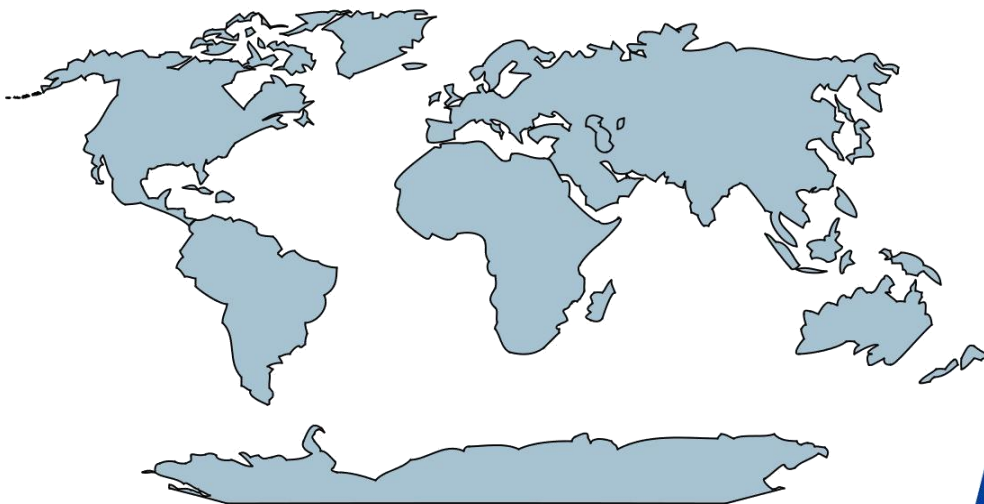


ISSN 2322 - 0899

INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT & SOCIAL SCIENCE



Volume 10, Issue 3 (II)
July - September 2022

International Journal of Research in Management & Social Science

Volume 10, Issue 3 (II): July - September 2022

Chief Patron

Mr. Zahirul Alam Ahmed

Director, Empyrean Institute of Higher Education.
President , Bhramaputra Welfare Organization

Editor- In-Chief

Dr. Tazyn Rahman

Members of Editorial Advisory Board

Mr. Nakibur Rahman

Ex. General Manager (Project)
Bongaioan Refinery, IOC Ltd, Assam

Dr. Mukesh Saxena

Pro Vice Chancellor,
University of Technology and Management, Shillong

Dr. Alka Agarwal

Director,
Mewar Institute of Management, Ghaziabad

Dr. Archana A. Ghatule

Director,
SKN Sinhgad Business School, Pandharpur

Prof. (Dr.) Sudhansu Ranjan Mohapatra

Dean, Faculty of Law,
Sambalpur University, Sambalpur

Prof.(Dr.) Sharad Kumar Goel

Director,
Indirapuram Institute of Higher Studies, Ghaziabad

Dr. P. Malyadri

Principal,
Government Degree College, Hyderabad

Prof. (Dr.) Monoj Kumar Chowdhury

Professor, Department of Business Administration,
Guahati University, Guwahati

Prof.(Dr.) Shareef Hoque

Professor,
North South University, Bangladesh

Prof. (Dr.) Baljeet Singh Hothi

Professor,
Gitarattan International Business School, Delhi

Prof.(Dr.) Michael J. Riordan

Professor,
Sanda University, Jiashan, China

Prof. (Dr.) Badiuddin Ahmed

Professor & Head, Department of Commerce,
Maulana Azad National Urdu University, Hyderabad

Prof.(Dr.) James Steve

Professor,
Fresno Pacific University, California, USA

Dr. Anindita Sharma

Dean & Associate Professor,
Jaipuria School of Business, Indirapuram, Ghaziabad

Prof.(Dr.) Chris Wilson

Professor,
Curtin University, Singapore

Prof. (Dr.) Jose Vargas Hernandez

Research Professor,
University of Guadalajara, Jalisco, México

Prof. (Dr.) Amer A. Taqa

Professor, DBS Department,
University of Mosul, Iraq

Prof. (Dr.) Himanshu Pandey

Professor, Department of Mathematics and Statistics
Gorakhpur University, Gorakhpur

Dr. Nurul Fadly Habidin

Faculty of Management and Economics,
Universiti Pendidikan Sultan Idris, Malaysia

Prof. (Dr.) Agbo Johnson Madaki

Faculty, Faculty of Law,
Catholic University of Eastern Africa, Nairobi, Kenya

Dr. Neetu Singh

HOD, Department of Biotechnology,
Mewar Institute, Vasundhara, Ghaziabad

Prof. (Dr.) D. Durga Bhavani

Professor,
CVR College of Engineering, Hyderabad, Telangana

Prof. (Dr.) Shashi Singhal

Professor,
Amity University, Jaipur

Prof. (Dr.) Alireza Heidari

Professor, Faculty of Chemistry,
California South University, California, USA

Prof. (Dr.) Badar Alam Iqbal

Adjunct Professor,
Monarch University, Switzerland

Dr. Dhananjay Prabhakar Awasarikar

Associate Professor,
Suryadutta Institute, Pune

Dr. Mohammad Younis

Associate Professor,
King Abdullah University, Saudi Arabia

Dr. Kavita Gidwani

Associate Professor,
Chanakya Technical Campus, Jaipur

Dr. Vijit Chaturvedi

Associate Professor,
Amity University, Noida

Dr. Marwan Mustafa Shammot

Associate Professor,
King Saud University, Saudi Arabia

Dr. Juhab Hussain

Assistant Professor,
King Abdulaziz University, Saudi Arabia

Dr. V. Tulasi Das

Assistant Professor,
Acharya Nagarjuna University, Guntur, A.P.

Dr. Urmila Yadav

Assistant Professor,
Sharda University, Greater Noida

Prof. (Dr.) Aradhna Yadav

Professor,
Krupanidhi School of Management, Bengaluru

Prof.(Dr.) Robert Allen

Professor
Carnegie Mellon University, Australia

Prof. (Dr.) S. Nallusamy

Professor & Dean,
Dr. M.G.R. Educational & Research Institute, Chennai

Dr. Sarmistha Sarma

Associate Professor,
Institute of Innovation in Technology and Management

Dr. Pranjal Sharma

Associate Professor, Department of Management
Mile Stone Institute of Higher Management, Ghaziabad

Dr. Lalata K Pani

Reader,
Bhadrak Autonomous College, Bhadrak, Odisha

Dr. Sunita Dwivedi

Associate Professor,
Symbolic Center for Management Studies, Noida

Dr. R. Navaneeth Krishnan

Associate Professor,
Bharathiyar College of Engg & Tech, Puducherry

Dr. Namita Dixit

Assistant Professor,
ITS Institute of Management, Ghaziabad

Mr. Sukhvinder Singh

Assistant Professor,
Institute of Innovation in Technology & Management

Dr. Nidhi Agrawal

Assistant Professor,
Institute of Technology & Science, Ghaziabad

Copyright @ 2022 Empryal Institute of Higher Education, Guwahati
All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission. Application for permission for other use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgment of author, publishers and source must be given.

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the Institute. Although every care has been taken to avoid errors or omissions, this publication is being published on the condition and understanding that information given in this journal is merely for reference and must not be taken as having authority of or binding in any way on the authors, editors and publishers, who do not owe any responsibility for any damage or loss to any person, for the result of any action taken on the basis of this work. All disputes are subject to Guwahati jurisdiction only.

 THOMSON REUTERS	INDEX COPERNICUS INTERNATIONAL	 University Grants Commission	 Journal Seeker Research Bible	 OAJ Open Academic .net Journals Index
 InnoSpace SJIF Scientific Journal Impact Factor	 CiteFactor Academic Scientific Journals	 JOURNAL INDEX .net	 Google scholar	 ResearchGATE scientific network
 SciSeek	 I2OR	 Scribd	 ADVANCED SCIENCE INDEX	 AcademicKeys UNLOCKING ACADEMIC CAREERS
 bing	 iseek	 entireweb Data	 Scholarsteer Scholarly Information	 WZB Berlin Social Science Center
 IJIF	 JISRA JIF	 DIIF	 GENERAL IMPACT FACTOR Universal Digital Object Information	 Research Impact Factor
 GIF GLOBAL IMPACT FACTOR	 Cosmos COSMOS IMPACT FACTOR		 iis	 JIF JIFACTOR
 SIS Scientific Indexing Services	 Pak Academic Search GROWING KNOWLEDGE FOR FUTURE	 ZB MED Wissen für Mensch & Umwelt www.zbmed.de	 Open Access Library Search Engine, Journal, Index, Repository	 EZB Electronic Journals Library
 Journal Seek	 JOUR INFORMATICS	 INTERNATIONAL Scientific Indexing	 UMS UNIVERSITI MALAYSIA SABAH	 OCLC WorldCat®
 International Innovative Journal Impact Factor (IIJIF)	 bibliothek WISSENSCHAFTSPARK ALBERT EINSTEIN	 ESJI Eurasian Scientific Journal Index www.ESJIndex.org	 JOURNAL FACTOR	 INFOBASE INDEX
 DocSlide	 SJIF Scientific Journal Impact Factor	 UNIVERSIDAD DE GUADALAJARA Red Universitaria de Jalisco	 www.irmgm.ir	
 ACADEMIA	 Yumpu	 STUDYLIB	 docshare.tips	 BASE Bielefeld Academic Search Engine
 International Institute For Research Impact Factor Journals (IFIJ)	 SSRN SOCIAL SCIENCE RESEARCH NETWORK	 Xactseek RELEVANT WEB SEARCH	 GIGA BLAST The Search Engine	 NSD ERIH PLUS EUROPEAN REFERENCE INDEX FOR THE HUMANITIES AND SOCIAL SCIENCES
 Baidu 学术	 FWS FreeWebSubmission.com	 ISIFI INTERNATIONAL SERVICES FOR IMPACT FACTOR AND INDEXING	 beta refseek	 zenodo

Certificate IC Journal Master List



Certificates that journal
**International Journal of Research in
Management & Social Science**

ISSN: 2322 - 0899

has been indexed in the
IC Journal Master List in 2014.

ICV: 6.35

1 May 2014

Date

A handwritten signature in black ink, appearing to read "Risto Wengate".

Signature:

CONTENTS

Research Papers

- ENHANCING THE QUALITY AND PRODUCTIVITY OF PROCESSED BIOPHARMACA THROUGH APPLICATION OF APPROPRIATE TECHNOLOGY** 1 – 6
Etty Soesilowati, M. Alfian Mizar and Evi Susanti
- QUEST FOR IDENTITY IN THE NOVELS OF SHOBHAA DE** 7 – 9
B. S. Farzana and Dr. Rakesh Babu M.
- SIGNIFICANCE OF HUMAN CHOICES IN THE NOVEL OF MURIEL SPARK: A CRITICAL STUDY OF THE DRIVER'S SEAT** 10 – 12
Vinod Kumar
- AFFORDABILITY OF MEDICINES IN THE STATE OF PUNJAB** 13 – 23
Miss Manjeet Kaur
- CAUSAL NEXUS BETWEEN FOREIGN DIRECT INVESTMENT, TRADE AND ECONOMIC GROWTH FOR THE EMERGING AND ADVANCED COUNTRIES** 24 – 39
Jomit C P and T JJoseph
- FACTORS AFFECTING CHOICES REGARDING CASHLESS PAYMENTS: A STUDY OF NALAGARH, HIMACHAL PRADESH** 40 – 49
Dr. Vinod Negi, Dr. Karan Gupta and Sunil Kumar
- LEGAL PARADIGM OF STATUS OF WOMEN OBJECTIFIED FOR SALE AND FLESH TRADE BUSINESS** 50 – 54
Saroj Roz
- THE EFFECT OF BIRTH ORDER AND NUMBER OF SIBLINGS ON EMOTION REGULATION OF YOUNG ADULTS** 55 – 60
Yatna Jain and Dr. Neeta Sinha
- A STUDY ON MATERIAL MANAGEMENT TECHNIQUES TOWARDS GRANITE INDUSTRY** 61 – 66
Dr. V. Jothi Francina, Dr. V. P Rameshkumaar, Shivashankari D, Subhika KU and Vaisali S
- A STUDY ON POST COVID-19 CHALLENGES FACED BY INDIAN FOOD OUTLETS TO GO ONLINE** 67 – 71
Ms. Vandna Munjal and Dr. Kapil Kumar
- AN EXPLORATORY STUDY TO UNDERSTAND THE AFFECT OF KNOWLEDGE MANAGEMENT PRACTICES AND ORGANIZATIONAL PERFORMANCE IN IT COMPANIES** 72 – 78
Vidya R

ARTIFICIAL INTELLIGENCE -FUTURE OF E-COMMERCE	79 – 81
Dilip Dutt Varshney and Dr. Rajeev Sharma	
WOMEN ENTREPRENEURSHIP IN MSME'S IN INDIA	82 – 86
Ms. Deepali Tomar	
DIGITAL INFORMTION LITERACY: A REVIEW	87 – 91
Sweta Sharma, Deepmala and Ashok Kumar Upadhyay	
THE STATE OF TEACHERS HAPPINESS AND ORGANIZATION CULTURE DURING COVID-19	92 – 96
Dr. Pretty Bhalla and Anuradha	
IMPACT ASSESSMENT OF INTEGRATED FARMING SYSTEMS IN TAMIL NADU	97 – 102
Dr. T. Rajendran	
MAPPING NARCISSISM AS A GENRE FORM IN LITERARY CHARACTERS: A RHETORICAL GENRE STUDY APPROACH IN SELECTED CHARACTERS FROM THE DEVIL WEARS PRADA	103 – 109
Ms. Anjuli Thawait	
FACTOR ANALYSIS OF ORGANISATIONAL CHARACTERISTICS; AN NCC PERSPECTIVE	110 – 117
Mr. Rajaram P. and Dr. Maheshbabu N.	
A COMPARATIVE STUDY ON SELF-COMPASSION AMONG TYPE-A, TYPE-B PERSONALITY OF COLLEGE STUDENTS	118 – 124
Lulu Farshana M and Dr. V. Santhana Karthikeyan	
A STUDY ON ANALYSIS OF THE RELATIONSHIP BETWEEN PORTFOLIO TURNOVER, EXPENSE RATIO, EXPERIENCE AND TENURE OF THE FUND MANAGER WITH PERFORMANCE OF SELECTED THEMATIC MUTUAL FUNDS	125 – 128
Parth Raval and Dr. Dharmesh Raval	
SUSTAINABLE DIGITAL MARKETING MODEL WITH THE HELP OF DESIGN THINKING	129 – 132
Dr. Vishal Mahajan, Dr. P. S. Aithal and Dr. Shailly Mahajan	
HEALTHY LIFESTYLE OF WORKING COUPLES FROM EXTENDED AND NUCLEAR FAMILY STRUCTURE	133 – 135
Supriya Ramani and Dr. Suman Audichya	
SACRIFICE OF LOWER CASTE GIRLS IN RELIGIOUS RITUALS AND JUDICIAL ACTIVITIES AGAINST THE SYSTEM OF FEMALE SLAVES	136 – 140
Rajwinder Kaur and Dr. Seema Parihar	
ROLE OF INNOVATION MARKETING IN A COMPETITIVE BUSINESS FOR CUSTOMER DELIGHT	141 – 146
Prof. M.V. Rama Prasad	

RESEARCH AND PUBLICATION ETHICS: A SYSTEMATIC REVIEW OF LITERATURE	147 – 153
---	-----------

Shivani and Margam Madhusudhan

SYMBOLISM IN THE NOVELS OF AMISH TRIPATHI WITH SPECIAL REFERENCE TO RAM CHANDRA SERIES & SHIVA TRILOGY	154 – 155
---	-----------

Ashish Agrawal and Dr. Rashmi Saxena

INTERRELATIONSHIP BETWEEN ECONOMIC GROWTH, EMPLOYMENT AND POVERTY REDUCTION: A THEORETICAL FRAMEWORK	156 - 157
---	-----------

Neha Kar

THE PESA ACT 1996, REVIEWING THE LAW IN LETTER AND SPIRIT WITH SPECIAL REFERENCE TO JHARKHAND	158 - 160
--	-----------

Sashank Sekhar Dayal

ENHANCING THE QUALITY AND PRODUCTIVITY OF PROCESSED BIOPHARMACA THROUGH APPLICATION OF APPROPRIATE TECHNOLOGY

Etty Soesilowati¹, M. Alfian Mizar² and Evi Susanti³

¹Faculty of Economics and Business, Universitas Negeri Malang

²Faculty of Engineering, Universitas Negeri Malang

³Faculty of Mathematics and Science, Universitas Negeri Malang

ABSTRACT

Traditional medicine is an alternative that the community can consume to maintain their body immunity. Plants that can be encouraged as immune boosters include curcuma, turmeric, and ginger. Several phytochemical compounds known to have physiological functions are carotenoids, phytosterols, saponins, glycosinolates, polyphenols, protease inhibitors, monoterpenes, phytoestrogens, sulfides, and phytic acid. These great potentials are an underlying reason for the women to sell herbal medicine and create the "Jamu Gendhong Kartini Association" in Karangrejo Village, Kromengan District of Malang Regency in Indonesia. To present, the number of community members is reaching approximately 50 people, with the average turnover of potential partners being about IDR 3,000,000 per month. The products that are provided consists of beras kencur, sinom, tamarind, turmeric, cabe puyang, suruh, ginger, and curcuma. However, in its operation, it faces some challenges. First, the production process uses traditional that drive to less efficiency due to high food losses and damage to nutrients and other bioactive ingredients. Second, insufficient competitiveness and limited product variants, so that the market segment is also limited. To deal with, the solution provided is the facilitation of production equipment in the form of processing equipment and instant spice stirrers. In the institutional aspect, facilitation of the formation of joint business groups and its budgeting as a forum for creativity and utilization of shared resources. The results of the evaluation of activities showed an increase in sales turnover, production efficiency, business legality, product diversity, increased knowledge of herbal medicine seller and the formation of a joint business group.

Keywords: Dissemination, Appropriate Technology, Processed, Biopharmaca

INTRODUCTION

In the midst of the health crisis due to the Covid-19 pandemic, traditional medicine is an alternative that can be used by the community to break the chain of transmission of the virus and maintain body immunity. Herbal medicine or well-known as "Jamu," is a traditional medicine that has been practiced for centuries in Indonesian society to conserve health. Herbal medicine can function to maintain the body's immunity to avoid the virus that is spreading. In addition, plants that can be consumed by people and made into herbs for immune boosters include curcuma, turmeric, and ginger.

The properties contained in biopharmaca plants are an attraction for the community, both for their consumption and trade. Biopharmaca plant commodities that have a major contribution to Indonesia's horticultural production are ginger (183.52 thousand tons), turmeric (193.58 thousand tons), and curcuma (27 thousand tons) [1]. Indonesia is also one of the main players in the trade of rhizomes for the Harmonized System (HS) 0910 group, which includes ginger, turmeric, curcuma, and other spices [2]. Local wisdom of Indonesian recognizes ginger, curcuma, and turmeric plants for various traditional treatments. For instance, ginger is used to treat colds, turmeric to treat diarrhea, and curcuma to diminish body odor [3].

In modern research, this type of biopharmaca plant has the ability to treat several chronic diseases due to its antioxidant, anti-inflammatory [4], anti-tumor, anti-acidogenic and neuroprotective properties [5]. Furthermore, the content of antioxidants and antiaging in some biopharmaca products has the potential to be developed as cosmetic raw materials [6], and it can also whiten the skin [7]. One of the skin care cosmetic products that are currently commonly used by the public is a body scrub for skin care containing slightly abrasive ingredients (cosmetic obrasiver) [8]. Although the basic ingredients of body scrub cream are the same as skin cleansing creams in general which contain freshening fat, body scrub cream contains coarse granules that act as abrasives to remove dead cells from the epidermis. Body scrub cream is prepared from the composition of several ingredients, one of which is turmeric rhizome that can be consumed internally and externally.

To enhance the product diversification of small and medium enterprises of Biopharmaca Indonesia, it is necessary to adopt technology and product innovation [9]. The strategic position of production technology has been a complex meaning to increase productivity, efficiency, and processes, enlarge quality, and value-added. The future challenge of using postharvest technology is the adoption of technology that can reduce yield loss

and improve product quality [10]. Therefore, Good Handling Practices (GHP) and Good Manufactured Practices (GMP) are essential to deal with that issue. Good food production methods (CPPB) must also be applied as guidelines that explain how to produce food so that it is of good quality, safe, and fit for consumption.

Product development innovation as part of diversification activities must continue to be carried out. This is important to increase competitiveness to raise profits [11][12]. The acceleration of the downstream process of product diversification can be stimulated through institutional strengthening and access to capital [13]. To escalate the success of the commercialization process, small and medium enterprises need to incline market penetration by transforming towards digital marketing [14].

The traditional herbal medicine industry has been developing in Karangrejo village, Kromengan sub-district, Malang Regency, which is 34.3 kilometers from Malang, since 1993. Due to its prominent role in supporting the community's economy, the "Jamu Gendhong Kartini Association" was established, and it has 30 active members. The products consist of beras kencur, tamarind, turmeric, curcuma, sinom, cabe puyang, and ginger. The ingredients for making herbal medicine are obtained by the community from their yards or nearby market. Sales of herbal medicine only revolve around the Malang Regency area. The herbal medicine sellers move within a radius of 5-10 km, while the herbal medicine sellers with motorbikes move within a radius of 10-40 km, and the herbal medicine sellers move within a 30 km radius from the Kromengan.

The results of the survey of respondents' perceptions assessed that 93.33% of herbal medicine is natural, made from plants that contain health benefits, 90% is safe because herbal medicine does not use preservatives, and 73.33% is affordable because the ingredients are easily obtained in the market, can also be planted in the yard of the house. Herbal medicine carrying 83.33% is believed to be more effective in overcoming disease, 93.33% its good taste can attract people's interest to continue to like to consume herbal medicine. People assume that herbal or traditional medicines are cheaper, assessing that the side effects of traditional medicines are lighter than modern medicines [15]. Plant raw materials and types of herbal medicine produced are shown in Table 1.

Table 1. Medicinal Plant Raw Material

Type of Jamu	Medicinal Plant Ingredients
Beras Kencur	Rice (<i>Oryza Sativa</i>), Aromatic ginger (<i>Kaempferia Galanga</i> .L)
Kunyit Asem	Turmeric (<i>Curcuma Domestica</i> Vahl) & Tamarind (<i>Tamarindus Indica</i> L.)
Sinom	Tamarind (<i>Tamarindus Indica</i> L.) & Aromatic ginger (<i>Curcuma Domestica</i> Vahl)
Cabe Puyang	Chili Jamu (<i>Piper Retrofractum</i> Vahl) & Lempuyang (Fragrant Ginger/ <i>Zingiber</i> spp)
Pahitan	Sambiloto (<i>Andrographis Paniculata</i> Ness) & Brotowali (<i>Tinosporacrispa</i> L)
Kunci Suruh	Temu Kunci (<i>Boesenbergia Pandurata</i>) & Betel (<i>Piperbetle</i> L.)
Kudu Laos	Mengkudu (<i>Morinda Citrifolia</i> L.) & Lengkuas (<i>Alpinia Galanga</i>)
Gajahan	Aromatic ginger (<i>Kaempferia Galanga</i> .L), Curcuma (<i>Curcuma Domestica</i> Vahl), Temulawak (<i>Curcuma Xanthorhisa</i> Roxb), Lempuyang (<i>Zingiber</i> spp), Simbukan (<i>Paederis Foetida</i> L.), Beluntas (<i>Plucea Indica</i> L.), Kunci (<i>Boesenbergia Pandurata</i>) & Cowekan (<i>Centella Asiatica</i>)
Temulawak	Temulawak (<i>Curcuma Xanthorhisa</i> Roxb)
Sari Rapet	Temu Kunci (<i>Boesenbergia Pandurata</i>), Sirih (<i>Piperbetle</i> L.), Pinang (<i>Areca Catecu</i> L.), Gambir (<i>Uncaria Gambir</i>), Ylang flower (<i>Cananga Odorata</i>), White Pomegranate (<i>Punica Granatum</i>), Beluntas (<i>Plucea Indica</i> L.)

As for the problems of the members of the herbal medicine "Jamu Gendhong Kartini": First, in the production aspect, they still use traditional equipment, the capacity is small, so the extraction process is not optimal, and the nutrients contained in it are lost a lot. Second, in the marketing aspect, not all products have a distribution permit, do not include nutritional content, and have not used digital promotional media. Third, on the institutional aspect, the association is still not formed yet, which leads to limited access to resources, individual production, and community members' rights and responsibilities are unclear. Based on these problems, technology dissemination activities are carried out to increase production efficiency, product diversification, enhance human resource capacity related to business legality, and strengthen institutions through training and mentoring activities.

METHOD

The activity was carried out in Karangrejo Village, Kromengan District, Malang Regency. Astronomically, Kromengan District, Malang is located between 112.2776 112.3231 East Longitude and 8.0882-8.0567 South Latitude. The geographical location of all villages in the Kromengan District is plain, with the topography of all

villages classified as plains. The total area of Kromengan District is about 38.63 km, or about 1.30 percent of the total area of Malang Regency. The boundaries of the Kromengan District are to the north of Wonosari District, east of Kepanjen District, south of Sumberpucung District, and west of Blitar District in East Java, Indonesia.

Technology dissemination activities are carried out through training and mentoring activities. The training activity was started by holding a pre-test to see how far the herbal medicine artisans understand the process and benefits of the product, the licensing mechanism, and the benefits of the institutional system. The activity was attended by 30 active members of the herbal medicine community “Jamu Gendhong Kartini” (see Figure 1).



Figure 1. Process Coordination and Problem Identification

Production aspect training activities include: increasing the capacity of human resources in the use of appropriate technology and diversification of processed herbal products, increasing the capacity of human resources in hygienic and sanitation production. Meanwhile, assistance is carried out on the marketing aspect, including: managing product distribution permits, branding, and online marketing. In the institutional aspect, mentoring activities cover the establishment of the business group, the legality of business entities, and the making of AD/ART (Memorandum of Association/Articles of Association). Finally, evaluation of technology dissemination activities is carried out through various measurement indicators: whether or not the knowledge and skills of herbal medicine artisans increase through a post-test, whether or not the type, quantity, quality, and capacity of the product have enhanced, whether or not assets have increased, the turnover and number of community workers have been, and permits have been certified, as well as distribution of herbal medicine products.

RESULTS AND DISCUSSION

The dissemination activity began with the manufacture of cooking machines and instant herbal mixers according to the needs of the artisans with the specifications shown in Figure 2. The process of cooking spices is done by applying a cooking machine equipped with an automatic stirrer. Cooking is carried out in a large pot equipped with a mixer with one propeller because the squeezed liquid has a low viscosity. A mixer is one of the emulsion system's mixing tools to produce a uniform or homogeneous dispersion. The working principle of this tool is to drive an electric motor connected through pulleys and belts to the stirring rod into a stainless steel pot with spices being cooked. The stirrer will continue to rotate the dough in the pan for the specified time.



Instant Herbal (Jamu) Cooking and Mixing Machine

- Total dimension: 70 x 60 x 170 cm
Tube : Diameter 42 cm x T 38 cm (Double Tube), plate thickness: min 1.5 mm
- Power : Motor Listrik 3/4 PK + Gearbox
Materials : Stainless Steel
Capacity 10 Kg

Figure 2. Specifications of Instant Herbal (Jamu) Cooking and Stirring Machine

In general, the process of making instant herbal spice drinks begins with selecting good raw materials, such as ginger, turmeric, curcuma, spices, and so forth. After being washed and drained, they are then grated with a grater. The grated result is continued by pressing to obtain the extract of the herbal ingredients used. The

process is continued by mixing the liquid spice extract, granulated sugar, and the specified spices, then cooked while stirring continuously until crystals form, which usually takes about three hours. The formed crystals are then filtered and packaged in bottles or containers. With the introduction of a spice-cooking machine, the productivity of the instant spice drink business has increased.

The application of appropriate technology machines can change the behavior of sellers from initially selling products in raw form or drinking directly to being in more varied forms. The existence of this change can undoubtedly increase the added value of the resulting product. In addition, applying appropriate technology can also raise producers' income and welfare. With the existence of grinding machines and spices, the turnover of small and medium enterprises engaged in traditional herbal medicine can increase by 80 percent. Furthermore, with the specifications provided by this machine, the process of cooking ingredients is faster and energy-efficient, which has been using human labor, which causes fatigue because the cooking process takes a long time and needs to be stirred continuously [16].

The introduction of the instant spice drink cooking machine can produce 20-25% more crystal ginger extract, automation in the stirring process can also accelerate the formation of crystals from 3 hours to 2.5 hours, and the crystal quantity product is more homogeneous, smoother and increases profits IDR 906,000 per day [17][18].



Figure 3. Produced Instant Herbal Products

From the 30 herbal medicine artisans, not all of them produce instant herbal medicine, but some prefer ready-to-drink herbs because they are circulated from house to house using motorbikes or carried and packaged in plastic bottles. Instant herbal products are packaged in plastic labeled “Andila” with PIRT No. 212350705728, and the composition is clear and without preservatives. Products are not only sold from house to house but also occupy one of the government office stands.



Figure 4. The Market Place of the Product

The results of an interview with a member of the association who sells herbal medicine in the Malang Regency Office Canteen (see Figure 4), each 400 ml bottle of herbal medicine can be sold for approximately IDR 8000. Meanwhile, every day, the average herbal medicine seller in Kromengan sells approximately 20 to 25 bottles. Thus, residents' income per day is approximately IDR 160,000 up to IDR 200,000. However, because the herbal medicine sellers do not sell every day but only \pm 20 days per month, the monthly income of the herbal medicine sellers is approximately IDR 3,200,000.

Processed biopharmaceutical waste can also be used in the cosmetic industry. Turmeric dregs can be used for masks and scrubs to brighten the skin, overcome premature aging, treat stubborn acne and blackheads, remove dead cells, soften heels and remove fine hairs on the feet by grinding first, then adding a few drops of olive oil and lime. The utilization of turmeric rhizome as a skin beauty treatment can be consumed internally and externally. If through the body, it can be consumed as a fresh drink. When consumed as a treatment from

outside the body, it will provide seven benefits, namely: acne medication, aromatherapy, body scrub and mangir, boreh/parem, masks, bath spices, and erasing dark areas of the armpits and neck. Various concentrations of extracts of curcuma rhizome and soybean seeds that are formulated in the preparation provide skin lightening effectiveness. The higher the concentration of curcuma rhizome extract and soybean seed extract will impact to the greater of the effectiveness of skin lightening [19]. Female consumers have a higher percentage value than men, and this is because in women, the efficacy of “Jamu Gendhong” is not only beneficial for health but also useful for maintaining beauty [20].

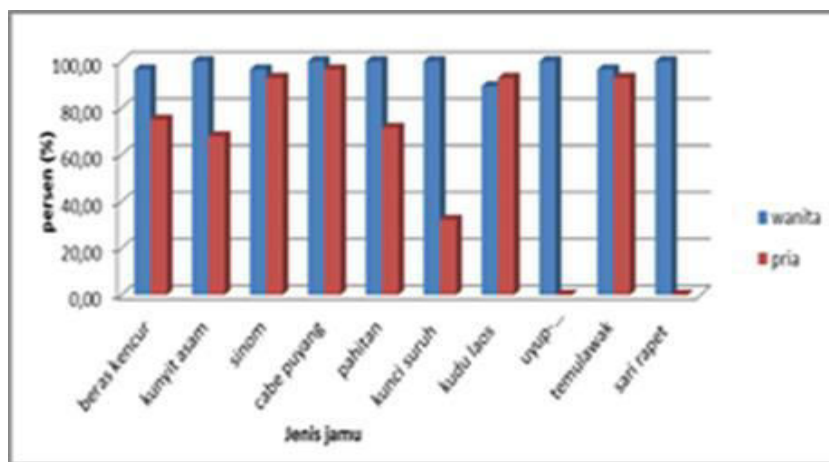


Figure 5. Percentage of Consumers

The culture of drinking herbal medicine is one form of local wisdom that is essential to be preserved. For the culture of drinking this herbal medicine to be maintained, it is hoped that this habit will start early. The concept of management in utilizing medicinal plants to provide welfare for the community in terms of treatment and improve the economy of the villagers is an effective conservation strategy to be carried out. Apart from producing herbal medicine, the people of Karangrejo Village are also able to make their village a tourist spot for family medicinal plants. Besides visitors enjoying herbal medicine, they can also enjoy the natural scenery and allow tourists to learn directly to make herbal medicine.

CONCLUSION

Introducing a spice-cooking machine can increase productivity and diversify spice drink products. The application of a natural spice cooker with a stirrer has a capacity of five kg/hour. This tool is very effective because it can save energy, producing 25 percent more crystals. Furthermore, automation in the stirring process simultaneously can accelerate the formation of crystals which originally took three hours conventionally to two hours, and the product of crystal size is more homogeneous, and product hygiene is maintained. This condition leads to an increase in the profits of the artisans.

ACKNOWLEDGEMENT

The authors would like to thank the Directorate of Research Technology and Community Service, Ministry of Education and Culture of Indonesia, for providing the opportunity to implement this Service Program through the PTKN and PKM Grants in 2022. We would also like to express our gratitude to subdistrict head and the members who have helped implement this community services.

REFERENCES

- [1] N. P. Sumartini et al., Statistik Hortikultura 2020. Jakarta: Badan Pusat Statistik, 2021.
- [2] E. Munadi, “Tanaman Obat, Sebuah Tinjauan Singkat,” in Info Komoditi Obat, Z. Salim and E. Munadi, Eds. Jakarta: Badan Pengkajian dan Pengembangan Perdagangan Kementerian Perdagangan Republik Indonesia, 2017, p. 94.
- [3] D. Novianti, “Potensi dan Pengembangan Jenis Tanaman Obat di Desa Meranjat Kecamatan Indralaya Selatan,” Chem. Inf. Model., vol. 53, no. 1, pp. 45–52, 2017.
- [4] S. Ghosh, S. Banerjee, and P. C. Sil, The beneficial role of curcumin on inflammation, diabetes and neurodegenerative disease: A recent update, vol. 83. Elsevier Ltd, 2015.
- [5] A. Amalraj, A. Pius, S. Gopi, and S. Gopi, “Biological activities of curcuminoids, other biomolecules from turmeric and their derivatives – A review,” J. Tradit. Complement. Med., vol. 7, no. 2, pp. 205–233, 2017.

-
- [6] I. Kusumawati et al., "Anti-aging properties of Curcuma heyneana Valeton & Zipj: A scientific approach to its use in Javanese tradition," *J. Ethnopharmacol.*, vol. 225, no. June, pp. 64–70, 2018.
- [7] M. X. Li et al., "Cosmetic potentials of extracts and compounds from Zingiber cassumunar Roxb. rhizome," *Ind. Crops Prod.*, vol. 141, no. July, p. 111764, 2019.
- [8] B. Amalliyah, "Stabilitas Fisika Sediaan Body Scrub Mengandung Bekatul, Rice Bran Oil, Virgin Coconut Oil (VCO), Kopi dan Ekstrak Aloe Vera Dengan Bahan Pengawet DMDM Hydantoin dan Natrium Benzoat," *J. Ilm. Mhs. Univ. Surabaya*, vol. 3, no. 1, pp. 1–16, 2014.
- [9] Farida and E. Fauziyah, "Strategi Pengembangan UKM Jamu Tradisional Madura Ayu," *Agriscience*, vol. 1, no. 1, pp. 88–102, 2020.
- [10] A. Abbas and R. N. Suhaeti, "Pemanfaatan Teknologi Pascapanen untuk Pengembangan Agroindustri Perdesaan di Indonesia," *Forum Penelit. Agro Ekon.*, vol. 34, no. 1, p. 21, 2016.
- [11] E. E. Rifkowsaty, "Minuman Fungsional Serbuk Instan Jahe (*Zingiber officinale* rosc) Dengan Variasi Penambahan Ekstrak Bawang Mekah (*Eleutherine Americana* Merr) Sebagai Pewarna Alami," *J. Tek. Pertan. Lampung*, vol. 4, no. 4, pp. 315–324, 2016.
- [12] S. Koswara and A. Diniari, "Peningkatan Mutu dan Cara Produksi pada Industri Minuman Jahe Merah Instan di Desa Benteng, Ciampea, Bogor," *Agrokreatif J. Ilm. Pengabd. Kpd. Masy.*, vol. 1, no. 2, pp. 149–161, 2015.
- [13] Damanhuri, M. Muspita, and D. Setyohadi, "Pengembangan diversifikasi usaha tani sebagai penguatan ekonomi di kabupaten bojonegoro, tulungagung, dan ponorogo," *J. Cakrawala*, vol. 11, no. 1, pp. 33–47, 2017.
- [14] R. S. Hayu, "Smart Digital Content Marketing, Strategi Membidik Konsumen Millennial Indonesia," *JMK (Jurnal Manaj. dan Kewirausahaan)*, vol. 4, no. 1, p. 61, 2019.
- [15] Rahmy Ayu Wulandari, Rodiyati Azrianingsih, Etnobotani Jamu Gendong Berdasarkan Persepsi Produsen Jamu Gendong di Desa Karangrejo, Kecamatan Kromengan, Kabupaten Malang. *Jurnal Biotropika* | Vol. 2 No. 4 | 2014.
- [16] Retnowati, N., & Kurniawati, D. (2016). Pengembangan usaha IKM jamu tradisional di Kecamatan Summersari dan Kaliwates Kabupaten Jember. *Seminar Nasional Hasil Penelitian Dan Pengabdian Masyarakat*, 162–167. <https://publikasi.poliije.ac.id/index.php/pr osiding/article/view/202>
- [17] Kriswanto, K., & Widodo, R. D. (2017). Mesin pengolah minuman kesehatan instan untuk home industry healthy Desa Limbangan Kecamatan Limbangan Kabupaten Kendal. *Rekayasa*, 15(1), 17– 24.
- [18] Choiroel Anam , Nindyah Widyamurti, Danar Praseptiangga, Anastriyani Yulviatun, Dwi Aries Himawanto. Aplikasi Mesin Pemasak Minuman Rempah Jahe (*Zingiber officinale*) Dengan Pengaduk Otomatis di UKM Polanmadu. *PRIMA: Journal of Community Empowering and Services*. 5(2), 199-206, 2021.
- [19] Leni Nurlinayanti, Anny Victor Purba, dan Ratna Djamil. Development of Skin Cream from Combination of Javanese Turmeric Extract (*Cucuma Xanthorhiza* Roxb) and Soy Bean Extract (*Glycine Max* L.Merill). *Buletin Penelitian Kesehatan*, Vol. 47, No. 1, Maret 2019: 53 – 64
- [20] Rahmy Ayu Wulandari, Rodiyati Azrianingsih. Etnobotani Jamu Gendong Berdasarkan Persepsi Produsen Jamu Gendong di Desa Karangrejo, Kecamatan Kromengan, Kabupaten Malang. *Jurnal Biotropika*. Vol. 2 No. 4 2014
-

QUEST FOR IDENTITY IN THE NOVELS OF SHOBHAA DE

¹B. S. Farzana and ²Dr. Rakesh Babu M.

