred income or by deducting the grant in arriving at the carrying amount of the asset. IND AS requires the presentation of such grants in the balance sheet as deferred income.

7. Related parties
• Under IFRS, certain relationships are specifically mentioned and considered to meet the definition of close members of the family of a person. These relationships are expanded in IND AS to include brother, sister, father and mother of a person.
• Under IND AS, the related party disclosures do not apply where providing such disclosures will conflict with the entity's duties of confidentiality provided under a statute or by a regulator or similar competent authority. IFRS does not provide such an exemption.

8. Associates
• When it is impracticable, IND AS 28 allows the exemption from use of uniform accounting policies to perform equity method accounting of associates. IFRS does not allow this option.

9. Others
• Under IFRS, standards on segment information and earnings per share are applicable to only those companies which are listed or are in the process of being listed. IND AS does not provide any such exemption for the applicability of standards. In the absence of any exemption under the Companies Act and the rules made thereunder, all companies applying IND AS will have to apply standards on segment information and earnings per share.
Companies need to carefully evaluate the IND AS transition provisions and accounting policy elections, in case they wish to bring their IND AS financial information closer to IFRS as issued by the IASB. This may be more important for those entities that are planning international fund raising or listing, as they may require IFRS compliant financial statements for that purpose.

Conclusion

Adoption of IND AS will put India at the centre stage of high quality and transparent financial reporting; however, it also poses unique challenges. For example, India would be adopting two of the most important accounting standards earlier than the rest of the world. Globally IFRS 15, 'Revenue from contracts with customers' and IFRS 9—Financial Instruments, have mandatory implementation dates of 1 January 2017 and 2018 respectively, while India will be adopting both these standards effective 1 April 2015. This will provides benefits by way of a stable platform, i.e. India will not have to change accounting policies again for a few years in these important areas. India will however not be able to learn from the experiences of other countries adopting these standards later. We believe in balance, the benefits outweigh potential challenges.

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Commodity Market - An Impact of Economic Parameters on Commodity Future Price.

Jaimin Trivedi

Abstract

It is found that Commodity market is having dominance in so many developed countries in compare to stock market but it is not there so far as developing countries like India because of certain misconceptions in the mind of lay men. There are so many reasons for having less dominance commodity market. One of the reason is lake of understanding about prediction of future price of commodity. They feels that commodity market is having complex system and risk in compare to stock market so potential investors are not investing their surplus into commodity market instead of it they prefer stock market. But commodity market is not that much risky as they feel. Here, an attempt is made to enhance awareness among potential investors regarding commodity market and how to estimate the future price and which parameter should take into consideration while estimating the future price so as to hedge their position in commodity market.

Introduction

Commodity markets are markets where raw or primary products are exchanged. These raw commodities are traded on regulated commodities exchanges, in which they are bought and sold in standardized contract. It is similar to an equity market, but instead of buying or selling shares one buys or sells commodities.

Existence of a vibrant, active and liquid commodity market is normally considered as a healthy sign of development of any economy. Commodity markets quite often have their centers in developed countries though the primary commodities in many cases are produced in developing countries. Birth and growth of transparent commodity market is thus a sign of development of an economy.

Commodity Exchanges

A commodity exchange is an association or a company where various commodities and derivatives products are traded for which license has been granted by regulating authority. Most commodity markets across the world trade in agricultural products and other raw materials like wheat, barley, sugar, maize, cotton, cocoa, coffee, milk product, pork bellies, oil, metal, etc. and contract based on them. These contracts can include spot forward, future etc.

Commodity Future

A future contract is an agreement between two parties to buy or sell a specified and standardized quantity and quality of an asset at a certain time in the future at a price agreed upon at a time of entering into the contract on the future exchange. Commodity future in particular help price discovery and assist investors in hedging their risks by taking positions in commodities and exploiting arbitrage opportunities in the market.

Literature Review

As per the study of Lamon Rutten (2009), on commodity future contract, global commodities traded on the Indian exchange such as bullion, metals like copper, aluminium, steel, etc. and energy product like crude oil, natural gas, etc., accounts for more than 80% of their average daily turnover. These commodities are largely linked with global market as their imports and exports are allowed subject to a marginal tariff incidence. Obviously, most of these commodities are largely governed by their fundamentals (the supply and demand condition) at the global level & partly by development on the domestic front. Therefore, it is necessary for the users of these commodities to take position on a future platform with global linkages in order to hedge their risk. For globally traded commodities, particularly metals and

crude oil, the price discovered on MCX have very high correlation (96% on an average) with the international benchmarks. This also shows that the prices of MCX' S futures on globally traded commodity follows efficiently – and in tandem – the combined force of domestic and international fundamentals , and this makes the domestic online exchanges a cost effective and superior alternative to their international counterparts.

Smitha Biradar (2010),studied on "A Study of Indian Commodity Market: Need for Customer Awareness and Education". This study attempted to understand the awareness level of commodity traders towards the future trading. It also attempted to study the perception of investors about commodity future market. Moreover, it also focused on awareness level of investors about regional, national, international commodity exchange and brokerage houses. The data was collected by the survey method with the help of questionnaire from the Bangalore city. 110 respondents were selected for the study. This study revealed that awareness about future trading among the traders is negligible. For better awareness the exchange should play a greater role building program and demonstrate the use of future market to various potential investors in the value chain. This study has been published by the Pondicherry university in the first edition of the book entitle Indian commodity Market, 2010.

Objectives of the Study

The prime object of the study is to analyse the correlation between selected economic parameters and future price to determine the base for the estimation of future price in view point of layman. To study impact of selected economic parameters on commodity future price of selected bullion commodity traded at MCX. Moreover, it also focuses on the conceptual frame work of commodity market.

Research Methodology

Researcher have selected two bullion commodities for the purpose of analysis which have been traded on MCX- India's largest commodity exchange, viz.

gold & silver. Seven years data have been obtained from commodity insight year book 2009 & 2011, which have been published by Multy Commodtity Exchange. Yearend value have been taken to maintain simplicity and uniformity in calculation.

Correlation measures the relationship between the two variables. The range of correlation coefficient is from -1 through 0 and +1. Coefficient of correlation is denoted by r. the values of r = -1 and r = +1 reveals a case of perfect relationship, though the direction of relationship is negative in first case, and positive in second case. The direction of the relation is indicated by the sign (+ or -) of the correlation. The degree of relationship is indicated by the numerical value of correlation. A value near 1 indicates a nearly perfect relation, and a value near 0 indicates no relationship. Regression analysis have been applied to study the impact of economic parameters on commodity future price. Following are the hypothesis framed for the study.

H0, there is no linear relationship between selected economic parameters and future price

H1, there is linear relationship between selected economic parameters and future price.

Statistical Analysis and Interpretation

Here, analysis have been carried on the determination of correlation between selected economic parameters, viz. Global supply, Global demand, Indian import and Spot price with future price as well as impact of all of them on commodity

GOLD:

Gold is a primarily a monetary asset and partly a commodity. More than two-third of gold's total accumulated holdings, relating to "value for investment", is with central banks' reserves, private players and high-karat jewelry. Less than one- third of gold's total accumulated holdings are a "commodity" for jewelry in the western markets and usage in industry.future price of selected bullions.

Table – 1 Year wise values of different economic parameters and future prices of Gold

Year	Global Supply (tonnes)	Global Demand (tonnes)	Indian Import (tonnes)	Spot Price (Rs.)	MCX Future (Rs.)
2004	3290	2520	649	6444	6307
2005	3336	2586	809	7585	7638

Year	Global Supply (tonnes)	Global Demand (tonnes)	Indian Import (tonnes)	Spot Price (Rs.)	MCX Future (Rs.)
2006	3247	3247	753	9127	9265
2007	3455	3455	862	10293	10598
2008	3602	3601	720	12905	13630
2009	3745	3745	459	17147	16686
2010	3757	3760	958	20504	20728

Source: Commodity Insight Year Book, 2009, 2011.

Table 1 shows year wise data from 2004 to 2010for different economic parameters relating to gold commodity and its MCX's future prices. On the bases of these data it is attempted to find out relationship of different economic parameters and future price of gold.

H0, there is no linear relationship between selected economic parameters and future price.

Table – 1.1 Correlations

		Global supply	Global Demand	Indian Import	Spot Price
MCX Future	Pearson Correlation	.939(**)	.866(*)	.112	.997(**)
	Sig. (2-tailed)	.002	.012	.811	.000
	N	7	7	7	7

* Correlation is significant at the 0.05 level (2-tailed).
** Correlation is significant at the 0.01 level (2-tailed).

The above analysis reveals correlation between selected economic parameters and future price of gold. The correlation worked out with global demand and supply are 0.939 and 0.866 which indicates strong and significant linear relationship between selected variables whereas 0.112 is with Indian import, which indicates that there is linear relationship but not significant between two variables.

There is positive relationship between Indian spot price and future prices of Gold at MCX during the period under analysis. The value of coefficient of co-relation worked out to 0.997 which indicates that there is about to perfect correlation ship between Indian spot price and its future price. So we reject null hypothesis and accept alternative hypothesis, meaning there by spot price of gold is strongly correlated with future price.

Graph- 1.1 Spot price and future prices of Gold

Above graph reveals that the relationship between spot price and future price is highly significant, so the spot price increase, future price will also increase and vice-a-versa which we can observed in the above chart which disclose the fluctuations in spot and future during the period of study.

Regression analysis

Summary Output				
Regression Statistics				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.999217065	0. 0.998434742	0. 0.995304227	355.6003361	7

ANOVA					
	df	*SS*	*MS*	*F*	*Significance F*
Regression	4	161319998.2	40330000	318.9362559	0.003128065
Residual	2	252903.1981	126451.6		
Total	6	161572901.4			

	Coefficients	*Standard Error*	*t Stat*	*P-value*	*Lower 95%*	*Upper 95%*
Intercept	-7626.191	7034.819	-1.084	0.392	-37894.574	22642.191
Global supply	1.666	2.193	0.760	0.527	-7.769	11.102
Global Demand	0.638	0.532	1.200	0.353	-1.650	2.926
Indian Import	1.794	0.996	1.801	0.213	-2.491	6.080
Spot Price	0.876	0.100	8.785	0.013	0.447	1.305

Regression equation
MCX Future = - 7626.19 + 1.67 (GS) + 0.64 (GD) + 1.79 (II) + 0.88 (SP)
Inference: the regression analysis reveals that the model is highly significant as adjusted R square is 0.99, which indicates that there is 99% variation in the MCX Future price will be explained by selected variables. Moreover, above regression equation says about the impact on MCX future, if there is change in any of the selected economic parameters. P-value indicates the probability of error which is least in case of spot price. It means, it is significantly affecting the future price.

SILVER:

Silver (Chemical Symbol-Ag) is a brilliant grey-white metal that is soft and malleable.Silver is unique amongst metals due to the fact that it can be classified as both a precious metal and an industrial metal.Today, silver is sought as a valuable and practical industrial commodity and as an investment. Silver is an important element of global monetary reserves, It is an effective portfolio diversifier.

Table – 2 Year wise values of different economic parameters and future prices of Silver

Year	Global Supply (tonnes)	Global Demand (tonnes)	Indian Import (tonnes)	Spot Prices (Rs.)	MCX Future prices (Rs.)
2004	22892	25477	2000	11129	10424
2005	24217	25620	3250	12685	13272
2006	27611	27387	1300	19851	19424
2007	27847	27751	2500	19018	19463
2008	28307	28186	4150	17323	18355
2009	29433	27100	1600	28357	26771
2010	30693	28220	1866	45380	46217

Source: Commodity Insight Year Book, 2009, 2011.

Above table shows year wise data of different economic parameters relating to silver commodity and its MCX's future price. On the bases of these data it is attempted to find out relationship of different economic parameters and future price of silver. The relationships are examined by global supply of silver and future price of silver traded in MCX, global consumption of silver and future price of silver, Indian import of silver and future price of silver, spot price of silver and future price of silver. All these different types of relationship examined in case of silver commodities have been separately detailed here below:

H0, there is no linear relationship between selected economic parameters and future price.

Table- 2.1 Correlations

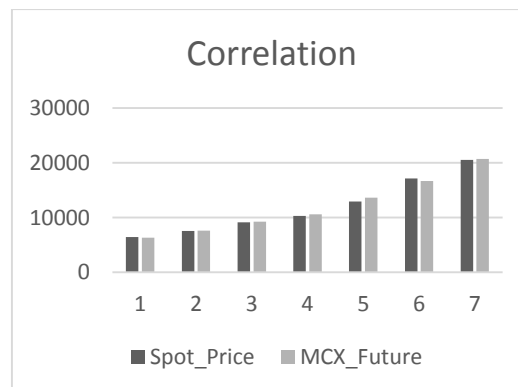|		Global supply	Global Consumption	Indian Import	Spot Price
	N	7	7	7	7
MCX_Future	Pearson Correlation	.830(*)	.648	-.325	.997(**)
	Sig. (2-tailed)	.021	.116	.477	.000
	N	7	7	7	7

*Correlation is significant at the 0.01 level (2-tailed).

* *Correlation is significant at the 0.05 level (2-tailed).

The above analysis reveals correlation between selected economic parameters and future price of silver. The correlation worked out with global demand and supply are 0.830 and 0.648 which indicates strong and significant linear relationship between selected variables whereas -0.325 is with Indian import, which indicates that there is linear relationship but not significant. There is positive relationship between Indian spot price and future prices of silver at MCX during the period under analysis. The value of coefficient of co-relation worked out to 0.997 which indicates that there is about to perfect correlation ship between Indian spot price and its future price. So we reject null hypothesis and accept alternative hypothesis, meaning there by spot price of silver is highly correlated with future price. The relationship between spot price and future price is highly significant, so the spot price increase, future price will also increase and vice-a-versa. It is graphically presented as below:

Graph -2.1 Spot price and future prices of silver

Above graph reveals that the relationship between spot price and future price is highly significant, so the spot price increase, future price will also increase and vice-a-versa which we can observed in the above chart which disclose the fluctuations in spot and future during the period of study.

Regression Analysis

Summary Output				
Regression Statistics				
Multiple R	R Square	Adjusted R Square	Standard Error	Observations
0.999492518	0.998985294	0.996955883	655.0580683	7

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	844906475.6	2.11E+08	492.2537655	0.002028382
Residual	2	858202.1457	429101.1		
Total	6	845764677.7			

	Coefficients	*Standard Error*	*t Stat*	*P-value*
Intercept	-16274.01609	10403.99225	-1.56421	0.258222924
Global supply	-0.61136091	0.359944216	-1.69849	0.231513309
Global Consumption	1.092591672	0.665120194	1.642698	0.242155464
Indian Import	0.646385294	0.323122212	2.000436	0.183444105
Spot Prices	1.083183968	0.048470309	22.34737	0.001996389

Regression equation
MCX Future = 16274.01 + -0.61 (GS) + 1.09 (GD) + 0.65 (II) + 1.08 (SP)

Inference: the regression analysis reveals that the model is highly significant as adjusted R square is 0.99, which indicates that there is 99% variation in the MCX Future price will be explained by selected variables. Moreover, above regression equation says about the impact on MCX future, if there is change in any of the selected economic parameters. P-value indicates the probability of error which is least in case of spot price. It means, it is significantly affecting the future price.

Major Findings

In case of Gold commodity, there is strong correlation between Global Demand, Global Supply and Spot Price with Future Price but not strong relation with Indian Import. And future price is significantly affected by spot price during the period of study.
In case of Silver commodity, there is strong correlation between Global Demand, Global Supply and Spot Price with Future Price but not strong relation with Indian Import. And future price is significantly affected by spot price during the period of study.

Suggestions
1.   Investors of commodity market should rely on the sport price for the estimation of future price but should not rely on other economic parameters because it ignores the factors such as transaction tax, inflation, seasonal effects, etc.
2.   Mutual Funds and Foreign Institutional Investors are not allowed to participate in commodity market but if they are allowed to participate by structuring commodity fund than it will be beneficial for lay investors who are not having specialized skill and knowledge.

Conclusion

At last I would like to conclude that there is no need to understand complex price discovery mechanism for lay man. One can get near to the accurate future price if he will consider the base of spot price for the estimation of future price in commodity market. The above study of correlation among all the commodities reveals the correlation between selected economic parameters and future price. From the above study it can be conclude that only spot price is highly affects the future price in the most positive way in both of the selected commodities.

Limitations of the Study

1.   Only two bullion commodities have been taken for the study.
2.   The various sources utilize for the study, which include websites, information from commodity trackers, market watchers and economist are subject to personal bias.
3.   Time has played a major constraint in limiting the field of the study with regard to presenting a wholesome picture of the commodity market in India.

Further Scope for the Study

1.   The coverage of the study is limited to only two commodities. It can further be extended.
2.   An interesting area for further research is the comparative analysis of financial health of national commodity exchanges of India such as MCX & NCDEX.
3.   An analysis of all agricultural commodities can provide an ample scope for further research for enhancing the knowledge and awareness of farmers for the commodity market of India.

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A Study on Impact of Dividend Policy on Shareholders' Wealth of Selected Information Technology Companies

Yagnesh Dalvadi, Jaykirti Patel

Abstract

This paper is aimed at analyzing the impact of dividend policy of shareholders' wealth in Selected Information Technology (IT) Companies. To measure impact, we have selected companies that are Dividend paying and non-paying from 2004-05 to 2012-13. To measure the impact of dividend on wealth, total 16 companies were selected on the basis of dividend payment i.e. dividend payer and dividend non-payer companies. To measure the impact of dividend policy on shareholders' wealth, multiple regression method and stepwise regression models are used by taking DPSit (Dividend per Share), REit (Retained Earnings per Share), Pet-1 (Lagged Price Earning Ratio) and MPSit-1 (Lagged Market Price) (MVit-1) as independent variables, and MPSit (Market Price Per Share) as dependent variables. To determine the proportion of explained variation in the dependent variable, the co-efficient of determination (R2) has been tested with the help of F value. It has been found that there is a significant impact of dividend policy on shareholders' wealth in IT companies.

Introduction

Shareholders' wealth is represented in the market price of the company's equity share, which in turn, is the function of the company's investment, financing and dividend decision. Managements' primary goal is shareholders' wealth maximization, which translates into maximizing the value of the company as measured by the price of the company's common stock (Shim 2001). Shareholders like cash dividends, but they also like the growth in EPS that result from ploughing earning back into the business (Khan, 1992). The optimal dividend policy is the one that maximizes the company's stock price which leads to maximization of shareholders' wealth and thereby ensures more rapid economic growth. The present study is intended to study how far the dividend payout has impact on shareholders' wealth in general; and in particular to study the relationship between the shareholders' wealth and the dividend payout and to analyze whether the level of dividend payout affects the wealth of the shareholders or not.

Literature Review

Taylor& Francis (2012) found that size; profitability and liquidity factors increase the probability to pay dividends. However, investment opportunity, financial leverage and business risk decrease the likelihood to pay dividends.

Chandrasekhar Krishnamurti (2012) state that Dividend reductions that are not associated with share repurchases are statistically significantly related to future abnormal earning and provide strong support for the information contain of dividend reductions. The percentage of dividend reduction is stronger for interim that for final dividend reduction.

S.O Bbadmus, S.O Ashamu, James O Adiolo (2012)

This study investigated the effect of dividend policy on the value of the firm, it examined relationship between dividend payment and payout ratio, found out the percentage of earning to the retained in to the company and identified the various factors that determine the pricing of share. Secondary data obtained from Nigeria stock exchange fact book were used for the study. Data obtained were analyzed with regression packages for social science. The study find out among other thing that the changes in the payout ratio of a company. It was therefore recommending in the study that the policy of regular dividend payout should not be changed arbitrarily since it has a serious effect on the investor's attitude and the financial standing of the organization.

Azhagaiah R., Sabari P (2008)

This paper examined the impact of dividend policy on shareholders' wealth in Organic and Inorganic Chemical Companies in India during 1996 – 1997 to 2005-2006. There is a significant impact of dividend policy on shareholders' wealth in Organic Chemical Companies while the shareholders' wealth is not influenced by dividend payout as far as Inorganic Chemical companies are concerned.

Objectives

1. To study dividend policy adopted by Dividend paying companies and Dividend non-paying companies of selected IT companies.

Research Methodology

The present study mainly analyses how far the level of dividend payout affects the shareholders' wealth, particularly in (dividend paying and non-paying) IT companies in India. For this purpose, total 16 companies have been selected (8 Dividend payer companies and 8 Dividend non payer companies) on the basis of convenient sampling technique. Population of this study is all Indian IT companies. Data collected for 9 years starting from 2004-05 to 2012-2013. The study has been carried out on the basis of secondary data only. Data of sample companies are collected from capital line database (Source www.capitaline.com). Share market data are collected from website of Bombay stock exchange and National stock exchange. Following are the sample companies for the study:

2. To examine impact of dividend on shareholders' wealth in selected IT companies that are paying dividend and dividend non-paying companies.

Dividend Paying Companies:
1. 3I InfoTech Ltd.
2. Financial Technologies Ltd
3. HCL Technologies Ltd
4. Infosys Ltd
5. United Interactive Ltd
6. Tata Consultancy Services Ltd.
7. Wipro Limited
8. Zensar Technologies Ltd

Dividend Non-paying Companies:
1. Accentual Technologies Ltd
2. Dion global Solution Ltd
3. Frontline Business Solution Ltd
4. Allsec Technologies Ltd
5. HOV Services Ltd
6. X-changing Solution Ltd
7. Trico India Ltd
8. ShreeJal Info Ltd

Data Analysis

Table:1 Descriptive Statistics of Dividend Payers and Dividend Non-Payers

Particular	Dividend Non-Payers		Dividend Payers	
	Mean	Std. Deviation	Mean	Std. Deviation
Market Value of the Company	99.4874	159.98793	597.1050	726.37710
Avg. Dividend Per Share	.3354	1.31853	658.7762	1042.54160
Dividend Ratio	3.7821	13.24558	482.8800	618.73513
Earnings Per Share	36.7038	62.39419	13113.2767	26761.17231
Price Earnings Ratio	23.5250	68.67870	51.5245	136.41710
Avg. Profit before Tax (Rs. in Cr)	2.8680	9.88407	2243.9950	3514.11142
Avg. PAT (Rs. in Cr)	2.3019	9.37062	1893.9991	2802.91003

We can observe that the company that pays dividend have higher PBT and PAT compared to Dividend non-paying companies. Similar is the case with Avg. Dividend per Share, Dividend Ratio, and Earning per Share & Price Earnings Ratio. Naturally, the market value of the dividend paying company is far better compared to Dividend Non-paying Company. We can see that the Market value of the companies that pay dividend are very high compared to dividend non-paying companies.

Dividend Policy of Selected Information Technology Companies

Dividend Policy of Selected Dividend Paying IT Companies.

Table No: 2 Dividend Policy of Selected Dividend Paying IT Companies

Types of Dividend Policy	Companies
Regular Dividend Policy	6
Stable Dividend Policy	2
Irregular Dividend Policy	0
No Dividend Policy	0
Total	8

Table No. 2 and graph given show dividend policy of Dividend Paying Companies. We can observe that companies pay either Regular Dividend or have stable dividend policy during the study period. Majority companies pay regular dividend to their shareholders.

Dividend Policy of Selected Dividend Non-Paying IT Companies.

Table No: 3 Dividend Policy of Selected Dividend Non-Paying IT Companies.

Types of Dividend Policy	Companies
Regular Dividend Policy	0
Stable Dividend Policy	0
Irregular Dividend Policy	3
No Dividend Policy	5
Total	8
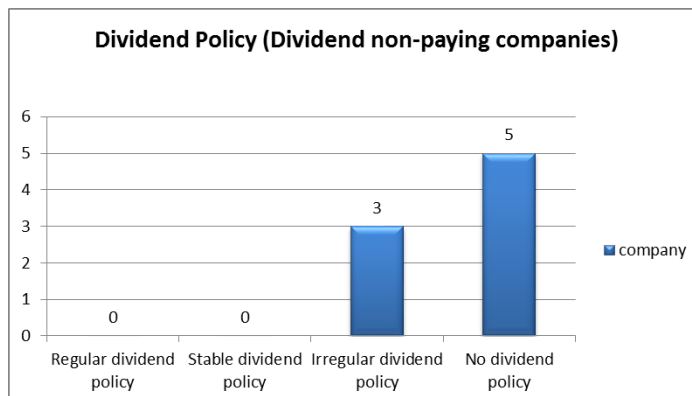
Table No: 3 indicate dividend policy of Dividend Non-paying Companies. We can see that the companies that do not pay dividend are having either Irregular dividend or No Dividend Policy. Three companies follow Irregular dividend and five companies did not pay any dividend during the study period.

Market Value trend of Dividend paying Companies and Non-paying Dividend Companies

Table No: 4 Trend of Market Value of Dividend Paying Companies

Trend	Companies
Increasing	0
Decreasing	0
Fluctuating	8
Total	8

Market Value (Dividend Paying Companies)
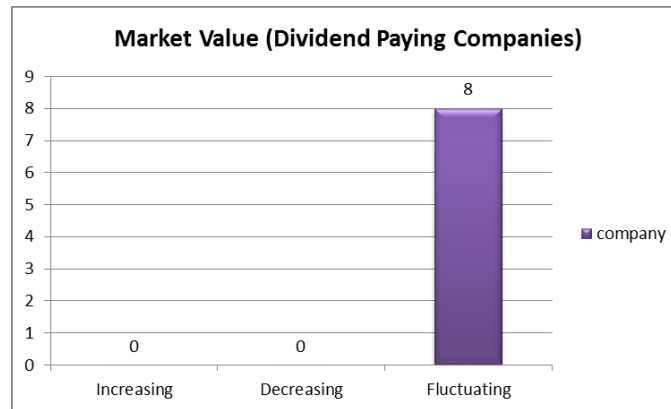
Table No: 5 Trend of Market Value of Dividend Non-Paying Companies

Trend	Companies
Increasing	0
Decreasing	0
Fluctuating	6
Not given	2
Total	8

Table No: 5 show market value of dividend non-paying companies. We can observe that out of total dividend non-paying companies, market value of six companies were in fluctuating trend whereas the market value of two companies is not available during the study period.

Market Value (Dividend Non- Paying Companies)
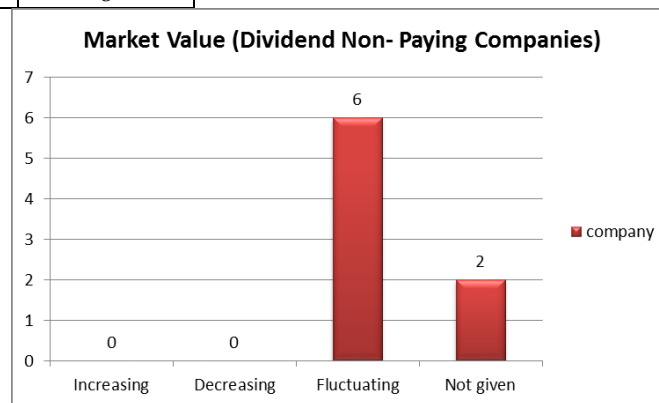
Dependent Variable: Market Value of the Companies

Hypothesis

H0= There is no significant impact of Dividend on Shareholders' wealth in IT companies.

The equations and variables used for the study are given below

$$MPS_{it} = a + b\, DPS_{it} + c\, RE_{it} + (MPS)_{it-1} + e_{it}$$

Where,

MPS_{it} -- Market price per share

DPS_{it} -- Dividend per share

RE_{it} -- Retained Earning per share

PE_{t-1} -- Lagged Price Earning Ratio

MPS_{it-1} -- Lagged Market Price (MV_{it-1})

The Multiple regression technique and stepwise regression method have been used to ascertain the best fitted model for predicting the dividend policy and shareholders' wealth.

Independent Variables	Regression Model	
	1	2
Constant	223.044 (4.436)	30.841 (1.066)
Dividend per share (DPS)	478 (8.547)	105 (2.948)
Retained Earnings Per share (RE)	-003 (-1.215)	-001 (-764)
Leg PE_{t-1}	200 (548)	112 (545)
Leg MV_{t-1}	----	889 (18.576)
R^2	0.395	0.842
Adjusted R^2	0.381	0.837
F value	27.876	161.069

Figures show t-values, Significant at 1% level.

Above table shows the regression result for selected IT companies with regard to impact of

dividend policy on shareholders' wealth. Result indicates that the fit of two models is significant at 1 per cent level (F =27.876, p < 0.01 for model 1, F = 161.069, p <0.01 for model 2). Among the two models, F value for model 2 is high. Further, the coefficients of DPS in two models are highly significant at 1 per cent level and positive in sign (B=478, t=8.547, p < 0.01 in model 1; B=105, t= 2.94, p < 0.01 in model 2).

Adjusted R2 value it is clear that the explanatory variable in the model 2 could together explain 0.837 per cent of the variance in market value, when explanatory variables in model 1 explain 0.381 per cent respectively model 2 is the appropriate one for the final interpretation.

As show in table Leg PE and DPS has a positive impact on market value of the companies.

The coefficient of DPS in model 2, though statistically significant, has declined considerable in the presence of RE and lagged MV, even though the coefficients of those variables are insignificant. Also the first model becomes significant in two models.

Conclusion

We can conclude that dividend policy of Dividend Paying Companies have either Regular Dividend or Stable Dividend Policy during the study period. Majority companies pay regular dividend to their shareholders. However, the companies that do not pay dividend are having either Irregular dividend or No Dividend Policy. The market values of all the companies are in fluctuating trend irrespective of their payment of dividend.

This study attempts to answer to the question: Is there any Impact of Dividend Policy on Shareholders' Wealth? The main purpose of the study is to shed some light on the above association. Result of Statistical tests show that market value of companies mainly depends on dividend per share and price earnings ratio. Therefore, it can be concluded that the companies that pay dividend to their shareholders also give boost to shareholders' wealth. As far as the dividend paying companies are concerned, there is a significant impact of dividend policy on shareholders' wealth.

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A Study of Revealed Competitive Advantage of Indian Coffee Export

Waheeda Sheikh

Abstract

Coffee is one of the largest traded commodities after petroleum and gold. It is mainly produced and exported from low income countries of the world and imported and consumed by rich countries. It is an important foreign exchange earner for India since independence. Present study explores the trends in coffee production, domestic consumption, and export of coffee from India. Despite being important foreign exchange earner Indian coffee is losing its aroma in international market. The study analyses revealed symmetric competitive advantage of Indian coffee in the international market and explores potential future markets. Using the data from 1999 to 2012 collected from electronic data base of UNCOMTRADE and Food and Agricultural Organisation Statistical Year Book, reports of international coffee Organisation and Coffee Board, Government of India. Study finds that India has maintained its traditional markets and direction of coffee export is diversifying. India has huge potential for increasing export as well as catering to the rising domestic demand.

Introduction

Growing world demand and diversification in the products provide huge opportunities to agricultural commodities export from India. Coffee is one the several agricultural commodities in which India ranks amongst top ten producers and exporters in the world. It is third largest traded commodity after petroleum and gold. It is mainly produced and exported from low income countries of the world and imported and consumed by rich countries. India is traditionally known for its coffee. It is an important foreign exchange earner for India since independence. India is not traditionally a nation of coffee drinkers. World consumption in 2013 has increased by 2.7 per cent from142 million in 2012 to 145.8 million bags. This growth is observed in traditional markets, especially in America. Growing demand and supply constraints are going to affect prices for both the grower and retail consumer in the coming years. Presently India permits 100 per cent FDI in its coffee industry through the automatic route. This is encouraging the international coffee firms to enter the Indian markets. Indian producers and exporters can benefit from this rise in prices not only of the raw green coffee but also processed coffee. India produces Robusta and Arabica. Robusta is exported at premium price in the international markets.

Literature Review

Tejaswi et al, 2006, Using Markov chain model on secondary data from 1994-95 to 2002-03, collected from United Planters Association, database of Indian Coffee Board finds the actual market share and predicted market share of coffee importers from India. Gurusamy P and Purinat Y, 2015, predict coffee export from India from 2014 to 2018 using the trend values on secondary data from 2006-07 to 2012-13.Shinoj P and V C Mathur, 2008, uses RCA and RSCA on secondary data from 1991 to 2004 of tea, coffee, rice, spices, cashew, oil meals, fresh fruits, fresh vegetables, meat and meat preparations, and marine products. The data source is respective shares in India's total agricultural exports collected from FAO Trade Yearbook, published by the statistics division of Food and Agriculture Organisation (FAO), Rome and the official website of FAO (www.faostat.fao.org). The study finds that RSCA values for India were positive forall the years and indicated its comparative advantagein coffee exports. Amongst the Asian Countries exporting Coffee Indonesia, Thailand andVietnam are the major competitors to India. On the basis of reviewed literature the present study focus on the following objectives –

1. To study the trends in domestic production and consumption of India
2. To examine the revealed symmetric competitive advantage (RSCA) of Indian coffee export vis a vis major coffee exporters in the world.
3. To explore the potential markets for Indian coffee.

Data and Methodology

The data on exports of coffee for India and other major coffee exporting countries were obtained from FAO Trade Yearbook, published by the

Statistics division of Food and Agriculture Organisation (FAO), Rome, (www.fao.org) and electronic data base of UNCOMTRADE. Data The study uses Percentage analysis and Compound annual Growth rate for exploring the potentially growing markets. Revealed Comparative Advantage (RCA) is used for analysing the competitiveness of Indian coffee export. RCA is measure of relative export performance by country and commodity known as revealed comparative advantage (RCA) based on Balassa's (1965). It is defined as a country's share of world exports of commodity divided by its share of total world exports. The RCA index is used to capture the degree of trade specialization of a country, Balassa (1965) suggested the following of index of revealedcomparative advantage (RCA). RCA uses post trade data.The index for country i commodity j is calculated as follows:

$$RCA = (X_{ij}/X_i)/(X_{aj}/X_a) \qquad (1)$$

Where

X_{ij} - exports of product j from country i

X_i - total exports from country i

X_{aj}- total exports of product j from the reference area (e.g. the world)

X_a - total exports from reference area

If the value of revealed comparative advantage index is greater than unity, the country has a revealed comparative advantage in that product. However, RCA is affected by the problem of asymmetry as 'pure' RCA is basically not comparable on both sides of unity, as the index ranges from zero to one, if a country is said not to be specialized in a given sector, while the value of the index ranges from one to infinity, if a country is said to be specialized. Using the methodology suggested by Dalum al. (1998), the index is made

corresponds to various codes of Standard International Trade Classification (SITC) and their export values were provided in the US Dollars. symmetric. New index is called 'revealed symmetric comparative advantage' (RSCA). Mathematically, it can be expressed by Equation (2):

$$RSCA = (RCA-1) / (RCA+1) \qquad (2)$$

This measure ranges between -1 and +1 and is free from the problem of skewness. A commodity is said to have comparative advantage in its exports if the corresponding RSCA value is positive and vice versa. This study used RSCA for analyzing the comparative advantage of coffee export from India.

Research Findings and Discussion:

India exported coffee earning 178 million USD in 2000 which increased to 541 million USD in year 2014. Today India ranks 5th in terms of productivity of coffee per hectare and 6th in total production amongst top ten coffee exporting countries. Indian states of Karnataka, Kerala and Tamil Nadu are the traditional producers of coffee. The cultivation is rapidly expanding in the nontraditional areas of Andhra Pradesh, Odisha and North East states. Indian producers are mainly growing coffee for export. Coffee is an export product with low import intensity and high employment content. Growing domestic demand is affecting the exportable surplus of Indian coffee in the international market. Rs 7500 million has been allocated during 11th 5 year plan (2007-2012), which is Rs 45000 million higher than 10th 5 year Plan for boosting productivity, develop new coffee species, increase domestic consumption and concentration of value added coffee export.

Figure 1 – **Share of Domestic consumption and Export out of Total production of Coffee in India**
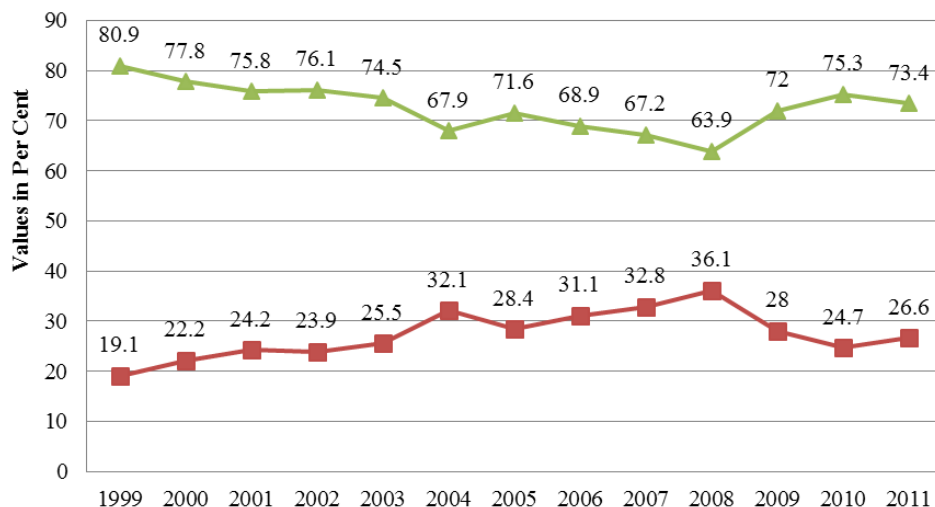
Figure 1 shows that domestic consumption of coffee increased from 19.1 per cent of the total production in 1999 to 26.6 per cent in 2011. International coffee brewers are looking for a huge growth in demand for coffee in India and several Asian countries. Table 1 reveals that India's share in the world coffee export increased from 2.0 per cent in 2000 to 3.4 per cent in 2014. Though Indian coffee export ranks amongst top ten, its share in the world market is one of the lowest.

An examination of table 2 shows that other that all throughout the study period India has the lowest value of RSCA amongst top ten competitors exporting coffee in the international market. Indian coffee export has varying levels of comparative advantage. The estimated value of RSCA is positive varying between 0.2 to 0.4 from year 1999 to 2006. This value is negative from 2007 to 2011 clearly showing loss of competitiveness. Thus a comparative advantage enjoyed till 2006 has disappeared. Major reason for the lack of competitive advantage is high prices of Indian coffee in the international market. Indian coffee prices are 20 per higher than Central American variety and 5 per cent higher than coffee from Viet Nam.

Table 1 : Share in the World Coffee Export (Values in Per Cent)

Year	India	Brazil	Viet Nam	Indonesia	Colombia	Ethiopia	Peru	Honduras	Mexico	Guatemala
2000	2.0	17.7	5.7	3.6	12.1	1.6	2.5	2.0	7.5	6.5
2001	2.7	18.3	5.9	2.9	11.6	2.4	2.7	2.2	3.7	4.6
2002	2.2	18.8	5.0	3.5	12.2	2.9	2.9	2.9	2.9	4.1
2003	2.1	17.6	6.7	3.5	10.9	3.2	2.4	2.4	2.4	4.0
2004	1.7	19.3	7.0	3.2	10.6	3.7	3.2	2.8	2.3	3.6
2005	1.9	20.8	6.1	4.1	12.3	3.5	2.5	2.7	1.9	3.8
2006	2.2	20.3	8.4	4.0	10.2	2.9	3.5	2.7	2.1	3.2
2007	1.7	19.5	11.0	3.6	9.9	3.2	2.4	2.9	2.0	3.3
2008	1.9	19.9	10.1	4.7	9.1	1.8	3.1	NA	1.7	3.1
2009	1.3	19.4	8.9	4.2	8.1	3.6	3.0	2.6	1.9	3.0
2010	1.6	21.8	7.8	3.4	8.0	3.5	3.7	2.9	1.6	3.0
2011	1.9	22.6	7.8	2.9	7.5	2.5	4.4	3.6	2.0	3.0
2012	1.9	17.6	10.9	3.8	6.0	2.4	3.1	4.1	2.3	2.9
2013	2.1	16.9	9.4	4.3	7.1	NA	2.6	NA	1.8	2.6
2014	3.4	37.9	NA	NA	NA	NA	NA	NA	2.6	4.2

Source: Authors Calculation based on the data collected from UNCOMTRAD Database.

Potential markets for Indian coffee

Traditional markets of Indian coffee are Italy, Germany, Russian Federation, Belgium and Spain. Compound annual growth rate of coffee export of India and major competitors in major importing countries during the study period given in Table 3. These values of Indian coffee importers reveal the emerging potential markets. These are countries like Jordan, Ukrain, Austria, Greece, Slovenia, Republic of Korea, Algeria, Saudi Arabia, Syrian Arab Republic, Egypt, France, Tunisia, Netherlands, Israel, UAE, South Africa, Singapore, China, Croatia, Libiya, Turkey, Indonesia, Romania, Lituania, New Zealand and Sweden. A diversification in the direction of Indian coffee export can be observed. USA is one of the largest coffee consuming country in the world. The CAGR value of coffee export from 2000 to 2014 for all countries other than India is positive for USA. It is necessary for India to understand the market specific needs direct the production and export as per particular market needs. Indian coffee growers are using pesticides to control disease called white stem brower. Importing countries have stringent controls to check the residue levels.

Table 2: Revealed comparative Symmetric Advantage of Top Coffee Exporters in the world

Year	India	Brazil	Vietnam	Indonesia	Colombia	Ethiopia	Peru	Honduras	Mexico	Guatemala
2000	0.3	0.7	0.8	0.5	0.9	0.9	0.9	0.9	0.6	0.8
2001	0.4	0.7	0.8	0.5	0.9	1.0	0.9	0.9	0.3	0.8
2002	0.3	0.7	0.8	0.4	0.9	0.9	0.9	0.9	0.2	0.9
2003	0.3	0.6	0.9	0.4	0.9	0.9	0.9	0.9	0.2	0.9
2004	0.2	0.6	0.9	0.4	0.9	1.0	0.9	0.9	0.2	0.9
2005	0.2	0.6	0.8	0.4	0.9	0.9	0.8	0.9	0.1	0.9
2006	0.2	0.6	0.9	0.3	0.9	0.9	0.9	0.9	0.1	0.9
2007	-0.1	0.6	0.9	0.3	0.9	0.9	0.8	0.9	0.1	0.8
2008	0.1	0.6	0.9	0.3	0.9	0.9	0.9	-1.0	0.1	0.8
2009	-0.1	0.6	0.8	0.3	0.9	0.9	0.8	0.9	0.1	0.8
2010	-0.1	0.6	0.8	0.1	0.9	0.9	0.9	0.9	0.0	0.9
2011	-0.1	0.6	0.8	0.0	0.9	0.9	0.9	0.9	0.1	0.8

Limitations of the Study

Present study is based on the data for last one and a half decade. Data for both the varieties of coffee Robustas and Arabica, exported from India is taken together which may show a difference in result.

Usefulness of the study

Finding of the study are useful to the policy makers, international investors, exporters and coffee growers in India.

Sr No	Markets	Brazil	Colombia	Guatemala	India	Indonesia	Sr No	Markets	Brazil	Colombia	Guatemala	India	Indonesia
1	Italy	11.2	1.9	8.2	11.5	6.4	30	Mali	NA	NA	NA	14.5	NA
2	Germany	10.4	-3.7	2.5	7.1	1.5	31	China, Hong Kong SAR	8	-0.3	10.7	13.4	11.5
3	Russian Federation	9.6	34.8	50.5	3.3	40.7	32	Australia	12.6	11.7	20.5	13.3	12.5
4	Belgium	18.7	14.8	11.4	15.2	22.2	33	Tunisia	12	-	-	13	-
5	Spain	8.7	6.7	2.7	3.9	-10.1	34	Mexico	19.6	24.9	27.8	13	NA
6	Nepal	NA	NA	NA	79.8	NA	35	Republic of Korea	20.7	14.2	32.8	12.5	-6.6
7	Uzbekistan	11.6	NA	NA	48.4	NA	38	China	13.1	8.2	29	12.4	13.2
8	Syria	11.9	15.1	-	43.1	-	39	Bulgaria	10.4	-100	NA	11.8	-7.9
9	South Africa	11.7	0.1	12.3	41.8	-3.1	40	China, Taiwan Province of	10.8	8.9	42.2	11.5	12
10	Ukraine	15.1	-	-	41.4	-	41	UAE	15.2	-2.4	-100	11	8.9
11	Indonesia	75.8	NA	NA	35.3	NA	42	Algeria	4.3	-	-	10.5	7.1
12	Turkey	13.1	NA	NA	31.6	NA	43	Kuwait	20.5	-	-	10.3	-
13	Lebanon	8.2	12.3	NA	29	3.7	44	Libya	-9	NA	NA	9.2	NA
14	Kazakhstan	NA	NA	NA	26.8	NA	45	Finland	9.8	4.9	-2.9	9.1	-13.9
15	Egypt	5	14.3	-2.8	24.6	10.5	46	Singapore	9.9	9.1	21	9.1	0
16	Iran	25.4	NA	NA	23.8	2.6	47	France	6	-1	0.3	8.1	9.9
17	Congo	NA	NA	NA	23.4	NA	48	Norway	8.9	3.6	7.2	7.4	1.1
18	Croatia	18.8	NA	NA	22.4	NA	49	Israel	11.4	3.7	-6.5	7.2	-
19	China, mainland	33.1	18.2	25.9	20.1	20.7	50	Lithuania	NA	NA	NA	5.9	NA

Sr No	Markets	Brazil	Colombia	Guatemala	India	Indonesia	Sr No	Markets	Brazil	Colombia	Guatemala	India	Indonesia
20	Jordan	13.1	-	-	19.4	1	51	United Kingdom	15.2	11.4	-7	5.7	7.8
21	Estonia	11.1	NA	NA	19.2	NA	52	Oman	5.3	NA	-100	4.8	-10.2
22	Romania	5.1	7.2	NA	18	-4.3	53	Switzerland	12.4	-11.2	1.7	4.1	3.5
23	Slovenia	-100	0.2	-100	17.7	-100	54	Portugal	9.4	1	5.7	3.7	0.5
25	Malaysia	41.5	33.1		17.7	12.6	55	Netherlands	5.8	-13.2	-3.9	2.9	-0.7
26	New Zealand	28	11	21.4	17.6	8.9	56	Latvia	NA	34.3	NA	0.8	NA
27	Sweden	6.8	0	-1.6	16.4	21	57	Austria	-2.9	-39.8	-4	0.6	-100
28	Greece	3.6	-3.5	7.1	15.4	3.9	58	USA	10.7	7.9	4.2	-0.8	12.4
29	Saudi Arabia	18	-2.9	4.5	14.5	16							

Conclusion

Indian is exporting a large percent of coffee grown because traditionally India is country of tea drinkers. Indian Robusta coffee fetched premium price in the international market. Gradual increase in domestic consumption of coffee is a signal towards changing consumption preference of Indian consumer. India's share in the world coffee export has increased. It is amongst top ten coffee exporters in the world. The estimated value of RSCA is positive for early half of the study period and negative for later half showing lack of comparative advantage. Major reason for the lack of competitive advantage is high prices of Indian coffee in the international market. India has held on to its traditional markets and is expanding export to the newer markets which is a very good sign.

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A Paradigm Shift of Indian Postal Services
through Customer Satisfaction Measurement
of Internal Customers

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A Paradigm Shift of Indian Postal Services through Customer Satisfaction Measurement of Internal Customers (Authorized postal Agents-APAs) - An Appraisal

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Abstract

India Post carry out rendering investment related services to the end customers through duly licensed Authorized Postal Agents (APAs), who are appointed by the appropriate authority and are having assigned post offices for carrying out their business. They collect business and deposit the same with the post offices. They do visit, interact and deal with the post offices on the regular basis, and so they are the" internal customers"' who after availing services from the post offices, engage in rendering services to the final customers.

The delivery of desired customer satisfaction and Customers' retention are crucial issues for India post too which calls for developing innovative ways of assessing consumers' satisfaction aimed at to extend help in facilitating improved and innovative postal services to citizens of India. An understanding on how internal customers (APAs) are instrumental in rendering enriched services to the end customers would draw our attention on the perspectives on paradigm shift of the postal services in accordance with the changing business environment.

Prologue

The growth of Commerce is supported by a free flow of ideas and information, through mails, which is ensured by Indian Post Office and helped in building the nation movement towards growth and development. The evolution of delivery of mail grew from foot to horseback, stagecoach, railroad, automobile and airplane and changed with current emphasis on mechanization and automation of posts that have been undertaken to improve productivity and quality and provide access to quality postal services. The Indian postal services are provided through a customer service retail counters all over India.

An understanding on the prevalent business practices concerning Indian Postal Services in the Post Offices in relation to customers' ever increasing expectations, and search for rewarding experiences, would be certainly helpful in identifying gap and suitable measures that can be offered for improvement to India Post in further improving its services to citizens of India.

An Epigrammatic Review of Literature

An attempt has been made by the researcher to review the research made by others in the area of service quality, customer satisfaction, as well as services provided by post offices.

G.M.Hostage,(1975)concluded that in view of complexity involved Research scholar has argued that service marketing require not only 4P traditional external marketing but two other marketing thrusts, namely internal marketing and interactive marketing.(G.M.Hostage, 1975).

Theodore Levitt, (1981) researched that the buyer will look for signs or evidence of service in order to reduce uncertainty and ensuring desired quality of service. Buyers draw inferences about the quality of the service from the place, people, equipment, communication material, symbols and the price that they see. Therefore the service providers task is to "manage the evidence," to "tangibilize the intangible"(Theodore Levitt, 1981).

Christian Gronroos(1984)advocated for role of internal marketing which describes the work done by the company to train and motivate its internal customers, namely its customer contact employees and supporting service personnel, to work as a team to provide customer satisfaction and interactive marketing that describes the employees' skill in handling customer contact (Christian Gronroos,1984).

A.Parasuraman, Zethaml, and Berry (1985) have developed a list of the major determinants of service quality. They found that consumers use basically similar criteria regardless of the type of service. The criteria follow: Access, Communication, Competence, Courtesy, Credibility, Reliability, Responsiveness, Security, Tangibles, and Understanding consumer (A.Parasuraman, Zethaml, and Berry, 1985).

Glynn Shostack (1987) suggested that service firms should take three steps towards service quality control.

The first is investing in good personnel selection and training. The second is step is standardizing the service performance process throughout the organization.

The third step is monitoring customer satisfaction through suggestion and complaint systems, customer surveys and comparison shopping, so that poor service can be detected and corrected (Glynn Shostack, 1987).

Pratibha A. Dabholkar (1995) explored a contingency framework is presented wherein different causal sequences between customer satisfaction and service quality occur under different service situations. By examining the determinants of causality between satisfaction and quality, the framework enhances our understanding of the customer evaluation process. Furthermore, the different contingency-related sequences discussed in the framework are predicted to have varying effects on future customer behavior, thus being of critical interest to practitioners. An agenda for future research on causality between satisfaction and quality and its impact on customer behavior is outlined. Strategic implications for service design and employee training are suggested (Pratibha A. Dabholkar ,1995).

Andreas Herrmann, Frank Huber, Christine Braunstein(2000) attempted for bridging the gap between a firm's internal quality improvements and external measures of customer needs and satisfaction is an important yet complex translation process. The process has traditionally been studied within two very different domains. An external focus on customers has been the domain of marketers. Manufacturing and engineering based approaches to quality management and improvement have traditionally taken a more internal, process improvement focus.

Both areas have recognized the need to broaden their focus and bridge the gap between internal quality and external customers' needs and satisfaction (Andreas Herrmann, Frank Huber, Christine Braunstein, 2000)

David Cohen Christopher Gan And Esther Choong(2006) examined the impact of several retention-relevant constructs that influence consumers' decisions to stay with or leave their banks in New Zealand. These constructs were rated by customers as having strong effects on loyalty to their banks. Demographic characteristics (i.e. age, gender, educational level and income) were also assessed for their contribution to intentions of staying with or finding alternative banks. Results suggest that the most important constructs were customer satisfaction, followed by corporate image and switching barriers. There was also evidence that customers' age groups and level of education contributed to explaining respondents' propensity to stay with their current banks (David Cohen Christopher Gan And Esther Choong ,2006).

Bruce Cooil, Timothy L. Keiningham, Lerzan Aksoy, & Michael Hsu (2007) investigated the relationship between customer satisfaction and loyalty in various contexts. This research aims to (1) provide the first longitudinal examination of the impact of changes in customer satisfaction on changes in share of wallet and (2) determine the moderating effects of customer age, income, education, expertise, and length of relationship. Conclusion drawn in particular, the initial satisfaction level and the conditional percentile of change in satisfaction significantly correspond to changes in share of wallet. Two variables, income and length of the relationship, negatively moderate this relationship. Other demographic and situational characteristics have no impact.

Kuo, Y. -F., Wu, C. -M. and Deng, W. -J. (2009) explored the study with an intention to construct an instrument to evaluate service quality of mobile value-added services and have a further discussion of the relationships among service quality, perceived value, customer satisfaction, and post-purchase intention. The main findings were as follows: (1) service quality positively influences both perceived value and customer satisfaction; (2) perceived value positively influences on both customer satisfaction and post-purchase intention; (3) customer satisfaction positively influences post-purchase intention; (4) service quality has an indirect positive influence on post-purchase intention through customer satisfaction or perceived value;

(5) among the dimensions of service quality, "customer service and system reliability" is most influential on perceived value and customer satisfaction, and the influence of "content quality" ranks second; (6) the proposed model is proven with the effectiveness in explaining the relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile added-value services (Kuo, Y. -F., Wu, C. -M. and Deng, W. -J., 2009).

Christina O'Loughlin, Germà Coenders (2002) was of the view that customers' satisfaction and retention are key issues for organizations in today's competitive market place. Their research study focused on both Structural Equation Models (SEM) And Partial Least Squares (PLS) approaches and was compared by evaluating perceptions of the Isle of Man Post Office Products and Customer service using a Customer Satisfaction Indices (CSI) format. The new robust SEM procedures were found to be advantageous over PLS. Product quality was found to be the only driver of customer satisfaction, while image and satisfaction were the only predictors of

loyalty, thus arguing for the specificity of postal services (Christina O'Loughlin, Germà Coenders, 2002)

Dr. M. K. Gupta (2012) studied the perception of customers regarding services provided by Banks and Post-Offices in the four cities of NCR i.e. Delhi, Noida, Gurgaon and Faridabad and concluded that Post-offices should pay attention on certain dimensions such as Post-offices should emphasis on security arrangement & interest paid on deposits; post-offices should pay attention on behavior of its employees towards customers. Employees should be more cooperative & friendly; to attract more customer Post-Offices should initiate modern banking facilities; Pose-offices may start new deposit schemes with competitive interest; Services counter should be increased in post-offices so that people can avoid standing in long queues and Basic amenities like Parking space, sitting arrangement, toilet facility, drinking water, fan etc. should be focus area of post-offices (Dr. M. K. Gupta, Nidhi Gupta, 2012).

William S. Broomfield (1992) viewed the Customer Satisfaction Index (CSI) as a valid survey of residential customer satisfaction with the quality of service provided by the Post offices. The publicly released CSI results on how satisfied household customers are with the Postal Service's overall performance do not necessarily reflect a how satisfied these customers are with each independent service aspect, and the reports prepared by researcher showed that the survey respondents generally rated the Postal Service's overall performance higher than they rated specific service dimensions (William S. Broomfield, 1992).

Based on research study conducted the Report on Consumer Friendly Post Office- Access, Environment and Service Quality in Northern Ireland's Post Office Network (November, 2011), it was found that the quality of the branch environment is a concern for the Post Office network and its consumers. The post office of the future must be a welcoming, modern enterprise which plays a vital role for community. Its findings suggested that Post Office network in Northern Ireland is in urgent need of modernization and investment. In particular, the significant level of obvious disrepair, the lack of consistent signage and the unwelcoming appearance of the interior of half of the branch network, especially in rural areas, is a major concern (Report on Consumer Friendly Post Office, November, 2011).

Research Methodology

An empirical research study based on descriptive research design was carried out aimed at collection of primary data from amongst the 300 Internal customers(APAs) who are residents of Baroda city and rendering services as an investment agents through post offices located in the Vadodara city. They were conveniently drawn using non-

probability sampling to obtain responses collected through use of structured-non disguised questionnaire to offer statistical results as well as implications concerning Indian postal services. Its key objective was to study and evaluate selected APAs (Internal customers') overall awareness, expectations, and satisfaction or dissatisfaction on selected criteria concerning postal services.

Profile of Respondents

Table Number: 01: Profile of Selected Respondents availing/using selected Postal Services

Sr. No.	Selected Demographic Variables of Selected Respondents		Number and Percentages of Selected Respondents
01	Gender	Males	138(46)
		Females	162(54)
02	Age Group	Below 25	63(21)
		25 to 45 years	149(49.66)
		46 to 60 years	47(15.66)
		Above 60 years	41(13.66)
03	Educational Qualification	Less than Graduate	98(32.66)
		Graduate	138(46)
		Post-Graduate	48(16)
		Professional Qualification / Diploma	16(5.33)
04	Annual Family Income	Up to Rs. 100000	21(07)
		Rs. 300000 to 600000	149(49.66)
		Rs. 600000 to1000000	72(24)
		More than 1000000	58(19.34)
05	Number of Earning members	Single	40(13.33)
		Two	125(41.66)
		Three	73(24.33)
		More than Three	62(20.66)
06	Number Of Dependent	Up to 3	67(22.33)
		4 to5	152(50.66)
		6to7	61(20.33)
		More than 7	20(06)
07	Marital Status of Selected respondents	Unmarried	40(13.33)
		Married	260(86.66)

The table number- 1 Presents profile of the respondent (APAs) selected for collecting primary data reflected through demographic variables like Gender, Age, Educational Qualification, and

Annual Family income, Number of earning members in the family, Numbers of dependent members in the family, marital status.

Table: 02: Table Showing Selected Respondents (APAs) Overall Satisfaction/Dissatisfaction (Experience) With Regards To selected Criteria.

Sr. No.	Selected Statements/ Items	Experience	
		Dissatisfied	satisfied
01	Ambiance of the Post office	117 (39.0)	183 (61.0)
02	Services rendered by the Service Counters of the post office	224 (74.7)	76 (25.3)
03	Availability of the Information at the post office	242 (80.7)	58 (19.3)
04	Behavior of the staff of Post office	252 (84.0)	48 (16.0)
05	Complaint solving by the Post Office	169 (56.3)	131 (43.7)
06	Motivation to APAs	279 (93.0)	21 (7.0)

Table: 4-reveals Selected Respondents (APAs) Overall Satisfaction/Dissatisfaction (Experience) With Regards To selected Criteria. It reveals that 39 percentages are dissatisfied and 61 percentages are satisfied with regards to Ambiance of the Post office. Nearly 74.7 percentages are dissatisfied and25.3 percentages are satisfied for Services rendered by the Service Counters of the post office. With regards to availability and access of information at the post office80.7 percentages are dissatisfied and19.3 percentages are satisfied. For behavior of the staff of Post office, 84 percentages are dissatisfied and 16 percentages are satisfied, followed by a criterion of complaint solving by the post office, 26.3 percentages are dissatisfied and 43.7 percentages are satisfied, and with regards to Motivation to APAs, 93 percentages are dissatisfied and 7 percentages are satisfied.

Data Analysis and Interpretations

Hypothesis: 01: There is no significant association between frequency of visit of the selected respondents to the post offices and their expectations of regarding selected items.

Conclusion: Since the value of chi-square statistics is significant at 5% level of significance, we reject our null hypothesis and conclude that there a significant association between frequency of visit to the post offices and expectations of customers regarding all the variable mention under the list of all the individual items.

Since result of application of chi-square test is significant and as contingency co-efficient shows the degree of association between frequency of visit and APAs' expectations with regards to selected criteria, it shows that APAs' expectations depends and affected by frequency of visit to the post offices and thereby determines level of customer satisfaction.

Hypothesis: 02: Satisfaction/dissatisfaction of selected respondents on selected items with regard to their experiences at the post offices vis-a-vis their frequency of visit is independent.

Conclusion: Since the value of chi-square statistics is significant at 5% level of significance, we reject our null hypothesis and conclude that there a significant association between frequency of visit to the post offices and experiences of APAs regarding all the variable mention under the list of all the individual items.

Since chi-square test is significant and contingency co-efficient does not shows the strong degree of association between frequency of visit and customers experiences with regards to all above mention items, it shows that APAs experiences affected by and depends upon frequency of visit to the post offices and thereby determines level of satisfaction. However contingency co-efficient calculated does reveal reasonable degree of association between frequency of visit and selected APAs experiences with regard to all items, since it neither appears close to 0.5 nor above it. Chi-square value and contingency coefficient are as shown in the table against respective criteria.

Table -03: chi-square statistics (For Hypothesis: 1 and Hypothesis: 2) for frequency of visit of the selected respondent to the post offices and their expectations and experience regarding selected item
DF=16

Sr. No.	Selected Statements/ Items	Expectation		Experience	
		P' Value of X^2	Contingency co-efficient	P' Value of X^2	Contingency co-efficient
01	Post Office is located at a convenient place	S (0.109)	0.416	NS (0.0587)	0.451
02	The working hours of the Post Office is convenient to me	NS (0.368)	0.378	NS (0.761)	0.404
03	The Post Office starts functioning as per the notified time	S (0.003)	0.355	NS (0.668)	0.260
04	The timing of Recess of the Post Office is convenient to me	S (0.000)	0.460	NS (0.118)	0.433
05	The Post Office is spacious	NS (0.662)	0.340	S (0.083)	0.247
06	The proper ventilation inside the Post Office is available	NS (0.964)	0.364	NS (0.447)	0.403
07	The Post Office has proper illumination	NS (0.653)	0.369	S (0.003)	0.337
08	The Post Office is kept clean	NS (0.378)	0.408	NS (0.160)	0.295
09	There is provision for drinking water at the Post Office	S (0.019)	0.422	S (0.012)	0.310
10	There is adequate sitting arrangement for Authorized Postal Agents(APAs) in the Post Office	S (0.001)	0.363	NS (0.142)	0.302
11	The facility of wash room is available at the Post Office/s	S (0.043)	0.261	NS (0.926)	0.357
12	The writing desk for Authorized Postal Agents(APAs) is available at the Post Office/s	NS (0.727)	0.400	NS (0.572)	0.375
13	Security Guard is deployed at the post Office	S (0.029)	0.506	NS (0.093)	0.335
14	The parking facility for Authorized Postal Agents(APAs) is available at the Post Office/s	S (0.004)	0.376	NS (0.572)	0.439
15	The Post Office/s are having sufficient number of service counters	NS (0.137)	0.472	S (0.023)	0.351
16	Separate counter for Authorized Postal Agents(APAs) is available at the Post office/s	NS (0.706)	0.419	S (0.070)	0.338
17	The staplers, pins, gum, pen, calculator, etc., are available at the service counters of the post office/s	NS (0.153)	0.357	NS (0.314)	0.307

Sr. No.	Selected Statements/ Items	Expectation		Experience	
		P' Value of X^2	Contingency co-efficient	P' Value of X^2	Contingency co-efficient
18	The transaction related stationery, such as, vouchers, slips, forms, etc., are available at the service counters of the post office/s	NS (0.119)	0.311	S (0.013)	0.365
19	The Post Office has equipment like, computer, printer, scanner, photocopying machines, etc.,	S (0.002)	0.453	S (0.188)	0.287
20	The Post Office makes changes in its working as per requirement	NS (0.989)	0.455	S (0.013)	0.422
21	The Post Office delivers prompt services to me	NS (0.366)	0.282	NS (0.566)	0.322
22	The Post Office gives accurate services to me	NS (0.173)	0.323	NS (0.198)	0.387
23	The services provided by the Post Office are trustworthy	S (0.001)	0.402	S (0.045)	0.386
24	It is simple to make transactions at the post office	NS (0.593)	0.330	S (0.004)	0.431
25	We are provided receipts for transactions made at the Post Office	NS (0.213)	0.367	S (0.010)	0.331
26	We get Pass Book, Savings Certificates, etc. in due time from the Post Office	S (0.000)	0.373	NS (0.542)	0.391
27	We get prompt information at the Post Office	NS (0.778)	0.385	NS (0.740)	0.434
28	We get information easily at the Post Office	S (0.000)	0.416	NS (0.117)	0.419
29	Post Office put information on sign boards	NS (0.183)	0.437	NS (0.963)	0.406
30	We get accurate information from the Post Office	S (0.000)	0.406	NS (0.194)	0.357
31	Post Office update changes on sign boards	NS (0.397)	0.383	NS (0.282)	0.451
32	The staff of Post Office replies to our queries	S (0.024)	0.304	S (0.021)	0.362
33	The staff of Post Office gives prompt replies to our queries	S (0.001)	0.418	(0.223)	0.348
34	The staff of post office has skill to perform job	S (0.006)	0.347	NS (0.328)	0.469
35	The staff of post office is trained	S (0.000)	0.379	S (0.002)	0.484
36	The staff of post office is polite	S (0.214)	0.403	NS (0.297)	0.445
37	The staff of post office is helpful	S(0.002)	0.414	S (0.038)	0.406
38	The staff of post office is honest	S (0.000)	0.411	NS (0.321)	0.429
39	The staff of post office provides us guidance for the procedural compliances	NS (0.503)	0.315	NS (0.147)	0.362

Sr. No.	Selected Statements/ Items	Expectation		Experience	
		P' Value of X^2	Contingency co-efficient	**P' Value of X^2**	Contingency co-efficient
40	The staff of post office follows rules and regulations	**S (0.015)**	0.358	(0.490)	0.412
41	The Post Master of the post office guides the Authorized Postal Agents(APAs)	**S (0.021)**	0.376	**S (0.084)**	0.400
42	The Post Master of the post office controls the Authorized Postal Agents(APAs)	**S (0.020)**	0.326	**S (0.001)**	0.397
43	Post office tries to understand our problems	**S (0.000)**	0.402	**S (0.100)**	0.311
44	Post Office listen to our complains	**S (0.000)**	0.361	NS (0.272)	0.375
45	The Post Office is prompt to respond our complaints	**S (0.021)**	0.331	NS (0.585)	0.471
46	Complaint book is available at the post office	**S (0.03)**	0.446	NS (0.192)	0.457
47	The information related with registration of complaints is displayed at the post office	**S (0.005)**	0.315	NS (0.33)	0.440
48	The procedure for registration of our complaints is simple at the post office	**S (0.160)**	0.371	(0.366)	0.432
49	The Post Office solves our complaints	**S (0.041)**	0.241	**S (0.000)**	0.479
50	Commission Paid to APAs is fair and adequate at the Post Office	NS (0.260)	0.349	**S (0.005)**	0.520
51	Due Commission is paid to APAs regularly at the Post Office	**S (0.085)**	0.244	NS (0.385)	0.305
52	Post Office provides training/counseling to APAs	**S (0.000)**	0.513	**S (0.000)**	0.287
53	Post office motivates APAs for promoting business	**S (0.000)**	0.436	NS (0.12)	0.323
54	Post Office communicate about changes to APAs	**S (0.000)**	0.425	**S (0.020)**	0.279
55	Post Office provides extra monetary incentives for their performance	**S (0.104)**	0.407	**S (0.000)**	0.296

Major Findings of the Research Study

- APAs expectations found highly satisfied with regards to' location 'and 'timing' of the post office as notified for functioning and recess for the staff.
- With regards to ambiance of the post office, APAs found satisfied for the criteria that proper ventilation and illumination are available at the post office, parking facility and wash room facility is made available to them. However, APAs found dissatisfied in relation to the criteria viz., post offices are kept clean, provision for drinking water, Post Offices are spacious, adequate sitting arrangement for (APAs) in the Post Office, availability of writing desk for APAs, Security Guard is deployed at the post Office.
- With regards to 'counter services' at the post office, APAs found satisfied in relation to the matter that the Post Office/s are having sufficient number of service counters and are adequately manned also, availability of the staplers, pins, gum, pen, calculator, etc., at the service counters of the post office/s, the Post office has equipment like, computer, printer, scanner, photocopying machines, etc., the Post Office gives accurate and trustworthy services to APAs. However, they found dissatisfied with regards to non-availability of separate counter for APAs, non-availability of transaction related stationery, such as, vouchers, slips, forms, etc.,Non-availability of prompt services at the post office.