¹Research Scholar and ²Associate Professor English, Noorul Islam Centre for Higher Education, Kumaracoil, Tamilnadu, India.629180

ABSTRACT

Shobhaa De is a novelist and writer for several newspapers and magazines in India. Her extra ordinary language style and her revolutionary theme of the secret depths of the human psyche, particularly of woman, have heralded a new conception in the realm of traditional thinking. She has also tried to study the interior workings of a character than their exterior behavior. The central theme of Shobhaa De's novels are women's relation with family and society. She portrays sensitive aspects of human life tactfully and wonderfully. She has gained popularity through the art of story-telling with viable use of language. Through out her novels, we can see a frank narration of incidents and situations. Her novels indicate the arrival of a new Indian women , eager to defy rebelliously against the well-entrenched moral orthodoxy of the patriarchal social system. She appreciates sex frankly through her novels. She forces us to envisage female as neither 'weaker sex' nor 'second sex'. According to Shobhaa De most of the problems that women face are sex-oriented and sex – centered in the male dominated society. She demands the sense of justice, equality and liberty of woman in society through her works. The present paper is a study of the quest for identity in her novels.

Keywords: Patriarchy, Marginalization, feminism, Sexuality, Struggle for identity, marriage

Shobha De is a popular novelist and writer for several newspapers and magazines in India. She was born in Maharashtra in 1948. Her original name is Shobha Rajadhyaksha. She completed her graduation in Psychology from St. Xavier's College, Mumbai. She began her career as a model , then became a journalist and the founder and editor of magazines namely 'Stardust', 'Society' and 'Celebrity' . Her extra ordinary language style and her revolutionary theme of the secret depths of the human psyche, particularly of woman, have heralded a new conception in the realm of traditional thinking. She served sex and glamour of the Bollywood and elite society life on the saucer to the readers looking for tantalizing and gorgeous stuff. She has to her credit many popular novels and prose works like Sisters, Sultry Days, Socialite Evenings, Snapshots, Second Thoughts , Shooting from the Hip, Small Betrayals, Surviving Men, Speed post and Selective Memories: Stories from My Life. She has created a new and original style that turns and twists language to conform to the feeling; a style that lulls us away from cheap sentimentalism to the world of poetic pattern and metaphorical structure. Shobha De has tried to study the interior workings of a character than their exterior behaviour. We know that sex plays a major role in a man's life as it is the root of all our energy and many of De's novels analyze the various aspect of sex , a great urge of human being. Books with themes like sex, tilism and spicy thriller are easily receptive by a large section of our society. The central theme of Shobha De's novels is woman's relation with family and society. According to C.L. Khatri in his article titled " Novels of Shobha De: A Critical Evaluation" the core contents of Shobha De's novels are " the naked portrayal of modern metros women in search of independent identity, negation of patriarchal system, rejection of the institution of marriage...degenerative picture of men, all kinds of sex and revenge against men."(85) .She portrays sensitive aspects of human life tactfully and wonderfully. Shobha De constantly tries to shatter patriarchal hegemony and raises a voice of protest against male dominance. She has gained popularity through the art of story-telling with viable use of language. Through-out her novels, we can see a frank narration of incidents and situations. Her novels indicate the arrival of a new Indian woman , eager to defy rebelliously against the well-entrenched moral orthodoxy of the patriarchal social system. As, a result, her woman characters are modern, strong and they take bold decisions to survive in society, which makes her essentially a feminist novelist. Her novels help in understanding the psyche of urban women. The erotic content in her novels attracted much controversy and De has been credited with names like 'vamp'writer, 'porn queen' and 'Desi Jackie Collins'. She appreciates sex frankly through her novels. She forces us to envisage female as neither 'weaker sex' nor 'second sex'.

According to Shobha De most of the problems that women face are sex-oriented and sex –centered in the male dominated society. She demands the sense of justice, equality and liberty of woman in society through her works. She has highlighted 'Indian Male' as a counter part of her female characters who have been painted with murkiest colours. She is truly a painter of modern men and women in Indian society. Love, desire and romance are a recurring theme in De's novels.

Indian women writers were always underestimated due to the patriarchal conjecture. In the post modern era, Indian women writing in English underwent a great change in style , theme, and art of characterization. Stuck in

a spider's web of social norms, familial pressures and cultural stigma's, women do not find a voice to fight the injustices. They are now more focused on the social issue to explore women's psyche which has always been ignored by men. Hence women's writing is a critique of the social milieu, injustices and patriarchal inequality. One of the major motif in the Indian English novel from the beginning to the present is quest for identity. Women was depicted as a silent sufferer and incarnation of patience and endurance in early Indian English Novels. This depiction got gradually washed away since the Indian feminist writers portrayed women as an independent and free thinking individual. Writer's like Shobhaa De were conscious of the marginal status of women in society. She is adherent to the ideology of gender equality. De represents 'New Woman', who are sexually liberated and free thinkers, far more assertive, domineering and bold in comparison to men through her novels. Her novels revolve around the various aspects of the plight of urban women. The female characters are modern in their thought and approach and thus search for their identity. They might be immature, subjugated and helpless in the beginning of the novels. Their self-realization makes them aware of their condition and they revolt against the patriarchal norms to gain their identity in the male dominated society. They are in search for their identity and ready to make any sacrifice or compromise in their life to which they never regrets later on. The women in her novels doesn't want to assert their identity as a daughter, a wife or a mother but as an individual and self-assured being. They also are ready to revolt against the patriarchal norms until they assert their identity. They do not even hesitate to get separated from their husbands to prove their individuality. Though marriage makes them to stop their development as an individual, they revolt against this patriarchal institution. Shobhaa De focusses on the lives of urban Indian women and explores their world. She depicts her protagonists as self-confident and potential women who strives to get total freedom from man to change the social concept of women. They demand for individuality and equality of women in the society.

Shobhaa De's first novel *Socialite Evenings* was published in 1989. It depicts the stark picture of women trapped in incompatible marriages. Karuna, the protagonist of the novel is not even considered an individual or a wife by her husband. She feels marginalized in her husband's house as he doesn't care for her existence. Her husband remains indifferent to her as he had fascination for another women. Thus marriage turns out to be a cold, loveless and meaning affair. Her marriage with mechanically wealthy man merely for money and status is finally broken. Meanwhile she enters into an extra marital relationship with her neighbor's son Krish in which she feels refreshed and gets a new life full of emotions and energy. After three years of romance she realizes the truth that her affair with Krish was a 'mere sex game'. She breaks off the engagement with Krish. Thus she is liberated from her husband and lover. Karuna becomes independent and self-reliant. She accepts now failure as a part of life.

Starry nights was Shobhaa De's second novel. This was published in the year 1991. The novel depicts modern women's struggle and search for identity. The characters of the novel Asha Rani, Anjali and Rithu, are examples of liberated modern women. They emerge victorious in the battle against their own family. Shobhaa De also boldly pictures lesbianism through the affair between Asha Rani and Linda.

Sister was published by Shobhaa De in the year 1992. The novel depicts the darker shades of the business world. Through characters like Mikki and her step sister Alisha Hiralal, Shobhaa De deals with issues like love and desires in marriage. Mikki doesn't depend on marriage to satiate her sexual urges as is expected out of an Indian women. Another character named Taarini gathers courage and proclaims her love for a man named Shashi despite having husband and children. Taarini is an old school friend of Mikki who emerges from middle class family. Therefore we can say that the idea of liberated women in Shobhaa De's novels is not confined to privilege class women, but also ordinary women like Taarini.

Sultry days published in the year 1994 is a love story between Nisha and Deb. The life of the girls in Santa Maria high school shows us that they are independent modern young women. They break the established patriarchal norm with their deviant behavior. The protagonist Nisha gains courage to expose the underworld mafia and king Yashwantbhai through her writing. The characters like Manju, Vimala, Lotika, Dotika, Zainab and Taniya break the traditional patriarchal conventions through rebellious actions in this novel.

Second thoughts published in 1996 is the story of Maya, who finds herself trapped and stifled by the confines of an arranged marriage. The novel focusses on the identity crisis of the protagonist Maya. She thought herself as a full-time, domestic servant without pay. The insensitive attitude of her husband, constant subjugation and suffering made her a frustrated person. Her husband Ranjan is completely indifferent to her desires. Her marriage fails to bring in the happiness and bliss in her life that she once dreamt of. She experiences happiness and fulfillment when she befriends Nikhil. The company of Nikhil makes her feel content and she forgets about the impersonal attitude of her husband. She feels special and forgets about her alienated existence at Ranjan's home. Ranjan constantly reminded Maya of her duties as a married woman. And surprisingly at the same

time , he used to forget his duties towards her. Shobhaa De portrays the sad plight of women torn between the desire for individuality and sense of obligation.

Strange obsession was published in the year 2005. It is the story of lesbian relationship between Minx and Amrita Agarwal. Amrita , a gorgeous super model who becomes the obsession of Minx aka Meenakshi Iyengar. Minx forces Amrita to have a homosexual relationship with her and seduces her. She follows and blackmails even after Amrita gets married. Amrita feels liberated only after Minx dies.

Shobha de's novel depicts the permanent mark carved on the psyche of women by traditions , norms and conventions of the male dominated society which prohibit them from exhibiting their true self. She presented her protagonists, as self confident and potential women who strives to get total freedom from man to change the social concept of women. All her heroines, be it Karuna, Mikki, Alisha or Asha Rani are rebellious modern Indian women who challenge the orthodoxy of social taboos.

WORKS CITED

- De, Shobha. Socialite Evenings. New Delhi: Penguin India, 1989.
- De, Shobha. Starry Nights. New Delhi: Penguin India, 1992.
- De, Shobha. Sultry Days. New Delhi: Penguin India, 1994
- De, Shobha. Second Thought. New Delhi: Penguin India, 1996.
- Khatri, C.L. Indian Literature in English Critical Discourse. Jaipur: Book Enclave, 2018.
- Soni, Sonia. Indian Women's Writing From Shadow to Revolt. New Delhi: Omega Publications, 2014..
- Tiwari, Sandya and Omana Antony. Feminism and Feminist issues- A literary perspective. New Delhi: Research India Press. 2018.

SIGNIFICANCE OF HUMAN CHOICES IN THE NOVEL OF MURIEL SPARK: A CRITICAL STUDY OF THE DRIVER'S SEAT

Vinod Kumar

Research Scholar, Gurukula Kangari (Deemed to be University), Haridwar, Uttarakhand

ABSTRACT

The modern world, experienced at its extreme in its disorder, strongly demands from an individual the need to affirm one as a part of something larger than oneself. People in this world are held apart by terrible non-communication. They show almost frenzied social dealings without any corresponding grasp. It is indeed this modern disease, this inability to relate to anybody, this feeling of utter aloneness, this inability to belong to someone, this crisis of faith, or lack of belief in any religion, in some higher authority than oneself-that has seeped into every human heart. It is this that panics people into meaningless allegiance, towards substitutes and compromises. The harmonious blend of love, compassion, pity and sympathy that once existed plentifully, and throbbed vigorously in the human heart has lost its meaning in the contemporary world. The prospect for those who have no religious faith to sustain them, no family to spend their final days with, is bleak indeed.

Keywords: psychology, disorder, non-communication, loneliness, aloneness, faith, religion

INTRODUCTION

The Driver's Seat is one of the momentous works of fiction thrown up by the postmodernist imagination. It is a soul squeezing narrative of a few brief, continuous hours in the life of a mentally disturbed woman who is, curiously enough, on the lookout for her own murderer. Mrs. Muriel Spark here concentrates upon something extremely horrifying, something utterly ghoulish in the life of a schizophrenic, whose life is without any order, direction or discipline at least at the psychic level. Hopelessly pushed and jostled by an inner fued, she is being constantly driven from one murderous moment to another like a rudderless boat that has only one clear destination its ultimate destruction in the sea of life. Guided and controlled by some deceptive inner life - a kind of will-o-wasp, or jack-o-lantern - she is restlessly quicksilvering from one feeble straw of hope to another looking for something she is not even herself really sure about.

What we have in the novel is not, however, the whole of her life. The narrative details only the last day of Lise's life - when on a "forced" holiday in Europe, she is about to be "murdered" or, perhaps, snuffed out. The narrative restlessly underlies - through its frequent forward and backward shifts and moments - the stock "trappings" of a typical detective story in which "the structural design is based on the solution... of the mystery surrounding a crime that has been committed". Like Oedipus Rex and Hamlet, it tries - constantly, consistently and persistently - to unearth the mystery lying in its layers. Carrying, as it were, a puzzling puzzle in its layers upon layers of confusion, it emphasizes the psychological implications of the violent search of the protagonist for her murderer.

But the difference between the classics referred to above and Ms. Spark's novel The Driver's Seat is quite obvious. In Lise's case the ultimate is quite on the surface from the very start. The writing on the wall is as clear as daylight itself. All is not well with her. She is surely out for something unnatural - something untoward and distasteful. But, somehow, surprisingly enough, that something is extremely welcome to her. One is not unaware of what is going to come about. For, the crumbling pillars of confusion surely point to heap of ruins that everything will finally turn into. In this sense, this little classic is decidedly a work of "detective fiction turned inside out" - hence, in a sense, a kind of "parody", the impending disastrous touch of which forces us to hold our laughs and guffaws back in the chinks. While going through the novel, "our hearts ache and our eyes flow", but surely, at the same time, "our lips smile and our cheeks glow".

Lise comes before us in the novel as strange phenomenon: "a middle aged, inelegant shrill woman" belonging to the service class - utterly deglamourized - of course, in the modern "Waste Land". As a petty professional, she has been serving in an accountant's office in an unnamed northern city. As such, she ceases to be a particular individual and becomes, by and large, the representative, not only of the class she belongs to but of countless others, like her, who are living in the contemporary world, tasting the same sort of bitter-sweet and longing for death at almost every step in life - on this account or that. Life seems to have already bared its bones to her, and she is on the look out for an earliest egress from the miserable stage of life.

When we meet her first in the novel, "she is on holiday from the normal run of life". She goes in for some new clothes, makes arrangements to leave the keys of her flat and takes a hurried flight to a nameless southern city, it appears, she "expects" some strange encounter to come out. All the way through her flight she seems, at

almost every step, to run into someone, about whom the reader, even she herself, is never sure. She keeps on informing the reader over and over again: " ...I have to meet somebody"(p.36). Something within tells us her that something is going to happen. But exactly when and where and why- is indeed a mystery in a winding sheet. One gets the feeling somehow that she is perhaps on the prowl for a "lover": "If he's my type," she says, "I want to meet him".(p.68).....and adds a little later: "My friend's going to turn up soon"(p.69).

At every step, therefore, she behaves "flamebouyantly" and ostentatiously, acting restlessly and startlingly, drawing naturally a considerable attention to herself. She is as alert as a hawk and is painfully conscious of almost every one of the people she happens to run into. Obviously, she has no directing purpose in her life - no moorings, no aim, no object - except, of course, to end the unfortunate drudgery of life, she thinks and feels, she is encountering at every step.

While going through the novel, we have to confront quite a number of ticklish problems - questions that bedevil us as readers and often lead us astray to the thickest grooves of confusion, where enwrapped in layers upon layers of horror we gnaw our own hearts and bite our own lips. A thousand questions raise their shocking spearheads:

What drives Lise, the central character, to the desperate act of putting an end to her life?

Why does she become an active participant in the pursuit of her own murderer?

Why is she so impatient to dig her grave with her own tears?

Why is she so sick of life?

Why does she want to court death?

What purpose will her violent extinction serve after all?

Questions such as these shake us to our very bones deprive us of the pink tint of our cheeks. They drive us to the tight corners of bewilderment and confusion - where crabs and apple crabs of our own mental make up drive us almost mad with fear and fill our hearts throbbing gloom. it's not without reason, therefore, that Ruth Whittaker this novel as a " sad and nasty story".

But what about the inner reality? The horrible confusion? The governing factor? Larkin presents us with an X-ray copy of all that following lines:

If my darling were once to decide

Not to stop at my eyes,

But to jump, like Alice, with floating skirt into my head...

...She would find herself looped with the creep of varying light,

Monkey brown, fish-grey, a string of infected circles,

Loitering like bullies, about ot coagulate;

Delusions that shrink to the size of a woman's glove

Then sicken inclusively outwards. (II 1-13)

People in this world are held apart by terrible non-communication. They show almost frezied social dealings without any corresponding grasps. It is indeed this modern disease this inability to relate to anybody, this feeling of utter aloneness, this inability to belong to someone ,this crisis of faith, or lack of belief in any religion, in some higher authority than oneself-that has seeped into every human heart. It is this that panics people into meaningless allegiance, towards substitutes and compromises. The harmonious blend of love, compassion, pity and sympathy that once existed plentifully, and throbbed vigorously in the human heart has lost its meaning in the contemporary world. The prospect for those who have no religious faith to sustain them, no family to spend their final days with, is bleak indeed. And this is how Lise's own state of mind, her boredom and materialistic self concern, itself portrays "the Godless despair endemic in that commercialization of human life to which the western world submits itself and which is spreads". It is this isolation, this increasing debility that gives rise to the grisly events we have in the novel.

Implicitly, infact, the car comes here to stand as an equivalent for modern urban man: a standardized exterior, a tough casing round the vulnerable and human, steered by the mind, the seat of judgement and control, the driver's seat. The streams of cars along the roads arrive grimly with the crowds mechanically proceeding on the

pavements. "I'm afraid of traffic,"(p.55) Lise significantly says. "You never know crackpot's going to be at the wheel of another car" (p. 55).

Lise's story is the story of just such a situation - loss of control, a self-destructive drive - in a society where people pass each other as insistently as traffic.

How are we to live? How must man struggle and what must he try to overcome within himself and outside himself, to find the safety, the surrounding of love, the ease of soul, the sense of identity and honour which, evidently, all men have connected in their memories with the idea of family? What Arthur Miller ponders upon in "on social plays" is even truer in this context:

From what fiat, from what ultimate source is man to drive a standard of values that will create in him a respect for himself, a real voice in the fate of his society, and above all, an aim for his life..."

What man needs to understand is that life has a little bit of everything - laughter, tears, thrills, spectacle and songs. But each has to be so ingeniously blended that one should never overshadow another and emotions must give way to each other with the just timing.

REFERENCES

- Abrams, M.H. A Glossary of Literary Terms. New Delhi : Harcourt India Pvt. Ltd., 2001.
- Drabble, Margaret. ed. The Oxford Companion to English Literature. Revised Fourth impression, OUP, 1997.
- Miller, Arthur. "A View From the Bridge". On Social Plays, New York: Viking, 1955.
- Spark, Muriel. The Driver's Seat. Harmondsworth: Penguin Books Ltd., 1974.
- Whittaker, Ruth. "The Faith and Fiction". The Contemporary English Novel, London: Edward Arnold Publishers, 1979.

AFFORDABILITY OF MEDICINES IN THE STATE OF PUNJAB

Miss Manjeet Kaur

Research Scholar, Department of Economics, Arts Block – 3, Panjab University, Chandigarh (160014)

ABSTRACT

Medicines play a major role for saving the human race from various communicable and non-communicable diseases. They have helped the entire mankind to stay healthy. Even the human capital formation and growth of an economy is dependent on good health. In India, the healthcare is largely been funded through out-of-pocket payments and the cost of medicines accounted for an appreciable proportion of these payments. So, in the present paper efforts have been made to know the affordability of essential medicines in the state of Punjab, India. We have used the Catastrophic Total Expenditure and Non-Food Expenditure Approach. 249 and 104 households were experiencing catastrophic medicine expenditure by paying more than 10 and 40% of their total household and total non-food expenditure on medicines, respectively. In other words, they have experienced catastrophic medicine expenditure. On an average, the survey respondents were spending 11.8 and 20.9% of their total household and non-food expenditure for purchasing medicines, respectively. It has been suggested to adopt more efficient procurement policies, increase consumer awareness about the efficiency of generic drugs, improve prescribing policies of doctors and provide more employment opportunities so that required medicines can be afforded by everyone.

Keywords: Out of pocket medicine expenditure, Medicines Affordability, Total Expenditure Approach, Non – Food Expenditure Approach, Catastrophic Medicine Expenditure

1. INTRODUCTION

According to **Russell (1996)** the affordability of essential services like health care is a critical policy issue in many developing countries because people are expected to contribute more from their own pockets as a result of health sector financing reforms (e.g. user fees, community financing). **Drugs and medicines form a substantial portion of out-of-pocket (OOP) spending on health among households in India and have become a major source of catastrophic expenditure for both outpatient services as well as inpatient (hospitalization) charges.** (Saksena et al., 2010) By out-of-pocket payments, we mean expenditures borne directly by a patient where insurance does not cover the full cost of the health good or service. The healthcare in India has largely been funded through out-of-pocket payments, with payments relatively stagnant at between 69% to over 75% of total healthcare expenditure (**Kastor and Mohanty, 2018; Selvaraj et al., 2018; Sood and Wagner, 2020**). The cost of medicines accounted for an appreciable proportion of this at over 60% of total expenditure and over 70% of out-of-pocket expenditures (**Selvaraj et al., 2018; Satheesh et al., 2019**). 80% of OOP health expenditure was met by making OOP payments. (**Jayakrishnan et al., 2018**)

National Sample Survey (71st) (2015) highlighted that an estimated 55 million people in India had foregone treatment in the previous year as they could not afford the cost. According to **Golechha (2015)** the Indian healthcare system is characterized by 70:70 paradox that is 70% of healthcare expenditure is incurred by people as out-of-pocket expenditure, of which 70% is being spent on medicines alone, because of this paradox people are suffering from indebtedness and impoverishment. The share that goes in medicines is very high due to greater prevalence of self medication in economically poor and particularly rural societies in which access to health services is constrained by income and distance. Thus medical expenditures can be catastrophic and impoverishing. So, in the present paper the topic of medicine affordability is taken up.

In general everybody have to incur some expenses on medicines. The analysis of Catastrophic out-of-pocket health care expenditure dates back to **Berki (1986)**. According to **Berki (1986)** expenditure for medical care becomes financially catastrophic when it endangers the family's ability to maintain its customary standard of living. The underlining idea was that if health care expenses takes a large proportion of household budget then it will affect the consumption of other items. So this approach highlights the opportunity cost of health care spending. (**Russell, 1996**) According to **Pal (2012)** catastrophic out-of-pocket (OOP) health expenditure means that expenditure which affects the consumption of necessities. Currently, most studies classify a household as one facing catastrophic health expenditures if its healthcare budget exceeds 10 percent of the total monthly budget in a given time period (**Wagstaff and Van Doorslaer, 2003; Flores et al., 2008; Bonu et al., 2009; Alam and Tyagi, 2009; Chowdhury, 2011; Ghosh, 2011**).

Some researchers consider OOP on health services to be catastrophic if it exceeds 40% of non-food expenditure, as non-food spending is a better indicator of living standard, especially in low-income countries (**Xu et al.,**

2003; O'Donnell et al., 2008). Xu et al. (2003) defined expenditure as being catastrophic expenditure is experienced when a household's financial contributions to the health system exceed 40% of income remaining after subsistence needs have been met.

2. Data and Sample Size:

The present study has been conducted in Punjab. Punjab is a North Indian state with area of 50,362 square kilometers and population of about 27.7 million. The literacy rate is 80.4% in males and 70.7% in females. About 37.48% of the population live in urban areas. (Government of India, 2011) At the time of the present study there were 23 districts in Punjab and for collecting primary data; we have selected a sample of six districts. These districts have been selected on the basis of level of development and for this purpose district per capita income has been taken as an indicator. The per capita income data has been taken from **Punjab- At a Glance Report (District – Wise)** released in 2018-19 by the Economic Adviser to Government Punjab. On the basis of this data, the 22 districts were placed in three different categories i.e. High developed districts, Medium developed districts and Low developed districts.

Sample Size of Survey Respondents: The Krejcie and Morgan (1970), table for sample size for finite population was used for determining the sample size of respondents for collecting the Household Final Consumption Expenditure data. By using this formula, the calculated sample size was 384. But in order to capture the heterogeneity of population, sample size was raised to 600 respondents. So a sample of 600 individuals (240 or 40% are from urban areas and 360 or 60% are from rural areas) has been selected from the six districts Ludhiana, Moga, Patiala, Barnala, Amritsar and Mansa (100 from each). By using the census data of selected districts, six villages with more than 100 agricultural workers were randomly selected. The data has been collected with the help of a survey questionnaire in the year 2019. The respondents were asked about any episode of illness in the last one to three months, the kind of healthcare facilities visited by them and out of pocket expenses on medicines incurred by them.

3. METHODOLOGY :

We will measure the catastrophic payments for medicines by using the below given methods. The affordability of Medicines expenditure of the surveyed respondents is measured with respect to their:

(i) Total Household Expenditure

(ii) Total Household Non-food expenditure

(i) Catastrophic Method (Total Household Expenditure Approach for Medicine Expenditure): It defines affordability of a commodity in relation to the share of available resources that is taken up by this commodity. Because for very poor individuals, even a small budget share may have catastrophic consequences, it makes sense to define affordability with respect to the share of the budget that is left after spending on basic necessities (usually food). (Niëns et al., 2009) Generally a threshold of 10% is used to determine the affordability. (Wagstaff and van Doorslaer, 2003) The Catastrophic Method was used to measure the affordability of transportation, education and energy & water, but Wagstaff and Van Doorslaer (2003) applied it to measure the affordability of health care in Vietnam and further Niëns et al. (2009) make use of this approach to measure medicine affordability.

(ii) Catastrophic Method (Non- Food Expenditure Approach For Medicine Expenditure):

The method of measuring the medicine affordability according to Non – Food expenditure is similar to the method discussed earlier, here the only difference is in the denominator. In the Non-Food approach the denominator takes the value of non-food expenditure instead of total expenditure (x).

4. **Results:** Majority of the respondents were males aged between 31 to 40 years. More than 91% of the respondents belong to the group of scheduled caste (SC). Majority (60%) of the respondents were illiterates. Highest number of literate (55%) respondents was encountered in Ludhiana. Lowest rate of literacy (28%) was observed in Mansa. Majority (76%) of the respondents were living in nuclear families. The average days of work for the urban respondents were 24 days and for their rural counterparts, it was 17 days. Overall majority of the surveyed respondents were construction workers (more than 31%) followed by agricultural labourer /workers (more than 29%). Majority of the female respondents were working as agricultural workers followed by domestic workers.

4.1 Affordability of Medicines With Respect to Total Household Expenditure:

For 16 respondents their medicines cost them zero or the medicines were disbursed free of cost to them. For majority of the respondents their medicine expenditure was more than 5% threshold level. It was also observed that for 556 (92.7%), 435 (72.5%), 342 (57.0%), 290 (48.3%) and 249 (41.5%) of the respondents their

expenditure on medicine was more than 1, 2.5, 5, 7.5 and 10% of their total monthly household expenditure, respectively.

4.1.1 Extent of Catastrophe: 249 (41.5%) households were experiencing catastrophic health expenditure by paying more than 10% of their household expenditure on medicines. (**Table 1**) The headcount at 10% level of threshold is 249 i.e. for more than 41% respondents, medicines were unaffordable. For 172 (47.8%) rural and 77 (32.1%) urban households their monthly medicine expenditure as a share of total monthly expenditure was higher than the 10% threshold, respectively. (**Table 2 and 3**)

Table no. 1: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Total Household Expenditure at various thresholds

Catastrophic payments measures	Threshold Budget Share, Z							
	1%	2.5%	5%	7.5%	10%	15%	25%	40%
OOP spending on Medicines as a share of total expenditure								
Head count (H)	556 (92.7)	435 (72.5)	342 (57.0)	290 (48.3)	249 (41.5)	184 (30.7)	77 (12.8)	27 (4.5)
Overshoot (O)	10.84	9.58	8.00	10.31	5.56	3.78	1.68	0.52
MPO	11.69	13.22	14.03	13.83	13.39	12.34	13.08	11.57

Source: Field Survey

In **Table no. 1** the Mean Positive Overshoot (MPO) tells us that those people who spend more than 5% of their resources for purchasing medicines on average spend 19.02% (5%+14.03%). Further people who spend 7.5% or more of their resources on purchasing medicines on average spend 21.33% (7.5% +13.83%). Similarly who spend 10% or more of their resources on purchasing medicines on average spend 23.39% (10% +13.39%). And the ones who spend 40% or more of their resources on medicines on average spend as high as 51.57% (40% +11.57%).

Table no. 2: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Total Household Expenditure at various thresholds in Urban Areas

Catastrophic payments measures	Threshold Budget Share, Z Urban							
	1%	2.5%	5%	7.5%	10%	15%	25%	40%
OOP health spending as share of total expenditure								
Head count (H)	218 (90.8)	158 (65.8)	120 (50.0)	94 (39.2)	77 (32.1)	51 (21.3)	25 (10.4)	9 (3.8)
Overshoot (O)	8.72	7.53	6.14	5.03	4.14	2.82	1.25	0.33
MPO	9.60	11.44	12.27	12.84	12.90	13.25	11.98	8.70

Source: Field Survey

Table no. 3: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Total Household Expenditure at various thresholds in Rural Areas

Catastrophic payments measures	Threshold Budget Share, Z Rural							
	1%	2.5%	5%	7.5%	10%	15%	25%	40%
OOP health spending as share of total expenditure								
Head count (H)	338 (93.9)	277 (76.9)	222 (61.7)	196 (54.4)	172 (47.8)	133 (36.9)	52 (14.4)	18 (5.0)
Overshoot (O)	12.25	10.95	9.23	7.79	6.50	4.43	1.97	0.65
MPO	13.04	14.23	14.98	14.31	13.61	11.99	13.61	13.00

Source: Field Survey

On an average, the survey respondents spend 11.8% of their resources for purchasing medicines. (**Table no. 4**)

Table no. 4: Description of Average spending on Medicines as a proportion monthly Total Household Expenditure

		Average
Overall (600)	Median	7.1
	Mean	11.8
Urban (240)	Median	5.0
	Mean	9.7
Rural (360)	Median	9.4
	Mean	13.2

Source: Field survey

The medicine expenditure ranged from zero to around 20,000 rupees. On an average respondents have spend 900 rupees on the purchase of medicines. 17% respondents spend more than 1000 rupees on medicines.

4.1.2 Incidence/ Episode/s of Illness: For 249 (46.5%) households their monthly medicine expenditure as a share of total monthly expenditure was higher than the 10% threshold. Or in other words they were experiencing catastrophic medicine expenditure by paying more than 10% of their household expenditure on medicines. It is also known as catastrophic headcount. They were asked about the incidence or case of illness in their family during the last one or three months. 341 people fall ill in the respondents' families. 106 (31.09%) of these cases has been occurred in the urban areas while 258 (68.91%) cases has been observed in the rural areas of Punjab.

4.1.3 Cause of Illness: Overall 85 recent causes or combination of causes of illness were observed. More than 29% (100) people fall ill due to only four reasons such as Typhoid Fever (33), Joint pain (23), Thrombocytopenia or Low Platelets count (22), Fever, cough, sneezing and common cold (22). Further medicine expenses in the case of Accidents (15), Arthritis (15), Asthma or breathing disorder (14), Hypertension (13) and Diabetes (9) also were catastrophic.

4.1.4 Kind of Health Care provider visited by respondents/patients: Out of 341 people who fell ill, 21 (6.16%) of them visited more than one health care provider. Majority (197, 57.77%) of them visited the nearby Private Doctor Clinics followed by the Public and Private Hospital (49 and 39, respectively). 12 people visited only the private Chemist Shops. 11 patients used the services of a charitable hospital / clinics. 11 of them visited Public hospital as well as Private clinic. The services of primary health center were used by only three patients. The rest of the patients visited various other health care providers.

4.2 Affordability of Medicines With Respect to Non - Food Household Expenditure:

It was observed that for 356 (59.3%), 294 (49.0%), 242 (40.3%) and 213 (35.5%) households their monthly medicine expenditure as a share of monthly non-food expenditure was higher than the 10, 15, 20 and 25% thresholds, respectively. (Table 5)

4.2.1 Extent of Catastrophe: For 104 (17.3%) households their monthly medicine expenditure as a share of monthly non-food expenditure was higher than the 40% threshold. In other words, they have experienced catastrophic medicine expenditure. (Table 5) For 29 (12.1%) urban and 75 (20.8%) rural households their monthly medicine expenditure as a share of monthly non-food expenditure was higher than the 40% threshold, respectively. (Table 6 and 7)

Table no.5: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Non-food Expenditure at various thresholds

Catastrophic payments measures	Threshold Budget Share, Z				
OOP spending on Medicines as share of nonfood expenditure	15%	25%	40%	45%	50%
Head count (H)	294 (49.0)	213 (35.5)	104 (17.3)	75 (12.3)	54 (9.0)
Overshoot (O)	10.24	6.09	2.20	1.46	0.93
MPO	20.89	17.15	12.67	11.70	10.38

Note: Figures in the parentheses indicate percentages

Source: Field survey

Table no. 6: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Non-food Expenditure at various thresholds in Urban Areas

Catastrophic payments measures	Threshold Budget Share, Z Urban				
OOP spending on Medicines as share of nonfood expenditure	15%	25%	40%	45%	50%
Head count (H)	96 (40.0)	65 (27.1)	29 (12.1)	21 (8.8)	15 (6.3)
Overshoot (O)	7.64	4.40	1.57	1.07	0.70
MPO	19.10	16.23	13.03	12.22	11.17

Source: Field Survey

Table no.7: Incidence and Intensity of Catastrophic Payments on Medicines, defined with respect to Non-food Expenditure at various thresholds in Rural Areas

Catastrophic payments measures	Threshold Budget Share, Z Rural				
OOP spending on Medicines as share of nonfood expenditure	15%	25%	40%	45%	50%
Head count (H)	198 (55.0)	148 (41.1)	75 (20.8)	54 (15.0)	39 (10.8)
Overshoot (O)	11.97	7.22	2.61	1.72	1.09
MPO	21.76	17.56	12.53	11.49	10.08

Source: Field Survey

Table no. 8: Description of Average Medicine Expenditure as a %age of monthly non-food household expenditure

	Average	
Overall (600)	Median	14.4
	Mean	20.9
Urban (240)	Median	10.0
	Mean	17.2
Rural (360)	Median	18.4
	Mean	23.4

Source: Field survey

On an average, the survey respondents spend 20.9% their non-food expenditure on purchasing medicines. (Table 8)

4.2.2 Incidence / Episode/s of Illness: For 109 (17.3%) households their monthly medicine expenditure as a share of monthly non-food expenditure was higher than the 40% threshold. Or in other words they were experiencing catastrophic medicine expenditure by paying more than 40% of their non-food household expenditure on medicines. It is also known as catastrophic headcount. They were asked about the incidence or case of illness in their family during the last one or three months. 149 people fall ill in the respondents' families. 40 (26.8%) of these cases has been occurred in the urban areas while 109 (73.15%) cases has been observed in the rural areas of Punjab.

4.2.3 Cause of Illness: Overall 56 recent causes or combination of causes of illness were observed. More than 39% (15) people fall ill due to only five reasons such as Typhoid Fever (19), Thrombocytopenia or Low Platelets count (13), joint pain (10), Accidents (9) and Arthritis (8). Further medicine expenses in the case of Asthma or breathing disorder (5), Jaundice (5), Paralysis (4), Heart disease (4) and stomach infection (4) also were catastrophic.

4.2.4 Kind of Health Care Provider Visited by Respondents/Patients: Out of 149 people who fell ill, 8 (5.37%) of them visited more than one health care provider. Majority (90, 60.40%) of them visited the nearby Private Doctor Clinics followed by the Public and Private Hospital (22 and 14, respectively). 5 people visited only the private Chemist Shops. 04 patients used the services of a charitable hospital / clinics. 04 of them visited Public hospital as well as Private clinic. The services of primary health center were used by a single patient only. The rest of the patients visited various other health care providers.

5. Discussion: Tripathy et al. (2016) found that on an average, 40% and 27% of OOP hospitalization expenditure was incurred on medicines in public and private sector, respectively. Studies conducted in Haryana, Punjab and Chandigarh observed higher proportion of out of pocket expenses on medicines (32.6, 19 and 46.8 per cent) then the present study. **(Prinja et al., 2012)**

In any country the proportion of households that incur catastrophic health expenditure (CHE) has been widely used as an indicator of the extent to which the health system protects households needing health care against financial hardship. **(Raban et al., 2013)**

In the present study, 249 (41.5%) households were experiencing catastrophic health expenditure by paying more than 10% of their household expenditure on medicines. Also more households living in rural areas (47.8%) faced catastrophic medicine expenses as compare to their urban counterparts. Similar results were observed by other studies. **Khan et al. (2017)** conducted a study in Bangladesh and found that overall more than 14% households incurred CHE with more people facing CHE in rural areas (16.3%) than the urban area (8.6%). More of the impoverishment (76.5% of households or 77.4% of individuals) occurred in rural areas due to health care expenses. **(Berman et al., 2010)**

In the selected districts of Gujarat, Haryana and Utter Pradesh, people in the rural areas (19.2%) experienced more catastrophic burden of health expenditure then urban areas (9.4%) at 20% threshold. Similarly 8.9% and 3.7% households faced impoverishment due to healthcare expenditure in rural and urban areas, respectively. **(Chowdhury et al., 2018)** Overall more than 14% households incurred CHE in Bangladesh with more people facing CHE in rural areas (16.3%) than the urban area (8.6%). **(Khan et al., 2017)**

In the present study more than 55% respondents visited the nearly Private Health clinics for healthcare treatments. Similar results were observed in other studies as well. In a study conducted by **Jayakrishnan et al. (2018)** majority of the people used private health facilities (70%) than the public facilities (25%) for out-patient care. Further only 40% patients used public health services for hospitalization in India.

According to **Raban et al. (2013)** the indirect costs of health care, such as transportation and lost earnings, also contribute to the financial burden incurred by households.

The source of finance for indebted families was different for different socio-economic classes such as the upper and middle classes borrowed money from money lenders whereas the poorer households, either go without treatment or raise money from friends and relatives to cope up with health care expenses. **(Bajpai et al., 2017)**

Based on available evidence, cancer, diabetes, hypertension, cardiovascular diseases, stroke, chronic obstructive pulmonary disease, chronic kidney disease, mental disorders and trauma are the leading causes of morbidity, disability and mortality in India. **(Srivastava and Bachani, 2011)** According to **Global Disease Burden (WHO) (2000-2012)** worldwide, Cardiovascular Diseases caused maximum number of deaths, i.e., 17.5 million, which is around 31% of all causes of deaths in the year 2012 and this burden was more concentrated in Low-and - Middle Income Countries constituting 74% of the total deaths.

6. Policy Suggestions: In this section, we have described some policy options that can be adopted to deal with the problems related with prices, availability and affordability of essential medicines and healthcare:

6.1 Ensure and Maintain Sufficient Supply of Medicines: The incomplete stocking of essential medicines and poor supply chain management leads to frequent stock-outs in public health facilities. In case of Punjab, medicine is procured by primarily decentralized, government owned entity Punjab Health Systems Corporation (PHSC). **(Singh et al., 2021)** Here, for procurement of essential drugs, rate contract tenders are floated with a validity of rate contract for one or two years. **(Government of Punjab, 2019)** In the centralised model of pooled medicine procurement, the distribution is managed centrally and the onus of the procurement agency is to ensure availability at the user institutions. Also, it is well established that pooled procurement decreases the medicine prices. **(Kotwani, 2011)** However, the public health centres in Punjab are at the mercy of the suppliers, owing to their decentralised purchasing model, whose supply is often sporadic due to various reasons like delayed payments, lack of proper planning, etc. This impacts availability at the time of need and could potentially lead to wastage. **(Singh et al., 2013)**

The state government of Punjab can adopt the schemes that have been proved beneficial in other states such as Tamil Nadu, Kerala and Rajasthan **(Singh et al., 2013; Revikumar et al., 2010; Selvaraj et al., 2014)** This will improve the functioning of public health facilities as well as reduce the medicines' bill and hence, the chances of incurring catastrophic health and medicine expenditure will also decline to a significant extent.