- The APAs found satisfied with the matter that it is simple to make transactions at the post office ,obtaining receipts for transactions and obtaining Pass Book, Savings Certificates, etc. in due time from the Post Office.

- The APAs found less satisfied due to insufficient provisions made for sign boards at the post office, their regular updating with latest information, and access and availability of prompt and accurate information with convenience to them and other visitors at the post office.

- It is observed from the collected responses from the APAs that the staff of post office/s has insufficient skill to perform job, not properly trained, less polite and honest and not adequately helpful, ill-mannered to them as well as the customers. However APAs are found satisfied with regards to the matter that the staff of post office/s follows rules and regulations, the Post Master of the post office/s guides the staff of the Post Office and exercise control over the staff, and the staff of post office/s provides guidance to them for the procedural compliances related with the transaction.
- With regards to 'complaint handling', APAs found satisfied since they have experience that post offices listen their complaints and it simple to register complaints at the post office, complaint book is made available at the post office, sufficient information is displayed for registration of complaints at the post office and it puts efforts to solve the complaint in a reasonable time limit.
- An average opinion, with regards to commission paid to APAs, reveals satisfied experience. With regards to timely payment of commission, irrespective of type of agency holding by APAs, they found satisfied. However, inference of statistic revealing different experience related with the commission paid to APAs holding different type of agency. APAs holding SAS agency (applicable to the investment in MIS, KVP, TD and NSC) found dissatisfied for the reason that their commission is reduced. APAs holding MPKBY agency (applicable to Recurring Deposit only) found satisfied.
- Extremely poor experience APAs share with regards to the matter that Post Office provides training/counseling and motivate them, against very high degree of expectation for the said item. APAs found highly de motivated and dissatisfied since no extra monetary incentives paid by the post offices for their above average performance, and have shown high expectations in this regard.

Conclusion of the Research Study

In earlier days, post office had a limited and conventional role to play to transmit communication from one place to another. Since then it has been enjoying respect and trust of the society in general and users in particular as India post is having the largest postal network in the world. India post has been privileged through protection available in terms of treating it as a reserved sector through the Union list of the Constitution. It had a minimum competition in the market place and because of unavailability of other alternative modes of communication it used to be the unchallenged sector in terms of operational and strategic efficiency. With the passage of time, due to technological changes, changes in the requirements and expectations of the society and compelled policy regime and reforms, the postal department and system now have to face market and industry challenges. One of the biggest challenge is to ensure competitiveness in the department and to update and enrich competence and resources that have become redundant and at the verge of its obsolescence. Perhaps under the present day dynamics no system can survive remaining dormant and inactive. It has to invariably pay attention to meet with the customers' expectations to the best of its ability and if possible should try to offer delight through service enrichment. 'Customer satisfaction' is a dynamic and ever changing concept and in the modern day marketing it has become an inevitable condition for survival and growth. Especially in service marketing, marketer has to begin with customer satisfaction and should try to achieve customer delight. Obtaining learning on the expectations of the customers and designing processes to ensure delivering desired level of satisfaction to the customer who avail services is primary concern for any service oriented organization. India post has been rendering variety of services to a large number of customers with wide geographical spread, across the country.

It is an inevitable requirement of the system to know about aspirations, periodically measure their level of satisfaction, find out gap remain unsatisfied and to the extent possible through changes in policy and practices remain appealing to the market. Offering customer satisfaction leads to building brand image in terms of its reliability and would definitely results in to brand loyalty among the customers and users. Services with high brand loyalty would lead the whole market and offer lucrative opportunity for market expansion and diversification. India post, as brand ,will have to pay due attention to these aspects and shall have to show concern and sincere approach to bring about paradigm shift of the postal services through enriching internal processes, modification in rules and regulations governing the operations of the postal system with extra vigilant approach.

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Experience of Internet Banking among Young Consumers: A Study of Anand City

Komal Mistry

Abstract

In Traditional banking, fixed cost of the branch network is too high for servicing low value users and particularly in rural area with low density. It is observed that there is a considerable growth of internet based services from last few years. Particularly in Banking Services use of internet has becomes popular. Internet Banking is one of leading mode of banking; particularly younger generation found to be early adopter of the same. This study aims at evaluating experience of young consumers of Internet Banking Services users in Anand City, for this a structured questionnaire is prepared and survey was conducted among under graduate and post graduate students in Anand City. Data were statistically analyzed to assess experience of Internet Banking among young consumers

Introduction

E-banking has experienced sustained growth in the world. Communication and computer networks have changed the concept of network-based retail banking services. People having less time because of important engagements and want to accomplish their work in a more efficient and cost-effective manner can complete their work without any inconvenience. Now a day, there is a significant use of the Internet as a shared telecommunication channel for performing financial transactions and offering bank services. The integration of the Internet as a worldwide network infrastructure– traditional banking services provides have started offering modern banking services, which are generally known as "Internet Banking".

For banks, Internet Banking helped in many ways like different and arguably lower barriers to entry, cost reduction, re-engineering of business processes and, a greater opportunities to offers services across border.

Internet Banking refers to all aspects of banking services ranging from making balance enquiries to ordering cheque book, stop transfer of funds. The electronic media and communications technologies used in Internet Banking include computers and Internet and telephone / Mobile phone.

At the beginning of the Internet Banking introduction, customers could only check balances of their accounts, print statements or make account enquiries. But, afterwards it became possible to move money between accounts. Now customers can perform all banking transactions such as payment for goods and transfer of funds to other nations, etc.

Looking into this scenario, many researchers had made an attempt to identify the acceptance level of Internet banking by the customers, adoption by the customers, problems faced by the customers while transacting through online and satisfaction after using internet banking services. This study is an attempt to identify the customer experience and satisfaction after using internet banking services. There are various channels available for doing banking through internet e.g. banking through website, phone banking, ATM, Debit / Credit card, Mobile Banking, etc. For this study, only internet banking (i.e. banking through website) is considered.

Review of Literature

Many researchers are there who have analysed various dimensions of the Internet Banking, its servicing model, acceptance and adoption as well as satisfaction level. Following are the research studies found relevant to the study.

Mols (1999) in his study identified that the internet banking was an innovative distribution channel that offered less waiting time and convenience than traditional branch banking with lower cost than traditional delivery channels. Internet banking reduced not only operational cost to the bank but also led to higher levels of customers' satisfaction and retention. As a result internet banking was very attractive to banks and consumers', who had higher acceptance to new technology.

Jeevan (2000) found that the internet banking enabled banks to offer low cost and high value added banking services. US web-corporation argued that finally banks were finding that a comprehensive online banking strategy is indispensable for success in the increasingly competitive financial services market. Changes in technology, competition and lifestyles had changed the face of banking and banks in the present environment were looking for alternative ways to provide differentiated services.

Researchers have paid much attention to the close relationships between service quality and customer satisfaction (Parasuraman et al., 1988). Oliver suggests that service quality is a more specific judgment which can lead to a broad evaluation of customer satisfaction (Oliver, 1993). Regarding the particular service quality dimensions that influence the formation of customer satisfaction, Johnston (1997) has found that the causes of dissatisfaction and satisfaction are not necessarily the same. Some service quality attributes may not be critical for consumer satisfaction but can significantly lead to dissatisfaction when they are performed poorly.

Johnston (1995) identified attentiveness, responsiveness care and friendliness as the main sources of satisfactions in banking services, and integrity, reliability, availability and functionality as the main sources of dissatisfaction. Yang et al. (2004) identified five online service quality dimensions (responsiveness, reliability, competence, access and security) and their relationships with the customer satisfaction. Wolfinbarger and Gilly (2002) observed that reliability and fulfilment are the strongest predictors for customer satisfaction.

Liu and Arnett (2000) identified five critical dimensions of online service quality in relations to customer satisfaction in the website. Among these, the quality of information that is relevant, accurate, timely, customized and complete are given priority for the customer satisfaction in the online service. The study by Khalil and Pearson (2007) has found that trust significantly affects attitude towards internet banking acceptance. To encourage internet banking adoption, banks need to develop strategies that improve the customer's trust in the underlying technology.

The other factors include quick response, assurance, follow-up and empathy. Security, correct transaction, customer control on transaction (personalization), order tracking facilities and privacy are other important factors in the online service that affect the customer satisfaction. Joseph et al. (1999) investigated the influence of internet on the delivery of banking services. They found six underlying dimensions of e-banking service quality such as convenience and accuracy, feedback and complaint management, efficiency, queue management, accessibility and customization.

Jun and Cai (2001) identified 17 service quality dimensions of internet banking service quality. These are reliability, responsiveness, competence, courtesy, credibility, access, communication, understanding the customer, collaboration, continuous improvement, content, accuracy, ease of use, timeliness, aesthetics, security and divers features. They also suggested that some dimensions such as responsiveness, reliability and access are critical for both traditional and internet banks

Jaskaran Singh Dhillon, Dr. Batra, G.S. and Dr. Atul Dhyani, (2003) in their study, discussed that good relationship marketing strategies like better segmentation, enquiry management, welcoming the customer, getting to know the customers, customer development, managing problems and winning back the customers had contributed to the growth and market share of private sector banks in India.

Titus A.P. and Albin D. Robert Lawrence (2004) in their research study, discussed that in order to add value to the services offered, the banking industry had to efficiently and effectively utilize the technology with an eye on the cost of product and the services offered. In a market with severe competition providing the customers with value addition was the only way to achieve complete sustained customer satisfaction.

From the brief review of related literature, it can be seen that study related to Internet banking has become basic requirement for the banks to sustain in the competition. Internet usage by young consumers is having growing importance in the economy. It is an attempt to find out the experience and satisfaction level of young consumers, using Internet Banking in Anand city.

Research Methodology

Young consumers will be commercial consumers in future so; objective of the study is to identify experience of young consumers towards internet banking.

For this purpose, a survey was conducted. With the help of structured questionnaire Primary data were collected from under graduate and post graduate students of Anand City using Internet banking. 150 respondents who actually use internet banking were surveyed by following non-probabilistic convenience sampling technique.

Data Analysis and Interpretation

First section covers the respondent's profile. Total 150 students were surveyed for the purpose of study. Profile of the respondents is given in table 1.

Table 1: Profile of Respondents

Demographics		No. of Respondents	Percentage (%)
Gender	Male	75	50%
	Female	75	50%
Course pursuing	Under Graduate	82	54.67%
	Post Graduate	68	45.33%

Table 1 displays the profile of respondents. There is equal proportion of male and female respondents. Out of total, 54.67% respondents are undergraduate students and 45.33% are post graduate students.

Table 2: Usage of Internet Banking

Usage	No. of Respondents	Percentage (%)
Daily	33	22%
Weekly	74	49.33%
Fortnightly	27	18%
Occasionally	16	10.67%

Table 2 displays the usage of internet banking by the respondents. It is found that half of the respondents are using internet banking on weekly basis, 22% respondents are using internet banking on daily basis and 10.67% respondents are using it occasionally which is least.

Table 3: Reason for using Internet Banking

Reasons	No. of Respondents	Percentage (%)
Any time access	21	14%
Ease of use	29	19.33%
Convenience	17	11.33%
Secured transaction	10	6.67%
Influence of Friends / Relatives	27	18
Status symbol	46	30.67%

Table 3 displays the reasons for using internet banking. It is found that highest 30.67% respondents are using internet banking because they consider it as a status symbol. Followed by around 19% respondents are using it because it is easy to use, 14% respondents are using it because it is accessible any time and 11% of the respondents are using internet banking because of convenience.

Table 4 (given on next page) displays the satisfaction level of the respondents. It is found that majority of the respondents (more than 60 %) are highly satisfied with the Internet banking services across all variables. And more than 20% of the respondents are satisfied with the services used by them.

Table 5: Suggestions to improve Internet banking experience

Reasons	No. of Respondents	Percentage (%)
Improve Safety measures	72	48%
Improve Speed of transaction	10	6.67%
Acknowledgement of transaction from bank	14	9.33%
Customers care support	21	14%
Easy to solve problem at own	33	22%

Further, the respondents were asked to give suggestion for improvement in the Internet banking system used by them. Majority (48%) of the respondents are of the opinion that, bank should improve safety measures to protect Internet Banking transactions. 22% respondents suggested that system should be designed in such a way that, they can solve their problems on their own. 14% of

the respondents suggested improving customer care support.

Chi square analysis of usage of Internet banking service among respondents:

Frequency of using Internet Banking service is different across gender and education they are pursuing. To understand the association between these two variables of respondents and frequency of

Table 4: Level of Satisfaction from the Internet Banking

Demographics	Highly Satisfied	Satisfied	Neutral	Dis-satisfied	Highly Dissatisfied
Gender:					
Male	64%	22%	2%	8%	4%
Female	60%	28%	4%	5%	3%
Course Pursuing					
Under Graduate	62%	21%	3%	7%	7%
Post Graduate	61%	22%	4%	8%	5%

Internet banking usage, Chi square test was carried out to test the hypothesis as under:

H01: There is no association between gender / education of respondents and usage of Internet Banking.

H11: There is association between gender / education of respondents and usage of Internet Banking.

Table 6 Chi square analyses for usage of Internet banking among respondents across background variables

Sr. No.	Variable	Chi Square Value	p-value	Significance	Hypothesis
1	Gender	2.457	0.293	No	Null hypothesis not rejected
2	Education	10.089	0.039	Yes	Null hypothesis rejected

Table 6 shows that all in gender p-value more than 0.05, so, the null hypothesis is not rejected. It clearly shows that there is no association between gender and usage of Internet banking. Where as in case of education (course pursuing), p-value is less than 0.05, so, null hypothesis is rejected. It can be said that there is a relationship between course pursuing by respondents and usage of Internet banking.

Chi square analysis of Level of satisfaction from Internet banking service among respondents

To understand the association between background variables and level of satisfaction from Internet banking usage, Chi square test was carried out to test the hypothesis as under:

H02: There is no association between gender / education of respondents and satisfaction level of Internet Banking users.
H12: There is association between gender / education of respondents and satisfaction level of Internet Banking users.

Table 7 Chi square analyses for satisfaction level from Internet banking across background variables

Sr. No.	Variable	Chi Square Value	p-value	Significance	Hypothesis
1	Gender	8.138	0.149	No	Null hypothesis not rejected
2	Education	4.861	0.433	No	Null hypothesis not rejected

The above table 7 displays chi-square analysis of background variables across satisfaction level of respondents using Internet banking. In both the variables, p-value found to be more than 0.05. So, null hypothesis cannot be rejected and it shows that there is no association between background variables and satisfaction level of respondents using Internet Banking.

Findings from the study

From the above study following finding can be derived out:
1) Gender of consumer does not affect the usage of internet banking.
2) Among consumers level of education affects the usage of Internet Banking.
3) Young consumers use Internet Banking frequently.
4) Most of young consumers feel usage of Internet Banking is a status symbol.
5) Internet banking provides easiness and convenience to consumers in banking transactions.
6) Consumers want more safety measures in Internet Banking; they also want that they should be able to solve problems at their own.
7) Overall consumers are satisfied with Internet Banking.

Suggestions for improving Internet Banking Services:

1) Banks needs to design special schemes for young consumers.
2) Banks need to design Promotional Campaigns for young consumers.
3) Banks need to strengthen their security system for internet banking.
4) Any grievance related to internet banking should be replied promptly and properly.
5) Better Customer Care support may be provided to consumers.

Conclusion

Currently banking industry is undergoing drastic transformation in terms of technology implementation. It is observed from last three decades that banks all over the world are playing pivotal role in terms of financial intermediary. It is now clear that a successful and lively banking system requires a well-developed financial structure. Young Consumers are future commercial consumers, so banks need to focus on them. Here, Anand a well-known educational hub and having physical branches of all major banks of India is considered in study to review experience of Internet Banking among young consumers. Young Consumers are satisfied with internet banking but they need more safety measures while online banking transactions. More usage of Internet Banking will also helpful in financial inclusion of poor people, as traditional banking has greater limitation of coverage of area and high cost.

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A Comparative Study on Non–Performing Assets of Selected Private, Public and Foreign Sector Banks in India

Yashasvi Rajpara, Nikunjkumar Patel

Abstract

The magnitude of NPA is comparatively higher in public sectors banks than private sector banks. To improve the efficiency and profitability of banks the NPA need to be reduced and controlled. For the study, we have selected one bank each from public, private and foreign sector banks. Secondary data is used for the comparison and evaluation. Time period for study is 2004- 2014.After deregulation and banking sector reforms, Indian Banking has changed its face completely. From a very comfortable and peaceful environment, now the Indian Banking Sector is characterized by stiff competition and profit war between different bank groups. So, this research attempts to evaluate and compare the performance of different bank groups for the conclusion of who is the best performing banking sector i.e. Private sector or Public sector or foreign sector banks.

Introduction

Enhanced Performance and Operational efficiency have become vital for banks in India for survival and growth in the ongoing era of globalization. This Research work will attempt to understand the Profitability and Performance of selected public, private and foreign banks in India. Factor for Comparison of Performance like Total Deposits, Borrowing, Lending, Investments, Interest income, Earning per branch, NPA, etc. which provides the clear cut idea about the profitability and performance of the Business operation among these three groups banks mention above. In India Non-performing assets are one of the major concerns for banks. NPA is the best indicator for the health of the banking industry. NPAs are the primary indicators of Bank risk. NPAs are an inevitable burden on the banking industry. Hence the success of a bank depends upon methods of managing NPAs. The Public Sector Banks have shown very good performance over the private sector banks as far as the financial operations are concerned. The Public Sector Banks have also shown comparatively good result. However, the only problem of the Public Sector Banks these days are the increasing level of the non-performing assets. The non-performing assets of the Public Sector Banks have been increasing regularly year by year. On the contrary, the non-performing assets of private sector banks have been decreasing regularly year by year except some years. Generally reduction in NPAs shows that banks have strengthened their credit appraisal processes over the years and increased in NPAs shows the necessity of provisions, which bring down the overall profitability of banks. The Indian banking sector is facing a serious problem of NPA

Review of Literature Related To Performance Appraisal of Banks

Anjum Bimal (2014), banking sector plays an important role in present economic scenario of a country. The Indian banking sector sees tremendous changes in past few years. After the 2008 global financial crisis, many developments seen in the Indian banking sector also. These developments affect the performance of Indian banks. The present paper highlights the major indicators of performance of banks in past three years. The study is restricted to selected banks from each sector. For the purpose of study, three major banks from each sector selected for study. The selection is made on the basis of assets size and capitalization of banks.

Srivastaw Kumar.S (2013), this paper investigated the performance of selected foreign and new private sector banks using certain financial performance indicators. Descriptive statistics and paired t- test have been employed to analyse and to draw the conclusion. The study makes use of secondary data. The relevant data has been collected through the Statistical Tables Relating to Banks in India, Trend & Progress of India, various published reports and other studies. Performance has been

compared by dividing the total study period into two parts viz. Supra and Umbra periods. The study show improving trends throughout the study period both in respect of Foreign Banks as well as in respect of New Private Sector Banks. It has also been found that both Foreign Banks and New Private Sector Banks improved the quantum of priority sector lending in the Supra period by taking advantages of the existing provisions.

Chaudhari, S., & Singh, S., 2012, A Committee on Banking Sector Reforms known as Narasimham Committee was set up by RBI to study the problems faced by Indian banking sector and to suggest measures revitalize the sector. The committee identified NPA as a major threat and recommended prudential measures for income recognition, asset classification and provisioning requirements. These measures embarked on transformation of the Indian banking sector into a viable, competitive and vibrant sector. The committee recommended measures to improve "operational flexibility" and "functional autonomy".

An amount under any of the credit facilities is to be treated as past due when it remain unpaid for 30 days beyond due date. It is also called as Non-Performing Loans. It is made by a bank or finance

Concept of NPA

The Non-Performing Asset (NPA) concept is restricted to loans, advances and investments. As long as an asset generates the income expected from it and does not disclose any unusual risk other than normal commercial risk, it is treated as performing asset, and when it fails to generate the expected income it becomes a "Non-Performing Asset". In other words, a loan asset becomes a Non Performing Asset (NPA) when it ceases to generate income, i.e. interest, fees, commission or any other dues for the bank for more than 90 days. A NPA is an advance where payment of interest or repayment of installment on principal or both remains unpaid for a period of two quarters or more and if they have become past due.

NPAs Classification

NPA have been classified into following four types:-
(i) Standard Assets: A standard asset is a performing asset. Standard assets generate continuous income and repayments as and when they fall due. Such assets carry a normal risk and are not NPA in the real sense.

company on which repayments or interest payments are not being made on time. A loan is an asset for a bank as the interest payments and the repayment of the principal create a stream of cash flows. It is from the interest payments that a bank makes its profits. Banks usually treat assets as non-performing if they are not serviced for some time. If payments are late for a short time, a loan is classified as past due and once a payment becomes really late (usually 90 days), the loan is classified as non-performing (B.Selvarajan & G. Vadivalagan, 2013). NPA usually refers to non-performing assets and the lenders consider it as those assets that are not fetching benefits to them. The word is not new to the bankers. It is regular but disguised loan asset. An asset becomes nonperforming when it ceases to generate income for the bank. Prior to 31st March, 2004 a nonperforming asset was defined as a credit facility in respect of which the interest or installment of principal has remained past due for a specified period of time which was four quarters. Due to the improvements in payment and settlement system, recovery climate, up gradation of technology in the banking system, etc., it has been decided to dispense with past due concept, with effect from March 31st 2004(Chandan Kumar Tiwari & Ravindra Sontakke, 2013).

(ii) Sub-Standard Assets: All those assets (loans and advances) which are considered as non-performing for a period of 12 months.
(iii) Doubtful Assets: All those assets which are considered as non-performing for period of more than 12 months.
(iv) Loss Assets: All those assets which cannot be recovered. These assets are identified by the Central Bank or by the Auditors.

Types of NPA

- Gross NPA: Gross NPAs are the sum total of all loan assets that are classified as NPAs as per RBI Guidelines as on Balance Sheet date. Gross NPA reflects the quality of the loans made by banks. It consists of all the nonstandard assets like as sub-standard, doubtful, and loss assets.
- Net NPA: Net NPAs are those type of NPAs in which the bank has deducted the provision regarding NPAs. Net NPA shows the actual burden of banks. Since in India, bank balance sheets contain a huge amount of NPAs and the process of recovery and write off of loans is very time consuming, the banks have to make certain provisions against the NPAs according to the central bank guidelines.

Research Methodology

The present study is concerned with Indian banking industry, it is further divided into three banking sector groups on the basis of Rank given to top five banks as per the Maximum branches analyze their performance in terms of selected parameters. Bank groups are defined as follows:

- Period Of Study- 2004 to 2014
- Sample size- 01 Private sector, 01 Public sectors and 01 foreign sector Bank in INDIA.

Public sector Banks (No. Branches)	Private sector Banks (No. Branches)	Foreign sector Banks (No. Branches)
State Bank India. (13,862)	ICICI Bank Ltd. (2,746)	Standard Chartered Bank. (94)

SOURCES OF DATA (SECONDARY)
Balance Sheet of Banks, Different issues of Trend and Progress of Banking in India published by RBI, Books and journals & Other RBI publications

Objectives of the Study

The study is conducted to achieve the following objectives:

- To study comparative trends on selected parameters of Performance of selected Private, Public and Foreign sector bank.
- To examine the loan quality of selected banks.
- To compare the relative position of selected banks.
- To analysis and compare the NPAs with total Assets of the banks for the period of 2004 to 2014.

Primary Parameters/Variables of Performance Analysis

1. Gross NPAs to Net NPAs
2. NPAs to total Advance

Hypothesis

1. H0: There is No significant difference in Ratio of Gross NPAs to Net NPAs Ratio amongst SBI, ICICI, and SCB
2. H0: There is No significant difference in Ratio of Net NPAs to total Advance amongst SBI, ICICI, and SCB

Techniques Used For Analysis of Data

• Ratio analysis

Data Analysis to Test the Hypothesis

1. H0: There is No significant difference in Ratio of Gross NPAs to Net NPAs amongst SBI, ICICI, and SCB.

FINDING: It has been observed that gross NPAs as absolute and in percentage terms with Net NPAs of all three banks have been observed that SBI as Public sector bank leader, showing relatively high ratio from ICICI bank and SCB.So There is a significant difference in Ratio of Gross NPAs to Net NPAs amongst SBI, ICICI, and SCB.So, the null hypothesis will be rejected and alternate hypothesis will be accepted.

2. H0: There is No significant difference in Ratio of Net NPAs to total Advance amongst SBI, ICICI, and SCB. Table showing the of Net NPAs to total Advance amongst SBI, ICICI, and SCB

FINDING: It has been observed that Net NPAs as percentage terms with the Advance of all three banks have been observed that SBI as Public sector bank leader, showing relatively high ratio from ICICI bank and SCB.So There is a significant difference in Ratio of Net NPAs to Advance, Ratio amongst SBI, ICICI, and SCB.So,the null hypothesis will be rejected and alternate hypothesis will be accepted.

Causes Responsible For Rising NPAs

- The banking sector has been facing the serious problems of the rising NPAs. In fact public sector banks are facing more problems than the private sector banks. The NPAs in public sector banks are growing due to external as well as internal factors. One of the main causes of NPAs in the banking sector is the Directed loans system under which commercial banks are required to supply 40% percentage of their credit to priority sectors (G.V. Bhavani Prasad & D. Veena, 2011).

- Most significant sources of NPAs are directed loans supplied to the "micro sector" are problematic of recoveries especially when some of its units become sick or weak. Public sector banks 7 percent of net advances were directed to these units (M. Karunakar et al, 2008).

Impact of NPA on the Operations of Banks

Profitability NPA means booking of money in terms of bad asset, which occurred due to wrong choice of client. Because of the money getting

blocked the prodigality of bank decreases not only by the amount of NPA but NPA lead to opportunity cost also as that much of profit invested in some return earning project/asset. So NPA does not affect current profit but also future stream of profit, which may lead to loss of some long-term beneficial opportunity. Another impact of reduction in profitability is low ROI (return on investment), which adversely affect current earning of bank. Liquidity Money is getting blocked, decreased profit lead to lack of enough cash at hand which lead to borrowing money for shortest period of time which lead to additional cost to the company. Difficulty in operating the functions of bank is another cause of NPA due to lack of money. Involvement of Management Time and efforts of management is another indirect cost which bank has to bear due to NPA. Time and efforts of management in handling and managing NPA would have diverted to some fruitful activities, which would have given good returns. Now days, banks have special employees to deal and handle NPAs, which is additional cost to the bank. Credit Loss If a bank is facing problem of NPA, then it adversely affects the value of bank in terms of market for credit. It will lose its goodwill and brand image and credit which have negative impact to the people who are putting in their money in the banks (C.S. Balasubramaniam, 2011).

Measures to Control NPAs

In present scenario NPAs are at the core of financial problem of the banks. Concrete efforts have to be made to improve recovery performance. Measures required to be undertaken are mainly two fold. Banks should make efforts first to avoid fresh addition on NPAs by their effective presentation appraisal and secondly to recover the amount from accounts which have already turned bad. Preventive Measures: Most of the bankers feel that genuine viability problem of the borrowing units, weakness in credit appraisal system, absence of effective monitoring and supervision of loan account, absence of credit information sharing among the banks etc. are some of the significant causative factors of high level of NPAs internal to the banks.

- So for preventive the fresh inflow of funds into the non-performing category, banks should reformulate their credit appraisal techniques.
- Proper evaluation of the loan application may help in detecting the unviable projects at the first instance.
- Full information about unit, industry, its financial stake, management etc. should be collected.
- Industrial cell should be established at the bank level, which would have complete

information about the industry and its prospects in future.

- Proper credit monitoring should be equally emphasized. There should be proper flow of information from the units regarding their financial area, annual accounts, stock reports etc., which would enable the banker to know the need based credit requirement of borrower and warning signals for taking quick remedial action.
- Banks should inspect the progress of the project or the business. Separate monitoring department should be established in large branches for periodical review of accounts, comparative risk analysis and compliance of terms and conditions of sanction. Equal emphasis should be given for monitoring of standard assets also.
- Curative Measures: Besides making efforts to stop the fresh additions of NPAs banks have to take steps to recover the amount from assets, which have already slipped into NPAs category. Significant causative factors highlighted were slow recovery of legal cases, willful default induced by officially announced loan waiver schemes etc. the Indian legal system is sympathetic towards the borrowers and works against the banks interest.
- Despite most of their loans being backed by security, banks are unable to enforce their claims on the collateral, when the loans turn non-performing and therefore loan recoveries have been insignificant.
- The Narshimham Committee on financial system (1991) has recommended the establishment of Debt Recovery Tribunals (DRT) for the speedy recovery of the assets from NPAs category. On the basis of recommendations 22 DRTs were established by passing the bill on Recovery of Debt due to Banks and Financial Institutions Act 1993. But the performance of DTRs for the past years has not been found satisfactory or up to the mark.
- The Act has some limitations, which must be removed to make its effective implementation.
- At present one presiding officer is handling at least 80-90 cases per day. It is suggested that DRT Act may be amended to enable the central government to appoint additional presiding officers for speedy disposal of recovery cases.
- One of the major factors accounting for delay in disposing of application by DRT is the delay caused due to refusal by defendants to accept the summons, and at times due to change in address too.
- DRT may be empowered to order service of summons by hand, registered post and by publications simultaneously. Attachment of

immovable property of borrower is not admitted due to service of summons.

- Enforcement of security and obtaining court decree take unduly long time, it encourages willful default and ultimately the banks may be compelled to write off loans. Willful default should be declared a criminal offence.

- Government should not go for mass waiver of interest/ instilments as it sends unhealthy signals to the borrower. During 1990-91 there was a massive waiver of rural debt amounting to over Rs. 15000 crore and Rs. 65000 crore in 2008. These types of activities put a premium on willful default and dishonesty. It lowers the repayment ethics.

- In case of government sponsored schemes government should assist in recovery. It may be noted that suggestions enumerated will go a long way in reducing the NPAs. This will only considerably improve the profitability of the banks, improve the quality of assets, but also make the Indian "Banking system stringent, resilient and geared to meet the challenges of globalization (Mohan Kumar & Govind Singh, 2012).

Conclusion

NPAs reflect the overall performance of the banks. The NPAs have always been a big worry for the banks in India. The Indian banking sector faced a serious problem of NPAs. . A high level of NPAs suggests high probability of a large number of credit defaults that affect the profitability and liquidity of banks. The extent of NPAs has comparatively higher in public sectors banks. To improve the efficiency and profitability, the NPAs have to be scheduled. Various steps have been taken by government to reduce the NPAs. It is highly impossible to have zero percentage NPAs. But at least Indian banks should take care to ensure that they give loans to creditworthy customers.

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STRBI Table No. 02 %3A Liabilities and Assets of Scheduled Commercial Banks/rbi/publication

A Bank profile by RBI, 2010-11/pdf

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Table showing the Ratio of Gross NPAs to Net NPAs amongst SBI, ICICI, and SCB

YEAR	GROSS NPA OF SBI	NET NPA OF SBI	RATIO OF GROSS NPA TO NET NPA OF SBI	GROSS NPA OF ICICI	NET NPA OF ICICI	RATIO OF GROSS NPA TO NET NPA OF ICICI	GROSS NPA OF SCB	NET NPA OF SCB	RATIO OF GROSS NPA TO NET NPA OF SCB
2004-05	124557	53489	42.92	27704	15053	54.34	5533	2231	40.32
2005-06	96281	49114	51.01	22226	10527	47.36	6838	3790	55.43
2006-07	99982	52577	52.59	41261	19920	48.28	7995	4319	54.02
2007-08	128373	74243	57.87	75795	34906	46.05	7231	3454	47.77
2008-09	157140	96774	61.58	96493	45539	47.19	9280	5141	55.40
2009-10	195349	108702	55.65	94807	38411	40.51	10956	5805	52.98
2010-11	253263	123469	48.75	100343	24074	23.99	11478	1319	11.49
2011-12	396765	158189	39.87	94753	18608	19.64	32122	3868	12.04
2012-13	511894	219565	42.89	96078	22306	23.22	38801	10098	26.02
2013-14	616054	310961	50.48	105058	32980	31.39	57826	3063	5.30

Table showing the of Net NPAs to total Advance amongst SBI, ICICI, and SCB

YEAR	NET NPA OF SBI	NET ADVANCE OF SBI	RATIO OF NET NPA TO ADVANCE (%)	NET NPA OF ICICI	NET ADVANCE OF ICICI	RATIO OF NET NPA TO ADVANCE OF ICICI (%)	NET NPA OF SCB	NET ADVANCE OF SCB	RATIO OF NET NPA TO ADVANCE OF SCB (%)
2004-05	53489	2023745	2.65	15053	914052	1.65	2231	199703	1.12
2005-06	49114	2618009	1.88	10527	1461631	0.72	3790	240767	1.57
2006-07	52577	3373365	1.56	19920	1958656	1.02	4319	301038	1.43
2007-08	74243	4167682	1.78	34906	2256161	1.55	3454	333515	1.04
2008-09	96774	5425032	2.09	45539	2183108	2.09	5141	374891	1.37
2009-10	108702	6319142	1.72	38411	1812056	2.12	5805	415522	1.40
2010-11	123469	7567194	1.63	24074	2163659	1.11	1319	492008	0.27
2011-12	158189	8675789	1.82	18608	2537277	0.73	3868	555700	0.70
2012-13	219565	10456166	2.10	22306	2902494	0.77	10098	619543	1.63
2013-14	310961	12098287	2.57	32980	3387026	0.97	3063	684227	0.45

A Study of Cloud Computing With Respect To Industry Orchestration

Rima Shah, Priti Sajja

Abstract

Cloud computing is an enhanced option for dropping IT infrastructure and maintenance cost and maintain control on the data. With the help of cloud computing organization can store, access and share their information securely from anywhere. Cloud computing is an approach to save cost of data center establishment, hardware and software purchase, hardware and software maintenance, hardware and software up gradation and arrangement of physical space to meet increasing demand of data for enterprise and start-ups. Any type of industry can procure computing power on demand and scale it as wanted. These services provide the opportunity to buy just the right amount of computing power and demand added services on demand. The accessibility of virtualization software and cloud services means businesses don't have to buy computing resources to meet crest demand. It also means a company can easily scale its IT services to meet fluctuations in business demand. In this paper we have discussed various reasons for organization hesitation in adopting cloud computing, benefits of cloud computing and key points to be considered prior to adopting cloud computing.