6.2 Reduce the doubts regarding the efficiency or effectiveness of generic drugs : In the present study, many respondents had the notion that whatever medicines are being dispensed by public health facilities are, first, ineffective / cheap/ sub standard/ fake. Second, they think that same drugs are dispensed for different health issues. Because of all these perceptions, they visit the private health care providers instead of public sector healthcare facilities. They also believe that costly drugs provided by private health care provider are more effective. So, it is very important to make people aware about the effectiveness of generic medicines. It can be done with the help of awareness campaigns especially in the rural areas.

6.3 Geographically Accessible Health Care Centers: It has been observed that the private doctors / practitioners are geographically more accessible than their public counterparts, so people prefer the former than the latter. The long waiting hours in public sector facilities, opens up doors for the private sector (Selvaraj & Karan, 2012), which has higher cost but greater accessibility. It pushes a large number of needy patients into this vicious trap of catastrophe by increasing their out-of-pocket medicine and healthcare expenses. It is very important to provide geographically accessible health care units meant for a very small number of population, where the waiting time is less and basic essential medicines are sufficiently available for free distribution.

6.4 Greater investment in Public Health Facilities: The condition of health services in the country chiefly depends on the resources allocated to the health sector. People prefer to visit the private health facilities because there is a lack of nearby government medical institutions or the inability of government facilities to provide the quality of care that is perceived better at private facilities. Both issues can be solved by greater investment in public health facilities. The recent National Health Policy, 2017 include both these aspects and is aimed to increase the central government spending on health from the current level of 1.15% to 2.5% of GDP and also to reduce the proportion of households incurring catastrophic health expenditure from the current level by 25%, by the year 2025. The policy envisaged to attain the highest possible level of health and well-being for all at all ages and to provide affordable and universal access to good quality health care services without anyone facing financial catastrophe. (GOI, 2017)

6.5 Jan Aushadhi Kendras should be publicized: The Jan Aushadhi Kendras (JAKs) or Generic Drug Stores can play a very crucial role in reducing the medicine expenses of the patients which will lead to a reduction in out-of-pocket health care expenditure. According to the Annual report of Department of Pharmaceuticals (2019–2020), medicine under PMBJP is priced on the principle of a maximum of 50% of the average price of top three branded medicines. Therefore, the price of Jan Aushadhi Medicines is cheaper at least by 50% and in some cases, by 80% to 90% of the market price of branded medicines. In the financial year (2019-20), PMBJP has achieved sales of Rs. 258 crores (at MPR), up to 30-11-2019. This has led to savings of approximately Rs. 1800 crores of the common citizens of the country. (GOI, 2020) So it is very important to spread awareness about these stores and the effectiveness of generic drugs in the urban as well as rural areas. Also there is a need to open more JAKs. The government should provide incentives so that people / entrepreneurs are encouraged to open these stores especially in rural areas and run them properly.

6.6 Employment Generation: To make healthcare affordable for them, measures can be taken to enhance their employment opportunities as well as capabilities. The catastrophic healthcare can be reduced either by the provision of optimum and cheap healthcare services or by increasing the income/earning capacity of the population. The expansion and strengthening Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) will help to employ large labour forces present in the rural areas. It will capacitate them to get quality health services, to some extent. Employment capabilities of young unskilled workers should be enhanced by providing them some form of vocational training. The government policies should emphasize on growth and increasing employment opportunities that will improve the standards of living.

7. Conclusion: In this study we have analyzed the affordability of medicines in the state of Punjab. On an average, the survey respondents spend 11.8% of their total household expenditure for purchasing medicines. On an average, the survey respondents spend 20.9% their non-food expenditure on purchasing medicines. According to both measures of catastrophic spending on medicines, medicine expenditure for diseases such as Typhoid Fever, Joint pain , Paralysis, Heart disease, Stomach infection, Thrombocytopenia or Low Platelets count , Accidents , Arthritis , Asthma or breathing disorder, Hypertension and Diabetes were catastrophic. It has been suggested to adopt more efficient procurement policies, increase consumer awareness about the efficiency of generic drugs, improve prescribing policies of doctors and provide more employment opportunities so that required medicines can be afforded by everyone.

REFERENCES

- Alam, M. & Tyagi, R.P. (2009). A Study of Out of Pocket Household Expenditure on Drugs and Medical Services : An Exploratory Analysis of UP, Rajasthan and Delhi. Population Research Centre, Institute of Economic Growth, Delhi. Available at: https://www.im4change.org/docs/202ser_drug2910.pdf
- Arsenijevic, J., Pavlova, M., & Groot, W. (2013). Measuring the catastrophic and impoverishing effect of household health care spending in Serbia. *Social Science & Medicine*, 78, 17–25.
- Arsenijevic, J., Pavlova, M., Rechel, B., & Groot, W. (2016). Catastrophic Health Care Expenditure among Older People with Chronic Diseases in 15 European Countries. *PLoS ONE*, 11 (7). Retrieved on. 12-2-2020. Available at: <https://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0157765&type=printable>
- Baeza, C., & Packard, T.G. (2006). Beyond Survival: Protecting Households from Health Shocks in Latin America, World Bank, Washington DC. Available at: <http://documents1.worldbank.org/curated/en/31592146802777133/pdf/368010PAPER0Be101OFFICIAL0USE0ONLY1.pdf>
- Bajpai, V., Singh, N., Sardana, H., Kumari, S., Vettiyl, B., & Saraya, A. (2017). Economic and social impact of out-of-pocket expenditure on households of patients attending public hospitals. *The National Medical Journal of India*, 30 (1), 15-20. Available at: http://www.nmji.in/temp/NatMedJIndia30115-3023102_082351.pdf
- Berki, S.E. (1986). A Look At Catastrophic Medical Expenses And The Poor. *DataWATCH*, 138-145. Available at: <https://www.healthaffairs.org/doi/pdf/10.1377/hlthaff.5.4.138>
- Berman, P., Ahuja, R., & Bhandari, L. (2010). The Impoverishing Effect of Healthcare Payments in India : New Methodology and Findings. *Economic & Political Weekly*, 45 (16), 65-71. Available at: <https://www.jstor.org/stable/25664359>
- Bhojani, U., Thriveni, B.S., Devadasan, R., Munegowda, C.M., Devadasan, N., Kolsteren, P., & Criel, B. (2012). Out-of-pocket healthcare payments on chronic conditions impoverish urban poor in Bangalore, India. *BMC Public Health*, 12 (990). Available at: <https://pubmed.ncbi.nlm.nih.gov/23158475/>
- Bonu, S., Bhushan, I., & Peters, D. H. (2007). Incidence, intensity and correlates of catastrophic out of pocket health payments in India. Asian Development Bank. EDR working paper no. 102. Available at: <https://www.adb.org/publications/incidence-intensity-and-correlates-catastrophic-out-pocket-health-payments-india>
- Buigut, S., Ettarh, R., & Amendah, D.D. (2015). Catastrophic health expenditure and its determinants in Kenya slum communities. *International Journal for Equity in Health*, 14 (46). Available at: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4438568/pdf/12939_2015_Article_168.pdf
- Chowdhury, S. (2011). Financial burden of transient morbidity: a case study of slums in Delhi. *Economic & Political Weekly*, 46 (33), 59-66.
- Chowdhury, S., Gupta, I., Trivedi, M., & Prinja, S. (2018). Inequity & burden of out-of-pocket health spending: District level evidences from India. *Indian Journal of Medical Research*, 148, 180-189. Available at: http://www.ijmr.org.in/temp/IndianJMedRes1482180-194107_052330.pdf
- Dror, D.M., van Putten-Rademakers, O., & Koren, R. (2008). Cost of illness: evidence from a study in five resource-poor locations in India. *Indian Journal of Medical Research*, 127, 347-361. Available at: <https://pubmed.ncbi.nlm.nih.gov/18577789/>
- Flores, G., Krishnakumar, J., O'Donnell, O., & van Doorslaer, E. (2008). Coping with Healthcare Costs: Implications for the Measurement of Catastrophic Expenditures and Poverty. *Health Economics*, 17 (12), 1393-1412. Available at: <https://pubmed.ncbi.nlm.nih.gov/18246595/>
- Garg, C. C., & Karan, A.K. (2009). Reducing out-of-pocket expenditures to reduce poverty: a disaggregated analysis at rural-urban and state level in India. *Health Policy and Planning*, 24, 116–28.
- Ghosh, S. (2011). Catastrophic Payments and Impoverishment due to Out-of-Pocket Health Spending. *Economic & Political Weekly*, 46 (47), 63-70. Available at: <https://www.jstor.org/stable/41720524?seq=1>

- Golechha, M. (2015). Healthcare agenda for the Indian government. Indian Journal of Medical Research, Wolters Kluwer- Medknow Publications. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4418149/>
- Government of India. Census of India (Punjab) – 2011. Available at: <https://www.census2011.co.in/census/state/punjab.html>
- Government of Punjab. (2019). Punjab-At-A-Glance (District-Wise) - 2018. Economic Adviser to Government of Punjab, Government of Punjab.
- Government of Punjab. Department of Health and Family Welfare. Punjab Procurement Policy - Drug and Equipment Purchase Policy 2019. Government of Punjab.
- Government of India- GOI (2017). National Health Policy 2017. Ministry of Health and Family Welfare, New Delhi. Government of India.
- GOI. (2020). Department of Pharmaceuticals. Annual Report 2019-20. Government of India.
- Saksena, P., Xu, K., & Durairaj, V. (2010). The drivers of catastrophic expenditure: outpatient services, hospitalisation or medicines? World Health Report – Background Paper, 21.
- Jayakrishnan, T., Jeeja, M.C., Kuniyil, V., & Paramasivam, S. (2016). Increasing Out-Of-Pocket Health Care Expenditure in India-Due to Supply or Demand ?. Pharmacoeconomics, 1 (1). Available at: <https://www.omicsonline.org/open-access/increasing-outofpocket-health-care-expenditure-in-indiadue-to-supply-or-demand-pe-1000105.php?aid= 68476>
- Kastor, A., & Mohanty, S.K. (2018). Disease-specific out-of-pocket and catastrophic health expenditure on hospitalization in India: Do Indian households face distress health financing?. PloS ONE, 13 (5). Available at: <https://journals.plos.org/plosone/article/file?id=10.1371/journal.pone.0196106&type=printable>
- Khan, J.A.M., Ahmed, S., & Evans, T.G. (2017). Catastrophic healthcare expenditure and poverty related to out-of-pocket payments for healthcare in Bangladesh- an estimation of financial risk protection of universal health coverage. Health Policy and Planning, 32,1102-1110. Available at: <https://academic.oup.com/heapol/article/32/8/1102/3858270>
- Kotwani, A. (2011). Medicine prices, availability, affordability and medicine price components in NCT, Delhi : WHO/HAI methodology. Project Report.
- National Sample Survey Office. (2015). Key indicators of social consumption in India health. NSS 71st round January-June 2014. New Delhi: NSSO, Ministry of Statistics and Programme Implementation, Government of India; 2015.
- Narcı, H.Ö., Şahin, İ., & Yıldırım, H.H. (2015). Financial catastrophe and poverty impacts of out-of-pocket health payments in Turkey. European Journal of Health Economics,16, 255–270.
- Niëns, L.M., Poel, E.V.d., Cameron, A., Ewen, Laing, R. & M.,Brouwer, W.B.F.(2009). Practical measurement of affordability : an application to medicines. iBMG Working Paper W2009. Institute of Health Policy & Management .
- O'Donnell, O., van Doorslaer, E., Rannan-Eliya, R.P., Somanathan A, Adhikari, S.R., Akkazieva, B.,...Zhao, Y. (2008). Who pays for health care in Asia?. Journal of Health Economics, 27, 460–475.
- Pal, R. (2012). Measuring incidence of catastrophic out-of-pocket health expenditure: with application to India. International Journal of Health Care Finance and Economics, 12 (1), 63-85. Available at: <http://www.jstor.org/stable/41474530> 14-6-2020
- Prinja, S., Kanavos, P., & Kumar, R. (2012). Health care inequities in north India: Role of Public sector in universalizing health care. Indian Journal of Medical Research, 136, 421-431. Available at: www.ijmr.org.in/temp/IndianJMedRes1363421_9649858_024049.pdf
- Qosaj, F.A., Froeschl, G., Berisha, M., Bellaqa, B., & Holle, R. (2018). Catastrophic expenditures and impoverishment due to out-of-pocket health payments in Kosovo. Cost Effectiveness and Resource Allocation, 16 (26). Available at: <https://resource-allocation.biomedcentral.com/articles/10.1186/s12962-018-0111-1>

- Raban, M.Z., Dandona, R., & Dandona, L. (2013). Variations in catastrophic health expenditure estimates from household surveys in India. *Bulletin World Health Organization*, 91, 726-735. Available at: <https://www.who.int/bulletin/volumes/91/10/12-113100.pdf>
- Rahman, M.M., Gilmour, S., Saito, E., Sultana, P., & Shibuya, K. (2013). Health-Related Financial Catastrophe, Inequality and Chronic Illness in Bangladesh. *PLoS ONE*, 8 (2), e56873-e56873. Available at: <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0056873>
- Rashad, A.S., & Sharaf, M.F. (2015). Catastrophic Economic Consequences of Healthcare Payments: Effects on Poverty Estimates in Egypt, Jordan, and Palestine. *Journal Economics*, 216-234. Available at: <https://www.mdpi.com/2227-7099/3/4/216>
- Revikumar, V., Revikumar, K. G., Manna, P.K. & Mohanta, G.P. (2010). Emerging trends in medicine procurement in government sector in India - A critical study. *International Journal of Research in Pharmaceutical Sciences*, 1 (3), 372-381.
- Roberts, M., Hsiao, W., Berman, P., & Reich, M.R. (2004). *Getting Health Reform Right: A Guide to Improving Performance and Equity*. New York: Oxford University Press.
- Russell, S. (1996). Ability to pay for health care: concepts and evidence. *HEALTH POLICY AND PLANNING*, 11(3), 219-237. Oxford University Press.
- Sahoo, A.K., & Madheswaran, S. (2014). Out-Of-Pocket (OOP) Financial Risk Protection: The Role of Health Insurance. Institute for Social and Economic Change, Working Paper 330. Available at: www.isec.ac.in/WP%20330%20-%20Amit%20Amit%20Kumar%20Sahoo_3.pdf
- Satheesh, G., Unnikrishnan, M.K., & Sharma, A. (2019). Challenges constraining availability and affordability of insulin in Bengaluru region (Karnataka, India): evidence from a mixed methods study. *Journal of Pharmaceutical Policy and Practice*, 12 (31). Available at: <https://pubmed.ncbi.nlm.nih.gov/31636912/>
- Selvaraj, S., Farooqui, H.H., & Karan, A. (2018). Quantifying the financial burden of households' out-of-pocket payments on medicines in India: a repeated cross-sectional analysis of National Sample Survey data, 1994-2014. *BMC Open*, 8.
- Selvaraj, S., & Karan, A. (2012). Why publicly-financed health insurance schemes are ineffective in providing financial risk protection. *Economic and Political Weekly*, 47, 60-8.
- Selvaraj, S., Mukhopadhyay, I., Kumar, P., Aisola, M., Datta, P., Bhat, P., et al. (2014) Universal access to medicines: evidence from Rajasthan, India. *Policy and practice- WHO South- East Asia Journal of Public Health*, 3 (3), 289-299.
- Shahrawat, R., & Rao, K.D. (2012). Insured yet vulnerable: out-of-pocket payments and India's poor. *Health Policy and Planning*, 27, 213-221.
- Shaikh, I., & Singh, S. (2017). ON THE EXAMINATION OF OUT-OF-POCKET HEALTH EXPENDITURES IN INDIA, PAKISTAN, SRI LANKA, MALDIVES, BHUTAN, BANGLADESH AND NEPAL. *BUSINESS : THEORY AND PRACTICE*, 18, 25-32.
- Singh, P.V., Tatambhotla, A., Kalvakuntla, R., & Chokshi, M. (2013). Understanding public drug procurement in India: a comparative qualitative study of five Indian states. *BMJ Open*, 3.
- Sood, N., and Wagner, Z. (2020). JAMA health forum. India's historic effort to expand health insurance to individuals living below the poverty line.
- Tripathy, J.P., Prasad, B.M., Shewade, H.D., Kumar, A.M.V., Zachariah, R., Chadha, S., ... Harris, A.D. (2016). Cost of hospitalisation for non-communicable diseases in India: are we pro-poor ?, *Tropical Medicine and International Health*, 21 (8), 1019-1028. Available at: <https://onlinelibrary.wiley.com/doi/epdf/10.1111/tmi.12732>
- van Doorslaer, E., O'Donnell, O., Rannan- Eliya, R.P., Somanathan, A., Adhikari, S.R., Garg, C. C., ... Zhao, Y. (2007). Catastrophic payments for health care in Asia. *Health Economics*, 16, 1159-84. Available at: <https://onlinelibrary.wiley.com/doi/epdf/10.1002/hec.1209>

-
- van Doorslaer, E., O'Donnell, O., Rannan-Eliya, R.P., Somanathan, A., Adhikari, S.R., Garg, C.C.,.... Zhao, Y. (2006). Effect of payments for health care on poverty estimates in 11 countries in Asia: an analysis of household survey data. *Lancet*, 368, 1357-64. Available at: <https://pubmed.ncbi.nlm.nih.gov/17046468/>
 - Van Minh, H., Phuong, N. T. K., Saksena, P., James, C.D., & Xu, K. (2013). Financial burden of household out-of pocket health expenditure in Vietnam: Findings from the National Living Standard Survey 2002–2010. *Social Science & Medicine*, 96, 258–263.
 - Wagstaff, A., & van Doorslaer, E. (2003). Catastrophe and Impoverishment in Paying for Health Care: With Applications to Vietnam 1993-98. *Health Economics*. 12.
 - WHO. (2000). World Health Report 2000 – Health Systems: Improving Performance, World Health Organization. Global Disease Burden, Estimates of 2000 - 2012. Health Organisation, Geneva.
 - WHO. (2004). Medicines Strategy 2004-2007. Geneva, World Health Organization.
 - Xu, K., Evans, D.B., Carrin, G., Aguilar-Rivera, A.M., Musgrove, P., & Evans, T. (2007). Protecting Households from Catastrophic Health Spending. *Health Affairs*, 4, 972-983. Available at : <https://doi.org/10.1377/hlthaff.26.4.972>.
 - Xu, K., Evans, D.B., Kawabata, K., Zeramdini, R., Klavus, J., & Murray, C.J.L. (2003). Household catastrophic health expenditure: a multicountry analysis. *Lancet* 362,111-117. Available at: <https://pubmed.ncbi.nlm.nih.gov/12867110/>
 - Yardim, M., Cilingiroglu, N., & Yardim, N. (2010). Catastrophic health expenditure and impoverishment in Turkey. *Health Policy*, 94 (1), 26-33.

CAUSAL NEXUS BETWEEN FOREIGN DIRECT INVESTMENT, TRADE AND ECONOMIC GROWTH FOR THE EMERGING AND ADVANCED COUNTRIES

Jomit C P¹ and T J Joseph²

¹Amity Business School, Amity University Haryana, Gurugram, Haryana – 122 413

²Department of Economics, Central University of Kerala, Kasaragod, Kerala – 671 320

ABSTRACT

This paper investigated the causal relationship between foreign direct investment (FDI), international trade and economic growth in emerging countries and advanced countries. The causal relationship between inward FDI, outward FDI, trade and economic growth was performed using the time series data for the emerging countries (BRICS), and the advanced countries (G7) for the period of 1992-2007. The methods used for the analysis were Unit Root tests, Johansen Cointegration, Vector Error Correction Model (VECM) and Granger causality model. The results of the study confirm the existence of long-term causal links between inward FDI, outward FDI, trade and economic growth in the emerging countries and in the advanced countries. The results also show that majority of the emerging and advanced countries experienced unidirectional causality from GDP and trade to inward FDI and outward FDI, and the bidirectional causality between GDP and inward/outward FDI; and trade and inward FDI.

Keywords: Inward FDI, Outward FDI, Trade, Economic Growth, Causality

1 INTRODUCTION

The relationship between foreign direct investment (FDI), international trade and economic growth in host countries remains one of the most important issues in the economic literature and met with renewed interest in recent years mainly for countries suffering from unemployment problems and lack of technological progress (Belloumi, 2014). According to Hsiao and Hsiao (2006) a triangular relationship exists among export, FDI and economic growth. Inward FDI emphasizes a country's attractiveness to encourage foreign investors to find their business destination whereas outward FDI shows high economic status or growth of home country and its competitiveness to expand their activities beyond domestic boundaries. Other than the competitive structure and nature of global industries it has also provided the opportunities to become a new source for business. The developed and developing economies are considered both inward and outward FDI flows as significant cross boarder mechanisms to accelerate the economic growth and development and also to create new and technologically efficient resources. It is well documented that inward FDI can increase host countries exports and outward FDI can increase home countries import (Liu, Wang & Wei, 2001; Blomstrom & Kokko, 1994; Blake & Pain, 1994). Among the developing countries, China, Brazil, India, Russia and are the important countries which attract more FDI with 19 per cent of world inflow in 2014. The developed countries like USA, UK, Canada, Germany, France, Japan and Italy are the main source of outflows of FDI with 46 per cent of world outflow in 2014.

The foreign direct investment and trade of the developing and developed countries have significant influence on the gross domestic products of the country and thereby promoting economic growth. However, the empirical evidences in the literature have not found consistent results and it shows conflicting results (Nair-Reichert and Weinhold, 2001, Yang, 2008,). Foreign direct investment and trade are considered to be the significant determinant of economic growth. Therefore, it might be assumed that there is long-term causal link between FDI, trade and economic growth. Both the inward and outward FDI might have a role in encouraging the economic growth of the country along with the trade. The inward FDI might promote the economic growth of host countries whereas, the outward FDI might promote the economic growth of home countries.

Inward FDI can play an important role by increasing and augmenting the supply of funds for domestic investment in the host country. This can be done through the production chain when foreign investors buy locally made inputs and sell intermediate inputs to local enterprises. Furthermore, inward FDI can increase the host country's export capacity, causing the developing country to increase its foreign exchange earnings. FDI can also encourage the creation of new jobs, enhance technology transfer, and boost overall economic growth in host countries (Belloumi, 2014). FDI can provide much more resources like, capital, technology, managerial skills, skilled labourers, access to markets for the developing countries. So, the developing countries supposed to attract the FDI for their further growth. Trade and the growth of openness of the economy lead to the growth level of output of the country and higher economic growth. The trade performance of the country is contributed mainly by the FDI. The economic growth of the country is also attributed by the FDI. (Dritsaki et al., 2004,

Pacheco-López, 2005, and Feridun and Sissooko, 2011). Therefore, there might be an interrelationship between FDI, trade and economic growth.

The growing importance of trade and investment in the globalized period, especially, when the rate of growth of FDI exceeds the growth of GDP in most of the developing countries particularly in BRICS economies during the last decades opened up the arena for further research of trade, investment and growth. The average growth of GDP in developing countries during 2010 is 5.76 per cent and the growth FDI inflow during 2010 in developing countries is 6.91 per cent, and it is increased respectively to 7.74 per cent and 20 per cent in 2010. The growth of GDP and FDI inflows of BRICS in 2010 is respectively 6.76 per cent and 5.96 per cent and both are increased to respectively 8.94 per cent and 15.49 per cent in 2010 (UNCTAD Stat). Limited country wise studies are available for India and China for analysing the trade, investment and growth relations. However, the country specific studies of Brazil, Russia and South Africa are scarce among BRICS countries. The relations between trade, inward-outward FDI, economic growth and development in the BRICS and G7 countries have not received much attention that it deserves.

This paper can be an addition to the existing literature since this study is focusing on the developing and developed countries as the inward and outward FDI has become an important influencing factor in the economic growth of developing and developed countries. However, previous empirical studies on the causal relationship between FDI, trade and economic growth is focused on developing countries and few studies are concentrated on the developed countries. Developed countries are major source of FDI, while the developing countries are the major recipient of FDI. Now the outward FDI from developing countries are also increased. Therefore, this paper also examines the causal relationship between outward FDI and economic growth. The economic growth of the home countries can be promoted by the outward FDI through higher profits from the investments, production expansion and transfer of management skills and technology to the home countries. The causal relationship among those variables may differ from country to country due to the country specific factors. Because the factors affect the pace and direction of the economic growth of the developing and developed countries have different preconditions. Chowdhury and Mavrotas (2005) have suggested that causal relations between FDI and economic growth have to be examined for individual countries since the country specific factors are different. Hence this paper investigates the causal link between FDI, trade and economic growth of the BRICS countries and G7 countries.

The remaining part of this paper is structured as follows: Section 2 briefly review the literature related to the relationship between FDI, trade and economic growth in developing and developed countries. Section 3 presents the data sources, description of data and the methods used for the analysis of this study. The empirical results of the analysis is presented in section 4 followed by the conclusion in section 5.

2 BRIEF SURVEY OF LITERATURE

The empirical literature demonstrates enormous studies about foreign direct investment, economic growth and/or trade relationships in both developed and developing countries with different time periods, cases and methodology frameworks. However, many of the studies explains the relationship between two variables only. Either they study the relationships between export and FDI, trade and FDI, trade and economic growth, export and economic growth, or FDI and economic growth. Few have considered all these variables together for the study as this study attempts to do along with economic growth.

The results of some studies showing the effects of trade (or exports) and FDI on economic growth in developing countries are promising (Balassa, 1985; Sengupta and Espana, 1994). There is evidence for the export-led growth hypothesis (ELGH) and FDI-led hypothesis (FLGH). These hypotheses, which are supported, are based on the idea that exporters and FDI variables are the main drivers of economic growth (Belloumi, 2014). Most of the past studies explain the relationship between any of the two variables only. Among these some of the studies are mainly focused on the relation between FDI and economic growth (For example, De Mello, 1999; Chowdhury and Mavrotas, 2005; Yao and Wei, 2007; Louzi and Abadi, 2011; Agrawal, 2013), and some others on the relationship between FDI, export and economic growth (For example, Haseeb et al, 2014; Ismail et al, 2014; Kumar, 2012; Sharma, 2002; Tiwari and Mutascu, 2011). Along with these variables some other studies included the variables like trade openness (For example, Ahmadi and Ghanbarzadeh, 2011; Awan, Javed and Sher, 2012; Belloumi, 2014), import (For example, Liu, Shu and Sinclair, 2009; Ozturk and Acaravci, 2010; Pramadhani, Bissondeal and Driffield, 2011) and domestic investment (For example, Sharma, 2002; Awan, Javed and Sher, 2012). The relationship between outward FDI and economic growth also had been studied (Chen and Zulkifli, 2012). The reviews of literature suggest that foreign direct investment and trade openness leads to economic growth. The effect, however, varies across regions, time and use of different techniques with different data sources (Naveed and Shabbir, 2006).

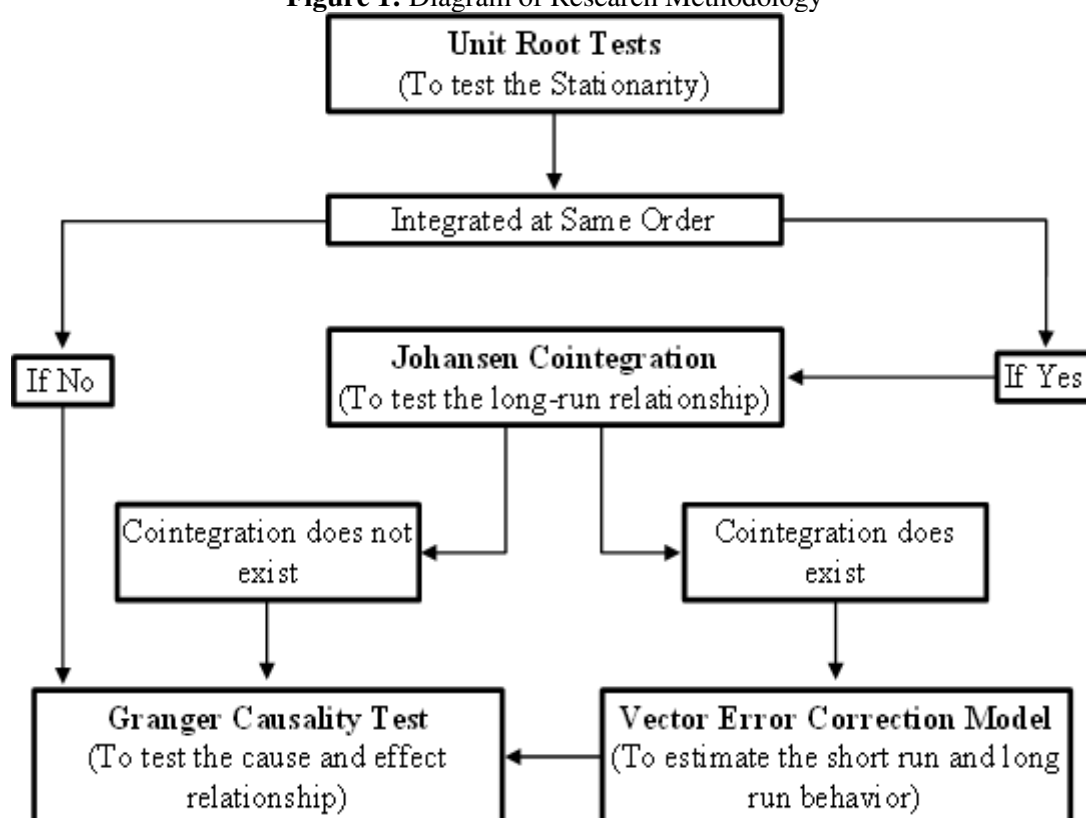
However, there are limited studies on the causal link between inward FDI, outward FDI, trade and economic growth in the literature. FDI inflows and trade have been widely recognized as an important factor in the economic growth of countries. Previous empirical studies (For example, Balasubramanyam, Salisu, and Sapsford, 1996; Borensztein, Gregorio, and Lee, 1998; Pahlavani, Wilson, and Worthington, 2005; Kumar, 2012; Ismail et al, 2014) have mostly concluded that trade and FDI inflows promote economic growth. While some other studies showed that FDI has no significant impact on the economic growth (For example, Sharma, 2002; Frimpong and Oteng-Abayie 2006; Alexiou and Tsaliki, 2007; Sridharan, Vijayakumar and Rao, 2009; Louzi and Abadi, 2011; Belloumi 2014). However, the growth effects from FDI inflows and trade vary from country to country; particularly depending on various country specific factors. A positive effect of FDI and trade on economic growth may simply reflect the fact that FDI is attracted to countries that are expected to grow faster and follow open-trade policies (Maki and Somwaru, 2004). In sum, empirical consensus on the positive impact of FDI on the economic growth and the direction of causation was not arrived from the past studies.

3 DATA AND METHODOLOGY

The economic growth was measured through the concept of Gross Domestic Product (GDP). The study used the annual time series data of emerging countries and advanced countries from the period 1992 to 2017 for the variables GDP, outward FDI, inward FDI and Trade. The data were collected from United Nations Conference on Trade and Development Statistics (UNCTAD Stat). GDP in million US dollars at constant price is used as the variable for economic growth. The stock data of Inward FDI and outward FDI in million US dollars at constant price is used for the analysis. Trade in million dollars at constant price is used to express the sum of exports and imports. The sample countries include 5 emerging countries and 7 advanced countries. The emerging countries are the BRICS countries which include Brazil, India, Russia, China and South Africa, and the advanced countries are the G7 countries which include Canada, France, Germany, Italy, Japan, UK and USA.

The multivariate time series modelling to determine the causal link between FDI, trade and economic growth needs to follow a set of procedures. The framework of the methodology is given in Figure 1. The first step in the analysis is to verify the stationarity of the data series. The stationarity of the data is tested using the unit root test and the order of integration of the variables are identified. Johansen (1988) Cointegration test is performed after correcting the stationarity of the times series to find out the long-run relationship between the variables. Finally, the presence and direction of the causal link among the variables are established by applying the Granger (1969) Causality test.

Figure 1: Diagram of Research Methodology



3.1 Unit Root Test

Testing the presence of unit root in the time series data is the prerequisite for the causality analysis. Augmented Dickey-Fuller (1979) and Phillips-Perron (1988) tests are the most commonly used tests of the unit root in time-series. Both these tests of unit roots are employed in this study to estimate the time series unit root of FDI, trade and economic growth for all the individual countries. The null hypothesis of both Augmented Dickey-Fuller (1979) and Phillips-Perron (1988) tests are that the time series contains unit root, that mean the variables are non-stationary. The alternative hypotheses of the tests are that the time series are stationary. Previous empirical studies are also used the Augmented Dickey-Fuller (1979) test to analyse the time series causality for FDI and growth (Zhang, 2001; Hsiao and Hsiao, 2006; Chowdhury and Mavrotas, 2006; Chang, 2007; and Ang, 2009). As argued by Hsiao and Hsiao (2006), compared to Augmented Dickey-Fuller (1979) tests the Phillips-Perron (1988) test has higher power to reject the null hypothesis and accept the alternative hypothesis. Therefore, they have used both Augmented Dickey-Fuller (1979) and Phillips-Perron (1988) tests for unit root. So, this study also follows this method by applying both unit root tests to test the stationarity.

3.2 Johansen Test of Cointegration

The concept of cointegration was first introduced into the literature by Granger (1980, 1988). Cointegration implies the existence of a long-run relationship between economic variables. The principle of testing for cointegration is to test whether two or more integrated variables deviate significantly from a certain relationship (Abadir and Taylor, 1999). The variables are said to be cointegrated when they move together at non-stationary in the long run towards equilibrium in stationary (Engel and Granger, 1987). The cointegrated variables will move together over time. In the long-run the short-term interruptions will be corrected and the difference between two or more series is constant when they move closely together. In other words, the two series will move away from each other if they are no cointegrated (Dickey et al., 1981). For testing individual cointegration of the time series Johansen (1988) cointegration test is widely used. The presence of cointegrating relationship between inward FDI, outward FDI, trade and GDP are estimates by Johansen (1988) method within a vector autoregressive (VAR) framework if the variable are not cointegrated. The number of cointegrating equations (vectors) is identified by the cointegration test. If the cointegration test identified the cointegration equations then the vector error correction model (VECM) will be used to analyse the long run causal relationship between the variables.

3.3 Granger Causality Test

The idea of causality testing was developed by Granger (1969). Granger causality is a way to investigate causal relationship and the direction between two variables in a time series. Granger causality is a popular method for studying casual links between two random variables. In a bivariate framework, the variable X is said to cause the variable Y in the Granger sense if the forecast for Y improves when lagged variables for X are considered in the equation, ceteris paribus (Charemza and Deadman, 1997). In other words, the standard Granger causality procedure is based on past changes in one variable explaining actual changes in another variable. Testing Granger causality is based on the VAR model and to find the probable causality between variables the F test is used (Kosekahyaoglu, 2006). The F-test will be applied in VAR model to estimate the direction of causality between the variables if the Johansen test found no cointegration between variables (Hassapis, Pittis & Prodromidis, 1999). The Granger causality based on linear VECM will be utilised to analyse the long run relationship between variables if the series found to be cointegrated. The pairwise Granger causality test is used in this study to find out the directions of relationship between the variables.

3.4 Empirical Model

To depict the causal relationship between the variables, this study used the general national income accounting model employing the expenditure method. In this model, the national output (GDP) of the country is equated with the investment, consumption, net exports and government spending. Based on this model the causal relationship between FDI, trade and economic growth can be presented in the following nature of empirical model.

$$GDP_t = \alpha_t + \beta_1 IFDI_t + \beta_2 OFDI_t + \beta_3 Trade_t + e_t$$

IFDI = Inward Foreign Direct Investment Stocks

OFDI = Outward Foreign Direct Investment Stocks

GDP = Gross Domestic Product

Trade = Sum of total exports and total imports

e_t = Deviation from the long run equilibrium, i.e., Error Correction Term

α = Constant (intercept term)

β_n = Slope of the explanatory variables

The relationship between most of the economic variables in a country incline to a long-run link (Granger, 1969). Therefore, this study examines the presence of long-run relationship and whether these relationships are causal or not. This study incorporates outward FDI along with inward FDI, trade and economic growth into the econometric model. To analyse the direction of causality in the long run for economic growth, inward FDI, outward FDI and trade, four equations were specified to describe the possible causal long run link among these variables. The study has four variables and there have four equations which indicate that any variables can be explained by the other variables. If the variables were non-stationary at level and become stationary after the first difference and the variables found to be cointegrated then the vector error correction model (VECM) should be applied to analyse the long run causal relationship between variables. The long-term relationship between the variables was estimated on the basis of following equations which are obtained from the VEC model which was used for estimation. Each equation to be estimated for each country in the emerging countries and advanced countries. Therefore, VECM can be specified as the following equations:

$$\Delta GDP_t = \alpha_t + \lambda_{GDP} ECT_{t-1} + \beta_1 \Delta GDP_{t-1} + \beta_2 \Delta IFDI_t + \beta_3 \Delta IFDI_{t-1} + \beta_4 \Delta OFDI_t + \beta_5 \Delta OFDI_{t-1} + \beta_6 \Delta Trade_{t-1} + \beta_7 \Delta Trade_{t-1} + \mu_t$$

$$\Delta IFDI_t = \alpha_t + \lambda_{IFDI} ECT_{t-1} + \beta_1 \Delta IFDI_{t-1} + \beta_2 \Delta GDP_t + \beta_3 \Delta GDP_{t-1} + \beta_4 \Delta OFDI_t + \beta_5 \Delta OFDI_{t-1} + \beta_6 \Delta Trade_{t-1} + \beta_7 \Delta Trade_{t-1} + \mu_t$$

$$\Delta OFDI_t = \alpha_t + \lambda_{OFDI} ECT_{t-1} + \beta_1 \Delta OFDI_{t-1} + \beta_2 \Delta IFDI_t + \beta_3 \Delta IFDI_{t-1} + \beta_4 \Delta GDP_t + \beta_5 \Delta GDP_{t-1} + \beta_6 \Delta Trade_{t-1} + \beta_7 \Delta Trade_{t-1} + \mu_t$$

$$\Delta Trade_t = \alpha_t + \lambda_{Trade} ECT_{t-1} + \beta_1 \Delta Trade_{t-1} + \beta_2 \Delta IFDI_t + \beta_3 \Delta IFDI_{t-1} + \beta_4 \Delta OFDI_t + \beta_5 \Delta OFDI_{t-1} + \beta_6 \Delta GDP_{t-1} + \beta_7 \Delta GDP_{t-1} + \mu_t$$

Where, Δ denotes the first difference of the variable; u_t is random error terms; ECT is the one period lagged of the error correction term, which was derived from the long-run cointegration relationship. The α terms are the constant, β terms are the short-run dynamics parameters and λ terms are known as the speed of adjustment parameters and represent the deviation of dependent variables from the long-run equilibrium relationship. The change in the dependent variable not only depends on the respective lagged variable but also on the one period lagged error correction terms in each equation. The significance of the error correction terms parameters in each equation express the long run causality of the respective dependent variables.