Introduction

Cloud computing is a means accessing and using a range of services virtually through Internet.
It supports company to pay per use as rented services like electricity, mobile bill, Internet connection etc. Rather than spending money on establishment of an entire infrastructure Cloud computing promises several attractive benefits for businesses and end users.

The main benefits of cloud computing includes:
1. Improve flexibility
2. Reduce spending on technology infrastructure
3. Pay per use
4. Effective monitoring of work
5. Global exposure
6. Reduced delay in work

Cloud computing services can be private, public or hybrid. Public cloud services may be free or offered on a pay-per-usage model. Leading public cloud providers include Amazon Elastic Compute Cloud (EC2), IBM's Blue Cloud, Sun Cloud, Google AppEngine and Windows Azure Services Platform.

Cloud computing can be divided in to three broad service categories: infrastructure as a service (IaaS), platform as a service (PaaS) and software as service (SaaS).

According to IDC, the cloud market in India stood at $688 million in 2012, a figure that's expected to rise to $3.5 billion by 2016. An IDC survey of 473 respondents, 200 of which were small organizations, showed a huge willingness to adopt the cloud technology the purpose of this research is to know Cloud computing in India is set to explode [10].

Benefits of cloud computing adoption in India

Reduced operational and maintenance costs, quick service provisioning, scalability and improved
Resource utilization are major benefits reported by enterprises having cloud deployments [11].

Reduced operational and maintenance costs remained most important takeaway, with some companies reporting as much as 60%-80% in cost savings
• Enterprises in IT as well as government sector leveraged private cloud through optimal utilization of existing resources
• Lower deployment time enabled rapid provisioning of services thereby enabling quick time to market in many companies
• Other benefits reported include increased profits, reduced latency, elasticity, reliability, improved stability and better availability of IT services.

Benefits of Private Cloud								
Company	Deployment Model	Service Provider	Cost Benefits	Time Benefits	Resource Utilization	Flexibility	Scalability	Other Benefits
Narayana Hrudayalaya	Private Cloud	HCL	Yes			Yes	Yes	Yes
Wipro	Private cloud	Wipro	Yes		Yes	Yes	Yes	
IMI Mobile	Private Cloud	IBM			Yes			Yes
Max Healthcare	Private cloud	Dell					Yes	Yes
Shell Lubricants	Private Cloud	HCL	Yes			Yes	Yes	
J & K Government	Private Cloud	Microsoft	Yes		Yes			
Benefits of Public Cloud								
Company	Deployment Model	Service Provider	Cost Benefits	Time Benefits	Resource Utilization	Flexibility	Scalability	Other Benefits
Dr. Reddy's Lab	Public Cloud	Salesforce	Yes					Yes
AICTE	Public Cloud	Microsoft	Yes				yes	
KPIT Cummins	Public Cloud	AWS	Yes	yes				Yes
Redbus	Public Cloud	AWS	yes	yes			Yes	Yes
Flipcart	Public Cloud	Google	yes	Yes				Yes
India Mart	Public Cloud	Google	yes	Yes				Yes
Benefits of Hybrid Cloud								
Company	Deployment Model	Service Provider	Cost Benefits	Time Benefits	Resource Utilization	Flexibility	Scalability	
Dabur	Hybrid Cloud	Microsoft	yes				yes	

Source: HCL, Microsoft IBM, Google Press releases, AWS case studies, CIO website, Busiess + standard articles
Note: List of companies is not exhaustive

Research Objectives

My research objectives are:
1. To study various barrier in adoption of cloud computing by Industry.
2. To study range of prospects of cloud computing for the Industry.
3. To scrutinize diverse actions to be taken by organization, adopting cloud computing for smooth operation of work.

Research Type:
My research work can be classified in to basic research category. This type of research is done for knowledge enhancement.

Major barriers in adoption of cloud computing

Many people afraid in shifting their established system to cloud computing due to the cost of migration to a cloud model, fear of data confine to one cloud service provider, data security and lack of awareness about all benefits available with adoption of cloud computing.

Private clouds located in one place and built for a single customer, can counter security and privacy concerns. However enormous scale is needed to get the most business value from the cloud computing concept.

Cloud computing has additional risks primarily on account of dependence on the Internet and data being and transmitted on the cloud. Further, there is greater dependence on third parties (cloud service provider) which is aggravated on account of increased risks of vulnerabilities in external Interfaces and aggregated data centers, immaturity of the service providers and the increased reliance on Independent assurance processes. The unique and dynamic nature of cloud computing results in new risks relating to location of the processing facility, ability to process the required volume of data, data movement across national boundaries,

sharing of facilities with competitors, potential data leakage and legal issues (liability, ownership, etc.) due to differing laws in hosting countries which may put the enterprise data at risk.

Businesses can benefit from all aspects of cloud computing, although cost savings for individual firms are large only when there is massive scale use of the cloud – when large numbers of commodity machines are used in warehouse-size data centers. Some business value can be achieved via pay-per-use and using a data centre with a few servers. However factors of five in cost reduction or real elasticity in the scale of use require large-scale facilities.

Benefits of cloud computing to the Small industry

The cloud environment has the prospective to boost IT alertness to new heights and accomplish the role of technology as a tactical enabler.

Cloud solution is beneficial to industry leaders by providing an opportunity to adopt new features without spending more and without adopting rigidity in the organization. Cloud services will generate many fast and successful business opportunity for developed countries and developing countries. As cloud computing provides elastic services user can pay as peruse so initial cost for entering in to market will we less compare to client server system.
There is no need for company establishing new business or planning for growth, expansion   to invest lots of money on hardware, software or data center. All can be mange via the Internet with fair and affordable price.

With the help of cloud computing industry can connect customer, supplier, partner, employee and other stakeholder via Internet across the world. Cloud computing helps to manage all span of business   activities   like   finance,   operations, corporate strategy, culture and technology.

Mostly all cloud provides services like email for your business, professional email, shared calendars, video meetings apart from this services major services includes:

Big Data: A new way to think about data – and a new way of doing business Think big
Big data is not only data. It helps in exploring new way of doing business. Big data refers huge volume of data in structured, unstructured and semi structured format. Big data arrives from varied and quick source –both internal and from third parties

in any of the format like text, document, image, video and many more. Analyzed big data helps to identify pattern, derived meaning, indicators for decision and ultimately the ability to respond to the world with greater intelligence. The rise of cloud computing and cloud data stores has been a precursor and facilitator to the emergence of big data. Cloud computing is the commoditization of computing time and data storage by means of standardized technologies.
Cloud-based business analytics solutions offer you ability to take decision confidently and smartly that better address your real-time business imperatives.

IT Infrastructure
IT infrastructure is like a heart of big industry. IT structure helps industry to survive in cut throat competition and at the same time control business expenses.   Apart   from   all   the   benefits   IT infrastructure is the most dynamic infrastructure. Everyday new technology enters in to the market with new and advance feature so it has become requirement   for   the   industry   to   adopt   new technology to survive in the market and also to keep up with demand for increased infrastructure capacity and services, more agility and decreased time-to market, all while trying to reduce costs. This may be challenging but cloud computing provides mobile access and incorporate streamlined processes in to order to improve IT services, availability and utilization with reduced cost.

Environment friendly
Cloud computing also supports save environment agitation. Industry using client- server architecture may require many servers with huge data center with proper cooling and power back up to maintain their infrastructure up to date. It results into lots of energy consumption and carbon footprints. Cloud computing results into at least 30% less energy consumption and carbon emission than using on premises servers. And small companies get more benefits of saving electricity cost at the same time adding value to the protection of mother earth.

Storage Capacity
Different storage needs for every business. There are many different storage needs as there are businesses.   Cloud   provider   can   accommodate storage requirements of 5-10 employees and also accommodate needs of 100 or more employees. Cloud provider supports data storage up to 10 terabytes of more.

Security
Cloud computing provides very tight security to user data on demand. To secure your data on cloud encryption   is   the   best   option.   Cloud   service provider encrypts your data once but in some cases

for more security they apply twice encryption. In many cases cloud provide facility to design your own encryption key. That means that no one in your organization or outside organization and your cloud service provider can see your information without proper authentication.

Collaboration
Share your files in multiple formats:
Cloud allows you, your employee, your client and your stockholders to access your information from anywhere. New cloud collaboration technologies have allowed users to upload, comment and collaborate on documents and even amend the document itself, evolving the document within the cloud. Cloud provide easy access through mobile phones and syncing capabilities and branding tools that can make a good impression on clients who need to use files stored in the cloud

Promote Teamwork
Cloud support teamwork by allowing user to create worksheet or document and share that sheet or document with anyone in your team and allow them to manipulate sheet or document in real time as per requirement. Whatever changes are made by any one will be stored on cloud so everyone will get a latest copy of document so no more sending attachments to the same group. Cloud offers facility to schedule your events in Calendar at the time that is convenient for everyone. Cloud sends meeting reminder to your mail box and with one click you can join video meeting and share your slides to you team members. Usage of cloud reduces time and efforts of team members.

Your go-to Office—anywhere
With cloud services you can bring your office work wherever you go. Office applications —always the latest versions—let you create, edit, and share from any operating system like mac, ios, android, Unix or windows from any type of device like desktop, smart phone, tablet. Cloud provides all you need to work on the go.

Help & Support
If you have any questions regarding the security of your company's data. The cloud service has people ready to assist you by phone, email and live chat. This entire help and support works for 24*7.

Deliberation before adoption of cloud computing in the industry

The risk mitigation approach has to be proportionate with the risks and would include the following: choosing a reputed service provider, establishing clear responsibility for ownership of data in all its stages, controlling access to data and

its movement, ensuring availability by insisting on appropriate resilience measures. The service level agreement has to include key clauses relating to levels of service availability, security availability, data protection and data migration in case of termination of the service.

1. Consider which cloud model is best for each ICT service
There are three types of cloud computing: Public, Private and Hybrid. They offer mainly three types of services: SaaS, PaaS and IaaS. Organization has to analyze which of cloud computing technique, which type of services and which cloud provider is best suited to their organization.

Organization can adopt hybrid multi-cloud computing model that is a mix of private and public cloud with multiple cloud providers.
Organization can deploy their critical application and important data within private cloud and leverage public cloud-based storage for long term archival data.

2. Adopt cloud services gradually
Rather than imposing cloud computing immediately in the organization integrate cloud services with your existing practices and processes, e.g. change management, capacity management and incident management.
Observations shows that gradually migrate selected applications and services to the cloud, prioritizing the migration of web facing systems. This approach gives you the best opportunity to acquire knowledge and skills with less risk.

3. Be prepared for ongoing management of risks
Organization should look into following Security Challenges before implementation of cloud services:
Data Security which ensures your cloud services meets your organization's confidentiality, integrity and availability requirement. Data locality problem should be considered in various ways such as where data can be stored, what security standards the cloud provider will adhere to, Who is liable for a data breach, Regulatory compliance and indemnification responsibilities, Ownership and control of information and availability & maintenance of the cloud.
Data segregation is related to multi tenancy. Data access relates to granting access of a data to different people. Reliability of data storage is a tradeoff between service simplicity and low maintenance costs. Monitor Data centre operations like Intrusion Detection / Prevention, recovery and data sanitization

4. Evaluate the implications before jumping on board

Cloud adoption should be in line with a business objective that can be related and measured. Before adopting cloud computing through analysis of how cloud computing address different objective of organization is required. Rather than imposing cloud computing in the organization seeing their apparent benefits, careful and independent analysis of the key consideration will result into more informed, business based decisions.

Conclusion

Cloud Computing is anticipated as the next generation structural design of IT venture. The way cloud has been influencing the IT market, a major transfer towards the cloud can be estimated in the upcoming years. Cloud computing offers genuine benefits to companies looking for a competitive edge in today's economy. Many providers are coming into the market, and the competition is driving prices even lower.

Lower prices, dynamic working environment and ability to pay per use will continue to drive more business to consider cloud computing. Mobile cloud computing and fog computing is expected to materialize as one of the biggest prospectes for cloud service providers and cloud developers. World-shattering efforts has been made to increase the connectivity, speed, accessibility and lower price of Internet has revolutionary increased Internet usage among common people. Although cloud computing is new and progressive change in the technology but technology user should understand security risk and challenges posed by cloud computing.

Cloud service provider need to disclose all details about the level of security they provide on their cloud. This research effort to present cloud benefits experience by some companies of India. Furthermore, challenges in adoption of cloud computing, promising benefits of cloud computing to the industry and round the clock consideration for cloud adoption. As the development of cloud computing technology is still at an early stage, this research effort will provide a better understanding of the design challenges of cloud computing, and pave the way for further research in this area.

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Emerging Challenges and Opportunities in Rural Marketing: A Study with Special Reference to Anand District of Gujarat

Sunilkumar Chaudhary

Abstract

Knowledge about rural consumer behavior becomes all the more important in a country like India, because according to the Census 2011 published by the Government of India, the rural population accounts for 68.84% of the entire population, while the urban population accounts for only 31.16% of the same. Also, rural India accounts for 50% of India's GDP. Moreover, of the total demand for FMCG and consumer durables, nearly 53% and 59% respectively come from rural India.

Introduction

Over the years, the government of India and various state governments have been emphasizing development of rural areas through investments in improving infrastructure, increasing farm productivity, introducing modern agricultural technology, and formulating and implementing schemes for employment generation. These efforts have resulted in making India's rural economy more vibrant and prosperous.

There is no official definition of what constitutes a rural area. However, an urban area is defined as per the census of India as "all places with a municipality, corporation, cantonment or a notified town area" and all other places satisfying the following criteria: (a) Minimum population of 5000, (b) at least 75% of male working population in non-agricultural pursuit, and (c) density of population of at least 400 persons per square kilometer."

Therefore, an area that does not satisfy the criteria specified above can be considered a rural area.

Importance of Rural Marketing

Markets for many of the categories of products in the urban areas are exhibiting a decreasing growth trend. With the increase in income, exposure to television and changing consumption patterns and preferences, rural markets are offering immense potential for market expansion and growth in several product categories. The market size for the fast-moving consumer goods (FMCG) is estimated to be Rs. 6500 billion, consumer durables at Rs. 500 billion, agricultural inputs (including tractors) at Rs. 4500 billion, and automobiles (two-wheelers and four-wheelers) at Rs. 800 billion, totaling to Rs. 12300 billion. (Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, 2007).

SWOT Analysis of Rural Marketing in India

STRENGTHS
The level of competition in the urban markets has intensified and is increasing tremendously. It is also stated by many experts that the urban markets are almost saturated. Therefore, penetration into rural markets is inevitable for sustained business growth.

WEAKNESSES
The rural consumer is price sensitive and expects value for money. Marketers have to therefore devise strategies that can make their products affordable for rural consumers. Many companies have opted to offer their products in smaller units so as to make them more viable for the rural markets.

OPPORTUNITIES
The consumption pattern in rural India and the demand for new products have shown an encouraging trend. The purchasing power of rural consumers has increased significantly over the past decade. The huge population base in rural India provides a massive opportunity for the companies to sell their products and services on a sizeable scale. India's rural markets are growing at double the rate of urban markets. The rural consumer is changing and is now willing to experiment with new products. Therefore, the opportunities in these markets are quite large and needs to be explored.

THREATS/CHALLENGES

However, understanding the rural people and predicting their behavior can prove to be a daunting task because of their diverse and varied characteristics. A lot of careful attention and effort is required in this direction. Direct contact with the local vendors and retailers has to be established. Cooperative societies, feeder markets, village weekly markets, fairs and festivals can be utilized to ensure adequate distribution of one's products. Formulating an integrated and efficient channel of distribution remains a challenge for the marketers. However, several companies have been able to establish a distribution system that has catered to the rural people efficiently. ITC, through its format e-choupal, uses the Internet to communicate and reach out to the rural people. Hindustan Unilever uses vans to deliver its products to local vendors and retailers in rural areas, thus vastly improving its reach.

Literature Review

The marketing strategies designed for urban markets cannot be directly scaled down and applied in rural markets. A thorough understanding of the social, cultural and economic factors specific to rural markets will go a long way in formulating strategies that are tailor made for rural consumers. Hindustan Petroleum Corporation Limited overcame the problems of logistics and pricing by setting up the rasoi ghar (community kitchen). The paper attempts to identify the prospects, challenges and innovative solutions of service marketing in rural India. (Shailendra Dasari, 2010).

An empirical study regarding the consumption pattern of people in rural areas carried out during January-March 2010, in the villages of selected districts of West Bengal, i.e., Purba and Paschim Midnapore, Jalpaiguri and Burdwan revealed that considering the overall figures, it was concluded that rural consumers are giving the highest importance to brand name, followed by quality and then price. The principal observation across all product categories was that consumers have become brand aware, and prefer products of established brands. Also, usage of commercial products has become more common. Many people now use toilet soaps, toothpaste and chemical fertilizer, while earlier, traditional equivalents were being used by most of the people. Also, consumer durables have made significant inroads. The villagers buy a sizeable part of their non-durables from the haats (village markets), which operate once or twice a week. (Anjan Chakravarty, 2011)

Research Problem

The research problem is to understand the rural market of India, the consumption pattern of rural India, to understand rural consumer behavior and its implications for marketing strategy formulation.

Research Objectives

1. To identify the prospects and challenges of rural marketing in India.
2. To examine the innovative marketing practices adopted by the corporate and businesses to tap rural market potential.
3. To understand rural consumers and their consumption behavior.

Research Methodology

- Data type: The present study uses both secondary and primary data.
- Scope of Study: The area of study is Rural Anand. (Vaghasi Village)
- Sampling Method: The researcher has used Convenience Sampling method.
- Sample Size: The sample size is fifty respondents.
- Contact Method: The contact method used for collecting data was Personal Interview.
- Research Instrument: The research instrument is Questionnaire.
- Research Type: The type of research is Descriptive in nature.
- Analytical Tools Used: The analytical tools used are SWOT Analysis based on Secondary Data and analysis of primary data using frequency and percentage.

Data Analysis and Findings

1. Frequency of purchasing fast moving consumer goods during a month. (Like soap, detergent, toothpaste etc.) 34% of the respondents go once a month for purchasing Fast Moving Consumer Goods, 22% of the respondents go twice a month for purchasing Fast Moving Consumer Goods, 26% of the respondents go thrice a month for buying FMCG, 8% of the respondents go more than thrice a month for purchasing FMCG and 10% of the respondents go for purchase of FMCG other than the periods mentioned.

2. Store(s) preference for purchasing fast moving consumer goods. 74% of the respondents go to small grocery shops for purchasing fast moving consumer goods, 26% of the respondents go to

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departmental stores for purchasing fast moving consumer goods.

3. Kind of FMCG/products purchased. 66% of the respondents said that they purchase loose fast moving consumer goods or products, 34% of the respondents replied that they purchase Branded and Packaged fast moving consumer goods or products.

4. Place of purchasing FMCG/products and grocery products. 54% of the respondents replied that they purchase fast moving consumer products and grocery products from shops near their residence and 44% of the respondents replied that they purchase FMCG from shops at taluka or district. 2% mentioned other places for the purchase of FMCG and grocery products.

5. Type of Store(s) selected for purchasing grocery products. 60% of the respondents purchased grocery products from small grocery shops near their residence, 26% of the respondents purchased grocery products from Wholesale Market and 24% respondents purchased grocery products from departmental stores. Some of the respondents were buying grocery products from multiple stores.

6. Frequency of purchasing grocery products. 40% of the respondents purchased grocery products once a month, 28% once a fortnight, 16% once a year, 8% twice a week, 6% once in 3 months and 2% once a week.

7. Kind of grocery products purchased. 58% of the respondents purchased loose grocery products and 44% purchased packaged grocery products. Some of the respondents were purchasing both packaged and loose grocery products.

8. Purchase of branded grocery products. 54% of the respondents replied that they do not buy branded grocery products, and 32% of the respondents replied that they buy branded grocery products.

9. Factor(s) considered most important in purchase of grocery products by rural consumers.
52% of the respondents replied that credit facility is the most important factor influencing their purchase of grocery products, 50% replied that quality is the most important factor influencing their purchase of grocery products, 36% replied that price is the most important factor influencing their purchase of grocery products, 18% replied that branded grocery product is the most important factor influencing their purchase of grocery products. 12% of the respondents replied that small package is the most important factor influencing their purchase of grocery products and 10% of the

respondents replied that special discount is the most important factor influencing their purchase of grocery products.

10. Factor(s) considered most important in purchase of FMCG/ products by rural consumers
54% of the respondents replied that credit facility and 50% replied that quality is the most important factor influencing their purchase of fast moving consumer goods. 36% of the respondents gave importance to price, 16% of the respondents gave importance to branded grocery products, 14% gave significance to advertising, 12% gave significance to special discount and 10% gave importance to small package in purchase of fast moving consumer goods.

11. Rural Consumers level of satisfaction with branded packaged FMCG PRODUCTS with respect to quality. 54% of the respondents were satisfied with branded packaged FMCG PRODUCTS with respect to quality, 26% of the respondents were dissatisfied with branded packaged FMCG PRODUCTS with respect to quality, 12% of the respondents were highly satisfied with branded packaged FMCG PRODUCTS with respect to quality and 6% of the respondents were highly dissatisfied with branded packaged FMCG PRODUCTS with respect to quality.

12. Rural Consumers level of satisfaction with branded package FMCG PRODUCTS with respect to price. 48% of the respondents replied they were satisfied with branded package FMCG PRODUCTS with respect to price, 32% of the respondents were dissatisfied with branded package FMCG PRODUCTS with respect to price. 12% of the respondents were highly satisfied with branded package FMCG PRODUCTS with respect to price and 4% of the respondents were highly dissatisfied with branded package FMCG PRODUCTS with respect to price.

13. Rural Consumers level of satisfaction with loose FMCG PRODUCTS with respect to quality. 60% of the respondents replied they were satisfied with loose FMCG PRODUCTS with respect to quality, 18% of the respondents were dissatisfied with loose FMCG PRODUCTS with respect to quality, and 14% of the respondents were highly dissatisfied with loose FMCG PRODUCTS with respect to quality and 4% of the respondents replied they were highly satisfied with loose FMCG PRODUCTS with respect to quality

14. Rural Consumers level of satisfaction with loose FMCG PRODUCTS with respect to price. 66% of the respondents replied they were satisfied with loose FMCG PRODUCTS with respect to

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price, 16% of the respondents were dissatisfied, and 14% of the respondents were highly dissatisfied with loose FMCG PRODUCTS with respect to price. 4% of the respondents were highly satisfied with loose FMCG PRODUCTS with respect to price.

15. Influence of advertisement in purchase of FMCG products and grocery products by rural consumers. 62% of the respondents replied in affirmative that their purchase of FMCG products and grocery products is influenced by advertisement, whereas 38% of the respondents replied that their purchase of FMCG products and grocery products is not influenced by advertisement.

16. Departmental store or wholesalers offering FMCG products of larger variety, better quality and lesser price than small grocery shops. 50% of the respondents replied that they do not believe that departmental store or wholesalers offer FMCG products of larger variety, better quality and lesser price than small grocery shops. 46% of the respondents replied that they believe departmental store or wholesalers offer FMCG products of larger variety, better quality and lesser price than small grocery shops.

17. Companies providing any special benefit for purchasing their FMCG products or grocery products. 54% of the respondents replied that companies are not providing special benefit for purchasing their FMCG products or grocery products, 46% of the respondents replied that companies are providing special benefit for purchasing their FMCG products or grocery products.

Utility of the Study: The research study will help in understanding rural consumer behavior and is beneficial for the FMCG manufacturers, whole sellers and retailers.

Limitations of the Study: The research study is based on Vaghasi village in Anand District of Gujarat and the findings cannot be generalized for the rural market of Gujarat and India, because of the heterogonous characteristic of Indian rural market. The researcher has used convenience sampling method.

Further Scope of the Study: There is a further scope of study with respect to individual grocery product and fast moving consumer goods. There is a further scope of study area wise.

Conclusion

Indian rural market offers immense marketing opportunities but the biggest challenge is the diversity of the Indian Rural Market. The cases of the Hindustan Unilever Ltd and ITC Ltd provide a glimpse of the potential of the Indian Rural Market and How to tap it for marketing Success.

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A Significance of Data Structure and User Interface in Knowledge Sharing.

Kamlesh Vaishnav

Abstract

The objective of this paper is to demonstrate the importance of proper Data Structure and User Interface in ICT enabled Information System. Merely using the ICT tools is not sufficient to manage and disseminate information/knowledge across the organization. A small real-world case study is used to show the saving in precious time of human resource engaged in knowledge creation and its processing. This case study reveals that the use of proper Data Structure and User Interface improves the organization's productivity significantly. Finally, the paper introduces the Semantic Web that can be used for effective knowledge sharing within and across the organizations at a larger scale.

Introduction

The terms Data, Information and Knowledge are differentiated by many as follows: Data is raw facts regarding the universe of discourse. The Information is processed data. The processing includes organizing, computing, summarizing, etc. The information aids to the decision making process. The knowledge is processed information. The processed here means the concise and appropriate collection of useful information gained from experiment. That is, when information is complied with the learning from outcome of application of information in different situations, it gives knowledge. The organization needs efficient and effective knowledge management to get competitive advantage. This paper does not differentiate between and will use the terms data, information, and knowledge interchangeably unless stated otherwise.

Knowledge, Knowledge Sharing & Knowledge Management

Knowledge is a familiarity, awareness or understanding of someone or something, such as facts, information, descriptions, or skills, which is acquired through experience or education by perceiving, discovering, or learning. Knowledge can refer to a theoretical or practical understanding of a subject. Knowledge sharing is an activity through which knowledge (namely, information, skills, or expertise) is exchanged among people, friends, families, communities or organizations.

Organizations have recognized that knowledge constitutes a valuable intangible asset for creating and sustaining competitive advantages. Knowledge sharing activities are generally supported by knowledge management systems. Only technology part is considered here and the other factors such as organizational culture, trust, and incentives are ignored. It is assumed that employees are in a need of and willing to share knowledge with the rest of the organization.

Knowledge management (KM) is the process of capturing, developing, sharing, and effectively using organizational knowledge. It refers to a multi-disciplined approach to achieving organizational objectives by making the best use of knowledge. Knowledge management efforts typically focus on organizational objectives such as improved performance, competitive advantage, innovation, the sharing of lessons learned, integration and continuous improvement of the organization.

Data Structure & User Interface

The data structure is a specific way of organizing data in a computer so that it can be used efficiently [1]. The availability of different data structures depend on hardware and software systems being used. The selection of proper data structure from the available one depends on the application under consideration.

The user interface provides a mechanism to users for interacting with computers through which effective operation can be performed. The user interface must be easy (self-explanatory), efficient, and enjoyable (user friendly). It should allow the user to operate a machine in the way which produces the desired result/output with minimal input [2].

A Case Study

The company has a sales department headed by sales manager in 20 different districts of the state. The operation of sales department is not restricted to its own district. Each sales department is responsible to deal with 500 distributors spread across the 20 districts. A sales manager can perform sales transaction with any of the distributor. Based on the sales transaction, a sales manager assigns/allocate credit points to a distributor. A distributor can redeem these credit points during the next sales transaction performed with its own district sales department of company.

Thus, each sales manager has to keep record of credit point allocation they have made for all sales transactions performed by them with different distributors and this information needs to be shared by the end of the each month with the all other sales managers.

The sales managers use the common cloud storage to share this information quickly as it requires less effort and reduces the errors in communication, compared to e-mail communication.

However, the problem is that when they share this information, they use different types of files such as MS-Word, PDF, and MS-Excel. Not only different types of files were used, but the information is recorded/organized in a file using different structures. The Figure-1 shows this scenario:
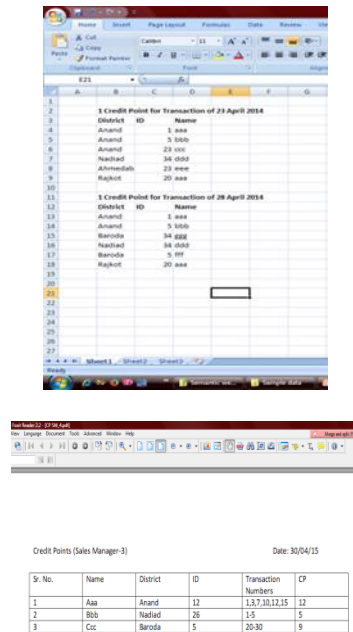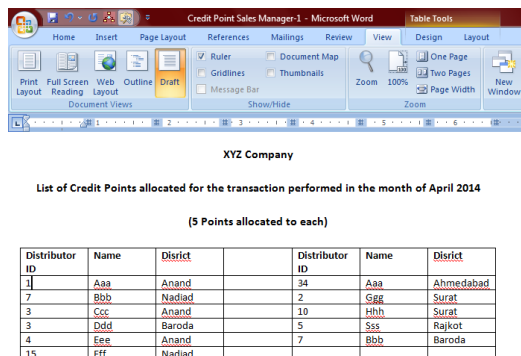

Figure-1: The different types of files used to share information

The average time spend by each sales manager at the end of the month to prepare the file containing credit points allocation is one hour per transaction, and every sales manager is supposed to create approximately 2 such files for two being the average number of transactions per month by a sales manager. A transaction can involve several distributors of different districts to whom different credit points need to be allocated based on several criteria. The total time spent for knowledge creation by all sales managers is 20 (Sales Managers) * 2 (No. of Files) * 1 (Hours required to prepare file) = 40 Hours. This scenario is described in Table-1.

No. of Sales Managers (Districts)	20
No. of Files created by each Sales Manager	2
Time required to prepare each File (in Hour)	1
Total Time in Knowledge Creation (in Hour)	40

Table-1: Total Time spent in Knowledge Creation (in hours)

Each district sales manager has to process these credit point allocation files in order to redeem these credit points in sales transactions of the next month with the distributors of their own district. To process all the files submitted by different sales managers approximately four hours are spent by each district sales manager.

[1]Although the case study is real, its representation is slightly altered.

They have to scan each file to process credit points of distributors of their respective district. So, the total time spent in knowledge processing and retrieval is 20 (No. of Sales Managers) * 4 (Hours required to process all files) = 80 Hours. This scenario is represented in Table-2.

Table-2: Total Time spent in Knowledge Processing & Retrieval (in hours)

No. of Sales Managers	20
No. of Files to be processed	40
Time required to process all (40) Files to calculate Credit Points for their respective district-distributors by each manager (in Hour)	4
Total Time in Knowledge Processing and Retrieval (in Hour)	80

Hence, the total time in knowledge sharing is 40 (See Table-1) + 80 (See Table-2) = 120 Hours. However, this is a best case calculation. Sometimes the new credit point allocation is added or existing credit point allocation is modified by few sales managers after the credit points are calculated by district sales manager for his or her district-distributors.

In such a case it needs another 1 hour to be spent by each sales manager to re-scan all the files again for recalculating credit points. In worst case, this repeated scanning occurs five times. That is, total time in knowledge sharing is increased by 20 (Sales Managers) * 1 Hour (time required to repeat scanning of all files) * 5 (No. of such instance) = 100 Hours.

So, the worst time calculation in knowledge sharing is 120 Hours + 100 Hours = 220 Hours. This scenario is summarized in Table-3.

Table-3: Total Time spent in Knowledge Re-Processing & Retrieval (in hours)

No. of Sales Managers	20
Time required to process all (40) Files to recalculate Credit Points for their respective district-distributors by each manager (in Hour)	1
No. of instances for recalculation	5
Total Time in Knowledge re-processing and Retrieval (in Hour)	100

Hence, the total time in knowledge sharing is 40 (See Table-1) + 80 (See Table-2) + 100 (See Table-3) = 220 Hours.