4 Empirical Analysis of Emerging and Advanced Countries

The logarithmic form of the time series data was used for the empirical analysis of this study. The problem of heteroscedasticity can be reduced with the log transformation of the data. The analysis of causality relationship between FDI, trade and economic growth was carried out for all the individual countries of both emerging and advanced countries. Therefore, the empirical results of the emerging countries and advanced countries are discussed in the following sections.

4.1 Unit Root Results

The results of the unit root tests of each emerging country for all the variables were reported in Table 1. The existence of unit root in the time series cannot be rejected in all the variables of all the emerging countries at level both in Augmented Dickey-Fuller (1979) and Phillips-Perron (1988) tests except for IFDI and OFDI for Russia. That means all the variables at level were non-stationary for all the variables in all the emerging countries except IFDI and OFDI for Russia. Since these were significant at 10 per cent level of significance, the first difference of these variables was also estimated along with other variables for all the countries to make the data stationary series. However, at the first differences of these variables for Russia were significant at 1 per cent level of significance. All other variables for all the emerging countries were also stationary at 1 per cent and 5 per cent levels of significance at first difference. Therefore, the time series data of all the emerging countries were integrated of order one. This result of the study allows to proceed with cointegration test to examine the long run relationship between the IFDI, OFDI, trade and GDP in the emerging countries.

The results of the unit root tests of each advanced country for all the variables were given in Table 2. The presence of unit root in the time series cannot be rejected in all the variables of all the advanced countries at level both in Augmented Dickey-Fuller (1979) and Phillips-Perron (1988) tests except for Trade in Canada and USA. That means all the variables at level are non-stationary for all the variables in all the advanced countries except for Trade in Canada and USA. Since these were significant at 10 per cent level of significance, the first

difference of this variable was also estimated along with other variables for all the countries to make the data stationary series. However, at the first differences of this variables for Canada and USA were significant at 1 per cent level of significance. All other variables for all the advanced countries were also stationary at 1 per cent and 5 per cent levels of significance at first difference. Therefore, the time series data of all the advanced countries were integrated of order one. Further proceed with the cointegration test to analyse the long run link between the variables in the advanced countries.

Table: 1 Unit Root Tests of Emerging Countries for IFDI, OFDI, GDP and Trade

Countries	Variables	Augmented Dickey-Fuller		Phillips-Perron		Integrated Order
		Level	First Difference	Level	First Difference	
Brazil	IFDI	-0.942	-4.370***	-0.942	-4.353***	I(1)
	OFDI	-0.929	-3.099**	-1.307	-3.045**	I(1)
	GDP	-1.389	-3.216**	-1.726	-3.216**	I(1)
	Trade	-2.260	-4.853***	-2.331	-4.861***	I(1)
Russia	IFDI	-2.932*	-5.544***	-2.990*	-5.832***	I(1)
	OFDI	-3.695*	-4.177***	-3.499*	-7.253***	I(1)
	GDP	0.050	-2.918**	-0.324	-2.797**	I(1)
	Trade	-1.055	-3.839***	-1.055	-3.868***	I(1)
India	IFDI	-1.964	-2.709**	-2.438	-2.705**	I(1)
	OFDI	-0.978	-3.969***	-0.962	-3.969***	I(1)
	GDP	1.112	-4.228***	1.211	-4.202***	I(1)
	Trade	-2.225	-3.521***	-2.092	-3.521***	I(1)
China	IFDI	0.725	-8.034***	-0.968	-6.941***	I(1)
	OFDI	0.936	-2.736**	1.425	-2.736**	I(1)
	GDP	-2.023	-4.250***	-2.023	-4.236***	I(1)
	Trade	-0.853	-3.690***	-0.831	-3.681***	I(1)
South Africa	IFDI	-1.621	-5.725***	-1.491	-6.196***	I(1)
	OFDI	0.105	-4.864***	0.514	-4.877***	I(1)
	GDP	-1.483	-3.107***	-1.112	-3.168***	I(1)
	Trade	-2.089	-4.204***	-2.116	-4.178***	I(1)

Source: Estimated from UNCTAD Stat

Table: 2 Unit Root Tests of Advanced Countries for IFDI, OFDI, GDP and Trade

Countries	Variables	Augmented Dickey-Fuller		Phillips-Perron		Integrated Order
		Level	First Difference	Level	First Difference	
Canada	IFDI	-1.167	-6.308***	-1.188	-6.391***	I(1)
	OFDI	-2.073	-5.950***	-2.325	-6.034***	I(1)
	GDP	-2.248	-3.664***	-2.250	-3.668***	I(1)
	Trade	-3.324*	-3.852***	-4.228**	-3.832***	I(1)
France	IFDI	-2.027	-4.954***	-1.910	-5.208***	I(1)
	OFDI	-2.016	-4.805***	-2.052	-4.805***	I(1)
	GDP	-1.608	-3.712***	-1.529	-3.725***	I(1)
	Trade	-1.617	-4.597***	-1.852	-4.597***	I(1)
Germany	IFDI	-1.764	-8.718***	-1.689	-8.718***	I(1)
	OFDI	-1.297	-5.508***	-1.228	-5.509***	I(1)
	GDP	-0.193	-5.201***	0.821	-9.947***	I(1)
	Trade	-0.734	-5.514***	-0.860	-5.781***	I(1)
Italy	IFDI	-1.426	-4.056***	-1.411	-4.060***	I(1)
	OFDI	-1.350	-3.065**	-1.597	-3.100**	I(1)

	GDP	-2.154	-3.545***	-2.095	-3.535***	I(1)
	Trade	-1.659	-4.945***	-3.006**	-4.970***	I(1)
Japan	IFDI	-1.639	-4.609***	-1.944	-4.601***	I(1)
	OFDI	0.921	-3.324***	1.199	-3.324***	I(1)
	GDP	-0.802	-5.191***	-0.612	-5.287***	I(1)
	Trade	-1.659	-4.558***	-1.820	-4.659***	I(1)
UK	IFDI	-1.439	-4.075***	-1.439	-4.075***	I(1)
	OFDI	-2.569	-3.107**	-2.392	-3.049***	I(1)
	GDP	-2.344	-2.910**	-2.100	-2.913**	I(1)
	Trade	-2.321	-3.711***	-2.321	-3.757***	I(1)
USA	IFDI	-1.191	-4.104***	-1.191	-4.108***	I(1)
	OFDI	-1.908	-5.661***	-2.071	-7.101***	I(1)
	GDP	-2.792	-5.920***	-2.477	-4.713**	I(1)
	Trade	-2.916*	-3.810***	-5.612**	-3.780***	I(1)

Source: Estimated from UNCTAD Stat

4.2 Optimum Lags

Determination of optimum number of lags in the series is a prerequisite for performing the cointegration test. Selection of optimum lag is essential for assuring the white noise process of the error terms in the series. To select the optimum lag length of the series, different criteria are available. The major different criteria to select the optimum lag length are the Sequential modified LR test statistic at 5 per cent level (LR), Final Prediction Error (FPE), Akaike Information Criterion (AIC), Schwarz Information Criterion (SIC), and Hannan-Quinn Information Criterion (HQIC). All these methods were employed in the emerging and advanced countries. The number of optimum lags for each country provided by all these criteria are presented in Table 3. Among them Akaike Information Criterion (AIC) gives the lowest values for all the countries. Therefore, the optimum lag for cointegration analysis for all the emerging and advanced countries was based on the Akaike Information Criterion (AIC).

Table: 3 Optimum Lags of Emerging and Advanced Countries

Countries	LR	FPE	AIC	SC	HQ
Brazil	134.67	3.8E-10	-10.38	-9.40	-10.12
Russia	121.15	5.2E-09	-7.87	-6.69	-7.41
India	192.18	1.4E-09	-9.09	-8.11	-8.83
China	266.04	1.1E-11	-14.02	-12.65	-13.55
South Africa	27.43	3.3E-10	-10.64	-9.17	-10.17
Canada	153.67	2.6E-11	-13.03	-12.05	-12.77
France	127.75	3.4E-11	-12.92	-11.74	-12.46
Germany	138.69	4.1E-11	-12.71	-11.47	-12.24
Italy	171.62	4.8E-12	-14.87	-13.75	-14.47
Japan	154.57	2.2E-10	-11.02	-9.67	-10.56
UK	135.56	1.9E-11	-13.37	-12.39	-13.11
US	34.57	1.1E-11	-14.04	-12.27	-13.57

LR: Sequential modified LR test statistic (each test at 5% level)

FPE: Final prediction error

AIC: Akaike information criterion

SIC: Schwarz information criterion

HQIC: Hannan-Quinn information criterion

Source: Estimated from UNCTAD Stat

4.3 Cointegration Analysis

Johansen (1988) cointegration test based on Maximum Likelihood method was used in this study to analyse the cointegrating relationship between the variable in emerging and advanced countries. Both the Trace test and Max-eigenvalue test were utilised to analyse the cointegration relationship and to establish the number of cointegrating equations of the variables. The variables were non-stationary at level and they were stationary at first difference as evident from Table 1 and Table 2. The results of the Johanssen cointegration tests for the

emerging countries and advanced countries are given in Table 4 and Table 5 respectively. The null hypothesis of the cointegration tests is that there is no cointegration among the variables and the alternative hypothesis is that there is cointegration relationship among the variables. If the null hypothesis (None) was rejected there are at least one cointegrating vector (At most 1) and proceed with the tests until null hypothesis (At most 1, At most 2, At most 3) is accepted (Johansen, 1995; Johansen and Juselius, 1990; Akaike, 1974). Since the p values were less than 5 per cent, the null hypothesis of no cointegration was rejected for the study. That mean there exist cointegrating relationship between the variables for the individual countries. Moreover, the trace statistic and max-eigen statistic of the emerging and advanced countries were higher than the 5 per cent critical values of the respective test statistic at the rank of at most 1, the null hypothesis of no cointegration was rejected and it conclude that all the countries have at least one significant cointegrating vectors between the variables. These results also established that the variables of GDP, IFDI, OFDI and Trade have long run relationship or in other words, these variables move together in the long run.

The results of both the trace test and max-eigenvalue tests for the emerging countries indicate that, Brazil has three cointegrating equations, Russia and India have one cointegrating equations, and China has two cointegrating equations. South Africa shows two cointegrating equations at 0.05 level in trace test and one cointegrating equation in max-eigenvalue test. The results of both the trace test and max-eigenvalue tests for the advanced countries indicate that, USA has three cointegrating equations, Germany, Italy and Japan have two cointegrating equations, and UK has one cointegrating equation. Canada and France show two cointegrating equations at 0.05 level in trace test and one cointegrating equation in max-eigenvalue test. Thus, the variables of all the countries in this study revealed that each country has at most one significant cointegrating vector exists. These findings of the study suggest that most of the economic variables have a tendency to become long run relationship in accordance with the theory. That means, these variables might be helpful to predict the trends of other variables in most cases. Since the variables are cointegrated each other, the study can proceed towards Vector Error Correction Model (VECM) instead of Vector Auto Regression (VAR) to identify the cointegrating equations and to test the causal relationship. The foundation of the complete VECM was represented by the cointegrating relationship of the variables. The previous empirical studies have also found cointegrating relationship between FDI and economic growth (Chowdhury and Mavrotas, 2005; Alexiou and Tsaliki, 2007; Sridharan, Vijayakumar and Rao, 2009; Pradhan, 2009; Gürsoy and Kalyoncu, 2012; Agrawal, 2013), FDI, economic growth and trade (Liu, Shu and Sinclair, 2009; Ozturk and Acaravci, 2010; Kotrajaras, Tubtimtong and Wiboonchutikul, 2011; Pramadhani, Bissondeal and Driffield, 2011; Awan, Javed and Sher, 2012), outward FDI and economic growth (Chen and Zulkifli, 2012), and inward FDI, outward FDI, trade and economic growth (Jomit and Joseph, 2018) in developing countries. There are limited empirical studies which found cointegration relationship between FDI and economic growth in developed countries (Ericsson and Irandoust, 2001; Choong, Yusop and Soo, 2004; Asheghian, 2004; Moudatsou and Kyrkilis, 2011).

Table: 4 Johansen Cointegration Test Results of Emerging Countries

Countries	Hypothesized No. of CE(s)	Trace Statistic	5% Critical Value	Max-Eigen Statistic	5% Critical Value
Brazil	None	110.1206**	47.85613	50.62129**	27.58434
	At most 1	59.49930**	29.79707	39.91721**	21.13162
	At most 2	19.58209**	15.49471	16.33399**	14.26460
	At most 3	3.248105	3.841466	3.248105	3.841466
Russia	None	94.21413**	47.85613	67.23040**	27.58434
	At most 1	26.98373	29.79707	19.14940	21.13162
	At most 2	7.834330	15.49471	6.819026	14.26460
	At most 3	1.015303	3.841466	1.015303	3.841466
India	None	62.76538**	47.85613	39.78975**	27.58434
	At most 1	22.97564	29.79707	13.20608	21.13162
	At most 2	9.769558	15.49471	9.665758	14.26460
	At most 3	0.103800	3.841466	0.103800	3.841466

China	None	95.13614**	47.85613	41.73790**	27.58434
	At most 1	53.39823**	29.79707	38.74064**	21.13162
	At most 2	14.65759	15.49471	9.282209	14.26460
	At most 3	5.375384**	3.841466	5.375384**	3.841466
South Africa	None	75.88915**	47.85613	28.47265**	27.58434
	At most 1	47.41650**	29.79707	20.99660	21.13162
	At most 2	10.41991	15.49471	15.40556**	14.26460
	At most 3	11.01435**	3.841466	11.01435**	3.841466

** denotes rejection of the hypothesis at the 0.05 level

Source: Estimated from UNCTAD Stat

Table: 5 Johansen Cointegration Test Results of Advanced Countries

Countries	Hypothesized No. of CE(s)	Trace Statistic	5% Critical Value	Max-Eigen Statistic	5% Critical Value
Canada	None	62.70366**	47.85613	30.22948**	27.58434
	At most 1	32.47418**	29.79707	20.52688	21.13162
	At most 2	11.94730	15.49471	10.40193	14.26460
	At most 3	1.545373	3.841466	1.545373	3.841466
France	None	138.6491**	47.85613	104.1828**	27.58434
	At most 1	34.46635**	29.79707	20.47260	21.13162
	At most 2	13.99375	15.49471	11.70614	14.26460
	At most 3	2.287612	3.841466	2.287612	3.841466
Germany	None	65.12142**	47.85613	30.58840**	27.58434
	At most 1	34.53302**	29.79707	23.30441**	21.13162
	At most 2	11.22860	15.49471	11.05770	14.26460
	At most 3	0.170902	3.841466	0.170902	3.841466
Italy	None	86.90214**	47.85613	39.01063**	27.58434
	At most 1	47.89151**	29.79707	32.18261**	21.13162
	At most 2	14.70890	15.49471	13.81821	14.26460
	At most 3	1.890683	3.841466	1.890683	3.841466
Japan	None	76.91828**	47.85613	38.37565**	27.58434
	At most 1	38.54263**	29.79707	23.33193**	21.13162
	At most 2	15.21070	15.49471	14.15847	14.26460
	At most 3	0.852233	3.841466	0.852233	3.841466
UK	None	78.82772**	47.85613	50.69788**	27.58434
	At most 1	28.12984	29.79707	21.02356	21.13162
	At most 2	7.106274	15.49471	6.480756	14.26460
	At most 3	0.625518	3.841466	0.625518	3.841466
US	None	98.65358**	47.85613	42.87482**	27.58434
	At most 1	55.77877**	29.79707	30.12363**	21.13162
	At most 2	25.65513**	15.49471	22.14974**	14.26460
	At most 3	3.505391	3.841466	3.505391	3.841466

** denotes rejection of the hypothesis at the 0.05 level

Source: Estimated from UNCTAD Stat

4.4 Granger Causality Based on VECM

The presence of cointegration in the emerging countries and advanced countries were confirmed by the Johansen Cointegration test of maximum likelihood. Since the series had cointegrated, to investigate the long run causality of the variables the study applied Vector Error Correction Model (VECM). VEC model is a restricted VAR designed for use with non stationary series that are known to be cointegrated. Eventhough, both short run and long run causality of the series can be investigated from the VEC model, this study focused on the long run causality of the series only. The statistical significance of the error correction term (ECT) indicate the

long run causal effects in the VEC model. The results of the VECM of emerging countries and the advanced countries are presented in Table 6 and Table 7 respectively. Equation for each variable are represented in each column. The ECT coefficient of the each cointegrating equation and its level of significance indicates whether the variables in the series have long run causal relationship or not. The ECT coefficient has to be negative and statistically significant for its series to make economic interpretations. The level of significance of the coefficient mean that all the explanatory variables in the specification Granger causes the dependent variable and there is a long run convergence. The lag length used in the VECM was selected by using the Akaike Information Criterion and one period lag of the cointegration equation.

The Granger causality results based on the VECM of the emerging countries reveal that there is no long run causal relationship running from inward FDI, outward FDI and trade towards economic growth of all the emerging countries (Table 6), because the ECT coefficients of the GDP equation is not statistically significant it might not converge into equilibrium in the longrun. However, there is a long run causality is running from GDP, IFDI and trade towards OFDI of Brazil, Russia and China. The respective coefficients have right signs and statistically significant at 1 per cent and 5 percent level of significance. Moreover, the long run causal relationship running from GDP, IFDI and OFDI towards trade is significant at 1 per cent level of significance in India and at 10 per cent level of significance at Brazil. Further, the inward FDI of the Russia, China and South Africa have long run causal associationship from GDP, outward FDI and trade at 1 per cent and 5 per cent level of significance. The findings of the previous empirical studies in the developing countries are also inline with the results of present study (Choong, Yusop and Soo, 2004; Sridharan, Vijayakumar and Rao, 2009; Liu, Shu and Sinclair, 2009; Chen and Zulkifli, 2012).

The Granger causality results based on the VECM of the advanced countries reveal that there is long run causal relationship running from inward FDI, outward FDI and trade towards economic growth of all the advanced countries except Canada and France (Table 7), because the ECT coefficients of the GDP equation has right signs and they are statistically significant at 1 per cent and 5 per cent level of significance. Moreover, all the explanatory variables in the specification of the model Granger causes the trade of all the advanced countries except France and Germany. All the explanatory variables of France have a long run causal relationship towards the inward and outward FDI at 1 per cent level of significance. In the case of Canada, all the explanatory variables have a long run causal relationship towards the outward FDI and trade at 5 per cent level of significance. Since the coefficients of the ECT in the GDP, IFDI, OFDI and trade equations of USA are statistically significant (at 1 per cent and 5 per cent level of significance) and have the right signs, the results suggest a long run feedback causal relationship between the variables. The previous empirical studies in developed countries found long run causal relationship between FDI and economic growth based on VECM (Choong, Yusop and Soo, 2004; Moudatsou and Kyriakidis, 2011).

Table: 6 Granger Causality Test Results Based on VECM of Emerging Countries

Countries	Equation: D(GDP)	Equation: D(IFDI)	Equation: D(OFDI)	Equation: D(TRADE)
Brazil	0.157 (0.188)	-1.528 (2.025)	-2.941*** (0.92)	-0.911* (0.474)
Russia	-0.022 (0.017)	-0.395** (0.153)	-0.286** (0.131)	0.01 (0.027)
India	-0.02 (0.014)	-0.054 (0.085)	-0.258 (0.183)	-0.193*** (0.051)
China	0.038 (0.047)	-0.695*** (0.126)	-0.940*** (0.366)	0.589 (0.354)
South Africa	-0.068 (0.076)	-4.679*** (1.652)	0.822 (1.196)	0.41 (0.288)

Figures in parenthesis are standard errors.

***, ** and * denote statistical significance at the 1%, 5% and 10% significance levels, respectively.

Source: Estimated from UNCTAD Stat

Table: 7 Granger Causality Test Results Based on VECM of Advanced Countries

Countries	Equation: D(GDP)	Equation: D(IFDI)	Equation: D(OFDI)	Equation: D(TRADE)
Canada	0.128 (0.105)	1.699 (1.474)	-2.895** (1.245)	-0.698** (0.302)

France	-0.019 (0.092)	-4.737*** (1.335)	-4.419*** (1.131)	-0.127 (0.301)
Germany	-1.250** (0.484)	-3.704 (4.563)	-2.859 (4.321)	-1.889 (1.247)
Italy	-0.282*** (0.083)	-0.147 (0.595)	-0.423 (0.509)	-0.904*** (0.241)
Japan	-0.140** (0.067)	0.149 (0.886)	0.243 (0.266)	-1.198*** (0.326)
UK	-0.376** (0.158)	1.016 (1.365)	1.554 (1.585)	-1.613*** (0.382)
USA	-0.101*** (0.030)	-2.007*** (0.439)	-2.422*** (0.498)	-0.318** (0.128)

Figures in parenthesis are standard errors.

*** and ** denote statistical significance at the 1% and 5% significance levels, respectively.

Source: Estimated from UNCTAD Stat

4.5 Pairwise Granger Causality

Pairwise Granger causality was applied to better understand the direction of the causal relationship between inward FDI, outward FDI, trade and economic growth of emerging and advanced countries. The direction of influence and the causal relationship between the variables cannot be identified by using the regression analysis, since the regression analysis is deals with the dependence of one variable to other variables and it does not imply causation between the variables. Although, cointegration indicates the presence of causality at least in one direction, it does not indicate the direction of long run causality between variables. Hence, the pairwise Granger causality was utilised to detect the long run causal relationship between the variables under study. The null hypothesis of Granger causality that is, no granger causality between variables was rejected if the p value of the F-statistic is significant. That mean if the p-values of the F-statistics were significant then one variable Granger Causes the other one.

The results of the pairwise Granger causality test of the emerging countries in the long run is presented in Table 8. The results of the emerging countries indicate that the statistical significance of 1 per cent 5 per cent and 10 per cent level of significance were considered in this study to reject the null hypothesis. According to Granger causality test, using the annual time series data from 1992 to 2017 in the emerging countries shows that the causal relationship between the variables were vary between countries.

Table: 8 Pairwise Granger Causality Test Results of Emerging Countries

Null Hypothesis:	Brazil	Russia	India	China	South Africa
IFDI → GDP	1.405	15.331***	0.849	20.519***	19.008***
GDP → IFDI	5.048**	2.890	0.045	6.068**	1.591
OFDI → GDP	0.019	3.999*	0.638	0.768	2.191
GDP → OFDI	12.363***	16.537***	0.050	6.996**	5.614**
TRADE → GDP	0.205	20.882***	2.385	29.915***	0.177
GDP → TRADE	1.740	0.491	0.295	0.088	3.222*
OFDI → IFDI	0.427	0.820	0.342	14.818***	0.671
IFDI → OFDI	9.132***	14.341***	2.774	0.070	0.648
TRADE → IFDI	4.593**	2.992*	1.042	3.368*	2.119
IFDI → TRADE	1.068	6.711**	2.621	0.002	10.597**
TRADE → OFDI	13.22***	23.829***	3.235*	20.387***	3.767*
OFDI → TRADE	0.136	0.058	2.016	4.097*	0.682

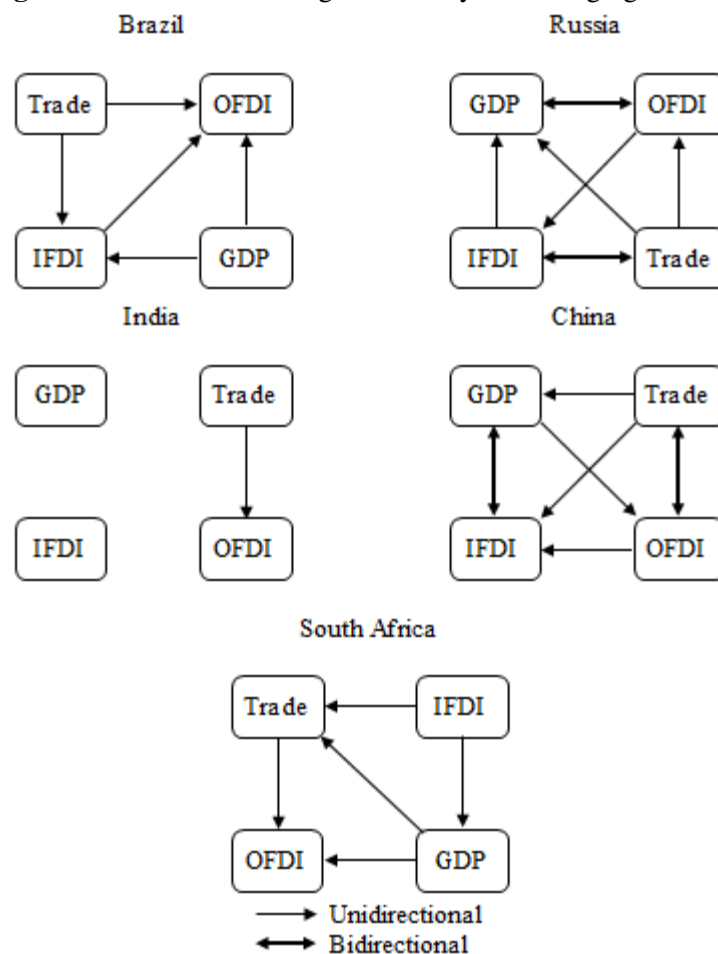
***, ** and * denote statistical significance at the 1%, 5% and 10% significance levels, respectively. Source: Estimated from UNCTAD Stat

The results of the analysis indicated (Table 8) that Russia and South Africa had a unidirectional causal relationship running from inward FDI to economic growth. Whereas, Brazil had a unidirectional causal relationship from economic growth to inward FDI. China had a bidirectional causal relationship between inward FDI and trade, while India had independent relationship between the inward FDI and economic growth. A unidirectional causal relationship was running from economic growth to outward FDI in Brazil, China and South Africa. Whereas, a bidirectional causal relationship between economic growth and outward FDI was exist

in Russia, while India had independent relationship between these variables. Trade leads to economic growth at a one-way relationship in Russia and China. Only South Africa had a unidirectional causal relationship running from economic growth to trade at 10 per cent level of significance. Brazil and India had an independent relationship with trade and economic growth, in other words, there was no causality relationship between trade and economic growth in these countries. The results indicate that China had a one-way causal relationship from outward FDI to inward FDI and a one-way causal relationship was running from inward FDI to outward FDI in Brazil and Russia. India and South Africa shows an independent relationship between inward FDI and outward FDI. Trade leads to inward FDI in Brazil and China unidirectionally, whereas, inward FDI leads to trade unidirectionally in South Africa. Russia indicated a bidirectional causal relationship between inward FDI and trade while India shows an independent relation between them. Trade leads a unidirectional causal relationship to outward FDI in Brazil, Russia, India and South Africa. The results of China indicated that a bidirectional relationship between trade and outward FDI was exist.

The graphical representation of the direction causal relationship between inward FDI, outward FDI, trade and economic growth of emerging countries are presented in Figure 2. Unidirectional and bidirectional causal relationship between FDI and economic growth, economic growth and trade was found in the previous empirical studies in developing countries (Chowdhury and Mavrotas, 2005; Sridharan, Vijayakumar and Rao, 2009; Liu, Shu and Sinclair, 2009; Pradhan, 2009; Ozturk and Acaravci, 2010; Pramadhani, Bissondeal and Driffield, 2011; Chen and Zulkifli, 2012; Jomit and Joseph, 2018), however, few studies found no significant causal relationship between FDI, trade and economic growth (Frimpong and Oteng-Abayie, 2006; Alexiou and Tsaliki, 2007; Bilgiç, 2007; Karimi and Yusop, 2009; Yalta, 2011).

Figure 2: Direction of Granger Causality for Emerging Countries



Source: Estimated from UNCTAD Stat

The results of the pairwise Granger causality test of the advanced countries in the long run is presented in Table 9. The results of the advanced countries indicate that the statistical significance of 1 per cent, 5 per cent and 10 per cent level of significance were considered in this study to reject the null hypothesis. The results of the pairwise Granger causality show that a unidirectional causal relationship from inward FDI to economic growth was exist in France and USA, while a unidirectional reverse causation running from economic growth to inward

FDI was exist in Canada, Germany and Italy. The causal relationship of Japan and UK were independent to inward FDI and economic growth. A unidirectional causal relationship running from outward FDI to economic growth was only in France, whereas, a reverse unidirectional causation from economic growth to outward FDI was exist in Canada, Germany, Italy and Japan.

Table: 9 Pairwise Granger Causality Test Results of Advanced Countries

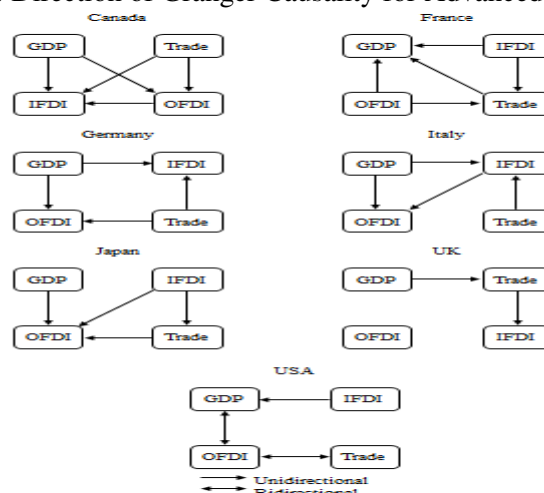
Null Hypothesis:	Canada	France	Germany	Italy	Japan	UK	US
IFDI \Rightarrow GDP	0.141	3.096*	0.031	0.342	1.978	0.118	6.935**
GDP \Rightarrow IFDI	7.297**	2.500	3.576*	4.983**	0.791	4.383	0.548
OFDI \Rightarrow GDP	0.123	4.051**	0.329	1.070	0.887	0.438	6.710**
GDP \Rightarrow OFDI	8.854***	1.597	3.221*	3.532*	7.453**	0.464	7.207**
TRADE \Rightarrow GDP	0.406	4.210**	2.097	0.090	0.009	0.081	0.214
GDP \Rightarrow TRADE	0.343	0.767	2.494	0.689	0.046	1.454**	0.382
OFDI \Rightarrow IFDI	4.236**	2.692	0.093	2.073	0.021	1.386	0.005
IFDI \Rightarrow OFDI	2.421	0.712	1.136	6.503**	15.836***	0.925	0.155
TRADE \Rightarrow IFDI	5.962**	2.593	5.336**	4.966**	0.004	8.306***	0.511
IFDI \Rightarrow TRADE	0.167	5.479**	0.074	1.131	7.755**	0.025	0.670
TRADE \Rightarrow OFDI	8.179***	1.641	4.077*	2.646	6.165**	0.028	5.388**
OFDI \Rightarrow TRADE	0.341	5.637**	0.143	0.209	0.024	0.215	9.367***

*** and ** denote statistical significance at the 1% and 5% significance levels, respectively.

Source: Estimated from UNCTAD Stat

USA expressed a bidirectional causal relationship between economic growth and outward FDI, while, the causal relationship of UK was independent to these variables. The trade Granger causes economic growth in France and a reverse causation from economic growth to trade was present in UK, while all other advanced countries expressed independent causal relationship between trade and economic growth in the long run. Only Canada expressed a unidirectional causal relationship from outward FDI to inward FDI, while a reverse causation from inward FDI to outward FDI was running in Italy and Japan. The other advanced countries like France, Germany, UK and USA had independent causal relationship between inward FDI and outward FDI in the period under study. In terms of the link between trade and inward FDI, the causal link runs from inward FDI to trade for Canada, Germany, Italy and UK, while the reverse causality was found in France and Japan. No causal relationship between trade and inward FDI was found in USA. However, there exist a bidirectional causality between trade and outward FDI in USA. The results of the Granger causality analysis indicate a one-way causal relationship from trade to inward FDI in Canada, Germany and Japan. France indicates a unidirectional causal relationship runs from outward FDI to trade. No causality between trade and outward FDI was found in Italy and UK. The graphical representation of the direction of causal relationship between inward FDI, outward FDI, trade and economic growth of emerging countries are presented in Figure 3. These results are consistent to the previous empirical studies in the developed countries which have found that there exists causality relationship between FDI, trade and economic growth (Choong, Yusop and Soo, 2004; Moudatsou and Kyrikilis, 2011).

Figure 3: Direction of Granger Causality for Advanced Countries



Source: Estimated from UNCTAD Stat

5 CONCLUSION

The present study investigated the long run causal relationship between FDI inflows, FDI outflows, trade and economic growth for emerging countries and advanced countries. Most of the previous studies (Chowdhury and Mavrotas, 2005; Alexiou and Tsaliki, 2007; Sridharan, Vijayakumar and Rao, 2009; Pradhan, 2009; Gürsoy and Kalyoncu, 2012, Agrawal, 2013) was focused on the causal link between the inward FDI and economic growth in developing countries. This paper analysed both inward and outward FDI link to economic growth along with the trade in developed countries as well as developing countries. The long run relationship between the variables was analysed with the Johansen cointegration tests. The results of the trace statistics and max-eigen statistics of the Johansen cointegration rejected the null hypothesis of no cointegration in the series at five per cent level of significance. Therefore, the cointegration test concludes that all the emerging and advanced countries had at most one significant cointegrating equations obtained by a linear combination involving inward FDI, outward FDI, trade and economic growth. This suggests that the GDP, IFDI, OFDI and Trade will tend to move together to the equilibrium in the long run. However, this not necessarily a causal movement between the variables. Hence, this study analysed the causal relationship between the variables in the long run for emerging and advanced countries. Since the variables are cointegrated, vector error model was utilised to identify the long run causality.

The results of VECM confirmed that there exist long run causal relationship between inward FDI, outward FDI, trade and economic growth for all the emerging countries and advanced countries under the period of study. That mean all the explanatory variables in the specification Granger causes the dependent variables and there is a long run convergence. The direction of long run causality between variables does not indicated by the cointegration analysis, though it indicates the presence of causality at least in one direction. Hence, the pairwise Granger causality was utilised to better understand the direction of long run causal relationship between the variables under study.

The results of the Granger causality for Brazil indicate a unidirectional causal relation runs from GDP and trade to inward FDI and outward FDI. Inward FDI also leads to outward FDI in Brazil. Inward FDI and trade leads unidirectional relation to GDP and outward FDI for Russia, and there exists bisectional causal relationship between trade and inward FDI; and GDP and outward FDI. India had a unidirectional relationship runs from trade to outward FDI. In the case of China, it was found that trade Granger causes the GDP, and inward FDI; GDP granger causes outward FDI; outward FDI leads to inward FDI, moreover, the trade and outward FDI; and GDP and inward FDI had bidirectional causal relationship. A one-way causal relationship runs from inward FDI to GDP and trade; GDP to outward FDI and trade; and trade to outward FDI for South Africa.

The Granger causality analysis of Canada show that trade and GDP run unidirectional causal relationships to inward FDI and outward FDI, further, a one-way causal relationship from outward FDI to inward FDI also exists. The inward FDI and outward FDI of France found to have a causal relationship towards GDP and trade; trade also Granger causes GDP. In the case of Germany, a unidirectional causal relationship runs from GDP and trade to inward and outward FDI. A one-way causality was found from GDP to inward and outward; and from trade to inward FDI in Italy. The trade, inward FDI and GDP of Japan Granger causes its outward FDI. The inward FDI also leads causal relationship to trade in Japan. The results of UK indicate a unidirectional causal relationship from GDP to trade and trade to inward FDI. It was found that both GDP and trade had bidirectional causal relationship with outward FDI in USA. The inwards FDI of USA had found a unidirectional causal relationship to GDP.

Overall, the results show that majority of the emerging and advanced countries experienced unidirectional causality form GDP and trade to inward FDI and outward FDI, and the bidirectional causality between GDP and inward/outward FDI, and trade and inward FDI. However, different countries experienced different causal relationship between the variables. The limitations of the Granger causality test might be a reason for not being able to find a specific pattern on the causal relationship between the variables across the countries.

REFERENCES

- Abadir, K. M., & Taylor, A. M. R. (1999). On the Definitions of (Co-) Integration. *Journal of Time Series Analysis*, 20, 129-137.
- Agrawal, G. (2013). Foreign Direct Investment and Economic Growth in BRICS Economies: A Panel Data Analysis. *Proceedings of 23rd International Business Research Conference*. Melbourne: International Business Research Conference.
- Akaike, H. (1974). A New Look at Statistical Model Identifications. *IEEE Transactions on Automatic Control*, AC-19, 716-723.

-
- Alexiou, C., & Tsalik, P. V. (2007). Foreign Direct Investment led Growth Hypothesis: Evidence from the Greek Economy. *Zagreb International Review of Economics & Business*, 10(1), 85-97.
 - Ang, J. B. (2009). Financial Development and the FDI-Growth Nexus: The Malaysian Experience. *Applied Economics*, 41, 1595-1601.
 - Asheghian, P. (2004). Determinants of economic growth in the United States: the role of foreign direct investment. *The International Trade Journal*, 18, 63-83.
 - Awan, R. U., Javed, K., & Sher, F. (2012). Foreign Direct investment, Economic Growth, Trade and Domestic Investment Relationship: An Econometric Analysis of Selected South Asian Countries. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9), 925-941.
 - Belloumi, M. (2014). The Relationship between Trade, FDI and Economic Growth in Tunisia: An Application of the Autoregressive Distributed Lag Model. *Economic Systems*, 38, 269-287.
 - Bilgiç, E. (2007). Causal relationship between Foreign Direct Investment and Economic Growth in Turkey. Master's Thesis, Skövde: University of Skövde, School of Technology and Society. Available at: <http://www.diva-portal.org/smash/get/diva2:2485/FULLTEXT01.pdf>
 - Chang, S. C. (2007) The interactions among foreign direct investment, economic growth, degree of openness and unemployment in Taiwan. *Applied Economics*, 39, 1647-1661.
 - Charemza, W. W., & Deadman, D. F. (1997). *New Directions in Econometric Practice: General to Specific Modelling, Cointegration and Vector Autoregression*. Edward Elgar, England.
 - Chen, J. E., & Zulkifli, S. A. (2012). Malaysian Outward FDI and Economic Growth. *Procedia - Social and Behavioural Sciences*, 65, 717-722.
 - Choong, C. K., Yusop, Z., & Soo, S. C. (2004). Foreign Direct Investment, Economic Growth, and Financial Sector Development: A Comparative Analysis. *ASEAN Economic Bulletin*, 21(3), 278-289.
 - Choudhury, A., & Mavrotas, G. (2005). FDI and Growth: A Causal Relationship. UNU-WIDER Research Paper No. 2005/25, United Nations University (UNU), Tokyo.
 - Dickey, D. A., & Fuller, W. A. (1979). Distribution of the Estimators for Autoregressive Time Series with a Unit Root. *Journal of the American Statistical Association*. 74, 427-431.
 - Dickey, D. A., & Fuller, W. A. (1981). The Likelihood Ratio Statistics for Autoregressive Time Series with a Unit Root. *Econometrica*, 49, 1057-1072.
 - Dritsaki, M., Dritsaki, C., & Adamopoulos, A. (2004). A Causal Relationship between Trade, Foreign Direct Investment and Economic Growth for Greece. *American Journal of Applied Sciences*, 1(3), 230-235.
 - Engle, R. F., & Granger, C. W. J. (1987). Co-Integration and Error Correction: Representation, Estimation, and Testing. *Econometrica*, 55(2), 251-276.
 - Ericsson, J. and M. Irlandoust (2001) On the causality between foreign direct investment and output: a comparative study. *The International Trade Journal*, 15, 1-26.
 - Feridun, M., & Sissooko, Y. (2011). Impact of FDI on Economic Development: A Causality Analysis for Singapore, 1976 – 2002. *International Journal of Business and Economic Sciences and Applied Research*, 4(1), 7-17.
 - Frimpong, J. M., & Oteng-Abayie, E. F. (2006). Bivariate Causality Analysis between FDI Inflows and Economic Growth in Ghana. MPRA Paper No. 351, Germany: University Library of Munich. Available at: <https://EconPapers.repec.org/RePEc:pra:mprapa:351>
 - Granger C. W. J. (1988). Some recent developments in the concept of causality. *Journal of Econometrics*, 39, 199–211.
 - Granger, C. W. J. (1969). Investigating causal relations by econometric models and cross-spectral methods. *Econometrica*, 37, 424-438.
 - Granger, C. W. J. (1980). Testing for Causality: A Personal Viewpoint. *Journal of Economic Dynamics and Control*, 2, 329-352.
 - Gürsoy, F., & Kalyoncu, H. (2012). Foreign Direct Investment and Growth Relationship in Georgia. *International Journal of Economics and Financial Issues*, 2(3), 267-271.
-

- Hassapis, C., Pittis, N., & Prodrromidis. K. (1999). Unit Roots and Granger causality in the EMS interest rates: The German dominance hypothesis revisited. *Journal of International Money and Finance*, 18(1), 47-73.
- Hsiao, F. S. T., & Hsiao, M.-C. W. (2006). FDI, Exports and GDP in East and Southeast Asia – Panel Data Versus Time-Series Causality Analyses. *Journal of Asian Economics*, 17, 1082-1106.
- Johansen, S. (1988). Statistical Analysis of Cointegration Vectors. *Journal of Economic Dynamics and Control*, 12, 231-254.
- Johansen, S. (1991). Estimation and Hypothesis Testing of Cointegration Vectors in Gaussian Vector Autoregressive Models. *Econometrica*, 59(6), 1551-1580.
- Johansen, S. (1995). Likelihood-based Inference in Cointegrated Vector Autoregressive Models. Oxford: Oxford University Press.
- Johansen, S., & Juselius, K. (1990). Maximum Likelihood Estimation and Inference on Cointegration with Applications the Demand for Money. *Oxford Bulletin of Economics and Statistics*, 52(2), 169-210.
- Jomit, C. P., & Joseph, T. J. (2018). Causal Relationship of Foreign Direct Investment, Trade and Economic Growth of Brazil. *SS International Journal of Economics and Management*, 8(5), 11-23.
- Karimi, M. S., & Yusop, Z. (2009). FDI and Economic Growth in Malaysia. MPRA Paper No.14999. Germany: University Library of Munich. Available at: <https://ideas.repec.org/p/pramprapa/14999.html>.
- Kosekahaoglu, L. (2006). A comparative analysis of FDI in Turkey and the CEECs: Is there any link between FDI and trade? *Journal of Business Economics and Management*, 7(4), 183-200.
- Kotrajaras, P., Tubtimong, B., & Wiboonchutikula, P. (2011). Does FDI Enhance Economic Growth: New Evidence from East Asia. *ASEAN Economic Bulletin*, 28(2), 183-202.
- Liu, X., Shu, C., & Sinclair, P. (2009). Trade, Foreign Direct Investment and Economic Growth in Asian Economies. *Applied Economics*, 41(13), 1603-1612.
- Moudatsou, A., & Kyrkilis, D. (2011). FDI and Economic Growth: Causality for the EU and ASEAN. *Journal of Economic Integration*, 26(3), 554-577.
- Nair-Reichert, U., & Weinhold, D. (2001). Causality Tests for Cross-Country Panels: A New Look at FDI and Economic Growth in Developing Countries. *Oxford Bulletin of Economics and Statistics*, 63, 153-171.
- Ozturk, I., & Acaravci, A. (2010). FDI, Trade and Growth in Turkey: Evidence from ARDL Bounds Testing Approach. *Argumenta Oeconomica*, 2(25), 95-115.
- Pacheco-Lopéz, P. (2005). Foreign Direct Investment, Exports and Imports in Mexico. *World Economy*, 28(8), 1157-1172.
- Phillips, P. C. B., & Perron, P. (1988). Testing for a Unit Root in Time Series Regression. *Biometrika*, 75(2), 335-346.
- Pradhan, R. P. (2009) The FDI-led Growth Hypothesis in ASEAN-5 Countries: Evidence from Cointegrated Panel Analysis. *International Journal of Business and Management*, 4(12), 153-164.
- Pramadhani, M., Bissondeal, R., & Driffield, N. (2011). FDI, Trade and Growth, A Causal Link? Globalisation at Crossroads: Implications for Developing World. *International Conference on International Trade and Investment*.
- Sridharan, P., Vijayakumar, N., & Rao, C. S. (2009). Causal Relationship between Foreign Direct Investment and Growth: Evidence from BRICS Countries. *International Business Research*, 5(4), 198-203.
- Yalta, A. Y. (2011). New Evidence on the FDI-led Growth: The Case of China. Working Paper No: 11-07. Department of Economics, TOBB University of Economics and Technology.
- Yang, B. (2008) FDI and Growth: A Varying Relationship Across Regions and Over Time. *Applied Economics Letters*, 15, 105-108.
- Zhang, K. H. (2001). How Does Foreign Direct Investment Affect Economic Growth in China? *The Economics of Transition*, 9(3), 679–693.

FACTORS AFFECTING CHOICES REGARDING CASHLESS PAYMENTS: A STUDY OF NALAGARH, HIMACHAL PRADESH

Dr. Vinod Negi¹, Dr. Karan Gupta² and Sunil Kumar³

¹Associate Professor, HPUBS, Himachal Pradesh University Shimla, H.P171005

²Associate Professor, Department of Management Studies, Sardar Patel University, Mandi, H.P

³Research Scholar, School of Management, Bahra University, Shimla Hills, Wagnaghat. Dist. Solan. H.P

ABSTRACT

The present article investigates the factors (demographic) that affects people to go towards cashless modes of payments and the most preferred mode of cashless payment methods. The various payment methods which were examined in the article are cash, RTGS/NEFT, Credit/Debit Card, Mobile Banking/UPI, Cheque/DD, Digital Wallet, Net Banking, QR Code, and Others methods of payments. The objective of the article is to investigate the factors (demographic) on the most used payment method by people of Nalagarh area of Himachal Pradesh. 250 respondents from Nalagarh were surveyed and their responses were analysed using chi-square test in the present study. The study has found a significant impact of gender, profession, income and education, on frequently used modes of the payments methods whereas age and marital status were found insignificant. The result of the current paper has given useful insights into consumer's preference towards the selection of payment modes and their most preferred modes of payments.

Keywords: Cashless Payment Methods, Demographic factors,

INTRODUCTION

Use of cash for day to day transactions is in practice since centuries. However, in past two decades the way transactions are carried across the globe especially in developed nations, a growing debate of cash versus cashless transactions for growth of economy has picked momentum. Proponents of the cashless transactions argues that cashless transactions leads to reduction in the cost of printing cash, reduction in crime rate, convenience in payment, tracking of spending, increase in tax base, containment of parallel economy and financial inclusion by way of better disbursement through welfare schemes. However those who oppose cashless transactions argues that adoption of such system require awareness and education among the people and high speed connectivity available in all parts of the country. Such system can also lead to loss of financial freedom and also results in extending credit to the unworthy causing the problem of Non-Performing Assets (NPAs) in the economy.

A cashless economy is the one whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information between the transacting parties (Chakravorti&Mazzotta, 2013). In other way, in cashless societies, cash is replaced by its digital equivalent. The legal tender still exists, and it is this legal tender that is exchanged only in electronic form. There will be very less volume of transactions through paper currency and coins in the economy.

The term 'digital economy' was coined for the first time, by Don Tapscott in 1995 in his book titled "The Digital Economy: Promise and Peril in the Age of Networked Intelligence". In this book he forecasted the change in the way business is being done in the era of internet technology.

India has also observed a lot of changes in payment infrastructure during and after demonetization, and a period of consolidation is expected where benefits from these changes will be reaped (PWC, 2016). Various banks have started looking for digital payments, as options for growing business, and areas for providing differentiated services to their consumers. Their alleged value is targeting to increase cashless transactions and not purely rely on the traditional business model that is, expanding their business from classes to masses through the digital platform. The progress made by the Indian digital payment industry has been the result of some key forces that have not only transformed the payment scenario but have also provided India with a platform to meet future needs in these key areas.

The number of players in the digital payment space in India is bound to increase with new players entering the market and the size of Indian market is large enough for each player to succeed. Players who have the ability to identify accessible segments in the market have greater chances of success. Hence it becomes crucial to identify the customers' demographic impact on the usage of digital payment services. The present study measures the demographic impact on the choice of cashless payment mode adopted by the people of Nalagarh.

REVIEW OF LITERATURE

This transition of economies from cash to cashless started with the introduction of cheques in the seventeenth century, followed by wire transfer during mid-nineteenth century and introduction of plastic cards during early twentieth century. The introduction of ATM cards in 1967 provides the much needed boost to this transition which was induced further by the introduction of point of sale (POS) terminals in mid 1980s. The use of debit card for day to day transactions picked up momentum in the 1980s and 1990s (Manning, 2000). The intensity of its role in the global society grew so much that the number of transactions with debit card increased from approximately 300 million in the 1990 to over 37.6 billion transactions in 2009 (Ambati, 2018).

However, the revolution in information technology during the last decade of 20th century generates even higher wave of transformation from cash to cashless transactions. The introduction of online transactions in 1994, launch of Paypal in 2000 and mobile money transfer in 2007 were few such big innovative practices that evolved during this period and changed the whole dimension in which transactions are being carried and completed (Moss, 2019). In 2003, the United Kingdom was amongst the first countries in the world to introduce chip and PIN technology to make cards safer. In the year 2007, innovation of contactless technology have made cards more convenient. In the year 2008 faster payments was launched (BIS, 2016), followed by introduction of Patym in 2014, making payments via a mobile phone a widely available option. Another significant transformation came in the year 2009 when first established cryptocurrency, bitcoin was created by pseudonymous developer Satoshi Nakamoto. This innovation was proclaimed to provide an alternative to traditional banking (ibid). All these innovations helps in providing the necessary push for the cashless economic order.

There are many studies which have been conducted to study the impact of personal demographic variables on online and offline banking surveys, but very few studies are available on the areas which have measured the actual effect of these factors on the cashless payment adoption.

It has been observed that gender can have a significant effect on someone's opinion and outlook (Gefen & Straub, 1997; Venkatesh et al., 2003). Various researchers has considered gender as a central issue and its effect to determine consumers' intention (Riquelme & Rios, 2010; Zhang, 2005). Jayawardhena et al. (2009) identified the distinction in the view of males and females in his research, to any new mobile technology acceptance. He said that males are more prone to the acceptance of mobile technology. But it still needs extra assessment, as there are few studies having little or no effect of gender on the acceptance and inclusion of new technology (Hsbollah & Idris, 2009; Van Slyke et al., 2010).

Age is also considered as the main variable to study consumers' opinions of any new technology in the literature. Porter and Donthu (2006) and Munnukka (2007) revealed in their work that characteristics of innovation and acceptance of any technology may get impacted by demographic factors like age, education, gender, etc. In similar research conducted by (Jun et al., 2008), and (Dewan et al., 2009) and (Laukkanen & Pasanen, 2008) for the acceptance of mobile technology. Venkatesh et al. (2003) also found the effect of age and education, as a crucial variable and established the importance of age on the consumer's opinion and satisfaction about mobile technology. Laukkanen and Pasanen (2008) observed that age and gender are two vital factors that persuade consumer's perception of technology. They also showed that the age of consumers has a positive impact on the consumers' perception. In a study conducted by Lu et al. (2003) also found the same outcome and revealed that consumers' opinion and satisfaction with the use of any technology is based on four main factors, which are gender, person's age, volunteer attitude and experience. Connolly and Stavins (2015) stressed that Black consumers use more cash and prepaid cards, but they are found less use of credit cards to a lesser extent. Education has a very commanding effect on the use of cash (negative) and credit cards (positive). Men use cash much more widely than women do.

Kolinsky et al. (2000) found that computer-based banking usage increased by 24% among married individuals in the USA between 1999 and 2003, demonstrating a higher average usage among married individuals than unmarried individuals (21%). Laforet and Li (2005) in China, Lichtenstein and Williamson (2006) in Australia, Poon (2008) in Malaysia noted that urban residents be inclined to accept Internet banking more than rural people. This is mainly because they are likely to have more access to the Internet connection, be richer and be more aware of Internet banking services and benefits according to Waite and Harrison (2004). The research taken by Wan et al. (2005) shows that customer's 'occupation' is also a major stimulus of banking channel adoption in Hong Kong. Jayawardhena and Foley (2000) and Karjaluo et al. (2002) found that it was high or low 'level' of occupation rather than 'type' of occupation that determined Internet banking adoption among customers in the UK and Finland. After reviewing the various studies gender, age, marital status, education,

income, and occupation are found to be critical demographic factors and in the present study impact of these are being examined regarding the cashless transactions.

OBJECTIVES OF THE STUDY

The present study has been conducted in order to achieve the following objectives:

- To study the factors affecting (demographic) choices regarding various payment methods.
- To find out the most preferred mode of cashless transaction.

METHODOLOGY

The present study was conducted in Nalagarh, industrial area in District Solan of Himachal Pradesh. The study was based on primary data and secondary data. A structured and close-ended questionnaire was used to collect data from respondents, in which demographical questions such as age, gender, income, education and marital status were covered, and questions based on consumers preference while doing cashless transactions through debit card, credit card, Internet banking and mobile banking, UPI, Mobile Wallets were covered. Chi square test was applied to study the impact of demographic factors and choice of cashless transaction mode. Frequency distribution table were prepared to identify the most preferred mode of cash less transaction.

Sample Frame

Primary data was collected from the respondents, that is, consumers who use various digital payment methods. The sample size taken for the study was 250 respondents using purposive sampling method.

Analysis and Interpretation & Findings

Demographic Profile of the Respondents

Table 1 represents the demographic profile of respondent who took part in the survey. It can be seen from the table 1 that male respondents were more as compared to females in Nalagarh. 18.8 per cent respondents were females and 81.2 per cent respondents were male. In case of age wise classification of respondents, maximum number of respondents belonged to age group 15-30 years (39.6 per cent) and least number of respondents were in age group above 60 years with 8.8 per cent.

When respondents were classified as per their marital status it was observed in 59.6 per cent of respondents were married and 40.4 per cent respondents were unmarried. 50.8 per cent percent were employed, whereas minimum number was for agriculture with 6.8 per cent percent respondents. Income wise classification showed that maximum number of respondents belonged to 2.5 to 5 Lakh per annum income group with 26.4 per cent respectively. Lowest number was observed in more than 7.5 lakh per annum income group with 16.8 per cent. Maximum numbers of respondents were graduate with 48.8 per cent and minimum number was observed for undermatic with 14 per cent respondents.

Table 1: Demographic Profile of the Respondents

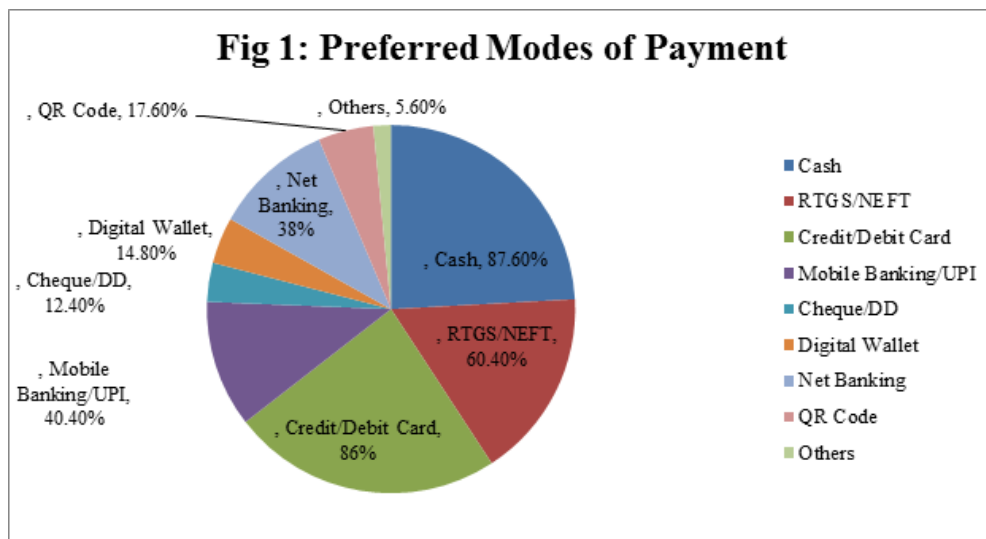
Demographic Factors		Nalagarh
Gender	Female	47(18.8%)
	Male	203(81.2%)
	Total	250
Age	15-30 Years	99(39.6%)
	30-45 Years	98(39.2%)
	45-60 Years	31(12.4%)
	Above 60 Years	22 (8.8%)
	Total	250
Marital Status	Married	149(59.6%)
	Unmarried	101(40.4%)
	Total	250
Profession	Agriculture	17(6.8%)
	Employed	127(50.8%)
	Self-Employed	68(27.2%)
	Student	38(15.2%)
	Total	250
Income	0 - 2.5	52(20.8%)
	10+	39(15.6%)
	2.5 - 5.0	66(26.4%)

Education	5.0 - 7.5	51(20.4%)
	7.5 - 10.0	42(16.8%)
	Total	250
	<10	35(14%)
	10 - 12 Years	49(19.6%)
	Graduation	109(43.6%)
	PG & Above	57(22.8%)
	Total	250

Source: Field survey

Most Preferred Modes of Payment

Following fig 1 shows the most frequently used payment modes by the consumers of Nalagarh. It can be seen that most preferred mode of transaction was cash with 87.60 per cent respondents opting for it. As far as cashless modes of payments were concerned credit/debit card was the most used cashless method with 86 per cent respondents opting for it. Second most preferred cashless mode of transaction was RTGS/NEFT with 60.40 per cent. Mobile Banking/ UPI were the third most preferred cashless payment methods with 40.40 per cent. Least preferred method was other methods and cheque /DD with 5.60 per cent and 12.40 per cent respectively.



Source: prepared by researchers

Gender And Frequently Used Payment Mode

Respondents were asked about their frequently used preferred mode of payment and the findings are shown in the following table 2. It can be seen that 89.39 per cent males and 78.72 per cent females were using cash as most frequently used payment method. Among the cashless modes of payment it was observed that credit/debit card with 97.87 per cent females and 83.25 per cent males was the most preferred mode of payment and cheque/DD with 6.38 and other methods with same percentage among females was least preferred mode of payment while it was other methods which were least preferred for males with 5.42 per cent respondents opting for it.

Table: 2 Gender and Frequently Used Payment Mode

Payment Method	Nalagarh	
	Female (%)	Male (%)
Cash	78.72	89.66
RTGS/NEFT	38.30	65.52
Credit/Debit Card	97.87	83.25
Mobile Banking/UPI	25.53	43.84
Cheque/DD	6.38	13.79
Digital Wallet	12.77	15.27
Internet Banking	36.17	38.42
QR Code	12.77	18.72
Other	6.38	5.42

Source: Field Survey

In order to study the frequently used payment mode across gender data is presented in table 2.1 and it can be seen that is a difference between males and females regarding the frequently used payment mode. In order to study the statistical significance of this difference chi square test was applied and following hypotheses was framed:

H₀: There is No Significant Difference Between The Frequently Used Payment Mode and Gender

Table 2.1 presents the chi square calculation and it can be seen from the table, computed p values were less than .05 ($p < .05$) at 5 per cent of significance level for each mode of payment considered for the study purpose, which rejects the null hypothesis. Hence an inference can be drawn that gender has a significant difference in selection of preferred mode of payment.

Table 2.1 Chi-Square Test for the Significance of Difference between Gender and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	4.199	0.041
RTGS/NEFT	11.822	0.001
Credit/Debit Card	6.776	0.004
Mobile Banking/UPI	5.314	0.015
Cheque/DD	1.929	0.123
Digital Wallet	0.190	0.431
Internet Banking	0.082	0.456
QR Code	0.933	0.230
Other	0.067	0.510

Source: Calculated by researchers

Age and Frequently Used Payment Mode

From the following table 3 it can be observed that across all age groups cash was the most preferred frequently used for payment method except for group 30-45 years. In age group 30-45 year it was credit/debit card which was most preferred mode of payment with 87.76 per cent respondent. Among cashless modes credit and debit cards were the most preferred frequently used methods for payment across all age groups with 87.88 per cent, 87.76 per cent, 77.42 per cent, and 81.82 per cent respectively.

Table 3: Age and Frequently Used Payment Mode

	Nalagarh			
	15-30 Years	30-45 Years	45-60 Years	> 60 Years
Cash	90.91	85.71	83.87	86.36
RTGS/NEFT	53.54	70.41	51.61	59.09
Credit/Debit Card	87.88	87.76	77.42	81.82
Mobile Banking/UPI	44.44	40.82	38.71	22.73
Cheque/DD	10.10	9.18	32.26	9.09
Digital Wallet	15.15	18.37	6.45	9.09
Internet Banking	36.36	48.98	22.58	18.18
QR Code	22.22	16.33	6.45	18.18
Other	9.09	3.06	0.00	9.09

Source: field survey

To examine the relationship between age and frequently used payment mode chi square test was applied and following hypothesis was framed:

H₀: There is No Significant Difference Between The Frequently Used Payment Mode and Age

Table 3.1 shows the chi square calculation and it can be inferred from the table, computed p values were less than .05 ($p < .05$) at 5 per cent of significance level for cheque/DD and internet banking. Hence an inference can be drawn that age does not play a crucial in frequently used payment mode selection except for internet banking and cheque/DD method.

Table 3.1 Chi-Square Test for the Significance of Difference between Age and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	1.747	.627

RTGS/NEFT	7.071	.070
Credit/Debit Card	2.756	.431
Mobile Banking/UPI	3.570	.312
Cheque/DD	12.891	.005
Digital Wallet	3.281	.350
Internet Banking	11.923	.008
QR Code	4.230	.238
Other	5.823	.121

Source: Calculated by researchers

Marital Status and Frequently Used Payment Mode

Table 4 reveals the preference of frequently opted mode of payment and marital status of the respondent. It can be seen from the following table that in case of both married and unmarried respondent's cash was the most frequently used payment method with 85.91 per cent and 90.10 per cent respondents. For married respondents it was tie between cash and credit/debit card with 85.91 per cent as most preferred mode of payment. Other method of payment were least used by both married and unmarried respondent with 8.72 per cent and 0.99 per cent respondents.

Table 4: Marital Status Frequently Used Payment Mode

	Nalagarh	
	Married	Unmarried
Cash	85.91	90.10
RTGS/NEFT	63.09	56.44
Credit/Debit Card	85.91	86.14
Mobile Banking/UPI	38.26	43.56
Cheque/DD	14.77	8.91
Digital Wallet	11.41	19.80
Internet Banking	43.62	29.70
QR Code	16.11	19.80
Other	8.72	0.99

Source: field survey

In order to check the statistical signification between marital status and frequently used payment mode chi square test was applied and following hypothesis was framed:

H₀: There is No Significant Difference between the Frequently Used Payment Mode and Marital Status

Table 4.1 shows the p values. It can be observed that combined p values were less than .05 ($p < .05$) at 5 per cent of significance level for Digital wallet, Internet Banking and other mode of payment method. So it can be concluded that marital status is not that significant in selection of frequently used payment mode. It was found significant in case of digital wallet, internet banking and other methods of payment selection.

Table 4.1 Chi-Square Test for the Significance of Difference between Marital Status and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	0.974	0.216
RTGS/NEFT	1.113	0.178
Credit/Debit Card	0.003	0.556
Mobile Banking/UPI	0.705	0.239
Cheque/DD	1.899	0.118
Digital Wallet	3.362	0.050
Internet Banking	4.952	0.018
QR Code	0.567	0.278
Other	6.812	0.006

Source: Calculated by researchers

Profession and Frequently Used Payment Mode

Respondents were classified on the basis of their profession and table 5 shows the respondent's profession and frequently used mode of payment in percentages. Agriculturist, Employed and students were using credit/debit

card as their most preferred mode of payment with 94.12 per cent, 88.98 per cent and 89.47 per cent respectively. In case of self-employed respondent it was cash which was used most frequently with 95.59 per cent and among cashless methods again it was credit/debit card which most preferred mode of transaction with 76.47 per cent

Table 5: Profession and Frequently Used Payment Mode

	Nalagarh			
	Agriculture	Employed	Self-Employed	Student
Cash	88.24	83.46	95.59	86.84
RTGS/NEFT	35.29	61.42	75.00	42.11
Credit/Debit Card	94.12	88.98	76.47	89.47
Mobile Banking/UPI	23.53	39.37	54.41	26.32
Cheque/DD	0.00	7.09	23.53	15.79
Digital Wallet	23.53	7.87	16.18	31.58
Internet Banking	23.53	43.31	41.18	21.05
QR Code	23.53	14.96	20.59	18.42
Other	11.76	3.15	10.29	2.63

Source: field Survey

To establish a statistical relationship between profession and frequently used payment mode chi square test was applied and following hypothesis was framed:

H₀: There is No Significant Difference Between the Frequently Used Payment Mode and Profession

Table 5.1 shows the p values and it can be inferred that combined p values were less than .05 ($p < .05$) at 5 per cent of significance level for each mode of payment examined in the current study except for cash QR code and other method. But the values for these three are close and .05 and at 10 per cent level of significance they can be considered significant. So inference can be drawn that profession has signification relationship in selection of mode of frequently used payment method.

Table 5.1 Chi-Square Test for the Significance of Difference between Profession and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	6.021	.111
RTGS/NEFT	15.912	.001
Credit/Debit Card	7.374	.061
Mobile Banking/UPI	10.741	.013
Cheque/DD	13.863	.003
Digital Wallet	14.445	.002
Internet Banking	7.953	.047
QR Code	1.459	.692
Other	6.132	.105

Source: Calculated by researchers

Income and Frequently Used Payment Mode

Table 6 shows the preference of frequently opted mode of payment and income of the respondent. It can be observed from the following table that in case of respondents belonging to 0-2.5Lakh, 7.5-10 lakh and 10lakh above most preferred mode of payment was credit/debit card with 94.23 per cent, 90.48 per cent and 97.44 per cent respondents opting for it. For rest it was cash which was the most preferred mode of payment and in case of cashless methods it was observed that credit/debit cards was the most preferred cashless method among the other cashless smethods .

Table 6 Income and Frequently Used Payment Mode

	Nalagarh				
	0 - 2.5L	2.5L - 5L	5L - 7.5L	7.5L – 10L	10L & Above
Cash	76.92	94.03	86.27	85.71	92.31
RTGS/NEFT	59.62	67.16	64.71	54.76	48.72
Credit/Debit Card	94.23	82.09	68.63	90.48	97.44
Mobile Banking/UPI	40.38	38.81	25.49	59.52	41.03

Cheque/DD	15.38	13.43	0.00	23.81	10.26
Digital Wallet	3.85	5.97	7.84	23.81	43.59
Internet Banking	36.54	34.33	27.45	40.48	56.41
QR Code	21.15	0.00	19.61	30.95	25.64
Other	13.46	0.00	0.00	16.67	0.00

Source: Field survey

To order to check statistical relationship between income and frequently used payment mode chi square test was applied and following hypothesis was framed:

H₀: There Is No Significant Difference between the Frequently Used Payment Mode and Income

It can be observed from the table 6.1 that p values were less than .05 ($p < .05$) at 5 per cent of significance level for each mode of payment examined in the current study except for internet banking. But still it is very close to 0.05 hence a inference can be drawn that income has signification relationship in selection of mode of frequently used payment method.

Table 6.1 Chi-Square Test for the Significance of Difference between Income and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	10.221	.037
RTGS/NEFT	4.863	.302
Credit/Debit Card	21.035	.000
Mobile Banking/UPI	11.122	.025
Cheque/DD	12.937	.012
Digital Wallet	39.242	.000
Internet Banking	8.454	.076
QR Code	21.594	.000
Other	25.064	.000

Calculated by researchers

Education and Frequently Used Payment Mode

When respondents were classified on the basis of their educational qualifications and frequently used payment mode it was found from the following table 7 that for the respondents having 10-12 years education and PG and Above respondents credit/debit card was the most preferred mode of payment with 83.67 per cent and 100 per cent respondent opting for it. For graduate and <10 years of education it was cash and among cashless methods same credit/debit cards were the most preferred mode of payment with 85.71per cent and 79.82 per cent respondents. Second most preferred cashless method was RTGS/NEFT among all the education levels.

Table 7 Education and Frequently Used Payment Mode (Data in %age form)

	Nalagarh			
	<10	10 - 12 Years	Graduation	PG & Above
Cash	88.57	81.63	85.32	96.49
RTGS/NEFT	68.57	59.18	56.88	63.16
Credit/Debit Card	85.71	83.67	79.82	100.00
Mobile Banking/UPI	54.29	38.78	38.53	36.84
Cheque/DD	28.57	16.33	6.42	10.53
Digital Wallet	17.14	8.16	19.27	10.53
Internet Banking	37.14	28.57	30.28	61.40
QR Code	20.00	18.37	18.35	14.04
Other	2.86	12.24	3.67	5.26

Source: field survey

In order to find statistical significance between education and frequently used payment mode chi square test was applied and following hypothesis was framed:

H₀: There is No Significant Difference between the Frequently Used Payment Mode and Education

It can be observed that p values were less than .05 ($p < .05$) at 5 per cent of significance level credit/debit card, cheque/DD internet banking and cash also as .098 is close to .05 and for rest of the methods it was great than

.05. So inference can be drawn that education has signification relationship in selection of mode of frequently used payment method specially in case of cash, credit/debit card, cheque/DD and internet banking.

Table 7.1 Chi-Square Test for the Significance of Difference between Education and Mode of Payment in Study Area

	Nalagarh	
	Pearson Chi-Square	P-Value
Cash	6.306	.098
RTGS/NEFT	1.753	.625
Credit/Debit Card	12.963	.005
Mobile Banking/UPI	3.314	.346
Cheque/DD	12.201	.005
Digital Wallet	4.414	.220
Internet Banking	17.872	.000
QR Code	0.701	.873
Other	5.371	.147

Source; Calculated by researchers

CONCLUSION

The objective of this paper was to investigate the affect of factors (demographic) on the frequently used payment modes in Nalagarh area of Himachal Pradesh, India. The study evaluated the influence of demographic factors (gender, age, marital status, profession, income, and education,) on most frequently used payment methods like Cash, RTGS/NEFT, Credit/Debit Card, Mobile Banking/UPI, Cheque/DD, Digital Wallet, Net Banking, QR Code, and Others methods of payments. Chi-square test was used to test the hypotheses. The results showed a significant impact of all the demographic factors such as gender, (Vally & Divya, 2018), profession, income and education (Vally & Divya, 2018), on the selection of frequently mode of payments. Age and marital status of respondent was not found significant in case of selection of payment method. Cash was the most preferred mode of payment in both the study area while in case of cashless payment credit/debit cards were the most popular mode of payments among the respondents of Nalagarh followed by RTGS/NEFT and Mobile Banking/UPI. There can other factors also which can influence the selection of various modes of payment. The limitation of the study is that it has not investigated the role of other possible factors that can also affect the selection of frequently used payment modes.

REFERENCES

1. Ambati, Y. (2018), A Study on Debit Cards, International Journal of Research in Management, Economics and Commerce, Vo. 8 No. 2.
2. Chakravorti B. and B.D. Mazzotta, (2013), The Cost of Cash in the United States, Institute for Business in the Global Context, The Fletcher School, Tufts University, USA.
3. Connolly, S., & Stavins, J. (2015). Payment instrument adoption and use in the United States, 2009–2013, by consumers' demographic characteristics (Report No. 15-6)). Federal Reserve Bank of Boston Research Data.
4. Dewan, S., Low, G., & Land, L. (2009, December 2–4). Consumer choice model of mobile banking. Proceedings of the 20th Australasian Conference On Information Systems, PAPER NO. 101, Monash University, Melbourne.
5. Gefen, D., & Straub, D. (1997). Gender difference in the perception and use of e-mail: An extension to the technology acceptance model. MIS Quarterly, 21(4), 389–400.
6. George. A & Sunny.P (2020). Developing a Research Model for Mobile Wallet Adoption and Usage. IIM Kozikode Society and Management Review. Sage publication. Vol 10,issue 1 Hsbollah, H. M., & Idris, K. M. (2009). E-learning adoption: The role of relative advantages, trialability and academic specialization. Campus-Wide Information Systems, 26(1), 54–70.
7. Jayawardhena, C., & Foley, P. (2000). Changes in the banking sector—The case of internet banking in the UK. Internet Research: Electronic Network Applications and Policy, 10(1), 19–31.
8. Jayawardhena, C., Kuckertz, A., Karjaluoto, H. and Kautonen, T. (2009). Antecedents to permission based mobile marketing: An initial examination. European Journal of Marketing, 43 (3/4), 473–499. <http://dx.doi.org/10.1108/03090560910935541>

9. Jun, B., Pil, K., Jae, W., & Byung, G. (2008). Adoption of on-line banking service considering the moderate effects of on-line banking service type. *Proceedings of the 2008 Second International Conference on Future Generation Communication and Networking Symposia*, 77–80.
10. Karjaluoto, H., Mattila, M., & Pento, T. (2002). Factors underlying attitude formation towards online banking in Finland. *International Journal of Bank Marketing*, 20(6), 261–272.
11. Kolinsky, J. M., Hogarth, J. M., & Shue, J. F. (2000). Bricks or clicks? Consumers' adoption of Electronic Banking technologies. *Consumer Interests Annual. Proceedings of the 46th Annual Conference of the American Council on Consumer Interests*, 180–185.
12. Laforet, S. & Li, X. (2005). Consumers' attitudes towards online and mobile banking in China. *International Journal of Bank Marketing*, 23(5), 362–380.
13. Laukkanen, T., & Pasanen, M. (2008). Mobile banking innovators and early adopters: How they differ from other online users? *Journal of Financial Services Marketing*, 13(2), 86–94.
14. Lichtenstein, S., & Williamson, K. (2006). Understanding consumer adoption of internet banking: An interpretive study in the Australian Banking context. *Journal of Electronic Commerce Research*, 7(2), 50–66.
15. Lohana .S & Roy. D (2021). Impact of Demographic Factors on Consumer's Usage of Digital Payments. *fiib business review*. 1-14
16. Manning, R.D. (2000), *Credit Card Nation: The Consequences of America's Addiction to Credit*, Basic Books, New York, USA.
17. McCall, M., Trombetta, J., Gipe, A. (2004). Credit cues and impression management: a preliminary attempt to explain the credit card effect, *Psychological Reports*: 9, 331- 337.
18. Moss, R. (2019), *The History of Cashless Society*, article available online at <https://www.totalprocessing.com/blog/history-of-cashless-society-infographic> and accessed on 19th January, 2020
19. Munnukka, J. (2007). Characteristics of early adopters in mobile communications markets. *Marketing Intelligence & Planning*, 25(7), 719–731.
20. Poon, W. C. (2008). Users' adoption of e-banking services: The Malaysian perspective. *Journal of Business and Industrial Marketing*, 23(1), 59–69.
21. Porter, C. E., & Donthu, N. (2006). Using the technology acceptance model to explain how attitudes determine internet usage: The role of perceived access barriers and demographics. *Journal of Business Research*, 59(9), 999–1007.
22. PWC. (2016). *Demonetization—The long and short of it*. Forbes India Blog.
23. Rick, Scott I., Cynthia E. Cryder, & George Loewenstein (2008), *Tightwads and Spendthrifts*, *Journal of Consumer Research*, 34 (April), 767–82.
24. Riquelme, H. E., & Rios, R. E. (2010). The moderating effect of gender in the adoption of mobile banking. *The International Journal of Bank Marketing*, 28(5), 328–341
25. system. *Journal of Consumer Research*, 6, 58-66.
26. Van Slyke, C., Lou, H., Belanger, F., & Sridhar, V. (2010). The influence of culture on consumer oriented electronic commerce adoption. *Journal of Electronic Commerce Research*, 11(1), 30–40.
27. Venkatesh, V., Morris, M. G., Davis, F. D., & Davis, G. B. (2003). User acceptance of information technology: toward a unified view. *MIS Quarterly*, 27(3), 425–478.
28. Waite, K., & Harrison, T. (2004). Online banking information: What we want and what we get. *Qualitative Market Research: An International Journal*, 7(1), 67–79.
29. Wan, W. N., Luk, C. - L., & Chow, C. W. C. (2005). Consumers' adoption of banking channels in Hong Kong. *International Journal of Bank Marketing*, 23(3), 255–272.
30. Zhang, Y. (2005). Age, gender, and internet attitudes among employees in the business world. *Computers in Human Behavior*, 21(1), 1–10.

LEGAL PARADIGM OF STATUS OF WOMEN OBJECTIFIED FOR SALE AND FLESH TRADE BUSINESS

Saroj Roz**ABSTRACT**

The present submission is to highlight the dogma and getting into the question of Whether Prostitution should be legalized in the countries wherein it has been criminalized or whether it should be illegalized in the nations wherein it has been legalized? To answer this major question, Author of this symposium has taken the initiative of defining the consequences and comparing the examples from various countries regarding the impact of legalization of prostitution as well as the countries who have adopted strict action against those who practice it. Most importantly, author has placed its primary focus on impact of legalization v. illegalization of Prostitution on Sex Trafficking. The present paper is also focussed on studying the impact of status quo of women who have been objectified and compelled into the flesh trade business to come to appropriate conclusions with regards to drawing analysis of whether prostitution need to be legalized. With the advent of technology and other advancements, gone are the days when criminals were the dark, sadist looking creatures. Today they are the finest well dressed, well educated masses who are techno-experts and hence. Cyber Prostitution is the most important constituent required to be pointed out before reaching to the answer of this question or before making out any conclusion. Author has tried to place a reliance upon Prostitution Laws Index which is based on a very rudimentary framework that analyzes forms of scale, substitution, and replacement effects in the market for prostitution.. The aim of this symposium is to touch three pillars wherein the entire submission will revolve around the three pillars. Firstly, author has tried to build on existing theories of the link between the demand for purchased sex and the supply of sex trafficking to create a simple ordinal measure of prostitution laws that better reflects the actual cross-country variation in prostitution laws compared with a binary variable that merely indicates whether prostitution is legal or illegal. Secondly author wants to study the relationship between Prostitution Law Index scores and prevalence of sex trafficking. Thirdly author wants to highlight the complicated difference in differences analysis wherein there are some countries where it is legal to sell a body for sex but, it is illegal to purchase or rent in a body for sex.

Keywords- Sexual Harassment, Rape, Objectified Women, Indian Culture and Tradition, Goddess, Feminist Laws, Legislature, Prostitution.