Proposed Knowledge Sharing Methods

Excel File
The first solution proposed here is using Excel for uniform file format along with well-defined column headers as shown in Figure-2:
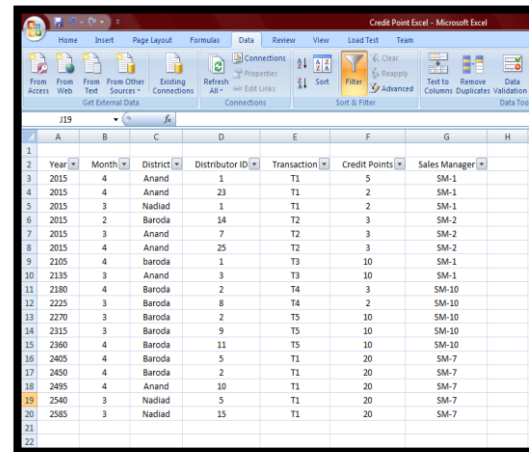

Figure-2: Using Excel File with well-defined Data Structure to capture Credit Point Information

It takes approximately same time in data entry by each sales manager to record data. Once the information is recorded in such Excel file, it will be very easy to find and calculate total credit points of selected distributors using features of Excel such as Data Filter and Functions.

Further, the data entry error can be reduced and little validations can be performed in Excel file that results in good quality input leading to good output (See Figure-3). That is, it minimizes "Garbage In, Garbage Out" scenario.
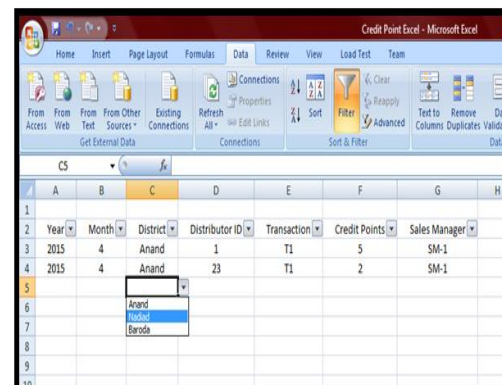

Figure-3: Data Validation in Excel restricting Input

The Excel file with proper data structure design improves the knowledge retrieval time significantly and now each sales manager can calculate the credit points of their distributors in 15 minutes

only. This implies total time spent in knowledge retrieval as
20 (sales Managers) * 15 Minutes (time required in retrieval) = 300 Minutes = 5 Hours

This is significantly less time compared to 80 hours, the time required earlier. In worst case, there are five instances of recalculation. The time required in recalculation is same is that of first time scanning, i.e., 15 Minutes. Thus, it adds another 5 (No. of Instances) * 5 Hours (Total required in Knowledge Retrieval) = 25 Hours. Thus, total time for Knowledge Retrieval in worst case scenario is 30 hours.

Thus, using proper data structure in Excel file, we can reduce the knowledge sharing time, particularly, the knowledge retrieval time drastically. However, the interface of Excel is more or less rigid. We need to use (get developed) some software system that can provide good interface for data entry and retrieval.

Software System & DBMS

The second solution proposed is the use of software with good and easy user interface (See Figure-4). With today's RAD (Rapid Application Development) tools, a software system can be developed quickly to provide such user interface to user. The software system can use DBMS (Database Management System) as a backend to store data further improving upon the data structure. The software system can exploit the different powerful features of DBMS to produce the reports and query solutions required by the district sales managers. The knowledge retrieval time while using software system is almost nil. The report is produced in no time against 10 minutes in case of Excel file. Note that the DBMS system can be used even alone without software system to get the same advantage, but not all users may be acquainted with it.
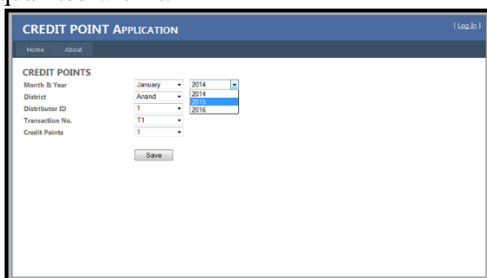

Figure-4: Software with Simple User Interface

Further improvement can be done in User Interface to make data entry easier for the sales managers. The improved user interface is shown in Figure-5. With this improved user interface, the data entry

time is reduced to 5 minutes compare to 1 Hour required earlier. Thus, total time for knowledge capturing is 20 (sales managers) * 5 Minutes * 2 (No. of files) = 200 Minutes = 3.3 Hours, and total time for knowledge retrieval is 20 (sales managers) * 1 Minute = 20 Minutes = 0.33 Hours. Hence, total time for knowledge sharing is 3.66 Hours.
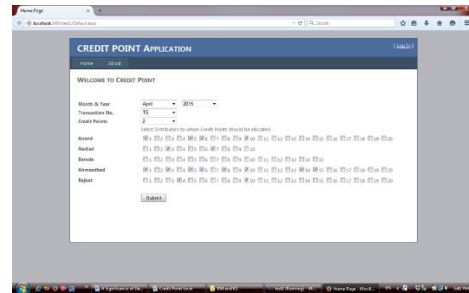

Figure-5: Software with Improved User Interface

Thus, with software system having good data structure as backend and good user interface the total time required in knowledge sharing is reduced to 5 Hours. The comparison between these approaches is summarized in Table-4.

Semantic Web & SMAC

On a larger scale, the use of different software system and DBMS introduces the issue of interoperability and restricted access to and extension of knowledge. These issues can be solved by the use of ubiquitous data modelling supported by Semantic Web.

The Semantic Web (proposed by Tim Berners Lee) uses formal representation of knowledge and allows sharing knowledge across the Web [7]. The semantic web is an evolving extension of the World Wide Web in which web content can be expressed not only in natural language, but also in a format that can be read and used by software agents, thus permitting them to find, share and integrate information more easily [6]. The Semantic Web presents new opportunities for enabling, modeling, sharing and reasoning with knowledge available on the web through the formal representation of knowledge domains with ontologies (roughly, agreed terms). An organization can adapt this technology to represent and share knowledge at any level, restricted to its Intranet or Extranet, or open to Internet [10].

The Semantic Web supports all knowledge management activities such as Knowledge Capturing, Knowledge Representation, Knowledge Processing, Knowledge Sharing, and Knowledge Retrieval with the help of Ontology Development

Editors, Resource Description Framework (RDF) Model, RDF/XML Files, Rules and Inference System, and SPARQL query language.

The SMAC is an acronym of Social Media, Mobility, Analytics, and Cloud Computing. The SMAC model, particularly Social Media, can leverage the power of Semantic Web technology by extending the existing knowledge by large number of community users. It also enhances collaboration and dissemination of knowledge. This results in generation of huge structured knowledge that can be used by the second component of SMAC, Analytics, to further mine the knowledge and to help organization in decision making process. The Big Data analytical tools can produce useful knowledge patterns for unprecedented benefit to organization. The rest two SMAC components, Cloud Storage (and Processing) and Mobile Devices equips the stake holders of organization for effective knowledge sharing using any type of smart device from anywhere anytime thereby providing ubiquitous connectivity to information. The Cloud technology is a backbone of recent IT ecosystem that vanish the geographic barrier and minimizes the cost of in-house IT infrastructure [8][9]. Using Semantic Web technology in combination with SMAC component(s) is relatively new area but has great potential for effective knowledge management ecosystem.

Conclusion

The case study discussed here clearly demonstrates the significance of proper data structure and proper user interface while using ICT tools. The data structure plays in important role even for a large scale enterprise data management also. The Semantic Web can be used for effective management of knowledge as it supports knowledge capturing based on uniform data semantic ontology (commonly agreed terminology amongst the employees of the organization) in distributed manner. It also supports automatic knowledge generation by machine with the help of Inference System which can be combined and used very easily by machine and/or user. The Semantic Web Technology can be further leveraged with SMAC model. Last but not least, with all these technologies thought and discussed for knowledge sharing it is observed that user orientation is also required in order to avoid errors introduced by data entry of free-form text.

Table-4: Comparison of time required in Knowledge Sharing

Knowledge Management Activity	Time Required in Hours		
	Cloud Storage Approach without defined File & Data Structure	Excel File with well defined Data Structure	Software System with DBMS
Knowledge Capture	40	40	3.3
Knowledge Retrieval (Best Case)	80	5	0.33
Knowledge Retrieval (Worst Case)	180	30	2
Knowledge Sharing (Best Case)	120	45	3.66
Knowledge Sharing (Worst Case)	220	70	5.3

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Relationship between Brand Equity Elements and Perceived Brand Parity in Deodorants with reference to Anand District.

Sarvesh Soni, Raju Rathod

Abstract

The Purpose of the study was to find out relationship between brand equity and perceived brand parity in deodorant brands. To study the relationship with the perceived brand parity the researcher has used four elements to judge Brand Equity i.e. Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. The questionnaire was prepared and sent online to the respondent of Anand district via e-mail and other mobile messaging applications. 124 responses have been received and analysed. To find out the relation correlation and regression analysis have been performed. The result shows that there is no any significant relation between brand equity elements (i.e. Brand Loyalty, Brand Awareness, Brand Association, and Perceived Quality) and Perceived Brand parity.

Introduction

The aspirational urban youth is looking for various means to groom in society and deodorant has become an integral part of his/her lifestyle .It is also a driving force for the growth and penetration of deodorant category. Today it has become more that 2300 crore market in India and it is growing at the rate of 20% to 25 % annually while the same time FMCG market is growing at an average of merely 9%. This huge growth rate also attracting others to enter and introduce more and more new brands in the same category. According to data compiled by market researcher Nielsen India, ITC's Engage recorded an 8.1% volume share in May 2014 across India's urban markets that account for 90% of the overall deodorant space. Market leader Vini Cosmetics' FOGG held 12.5%, while Hindustan Unilever's Axe and little known McNROE Consumer Products' Wildstone were at the joint third spot with a 6.9% share each. By value, FOGG is way ahead, having 17.8% of the market. Wildstone had 6.7% and ITC'S Engage 6.6%, followed by Axe with a 6.5% share.

Having various options in the product category, consumers are using different fragrance to suit every occasion in their day to day life. As so many copycat brands are available, consumers may start to ignore the brand factor in this low involvement product category.

What is Brand Equity?

Branding expert David Aaker (1991) defined brand equity as:

"A set of assets and liabilities linked to a brand, its name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers."

In his brand equity model, David Aaker mentioned five components of brand equity i.e. Brand Loyalty, Brand awareness, perceived quality, Brand Association and other proprietary assets.

Perceived Brand Parity

Perceived brand parity defined by Muncy (1996) as "the overall perception held by the consumer that the differences between the major brand alternatives in a product category are small. Thus, when consumers perceive the major brand alternatives as being similar, then Parity is high. Conversely, when consumers perceive the alternatives as being dissimilar, Parity is low.

It should also be noted that, as defined, brand parity exists as a perception in the consumer's mind and not necessarily as an intrinsic characteristic of a product class. Thus, it is possible that a consumer would perceive no parity for a product category where the brands are basically alike; conversely, a consumer could have high parity perceptions for a product category where the brands are quite dissimilar (Muncy, 1996).

Brand parity is also referred as Brand similarity which is said to influence the consumer behaviour regarding organizing and comparing brands in a product-market (e.g., Tversky 1977).

Literature Review

Consumers often consider a "brand" which is in line with their own personality. The brand is not the product but it gives the product meaning and defines its identity (Keller, 1998). Many researchers identify brand equity as the most important asset of a company (Farquhar, 1989; Aaker, 1991)

According to Aaker (1996), the most important factors that contribute to create BE are brand loyalty, brand awareness, brand association, and perceived quality. Anantaya Ponbamrungwong & Sirada Chandsawang (2009), in their study found that the consumers have the concept of brand equity: brand loyalty, brand awareness, brand associations and perceived quality in their mind but they did not generally relate the whole concepts to make a final purchase decision of foreign makeup products.

Muncy (1996) indicated that perceived brand parity had negative impact on cognitive brand loyalty, price sensitivity, and perceived utility of marketplace information.
Cathy J. Cobb-Walgren, Cynthia A. Ruble & Naveen Donthu (2013), observed that the brand with the higher advertising budget yielded substantially higher levels of brand equity. In turn, the brand with the higher equity in each category generated significantly greater preferences and purchase intentions.

Parity can be seen as the opposite of product differentiation. When a firm is able to successfully differentiate itself in the consumer's mind, then it is decreasing brand parity. However, though brand differentiation is usually used in reference to a specific brand, parity relates to the whole product class (or at least the major alternatives in the product class). Once any major alternative becomes highly differentiated in the consumer's mind, then brand parity vanishes for the whole product class, Beath and Katsoulacos (1991).

The perceived similarity of the focal-follower to the early-entrant serves as a signal of the relative position of the two brands. Because early-entrants play a leading role in the formation of consumer preferences in a particular product category, it is often perceived as being typical of the category. Typicality, "the degree to which an item is perceived to represent a category" determines the competition a brand faces and the functions that the brand performs for consumers. Thus, by being similar to or different from the early entrant, the focal-follower defines its typicality to the product category (Loken and Ward 1990).

James A. Muncy (1990) observed that Consumers who see all the alternatives within a product category as being similar have little reason to be strongly committed to one brand over another. It is only when the consumer perceives that real and significant differences exist between the offerings in a product category that he or she has motivation to be loyal to one particular brand. In a similar way, if a consumer sees all the alternatives in a product category as being the same, there will be no reason why consumer would engage in significant information search. It is only when the consumer perceives that differences actually do exist that he or she is motivated to find out information about what these differences are.

(Micelia & Pieter's, 2010) in their two experimental studies, across different product categories and countries, revealed that, the copycat strategy and the mindset of the consumer interact to determine perceived similarity

A critical aspect of brand positioning is how similar or dissimilar a brand is perceived to be to other brands in a product category (Sujan and Bettman 1989). Brand similarity is said to influence the manner in which consumers organize and compare brands in a product-market and is an important building block for brand positioning strategies.

Muncy J. & Iyer, (2005), Perceived brand parity is the belief in the consumers mind that major offerings in a product category are similar. The results of their study indicated that high parity perceptions inhibit a company's ability to develop loyal customers. Whether that is good or bad depends on the type of competitive strategy a firm has chosen. With a differentiation strategy, advertising should be used to fight parity perceptions. However, with a low price strategy, parity perceptions should be fostered in an attempt to discourage brand loyalty. Thus, a starting point for many advertising campaigns should be a clear understanding of both the parity perceptions in the marketplace and the need to either develop or fight brand loyalty.

Muncy's scale

Perceived brand parity's scale of Muncy (1996)can be considerate as one more scale dealing with perception of consumers and of course, the only scale for measuring brand parity in marketing and consumer behaviour literature

Five Items Scale Measuring Perceived Brand Parity include:

1) I can't think of many differences between the major brands of ……

2) To me, there are big differences between the various brands of ……

3) The only difference between the major brands of ……. is the price.

4) …… is laundry detergent; most brands are basically the same.

5) All major brands of ……. are basically alike.

Iyer and Muncy (et.al) Shown that high parity perceptions inhibit a company's ability to develop loyal customers.

Research Methodology

Brand parity in the mind of consumers is one of the emerging challenges in the present time. There is mounting competition in deodorant segment that may result into brand parity that affect branding.

Objectives of the study

- To examine the Brand loyalty, brand awareness, brand association, and perceived quality in deodorant product category.
- To measure brand parity in deodorant product category
- To study relationship between brand equity elements (i.e. Brand loyalty, brand awareness, brand association, and perceived quality) and consumers' perceived brand parity.

Construct

Conceptual Model
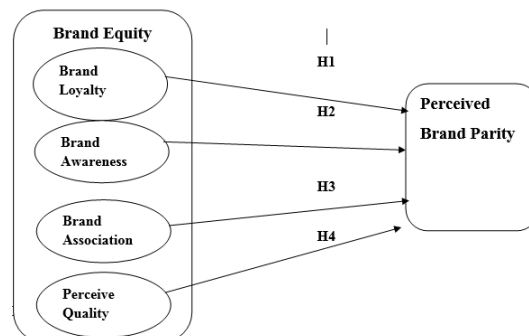
H0: There is no significant relationship between Brand Equity Elements and Perceived Brand Parity.

H1: There is a relationship between brand loyalty and Perceived Brand Parity.

Ho: There is no significant relationship between brand awareness and Perceived Brand Parity.

H1: There is a relationship between brand awareness and Perceived Brand Parity.

Ho: There is no significant relationship between brand association and Perceived Brand Parity.

H1: There is a relationship between brand association and Perceived Brand Parity.

Ho: There is no significant between perceived quality and Perceived Brand Parity.

H1: There is a relationship between perceived quality and Perceived Brand Parity.

Research Design

Type of Data

The study is based on both primary data and secondary data of qualitative and quantitative in nature. The secondary data was collected from the e-resources available on various media websites. While the primary data was collected from Anand district by creating an online survey form on google drive and sending it to the responded via e-mail and other messaging applications. The data was collected from 124 responded of all the age group who are either using or used deodorant in past. The data was also collected regarding their

current deodorant brand and the brands they have used so far.

Sampling

Sample unit- Both male and female students or working professional in Anand only who are using any deodorant.

Sample size- The survey form was sent to more than 600 responded where he data was received from 124 responded via online.

Sampling method - There are two broad category of sampling method i.e. Probability and non-probability. Here the researcher has used purposive sampling (email of online questionnaire and messaging application has been used to send the questionnaire to those who can fulfil the purpose of the study) to suit the limitation of time and resources.

Data Collection Method

With the advent of internet technology, researchers have used online survey research method (Nair S., 2011) for data collection. This will facilitate researchers to e-mail the questionnaire directly to respondents' computer and obtain their response without the involvement of human interface. A structural questionnaire was prepared on Google drive and the link of the survey form was sent to the responded. The form link was sent via e-mail and also by using other mobile messaging application i.e. whatsApp. Thus some of the interviewing errors like selecting the wrong respondent in a household, forgetting to ask a question etc. can be avoided. The control of the question sequence is handed over to the computer.

Findings of the Study and Managerial Implication

Out of 124 respondents few of the respondent have not given their response in some of the questions, may be due to their personal reason. The researcher has treated this unfilled responds as a No Response while analysing the data.

Respondents' Profile

Among all the respondents 64.5% of respondents were male and 33 & of them were female. Among total respondent the highest 77% of them are between the age group of 16 to 25 years. 72% of the respondents are students and also reflected in income profile as 30% of overall respondent are earning less than Rs. 10000 per month and 40% of them are still not earning and did not give response.

Table 5.1:- Respondents profile

Sr. No.	Consumer Profile	Particular	Frequency	Percentage (%)
1	Gender	Male	80	64.5
		Female	41	33.1
		No Response	3	2.4
2	Age	16 to 25	96	77.4
		26 to 35	25	20.2
		36 to 45	0	0
		No Response	3	2.4
3	Occupation	Student	89	71.8
		Working Professional	27	21.8
		Own/family business	5	4.0
		Other	0	0
		No Response	3	2.4
4	Monthly Income	Less than 10,000	37	29.8
		10,001 to 20,000	19	15.3
		20,001 to 30,000	8	6.5
		More than 30,000	11	8.9
		No Response	49	39.5

As far as usage of deodorant among all the respondent more than 90% of them using the deodorant. Regarding consumers' past usage, more that 70 % of the consumer have use either Axe brand and other local brands, among them 42% of the consumers still continue with the same brands i.e. Axe and other local brands.

Table 5.2:- Currently Using Deodorant

Responses	YES	NO	No Response	Total
Frequency	112	10	2	124
Percentage%	90.3	8.1	1.6	100

Table 5.3:- Which of the Brands consumers have already used.

	FOGG		WILDSTONE		ITC's ENGAGE		AXE		OLD SPICE		NIVEA		OTHER	
	Fre.	%	Fre.	%	Fre.	%	Fre.	%	Fre.	%	Fre.	%	Fre.	%
YES	44	**36**	22	**18**	16	**13**	46	**37**	21	**17**	41	**33**	37	**30**
NO	80	**64**	102	**82**	108	**87**	78	**63**	103	**83**	83	**67**	87	**70**

Table 5.4:- At present, which brand of deodorant consumer is using

Responses	FOGG	WILDSTONE	ITC's ENGAGE	AXE	OLD SPICE	NIVEA	OTHER	No Response	Total
Frequency	16	12	9	24	7	17	28	11	124
Percent	12.9	9.7	7.3	19.4	5.6	13.7	22.6	8.9	100

Below table shows mean values of each scales for the different brand equity component and perceived brand parity.

Table 5.5:- Descriptive Statistics

Sr No	SCALES	N	Mean	Std. Deviation
1	A deodorant of this brand would be my first choice	116	3.55	1.016
2	I will not buy other brands if the deodorant from this brand is available	115	3.02	1.108
3	I feel that my social status is enhanced by purchasing this brand	112	2.74	1.168
4	I am prepared to identify myself with this brand	115	2.85	1.118
5	I can recognize the deodorant from (this brand) among other competing brands	116	3.41	.960
6	This brand reflects top of my mind	114	3.29	1.062
7	I identify the brand by its attractive packaging	116	3.02	1.134
8	I know all descriptive information about this particular band	116	3.02	1.187
9	I know all feedback information about this brand after usage	115	2.92	1.186
10	People identify me for this particular brand deodorant that I buy	114	2.76	1.214
11	People notice me with the fragrance of this deodorant	115	3.05	1.255
12	I think my deodorant smell great	116	3.83	1.065
13	This brand protect me from body odour	114	3.66	1.046
14	It keeps my skin dry throughout the day	115	3.19	1.154
15	It is not harmful to my skin	116	3.42	1.217
16	I choose this brand of its better feature of ingredient and their mixture than other brand	112	3.38	1.015
17	This brand provide me value to other brand	115	3.36	1.045
18	Deodorant is Deodorant: All brands are same	115	2.37	1.239
19	I don't think major differences in all the deodorant brands	116	2.62	1.162
20	All the deodorant brands advertising in same way.	116	2.84	1.169
21	All the deodorants are used for same reason (function).	115	3.23	1.172
22	The only difference in major deodorant brands is 'Price'	116	3.16	1.213

The above table shows the consumers have a slight positive perception for brands equity components while slight negative view for the perceived brand parity. The brand loyalty is also can be seen in deodorant category along with the brand awareness. The consumers are also able to establish brands association with their respective deodorant brand and also able to realises quality difference in branded deodorant and unbranded deodorant.

Table 5.6:- The summary of mean and standard deviation.

Particular	N	Minimum	Maximum	Mean	Std. Deviation
A. Brand Loyalty	111	1.00	5.00	3.0608	.82242
B. Brand Awareness	114	1.00	5.00	3.2573	.79085
C. Brand Association	112	1.00	5.00	3.1107	.82039
D. Brand Quality	110	1.00	5.00	**3.4273**	.82993
E. Brad Parity	114	1.00	5.00	**2.8386**	.91936

In terms of brand equity, perceived quality gained the highest mean score (3.4273), followed by brand awareness (3.2573), Brand Association (3.1107) and brand loyalty (3.0608). Brand parity was perceived lowest with a mean score of 2.8386. As far as brand parity is concern there is slight disagreement observed by the consumer. The consumers are able to differentiate the one brand from another brand. Price is not the only mean to identify the importance of product, but they are able to evaluate the brads by their quality.

Co-relation Analysis

The correlation analysis was used to measure the magnitude and the direction of the relationship between the role of Brand Equity Elements and Brand Parity for the branded deodorants. The significance level of the correlation coefficient is considered to explore the meaningful linear relationship between the variables of brand equity.

Table: 5.7:- Co-relation between brand equity elements and perceived brand parity

Variables	Brand Loyalty			Brand Awareness			Brand Association			Perceive Quality		
	N	R^2-Value	Sig. (2-tailed)	N	R^2-Value	Sig. (2-tailed)	N	R^2-Value	Sig. (2-tailed)	N	R^2-Value	Sig. (2-tailed)
Brand Parity	111	**-.041**	.668	113	**-.008**	.930	112	**-.076**	.427	109	**.007**	.943

The result shows that there is no valid relationship of perceived brand parity with brand loyalty (R2 is -0.41) , with Brand Awareness (R2 is -0.008), with Brand Association (R2 is -0.076) and with Perceived Brand Quality (R2 is 0.007)

Regression Analysis

As the correlation analysis reveals no significant relationship between Brand equity elements and Brand parity, the following regression model has been used to determine how 1 unit of Brand equity elements results in brand parity.

Table 5.8:- Model Summary of Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122ᵃ	.015	-.025	.92594
a. Predictors: (Constant), D_Quality, A_Loyalty, B_Awareness, C_Association				

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	**1.286**	**4**	**.321**	**.375**	**.826ª**
	Residual	**85.737**	**100**	**.857**		
	Total	**87.022**	**104**			
a. Predictors: (Constant), D_Quality, A_Loyalty, B_Awareness, C_Association						
b. Dependent Variable: E_Parity						

Table 5.10:-Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	**2.840**	**.446**		**6.361**	**.000**
	A_Loyalty	**-.038**	**.170**	**-.034**	**-.226**	**.821**
	B_Awareness	**.160**	**.182**	**.133**	**.882**	**.380**
	C_Association	**-.189**	**.183**	**-.163**	**-1.033**	**.304**
	D_Quality	**.052**	**.146**	**.048**	**.354**	**.724**
a. Dependent Variable: E_Parity						

As we have seen, for each two pair of value for brand equity elements and perceived brand parity, the value is very poor and less. Hence there is no any kind of relationship between brand equity elements i.e. Brand Loyalty, Brand Awareness, Brand Association, Perceived Quality with the perceived brand parity.

Managerial Implication

The organisation has huge scope for creating a unique brand value for their product as consumer's perceived brand parity value is less. The consumers are able to identify difference among various brands of same product and they also respect brand equity elements. Same time the marketers for deodorant has also good opportunity to communicate unique value of offering, other than the price tag lei in their own brand.

Future Scope of Study

In future, for accurate representation of population, the more number of samples can be taken to perform same analysis i.e. by increasing the sample location or by changing the method of data collection. Apart from that the research can be done to find out individual brand-wise brand equity impact on consumers perceived brand parity.

Moreover, the sources of generating brand equity, such as, advertising that creates the value of the brand should be examined.

Limitation of the Study

The major limitation for the study was location as all the respondents have been chosen from Anand district only. So finding may not represent the view of whole population in the country. Secondly the numbers of responses received were very less compare to the respondents who were contacted online. The study was limited to the only one product category i.e. deodorant.

Conclusions

• Different deodorant Brands are really different.
• Each deodorant brand Available in market make a distinctive Mark in the mind of consumers.
• Is it not true that if consumer think that all deodorant Brand are same & there is no scope For Brand Positioning.

The mean value of each scale shows that the consumer have moderately positive attitude towards brand equity elements and slightly disagreement regarding existence of parity in all the deodorant brands. The correlation and regression analysis result shows that there is no any significant positive or negative relationship between Brand Equity elements (i.e. Brand Loyalty, Brand Awareness, Brand Association and Perceived Quality) and Perceived Brand Parity.

So, here the researcher has accepted the null hypothesis i.e. H0: There is no significant relationship between Brand Equity Elements and Perceived Brand Parity.

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Private Banks and Social Media Marketing – A Study on Tools and Technology

Sarvesh Trivedi, Preethi Luhana, Swaty Parab

Abstract

According to a study, two-thirds of the global internet population visits social networking sites and the time spent on these sites is growing faster than the overall internet rate. Social Media, a non-traditional method of interaction is thus, increasingly becoming important to all sectors and therefore holds an opportunity for banks. This study aims to know the most preferred social media marketing tools used by private banks with reference to Anand city and the reasons for using the same. It tries to identify the integration between social media marketing and technology and the deterrents of using social media tools. The study covered ten private sector banks located in Anand and Vallabh Vidyanagar. It was found that banks are using Social Media for marketing and the level is also reflected by the fact that Social Media is used more for advertising and brand management. This is mainly on tools like Facebook, Twitter, Mobile Applications and less on Blogs and LinkedIn. The research shows that social media if integrated with technological updation like analytics, code quality, and accessibility can give better results. The researchers have suggested a SPICE framework which will help banks to engage with the customers better, understand their preferences, market new products and services, enhance the brand image and improve the customer service.

Introduction

Over the years, marketing has evolved through three stages that we call Marketing 1.0, 2.0 and 3.0. Many of today's marketers still practice Marketing 1.0; some practice Marketing 2.0, and a few are moving into Marketing 3.0. The greatest opportunities will come to marketers practicing 3.0.

Long ago, during the industrial age – when the core technology was industrial machinery – marketing was about selling the factory's output of products to all who would buy them. The products were fairly basic and were designed to serve a mass market. The goal was to standardize and scale up to bring about the lowest possible cost of production so that these goods could be priced lower and made more affordable to more buyers.

Marketing 2.0 came out in today's information-age – where the core is Information Technology. The job of marketing is no longer that simple. Today's consumers are well-informed and can easily compare several similar product offerings. The product value is defined by the consumer. Consumers differ greatly in their preferences. Now, we are witnessing the rise of Marketing 3.0 or the value-driven era. Instead of treating people simply as consumers, marketers approach them as whole human beings with minds, hearts, and spirits. Increasingly, consumers are looking for solutions to their anxieties about making the globalized world a better place.

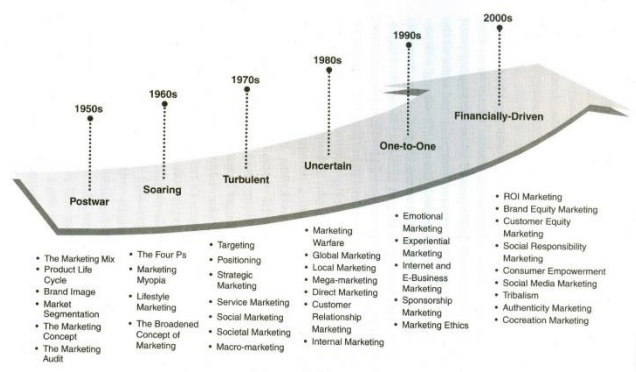The Evolution of Marketing Concepts can be graphically depicted below:

Figure 1: Marketing 3.0

The Social Media Phenomenon in India

According to a study, two-thirds of the global internet population visit social networking sites and the time spent on these sites is growing faster than the overall internet rate. Social Media, a non-traditional method of interaction is thus, increasingly becoming important to all sectors and therefore holds an opportunity for banks.

Easy availability and cheap tariffs have boosted Internet adoption which in turn has played a significant role in the emergence of a completely new medium called "Social Media". In India, 40 million use Internet on the go on mobile handsets and 82% of these users use social media applications on mobiles. Increasing usage of smart phones in India and availability of social media application on phone is encouraging more participation in social media networks.
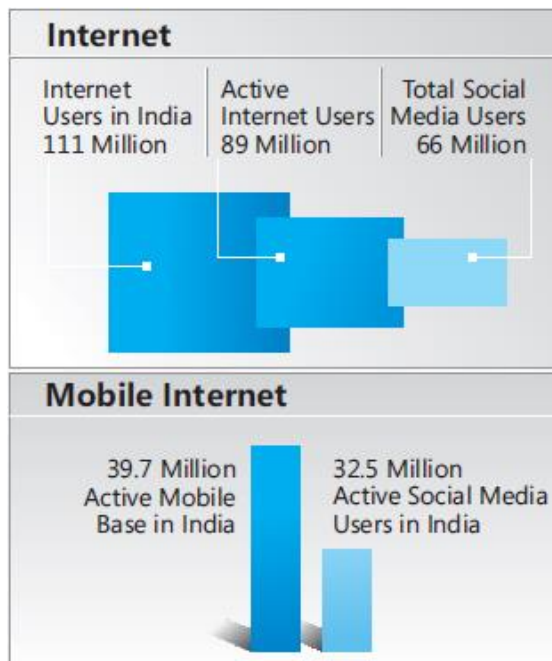

Figure 2: Internet Users Statistics

With this magnitude of users present on the social media and exchanging views/thoughts/information ranging from "Current state of mind" to "How they think things should be" day in and day out and open for the entire world to see/read/interpret and spread, it provides tremendous amount of customer information in terms of opinion/values/behaviour/likes/dislikes out there on various social media platforms.

Earlier this year, the report from Financial Brand reported that 1.19 billion people use Facebook exclusively on mobile every month. Additionally, 745 million people use Facebook on mobile devices every day. Combined with the fact that 79% of smartphone users keep their phones with them for all but two hours of their waking day (IDC Always Connected Report, 2015 confirms that the shift to mobile is both dramatic and can be highly beneficial to this industry and people.

For brand campaigns on the advertising side, it has been seen an average of 6% lift in brand favorability. With performance-based campaigns, Facebook ads have resulted in an average increase of 14% for banking products and credit cards. Because Facebook is a platform built around personal profiles, we can look at the lift in these metrics in terms of real people — on desktop, mobile devices — as well as the sales impact that Facebook drives online and offline.

Banks and Social Media Applications

Indian Banks have started using social media in their regular operations in various capacities and are at different stages of maturity. As of April 2015, some private banks provide regular updates on the latest offers and allow basic customer operations through popular social media sites. A large private bank in India hosted Facebook application on its secure servers allowing balance amount check, cheque-book request, stop payment, etc. Some of the private banks are using their Facebook page to provide customers, exclusive offers, product details and customer care services. With a few banks taking the lead, the direction is set for other banks to offer online financial services through such platforms sooner rather than later. ICICI Bank, HDFC Bank and Axis Bank are among the top 10 Banks with Social Media presence as per a survey by Financial Brand in July2015.

Private sector banks are embracing social media far quicker than their public sector counterparts. Use of social media can help make a company appear to be more accessible, which may explain why most private sector banks have jumped on this bandwagon, leaving the public sector banks far behind.