INTRODUCTION

Prostitution has been defined as “business or participation in the profession or indulging into or carrying out the profession of sexual activity in exchange of money”.’ “The person who undergoes the act of sexual intercourse in exchange of money is known as **Prostitute**”. As per the dictionary of **Merriam Webster** – “Prostitution is sexual intercourse in exchange of pay”. A major view that is taken by majority of population is that Prostitution is something wherein the one side comprises of **demand side/ purchaser** while the other side is **supply side/ voluntary seller**. Though it has still been identified that Prostitution extends to **Sex Trafficking/ Human Trafficking** in many parts of world. **National Human Trafficking Hotline** has defined sex trafficking as “Sex trafficking is a form of modern-day slavery in which individuals perform commercial sex through the use of force, fraud, or coercion.” Sex trafficking typically refers to “recruitment, transportation, transfer, harbouring or receipt of persons” through force, fraud, or coercion for the purpose of sexual exploitation. It has been estimated in a research brought about in **United States of America** that more than **2.4** million people are sexually trafficked across the world out of which **80 percent** of them are exported and imported for the purpose of sexual exploitation with force. Henceforth, the said term has been considered as a **Crime against Humanity**.

LITERATURE REVIEW

Since time immemorial Prostitution has been carried out as a part of both customs, rituals and women have been the most vulnerable victims in the names of wars, winning prices etc. With today’s era shifting to vulnerability of a man, Prostitution has left none. It has now been attacking both men and women irrespective of their gender. The major contribution to the literature of this research has been made by none but, the history and various historical references wherein different nations have gloomed up with different variations in carrying out prostitution as per their principles practicing it under their guise and given their own names to the practice. While the sex buyers use Prostitution as a status symbol, the sex sellers are compelled to be a part of this profession due to their financial stature. A bibliography of prostitution lists 5491 prostitution and related titles that have been published from 1539 till 1977 which have been describe as the first of its kind, it offers the

researcher at least two invaluable type of information. Forst, through analysis of subject entries, i.e. Prostitution- Related Titles by content whether it be history, fiction or public health related works. Through analysis of such publications over period of decade, one can form a view point on general impression of prostitution pertaining to the progression of attitudes towards prostitution in addition to changes in the perspective of these prostitution studies. Secondly, A bibliography helps the reader to select from the vast amount of written material, ancient scriptures on prostitution.

In the sixteenth century, people started to have renewed interests in prostitution on the part of medical writers, primarily because of syphilis epidemic that swept the continents like Europe, Americas. Following to 19th Century, there was a concern prevailing across the world on diseases when the third stage of Syphilis was recognized and since then, much of the medical writings about prostitution concentrated on its association with various venereal diseases. Observers of contemporary prostitution are divided on the issue of role of drug used in becoming a prostitute. Some believe that drug use precedes and tend to cause prostitution while other believe the converse that due to the rigors and criminal association common to a life of prostitute, drug use tends to follow and be the result of woman becoming prostitutes. In the end, the literature says a little because of the absence of control, completeness or objectivity is obvious. Prostitution is one of the social issues, which warranted or not, receives a great deal of public attention. Yet.....few social scientists have undertaken to study it objectively. If information about other contentious social issues is sparse and often erroneous on few topics based on empirical facts. Prostitution has always been a subject which engenders a great deal of emotions and little scholarly studies while the prostitutes have appeared in various literatures. Studies on Prostitution in India have been very few because of the peculiar difficulties faced by the working in the prevailing society and their mindset. Which is why Author has chosen this subject of research as well as submission. Whenever I have been in India and taken into account Indian mentality, I have been associated in analyzing people's viewpoint on prostitution as well as the real though process behind it. I have been part of plays, writing movie scripts which gave me a change to meet and interview some sex workers officially. When I created and prepared my questionnaire after due research and shared it with people I received hostility and anger. People were scared as well as ashamed of answering the same.

RESEARCH METHODOLOGY

Introduction- This part of the Article underlines research methodology of entire subject followed by the author which consists of an introduction to the research methodology and how it has been approached further. The author discusses the research strategy, research technique, research approach, data collection methods, sample selection, research process, data analysis, ethical issues, and subject-specific research restrictions in this section.

Research Strategy-The research strategy followed in the present subject is Applied or Action research strategy with its aim to suggest a reformation in the Indian Legal System.

Research Method-The research method undergone is Qualitative one as while its applicability can be inferred to large number of populations which is a key feature in Quantitative method, but the scheme undergone by researcher is all the analysis and observations are based on author's personal judgement and the recommendations suggested are also based on personal opinions of Author/ Researcher.

Research Approach-A descriptive study research approach has been followed in the present inter disciplinary to broadly describe one single subject in detail.

Data Collection Methods and Tools -For the purpose of data collection, primary data has been collected through online forums, websites, library, books and groups.

Sample Selection-The sample selection is based on mixed method with both probability and non-probability population configurations to be the part of research sample as per the process undergone.

Research Process-After the collection of entire data from relevant research papers, dictionaries, books, online forums, websites, Author disintegrated the relevant extracts from collected data after duly analyzing and reading them, formed a conceptualizing opinion as well as recommendations, integrated the relevant excerpts, noted down the appropriate analysis in the form of pointers and proceeded with elaborating the pointers in present subject.

Data Analysis -Author has done descriptive data analysis after collection of entire data and studying in detail to build suitable conclusion.

Ethical Considerations-There are certain ethical issues with respect to the present subject vis-à-vis utilizing scientific techniques on offenders and reliability on its evidentiary value which author has made consideration to as well as tried to remove the same by providing suitable recommendations.

Research Limitations-Following are the research limitations that have been observed by the author while approaching present subject: -

- Due to lack of live statistics, Author can only put forth and deal with the analysis based on author's opinions derived from pre available data.
- Author has given its own purview of dealing with the ethical issues pertaining to above said subject but, author is unable to deal with vast purviews which could have been obtained in the form of different opinions and contradictions as obtained through live statistics.

Problem

The present article deals with the problems and lacunas in the prevailing definitions as well as concept of:-

1. Prostitution and lacuna in **PITA** act to deal with the issues in consonance with flesh trade.
2. Whether prostitution should be legalized in India?

Historical Background

As already stated that Prostitution is prevalent in society since ages, we can go back to the vedic era of **Maneka- The Seductress, Rambha, Urvashi, Thilothamma**- the perfect creature of beautiful embodiments, feminine personification and charm of breaking Saadhna of biggest Rishi Munis in past. The biggest histories have been created by these Prostitutes of olden times where **Maneka** became the cause of downfall of **Vishwamitra** giving birth to **Shakuntala** who then changed the entire history and became a stepping stone towards formation of Indian Culture. Since olden days, Prostitutes are being used to check the devotion of various group of people. Shifting to the period of **Aryan Rule**, different types of Prostitutes were used for welcoming and serving guests, entertainment and token of gifts. To destroy their enemies further the kings evolved **Poisonous Prostitutes (Vishkanyas)** who were fed with selected poisons since their infancy and who would woo the enemies of kings ultimately killing them. During the era of Mahabharata i.e. Kaurvaas and Pandavas, Prostitutes of that era had their own separate **Code of Conduct**, rules, regulations, rights and duties that were already prescribed and decided. Thereafter during the 3rd century came into existence system of **Devdasis** (Prostitutes offered to the devotion and serving of God by their parents). Said history can be derived from the most famous historical temple **Mahakaal of Ujjain**. During the Mughal Era of rulers like **Aurangzeb**, Prostitution became a more royal and patronized professions with **Singers and Dancers** also classified as higher cadre of Prostitutes. With the downfall of Mughal Empire, all the concubines and prostitutes rushed out of the palaces with the hope to restart their lives but, after availing no jobs anywhere and dying of hunger, they started the trade of sex. Some of the prominent prostitutes of that time can be recognized as **Anarkali, Lal Kunwar, Nur Bai etc.** Then with the coming of Britishers, the slavery in the form of Prostitution became even more embedded into the deep roots of nation. **Swarini** was a married woman who was compelled to be a physical server to a family member in house or into house of others or to the guests in her own house. This practice was common in village. A women used to be married to a man who had no power in family and then after marriage she was compelled to give physical pleasures to others. **Kulta** was terminology given to the women who willingly used to go out of the house and embrace the joy of physical pleasures with one or two or more extra marital lovers secretly hiding from her husband and his relatives. **Kumbha Daasi** who due to her belongingness to a lower strata of women carrying pots were compelled and suppressed into prostitution by rich and high class. **Paricharika** was usually keeping the mistress practice. **Nati** was the term given to the women who used to act, dance and sing and were seen as Prostitutes. **Prakasavinasta** was regarded to the women who after death of her husband for fulfillment of her physical, emotional, mental and monetary needs used to get into relation with other men. **Shilpkarikaas** were the women belonging to lower strata of men who for survival, fulfillment of monetary needs of them and their families were compelled to be indulgent into Prostitution. **Ganikas** were the professional prostitutes living in brothels. **Devdasi** were prostitutes made in the name of religion and came under the category of high class prostitutes. **Nagar Shobhini** was the common prostitute for the area. **Chanana and Vandasi** were common prostitutes who were professionals as well. **Muhutikka** was the prostitute engaged for a short period. **Ithi** was mistress other than wife. **Rupajiva** was considered to be the ordinary prostitute. **Pumschali** was remarked as low grade women or prostitute. **Dasi** was a slave used for purpose of Prostitution as well. Prostitution were expected to learn various arts in ancient India such as **Nrityam (Dance), Gitam (Singing), Janavadam (Conversation), Vathavilli (Wearing costume and garments in stylish manner), Pasayam (Gambling), Abharnavihim (wearing ornaments in different styles), Vainayiki (Art of self discipline and establishing control over others), Vyaymiki (Exercises), Sayana (Art of making bed) and Vastu Vidya (Science of Architecture).** There are more than 72 arts that

are expected from a Prostitute to be hold at and better the hold, better clientage and money a Prostitute used to make.

Factors Conducive To Prostitution

The biggest pain and agony of profession of Prostitution is that their children are exposed to great vulnerability, torture. No prostitute wants their daughter to be a prostitute but, being their daughters they are compelled into the profession since childhood. Their motherhood is even hampered at the hands of **Child Welfare Committee** which has many a times taken decisions of not providing custody of a child to the mother who is a prostitute.

Dance Bar Case

The decision of Bombay high court in the present case was upheld by the Hon'ble Supreme Court wherein, The Bombay Police Act, 1951 was amended in 2005 with the object of securing public order, morality, dignity of women, and reducing exploitation of women including trafficking of minor girls. Section 33A was inserted that prohibited performance of all types of dance in eating houses or permit rooms or beer bars. Section 33B was inserted that permitted three star hotels and Government associated places of entertainment to hold dance performances. More than 90 percent of Prostitution is a forced one where the young girls are abducted and forcefully procured by females itself and compelled to undergo the business of Prostitution. Those who do not have required figures are artificially injected with medicines and hormones. In accordance with **4th global report of Fondation Schelleson Prostitution** there are almost **40-42 million** people indulged in the profession of prostitution out of which **80%** are females and **three quarters** of them are aged between **13-25 years**. More than **20%** of females enter the world of Prostitution after being the victims of rape due to non-acceptance of them by their parents, society, friends and people around them. They become highly vulnerable between the society and hence. They are compelled to survive on the income as gained by Prostitution. Many people lure women, marry them and force them into Prostitution. The **Immoral Traffic (Prevention) Act, 1956**, does not criminalize prostitution or prostitutes per se; but it does punish acts of third-party facilitation of prostitution, like brothel-keeping, living on the earnings of prostitutes or procuring a person for the sake of prostitution... So long as prostitution itself is not a crime, the individual act of a girl who offers her services on phone cannot be prohibited. If a call-girl does not parade her charms in the public, or indulge in soliciting or in other prohibited acts of like nature, she cannot be held guilty."

SOLUTION

It has been found that countries with legalized prostitution have highest no. of rapes and abductions. India does not need legalization of prostitution but, to prevent the status of women from being objectified, India needs to have an exclusive definition of **Prostitution** and its direct criminalization instead of indirect one by punishing only brothels and the ones who live on earnings of prostitution. Amendment in **Immoral Traffic (Prevention) Act, 1956**, is required as the legislation being incomplete to deal with present circumstances.

CONCLUSION

Undoubtedly law makers are mindful legal jurists who formulate the law after due considerations of society, its needs, customs, moralities, ethics and transformation. As per recent **Amnesty International Report** as well, it has been prayed that prostitution must be legalized all across the world. Taking a contrary view on the same, author is of the opinion that **Prostitution** is not based on voluntariness or willingness or needs, but, it is that evil of society which corrupts the minds of its population in the name of acceptable needs. The decency and scope of a respectful society is losing all its aspect because of being one black pimp on the entire mentality of society. After all the research undergone, author has come to the conclusion that Legalization of Prostitution is nothing but a way of giving road to the criminals of societies to have their wings high in the name of law, it hides back at the misuse of that law. We need stringent provisions of prohibiting society and merely because a section of society has no jobs, begging, prostitution out of need and compulsion cannot be justified as professions.

REFERENCES

1. Hedlin, Simon, The Relationship between Prostitution Laws and Sex Trafficking: Theory and Evidence on Scale, Substitution, and Replacement Effects (March 27, 2016). University of Michigan Journal of Law Reform, Vol. 50, No. 2, 2017, SSRN: <https://ssrn.com/abstract=2629437> or <http://dx.doi.org/10.2139/ssrn.2629437>
2. Geofferey May, 'Prostitution Encyclopedia of Social Sciences', (Vol. XI -XII), Page No. 553 2. International Encyclopedia of Social Sciences, Vol.12, 1968, Page No. 592 3. S. 2 (f) of the SITA 1956 4. Frank N. Magill, International encyclopedia of Sociology, Vol. 2, London. Chicago, 1995, Page No. 44
3. See, e.g., INT'L LABOUR ORG., ILO GLOBAL ESTIMATE OF FORCED LABOUR: RESULTS AND METHODOLOGY 13 (2012) (providing a much higher estimate: "

4. See Ian McColl, Human Trafficking...A Global Problem, 60 MERCER L. REV. 792 (2009)
5. See, e.g., Niklas Jakobsson & Andreas Kotsadam, The Law and Economics of International Sex Slavery: Prostitution Laws and Trafficking for Sexual Exploitation, 35 EUR. J. L. & ECON. 93 (2013)
6. See, e.g., Lenora C. Babb, Utah's Misguided Approach to the Problem of Sex Trafficking: A Call for Reform, 14 J.L. & FAM. STUD. (2012); Joyce Outshoorn, The Political Debates on Prostitution and Trafficking of Women, 12 SOC. POL. (2005); Donna M. Hughes, The "Natasha" Trade: The Transnational Shadow Market of Trafficking in Women, 53 J. INT'L AFF. (2000); Lionel Barber, FT Season Appeal: Letter from the editor, FINANCIAL TIMES (Dec. 2, 2015), <http://www.ft.com/intl/cms/s/2/5434fa74-9518-11e5-ac15-0f7f7945adba.html> (writing about human trafficking, including sex trafficking, that the "slavery trade is as ancient as it is barbaric")
7. Beg, Tara Ali, Indian's Women Power, S. Chand & Co. Pvt. Ltd., 1976, Page No. 3 6,
8. Mukherji, Santosh Kumar, Prostitution in India, Inter – India Publications, Delhi, 1986 Page No. 5 7, Chandra, Moti, : The World of Courtesans, Vikas Publishing House Pvt. Ltd. Delhi, 1973, Page No.1 8. Ibid, Page. No. 1 9. Mehta, 87
9. Sinha and Basu, History of Prostitution in India, Op. Cit., Page No. 258 88. Chandra, Moti, Op. Cit., Page No. 38 89. Ibid, Page No. 37 90. Goswami, Damodar Lal (Ed.), Vatsyayana's Kamasutra, Banaras, 1929, Page No. 16 91. Ek Samskritika Adyanyan (Hindi), Patana, 1953, Page No. 12 – 13 71 94. Ghosh, Manmohan (Ed.), Bharata's Natyashastra, Culcutta, 1951, XXIV, Page No. 240 – 42 95. Mukherji, Santosh Kumar, Op. Cit., Page No. 47 96. Ibid, Page No. 47 97. Mukherji, Santosh Kumar, Op. Cit., Page No. 47 98. Goswami, Damodar Lal (Ed.), Op. Cit., Page No. 18 99. Mukherji, Santosh Kumar, Op. Cit., Page No. 39 100. Ibid Page No. 40 101. Sinha and Basu, History of Prostitution in India, Op. Cit., Page No. 199 102. Ibid, Page No. 200 103. Ibid, Page No. 230 104. Shamashastry, R., The Title Kautilya's Arthashastra, Mysore, 1925, Page No. 42 105. Chandra, Moti, Op. Cit., Page No. 55 106.
10. Indian Hotels and Bars Association v. State of Maharashtra W.P. 24 OF 2017.
11. 4th Global Report on Prostitution by Fondation Schelles named "Prostitution : Exploitation, Persecution, Repression".

THE EFFECT OF BIRTH ORDER AND NUMBER OF SIBLINGS ON EMOTION REGULATION OF YOUNG ADULTS

Yatna Jain and Dr. Neeta Sinha¹Research Scholar and ²Associate Professor, PDEU, Gandhinagar**ABSTRACT**

This study aimed to understand what kind of effect does birth order and number of siblings an individual has had on the emotion regulation of young adults. The study predicted that the birth order and number of siblings will have significant effect on emotion regulation. 350 participants were a part of this study which was based in the state of Gujarat. Participants completed a basic demographic questionnaire and Emotion Regulation Questionnaire (ERQ). The results of the study, however, found a non-significant relationship between both facets of emotion regulation- cognitive reappraisal and emotion suppression, and birth order & number of siblings. Nonetheless, it provides excellent lead in understanding emotion regulation in young adults better. Research suggests that given a very less amount of study conducted in this area, there is a need for more data in order to understand the causal relationship clearer.

Keywords: birth order, emotion regulation, young adults.

INTRODUCTION

Basis of emotion regulation lies in the core concept of emotions. Emotions start to develop in humans since the time they are born. However, emotion regulation begins to develop in children and the regulatory process of emotions is influenced by so many factors, which makes each individual's way of regulating emotion a unique way of dealing with stressful situation, conflicting environments or any non-forgoing situation. Emotion regulation holds its importance in the dynamic functioning wherein multiple psychosocial, physical, attentional, behavioral and affective systems interact internally that allows individuals to assess the situations and react appropriately and manage more mindfully.

An individual's first corresponding partner are their siblings. Researches show extensive amount of study done in the area of birth order. Siblings' order of birth has shown various results on differential psychological, social and emotional parameters. Other variables that have been studied with birth order are intellectual level, development of self, parent child relationship, and many more. Consequently, through this study an attempt was made to understand the effect of birth order on the emotional regulation skill.

Emotion Regulation

Although it is a complex process and a psychological technique, the basic motive is simply encouraging more positive emotions and diminishing negative emotions in a complex situation. Considering the frequent use of emotion regulation strategies in daily life, there are two strategies that work in emotion regulation that makes it possible for individuals to manipulate their displayed emotions and affect. Cognitive reappraisal and expressive suppression make the two strategies controlling emotion regulation. Cognitive reappraisal or antecedent-focused strategy is a type wherein the emotional meaning and impact of the situation that evoke the emotions are modified. Whereas, expression suppression or response focused strategy is a type wherein emotional expression is inhibited and responses are modulated. According to Gross (2014), cognitive reappraisal is a healthier strategy and more adaptive in nature than expression suppression.

Birth Order

The basis of birth order was developed from the theory given by the father of individualistic psychology, Alfred Adler. His approach reflected that all humans have aspirations of reaching maximum self-improvement. All humans have a motivated driving force of reaching perfection and this drive is built on the inferiority feeling rooted in childhood. According to Adler, position of child in the primary family influences the lifestyle a person chooses and also molds the character and personality. There are four positions within birth order which are characterizes by Adler- the firstborn, the middle child, the youngest child and the only child.

As per the theoretical basis, first born have the advantage of being the only child for quite some time and during which they receive maximum attention and affection from primary caregivers. After the second child is born, Adler assumes that either the first born feels envious towards the new born making it use all that is in his power to achieve the undivided parents' love, or firstborns end up developing a conservative lifestyle wherein they grow up to become hesitant towards changes and newness. Other personality developments are more similar to their parents' wherein they take the responsibility of others and have the willingness to protect ones under them.

As per Adler, middle child is mostly in state of jeopardy where they are racing up to their older sibling in order to show their worth meanwhile also managing the younger siblings' race of ambition towards them. Therefore, middle child is full of ambition and competition and need to prove themselves. These order children often make unrealistic goals making them fail at regular aspirations. The youngest, on the other hand, is in the ideal space as per Adler. By the time youngest are born, parents are well trained for parenthood, siblings have already paved the way for growing up stages. This results in total independency and freedom of space and choice, which the youngest often enjoys. Therefore, they are full of ambition, independency and a proactive personality. Lastly, the only child quadrant is the worst position to be in according to Adler. The children are so used to pamper, attention and demand fulfillment that they end up becoming dependent, and develop rejection and emotional troubles when facing delayed gratifications of their needs. They demand more whilst giving less emotions in return.

These are some views studied and understood from Adler's theory that forms the basis for the objective of this review paper.

Objective of the Study

The objective of the study was to examine the relationship between the two demographics- birth order and number of siblings, and emotion regulation of young adults. Two emotion regulation strategies are used in order to regulate emotions, this study wanted to understand if birth order and/or number of siblings had any effect on use of these strategies.

Hypothesis of the Study

Ho (a): there is no relationship between cognitive reappraisal and birth order in young adults

H1 (a): there is a significant relationship between cognitive reappraisal and birth order in young adults.

H0 (b): there is no relationship between expressive suppression and birth order in young adults

H1 (b): there is a significant relationship between expressive suppression and birth order in young adults.

Ho(c): there is no relationship between cognitive reappraisal and number of siblings in young adults

H1(c): there is a significant relationship between cognitive reappraisal and number of siblings in young adults.

Ho (d): there is no relationship between expressive suppression and number of siblings in young adults

H1 (d): there is a significant relationship between expressive suppression and number of siblings in young adults.

LITERATURE REVIEW

There is a lesser amount of study done in the area of birth order and emotion regulation, but there is a rich pool of research that shows the relation between emotions and birth order. Researches in family dynamics and emotions are gaining a lot of momentum on basis of which this study took a direction.

(Venkateshwar, 2020) The research implied that the birth order of an individual does not affect the emotional intelligence. First born, middle, last born or only child, there is no significant effect of birth order on emotional intelligence.

(Leonard S. Newman, 1992) The objective of the study was to understand birth order as a moderator of self-affect relations and the discrepancies. Self-discrepancies signify the inconsistency an individual has about their actual self and their ideal-other self as well as ought-other self, which ends up causing feeling of dejection and agitation. The study hypothesized that first-borns would have fewer self-discrepancies than those who are later born. Not only was the prediction supported with the findings, further researches in the field had consistent results.

(Catherine Salmon, 2016) This study studied the effect of birth order on various measures of prosocial behaviour. Results indicate that birth order has a moderate effect on prosocial behaviour. Later-born were found to be more prosocial than the first-borns. Increase in prosocial behaviour was seen to be increasing as birth order shifted from first to middle. Therefore, the effect was seen to be negatively related.

(Fitniwilis Fitniwilis, 2022) The study aimed to understand the difference in emotion intelligence based on the birth order of the samples. A significant difference was found between the emotional maturity of students who were first born and the one who are the last born.

(Anders Hjern, 2021) Motive of the study was to examine their prediction about the emotional and behavioral problems having its roots in the birth order and socioeconomic disadvantage. The study identified being first-born child as the primary predictor of poor mental health of children aged 3 years.

METHOD

Subjects

350 young adults took a part in this study. These participants were college students from various colleges across Ahmedabad and Gandhinagar, Gujarat. Purposive sampling was considered for this study. Inclusion criteria included that the participants should be of have age group of 18-25 years.

Tools

Basic demographic details that were relevant to the study were considered like age, gender, place of residence birth order and number of siblings. A 10 item Emotion Regulation Questionnaire (ERQ) was administered to value emotion regulation strategies used by the individual.

Emotion Regulation Questionnaire

ERQ is a ten-item self-report questionnaire that measures two emotion regulation strategies on a seven-point Likert type scale. These two strategies are cognitive reappraisal and expressive suppression. The internal consistency reliability data of cognitive reappraisal ($\alpha = .89-.90$) and expressive suppression ($\alpha = .76-.80$) have excellent acceptable levels. ERQ has shown excellent valid and reliable measures across all studies.

Analysis and Findings

1. **H₀ (a):** there is no relationship between cognitive reappraisal and birth order in young adults

H₁ (a): there is a significant relationship between cognitive reappraisal and birth order in young adults.

Table 1: cognitive reappraisal and birth order

Descriptive					
Cognitive Reappraisal					
	N	Mean	Std. Deviation	Minimum	Maximum
1.0	197	29.0000	5.10002	13.00	42.00
2.0	58	29.9828	4.56336	15.00	40.00
3.0	95	29.3263	5.31245	14.00	40.00
Total	350	29.2514	5.07307	13.00	42.00

Table 2: ANOVA for table 1

ANOVA					
Cognitive Reappraisal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.007	2	22.004	.854	.426
Within Groups	8937.867	347	25.758		
Total	8981.874	349			

Table 1 talks about the relationship between cognitive appraisal and birth order. As it can be seen, that an individual whether born first, middle or last, has almost same mean differences. The minute difference also is not to be seen as significant when ANOVA was run. Therefore, we accept the null hypothesis, stating there is no relationship between these two variables.

2. **H₀ (b):** there is no relationship between expressive suppression and birth order in young adults

H₁ (b): there is a significant relationship between expressive suppression and birth order in young adults.

Table 3: descriptive of expressive suppression and birth order

Descriptive					
expressive suppression					
	N	Mean	Std. Deviation	Minimum	Maximum
1.0	197	18.1929	4.91181	4.00	28.00
2.0	58	17.1034	5.54626	4.00	27.00
3.0	95	18.1895	4.21319	6.00	26.00
Total	350	18.0114	4.84959	4.00	28.00

Table 4: ANOVA table for table 4

ANOVA					
Expressive Suppression					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	57.315	2	28.658	1.220	.296
Within Groups	8150.639	347	23.489		
Total	8207.954	349			

Table 3 talks about the relationship between emotion expression and birth order. As it can be seen, that an individual whether born first, middle or last, has almost same mean differences. The minute difference was run through ANOVA to understand if the difference was significant. ANOVA indicated that the results were not significant. Therefore, we accept the null hypothesis, stating there is no relationship between these two variables.

3. **Ho(c):** there is no relationship between cognitive reappraisal and number of siblings in young adults

H1(c): there is a significant relationship between cognitive reappraisal and number of siblings in young adults.

Table 5: descriptive of cognitive appraisal and number of siblings

Descriptive					
Cognitive Reappraisal					
	N	Mean	Std. Deviation	Minimum	Maximum
0	31	28.4194	5.59031	13.00	37.00
1	182	29.2802	5.21192	14.00	41.00
2	93	29.2581	4.38352	19.00	37.00
3	28	30.5000	6.22718	21.00	42.00
4	16	28.3125	3.94493	21.00	34.00
Total	350	29.2514	5.07307	13.00	42.00

Table 6: ANOVA table for the table 5

ANOVA					
Cognitive Reappraisal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	79.373	4	19.843	.769	.546
Within Groups	8902.501	345	25.804		
Total	8981.874	349			

Table 5 talks about the relationship between cognitive appraisal and number of siblings. An individual is a single child and brought up independently or an individual has had multiple siblings, researcher wanted to understand if that had any effect of cognitive appraisal of emotion regulation. As it can be seen, that an individual whether being single child or having 4 siblings, the mean differences were seen to be fluctuating. The difference was run through ANOVA to understand if the differences were significantly different. ANOVA results came out to be more than 0.05, hence, we accept the null hypothesis, stating there is no relationship between these two variables.

4. **Ho (d):** there is no relationship between expressive suppression and number of siblings in young adults

H1 (d): there is a significant relationship between expressive suppression and number of siblings in young adults.

Table 7: descriptive of Emotion Suppression and number of siblings

Descriptive					
Emotion Suppression					
	N	Mean	Std. Deviation	Minimum	Maximum
0	31	18.4194	4.38767	11.00	26.00
1	182	17.8901	4.72784	4.00	28.00
2	93	17.8065	4.77370	6.00	27.00
3	28	18.5000	6.55744	5.00	27.00
4	16	18.9375	4.43424	10.00	25.00
Total	350	18.0114	4.84959	4.00	28.00

Table 8: Anova table for table 7

ANOVA					
Emotion Suppression					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	32.150	4	8.038	.339	.851
Within Groups	8175.804	345	23.698		
Total	8207.954	349			

Table 7 talks about the relationship between expressive suppression and number of siblings. An individual is a single child and brought up independently or an individual has had multiple siblings, researcher wanted to understand if that had any effect of expressive suppression of emotion regulation. As it can be seen, that an individual whether being single child or having 4 siblings, the mean differences were seen to be fluctuating. The difference was run through ANOVA to understand if the differences were significantly different. ANOVA results came out to be more than 0.05, hence, we accept the null hypothesis, stating there is no relationship between these two variables.

DISCUSSIONS

Emotion regulation strategies can be differently used by different individuals in variety of situations we end up being a part of on daily basis. However, there are certain emphasis put forth by various researchers that lead to the understanding that because of certain common dispositions, individuals end up showing notable results. According to Adler's theory that talk about certain characteristics each birth order has and also number of siblings. And as of Gross's emotion regulation strategies, there are two strategies that individuals collectively use and are susceptible to using it more. This study aimed at clubbing these both principles and resulted into stating that young adults who are first-borns or last-born do not have an effect on the use of emotion suppression, which suggests that the idea that older siblings regulate their emotions in a conflicting situation by suppressing them from within is wrongly understood, on basis of these results. Well, it should make sense as older siblings are expected to take the hit and also act mature, but as learnt through various studies young or old, individuals do not differ in regulatory strategies. In a conflicting situation, birth order and having n number of siblings exercise the same amount of privilege to work on their complete emotion either by suppressing or reappraising. The results indicate that the null hypothesis of the study is accepted and the alternate hypothesis is rejected, stating that there is no relationship between number of siblings and birth order and cognitive appraisal and expressive suppression in young adults.

LIMITATIONS

The limitation of the study is that the sample size wasn't very varied and expanded. Various social and cultural context could have been present which limit the generalization of the study. Although the study has included important variables but there could be many other mediating factors which could have affected the results. The study can further include more variables which will offer better understanding of relationship between the three variables.

RECOMMENDATIONS FOR FUTURE RESEARCH

The present research can be further expanded in relation with various other mediating factors that may have a significant effect in the results of these two variables. Corresponding to this, a rich multivariate analysis will provide a better understanding of relationship between variables and robust results. There has to finally be understood that is no gaping between siblings and hence the load should be off the elder child and youngers should stop being criticized in name of "spoil" and interventions for both these groups should introduce change of perceptions.

BIBLIOGRAPHY

- Venkateshwar, D. U. (2020). Birth order as a Catalyst in the Emotional Intelligence of Students. Bangalore: Journal of Engineering Sciences.
- Leonard S. Newman, T. H. (1992). Self-Guide Strength and Emotional Vulnerability: Birth Order as a Moderator of Self-Affect Relations. Society for personality and social psychology.
- Cole, E. (2013). Birth Order: An examination of its relationship with the Big Five personality theory and Trait Emotional Intelligence. London: UCL.
- Larissa M. Troesch, T. L. (2018). School Engagement and Achievement in Sibling Pairs: Gender and Birth Order Matter. Journal of relationships research.

-
- Catherine Salmon, A. M. (2016). The relationship between birth order and prosociality: An evolutionary perspective. *Personality and Individual Differences*.
 - Fitriwilis Fitriwilis, F. N. (2022). Emotional Intelligence of Students Based on Birth Order. *Jurnal NeoKonseling*.
 - Anders Hjern, M. B. (2021). Birth order and socioeconomic disadvantage predict behavioural and emotional problems at age 3 years. *Acta Paediatrica*.
 - Liles, T. K. (2013). The Effects of Birth Order on Psychological Resilience Among Adolescents Exposed to Domestic Violence. *VISTAS Online*, 77.
 - Doron, H. (2009). Birth Order, Traits and Emotions in the Sibling System as Predictive Factors of Couple Relationships. *The Open Family Studies Journal*, 23-30.
 - Odiase Jerry, O. J. (2020). Personality traits and birth order as correlate of emotional intelligence. *KIU Journal of Social Sciences*, 2413-9580.
 - Gross, J. J. (2014). *Handbook of emotion regulation*. New York: Guilford .
 - Fukuya Y, Fujiwara T, Isumi A, Doi S, Ochi M. Association of Birth Order With Mental Health Problems, Self-Esteem, Resilience, and Happiness Among Children: Results From A-CHILD Study. *Front Psychiatry*. 2021;12:638088. Published 2021 Apr 14. doi:10.3389/fpsyt.2021.638088
 - Salmon C. Birth order and relationships : Family, friends, and sexual partners. *Hum Nat*. 2003 Mar;14(1):73-88. doi: 10.1007/s12110-003-1017-x. PMID: 26189989.
 - Gates L, Lineberger MR, Crockett J, Hubbard J. Birth order and its relationship to depression, anxiety, and self-concept test scores in children. *J Genet Psychol*. 1988 Mar;149(1):29-34. doi: 10.1080/ 00221325.1988.10532136. PMID: 3373186.
 - Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological Review*, 98(2), 224–253.
 - Damian RI, Roberts BW. The associations of birth order with personality and intelligence in a representative sample of U.S. high school students. *J Res Pers*. (2015) 58:96–105.
-

A STUDY ON MATERIAL MANAGEMENT TECHNIQUES TOWARDS GRANITE INDUSTRY

Dr. V. Jothi Francina¹, Dr. V. P Rameshkumaar², Shivashankari D³, Subhika KU⁴ and Vaisali S⁵^{1,2}Assistant Professor and ^{3,4,5}Student, MBA, Sona College of Technology**ABSTRACT**

The Value Analysis and Standardization offer greatest scope, in reducing the materials cost. It also reduces the number of varieties and also helps in finding the substitute for the materials at lesser cost. Materials handling section is responsible for the transport of materials to various departments. There are four basic traffic activities. Selecting common or charter carriers and routings for despatch / shipments as required. Tracing in-bound shipments of material in short supply as requested by production control or purchasing. Assisting customers in tracing out-bound shipments when asked. Auditing invoices from carriers and filing claims for refunds of excess charges or for damaged shipments when required. Developing techniques to reduce transportation cost. This may involve negotiation with competing shippers, special studies selecting the most advantageous plant location for new products, analysis of tariffs, and negotiation of any number of special arrangements for handling certain traffic. The aim of the present Study is to develop a standard system of materials management to granites industries in general and to logistics industry in particular. The Researcher has selected logistics plant of Salem district which is the major manufacturer of granite industry. The materials management in granites industries, the present day practices in Logistics, opinion of workers, supply chain, production and executives in the industry will provide comprehensive information which should become a torch bearing for solving the problems of granites industries in particular and logistics industry in general.

Keywords: Materials management, Production, Operations, Purchase, Inventory

INTRODUCTION

Materials the executives are only the administration of preparation, executing just as controlling the field and office exercises in development. The fundamental point of the materials the board is that to guarantee the development materials are accessible at the ideal time in right amount and quality when required in the task. Great and compelling materials the board ought to guarantee that the materials of right quality and furthermore right amount are chosen, acquired, conveyed and furthermore took care of at the site in the correct time at sensible rates. In this way, the material the executives is a significant rules in the task the board. Helpless materials the board will bring about the early acquisition of the materials which may prompt the harm of materials while put away in the stock. The early buy may hold up the capital expenses. Materials the board is a significant component in project arranging and controlling of materials. Materials the board isn't just needed for the checking stage yet in addition the executives choices are needed at the hour of preparation and planning stages for make it viable. Materials requesting issues are decreased now days by the utilization of mechanized materials the executive's frameworks. In those frameworks, ace creation plans, stock records and request records are joined to decide when the materials are requested and what amount requested in each time span.

Generally the administration of materials deals with the material prerequisites, merchant assessment and buying. The subtleties of taking care of, capacity, and site conveyance are left to the site chief. The creator accepts that materials the board is a significant objective region in the development business where considerable enhancements can be made. As materials can establish more than half of the expense of an undertaking, the measure of material wastage should be limited to minimize expenses particularly in the present serious market. There is an inclination among the UK significant development workers for hire to build up material administration frameworks and improve the ways and strategies wherein materials are arranged, requested, conveyed and dealt with. This is somewhat because of the acknowledgment of the expenses related with late requesting, wastage and helpless taking care of offices. The basic materials should be bought in an ideal way to forestall expensive work delays in the field. The latest thing in development materials the executives is toward creating PC based information frameworks that give the sort of data expected to forestall material deficiencies, discovering reasonable merchants, excesses and work delays. The expense of creating and executing PC programs has been advocated through the outcomes they give and the absence of control obvious in their nonappearance.

COMPANY PROFILE

The foundation of Granites laid by its Shri R. Obli Chetty in 1970 continues to be strengthened by his O.Ulaganathan and O.Mohan. Sound business sense and dynamic leadership of its promoters have been responsible in leading the Group into diverse business interests. Tea & Coffee estates, Real Estate Development, Civil Construction, Mining & Quarrying, are just a few of these multi-fold endeavours. With

astute business acumen, the Group envisages itself among the prominent family-run businesses in India, in the years to come...Over these years the group, which is run as a family business, has grown from strength to strength with the expansion and diversification into other businesses. Recognizing its competitive export performance, it has been conferred with the CAPEXIL – Chemical and Allied Products Exports Promotion Council (Sponsored by Ministry of Commerce and Industry, Government of India) Award from time to time. Apart from extensive experience in the contracting, quarrying and mining of decorative stones, the company has its own spacious factory to process export orders. The factory premises extend over 25 acres, with a built-up area of 35,000 sq. ft. Various sophisticated machinery have been installed to meet the processing requirements of cutting, slicing, shaping and polishing the granite stones as per export requirements. Its operations are centered at the town of Salem, which is strategically positioned on the road transportation network. Therefore transportation of products to sea ports is convenient. The Bangalore international airport is also easily accessible from Salem. The factory is located at Omalur which is just 12kms from Salem town.

LITERATURE REVIEW

Sindhu Nirmalkumar Krishnamoorthy et al. (2017) expressed that Inventory the board framework includes acquirement, stockpiling, distinguishing proof, recovery, transport and development strategies. The initial segment dependent on directing poll overview in different development organizations In second part, breaking down those outcomes by utilizing Statistical Package for Social Sciences SPSS ABC examination is one of the customarily utilized ways to deal with arrange the inventories and the contextual analysis of an organization is gathered. They were centered a few focuses chiefly in Construction Industries: Involvement of worker for hire in material administration, Need for stock administration, overseeing stock in development of organization, Importance to stock contrasting different works, Maintaining wellbeing in putting away.

Ashokkumar et al. (2018) expressed that the improvement of development industry relies upon the nature of development projects. Quality is one of the basic components in the achievement of development projects. This undertaking essentially centers the significance and elements that influences the quality administration in the execution (development) stage. He presumed that the fundamental components, which influence the development quality and expansion in cost of development because of value imperfection. This investigation will make the quality administration attention to all even out development organizations' particularly limited scale organizations.

Hemsworth Martinez-Lorente Clavel et al. (2019) expressed that Standardization of materials is one significant buying office choice. The essential goal of this examination is to analyze exactly the effect of normalization of materials and buying strategies on buying and business execution. The aftereffects of this examination show that normalization in buying has a critical beneficial outcome on both buying and business execution. They gave a few focuses for a superior comprehension of how normalization in buying, operationalized as normalization of materials and buying strategies,

Kasim Anumba Dainty et al. (2020) portrayed a key factor antagonistically influencing project execution is the inappropriate taking care of and the executives of materials on location. This paper covers the beginning phases of exploration, which is building up another ICT-put together way to deal with overseeing materials with respect to quick track plans. They presumed that, it is plainly imperative to deal with all materials from the plan stage to the development stage. Helpless treatment of development materials influences the general exhibition of development projects regarding time, financial plan (cost), quality and efficiency. The wastage of materials ought to likewise be limited during development to stay away from loss of benefit for development organizations. There is a need to grow new ways to deal with materials the executives in quick track development projects to improve the adequacy of the creation cycle

FOCUS OF THE STUDY

- ☐ To determine appropriate distance to be covered.
- ☐ To facilitate the reduction in material damage to reasons for delay service.
- ☐ To study the Improve of material flow control.
- ☐ To identify the Creation and encouragement of safe and hazard-free work condition.
- ☐ To study the Improve productivity and efficiency.
- ☐ To ensure uninterrupted production or operation by study flow of materials.

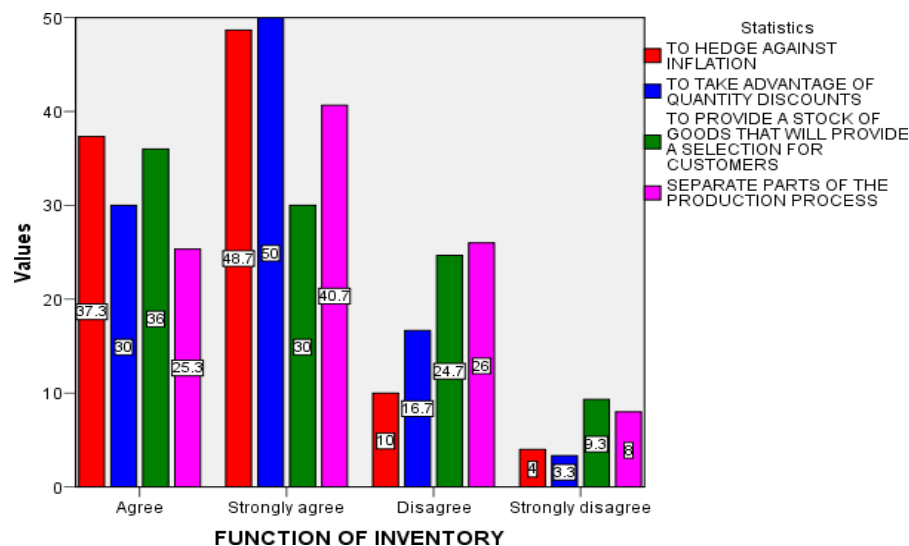
RESEARCH DESIGN

The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the behavior of the consumers. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening. In this strategy, the example units are picked essential on the fundamental of the accommodation to the examination. For this investigation, essential information and optional information. The essential information was gathered by surveys from the shopper. In the surveys open finished inquiries, Close finished inquiries, various inquiries are utilized. The optional information were assortment from various source, In the current substance the auxiliary information was gathered through Published Books, Journals, Magazines, and Related Websites. The inspecting strategy utilized in this examination is "Comfort testing," When the populace components for consideration in the example dependent on the simple entry, it tends to be called as accommodation, The example size is ensured to its tendency of information assortment. Information assortment depends on the essential information is 120 respondents are taken as the example for this investigation.

LIMITATIONS OF THE STUDY

The few limitations of the study are: Data integrity issues can stem from having multiple data sources. Inaccurate or partial Bill of Materials listing from the engineering firm. Engineering requisition issues. Purchase order revisions and inaccuracies. Inaccurate material inventory counts. Inventory adjustments.

Data Analysis and Interpretation



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.527E2 ^a	9	.000
Likelihood Ratio	253.067	9	.000
Linear-by-Linear Association	110.188	1	.000
N of Valid Cases	149		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is 1.37.

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	pprox. Sig.
Ordinal by Ordinal	Kendall's tau-b	.854	.015	5.967	.000
	Gamma	1.000	.000	25.967	.000
Measure of Agreement	Kappa	.161	.049	3.769	.000
N of Valid Cases		149			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Since the calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the Age Group of the Respondents and Employees opinion for material handling.

Correlations

			EXPERIENCE IN YEARS OF THE RESPONDENTS	EMPLOYEES FEEL ABOUT MATERIAL HANDLING COST
Kendall's tau_b	EXPERIENCE IN YEARS OF THE RESPONDENTS	Correlation Coefficient	1.000	793**
		Sig. (2-tailed)	.	000
		N	150	150
	EMPLOYEES FEEL ABOUT MATERIAL HANDLING COST	Correlation Coefficient	793**	1.000
		Sig. (2-tailed)	000	.
		N	150	150
Spearman's rho	EXPERIENCE IN YEARS OF THE RESPONDENTS	Correlation Coefficient	1.000	867**
		Sig. (2-tailed)	.	000
		N	150	150
	EMPLOYEES FEEL ABOUT MATERIAL HANDLING COST	Correlation Coefficient	867**	1.000
		Sig. (2-tailed)	000	.
		N	150	150

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

This is a positive correlation. There are relationships between Experience in years of the respondents and Employees feel about material handling cost.

ANOVA

NULL HYPOTHESIS Ho: There is no significant relationship between income per month of the respondents and suggest the stages of material planning and procurement.

ALTERNATIVE HYPOTHESIS H1: There is a significant relationship between income per month of the respondents and suggest the stages of material planning and procurement.

Descriptive

INCOME PER MONTH OF THE RESPONDENTS		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
Highly Satisfied		54	2.02	.789	.107	1.80	2.23	1	3	1.052
Satisfied		58	3.62	.489	.064	3.49	3.75	3	4	
Dissatisfied		23	4.00	.000	.000	4.00	4.00	4	4	
Highly Dissatisfied		15	4.00	.000	.000	4.00	4.00	4	4	
Total		150	3.14	1.023	.084	2.97	3.31	1	4	
Model	Fixed Effects			.565	.046	3.05	3.23			
	Random Effects				.575	1.31	4.97			

Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
33.050	3	146	.000

ANOVA

Income Per Month of the Respondents			Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)		109.423	3	36.474	114.186	.000
	Linear Term	Unweighted	48.333	1	48.333	151.31	.000
		Weighted	82.235	1	82.235	257.445	.000
		Deviation	27.188	2	13.594	42.557	.000
Within Groups			46.637	146	319		
Total			156.060	149			

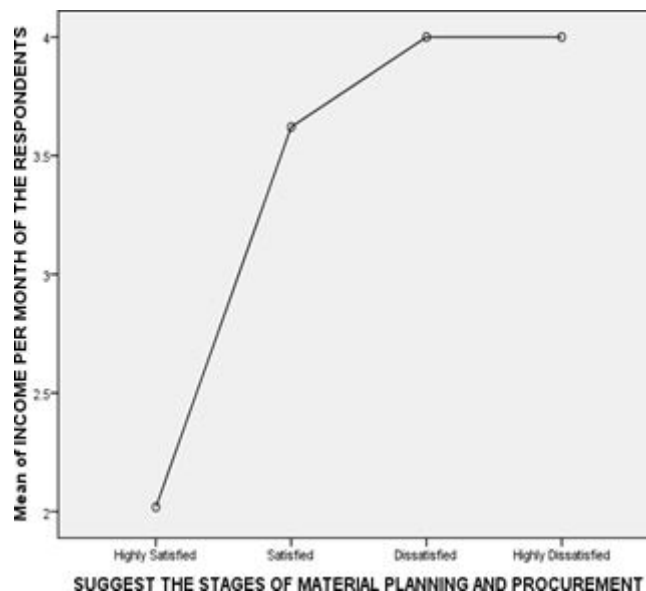
Income per Month of the Respondents

SUGGEST THE STAGES OF MATERIAL PLANNING AND PROCUREMENT		N	Subset for alpha = 0.05		
			1	2	3
Student-Newman-Keuls ^a	Highly Satisfied	54	2.02		
	Satisfied	58		3.62	
	Dissatisfied	23			4.00
	Highly Dissatisfied	15			4.00
	Sig.		1.000	1.000	1.000
Tukey B ^a	Highly Satisfied	54	2.02	3.62	
	Satisfied	58			
	Dissatisfied	23			4.00
	Highly Dissatisfied	15			4.00

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 27.415

Means



Significance Level: 4%

From the above analysis, we find that calculated value of the F-value is a positive

151.310 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between incomes per month of the respondents and suggest the stages of material planning and procurement. The results are **significant** at 4 % level.

SUGGESTION

The firm have more adequate storage capacity handling in the granite industry. The firm have good infrastructure with the safety measures in the materials. The firm should be handling without any damages for the materials and maintain the stock. The firm maintain record about inventory also material handling. The company has organize Seniority about the arrangement of goods in warehouse. The study also revealed that Materials Management tool ensures that the right items are bought and made available to the manufacturing operations at the right time. materials procurement process ensures that raw materials are availed at the right place and sourced at the lowest possible cost. Reducing plant schedule through integration with design and cost systems. Improving risk management through better overall project performance, project cash flow management, and true management by exception. That manufacturing organisations make raw material plans and schedules such that arrival of raw material and other inventories is programmed to ensure that there is no delay between requisition time and the time of supply.

CONCLUSION

The study concludes that implementation of materials procurement tool positively influenced the performance of granite industry oil corporation, Salem. Manufacturing industries had implemented Material Management

tool to a great extent. Material Management tool helped to optimize performance through customer service and that the firm had achieved significant cost saving, improvement in production efficiency and that Materials Management tool ensured that the right items are bought and made available to the manufacturing operations at the right time. The study concluded that implementation of inventory control positively influenced performance of granite industry in, Salem, further investments in inventory control tools would promote efficiencies in manufacturing industries and that inventory control tool ensured smooth production operations are achieved though maintenance of reasonable stocks of materials.

REFERENCE

- [1] Sharma P.C (2015), "Material Management", (Allahabad Kitab Mohal),P.18.
- [2] Wemmerlov (2015), "Concepts to Effective Materials Management".
- [3] Ahmed Rizki (2016), "E-Reporting in Material Management".
- [4] Ammer Dean, S. "Materials Management", Irwin Homewood Illinois, Inc, U.S.A., 2017.
- [5] Chitale, A.K. and Gupta, R.C. "Materials Management - Text and Cases" Prentice Hall of India Private Limited, New Delhi, 2018.
- [6] Datta, A.K. "Material Management Procedures - Text and Cases", Prentice - Hall of India Private Limited, New Delhi, 2019
- [7] Nair, N.K. "Purchasing and Materials Management, Vikas Publishing House Private Limited, Delhi, 2020.
- [8] www.materialmanagementorg.in.

A STUDY ON POST COVID-19 CHALLENGES FACED BY INDIAN FOOD OUTLETS TO GO ONLINE

Ms. Vandna Munjal*¹ and Dr. Kapil Kumar²

¹Research Scholar and ²Assistant Professor, BPSMV Khanpur Kalan

ABSTRACT

The pandemic caused by a single virus and its various outcomes in the digitalization of food delivery services remain unknown. The big players are trying possible new ideas to keep the channels running with the help of big outlets, but the variety of challenges faced by small and medium Indian food outlets in going online were untouched and undiscovered. The objective of this study was to identify and address various challenges faced by Indian food outlets post Covid-19 to keep the business active by using online food delivery. The study is conducted in parts of NCR. A primary data based descriptive study was conducted in the areas of NCR and the data for same was collected with the help of semi structured questionnaire. The level of dissatisfaction/satisfaction was measured with the help of a five-point Likert scale. ANOVA was applied and null hypothesis for the case is rejected. It was proved that there exist various challenges on the end of small and medium food manufacturers in NCR. Various corrective remedial actions were also suggested.

Keywords: Online food, Covid-19, Post pandemic, food delivery, NCR

INTRODUCTION AND LITERATURE REVIEW

Korgaonkar et al. (2006) and Francis (2007) said that the online food delivery mechanism primarily focuses on providing comfort to the customers who do not wish to leave their premises and enjoy dine-in services at the hotels/restaurants due to various reasons that includes over crowded places, waiting lines, ambience, restrictions imposed by parents, colleges, schools etc. The latest upgrade of all – the pandemic. Covid-19 crippled all dine-in service providers as mass gatherings were not allowed. People who were homesick they enjoyed ordering food online – which was somewhere allowed due to contactless delivery systems. The Online food delivery partners wasted no time during covid and came with solutions like microwaved parcel packets, cashless and contactless deliveries, drop at door services and many more. **Shu (2003)** conducted his research and tried to identify the factors that affect consumers' willingness to indulge in internet shopping. Apart from demand that arose from consumers end, the restrictions and rules imposed a challenge to those retail outlets who could not sustain such advanced ordering mechanisms. Indian population who works on restaurants are semi-literate. Many small outlets got closed because they could not meet the government regulations, internet-based technologies, payment systems and as well as the continuous evolving e-food delivery systems. Those who embraced change, were rewarded beautifully.

This paper studies about the challenges faced by all those food providers who could not sell their food using online platforms. Not only sellers, but a few consumers have also shown their concern towards same. In the research of **Anders and etal., (2007)** it was revealed that the internet had given a birth to a whole new distribution system which is required to be understood by consumers as well as the sellers. **Jiang et, al (2008)** shown in their empirical study about US customer worries on internet security.

But again, taking a shift during tough times could be a risky gamble because what if the mechanism shuts down after sometime? What if the expected rewards were not generated? Security? What if some new technology takes over? And a lot of similar questions haunted the existing restaurants/hotels/food service providers. **Vijay and etal., (May 2009)** studied about the Online Shopping in India: and concluded that India holds a vast potential in E-food delivery system due to its population factor. **Leong Wai Hong (2016)** also suggested that the implementation of online food delivery systems may lead to any restaurants business escalate in no time. **Das, J. (2018)** Studied in his research that the customers were satisfied by doorstep delivery, ease of use, rewards, and cash back, and location. **Bengtsson (2007)** in his study concluded that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes.

Yusra, et al. (2020) investigated the relationship between customers perception for quality and its influence on satisfaction & loyalty. **Samsudin, Khalid, Kohar, Senin&Ihkasan (2011)** discussed about the implementation and structure of a customizable wireless food ordering mechanism with instant customer feedback. **(Bhargave, Jadhav, Joshi, Oke, & Lahane, 2013)** studied the applications of integrating hotelmanagementsystems with food delivery systems to enhance productivity and ensure quality service experience.

OBJECTIVES OF THE STUDY

- (i) To study the challenges faced by food retailers post Covid-19 era
- (ii) To recommend solutions to State government, Central government and Restaurant owners pertaining to betterment of online food delivery mechanism.

RESEARCH METHODOLOGY

Research design: The researchers have opted for a convenience sampling for their study. The whole study was conducted by getting questionnaires filled from food retailers using tablets (hand-held computing device) targeted randomly in NCR region of India. The questionnaire was semi structured in nature and was divided into two sections to keep it short and effective. One section covered demographic profile of respondents and the other one covered ten questions pertaining to the various issues and challenges reported by small and medium food retailers.

Sample Size: Responses have been collected from 100 respondents on random basis. The respondents are from Delhi NCR.

Sampling Technique: Convenience based simple random sampling was used for the research. Respondents are selected in a manner that they cover the target population required for research.

Target Sample: Target sample was Small and medium food vendors operating in NCR.

SCOPE OF THE STUDY

The study may help the restaurant owners all over the country to overcome the challenges. The local, state and central governments may ease some rules. The online food retailing websites/apps may introduce new/relaxed payment systems along with targeting small vendors to join the stream. Further studies can be conducted as research assignments at large scale with different state/state groups.

DATA ANALYSIS AND FINDINGS

As the Data was collected from 100 respondents, the first and foremost test that the researchers did was test for internal consistency of data. Cronbach's Alpha was administered to ten questions and selected 3 demographic Responses which are considered required for the study.

The results came out to be positive at the rank of 8.5. It is said that of the values come above 0.7 and under 1 on this scale, the scale is said to be perfect.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.815	13

Further, the Annona (Analysis of Variance) was applied to the collected data so that the researcher may come to one-line conclusions.

ANOVA								
				Sum of Squares	df	Mean Square	F	Sig.
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Quality of food]	Between Groups	(Combined)		1.754	2	.877	1.104	.336
		Linear Term	Unweighted	1.688	1	1.688	2.126	.148
			Weighted	1.745	1	1.745	2.198	.141
			Deviation	.009	1	.009	.011	.916
	Within Groups			77.006	97	.794		
	Total			78.760	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Refund of Money on spoil items]	Between Groups	(Combined)		4.479	2	2.240	2.113	.126
		Linear Term	Unweighted	3.206	1	3.206	3.024	.085
			Weighted	2.681	1	2.681	2.529	.115
			Deviation	1.798	1	1.798	1.696	.196
	Within Groups			102.831	97	1.060		
	Total			107.310	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....)	Between Groups	(Combined)		5.437	2	2.718	2.748	.069
		Linear Term	Unweighted	4.233	1	4.233	4.279	.041
			Weighted	4.740	1	4.740	4.792	.031
			Deviation	.696	1	.696	.704	.404

[Hacking of Personal Information]	Within Groups			95.953	97	.989		
	Total			101.390	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Hacking of Credit/Debit card Information]	Between Groups	(Combined)		5.918	2	2.959	2.337	.102
		Linear Term	Unweighted	4.006	1	4.006	3.163	.078
			Weighted	4.652	1	4.652	3.674	.058
			Deviation	1.266	1	1.266	1.000	.320
	Within Groups			122.842	97	1.266		
	Total			128.760	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Mismatching of the items in placed order]	Between Groups	(Combined)		4.594	2	2.297	2.159	.121
		Linear Term	Unweighted	1.408	1	1.408	1.324	.253
			Weighted	2.001	1	2.001	1.881	.173
			Deviation	2.593	1	2.593	2.437	.122
	Within Groups			102.133	96	1.064		
	Total			106.727	98			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Delivery of Expired and near to expiry items]	Between Groups	(Combined)		7.874	2	3.937	3.942	.023
		Linear Term	Unweighted	.397	1	.397	.397	.530
			Weighted	.927	1	.927	.928	.338
			Deviation	6.947	1	6.947	6.956	.010
	Within Groups			96.886	97	.999		
	Total			104.760	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Difference of actual items from shown in images]	Between Groups	(Combined)		1.102	2	.551	.561	.572
		Linear Term	Unweighted	.000	1	.000	.000	.995
			Weighted	.019	1	.019	.019	.891
			Deviation	1.083	1	1.083	1.103	.296
	Within Groups			95.258	97	.982		
	Total			96.360	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Delay delivery of order]	Between Groups	(Combined)		1.008	2	.504	.567	.569
		Linear Term	Unweighted	.192	1	.192	.216	.643
			Weighted	.105	1	.105	.118	.732
			Deviation	.903	1	.903	1.015	.316
	Within Groups			86.302	97	.890		
	Total			87.310	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Difficult ordering process]	Between Groups	(Combined)		.582	2	.291	.343	.710
		Linear Term	Unweighted	.444	1	.444	.524	.471
			Weighted	.378	1	.378	.447	.506
			Deviation	.203	1	.203	.240	.625
	Within Groups			82.168	97	.847		
	Total			82.750	99			
Challenging Factors (To start Online Food Ordering I am Concerned about....) [Extra delivery charges]	Between Groups	(Combined)		.381	2	.191	.188	.829
		Linear Term	Unweighted	.222	1	.222	.219	.641
			Weighted	.267	1	.267	.263	.609
			Deviation	.114	1	.114	.112	.739
	Within Groups			98.609	97	1.017		
	Total			98.990	99			

Following observations are made $F = 1.58$

Sig Level = 0.372

Since the test statistic is much larger than the original critical value, the null hypothesis is considered to be rejected.

FINDINGS OF THE STUDY

Finding shows that majority of food retails expressed serious concern towards the food delivery mechanism as they were not able to understand it. The online food vendors want FSSAI registration, or GSTIN information

which is not available at small food retail outlets. It was found that majority of respondents were concerned about growing prices of commodity due to addition of delivery charges for which consumer do not place order.

CONCLUSIONS AND RECOMMENDATIONS

- i. After doing thorough literature review the researchers came on the conclusion that majority of the challenges faced by the small and medium food manufacturers/restaurants/hotels are because of technological advancements and inability to prepare, produce and dispatch food items as per the requirements of the customers.
- ii. The factor quality of food was a concern, as 70% of the food providers themselves were not certain to follow the regulations stipulated by FSSAI and Online Food distribution partners.
- iii. Above 55% of the restaurant/hotel owners were concerned about refunding money in case the food gets spoiled/damaged or on the basis of tastefulness. In this regard the actual picture should be delivered by the online food distributors so that the small players should not feel overburdened about same.
- iv. Roughly 40% concerns came for hacking, locking and stealing of credit/debit card information. These are mere word of mouth that goes on and around in the market. The government should make strict rules to handle such cases.
- v. 42% concerns grew up towards mismatching of ordered and delivered items. To Handle these issues, the restaurants are required to hire talented workforce and staff who understand the art of classification, summarization and handling right product to the vendors. The government should chip in here, and depute youth at the restaurants who possess degree in hotel management or in pure management. This will not only help in delivering quality standards but the problems of unemployment can also be met.
- vi. Over 55% restaurant/hotel owners were concerned about difference in photos clicked and uploaded on websites/apps that promote online food delivery vs the actual food item being delivered. This is pure marketing error. It is needed to be understood by the customers and manufacturers both at a time. A fresh, healthy and edible dish might not look sharp, colorful and delicious in images but its counterparts could.
- vii. 50% concerns were recorded in ordering food and dispatching it to the end customers. When any restaurant picks up orders it takes time and efforts of cook to give dedicated space for the order. But, if there is only one chef working in the kitchen, the time would increase, the quality will suffer and so as the chances of errors will rise. It is advised to all restaurant chains that they should classify their dishes on the basis of preparation time and do peeling, blanching, freezing in advance of the raw veggies/materials used in cooking. Also, to meet demands, one must not hesitate in increasing workforce on contractual basis.
- viii. Over 60% hotels were concerned about extra costs levied on delivery charges which may impact their business in long run. It is a genuine concern and it should be taken into account by the facilitators/apps that promote going businesses online and then are catering to the requirements of the customers.

Overall, on the basis of data collected and literature reviewed, it was certain that there lies various problems and challenges on the end of small restaurants/hotels to survive post covid-19 era. Majority of the market share is taken over by big players of the city who are selling quality items to the customers. But the problems can be eradicated once the restaurants, governments and the online food delivery partners take note of these factors.

REFERENCES

- Korgaonkar, P., Silverblatt, R. & Girard, T. (2006). Online retailing, product classifications, and consumer preferences. *Internet Research*, 16(3), 267-287.
- Francis, J.E. (2007). Internet retailing quality: one size does not fit all. *Managing Service Quality*, 17(3), 341-355.
- Shu, J.O. (2003 Feb). Identifying the Factors that Affect Consumers Willingness to do Internet Shopping. Retrieved from <http://spectrum.library.concordia.ca/2153>
- Anders Hasslinger, Selma Hodzic, and Claudio Opazo. (29/07/2007). Consumer Behaviour in online Shopping, PP no: 13-198.
- Leong Wai Hong (2016), "Food Ordering System Using Mobile Phone", A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR.

-
- Vijay, Sai., T., & Balaji. (2009, May). M. S. Online Shopping in India: Findings from a Consumer Research. Marketing Mastermind. The ICFAI
 - University Press, Vol.5.
 - Das, J. (2018). Consumer Perception Towards “Online Food Ordering and Delivery Services”: An Empirical Study. Journal of Management (JOM, 5(5), 155–163.
 - Mitali Dr, Gupta “A study on impact of online food delivery app on restaurant business special reference to Zomato and Swiggy” International Journal of Research and Analytical Reviews, volume 6, issue 1, p. 889 – 893 Posted: 2019
 - Samsudin, N. A., Khalid, S. K., Kohar, M. F., Senin, Z., & Ihkasan, M. N. (2011). A customizable wireless food ordering system with realtime customer feedback. 2011 IEEE Symposium on Wireless Technology and Applications (ISWTA).
 - Yusra, & Agus, A. (2020). The influence of online food delivery service quality on customer satisfaction and customer loyalty: The role of personal innovativeness. Journal of Environmental Treatment Techniques, 8(1), 6–12.
 - Ashutosh Bhargave, Niranjana Jadhav, Apurva Joshi, Prachi Oke, S. R. Lahane, “Digital Ordering System for Restaurant Using Android”, International Journal of Scientific and Research Publications 2013.

**AN EXPLORATORY STUDY TO UNDERSTAND THE AFFECT OF KNOWLEDGE
MANAGEMENT PRACTICES AND ORGANIZATIONAL PERFORMANCE IN IT COMPANIES**

Vidya R

Research Scholar, College of Management, SRM Institute of Science and Technology, Chennai-603203

ABSTRACT

The main objective of this research paper is to investigate to understand the important knowledge management practices used by IT companies in Chennai, as well as the impact they have on organisational performance. A descriptive research design was used for the investigation. Using a random sampling technique, data was collected from 396 IT employees. The structured questionnaire served as the study's data gathering tool. From the analysis performed, it was understood that many of the employees working in IT Companies were male with age category between 25 – 35 years having an experience between 3 – 5 Years. Further, it was established that there was no substantial difference in knowledge management practice and organizational accomplishment in IT companies. It was identified that the important knowledge management practice adopted in IT industries were found to be Assistance for knowledge acquisition, Community Practices for Knowledge Sharing, Feedback database, Maintenance of feedback Records and Continuous Assessment of employee and their knowledge. Furthermore, it was found that the knowledge management practice has resulted in the following organizational performance; The organizational commitment of the employee is increasing every year, Organizational turnover is reducing every year, Organizational Productive efficiency and capacity are comparatively high than its competitor. Also, it was found that knowledge management practice had an impact on organisational performance significantly.

Keywords: Knowledge Management Practice, Organizational Performance, IT Industry

INTRODUCTION

For many businesses, greater performance are dependent not solitary on the efficient usage of natural resources and real assets but also on the effective management of the knowledge. As a result, annual investments in knowledge management continue to rise rapidly. According to AMR Research, in 2007, US companies will probably spent 73 billion dollars on knowledge management applications, up nearly 16% in 2008 (Mills, A. M., & Smith, T. A., 2011). According to Forrester Research Inc. (2010), 20% of small as well as medium-sized units of businesses in North America and Europe planned to implant their investment on C.R.M., information management and knowledge management tools in 2010 or later, making C.R.M., information management and knowledge management applications and tools the fastest growing software division among small and medium-sized units of businesses (Birasnav, M., 2014).

Strategic necessities that rely on the successful management of the information resource generate most of the total spending on knowledge management ingenuities of the businesses. As a result, one of the primary causes companies spend in knowledge management is to develop a knowledge competency that allows for effective information and knowledge management and flow across the company (Ha, et al., 2016). A company's knowledge capability is made up of many resources. These include knowledge conversion, knowledge acquisition, knowledge protection, and knowledge application which are associated with the firm's knowledge infrastructure competence; and technology infrastructure, organisational structure, and organisational culture, which are connected to companies' knowledge process potential.

Given the amorphous character of knowledge capabilities, most businesses will have various levels and mixtures of resources (i.e. knowledge processes and enablers) that provide knowledge capability (Kiessling, T. S., et, al., 2009). As a result, each resource's contribution to organisational performance is likely to differ among companies; it is this unique makeup that offers benefits like increased performance and competitive advantage (Zack, M., et. al., 2009).

REVIEW OF LITERATURE

Although various research advocates that a firm's knowledge management capabilities, when combined, have an impact on organisational performance, only certain of the resources that make up these capabilities will likely have an impact on organisational performance on their own (Almashari, M., Zairi, M., & Alathari, A., 2002). Prior research, on the other hand, has tended to group the components that makeup knowing skills together. This method has the advantage of allowing managers to concentrate on the most important factors, but it leaves little opportunity for studying how specific resources affect organisational performance. Firms that want to improve their overall capabilities, for example, might start by deciding what apps they need, then go on to

deciding what infrastructure as well as other processes they'll need to support the software (McKeen, J. D., et. al., 2006).

By conducting a more in-depth analysis of the relationships between separate characteristics of knowledge management potential and organisational performance.

STUDY OBJECTIVES

The objective was to investigate the important knowledge management practice adopted by the IT companies in Chennai and its impact on organizational performance help the managers gain better perception of the company's knowledge sharing capability.

METHODOLOGY

For this investigation, the authors have embraced a descriptive research design. A simple random sampling method was used to collect data from 396 IT employees using for investigation using a structured questionnaire.

ANALYSIS AND INTERPRETATION

The objective of this analysis was to figure out the demographic profile of the people who took part in the study.

Table No. 1: Percentage Analysis – Demographic Details

Demographic Details		Frequency	Percentage
Gender	Male	271	68.4
	Female	125	31.6
	Total	396	100.0
Age	Less than 25 Years	96	24.2
	25 - 35 Years	105	26.5
	36 - 45 Years	71	17.9
	46 - 55 Years	71	17.9
	Above 55 Years	53	13.4
	Total	396	100.0
Experience	Less than 3 Years	103	26.0
	3 - 5 Years	106	26.8
	5.1 - 7 Years	90	22.7
	Above 7 Years	97	24.5
	Total	396	100.0

The percentage analysis discloses that maximum of the employees working in IT companies were male with age category between 25 – 35 years having an experience between 3 – 5 Years.

Herein analysis was carried out to identify whether the considered constructs and their items were reliable for the current and futuristic studies.

Table No. 2: Reliability Statistics – Knowledge Management Practise and Organizational Performance

Reliability Statistics – Knowledge Management Practise				
Cronbach's Alpha			N of Items	
.776			10	
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Customer Compliance Records	36.0303	27.447	.543	.744
Shared Project Files	36.9343	30.051	.192	.794
Feedback database	36.0051	26.835	.577	.738
Research database	36.3965	29.556	.299	.775
Mistakes and Lesson Learned Records	36.0707	26.719	.615	.734
Publication of articles and books for knowledge creation	36.4015	29.816	.277	.778
Maintenance of feedback Records	36.0051	28.056	.461	.754

Community Practices for Knowledge Sharing	36.0025	27.658	.514	.747
Assistance for knowledge acquisition	35.9066	27.847	.543	.745
Continuous Assessment of employee and their knowledge	36.0202	28.253	.497	.750
Reliability Statistics – Organizational Performance				
Cronbach's Alpha			N of Items	
.781			5	
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The organization is consistently acquiring better profits every year.	16.2551	8.393	.311	.786
The organization is having a better competitive edge than its competitor.	16.2854	8.761	.280	.795
Organizational Productive efficiency and capacity are comparatively high than its competitor.	15.8788	7.155	.558	.773
Organizational turnover is reducing every year.	15.8737	7.012	.625	.742
The organizational commitment of the employee is increasing every year.	15.8081	8.125	.430	.733

The estimated Cronbach Alpha value for the construct named knowledge management practice was 0.776 and for the construct Organizational performance was 0.781, both of which are greater than 0.7 [Std. Value]. As a result, the study's two conceptions have an adequate level of reliability.

The aim of this analysis is to understand whether the knowledge management practice among individuals working in selected IT companies has any significant difference.

Table No. 3: Multivariate Test– Knowledge Management Practice

Multivariate Tests						
Effect		Value	F	Hypothesis df	Error df	Sig.
Gender	Pillai's Trace	.040	1.574 ^b	10	378	.112
Age	Pillai's Trace	.072	.694	40	1524	.926
Experience	Pillai's Trace	.071	.918	30	1140	.594
Tests of Between-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	Customer Compliance Records	.312	1	.312	.322	.571
	Shared Project Files	.593	1	.593	.411	.522
	Feedback database	7.439	1	7.439	7.108	.008
	Research database	.001	1	.001	.001	.976
	Mistakes and Lesson Learned Records	.744	1	.744	.756	.385
	Publication of articles and books for knowledge creation	1.130	1	1.130	1.051	.306
	Maintenance of feedback Records	2.150	1	2.150	2.123	.146
	Community Practices for Knowledge Sharing	.467	1	.467	.476	.491
	Assistance for knowledge acquisition	.140	1	.140	.162	.687
	Continuous Assessment of employee and their knowledge	1.208	1	1.208	1.417	.235

Age	Customer Compliance Records	.708	4	.177	.182	.947
	Shared Project Files	1.325	4	.331	.229	.922
	Feedback database	.276	4	.069	.066	.992
	Research database	1.543	4	.386	.355	.841
	Mistakes and Lesson Learned Records	.630	4	.157	.160	.958
	Publication of articles and books for knowledge creation	1.220	4	.305	.284	.889
	Maintenance of feedback Records	5.881	4	1.470	1.452	.216
	Community Practices for Knowledge Sharing	3.047	4	.762	.777	.541
	Assistance for knowledge acquisition	2.445	4	.611	.708	.587
	Continuous Assessment of employee and their knowledge	5.018	4	1.254	1.471	.210
Experience	Customer Compliance Records	4.079	3	1.360	1.401	.242
	Shared Project Files	3.454	3	1.151	.797	.496
	Feedback database	.196	3	.065	.062	.980
	Research database	1.035	3	.345	.317	.813
	Mistakes and Lesson Learned Records	5.337	3	1.779	1.809	.145
	Publication of articles and books for knowledge creation	2.249	3	.750	.697	.554
	Maintenance of feedback Records	1.417	3	.472	.467	.706
	Community Practices for Knowledge Sharing	5.279	3	1.760	1.795	.148
	Assistance for knowledge acquisition	1.134	3	.378	.438	.726
	Continuous Assessment of employee and their knowledge	1.933	3	.644	.756	.520

The null hypothesis is accepted if the estimated Pillai's trace statistics are greater than 0.05. As a result, there is no discernible variation in knowledge management practice across employees in IT industries.

There is no substantial difference in knowledge management practice among individuals working in IT Companies, according to the findings. A rank analysis was used to determine the most essential knowledge management practice adopted by the IT Companies.

Table No. 3: Rank Analysis – Knowledge Management Practice

Rank Analysis			
	N	Mean	Rank
Customer Compliance Records	396	4.1667	6th
Shared Project Files	396	3.2626	10th
Feedback database	396	4.1919	3rd
Research database	396	3.8005	8th
Mistakes and Lesson Learned Records	396	4.1263	7th
Publication of articles and books for knowledge creation	396	3.7955	9th
Maintenance of feedback Records	396	4.1919	4th
Community Practices for Knowledge Sharing	396	4.1944	2nd
Assistance for knowledge acquisition	396	4.2904	1st
Continuous Assessment of employee and their knowledge	396	4.1768	5th

From the rank analysis made using the mean score the important knowledge management practice adopted in IT industries were found to be: Assistance for knowledge acquisition, Community Practices for Knowledge Sharing, Feedback database, Maintenance of feedback Records and Continuous Assessment of employee and their knowledge

The aim of this analysis is to understand whether organisational performance as per the opinion of the employees has any significant difference.

Table No. 4: Multivariate Test – Organizational Performance

Multivariate Tests						
Effect		Value	F	Hypothesis df	Error df	Sig.
Gender	Pillai's Trace	.018	1.422 ^b	5	383	.215
Age	Pillai's Trace	.055	1.067	20	1544	.379
Experience	Pillai's Trace	.033	.862	15	1155	.608
Tests of Between-Subjects Effects						
Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Gender	Organization is consistently acquiring better profits every year.	.823	1	.823	.732	.393
	The organization is having a better competitive edge than its competitor.	.894	1	.894	.906	.342
	Organizational Productive efficiency and capacity are comparatively high than its competitor.	3.206	1	3.206	2.901	.089
	Organizational turnover is reducing every year.	.774	1	.774	.742	.390
	The organizational commitment of the employee is increasing every year.	2.059	1	2.059	2.224	.137
Age	The organization is consistently acquiring better profits every year.	4.725	4	1.181	1.051	.380
	The organization is having a better competitive edge than its competitor.	6.457	4	1.614	1.636	.165
	Organizational Productive efficiency and capacity are comparatively high than its competitor.	5.813	4	1.453	1.315	.264
	Organizational turnover is reducing every year.	.469	4	.117	.112	.978
	The organizational commitment of the employee is increasing every year.	3.983	4	.996	1.076	.368
Experience	The organization is consistently acquiring better profits every year.	2.028	3	.676	.602	.614
	The organization is having a better competitive edge than its competitor.	5.558	3	1.853	1.877	.133
	Organizational Productive efficiency and capacity are comparatively high than its competitor.	3.485	3	1.162	1.051	.370
	Organizational turnover is reducing every year.	4.026	3	1.342	1.287	.279
	The organizational commitment of the employee is increasing every year.	2.922	3	.974	1.052	.369

Source: (Primary data)

The null hypothesis is accepted if the estimated Pillai's trace statistics are greater than 0.05. As a result, there is no discernible variation in organizational performance as per the opinion of employees in IT companies.

There is no substantial difference in organizational performance according to the findings. A rank analysis was used to determine the most important organizational performance resulting out of knowledge management practice.

Table No. 5: Rank Analysis – Organizational Performance

Rank Analysis			
	N	Mean	Rank
The organization is consistently acquiring better profits every year.	396	3.7702	4th
The organization is having a better competitive edge than its competitor.	396	3.7399	5th
Organizational Productive efficiency and capacity are comparatively high than its competitor.	396	4.1465	3rd
Organizational turnover is reducing every year.	396	4.1515	2nd
The organizational commitment of the employee is increasing every year.	396	4.2172	1st

Source: (Primary data)

From the rank analysis made using the mean score, the knowledge management practice have resulted in the following organizational performance; The organizational commitment of the employee is increasing every year, Organizational turnover is reducing every year and Organizational Productive efficiency and capacity are comparatively high than its competitor.

For this investigation, regression analysis was applied to see if knowledge management practice had an impact on organisational performance.

Table No. 6: Regression Analysis – Impact knowledge management practice on organizational performance

Table 10.1 Regression Analysis: Impact of Knowledge Management Practice on Organizational Performance						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.674 ^a	.454	.452	.50010		
a. Predictors: (Constant), Knowledge Management Practice						
ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.852	1	81.852	327.279	.000 ^b
	Residual	98.538	394	.250		
	Total	180.390	395			
a. Dependent Variable: Organizational Performance						
b. Predictors: (Constant), Knowledge Management Practice						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.867	.175		4.945	.000
	Knowledge Management Practice	.781	.043	.674	18.091	.000
a. Dependent Variable: Organizational Performance						

Source: (Primary data)

The calculated R-Square value is 0.454, indicating that the regression equation will have a forecasting accuracy of 45.4%, which is satisfactory. In addition, significance value of ANOVA is below 0.05, signifying model is fit. It can be interpreted that knowledge management practice had an affect on organisational accomplishment.