Overall scenario of Banks on different social media platforms

Rank	Bank	Country	Facebook likes	Twitter Followers	YouTube Likes
4	ICICI	IN	3,466,261	26,900	4,048,417
7	Axis	IN	3,042,213	22,200	4,397,542
10	State Bank of India	IN	1,720,405	113,000	317,089
11	Yes	IN	1,498,604	327,000	67,219
12	HDFC	IN	2,241,329	33,100	1,163,802
14	IDBI	IN	1,176,934	50,700	2,460,308
17	Kotak Mahindra	IN	245,293	105,000	11,575,658
45	Federal	IN	406,852	1,368	1,675,145
61	ING Vysya	IN	346,166	22,700	24,659

Table 1: Different Social Media Platforms used by Banks

YouTube Ranks - Banks Q1 2015

Rank No	Bank	Area	You tube Views	New Views in QTR 2015
8	Kotak Mahindra	IN	11,575,658	1,129,090
22	Axis	IN	4,397,542	1,816,391
23	ICICI	IN	4,048,417	1,444,325
29	IDBI	IN	2,460,308	25,378
38	Federal	IN	1,675,145	1,675,145
46	HDFC	IN	1,163,802	82,166

Applications in Use by Banks

Except for cash withdrawals and deposits HDFC Bank uses various mobile and internet applications such as Smart Pay, Smart Buy, Chillar App, Bill Pay, Net Banking, ATM, E-net , Payment Gateway , General and Life Insurance for various transactions like making payments online, shopping , overdraft facility on FDs and Fund Transfer.

ICICI Store is a utility app which gives an aggregated view to all the ICICI Bank mobile banking applications. This app helps to choose, download and upgrade applications as per need. I-Mobile, ICCI Direct, m-passbook, Insta Banking, Video Banking, I -loans, I Wealth, I tack, Money to World and Pocket are the various apps.

To fulfill all the banking needs when customers are on the move, Yes Bank has introduced Mobile Banking Applications YESMOB, YES PAYNOW and YES REMIT.

FEDERAL BANK is the first traditional Bank to introduce Mobile Alerts and Mobile Banking service, first to offer IMPS Facility through Internet Banking, to offer Fed Book - the mobile based electronic passbook for its customers, first Bank to have an e-shopping payment gateway and first among the traditional banks in the country to introduce Internet Banking Service.

In order to cater to the need of customers, different systems of NET banking and mobile phone applications are being developed by AXIS Bank.

Karur Vysya Bank has KVB E-BOOK, YPAYCASH Mobile Wallet, E- Commerce VBV and Net Banking to its credit.

KOTAK MAHINDRA BANK has to its credit a number of services like Money Watch, Hashtag Banking, Net Banking, Mobile Banking, Kotak Payment Gateway, InstaBalance, Immediate Payment service.

DCB Bank has its online services like SMS Banking, M Banking, VISA Bill Pay and VISA GoCharge.
IDBI Bank has launched GO MOBILE APP for money transfer, account enquiries, cheque book request and many more.

Literature Review

Nam Hyryung Nam &P.K.Kannan (2014) refers in their article that social tagging is a new way to share and categorize online content that enables users to express their thoughts, perceptions, and feelings with respect to diverse concepts. Using the data collected from social tagging and book marking website they examined 44 companies across 14 markets and they concluded that there is a new way for companies to track, measure and manage intangible brand equity proactively and improve brand performance and in turn it would improve a firm's financial performance. Dwivedi Harsh &Pareekh Renu(2012) referred in their study that quality has become a primary national strategy. It has major technical, economic and human implications which influence competitiveness, employment and overall economic growth of any banks. Factors influencing successful six sigma projects include management involvement and organizational commitment, project management and control skills, cultural change and continuous training would improve the overall growth. NaguVinayKumar (2012) concluded that ICICI Bank is using E-Banking as a tool for mass customization, customer profiling, self-service and time saving as their primary goal. The primary benefit of online banking was reduced cost of operation, locks in target prices and increases in customer loyalty. The Bank could easily connect with customers and the immediate feedback could be obtained which helps smooth functioning of the bank.

Sharma Monika(2012) explained the nature, effects and current trends of the new generation of internet applications, commonly known as Social Media or Web 2.0. Many companies have understood that there is increased awareness and understanding of social media tools by both the customers and the organization. Social media is already transforming the consumer purchase decision and companies are getting organized for long term social media success. The key deliverables were that the social media can provide brand awareness and it is also helping in developing the initial level of trust among the customers towards the same.

Dr. S Hugar and Nancy Vaz (2008) had examined in their study that the financial sector has already been opened and modern and efficient generation banks have started capturing the market. The study was conducted by comparing public sector with private sector banks and it has been imperative that every public sector bank has to create SWOT analysis and use it strength in improving customer orientation. FDI in Banking sector has already given pace to new foreign banks and private banks to intensify the competition and making online presence is also the need of an hour. Gabriel R, Danny P. and Robert W (2012) in their article integrated relationship marketing and social network perspectives to develop and test model that links the objective sales performance with the informational and cooperative benefits that stem from relationship managers in banks to social capital structure which creates relations and positive impact on performance. Data about formal and informal network of 464 employees including 101 RMs were collected and the results showed that connecting through social network is a positive driver for improved performance but at the same time it creates risks even.

Research Methodology

Research Problem:

Banks' communications can no longer ignore the Social Media. According to a study, two-thirds of the global internet population visit social networking sites and the time spent on these sites is growing faster than the overall internet rate. Social Media, a non-traditional method of interaction is thus, increasingly becoming important to all sectors and therefore holds an opportunity for banks.

Today, the banking world across the globe is also widely deliberating on the role of Social Media in business. Banks are now beginning to understand that social media can become a key component of their strategy to increase overall business. However, an evolution does not happen just when we adopt new tools, it happens when the need arises for adopting new behavior and opt for a cultural change and not just technology.

Objectives of study:

1) To know the most preferred social media tools and the reasons for using the same.
2) To identify the integration between social media marketing and technology
3) To identify the deterrents of using social media tools.
4) To suggest the framework for effective implementation of social media marketing by different banks.

Sampling Unit and Sample Size:

In our research study we have selected only private sector banks.

Sources of data

Study uses two sources of data, primary and secondary.

Primary Data:

The present study is an empirical one based on primary data. For the collection of primary data a structured questionnaire has been framed. With the help of questionnaire, survey was conducted in Anand and Vallabh Vidyanagar.

Secondary Data:

The secondary data have been drawn from articles in journals, periodicals, newspapers as well as various websites.

Sampling

Using convenience sampling technique, primary data has been collected. Enough care has been taken to make the sample representative of the population.

Statistical Tools

After the completion of survey, a thorough check up of the data has been made. The collected data has been analyzed with the tools like ANOVA-Repeated Measures. Besides this, tables, pie charts, bar diagrams etc. have been used to analyze the data.

Limitations:

1. The present study has constraints of time and money.
2. There may be chances of errors due to random sampling.
3. The respondent Banks of the study belong to Anand and Vallabh Vidyanagar only and therefore may not give the same result as on a national scale.

Data Analysis and Interpretation
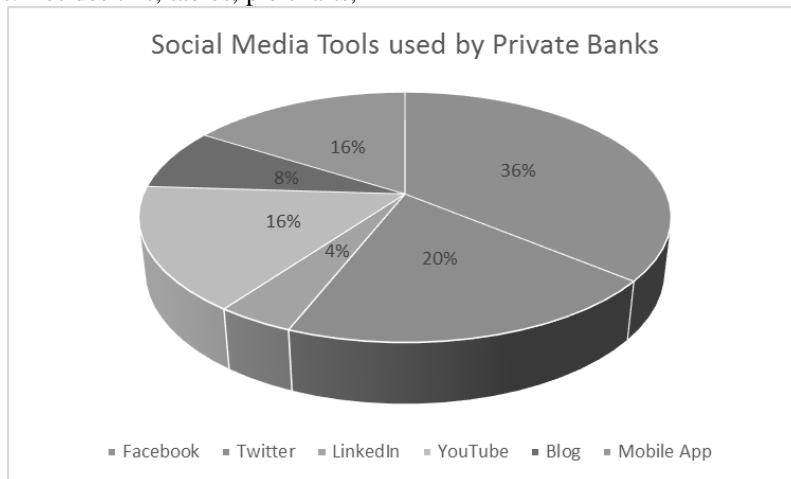
The above graphs indicate that 36% of the banks prefer Facebook as a popular medium for social media marketing. 20% prefer Twitter, You tube and the mobile applications have the same score of 16% and only 4% of the banks preferred LinkedIn.
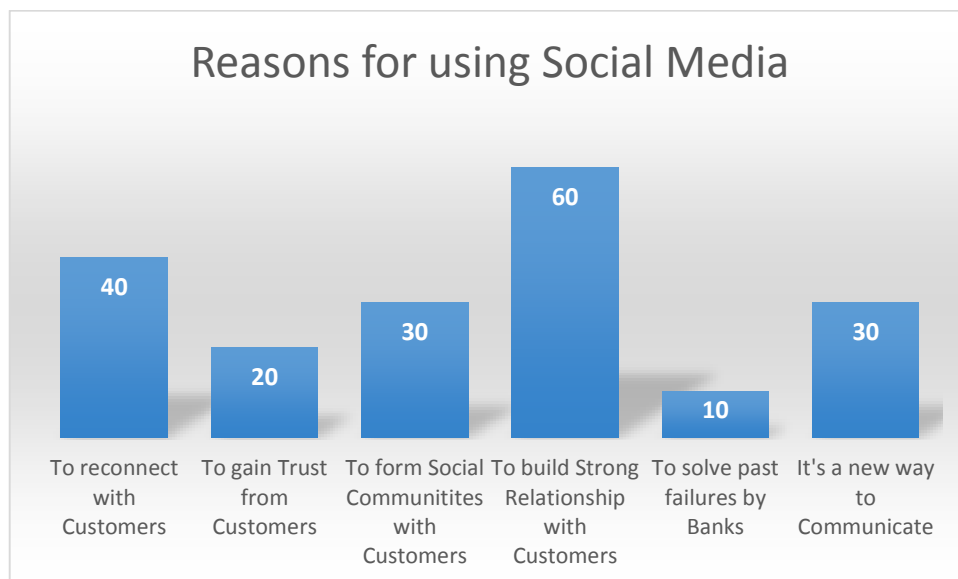

60% of the respondent banks believe that they prefer social media to build strong relationship with customers. 40% banks under the study opined that the social media helps them to reconnect with the customers. Many of them believed that it's a new way to communicate and form social communities with customers.
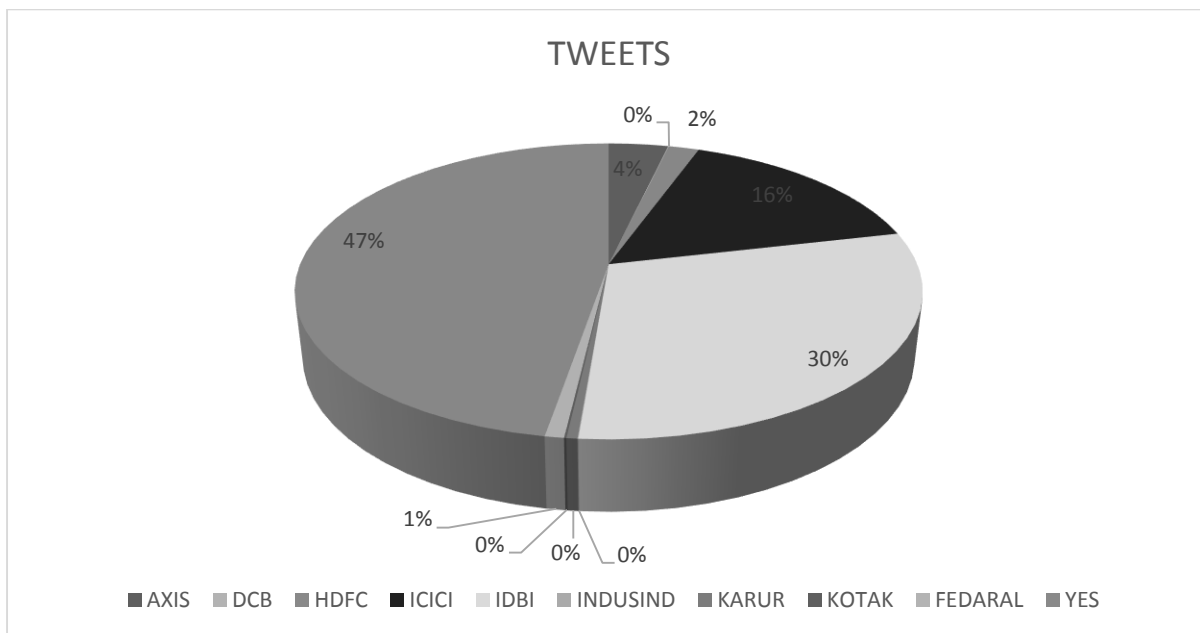
TWEETS

On the basis of number of tweets YES Bank is on the top list with maximum number of twitter followers.

FBLikes
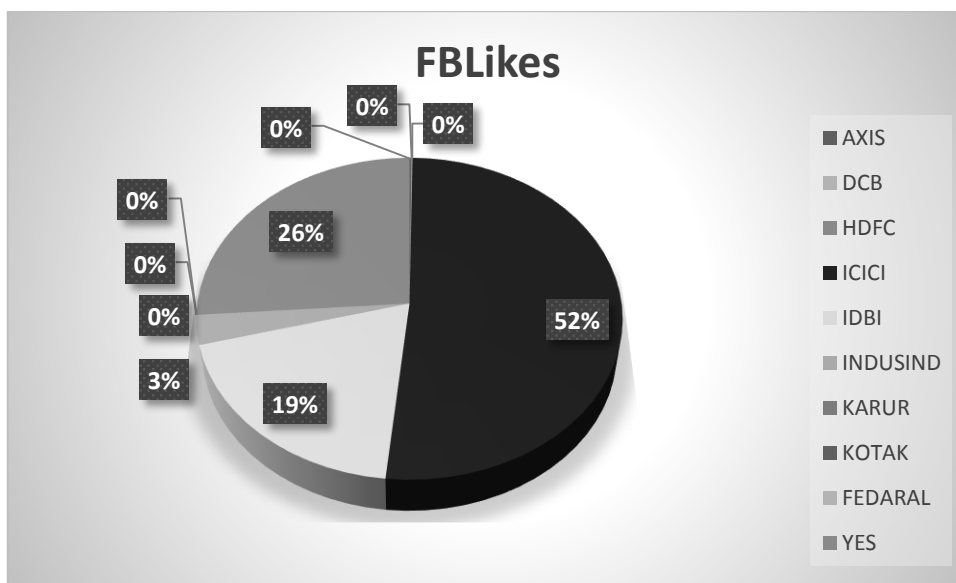
This chart depicts ICICI to be on the forefront on Facebook application with maximum followers.

On the basis of secondary data analysis the researchers evaluated these private banks website's through Business Development Bank of Canada's toolkit, maximum tweets were found for Yes Bank, maximum FB Likes were for ICICI Bank and maximum Google + likes were for HDFC Bank.

Then the further study was undertaken for technological analysis.

Bank	Accessibility	Experience	Marketing	Technology	Overall
AXIS	7.2	6.3	7.4	5.7	7.4
DCB	7.5	6.4	8.1	5.6	6.6
HDFC	6.1	5.7	6.6	4.3	5.6
ICICI	7.3	8.9	8.8	5.7	7.1
IDBI	5.2	7.1	9.2	3.7	6
INDUSIND	6.3	6.7	9.1	4.5	7.1
KARUR	5.4	4.2	7.3	4.7	5.9
KOTAK	5.7	3.4	5.6	7.8	5.1
FEDARAL	5.8	4.7	5	5.4	4.7
YES	6.8	7.3	9.9	4.8	7.3

The above chart had five variables such as accessibility, experience, marketing, technology and overall performance of these websites. AXIS Bank was more accessible which received 7.2 score, ICICI showed maximum customer satisfaction, YES Bank with the score of 9.9 took a lead in effective website marketing and technological updation was more observed with AXIS and ICICI bank.

Bank	Analytics	Last Amended	Social Interest	Server Behavior	Popularity
AXIS	10	10	10	10	10
DCB	0	6.2	8.2	3.6	7.3
HDFC	2	10	10	8.1	10
ICICI	2	10	10	6.2	10
IDBI	10	10	9.6	5.4	9.5
INDUSIND	10	10	8.4	3	8
KARUR	10	10	9.8	8.2	8.7
KOTAK	0	6.2	5.4	10	10
FEDARAL	0	0	10	8.2	8.5
YES	10	10	10	7	9.7

With the reference to technological updation, AXIS,IDBI,INDUSIND ,KARUR and YES Bank scored maximum on the side of Search Engine Rankings, AXIS Topped in every score of this variable and HDFC,ICICI and Kotak scored the highest in terms of popularity .

VA on Desktop and Mobile
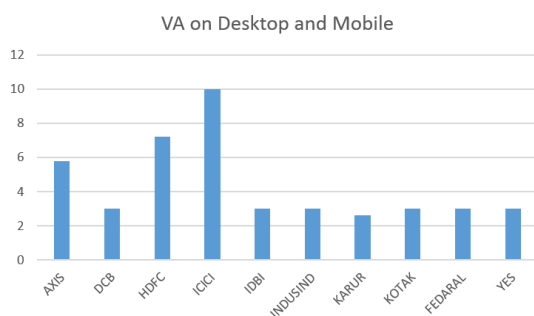
In the due course of research, mobile application were on the top list of social media tools for the private sector banks and therefore the next analysis was on the visual appearance of the banks on two different platforms .ie desktop and mobile screens. ICICI scored highest for maintaining the dimensions on the same and the lowest was for KARUR Vysya Bank.

Statistical Analysis

ANOVA test for Question No 12. Challenges faced by bank in using social media
Analysis of Variance (ANOVA) is a statistical technique used to check for significant differences between three or more phenomena. The choice of using ANOVA technique is influenced by whether the samples are independent or dependent. The standard ANOVA technique assumes that the samples being compared are independent. Samples are said to be independent if the data being analyzed were taken from different sample units. Once this assumption is violated, ANOVA with repeated measures is used.
Due to the fact that the samples used were dependent, ANOVA with repeated measures was used to test the difference to compare managers' opinion on the challenges faced by the Banks.
The Mauchly's Test of Sphericity examines the following hypothesis.

H0: Variances are equal for all the categories (groups)
H1: Variances of at least one category (group) is different.
Mauchly's Test of Sphericitya
Measure: MEASURE_1

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.
Challenges	.000	49.086	27	.013

Tests of Within-Subjects Effects

Measure: MEASURE_1

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Challenges	Sphericity Assumed	10.150	7	1.450	1.992	.000
	Greenhouse-Geisser	10.150	3.273	3.101	1.992	.000
	Huynh-Feldt	10.150	5.365	1.892	1.992	.000
	Lower-bound	10.150	1.000	10.150	1.992	.000
Error (Challenges)	Sphericity Assumed	45.850	63	.728		
	Greenhouse-Geisser	45.850	29.456	1.557		
	Huynh-Feldt	45.850	48.289	.949		
	Lower-bound	45.850	9.000	5.094		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Challenges1	10	1	4	1.90	.994
Challenges2	10	1	4	1.70	1.059
Challenges3	10	2	4	2.70	.823
Challenges4	10	1	3	2.00	.667
Challenges5	10	1	4	2.50	1.179
Challenges6	10	1	4	1.80	.919
Challenges7	10	1	4	1.70	.949
Challenges8	10	1	4	2.30	.823
Valid N (listwise)	10				

A statistical test for the differences between the scores was carried out using the SPSS generalized linear model with repeated measures to measure the difference to compare managers' opinion on the challenges faced by the Banks. This was used because the ratings for each of the variables were obtained from the same sample. The Mauchly's Test of Sphericity shown in Table rejected the sphericity assumption at 95% confidence level (p=0.013). Since The Mauchly test rejected the sphericity assumption statistics that do not assume equal variance are to be used to interpret the results in the Within-Subjects Effects table.

The results in the Within-Subject Effect reject the Null hypothesis (the scores are equal); concluding that at least one of the scores is significantly different from the rest. Since the mean score for "Customer's posted Comments tarnish the image of Bank" has the widest difference from all the other values it is concluded that it is significantly different from the rest, facing the Challenge that Customer's posted Comments tarnish the image of Bank.

Findings

Social media is a new way of communication. Banks are using Social Media for marketing and the level is also reflected by the fact that Social Media is used more for advertising and brand management. This is mainly on tools like Facebook, Twitter, Mobile Applications and less on Blogs and LinkedIn. The last three can be effective if they are used for engagement.

The research shows that social media if integrated with technological updation like analytics, code quality, and accessibility can give better results.

Position of social media depends upon the company but ideally the social media should be integrated in such a way that the entire operations take place in a social way.

Marketing is a byproduct of social media and the aim should be to communicate and engage more and more customers in that reference. The researchers conclude there is no specific strategy formulation for all organizations. Rather, Social Media strategies should be dependent on the type of organization, the information it wants to send to the customer as well as the product and the market. This can either be customer-centric or organizational- centric.

Social Media tools like Facebook and YouTube which were found to be the best tool for banks to explain complicated products and to increase awareness of financial investment among customers. Again, the research emphasized that this should be based on the customers and not the company. Banks should incorporate the Social Media department with other departments like Human Resources, IT, and the Legal department to send unified messages and for security purposes.

Capacity building should be put in place to educate management and the employees. This will address the perception of management towards Social Media, the fears of losing brand to customers and

help the organization when measuring the return on investment in Social Media.

Organizations should not use experimental strategies when trying to adopt Social Media but rather should conduct in-depth research on what the audience is saying about their brand - where, when, who and how. They can then develop content strategy that will enable them to continuously communicate, engage, interact and share information with customers on Social Media.

Since, customer is always at the center, the researchers recommend the following framework.

Recommendations

SPICE FRAMEWORK

This framework will help banks to engage with the customers better, understand their preferences, market new products and services, enhance the brand image and improve the customer service.
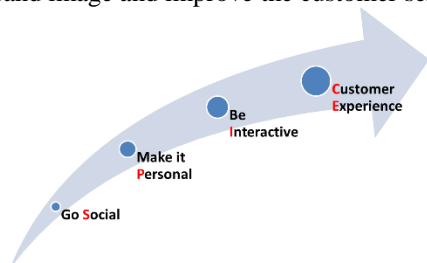
The first element in this framework is Social which refers that banks should integrate social media into their online banking and in their website. For eg:- Bank's Blogs, wikis, and twitter should be integrated to the bank's website and and should be an integral part of e-banking.

They can also create their own online communities, provide online tools to customers, make content available online and gain insights from social media activity.

The second element is making it Personal by moving towards giving customers what they want. Banks should offer personalized services and show allow them to customize their offerings. As a result customers would spend more time on website, return more frequently and would be inclined to use more online services. For e.g.:- Implicit personalization.

Third element is Be Interactive which refers that currently bank are embracing web 2.0 technologies which provides variety of interactive services like Live chat , Online TV services, services request, online appointment reservation, ATM and branch locators, Social computing, Webcast and podcast sessions, Online banking widgets and Search tool bar.

Further Research

Based on the findings from the conclusions and recommendations above, further research can be explored with following aspects:
- Social media framework can help the banks to take full advantage of new Medias.
- A comparative study of social media marketing in different countries and even public sector banks can also be covered.
- A study on marketing tendency of customers and their engagement can also be studied further.

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A study of factors affecting buying behavior of customers towards purchase of clothes.

Ankit Sinojiya, Jitendra Varma, Aatish Shah

Abstract

The objective of this study is to identify the buying behaviour of the customers towards purchasing the clothes and to identify the major factors affecting to the customers while purchasing the clothes. A convenience sampling technique is used to select the respondents coming to purchase clothes at the retail shops or outlets. Qualitative as well as quantitative data are obtained using structured questionnaire. A sample of 311 is used for the analysis. Descriptive analysis is carried out to identify the buying behaviour of customers and Factor Analysis is used as a statistical tool to serve the main objective of identifying the major factors. Through the factor analysis, nine different customer behaviours are identified. It is also revealed that shop must have trial room and payment facility through cards.

Concept of consumer behavior in textile and garment industry

To survive in today's competition; all the business man should understand the possible ways to satisfy the need, taste, demand and expectation of their customers. Those who are able to understand the nature, behavior and expectation of their customers, became most successful in the business. Let's consider the garment industry, today India is the second largest market in world for textile and garment. In this business, there are many challenges like to decide the order quantity of the clothes of different trends, to maintain the trust of old customers and the reputation in the market by satisfying the needs of all types of customers, to increase the annual sales and profit etc. Furthermore, the sales of textile and garment industry is affected by factors like advertisement by celebrities, discounts and offers, etc. All these challenges may be overcome if the shopkeeper knows the factor affecting it. Through this research study, the customer behaviour while purchasing the clothes is carried out which may be helpful to the shopkeepers in order to overcome the above mentioned challenges. This research is conducted by focusing the customers shopping from retail garment shops or outlets.

Review of Literature

Krishna at al (2012) focused on attitudes and behaviour on the concept of the youth's buying behaviour towards branded sports shoes, and found that different consumers have got different decision making process. According to S.L.Gupta and Sumitra Paul (2005), although Tamil Nadu is a hot place, people are very fond of rich silk sarees in deep colours. They are also fond of wearing Jewellery. But however, none of the studies has made any attempt to probe into the customer behaviour while purchasing the clothes. Hence, the researchers have undertaken the present study titled "A Study of Customer Behaviour While Purchasing the Clothes" as a pioneering approach to find out the various influencing factors and level of attitude towards purchasing the clothes.

Research Methodology

The present paper totally depends on primary data which has been collected through 311 questionnaires from Baroda, Anand, Khambhat, Dahod and some other nearby villages. Customers of different locality, religion, gender, profession, age group, economic condition etc. were included in the survey. Factor Analysis has been used as a statistical tool for the purpose of analysis. All the statistical techniques have been applied with the help of Statistical Package for Social Science (SPSS 15).

Objectives of the Study

The main objectives of the Research are:

• To study the buying behaviour of the customers towards purchasing the clothes.

Descriptive Analysis

Table 1: Age Group, Gender, Occupation and Locality Wise Profile of Customers

Variable	Categories	Frequency	Percentage
Age Group	below 15	12	3.90
	15-25	187	60.10
	26-35	74	23.80
	36-45	18	5.80
	46-55	19	6.10
	56-65	1	0.30
Gender	Male	229	73.63
	Female	82	26.37
Occupation	Student	139	44.69
	Business	44	14.15
	Job	81	26.05
	Other	47	15.11
Locality	Urban	226	72.67
	Rural	85	27.33

Table-1 shows the information of customers' age group, gender, occupation and locality. It shows that out of 311 customers, there are 3.90% belongs to below 15 years, 60.10% are between 15 to 25 years, 23.80% are between 26 to 25 years, 5.80% are between 36 to 45 years, 6.10% are between 46 to 55 years and 0.30% are between 56 to 65 years. Table shows that out of 311 customers, 73.63% are male and 26.37% are female. It shows that 44.69% customers are studying, 14.15% are doing business, 26.05% are doing job and 15.11% are others. It also shows 72.67% customers are from urban area and 27.33% customers are from rural area.

Table 2: Customers behaviour while purchasing clothes

Variable	Categories	Frequency	Percentage
Customer behaviour	Touching the materials	125	40.19
	Looking at Mirrors	55	17.68
	Taking Trial	125	40.19
	Discovering bargains	3	0.96
	Talking to employees	3	0.96

The Table-2 shows the data of customers having different behaviour while purchasing clothes. While purchasing the clothes, 40.19% customer touches the material, 17.68% are looking at mirrors, 40.19% are taking trails, 0.96% are discovering bargain and 0.96% are talking to the employees of the shop/outlet.

Table 3: Customers' taste/preference while purchasing clothes

Variable	Categories	Frequency	Percent
Customer's Taste /preference	Quality	77	24.76
	Price	28	9.00
	Comfort	59	18.97
	Style	51	16.40
	Colour	29	9.32
	Material	30	9.65
	Brand	37	11.90

Factor Analysis:

Hypothesis for KMO test is given below

H0: Sample size is adequate to perform factor analysis.

H1: Sample size is not adequate to perform factor analysis.

Hypothesis for Bartlett's Test of Sphericity is as follows

H0: There is no correlation between different variables.

H1: There is some significant correlation between different variables.

Table-4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.718
Bartlett's Test of Sphericity	Approx. Chi-Square	1545.255
	Df	325
	Sig.	.000

Table-4 shows two tests that indicate the suitability of the data for structure detection. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is statistic that indicates the proportion of variance in the

• To identify the major factors affecting to the customers while purchasing the clothes.

variable that might be caused by underlying factor. Value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.718 which is greater than 0.05(at 5% level of significance). This suggests that sample size is sufficient and factor analysis is useful to perform. Moreover, the Significance value of Bartlett's Test of Sphericity is 0.00. Hence, the null hypothesis may be rejected at 5% level of significance. i.e. there is correlation between variables. Here, assumptions of using the factor analysis are fulfilled and factor analysis can be performed.

Table-5: Total Variance

Comp onent	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.302	16.546	16.546	4.302	16.546	16.546	2.434	9.361	9.361
2	2.002	7.700	24.246	2.002	7.700	24.246	2.257	8.681	18.042
3	1.549	5.959	30.205	1.549	5.959	30.205	1.955	7.518	25.560
4	1.508	5.800	36.005	1.508	5.800	36.005	1.806	6.947	32.507
5	1.393	5.357	41.362	1.393	5.357	41.362	1.492	5.737	38.245
6	1.328	5.109	46.470	1.328	5.109	46.470	1.464	5.633	43.877
7	1.253	4.818	51.289	1.253	4.818	51.289	1.399	5.380	49.257
8	1.115	4.290	55.579	1.115	4.290	55.579	1.398	5.375	54.633
9	1.057	4.066	59.645	1.057	4.066	59.645	1.303	5.012	59.645
10	.929	3.573	63.218						
11	.908	3.493	66.710						
12	.882	3.393	70.103						
13	.860	3.306	73.409						
14	.788	3.032	76.441						
15	.748	2.878	79.320						
16	.659	2.534	81.854						
17	.625	2.405	84.259						
18	.592	2.276	86.534						
19	.577	2.218	88.752						
20	.503	1.935	90.687						
21	.485	1.864	92.551						
22	.478	1.837	94.388						
23	.402	1.546	95.934						
24	.395	1.521	97.455						
25	.366	1.406	98.861						
26	.296	1.139	100.000						

Table-5 shows Initial Eigen values, Extraction and Rotation Sums of Squared Loadings.

Table-6: Factor loadings with corresponding variable

Factors	Name of the surrogate variable	Loadings
Factor 1	**Characters (Service, Quality And comfort).**	
S2Q47	I would prefer shopping in a store which is socially and environmentally friendly.	.691
S2Q57_A	According to you Quality of the clothes is important	.658
S2Q46	I only buy cloth in stores when I know I will get excellent service.	.607
S2Q57_C	According to you Comfort of the clothes is important	.521
S2Q55	Social status is very important for me	.506
Factor 2	**Price**	

Factors	Name of the surrogate variable	Loadings
S2Q57_B	According to you Price of the clothes is important	.759
S2Q56	I trust on the recommenders of my peers.	.758
S2Q44	Price of cloth should be considered before making a purchase decision.	.675
Factor 3	**Brand**	
S2Q57_G	According to you Brand of the clothes is important	.655
S2Q57_F	According to you Material of the clothes is important	.584
S2Q57_H	According to you, is wearing a branded clothes increase prestige?	.515
S2Q57_E	According to you color of the clothes is important	.474
S2Q57_I	According to you branded clothes is long lasting.	.454
Factor 4	**Latest Fashion**	
S2Q54	I love creating a fashion statement.	.728
S2Q53	I prefer western clothes over Indian clothes.	.693
S2Q57_D	According to you Style of the clothes is important	.459
S2Q49	I purchase my clothes from shopping malls because they have entertainment facilities.	.398
Factor 5	**Location and payment in cash**	
S2Q57_M	According to you payment by credit/debit card is not safe.	.801
S2Q48	Location of the retail outlet should be considered while purchasing clothes.	.520
Factor 6	**Image and prestige of customer**	
S2Q45	Branded clothes provide more value than unbranded clothes.	.690
S2Q52	I buy clothes which do not go against the traditional norms of the society.	.637
Factor 7	**Discount and occasions**	
S2Q57_J	According to you, clothes with sale (discount) are good.	.742
S2Q51	I buy different types of clothes specific on different occasions.	.600
Factor 8	**On-line shopping style**	
S2Q57_L	According to you, payment by credit/debit card is safe.	.748
S2Q57_K	According to you, clothes with sale (discount) are not much good.	.719
Factor 9	**Festivals**	
S2Q50	I buy clothes on special festivals.	.783

As given in Table-6, the combined variables in different groups have given common names which are known as surrogate variable. Surrogate variables are common and alternative variables combined under one group which represents the entire group of variable that includes in it. According to the Table-6 nine such surrogate factors are obtained and these factors are uncorrelated with each other. List of surrogate variables is given inTable-7.

Table-7: List of surrogate variables

Factors	Surrogate Variables
Factor 1	Characters (Service, Quality And comfort).
Factor 2	Price
Factor 3	Brand
Factor 4	Latest Fashion
Factor 5	Location
Factor 6	Image and prestige of customer
Factor 7	Discount
Factor 8	On-line shopping style
Factor 9	Festivals

Findings

Majority of the respondents (customers) are under the age group of 35 years which shows that customers below 35 years are more engrossed in purchasing clothes. Secondly, majority of customer touches the material, looking in mirror (checking whether the clothes suit them) and take trails when going for purchasing the clothes. There are very few customers who are involved in bargaining and talking to the employees of the outlet/shop. Talking about customers taste; quality, comfort, style and brand are the major factors considered by the customers while purchasing. Price, colour and material are less significant factors, the customers considered while purchasing the clothes.

Limitations

1. Due to limited resources, the study is restrained to few districts.

2. In this study, religion and culture of the customer is not considered.

Scope

1. In future, study may be extended by including the customers from different districts, culture and religion.
2. The purchasing behaviour of male and female can also be studied separately.
3. The study can also be carried out for the customers attached with different profession

Conclusion

This investigation has been directed towards basically nine factors that strongly affect customer purchasing behaviour for the clothes. These nine factors should be considered while deciding the category of customers by the shopkeepers of the retail garment shops in order to increase selling and overall profit of the business. As the majority of the customers want to take the trial before purchasing, a trial room is most recommended to serve the need of the customers while purchasing. One of the behaviors of the customers is to pay by credit or debit cards. So, it also suggested to the shopkeepers to also provide the payment facility through cards.

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A study on use of Communication Techniques for effective management by SMEs of GIDC Vitthal Udyognagar.

Nikhil Zaveri, Nishrin Pathan

Abstract

Small and Medium Scale Industries have always been engrossed in doing hard core manufacturing and processing jobs. Unlike large corporates, there is always dearth in SMEs for professionalism in business operation. Entrepreneurs or managers of SMEs are aware of importance of communication, aware about availability modern techniques and technology for effective management. Although very less research has been carried out among SMEs for the use of communication for effective management it has been observed that there seems attitudinal problems among SME entrepreneurs in using communication techniques for their employees. This paper is an attempt to identify use of various communication techniques by SMEs and to verify command and control of communication flow in SMEs of GIDC, Vitthal Udyognagar.

Introduction

The need for any professional to be able to communicate effectively and efficiently is becoming increasingly essential to the success of person himself and to his institution as well. Any organization is prominently driven by knowledge repository that it has, it includes human capital. An information age has ushered in an era where economic and social array is dictated not only by physical resources but also by knowledge power and one's ability to manage it and create value out of it. For instance, ecommerce directly connects buyers and sellers. It fully supports digital information exchange, it saves lot of time and limits the barrier of place, it supports interactivity and dynamically changes to customer's buying behaviour. The information technology itself helps in updating information in real time and therefore it is always up-to-date. Hence, effective communication skills are a must for all employees of an organization.

There are several other reasons how effective use of communication techniques can help boost the performance of an organization. People at workplace communicate without being aware of the intentions of their managers or leaders. The objective of a formally appointed Internal communication manager will serve within a given organization depends on the type of business. In one organization the internal communication manager may perform the role of 'internal marketing' that is attempting to win participants over to the management goals and vision of the organization and in another organization he may serve as a link among various communication channel and in third as a strategic executive advisor to the top management.

The information technology has made the work environment more competitive and full of speedy decisions. As a result of it has reduced attention span of people who communicate with each other. In such case if a person's communication does not create an impact then it is an unfortunate on an organization's part. Communication Techniques

Communication Techniques

Effective management of any organization takes wholesome of efficient use of communication techniques. It does not only focus on market communication, advertising, public relation or media talk but at the same time internal communication environment is equally important. A manager must sense through various channels the use of these techniques by the employees on different business situations.

Use of written communication techniques like letters, proposals, reports are indispensable part of any business while writing product manual and drafting website content is need of an hour. Company newsletter is to make stand among competitors while publishing on bulletin board is

to acquaint employees. Social media presence is a must these days as if a business has no social media account then it does not exist.

Oral communication techniques like handling telephonic enquiry efficiently, giving orders, instructions and directives and warnings, convening meeting, conferences, holding seminars, conducting training program and delivering public speech on certain occasions help to get a competitive edge over others. It also makes company's culture more impressive.

Very lackadaisically used technique is non-verbal communication technique. Managers do not yet realize the risk of miscommunication sent across by sheer absence of this technique. Especially frontline managers and customer care staff need to be aware of this technique. Cues like dress code, timing and duration of speech, seating arrangement, voice and tome of an employee while conversing with customers or clients etc. play important role is creating brand image of an organization.

With the advent of multimedia usage of Visuals like pictures, signboards, and hoardings, Flex and banners, company logo, product display and images on social media becomes crucial to mark presence in the market. While audio –visual techniques like radio jingle, TV commercials, and videos on social media like you tube creates different impact.

As against traditional written communication techniques Electronic communication techniques like computer networks, fax, phones, answering machines, WebCam, Instant Messaging tools like whatsApp, video calls and video conference makes company modern and up-to-date. At the same time, because these are connected with information technology it helps organization to be in real-time.

Face-to-face communication for Formal Communication through all-staff meetings, department wide meetings and work group meetings bring corporate culture in an organization. Face –to-face communication for Informal Communication through group gathering, holding discussion and brainstorming sessions, presenting information, lunch with client or supplier is useful for better interpersonal communication among employees and stakeholders.

In general communication implies the minimum of two persons involved with each other. Dyadic communication or two way communications is the common pattern found in most of the social organizations like school, factory, industry, business firm, military and government. However talking to each worker of a factory or official of an administrative system is a very time consuming job and there dyadic communication is modified to a command and control communication. In command and control system every dynamic leader goes out of his way to establish a personal rapport and a sense of trust by talking to each worker individually. This is essential to keep organization in a healthy state. Mere downward flow is like talking continuously without giving person a chance to respond. In such cases boss instructs the employees, work orders are issues straight away, directives are given for every task, and always emphasizing on planning and financing part of the business. Employees are always under strict supervision in this case. Dyadic Communication flow allows employees to give feedback. The purpose of feedback is to establish personal rapport between the boss and the subordinate who in turn inspires trust and confidence in his sub groups; and to correct anomalies that a policy contains, avoid inconsistencies that emerge in the implementation of that policy. Here emerges the quality of leadership among individuals which is the life breath of any organization. Enlightened managers adopt interactive communication which implies interchange of the roles of the senders and the receivers, thus bringing both of them on the same surface of trust and mutual goodwill. In such organization, discussion forums, use of suggestions or complaint boxes is encouraged. Employees are encouraged and motivated to work through proper rewards, and work groups are created to carry out tasks rather than assigning individual responsibilities.

Literature Review

Based on the principles advocated by John F Kennedy in his presidential speech, The Discovery Consulting Group Inc. has developed the seven step JKF exercise solution – a systematic approach to improving inter-department cooperation. The exercise helps to change organization's culture and enhance internal customer services by focusing employees on taking responsibility for what they can do to fulfil the requirements. The exercise runs into seven

steps starting with education being the first. It suggests that an organization wide communication campaign focuses employees on the importance of what they can o to improve internal cooperation rather than what others can do for them. Second is focusing where departments requiring improvements in cooperation are identified. Step three is pre-assessment stage where two departments are taken at a time and their current level of cooperation and communication is measured. In fourth stage representatives from different departments participate in a facilitated session to develop action plans for improving the services they provide to each other. Step five is implementation where agreed –upon action plans are implemented for several months. Step sixth takes re-assessment and employees from both departments are surveyed again to assess how satisfied they are now with the service they receive from other departments. The last and seventh step is workshop in which the department representatives meet again to engage in a facilitated discussion about the progress made, challenges to be met with and build on the future action plans. This entire exercise is to improve and enhance internal communication and cooperation within the organization. It has been implemented by several companies like Dunkin Donuts, The TATA group, Johnson & Johnson, the mayo Clinic and many more. It suggests that how companies are keen to enhance internal communication channels within the organization.

One of the many important aspects in any organization is effective communication technique between its most important assets; the employees. There are several reviews where author emphasizes need for effective communication techniques for internal cooperation. As Minzberg (2004) talks about the fact that communications is intrinsic to the work of a manager - it is the very essence of work in many situations. This article is less concerned with the interpersonal communications that take place in most workplaces.

Phillip Clampitt (2001) says there are a number of reasons why organizations should be concerned with internal communication. Importantly, there is commonly a legal requirement for organizations to communicate with their workers.

In the opinion of Jimmy Lara (2009) "reaching goals in the world of business requires collaboration, and collaboration is not going to

happen without effective communication. The better you can get through to people, whether colleagues or customers, the more you'll be able to accomplish. The first steps to getting there involve determining how to frame your message. Active listening and knowing your audience are techniques that will allow you to predict how your message will be received. Persuasion techniques can then be introduced, along with building inclusiveness by encouraging feedback."

Objectives of the study

At present the entrepreneurs of small scale industries are carrying out their business in a more or less traditional way. The awareness about optimum utilization of human capital, managing HR force effectively and valuing the employees skill set are the most neglected aspects in small industries. It has been assumed that SMEs of GIDC of Vitthal Udyognagar are aware of modern techniques of communicating but there is some lackadaisical attitude towards training and encouraging employees to use it. If the relationship between usage of communication techniques and effective management has been proven, it can greatly facilitate these SMEs. With active use of Communication techniques, SMEs can get cutting edge over others and develops potentials to grow vertically in their sector as well as market. The objectives are:

1. To identify use of various communication techniques by SMEs

2. To verify command and control of communication flow in SMEs.

Methodology

This paper is based on primary data collected through empirical study carried out using pre-set questionnaire. In total 257 samples were collected using random sampling methods. The population is SMEs of GIDC of Vitthal Udyognagar. Entrepreneurs, Owners and Managers of SMEs associated with VUN GIDC were contacted and made to fill questionnaire along with informal interaction with the researcher. As the data mainly focused on use of techniques and its methods, direct questions were asked and analysed using frequency distribution tables and likert's scale.

Findings and Inferences

1. The study reveals that around 70.42 % respondents have given written communication between 4 and 6. And even 16.73% have ranked it between 7 and 10. This implies that written communication techniques have average use in SMEs. Letter writing, the most commonly used technique is replaced by emails now.

2. About 95.72% of respondents have ranked oral communication between 7 and 10. 8th rank is given to oral communication by 29, 9th by 141, and 10th by 72 respondents. This implies that most of the work is carried out by oral communication techniques only. High weightage is given to oral communication for day-to-day task completion.

3. 88.33 % have ranked non-verbal communication between 0 and 3. That means this techniques is considered as the least useful technique by SMEs. As per discussion ahead, this technique is important in brand building and creating professional culture in an organizational. Which is not realized by the SMEs and it is a matter of concern.

4. Use of Visual communication techniques like pictures, signboards and hoardings, Flex and Banners, image and emblems (logo of the company) exhibitions, product display board and promotional images on Social Media are the most useful techniques these days. Large organizations spend lot of money after these techniques. 61.86 % of SMEs have ranked it between 0 and 3. That means many are not using it as they have ticked on zero.

5. 90.27 % have ranked Use of Audio – visual communication techniques like radio jingle, TV commercials and Videos on Social Media between 0 and 3. This is again a matter of concern showing that SMEs have failed to exploit major local advertising media. This may prove death toll for SMEs as they are not concerned in advertising their own business. They seem to be continuing business only with the clients in hand. They hardly think of expanding their business.

6. 69.26 % of SMEs make use of Electronic Communication techniques like using computer networks, fax, phones and answering machines, WebCam, (camera), Instant Messaging, video calls and video conferencing through smart phones with rank between 4 and 6. However 21. 01 % make use of it by ranking it between 7 and 10. This infers that large chum is still reluctant in fully utilizing this less expensive, faster and efficient technique to enhance their business.

7. 47.47 % SMEs give emphasis on Face-to-Face communication for formal communication through all-staff meetings, department-wide meetings and work groups meetings in their organization by ranking it between 4 and 6. But 87.55 % of them do not use it for developing interpersonal relation and group coherence among their employees as they rank informal face-to-face communication between 0 and 3.

The overall findings reveal that SMEs of GIDC V U Nagar are still using traditional techniques like writing letters and giving oral instructions and responding telephonic inquiry. They have not yet started realizing the importance of other techniques due to some reasons. In fact, these modern techniques are so handy, easy to operate and beneficial to their business. Somehow these SMEs lack professionalism in using these techniques.

Table 2 shows SMEs intentions to use communication via direct downward flow or two way communication channel. It also suggests the command and control nature of manager for the workers. 96.10 % of managers / entrepreneurs always instruct their employees for their job related tasks. This eliminates the worker's originality of carrying out the task and willingness to give suggestions.

Nearly 77% SMEs issue work orders to their workers and 63.42 % managers give directives to their workers which is again a sign of direct downward flow of communication eliminating the feedback or a response from other side.

61% of managers give importance to planning and finance in decision making which shows lack of human concerns at work place. There are several reasons that affect an employee / worker towards his task completion. Any harsh decision may create disastrous situation for a worker.

61 % of SMEs sometimes create scope for discussion forums, suggestion/complaint box to express any dissatisfaction against the system. 27 % of SMEs never encourage their employees to lodge any complaint against the system.

In 75.87 % of SMEs employees are encouraged and motivated sometimes to work through rewards. This may be through rise in the wages or bonus during festive seasons. The matter of delight is around 20% of SMEs always does this at regular interval.

Modern organizations have already adopted the concept of participative management and it has

been successful to large extent. Nearly 70 % of SMEs do not believe in creating work groups for carrying out tasks. They have accepted never creating any workgroup for task completion. In some cases, the nature of a task is such which cannot be shared by a group but rather demands individual expertise. Still the need for effective team work and the concept of efficient leader cannot be eliminated. The matter of hope is 26.4% SMEs who sometimes create workgroup for task completion.

Conclusion

This study concludes with two findings. It reveals the awareness among SMEs about the use of various communication techniques. It shows that SMEs are using traditional techniques like writing letters and reports. Most of the tasks are carried out by giving oral instructions for which no records are maintained. SMEs are still unenthusiastic in using modern techniques like use of visuals in marketing and advertising. Audio – visual techniques and social media which help to reach the large mass of customers, seems to be not at all exploited by SMEs.

Another revelation is concerned with the human dimension of communication where in an organization rather than mere downward flow of communication, it is expected that all channels are open and everyone is encouraged to participate. The study shows that dyadic use of communication is not much entertained by the SMEs as a result of which there may arise problems like motivation, commitment and work responsibility

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APPENDIX

Table 1 Communication techniques used by SMEs

Sr. No.	Rank	0 -3		4-6		7-10		Remarks
	Communication Techniques	**No.**	**%**	**No.**	**%**	**No.**	**%**	
1	Use of Written Communication Techniques like letters, proposals, reports, product manual, website content, Company Newsletter, bulletin board (physical or electronic) social media page etc	33	12.85	181	70.42	43	16.73	
2	Use of Oral Communication techniques like telephonic inquiry, orders, instructions, directives, warning, meetings, conferences, seminars, training programs, public speech etc	02	0.78	09	3.50	246*	95.72	*Rank 8th given by 29, 9th by 141, 10th by 72 respondents
3	Expression of Professionalism through Nonverbal Communication cues like dress code, seating arrangement, voice and tone while conversing with employees and clients	227	88.33	25	9.72	05	1.95	
4	Use of Visual communication techniques like pictures, signboards and hoardings, Flex and Banners, image and emblems (logo of the company) exhibitions, product display board and promotional images on Social Media.	159	61.86	68	26.45	30	11.67	
5	Use of Audio – visual communication techniques like radio jingle, TV commercials and Videos on Social Media	232*	90.27	15	5.84	10	3.89	*Rank 0 given by 105 and 1st by 108 respondents
6	Use of Electronic Communication techniques like using computer networks, fax, phones and answering machines, WebCam, (camera), Instant Messaging, video calls and video conferencing through smart phones	25	9.73	178	69.26	54	21.01	
7	Emphasis on Face-to-Face communication for formal communication through all-staff meetings, department-wide meetings and work groups meetings.	79	30.74	122	47.47	56	21.79	
8	Facilitating Face-to-Face Informal Communication by allowing group gatherings during lunch hours, holding discussion or presenting information, lunch with client / suppliers.	225	87.55	21	8.17	11	4.28	

Table 2

Command and Control Communication

Sr. No.	Communication Techniques	Always	Sometimes	Never
1.	Employees are instructed for their job related tasks	247	9	1
2.	Work orders are issued to the workers / employees	49	198	10
3.	Directives are given for carrying out a new task	91	163	3
4.	Planning and Finance are the most important factors in decision making	157	99	1
5.	Most of the employees are supervised for their work	126	127	4
6.	Discussion forums, suggestion/complaint box are encouraged to use	31	157	69
7.	Employees are encouraged and motivated to work through rewards	51	195	11
8.	Workgroups are created to carry out tasks.	10	68	179

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Study of CSR-based United Nations Industrial Development Organization's (UNIDO) Model of Industrial Development

Jayrajsinh D. Jadeja, Kedar Shukla

Abstract

United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development. The way of promoting industrial development is unique. They have adopted 'Strategic CSR' as a model for their 'Vision of Industrial Development'; however during the study it has been observed that their 'Mission' having a strong pillar of 'Strategic CSR'. Their central goals are aimed at poverty reduction, inclusive globalization and environmental sustainability. The mandate of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition. In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing ilits activities on poverty reduction, inclusive globalization and environmental sustainability. Present research paper aims at study of the UNIDOs core goals, and their central strategic pillar of 'CSR' which has been aiming at the sustainable and inclusive growth of the industry and the society.

Introduction

United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development. The way of promoting industrial development is unique. They have adopted 'Strategic CSR' as a model for their 'Vision of Industrial Development'; during the study it has been observed that their 'Mission' is, having a strong pillar of 'Strategic CSR'. Their central goals are aimed at poverty reduction, inclusive globalization and environmental sustainability by UNIDO. The mandate of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition. In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing activities on poverty reduction, inclusive globalization and environmental sustainability. The Organization draws on four mutually reinforcing categories of services: technical cooperation, analytical and policy advisory services, standard setting and compliance, and a convening function for knowledge transfer and networking. Present research paper aims at study of the UNIDOs core goals, and their central strategic pillar of 'CSR' which has been aiming at the sustainable and inclusive growth of the industry and the society. Some factors behind their investment, which plays important role when they invest in particular avenue.

Understanding Strategic CSR in Business

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship or sustainable responsible business/ Responsible Business) is a form of corporate self-regulation integrated into a business model. CSR policy functions as a self-regulatory mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards and international norms. With some models, a firm's implementation of CSR goes beyond compliance and engages in "actions that appear to further some social good, beyond the interests of the firm and that which is required by law." CSR aims to embrace responsibility for corporate actions and to encourage a positive impact on the environment and stakeholders including consumers, employees, investors, communities, and others.

ost consumers agree that while achieving business targets, companies should do CSR at the same time. Most consumers believe companies doing charity will receive a positive response. Somerville also found that consumers are loyal and willing to spend more on retailers that support charity. Consumers also believe that retailers selling local products will gain loyalty. Smith (2013) shares the belief that marketing local products will gain consumer trust. However, environmental efforts are receiving negative views given the belief that this would affect customer service. Oppewal et al. (2006) found that not all CSR activities are attractive to consumers. They recommended that retailers focus on one activity. Becker-Olsen (2006) found that if the social

initiative done by the company is not aligned with other company goals it will have a negative impact. Mohr et al.(2001) and Groza et al. (2011) also emphasize the importance of reaching the consumer.

Information Regarding United Nations Industrial Development Organization (UNIDO) and It's Purpose

Brief Historical Evaluation of UNIDO

Year	Landmarks
1966	On 17 November, 1966, the United Nations General Assembly passes resolution 2152 (XXI) establishing the United Nations Industrial Organization (UNIDO) as an autonomous body within the United Nations.
1975	The General Assembly, in resolution 3362 (S-VII), endorses the recommendation of the Conference that UNIDO be converted into a specialized agency
1979	The UN conference on the "Establishment of UNIDO as a specialized agency," at its second session in Vienna, Austria, adopts the new Constitution
1985	Following a series of consultations between Member States that have ratified, accepted or approved the Constitution of UNIDO, the Constitution enters into force on 21 June.
1997	Member States adopt a Business Plan for the Future Role and Functions of UNIDO that paves the way for its thorough overhaul.
2001	UNIDO adjusts its programmes in the light of the United Nations Millennium Development Goals.
2003	UNIDO adopts a new corporate strategy based on the premise that productivity enhancement, driven by improved skills, increased knowledge and upgraded technology, plays a crucial role in promoting faster growth, CSR integrated inclusive growth plans were developed.
2013	General Conference was held to review the work of UNIDO and how better people are working on

Chart 1: Types of asset classes

In recent years, UNIDO has assumed an enhanced role in the global development agenda by focusing

UNIDO has specifically been following the model of Corporate Social Responsibility (CSR); strategic CSR as their basic business model.

The mandate of the United Nations Industrial Development Organization (UNIDO) is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition. its activities on poverty reduction, inclusive globalization and environmental sustainability. The Organization draws on four mutually reinforcing categories of services: technical cooperation, analytical and policy advisory services, standard setting and compliance, and a convening function for knowledge transfer and networking.

UNIDO's vision is a world where economic development is inclusive and sustainable and economic progress is equitable. The Organization focuses on three main thematic areas:
• Poverty reduction through productive activities
• Trade capacity-building
• Energy and environment

The Organization is recognized as a specialized and efficient provider of key services meeting the interlinked challenges of reducing poverty through productive activities, integrating developing countries in global trade through trade capacity-building, fostering environmental sustainability in industry, and improving access to clean energy.

In carrying out the core requirements of its mandate and mission, UNIDO has more than doubled its technical cooperation delivery over the past ten years. At the same time, it has also substantially increased its mobilization of financial resources, testifying to the growing international recognition of the Organization as an effective provider of inclusive and sustainable industrial development services. This increase in services has been accomplished with virtually stable staff levels and an essentially unchanged regular budget for much of the past 15 years.

Vision Statement of UNIDO is

"Inclusive and Sustainable Industrial Development"

The global community finds itself at a critical juncture today. While poverty is still the central challenge of our world, we now effectively have the means to eradicate poverty within the next generation.

Corporate Social Responsibility (CSR) A Pillar of UNIDO's Strategy

UNIDO aims to achieve industrial development, with the inclusive growth of industry and the society. Diagram 1 below enclosed herewith represents the "Inclusive CSR Based Growth Model" of UNIDO.

Central thinking of UNIDO is to have industrial development along with the development of the society as a whole and also taking care of the contemporary issues like environment care and concerns.

Diagram 1: Inclusive CSR based Growth Model of UNIDO

UNIDO is recognized as a specialized and efficient provider of key services meeting the interlinked challenges of reducing poverty through productive activities, integrating developing countries in global trade through trade capacity-building, fostering environmental sustainability in industry, and improving access to clean energy.

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Three Strategic CSR pillars of UNIDO are:

(1)   Poverty reduction through productive activities

UNIDO seeks to enable the poor to earn a living through productive activities, thus to find a path out of poverty. The Organization provides a comprehensive range of services customized for developing countries and transition economies, ranging from industrial policy advice to entrepreneurship and SME development, and from technology diffusion to sustainable production and the provision of rural energy for productive uses.

(2)   Trade capacity-building

Developing countries are benefiting from increasingly participating in the global trading system. Thus, strengthening their capacity to participate in global trade is critical for their future economic growth. Especially after their accession to the WTO, their technical ability to enter into global production and value chains is key for their successful participation in international trade.

UNIDO is one of the largest providers of trade-related development services, offering customer-focused advice and integrated technical assistance in the areas of competitiveness, trade policies, industrial modernization and upgrading, compliance with trade standards, testing methods and metrology.

(3) Environment and energy

Energy is a prerequisite for poverty reduction. Still, fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development. UNIDO therefore promotes sustainable patterns of industrial consumption and production.

As a leading provider of services for improved industrial energy efficiency and sustainability, UNIDO assists developing countries and transition economies in implementing multilateral environmental agreements and in simultaneously reaching their economic and environmental goals.

UNIDO'S Methods and Geographic Coverage

UNIDO's activities are divided by:
- Geography - Focusing on least developed countries and Africa
- Sectors - Focusing on agro-based industries
- Target areas - Focusing on small and medium enterprises (SMEs)

Productive activities play a central role in poverty reduction as the primary driver of economic growth, employment and wealth creation. UNIDO, creates that.

UNIDO delivers value through four complementary and mutually supportive core functions:

- Through a broad range of technical cooperation activities, UNIDO designs and implements projects that build the capacity of Member States to initiate and carry out their own programmes in the field of industrial development.
- Through its analytical and policy advisory services, UNIDO conducts applied economic research and provides Member States with tools to shape appropriate industrial strategies and policies that improve the contribution of industry to the achievement of development goals.
- Through standard-setting and compliance, UNIDO assists Member States and their industries in complying with a number of existing and

emerging international standards, while also contributing to the development of new global standards related to its mandate.

• UNIDO's convening and partnership role brings Member States, the private and public sector institutions, civil society, academia and other partners together to establish dialogue, form partnerships and forge plans of action for inclusive and sustainable industrial development.

UNIDO'S Geographic Coverage

UNIDO work almost in all the regions of the World with the member states and countries. Broadly their operations have been categories in four major geographical areas. They are Africa, Asia Pacific and Arab States, Europe and Latin America as indicated in Diagram 2
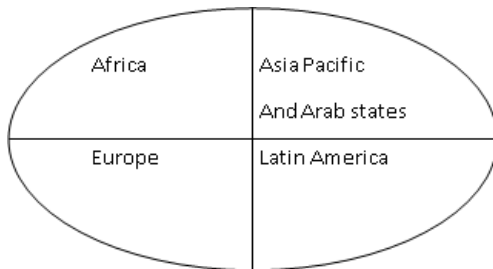
Diagram 2 : UNIDO'S Geographic Coverage

UNIDO maintains a field network of 29 regional and country offices around the world, some of which cover more than one country. In addition, 17 UNIDO Desks are operational. UNIDO maintains offices in Brussels (European Union), Geneva (United Nations) and New York (United Nations). Moreover, it continues to operate a center for regional cooperation in Turkey.

Conclusion

Industrial development without addressing the grassroots problems of the society is never going to be sustainable. The global community finds itself at a critical juncture today. While poverty is still the central challenge of our world, we now effectively have the means to eradicate poverty within the next generation. Poverty is a complex phenomenon with many dimensions that go far beyond low income levels. Finding the right responses in each context thus requires concerted efforts across the spectrum of development cooperation, so as to achieve better livelihoods for the poor. This is what the new sustainable development agenda currently being formulated to succeed the UN Millennium Development Goals (MDGs) has to live up to. That is a central heart of the "Vision" statement of the UNIDO which is aiming to work for the industrial development.

UNDIO believes that many developing member countries have reached higher development levels in all dimensions – economic, social and environmental – for the benefit of their people with their Integrated CSR based development model. Three decades ago, every second person in the developing world was poor. In 2010, the share of women and men living in absolute poverty had decreased to just over 20 per cent. Analyzing the drivers for this trend demonstrates that it was the countries with steady economic growth, driven by industrialization, international trade and related services that have managed to reduce poverty most effectively. In fact, there is not a single country in the world that has reached a high stage of economic and social development without having developed an advanced industrial sector shows the performance and success of the model.

UNIDO believes, efforts to address the prevailing social and environmental challenges in a sustainable and lasting manner have usually only succeeded when supported by economic growth. As a response to these challenges, UNIDO is promoting inclusive and sustainable industrial development (ISID) to harness the full potential of industry's contribution to the achievement of sustainable development, and lasting prosperity for all with adequate environmental concerns.

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http://www.unido.org/en/how-we-work.html
http://www.unido.org/en/who-we-are/unido-in-brief.html
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A Comparative study of employee safety at Zydus hospital and Shri Krishna hospital with special reference to swine flu

Joe Marry George

Abstract

Managing employee safety in today's global environment and particularly in hospitals have become more and more complex as well as important. In a hospital, the visit of the patients with various contagious diseases directly effects the employee safety. The employees in the form of various staff, such as nurses, doctors, attenders, etc. are directly getting in touch with such patients and there are 100% of chances of getting affected with the contagious viruses. On the outbreak of SWINE FLU, a deadly diseases which took out the lives of more than 400 patients and few employees who were treating such affected patients in Gujarat, is an alarming scenario for the employees of the hospitals, specially the swine flu wards. And therefore every hospitals should first find, maintain and provide all precautionary and possible safety measures of their staff.

My research gives the clear picture of the measures and precautionary steps adopted by both the hospitals for their employee's safety with respect to swine flu treatment. It also brings about the care taken at the personal level by the employees and their awareness about the precautionary steps that can be taken while providing the treatment to such patients.

Introduction to Krishna Hospital

Shree Krishna Hospital, one of the Charutar Arogya Mandal's (CAM) eight institutions, began as a 136 bed hospital. CAM, is an outcome of a dream cherished by late Dr. H M Patel, a former union finance and Home Minister. It has now grown to include a Medical Council of India recognized medical college, 550 bed hospital, an institute of post graduate studies, a school of nursing, a college of physiotherapy, an institute of medical technology, a cardiac centre and a cancer centre in its 100 acre, well developed, lush green campus. It has become hospital policy not to deny treatment to even a single patient for the scarcity of funds. CAM is a registered society and a public trust established in the year 1972 that manages these institutions. It is now ranked among Gujarat's most professional healthcare centres.

Our Vision
"We want our institution to shine as an example of what the profession of medicine has to be; noble, deeply rooted in providing solace to the suffering and continually upgrading itself to further its ability to serve humanity."

Our mission:
"To provide and prepare resources for modern and professional healthcare to the community equitably."

Introduction to Zydus Hospital

Quality and excellence has also been a hallmark of the Zydus group, an innovation led, global healthcare provider and one of the top five pharma companies in India. The company was founded by my father, Late Mr. Ramanbhai B. Patel in 1952 and went on to become the second largest Pharma Company in the early 1990s.
It is a 160 bed multi-speciality, tertiary care hospital with top-of-the-line doctors and nursing staff. Some of the specialities like the Cardiothoracic Surgery facility are the first-of-its-kind in Anand. The infection control mechanism is one of the most stringent to prevent hospital acquired infections.

Vision Statement
"To be leading provider in healthcare service delivery to the community. We shall achieve 1000 beds under our management by year 2016 and become a most preferred destination for comprehensive medical care and treatment."

Mission Statement
"To provide world standard healthcare solutions to the community by exploiting advances in medical research science and technology and adoption of best management practices."

Introduction to Swine Flu

The Sporadic H1N1 Swine Influenza virus (SIV) infection that people can experience has the potential to produce a number of clinical signs and symptoms. Numbers of the persons with a history of the SIV infection have a history of a recent, physical contact with pigs before becoming ill; although close proximity without direct contact with pigs has also been reported among persons with SIV. Contact between persons that has been either limited or non-sustained between people has led to transmission of SIV and has been documented through published literature. Additionally; there have been confirmed cases of SIV that have not occurred through exposure to pigs

Symptoms of Swine Flu

Many times, people experience symptoms such as a cough, fever, or sore throat; although symptoms like mild respiratory illness to include nasal congestion without a fever, or occasional severe disease have also been reported. Additional symptoms that have been reported by people with swine flu include diarrhoea, vomiting, headache, myalgia, dyspnoea, fatigue, and chills. Some people have experienced conjunctivitis, although it is rare. More severe disease to include are pneumonia and respiratory failure have also been reported in association with swine flu.

Defining Swine Flu Cases

A confirmed case of SIV is defined as a person who is experiencing an acute respiratory illness combined with laboratory confirmation of the SIV virus through one of the following tests:
• Real-time RT-PCR
• Viral culture
• Four-fold rise in swine influenza A virus specific neutralizing antibodies

Suspected cases of SIV are defined as persons who are experiencing respiratory illness who may have had close contact with someone with a confirmed case of SIV while that person was ill or is an acutely ill person, such as someone with an acute respiratory illness, or contact with a person who has a history of recent contact with an animal with either a confirmed or suspected SIV infection. 'Close contact,' is defined as being within a proximity of six feet of someone who has a confirmed case of SIV. An, 'Acute Respiratory Illness,' is defined as the recent onset of at least two of the following things:
• Nasal congestion
• Sore throat
• Cough; with or without a fever or feverishness

Literature review

By Rishi Iyengar found that (March 2015) the deadly virus has already infected more than 25,000 people across the South Asian nation. The swine flu outbreak in India that has already killed more than 1,400 people since December may be even more dangerous than previously thought, with a new study suggesting that the current strain of the disease's parent H1N1 virus has mutated to become more virulent. The study, conducted by two researchers from the Massachusetts Institute of Technology (MIT) and reported in Science Daily, contradicts claims by Indian health authorities that the virus has not mutated since 2009 — when it claimed over 18,000 lives worldwide over the subsequent three years.

Sushmi Dey TNN (Mar 13, 2015)

A study by Massachusetts Institute of Technology (MIT) has said that the H1N1 influenza a virus (swine flu), which has already claimed more than 1,500 lives in India since last December, may have acquired mutations that make it more dangerous than the previously circulating strains of the virus. But the National Institute of Virology (NIV), under the Union health ministry, has refuted the findings, saying the sequence data of the original H1N1 A virus available with the institute did not show any of these mutations. The Pune-based institute also clarified that a subsequent report on genetic analysis of the swine flu virus by World Health Organization (WHO) also did not report any resistance to oseltamivir, the medicine prescribed to patients suffering from the flu. The MIT study, published in the March 11 issue of Cell Host & Microbe, raised concerns as researchers found recent Indian strains carrying new mutations in the hem agglutinin protein that are known to make the virus more virulent.

Researchers Ram Sasisekharan and Kannan Tharakaraman (March 2015) compared the two influenza strains currently affecting the Indian population with the 2009 strain of H1N1 using their respective genetic sequences. One of the mutations is linked to increased severity of the disease, while another enhances its infectiousness. "The point we're trying to make is that there is a real need for aggressive surveillance to ensure that the anxiety and hysteria are brought down and people are able to focus on what they really need to worry about," said Sasisekharan. Swine flu has been on the rise in India since December, having already infected more than 25,000 people.

National Institute of Allergic and Infectious Disease found that (August 2009) in NIAID began a series of clinical trials to evaluate new vaccines to prevent and decrease the severity of H1N1 influenza virus infection. Through the summer and fall, NIAID collected and analysed information from thousands of volunteers at medical facilities across the country. Several trials studied how many doses of H1N1 vaccine were needed to induce a potentially protective immune response in a variety of populations, including Healthy adults, the

elderly, children, pregnant woman, people with asthma, and people with HIV. Other trials sought to measure vaccine safety and immune response of volunteers given the seasonal flu vaccine before, after, or concurrently with the H1N1 vaccine. The NIAID trials were designed to support public health decisions about vaccination schedules for different groups, including special populations that are not often included in clinical trials for flu vaccines. These trials are analysed responses to injected vaccines containing inactivated influenza virus. Vaccines containing live, attenuated virus delivered in a nasal spray were not included in these clinical trials. Safety data was collected and monitored closely by the study investigators and an independent safety monitoring committee.

Tiffany O'Callaghan found that (Oct. 12, 2009)A study of 128 Canadian patients with confirmed or probable cases of swine flu found that, critical illness—including organ failure, plummeting levels of oxygen in the blood and the need for mechanical respiratory assistance—tends to set in shortly after initial hospitalization. Most patients included in the study experienced symptoms of the H1N1 flu virus for about four days before going to the hospital, but upon admission generally deteriorated into critical condition within one to two days. In this study, 14.3% of patients (24 people) died within a month after critical illness set in; five more patients (fewer than 3%) died within three months after the onset of critical illness.

Children too made up a large portion of swine flu patients 29.8% (50 patients). In contrast, few people older than 60 were admitted to the hospital for swine flu during the study period. The concentration of illness among younger patients is strikingly similar to the 1918 pandemic of the same flu strain, the researchers say. "Severe disease and mortality in the current outbreak is concentrated in relatively healthy adolescents and adults between the ages of 10 and 60 years, a pattern reminiscent of the W-shaped curve previously seen only during the 1918 H1N1 Spanish pandemic," .

Research Objectives

1. To know the safety measures and precautions adopted by Shri Krishna hospital for the employees who provide treatment for the swine flu patients.

2. To know the safety measures & precautions adopted by ZYDUS hospital for the employees who provide treatment for the swine flu patients.

3. To know which hospital adopts employee safety more better.

4. To know what are the employee safety measures and precautions adopted at individual levels at both the hospitals.

Research Problem

The research is prepared to know the employee safety in two hospitals namely Shri KRISHNA HOSPITAL, Karamsad and ZYDUS HOSPITAL, Anand with special reference to swine flu.

The employee safety is the most important part of any organisation. Many a times the employees are not given sufficient facilities for their health and safety. If the organisation is not providing adequate safety measures or tools for their employees then the employees' performance is adversely or negatively affected. Moreover they will not be able to save the patients or concentrate on the patients because fear of safety particularly in the hospitals. In many hospitals it is observed that the hospitals or the management is not taking adequate safety for their services to their patients are also not proper and sufficient.

Therefore my research tries to find out that how the management is concerned about their employee safety and what are the steps adopted by them or what are precautions taken by them as an institution and at individual level during the treatment or for the treatment of SWINE FLU.

Research methodology

• Research design:

This research is exploratory in nature.

• Sampling design:

Convenient sample

• Sample size:

The sample size consist of total 20 respondents, 10 of Zydus hospital and 10 of Krishna hospital, out of this 10 are males and 10 are females. Respondents are taken from the swine flu ward only.

• Sample area:

Karamsad and Anand city.

• Methods of data collection:

The data is collected from primary sources using questionnaire. Secondary data is also collected from various websites, magazines, books and newspapers.

• Research design tools:

Percentage method is used.

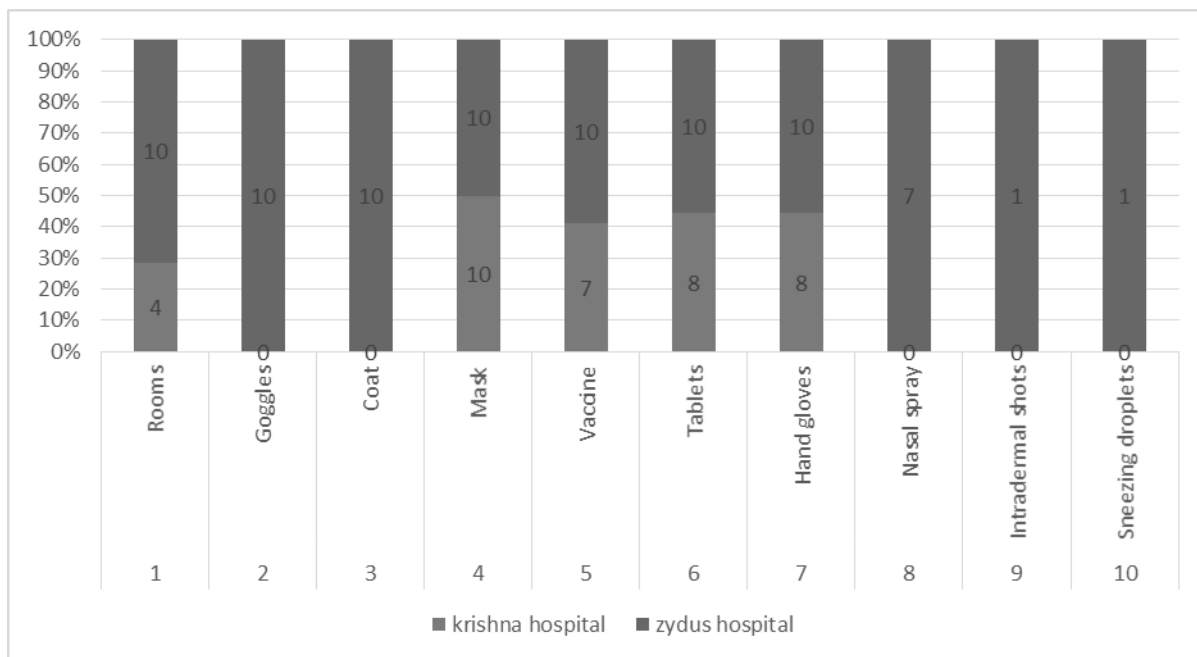### Data analysis and interpretation & findings

Sr. No.	Variables	Shri Krishna Hospital		Zydus Hospital	
1	Awareness about hazards and disease	40%	60%	80%	20%
2	Awareness about precautionary things needed for treating swine flu patients	100%	0	100%	0
3	Employee safety and protection	100%	0	100%	0

A Comparative study of employee safety at Zydus hospital and Shri Krishna hospital with special reference to swine flu

An International Peer Reviewed Research Journal (ISSN-2321-5968) Vol-3 Issue-1, October 2015

		Shri Krishna Hospital		Zydus Hospital	
Sr. No.	Variables				
	dealing with swine flu patients				
4	Providing healthy and safe atmosphere to the patient other than swine flue	100%	0	100%	0
5	Management for proper tools for swine flue	100%	0	90%	10%
6	Satisfaction of safety measures adopted for treating swine flu patients	90%	10%	100%	0
7	Satisfaction of patients by facilities	100%	0	100%	0
8	Fear while treating swine flu patients	60%	40%	20%	80%
9	Infection while treating swine flu patients	100%	0	0	100%
10	Updation of health check-up programmes as per need	60%	40%	100%	0

1. From analysis we can see that awareness about hazards and disease in Krishna hospital are 40% says yes and 60% says no.and in Zydus 80% says yes and 20% says no.

2. The awareness about the precautionary things in Krishna hospital and zydus hospital is 100%.

3. The employee safety against swine flu patients is 100% in both the hospitals.

4. The patients is provided with healthy and safe atmosphere other than swine flu patients are 100% in both the hospitals.

5. Management of proper tools for swine flu is 100% in Krishna hospital where as in Zydus hospital 90% of respondents says yes and 10% says no.

6. Satisfaction of safety measures adopts for treating swine flu is 90% in the Krishna hospital and 100% in the Zydus hospital.

7. Satisfaction of the patients by facilities provided are 100% in both the hospitals

8. The fear of employee in treating the swine flu patients is 60% in Krishna hospital and 20% in the Zydus Hospital.

9. Employees are not affected while treating the swine flu patients in both the hospital. Response is 100% from both the hospitals

10. Updation of health check-ups in Krishna hospital is 60% and in Zydus hospital is 100%.

Sr. No.	Does your organization provide you following safety measures?	Krishna hospital	Zydus hospital
1	Rooms	40%	100%
2	Goggles	0	100%
3	Coat	0	100%
4	Mask	100%	100%
5	Vaccine	70%	100%
6	Tablets	80%	100%
7	Hand gloves	80%	100%
8	Nasal spray	0	70%
9	Intradermal shots	0	10%
10	Sneezing droplets	0	10%

A Comparative study of employee safety at Zydus hospital and Shri Krishna hospital with special reference to swine flu

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From the above graph the safety measures taken by organizations is shown:

1. Allocation of rooms are 40% in the Krishna hospital and 100% in the Zydus hospital.
2. Goggles are not provided by the Krishna hospital and Zydus provides it (100%).
3. Coat are not provided by Krishna hospital and is provided by the Zydus hospital (100%).
4. Mask is provided by both the hospitals 100%
5. Vaccine to the employees are provided 70% in the Krishna hospital and 100% in the Zydus hospital.

6. Tablets are given to the employees- response from the Krishna hospital is 80% and 100% in the Zydus hospital.
7. Hand gloves are given to the employees – response is 80% from the Krishna hospital and 100% from the Zydus hospital.
8. Nasal spray is not provided to the employees in the Krishna hospital and the response from the Zydus hospital is 70%.
9. Intradermal spray is not provided by the Krishna hospital. And 10% from the Zydus hospital.
10. Sneezing droplets is not provided by the Krishna hospital. And 10% from the Zydus hospital.

Sr. No.	Personal safety Measures adopted For swine flu (by an individual)	Krishna hospital	Zydus hospital
1	Avoid contact with people who are sick	100%	100%
2	Wash your hand frequently	100%	100%
3	Cover your mouth when you sneeze or cough	70%	100%
4	Try to stay in good health and physically active	10%	80%
5	Stay home if you are ill	60%	80%
6	A small piece of camphor or cardamom	60%	10%
7	Do pranayama	0	100%
8	Boiled drinks	60%	50%

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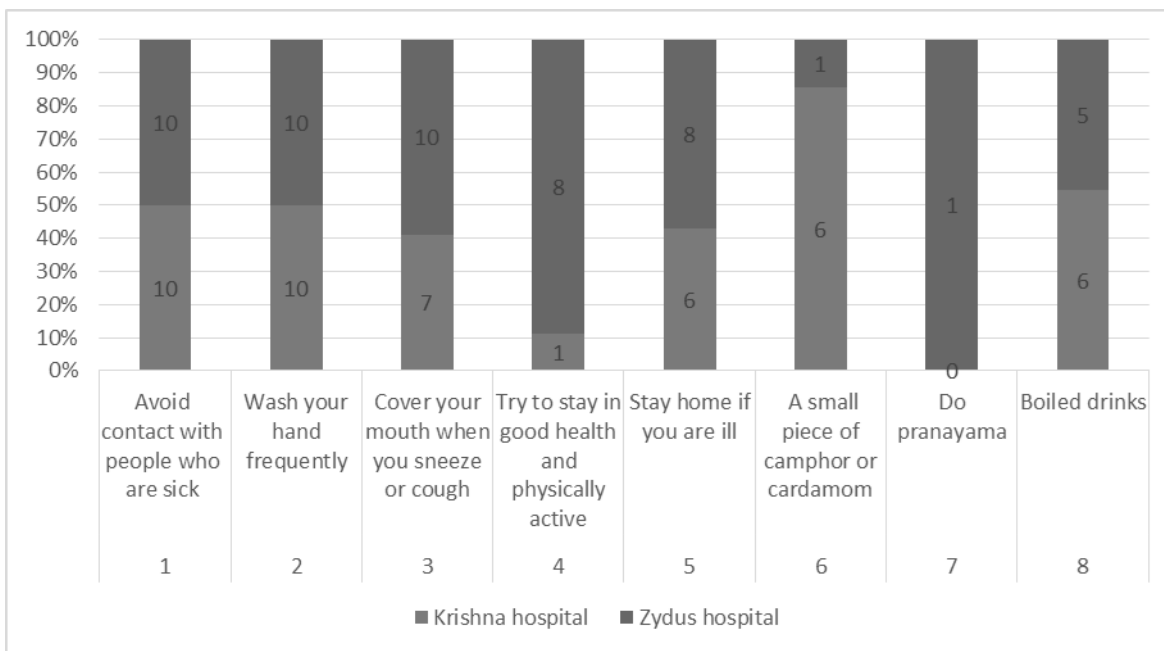
From the above graph we can see that the personal safety measures taken by an individual is:

1. Avoid contact with people who are sick: the response from the Krishna hospital and zydus hospital is 100%.

2. Washing hands frequently: the response from the Krishna hospital and zydus hospital is 100%.

3. Covering mouth when you sneeze: the response from krishna hospital is 70% and from Zydus hospital is 100%

4. Try to stay in good health and physically active: the response from the Krishna hospital and zydus hospital is 100%.

5. Stay home if you are ill: the response from the Krishna hospital is 60% and the Zydus hospital is 80%.

6. A small piece of camphor and

cardamom: the response is 60% from the Krishna hospital and 10% from the employees of Zydus hospital.

7. Do pranayama: the employees' response from zydus hospital and Krishna hospital is 10% and 0% respectively.

8. Boiled drinks: the employees' response from zydus hospital and Krishna hospital is 60% and 50% respectively.

Sr. No.	Organization Flexibility regarding needs of swine flu patients	Krishna hospital	Zydus hospital
1	Allocation of rooms	20%	80%
2	Providing machines	70%	80%
3	Isolation of patients	70%	80%
4	Taking care of particular Symptoms	20%	60%

From the above chart we can see that is organization flexible in terms of:

• Allocation of rooms: the response from the Krishna hospital and Zydus hospital is 20% and 80% respectively.

• Providing machines : the response from the Krishna hospital and Zydus hospital is 70% and 80% respectively.

• Isolation of the patients: the response from the Krishna hospital and Zydus hospital is 70% and 80% respectively

• Taking care of particular symptoms: the response from the Krishna hospital and Zydus hospital is 20% and 60% respectively.
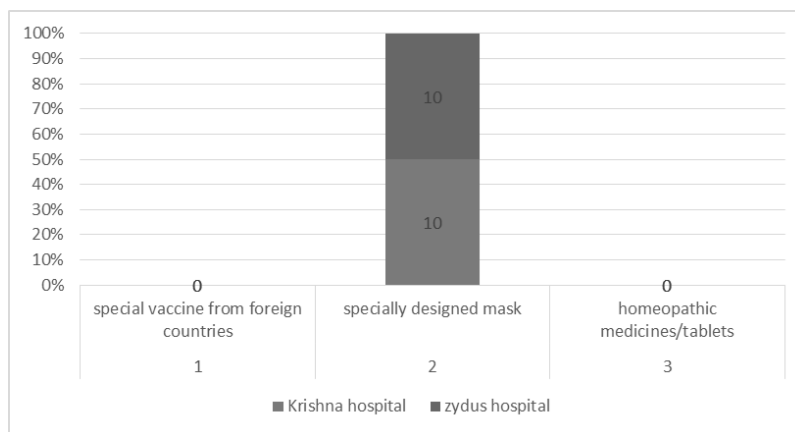
Sr.No	Facilities provided by government for swine flu	Krishna hospital	Zydus hospital
1	Special vaccine from foreign countries	0	0
2	Specially designed mask	100%	100%
3	Homeopathic medicines/ tablets	0	0

Here from this chart it can be seen that the government provided safety measures are not applied in this both hospital. The response for special vaccine from foreign countries and homeopathic medicines is 0% in both the hospitals the response for the specially designed mask is 100% from both the hospitals.

Utility of the research

The research done can be used to remove the loopholes in managing employee safety and implementing it more employee oriented in dealing with swine flu cases. The data analysis and findings can be used for the improvement of the present

Scope for further research

Further research can be carried out taking more comparative studies of different hospitals in Gujarat, which can provide the overall picture of employee safety adopted by various hospitals. Such study will reveal the actual employee safety measures adopted by various government and private hospitals in Gujarat.

Conclusion

From my following research I can conclude that there are major differences between both the hospitals for the safety of employee with respect to swine flu. Zydus hospital is a private hospital still it provides more safety to the employees as well to the patient and Krishna hospital being a government hospital it is less worried about the safety to the employees. Employees of Krishna are not given the proper awareness on safety as per the it is needed. Hence, the following research outcome

have the different opinion on personal view on the safety for the swine flu.

Thus, from collection of different data it can concluded that the private hospitals take more care of their employees than government hospital or general hospital. The employees working in private hospitals are much aware about the safety measures whereas the employees or workers working at general hospital are not provided with much awareness on the disease they are dealing with the patients.

Therefore, through different charts and graphs the evaluation is made on the both the hospitals where the safety measures are taken differently. The evaluation is done for why more patients are going to government hospitals i.e. Krishna hospital rather going to Zydus hospital. The major differences are that doctors experience, low cost employees' experience, the way of treatment, the patient's safety, etc

The doctors in government hospital are much experienced and updated with technologies and anti-viral of the disease are easily available. Government hospital provide treatment at low cost compared to the private hospitals. The economically weaker people are going to semi-government hospital for their treatment as people trust more on doctors as they are well-experienced and give proper treatment to the patients. Therefore, the data says that semi-government or government hospitals has more swine flu cases then the private hospitals.

Recommendations

1. The hospitals should provide the awareness during recruitment of the employee or during such epidemic break out of diseases.

2. During medical studies the safety measures should be as a part of curriculum and during the employment special training on employee safety should be given.

3. The safety measures should be taken seriously by the hospital to maintain the health and safety of the employee working with different contagious disease in the hospitals.

4. The safety measures adopted in should be same on every hospitals whether it is government (general) or private.

5. The higher authority should check and confirm that the hospital or institution are following the safety measures or not.

6. Reviews should be taken from the employees that whether management or hospital is providing the safety as per the need or not.

7. The safety measures should be the important part in the hospital and the updation of programmes should be conducted by government for both private and public hospitals.

8. The programmes which are conducted for safety of employees should be compulsory for the hospitals.

9. According to the breakout of contagious disease takes place according to that the safety measures should be provided and if required special training should be made compulsory.

10. The employees should be asked for their views that what changes they need regarding their health and safety in times of such diseases.

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A Comparison between Ind AS-115 and AS-9
Deepa Pamnani

Abstract

With the announcement of roadmap for implementing the Indian Accounting Standards (Ind AS) was announced in January this year, the Ministry of Corporate Affairs (MCA), moved quickly and notified its phase-wise roadmap for the adoption of Ind AS– India's accounting standards, converged with the IFRS. The notification of Ind AS is a positive development and places India well at the centre of high-quality financial reporting. The MCA issued a notification on 16 February this year, announcing the Companies (Indian Accounting Standards) Rules, 2015, for the application of Ind AS. India will be the one of the first countries to adopt and apply Ind AS-115 Contracts with Customers.

In this paper an attempt has been made to highlight the importance of revenue recognition, a comparison has been made between Ind AS-115 Contracts with Customers and Accounting Standard -9 Revenue recognition. Based on the differences an attempt has been made to highlight the impact of these changes on financial reporting. At last a conclusion has been drawn that with the changes like control model, performance obligation, allocation of transaction price based on standalone selling price, etc. that These changes are likely to affect more to those companies which are contract driven.

Introduction

Indian Accounting Standards

Indian Accounting Standards (abbreviated as India AS) are a set of accounting standards notified by the Ministry of Corporate Affairs which are converged with International Financial Reporting Standards (IFRS). These accounting standards are formulated by Accounting Standards Board of Institute of Chartered Accountants of India. Now India will have two sets of accounting standards viz. existing accounting standards under Companies (Accounting Standard) Rules, 2006 and IFRS converged Indian Accounting Standards (Ind AS). The Ministry of Corporate Affairs has to spell out the accounting standards applicable for companies in India. As on date the Ministry of Corporate Affairs notified 39 Indian Accounting Standards (Ind AS).

Road Map

The Ministry of Corporate Affairs issued a notification on 16 February 2015, announcing the Companies (Indian Accounting Standards) Rules, 2015 for the application of Ind AS. Finally, the Ministry of Corporate Affairs (MCA) has announced the long awaited Ind AS roadmap. The roadmap provides for a phased implementation of IFRS converged standards in India (Ind AS) for companies other than banking companies, insurance companies and non-banking finance companies. Under the roadmap, from 1 April 2016, Ind AS would be mandatory for

(a) companies having a net worth of Rs 500 crore or more and Holding, subsidiary, joint venture or associate companies of such companies.

Further, from 1 April 2017, Ind AS would be mandatory for

(a) Companies whose equity and/or debt securities are listed or are in the process of being listed on any stock exchange in India or outside India and having net worth of less than Rs 500 crore

(b) Unlisted companies having net worth of Rs 250 crore or more but less than Rs 500 crore; and

(c) Holding, subsidiary, joint venture or associate companies of such companies.

One important change from the earlier roadmap is the requirement to present financial information for the comparative year on the basis of the Ind AS. This is a significant improvement since it will help users of the financial statements to understand and compare the performance and financial position of the companies under Ind AS. This requirement also aligns the presentation of financial statements with the requirement of global IFRS (IFRS). In the earlier roadmap, comparatives were not required as per Ind AS. Thus companies covered in phase one of the Ind AS transition, will prepare their first Ind AS financial statements covering the period 1 April 2015 to 31 March 2016, with an opening transition balance sheet as at 1 April 2015. This date is not too far away.

Companies are also allowed to apply Ind AS on a voluntary basis, from the accounting periods beginning on or after 1 April 2015, with the comparatives for the periods ending 31 March 2015 (with the date of transition being 1 April 2014). The roadmap brings under its umbrella all the related entities (holding, subsidiary, joint ventures and associate companies) of the companies covered in the mandatory phase. This approach would help the entire group apply a single set of accounting standards, bring efficiency in the group and eliminate the need for multiple reporting.

Once a company opts to follow Ind AS, it will be required to follow Ind AS for all the subsequent financial statements. Companies not covered by the revised roadmap could continue to apply existing accounting standards prescribed under Indian GAAP.

Entities not covered by the roadmap can voluntarily adopt the Ind AS. Once they choose this path they cannot switch back.

Insurance, banking and non-banking financial companies shall not be required to apply Ind AS either voluntarily or mandatorily. However, it appears (though not clarified), that if these entities are subsidiaries, joint venture or associates of a parent company covered by the roadmap, they will have to report Ind AS adjusted numbers for the parent company to prepare Ind AS compliant consolidated accounts. So indirectly some of these entities may get covered.

Importance Revenue Recognition

Today's financial world puts a great emphasis on meeting targets. From the perspective of those who run businesses and their employees, revenue can mean the difference between a large bonus or being let go. From a stockholder's perspective, it could mean the difference between selling or holding a stake in a company. The most common measure used to gauge whether one has met targets is revenue. Revenue typically drives the success of most businesses, as it is a means of generating profits and increasing equity. For this reason, attaining proper revenue recognition is paramount.

Revenue recognition in some instances can be simple. Consider a manufacturer that sells a non-warranty product to a customer. In this instance, revenue is recognized when all four of the traditional revenue recognition criteria are met: (1) the price can be determined, (2) collection is probable, (3) there is persuasive evidence of an arrangement, and (4) delivery has occurred.

Revenue recognition gets complicated when the above criteria do not apply, which is typically due to the type of industry that companies operate in. For instance, some of the more complicated industries include technology, real estate, media and entertainment, construction and healthcare.

Revenue in these industries is typically contract driven and determined on a customer-by-customer basis, and even a contract-by-contract basis. In particular, revenue from contract accounting could be subject to the revenue recognition criteria of multiple deliverable arrangements. Under this set of criteria, revenue may not be recognized over the life of a contract in a systematic way; rather, contract revenue could be broken up into segments and recognized when certain milestones or deliverables are achieved.

In the technology and software industries, for example, revenue is recognized when certain segments of a contract are completed. The most complicated part of revenue recognition for these industries is the valuing of contract segments, which are not always broken out in the contracts themselves and often do not follow the operational substance of the contract.

Revenue recognition in the real estate industry carries its own complications. Each transaction involving the sale of real estate is unique, and contrary to popular belief, recognition of a sale does not necessarily coincide with the legal transaction itself.

The above points are discussed as difference between AS-9 Revenue Recognition and Ind AS 115-Contracts with Customers.

Differences between AS-9 Revenue Recognition and Ind AS 115-Contracts with Customers

Major Differences

Ind AS 115 Revenue from Contracts with Customers is a comprehensive standard that deals with revenue recognition. It supersedes AS 9 Revenue Recognition and AS 7 Construction Contracts.

Ind AS 115 has introduced a five-step model with a single principle for recognizing revenue that applies to all contracts. AS 9 specifies different recognition and measurement criteria for varying streams of revenue.

Ind AS 115, unlike AS 9 Revenue Recognition requires revenue to be measured at the amount of

consideration to which an entity expects to be entitled (rather than contractually specified) in exchange for transferring the promised goods or services.

Ind AS 115 has introduced the concept of variable consideration. It takes various forms, including (but not limited to) price concessions, volume discounts, rebates, refunds, credits, incentives, performance bonuses and royalties. An entity's past business practices can cause consideration to be variable if there is a history of providing discounts or concessions after goods are sold. AS 9 currently contains no guidance in this regard.

For recognition of revenue from rendering of services, Ind AS 115 requires that revenue should be recognized over time by measuring progress toward completion. AS 9 provides an option to use either the proportionate completion method or the completed service contract method for specified transactions for recognizing revenue from service transactions.

Ind AS 115 there is a concept of performance obligation. Where companies need an understanding what a customer expects to receive as a final product is necessary to assess whether goods or services should be combined and accounted as a single performance obligation or separate elements. Some contracts contain a promise to deliver multiple goods or services, but the customer is not purchasing the individual items. Rather, the customer is purchasing the final good or service which is the aggregate of those individual items. The judgment, based on proper application of the principles envisaged in Ind AS 115, will determine whether a contract involves a single or multiple performance obligations.

Until now there has been limited guidance in this area of multiple elements or performance obligations under Indian GAAP. Under Ind AS, companies will have to necessarily determine whether there are multiple promises in a contract and whether those promises are distinct. The consideration will then be allocated to multiple components and revenue recognised when those distinct goods or services are delivered, i.e. when control is transferred.

It is also to be noted that separate performance obligations may be identified based on promises in a contract which may be explicit or implicit including based on past customary business practices. Also, upon transition to Ind AS, certain previously identified multiple elements may no longer be considered as separate promises under the new standard. Companies should carefully understand the impact of this, as potentially upon

transition some revenue may never be reported and some could be reported twice.

There is an introduction to new concept known as allocation of transaction price based on relative standalone selling price. Entities that sell multiple goods or services in a single arrangement (for example, sale of equipment with two year maintenance services contract) may be following different accounting practices under the current Indian GAAP. Under Ind AS 115, these entities must first evaluate whether the sale of equipment and services are two separate performance obligations, and if yes, then allocate the consideration to each of the distinct goods or services based on their relative standalone selling price. This allocation is based on the price an entity will charge a customer on a standalone basis for each good or service sold separately. In this regard, management will follow a hierarchy to estimate the selling price. Entities will first consider observable data to determine the standalone selling price. An entity will need to estimate the standalone selling price if such data does not exist (cost plus profit margin is an acceptable approach). Some entities may also need to determine the standalone selling price of goods or services that previously did not required this assessment. In case of performance obligations an entity

Allocation of the transaction price to multiple performance obligations can be a matter involving significant estimate and judgment. Accordingly, a careful analysis of this aspect is required as a part of the transition to Ind AS.

Time value concept is also to be considered as per Ind AS 115. Some contracts provide the customer or the entity with a significant financing benefit (explicitly or implicitly). This is because performance by an entity and payment by its customer might occur at significantly different times. In such situations, under Ind AS, the entity will have to adjust the transaction price for the time value of money if the contract includes a significant financing component. The standard provides certain exceptions to applying this guidance and a practical expedient which allows entities to ignore time value of money if the time between transfer of goods or services and payment is less than one year.

Presently, under Indian GAAP, such financing benefit is not identified and separated. This aspect will impact entities which have significant advance or deferred payment arrangements.

Entities sometimes incur costs (such as sales commissions or mobilisation activities) to obtain or fulfil a customer contract.

Contract costs that meet certain criteria will be capitalised as an asset and get amortised as revenue is recognised upon adoption of Ind AS. Such capitalised costs will require a periodic review for recoverability and impairment, if applicable. If the contract period is a year or less, then as a practical expedient, such capitalisation may not be required. Presently, under Indian GAAP, such costs are generally expensed as incurred. This will result in more cost deferral for long-term type of arrangements.

Ind AS includes more guidance on gross versus net presentation (including items such as excise duty, other charges, etc). Some of this could change the presentation of revenue upon adoption of Ind AS.

Extensive disclosures are required to provide greater insight into both, revenue that has been recognised and revenue that is expected to be recognised in the future from existing customer contracts. Quantitative and qualitative information will have to be provided about the significant judgments and changes in those judgments made while recording revenue.

Impact on financial reporting

Multiple element arrangements

According to AS 9, revenue is measured by the charge made to customers or clients for goods supplied and services rendered and by the charges and rewards arising from the use of resources by them. In the absence of a fair value concept, it sometimes becomes difficult to determine revenue for a contract that contains multiple elements such as sale of goods and rendering of services. Ind AS 115 prescribes that the transaction price in such arrangements must be allocated to each separate performance obligation, so that revenue is recorded at the right time and in the right amount. Under Indian GAAP, an EAC opinion deals with accounting in the case of multiple element contracts in a limited way.

Control model

Ind AS 115 has introduced the control model to determine the point of revenue recognition. Management needs to determine, at contract inception, whether control of a good or service transfers to a customer over time or at a point in time. Arrangements where the performance obligations are satisfied over time are not limited to services arrangements. Complex assets or certain customized goods constructed for a customer, such as a complex refinery or specialized machinery,

could also be transferred over time, depending on the terms of the arrangement.

Revenue is recognized over time if any of the following three criteria are met:

• The customer simultaneously receives and consumes the benefits provided by the entity's performance as the entity performs…
• The entity's performance creates or enhances an asset that the customer controls as the asset is created or enhanced…
• The entity's performance does not create an asset with an alternative use to the entity…and the entity has an enforceable right to payment for performance completed to date.
This model may have the highest impact for companies engaged in construction or real estate business.

Reduced volatility of revenue recognition for rendering of services

Since Ind AS 115 requires revenue to be recognized over time by measuring progress toward completion, entities that defer revenue based on the completed service contract method under AS 9 will experience a significant impact on their income statement. The volatility of the income statement of such entities will be streamlined by the application of

Ind AS 115, and the profit or loss for the period will better represent the efforts put in by the entities during the period.

Impact on an organization and its processes

Ind AS 115's core principle is that an entity will recognize revenue when it transfers goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. This will require entities to use more judgment and make more estimates than under current Indian GAAP. Unlike Indian GAAP, Ind AS 115 provides detailed guidance on the identification of separate performance obligations of a single transaction. It will be essential to apply the recognition criteria to the separate performance obligations of every transaction to reflect the substance of the transaction. Therefore, marketing strategies, such as free maintenance services for cars, loyalty points by hotels and supermarkets and free handsets by telecom operators, would need to be carefully evaluated to gauge their impact on revenue recognition. Ind AS 115 requires stand-alone selling prices to be determined for all of the identified performance obligations. Companies that do not currently estimate stand-alone selling prices

will need to involve personnel beyond those in the accounting or finance departments. Personnel responsible for an entity's revenue recognition policies may need to consult with operating personnel involved in pricing decisions to determine estimated stand-alone selling prices, especially when there are limited or no observable input.

Conclusion

Revenue is one of the most important financial statement measures for both preparers and users of the financial statements. Today, Accounting Standard (AS) 9 on Revenue Recognition does not provide comprehensive guidance for certain aspects resulting in diversity in practices under Indian GAAP. Adoption of Ind AS 115, Revenue from Contract with Customers, provides comprehensive principles for recognising revenue, which will affect mostly all entities that apply Ind AS. Companies will be required to closely analyse their business practices within the revenue cycle to identify and evaluate potential GAAP differences.

Some of the changes are introduction of control model which requires the determination the point of revenue recognition. Management needs to determine, at contract inception, whether control of a good or service transfers to a customer over time or at a point in time, Time value concept is also to be considered as per Ind AS 115.Some contracts provide the customer or the entity with a significant financing benefit. This is because performance by an entity and payment by its customer might occur at significantly different times. In such situations, under Ind AS, the entity will have to adjust the transaction price for the time value of money if the contract includes a significant financing component. Presently, under Indian GAAP, such financing benefit is not identified and separated. This aspect will impact entities which have significant advance or deferred payment arrangements. In performance obligations companies will have to necessarily determine whether there are multiple promises in a contract and whether those promises are distinct. The consideration will then be allocated to multiple components and revenue recognised when those distinct goods or services are delivered, i.e. when control is transfer, and many more changes. These changes are likely to affect more to those companies which are contract driven like

technology, real estate, media and entertainment, construction and healthcare.

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The length of papers should not be more **4500 words**, including tables, diagrams and appendices. Graphs should be in gray scale.

Papers submitted for publication should be exclusively written for this journal and should not have been published or sent for publication elsewhere. Submitting Certificate of Originality as per Annexure 1 is compulsory.

Other Editing Requirements:

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broken up into fragments by narrow
domestic walls;

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the depth of truth;

Where tireless striving stretches its
arms towards perfection;

Where the clear stream of reason
has not lost its way into the dreary
desert sand of dead habit;

Where the minds is led forward by
thee into ever-widening thought and
action.....

Into that heaven of freedom, my
Father, let my country awake.

Rabindranath Tagore

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