The regression equation is given by:

$$\text{Organizational Performance} = 0.867 + (0.781 * \text{Knowledge Management Practice})$$

FINDINGS AND CONCLUSION

From the analysis performed, it was understood that the majority of the employees working in IT Companies were male with age category between 25 – 35 years having an experience between 3 – 5 Years. Further, it was ascertained that there was no consequential difference in knowledge management practice and organizational

performance in IT companies. It was identified that the important knowledge management practice adopted in IT industries were found to be: Assistance for knowledge acquisition, Community Practices for Knowledge Sharing, Feedback database, Maintenance of feedback Records and Continuous Assessment of employee and their knowledge. Furthermore, the knowledge management practice has resulted in the following organizational performance; The organizational commitment of the employee is increasing every year, Organizational turnover is reducing every year and Organizational Productive efficiency and capacity are comparatively high than its competitor. Also, it was ascertained that knowledge management practice had an impact on organisational performance significantly.

REFERENCES

- [1] Almashari, M., Zairi, M., & Alathari, A. (2002). An empirical study of the impact of knowledge management on organizational performance. *Journal of Computer Information Systems*, 42(5), 74-82.
- [2] Birasnav, M. (2014). Knowledge management and organizational performance in the service industry: The role of transformational leadership beyond the effects of transactional leadership. *Journal of business research*, 67(8), 1622-1629.
- [3] Ha, S. T., Lo, M. C., & Wang, Y. C. (2016). Relationship between knowledge management and organizational performance: a test on SMEs in Malaysia. *Procedia- Social and Behavioral Sciences*, 224, 184-189.
- [4] Kiessling, T. S., Richey, R. G., Meng, J., & Dabic, M. (2009). Exploring knowledge management to organizational performance outcomes in a transitional economy. *Journal of world business*, 44(4), 421-433.
- [5] McKeen, J. D., Zack, M. H., & Singh, S. (2006, January). Knowledge management and organizational performance: an exploratory survey. In *Proceedings of the 39th Annual Hawaii International Conference on System Sciences (HICSS'06)* (Vol. 7, pp. 152b- 152b).IEEE
- [6] Mills, A. M., & Smith, T. A. (2011). Knowledge management and organizational performance: a decomposed view. *Journal of knowledge management*.
- [7] Muthuveloo, R., Shanmugam, N., & Teoh, A. P. (2017). The impact of tacit knowledge management on organizational performance: Evidence from Malaysia. *Asia Pacific Management Review*, 22(4), 192-201.
- [8] Zack, M., McKeen, J., & Singh, S. (2009). Knowledge management and organizational performance: an exploratory analysis. *Journal of knowledge management*.
- [9] Zaied, A. N. H., Hussein, G. S., & Hassan, M. M. (2012). The role of knowledge management in enhancing organizational performance. *International journal of information engineering and electronic business*, 4(5), 27.

ARTIFICIAL INTELLIGENCE -FUTURE OF E-COMMERCE

Dilip Dutt Varshney¹ and Dr. Rajeesh Sharma²

¹Research Scholar and ²Professor, Mangalayatan University Beswan Aligarh

ABSTRACT

Artificial Intelligence since its inception has made inroads in all the walks of life of human beings be it Healthcare, Pharma, Defense, or any other. So how E-commerce can remain aloof from the impact of Artificial Intelligence.

As E-commerce has grown with the changing times so does the inclusion of artificial intelligence.

Artificial intelligence has become an integral part of the E-commerce industry and it has not only helped the E-commerce industry to grow phenomenally but has also taken consumers shopping experience to new heights.

Right from chatbots to voice assistants' Artificial intelligence has made E-commerce more viable by integrating itself into logistics, payment assistants, smart pricing, and many other areas.

With rapid technological advancement in the field of Artificial Intelligence, the current scenario of E-commerce industry is also bound to change, new technologies like automated robots, artificial neural networks are few among many are going to make e-commerce industry more efficient, productive and customer friendly.

Keywords: Artificial Intelligence, E-commerce, Growth, Future, Customer, Business, Industry

INTRODUCTION

Increasing internet connectivity, growing mobile penetration and rising per capita income has made today's generation tech savvy, just with the click of mouse they can order and get whatever they need and desire.

With almost all the members of a family working, today time has become more valuable than ever.

As family members have less time to spend at home and with each other they prefer to save whatever time they have as much as possible.

E-Commerce has provided them with this option to save not only time but also the convenience of home comfort, variety of products available world wide and above all the comparison among different products at one place which they might be able to do at the physical shop and that too by spending their valuable time in commuting.

As technology has made advancements it has made the experience of shopping more refined and delightful. With Artificial Intelligence making inroads in the e-commerce industry, it has not only made consumer shopping experience more pleasant and enjoyable but also provided marketers to understand post purchase behavior of the customer.

E-Commerce and its Growth

In 1991 internet was made accessible for the people for commercial use and since then e commerce market has seen an unprecedented growth unlike any other sector.

According to IBEF Indian E-commerce market is expected to grow to US\$ 188 billion by 2025 from US\$ 46.2 billion as of 2020. By 2030, it is expected to reach US\$ 350 billion. In 2022, the Indian e-commerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion.

By 2024, India's e-commerce business is predicted to be worth US\$ 111 billion, and by 2026, it would be worth US\$ 200 billion.

The main drivers behind this growth are increase in internet and cell phone penetration

Internet connections in 2021 increased 830 million. Out of the total connections, 55% of connections were in urban areas, of which 97% connections were wireless.

Artificial Intelligence-Evolution and Integration in E-Commerce

Artificial Intelligence is an ability of a system or a machine to adopt and improvise in different environments to perform task which otherwise requires human intervention in general.

It was first introduced rather the potential was really explored in 1950. From 1950 to 1970 various algorithms and methods were developed and by 1990 it has transformed itself into Machine learning and Deep learning.

AI in E-Commerce-Vital Statistics

1 in every 5 consumers are willing to purchase goods or services AI powered Assistants

40% of the online shoppers look for great offers and shopping deals from chatbots and other AI applications

\$4.8 billion by 2021 is the projected global e-commerce sales

80% of all customer interactions will be managed by AI technologies by the end of 2022

Applications of Artificial Intelligence in E-Commerce Industry

Artificial Intelligence has integrated itself at every phase of Ecommerce, right from personalized product offering to product development based on AI gathered feedback, AI has become an integral part of E-commerce industry.

Various Applications are

- **Chatbots And Other Virtual Assistants**

These are the most prominently used AI based tools to enhance customer experience by offering 24*7 service. With the development of advanced algorithms, they are getting better day by day and providing better customer experience.

- **Intelligent Product Recommendations**

Base on customer browsing history AI is being deployed in ecommerce industry to save time of the customer by providing them with the right product and services.

- **AI Personalization in E-Commerce**

Customer is always considered as the king and knowledge about his preferences, likes and dislikes are of utmost important .AI can be used to collect data and provide the managers with great insights to make better offers.

- **Inventory Management**

With the advancement in the technology, it has become possible with the AI algorithms to assess right level of inventory that can fulfill market demands.AI has made possible to assess the supply and demand with different permutations and combinations based on the sales trends.

- **Price Optimization**

It is another vital area where AI is making its presence felt. It has helped industry to build on its bottom line by fine tuning the pricing strategy.

- **Website Performance Improvement**

This is the first point of contact for the customer to make purchase. With the AI applications it has become possible to design the customer friendly websites which can make the customer experience delightful buy taking them to the right product there by saving the time.

Artificial Intelligence in Future

Revenue generated from the direct and indirect deployment of AI software is expected to climb from \$1.38 billion in 2016 to \$59.75 billion by 2025, according to Tractica.

Whereas according to Statista, the number of worldwide digital buyers is expected to reach 2.14 billion by the end of 2021. According to the same report, this figure reached 1.52 billion in 2016

Customers will manage 85 percent of their engagement with the organization without engaging with a human by 2020, according to Gartner. Many e-commerce companies are already reaping the benefits of concepts like predictive intelligence and contextual messaging to engage customers.

The above-mentioned statistics clearly shows that use of Artificial Intelligence is going to grow rapidly in ecommerce. Following are the ways which will enhance the customer experience:

1. Introduction Of Virtual Personal Shoppers

With this technology it will become possible for the customers to engage in the conversation with the AI enabled Assistant in the offline store to get their queries solved actively.

2. Use Of VR And AR

Virtual reality and augmented reality will help those customers who would like to try things out before purchasing. This will help them to try the things in the comfort of their home.

3. Sales Generation Through Wearable Technology

Wearable like fit bits and other smart watches will be enabled with the technology which can track the products which customer reviews and this information can be passed on to the marketers for personalized offering.

4. Handling Fake Reviews

Astroturfing is process by which customer read the reviews of a product (generally fake) and take the decision to not purchase the product with the help of AI it will become possible to track fake reviews and help the customers to take informed and unbiased decision.

5. Robotics

It is another area where AI is making rapid advancements and ecommerce is all set to utilize it in store and warehouse management.

6. Re Commerce

Re Commerce refers to resale of used products, with the help of AI it will become possible to track the product when it will be disposed this will also help in long term environment sustainability.

Other traditional methods like voice search, chatbots, recommendations systems, image tagging are also witnessing rise in their usage.

According to Loup Ventures' updated speaker sales forecast model, 75 percent of individuals in the United States will possess a smart speaker by 2025, producing \$35.5 billion in revenue. As more families have access to this technology, there is a chance that eCommerce enterprises will experience a breakthrough.

CONCLUSION

World is going to be more digitalized in future than ever. The pace with which it is growing it is going to be difficult for human beings to keep a tab on its multi activities, in such scenario something has to step in to take care of its various function and artificial intelligence has proved its worth in taking care of these activities.

Artificial Intelligence is not only contributing in E-commerce but also in other major fields. However we as human beings need to understand how we can use it for our betterment rather than otherwise.

REFERENCES

- (PDF) E-Commerce in India: Evolution and Growth (researchgate.net)
- E-commerce in India: Industry Overview, Market Size & Growth| IBEF
- What has been the evolution of artificial intelligence? (inlocrobotics.com)
- AI in eCommerce Industry: 6+ Use Case & Benefits (2022) - Daten & Wissen (datenwissen.com)
- Role and Use of AI in E-commerce Industry (onpassive.com)
- Artificial Intelligence Is the Future of Everything, Especially E-Commerce | Sidecar (getsidecar.com)
- How Artificial Intelligence Will Change The Future of E-Commerce (formica.ai)
- Artificial Intelligence (AI) Applications for E-Commerce in 2022 (mygreatlearning.com)
- AI and the Future of E-Commerce | Commerce Bees
- Artificial Intelligence Is the Future of Everything, Especially E-Commerce | Sidecar (getsidecar.com)
- Future of AI in e-commerce - CartUp AI
- How Ecommerce AI is Transforming Business | BigCommerce
- The future of online shopping: AI and machine learning (the-future-of-commerce.com)
- Four Ways Artificial Intelligence Is Transforming E-Commerce (forbes.com)
- E-commerce - Wikipedia
- Artificial intelligence - Wikipedia

WOMEN ENTREPRENEURSHIP IN MSME'S IN INDIA

Ms. Deepali Tomar

Ph.D. Research Scholar, Govt. Arts College, University of Kota, Kota

ABSTRACT

MSMEs continue to be the backbone of the economy for countries like India where the problem of unemployment is steadily escalating and the agriculture land holdings continue to shrink. With the limited data and information, this paper aims to examine the recent developments in women participation / entrepreneurs in India. This paper focuses on women entrepreneurs in micro, small and medium enterprises. The objective of the paper is ; a) to estimate the ratio of women labour force in micro, small and medium enterprises, b) women share in registered and unregistered MSMEs, c) to identify the socio-economic problems faced by women, d) credit availability, e) development of women entrepreneurship under planning. . India is looking at sustainable and inclusive industrial growth as it faces an acute problem of migration from the hilly terrain to the plains due to lack of employment and business opportunities. The purpose of this paper is to analyse the role of women participation in micro, small and medium enterprises and to explore the reasons responsible for hindering their growth. A descriptive study was conducted with the help of secondary data and is based on extensive review which significantly contributes in directing the stakeholders to take appropriate measures for speedy development of the region The recent trends show that when women are better educated and have better paid employment opportunities, then participation of women might decline in SMES and they may move towards large scale industries.

Keywords: MSME, Unemployment, Business opportunities, Migration, Women entrepreneurship

INTRODUCTION

Micro, small and medium enterprises have emerged as a highly vibrant and dynamic factor for developing countries like India over the last five decades this sector is not only playing a crucial role in providing large employment opportunities at comparatively lower capital cost than large industries but also by contributing to industrialisation of rural and backward areas thereby reducing regional imbalances and assuring more equitable distribution of national income and wealth (Ministry of MSMEs).

MSMEs are said to be highly innovative , having high growth potential and a major contribution to economy as a whole but the growth and performance of MSMEs could not be assessed accurately due to the sector comprising of more unorganised and unregistered sector rather than registered . Micro, small and medium enterprises are also facing various challenges that are uncommon to the large scale companies and multinational companies like lack of finance, marketing , skilled labour, technology , infrastructure and so on .These bottlenecks have a negative impact on the overall performance of micro ,small and medium enterprises and therefore, it is a known fact that finance, marketing , technology, infrastructure and policies are the thrust areas for development of micro ,small and medium enterprises in the future .In an endeavour to promote , develop and enhance competitiveness of the sector, Government of India enacted a single comprehensive legislation the MSME Act 2006 and also the NDA government has committed to boost micro ,small and medium enterprises by invoking slogan like “make in India”.

OBJECTIVES

- 1) To analyse women entrepreneurship in MSME in India.
- 2) To examine problems faced by MSME's in respect of availability of raw materials, finance, skill-promotion and capacity-building, labour and marketing strategies.
- 3) To suggest appropriate guidelines for strengthening the MSME's.

REVIEW OF LITERATURE

Manvendra Pratap Singh, Arpita Chakraborty and Mousumi Roy (2016)- The paper “ENTREPRENEURIAL COMMITMENT, ORGANIZATIONAL SUSTAINABILITY AND BUSINESS PERFORMANCE OF MANUFACTURING MSMEs: EVIDENCE FROM INDIA”, was an attempt to understand the motivation of micro, small and medium enterprises towards organisational sustainability in such a competitive environment. Conceptual Framework was developed to test the link among entrepreneurial commitment, organisational sustainability and business performance. Structural equation modelling and other standard statistical analysis have been used to analyse the data collected through questionnaire survey from 262 manufacturing micro, small and medium enterprises in India. The study findings

highlighted that organisation sustainability emerged as a driving source of motivation to improve the business performance among manufacturing micro, small and medium enterprises in India. In addition, there is significant mediation effect of organisational sustainability on entrepreneurial commitment and business performance.

Ms. Heena Upadhyay and Dr. Vivek Singh Kushwaha (2017)- The paper “**Growth of MSMEs in India: Its' Performance and Future Prospects**”, was an attempt to highlight the present status of performance of Indian micro, small and medium enterprises and also forecasts the future trend. The Research Design adopted for this research was analytical research design. The data required for the present study had been collected from secondary sources. It was observed that micro, small and medium enterprises not only help in industrialization of rural and backward areas but also they play a crucial role in providing large-scale employment opportunities at reasonably lower capital cost than large scale industries. Thereby ensuring more impartial distribution of national income, resources, wealth and thus reducing the regional imbalances. Economically this sector has strengthened the regions of the country and helps in achieving the self-reliance in every aspect of life. It also eliminates the imbalances between rich and poor.

Ranjana Singh (2017) - In the paper ‘**PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO MSMEs IN THE STATE OF GUJARAT**’, the primary data was collected with the help of structures schedule, analysed using SPSS and MS Excel. Various tools like- frequency distribution, cross tabulation, percentages, former graph, chi-square, etc. were used for the purpose of analysis. Tabulation and graphical representation were also used for better understanding of the results. It was found out that more than 52% women entrepreneurs are observed pursuing their entrepreneurial career in the state.

Dr. Surendar Gade (2018)- The paper “**MSMEs' Role in Economic Growth – a Study on India's Perspective**”, explained that India's micro, small and medium enterprises sector has appeared as a vibrant and dynamic sector for the economy and it has been recognised as a catalyst in improving the growth and development. In this study secondary data was used regarding performance of micro, small and medium Enterprises. It was found from the study that micro, small and medium enterprises can be a bone and a hope for Indian economy in near future. Micro, small and medium enterprises are providing uniform development to the society and they can be a strong medium to utilise the natural resources of India and they can be very helpful in removing the regional imbalances if they are established in the undeveloped areas.

Rakesh Rathore and Aditi Mathur (2019)- The paper “**A study on role and prospects of micro, small and medium enterprises in India**”, focussed on recent policy initiatives and scheme for the micro, small and medium enterprises in India and their role in boosting Indian economy. The paper was based on the secondary data which was collected from annual reports of ministry of MSME, different websites, newspapers and various published research papers etc. It was observed that micro, small and medium enterprises are vibrant and dynamic factor for youth to start their venture and also helps in reducing the regional imbalance of the country through significant contribution in manufacturing, production and export of the goods.

Dr. Megha Batola (Main Author), CA Bijaya Laxmi Thapliyal, Ms Neha Rani, Dr Ankur Singh Bist4 (2020)- The paper “**Growth and Performance of Small and Medium Scale Enterprises in Women Entrepreneurship Development (A Case of Uttarakhand)**”, studied the impact of type of industry, age of entrepreneur and form of Organisation on women entrepreneurial development in Uttarakhand. The study basically included the small and medium scale women entrepreneurs of Uttarakhand from Dehradun, Haridwar, Nainital, Udham Singh Nagar and Haldwani and the sample size for the study comprises of 300 women entrepreneurs chosen according to stratified random sampling. Cross-sectional bivariate analysis was performed to determine the impact of various factors on the growth and performance of women entrepreneurship development. It was observed from the study that women are unaware of latest technological developments and market trends.

RESEARCH METHODOLOGY

The study area selected to accomplish the objectives of the paper is India.

SAMPLE AND DATA TYPE

- In this study we have used secondary data due to time limitation from different sources.
- Descriptive in nature
- Quantitative study.

SOURCES OF DATA

- Industries Department Uttarakhand
- National sample survey organization
- PHD Chamber of commerce and industry
- Confederation of Indian Industry
- KVIC reports
- Directorate Of Industries

FINDINGS

Table 1: Percentage Distribution of Enterprise by Male/ Female Ownership

Sector	Male	Female	All
Rural	77.76	22.24	100
Urban	81.58	18.42	100
All	79.63	20.37	100

Source- Annual Report, MSME, 2021-22

Table 1 depicts the male dominance in ownership especially in urban areas. The share of female entrepreneurs in rural areas (22.24) is more than urban areas (18.42). The overall share of female entrepreneurs being 20.37 %.

Table 2: Percentage Distribution of Types of Enterprises by Male/ Female OWNERS

Category	Male	Female	All
Micro	79.56	20.44	100
Small	94.74	5.26	100
Medium	97.33	2.67	100
All	79.63	20.37	100

Source- Annual Report, MSME, 2021-22

Table 2 reveals that the share of female owners is decreasing with the increase in the size of enterprise. The share of female owners is highest in micro enterprise i.e. 20.44 , which is just 5.26 in small enterprise and it further reduced to 2.67 in medium enterprise. So, it agains confirms the male dominance in ownership of MSME's.

Table 3: Distribution of workers by gender in rural & urban areas (Numbers in lakh)

Sector	Female	Male	Total	Share %
Rural	137.50	360.15	497.78	45
Urban	127.42	484.54	612.10	55
Total	264.92	844.68	1109.89	100
Share %	24	76	100	

Source- Annual Report, MSME, 2021-22

Table 3 depicts that out of 1109.89 lakh employees in MSME sector , 844.68 (76 %) are male employees and remaining 264.92 lakh (24 %) are females.

Problems Faced By Women Entrepreneurs in I Ndia

1. Scarcity of finance
2. Lack of training
3. Tough Competition
4. Low Mobility
5. Lack of Education
6. Lack of Security
7. Shortage of Raw Material
8. Lack of Information

9. Low risks bearing capacity
10. Inadequate market facilities

CONCLUSION

MSME's are termed as the "engine of economic growth" of any country both developed and developing but specially developing countries. It's the panacea to alleviate poverty and also a proven way to improve the quality of life particularly for the poor people and women entrepreneurs. India is facing the severe problem of migration of people from hills to the plains in pursuit of better employment opportunities. This has led to the creation of many ghost villages up hills and severe stress on resources and infrastructure in the plain areas. If we wish to curtail this trend in the hill regions, creation of adequate employment opportunities in khadi and village sector is critical. Khadi and village industries and institutions have the potential to act as catalysts of growth and thus curb this societal crisis. The country should strive for khadi and village industries penetration across all the thirteen districts to ensure an overall development of the state. Also, the country needs to provide adequate support and take certain protectionist measures in order to allow the MSME develop to its full potential in the country.

RECOMMENDATIONS

- ☐ Following Cluster Development Approach may be beneficial for enhancing sustainable growth in MSME sector.
- ☐ Strengthening Training Institutions and training facilitation in the rural and remote areas;
- ☐ Providing Better marketing assistance to khadi and village sector and bolstering /creation of existing/new marketing support infrastructure or institutions.
- ☐ Rural Outreach Programme can help boost this sector, with faculty and students of academic institutions sharing their knowledge, ideas and resources with the msme units.
- ☐ Introduction of a Public Procurement Policy for khadi and village sector for assisting the MSMEs in expanding their market share.
- ☐ The principal sources of technological innovations are the academia, R&D organisations, individual innovators, etc. The key challenge, however, is technology transfer which will foster innovation, technology entrepreneurship and above all, opportunities to SMEs to attempt highrisk pre-proof-of-concept R&D.
- ☐ Encouraging innovations through setting up of large number of business incubators in educational institutions of repute and providing skill training to unemployed youths in the State
- ☐ Introducing Micro-credit schemes particularly for service sector micro units can play a key role in poverty reduction and regional development.
- ☐ Operationalising a scheme for supporting the States to set up Rehabilitation Funds and launch suitable schemes for the rehabilitation of enterprises temporarily rendered sick due to no particular fault of theirs.

REFERENCES

- Goyal, M., & Parkash, J. (2011). Women entrepreneurship in India-problems and prospects. International journal of multidisciplinary research, 1(5), 195-207.
- SHTE, A., & ASWALE, S. (2012). A STUDY OF OPERATIONAL PERFORMANCE OF THE VILLAGE INDUSTRIES IN OSMANABAD DISTRICT.
- Hiremath, C. S., & Malliga, A. L. (2016). GROWTH AND PERFORMANCE OF MSME'S IN KARNATAKA-A QUALITATIVE STUDY. International Journal of Management (IJM), 7(3).
- Singh, M. P., Chakraborty, A., & Roy, M. (2016). Entrepreneurial commitment, organizational sustainability and business performance of manufacturing MSMEs: Evidence from India. Int. J. Appl. Bus. Econ. Res, 14(6), 4615-4631.
- Upadhyay, M. H., & Kushwaha, V. S. Growth of MSMEs in INDIA: Its' Performance and Future Prospects.
- Gade, S. (2018). MSMEs' Role in Economic Growth—a Study on India's Perspective. International Journal of Pure and Applied Mathematics, 118(18), 1727-1741.

-
- Rathore, R., & Mathur, A. (2019). A study on role and prospects of micro, small and medium enterprises in India. *Journal of Pharmacognosy and Phytochemistry*, 8(1), 2046-2049.
 - Kalirajan, K., & Singh, K. (2012). Self Help Group-Banking-Poverty Reduction Nexus: A Case Study of Uttarakhand State, India (No. 2012-02). The Australian National University, Australia South Asia Research Centre.
 - Pandey, A. C., Bahuguna, R., & Soodan, V. (2016). Opportunities and challenges in managing rural development: A case of Garhwal Region of Uttarakhand-India. *Intercontinental Journal of Human Resource Management*, 3(7), 9-15.
 - Bhatt, H. C. (2018). Leadership styles and quality of work life in small and medium scale enterprises of kumoun region of uttarakhand. *Journal of Strategic Human Resource Management*, 7(1), 23.
 - Batola, M., Thapliyal, C. B. L., Rani, M. N., & Bist, A. S. Growth and Performance of Small and Medium Scale Enterprises in Women Entrepreneurship Development (A Case of Uttarakhand).
 - Makee, K. B., Willy, M., & Atandi, F. G. (2014). Effect of Mobile Phone Transfer Services on Performance of Micro and Small Enterprises: A Case of Trans-Nzoia County, Kenya. *International Journal of Academic Research in Business and Social Sciences*, 4(11), 111.
 - Roluahpuia, C. (2016). A study on the Performance of MSMEs in Lunglei District, Mizoram.
 - Alao, A. E., Akinsunmi, S., Odunmbaku, A. A., & Adeeko, A. L. (2017). Strategic Marketing and Competitive Performance: An Empirical in Ogun State, Nigeria. *World*, 8(1).
 - Muriithi, S. (2017). African small and medium enterprises (SMEs) contributions, challenges and solutions.
 - Sanchez-Guerrero, M., Arellano-Gonzalez, A., & Rios-Vazquez, N. J. (2017). Strategic Management in the Relationship between Competitiveness and Organizational Performance in MSMEs of the Service Sector in Mexico. *International Journal of Business and Management*, 12(4).
 - Bawaneh, S. S., & Al-Abbadi, H. S. (2017). Challenges Facing Entrepreneurship and MSME Sector in Jordan: An Overview. *International Journal of Business and Social Science*, 8(7).
 - Mpi, D. L. (2019). Encouraging Micro, Small and Medium Enterprises (MSMEs) for economic growth and development in Nigeria and other developing economies: The role of 'the Igbo apprenticeship system'. *The Strategic Journal of Business & Change Management*, 6(1), 535-543.
 - Bi, Z., & Pandey, S. L. D. (2011). Comparison of performance of microfinance institutions with commercial banks in India. *Australian Journal of Business and Management Research*, 1(6), 110-120.
 - Nandal, S. (2012). Challenges of Microfinance Sector in India. *International Journal of Applied Research and Studies*, 1, 1-11.
 - Singh, C., & Wasdani, P. (2016). Finance for micro, small, and medium-sized enterprises in India: Sources and challenges.
 - Patnaik, B. C. M., Satpathy, I., & Rachayeeta, P. (2016). Issues of micro, small and medium enterprises (MSME) in India. *International Journal of Innovative Research and Development*, 5(6), 1-5.
 - Casabona, M. (2018). Microfinance, MSMEs and the Macro Economy: Evidence from India.
 - Patra, S., & Chaubey, D. S. (2014). Factors Influencing Industrial Performance: An empirical Study with Special reference to The MSMEs of Uttarakhand State
-

DIGITAL INFORMATION LITERACY: A REVIEW

Sweta Sharma¹, Deepmala² and Ashok Kumar Upadhyay³

¹Research Scholar, ²Assistant Professor and ³Associate Professor & Librarian, DLIS, Mangalayatan University, Aligarh (U.P.), India, PIN-202146

ABSTRACT

Digital literacy assured and thoughtful usage of concepts and modern platforms for educational, individual, and career purposes. digital literacy show how it relate to other information skills. digital literacy is the capacity to seek, analyse, apply, and obtain data, as well as implement appropriate data in diverse platforms across a variety of methods like desktops and handle things properly in a virtual era, using technological tools, modes of communication, and internet services. Library professionals may help learners improve their data learning via offering digital education. This article that we reviewed discusses how to use web pages, URLs, and websites to find and access material on the internet.

Keywords: Digital literacy, information technologies, ALA digital literacy task force, E-Learning

INTRODUCTION

Digital literacy differs from traditional literacy digital sources have generated numerous forms of information sources such as audio, video, text, etc. and access to data anywhere and anytime. Learning skill is the capacity to read both words and the outside environment. Understanding, analysing, and using information from a variety of sources that we may access through computer devices is known as digital literacy.

In modern age achieving the new learning context and in any across the levels of education, info attainment displays the scale of competency of educators, researchers, and students. From using the information technologies like email, the internet, software, and different e-resources, information can acquire simply at any where, any time concerning something, and use to make new knowledge. Digital literacy abilities are required for fulfilment in today's society. In today's culture, digital information literacy abilities are perhaps as vital as fundamental studying, narrating, and reasoning skills.

In 2020, the world has been hit by the outbreak of the COVID-19 virus, during the COVID-19 lockdown period worldwide universities, colleges, schools, and libraries are closed which has affected the search behaviour for accurate information among students, researchers, faculty members. The pandemic situation caused individuals to be told and use digital technologies and resulted in a growth in digital literacy.

Digital library facilities are the solutions given by the library, be it scholarly, government, state/territory, educational establishments, or other forms of the library, through the use of online portals normally associated with academic libraries' electronic equipment, for example, e-books and e-journals.

This might be done using parallel tools like virtual meetings, social networking, or online chatting, or it could be done through client-server tools like the internet, e-mail, subject portals, inquiries, and digitized libraries, as well as web desks and ask-me.

Thus, a facility would also include notifying users about recent arrivals via the Web or social networking sites, linking to some resources through the internet today, raising awareness among consumers regarding academic library usage through the web, offering files to readers, distributing information to consumers, trying to teach people knowledge and skills, and learning consumers about using participatory techniques in their scholarly tasks. The digital literacy curriculum is diverse, with opportunities to upgrade literature and data collections, assist educators' computer program skills, and aid users in choosing appropriate information systems.

DIGITAL LITERACY

Digital literacy is not a significantly less equivocal concept than that of information services. It is one of the numerous new literacies that has been introduced and discussed in various disciplinary contexts during the last couple of decades. Digital literacy is the skill of finding, perceiving, evaluating, and communicating information through social media, including Facebook, LinkedIn, Snap Chat, and other social sites. People's differences, roles in governance, and social events tend to focus on digitalization, towards the era of digital communication.

The ability to link current societal intelligence with people's efforts towards global improvement is made possible by e-learning. The phrase has been discovered in publications. ICT literacy, technology literacy, online information literacy, new media literacy, and possibly digital literacy, have all been milestones in the growth of digital literacy in recent years.

The digital acquisition does not just involve the ability to use computer code or operate a digital device, it involves a simple style of cognitive, motor, sociological, and emotional skills. enhanced contact, which users expect to function effectively in a digital environment.

Learning how to operate a computer and a keyboard, or doing online searches, is only one aspect of digital literacy. Walton (2016) defined digital literacy as the capacity to locate, assess, utilize, share, and create material utilizing information technology and the Internet in his essay "Digital Literacy: Establishing the Boundaries and Identifying the Partners." Most of the "essentials" must be addressed first. Learners are likely to know what to do to utilize webpages, URLs, and internet sites to discover and access content on the net.

The peoples' capacity to acquire modern technologies for several aspects improves their individual and career activities in the digital environment. Trainees' advanced operating experience is aided by digitally learning strategies among a variety of academic scenarios. Library staff and education programmers that conduct the academic e-learning systems coordinated more because of digital literacy.

ALA Digital Literacy Task Force (2011):

Digital abilities are mentioned as "digital intellectual ability" by the European Union, which offers this in its norms of eight main skillsets for information literacy:

The comfortable, thoughtful, and unique kind of ICT [Information and Communications Technologies] to complete tasks workplace issues, mobility, training, hospitality, equality, and/or engagement in a community might be generally described as skills.

Therefore, as an outcome, digital literacy is a connective core skill that allows everyone to learn additional core skills (e.g., language, mathematics, learning to learn, cultural awareness). It connects to a bunch of 21st-century abilities that every one person must learn in assuring the personal involvement of both socio-economic developments.

Including the American Library Association's Digital Literacy Task Force (2011), a digitally skilled people would be one who:

- Obtains the technological and thinking skills necessary for discovering, interpreting, appraising, producing, and conveying digitized content in a variety of sources;
- The one who can process relevant data, understand outcomes and measure the effects of that knowledge using a combination of tools in a specific and successful situation.
- Possesses a thorough awareness of the interactions amongst technological literacy, information literacy, individual rights, as well as data excellence.
- At the same time, relevant technologies are used to interact or cooperate between classmates, subordinates, and the community at large, as well as, at an event, the mass audience.
- Utilize the competencies to contribute to a healthy, knowledgeable, and focused population by taking an active part in progressive social life.

Digital literacy is a mix of the phrases digital and literacy, but it encompasses more deeper of that. Skill describes the capacity to learn for technical skills, spell correctly, and problem solve regarding the original text, and digital files is a conceptual symbol of content.

E - learning analysis is based on the broader dimensions of acquiring how to correctly seek, utilize, review, examine, generate, and spread information through internet devices.

IMPORTANCE OF DIGITAL LITERACY

1. If you practice digital literacy, you will be aware of a source of knowledge to use as a citation for skills and so on.
2. You need to discover relevant data fast. If you practice digital literacy, you will be able to identify a valid reference of data that is provided as an asset.
3. Nor do we need to acquire any books or other items. In the modern-day, the internet is filled with knowledge.
4. Information is simpler to find thanks to the internet.
5. Through the use of modern technology, humans can interact and converse with anybody, anyplace.

6. You have programs such as Microsoft PowerPoint, editing, and other areas of digital literacy.
7. The spread of literature through the appropriate medium will help to shape and change the balance of social relationships.

LITERATURE REVIEW

Breen, M., Waters, J. and O'Shea, L., (2022) describe how concepts were chosen for the programmes on digital literacy, how they were presented, and how students felt about this mode of learning. The study attempts to examine academic performances or how conventional library workshops received a "raise" as provided as a part of a digital literacy season. Furthermore, it will discuss some of the study's shortcomings.

Martzoukou, K., (2020) The effect of COVID-19 on education, and particularly library services, is a problem that can't be properly observed, examined, or seriously argued about because the world is already within the face of an endemic calamity.

This paper aims to stimulate such a mid-discussion and debate by making a very important contribution to the concerns, barriers, and future benefits that are emerging within the current learning environment for library personnel, yet on outline factors that are critical to the layout and purpose of knowledge and humanistic discipline pedagogies.

Martzoukou, K. and Elliott, J., (2016) recommend a number of suggestions to progress towards the production of digitally accessible and educated populations, public libraries must be available to respond to strategies and laws for professional growth that reflect digital literacy. Information technology, or exchangeable abilities, is discussed in this paper.

Ozdamar-keskin, N. and et.al. (2015) The study's goal is to look into the digital literacy learning strategies and abilities of learners in open and distance learning systems. Open and distance scholars were polled via a survey that contained four stages: general characteristics, digitalization abilities, individualized education programs, and choices utilizing digital platforms for the academic.

Visible, audio, reliant, interpersonal, and reading/writing skillsets grew as a result of the specific teaching patterns. Learners think people possess the necessary issues-focused and strategic skills and talents to focus on new challenges as per research design.

Lee, S.H., (2014) discussed the link between the Digital Literacy Education and computers Internet use is covered in this research article. The mean of the correlated t-test study findings discloses a spike in the norm of pre to post, showing that the learning improved digital literacy. The overall purpose of this article's digital literacy education is to give the person many of whom are digital able to read and write with educational and technical ways to develop the digital skills via the education system, as well as to encourage technology communication and presence.

Asadullah, B., (2014) discussed the study reports on a survey of the district of Vellore's arts and science researchers to determine their level of digital information literacy. examination and discussion of the information gathered via surveys. According to the study, academics believe libraries should do more to help their user base become more digitally literate. The study advises the university to launch cross-disciplinary activities to advance digital information literacy.

Ganaie, S.A., (2013) discussed on Role of University libraries in promoting the digital literacy: the Indian perspective. The purpose of this article is to discuss the relevance of knowledge in educational institutions and the function of academic libraries in the education system.

The article outlines INFLIBNET programmes and projects, with a focus on web learning. The use of information and communication technology in library services has transferred institutions from knowledge repositories to system establishments focused on giving simple availability to materials in a multiplicity of ways.

Nelson, Kiara and et.al. (2011) There has been a lot of discussion across academic institutions about the impact of 20 concepts of digital skills. The importance of data access abilities has not declined. The outcomes, therefore, highlight the use of a way that provides data literacy skills beyond the present software packages training intended to promote basic pc knowledge. Further subjects like morals, cybersecurity, and personal freedom, as well as assessing the value and importance and usage of digital information, might be incorporated into a single curriculum for all learners. The research focuses the importance of covering work ethic elements in specific topic sessions.

Kenton, Jeffrey & Blummer, Barbara (2010) examines the many terms of digital literacy, explains its link to e-learning and covers information literacy courses at higher institutions. Perhaps it brings benefits for educational library professionals, particularly some at secondary or colleges and universities, to use an innovative pedagogical system to enhance learners' digital learning.

HORSFALL, M.N. and Anthonia, E.O., defines and describes digital library services, as well as the value of integrated learning. Furthermore, it focuses on digital information literacy in differentiated instruction, librarianship's role in the teaching and learning process, librarians' skills for providing online library and information facilities, and the issues that libraries and data services faced in the digital environment.

It comes to the conclusion that digital library services help with blended learning. As a result, librarians are expected to carve a place for themselves in the digital arena by obtaining the abilities required to respond to innovations and provide any type of digital service, rather than just acquiring the skills required to provide those services.

SUMMARY OF REVIEW LITERATURE

In the literature review several national and international studies related to the awareness of digital literacy and use of Information technologies (IT) such as e-mail, the internet, software, and various e-resources allow people to obtain information about anything at any time and from any location, and use it to create new knowledge.

The literature survey of previous researches and studies provide information and educational programmes on the utilizing of digital platforms for the academics. This chapter covered different topics of digital literacy and its use, searching problems, barriers, and other aspects.

The gathering of utilization the information of digital literacy has increased its importance, as academic libraries in the worldwide pandemic struck, universities all over the world were already creating major clusters of competence in the use of various digital platforms as well as the offering of a lot of web products and services (e.g., digitizing educational content, e-learning formats, uplink, and downlink virtual lectures and correspondence events).

Thus, literature review creates a greater literacy base to produce a better and more in -depth research on usability of digital literacy and adding knowledge to the field of inquiry.

CONCLUSION

Digital platforms have become so prevalent in education, digital literacy is particularly important for education. Library professionals may use digital competence learning for students and professors to allow learners improve their abilities in e-learning contexts, which are becoming increasingly important, especially at surrounding communities and colleges. Library professionals might use their skills of creating information literacy training tools to create equivalent resources for digital literacy skills, which could be used to increase knowledge in curriculum methods.

REFERENCES

1. Breen, M., Waters, J. and O'Shea, L., 2022. Taking a Lead on Digital Literacy for Students—A Case Study from the Library at the University of Limerick. *New Review of Academic Librarianship*, pp.1-22.
2. Martzoukou, K., 2020. Academic libraries in COVID-19: a renewed mission for digital literacy. *Library management*.
3. Yustika, G. P. & Iswati, S. (2020). Digital Literacy in Formal Online Education: A Short Review. *Dinamika Pendidikan*, 15(1), 66-76.
4. Martzoukou, K. and Elliott, J., 2016. The development of digital literacy and inclusion skills of public librarians. *Communications in Information Literacy*, 10(1), p.5.
5. Ozdamar-keskin, N. and et.al. (2015). Examining Digital Literacy Competences and Learning Habits of Open and Distance Learners. *Contemporary Educational Technology*, 6 (1), 74-90
6. Lee, S.H., (2014). Digital literacy education for the development of digital literacy. *International Journal of Digital Literacy and Digital Competence (IJDLC)*, 5(3), pp.29-43
7. Asadullah, B., 2014. Digital information literacy: A survey among research scholars of Vellore district. *Knowledge Librarians*, 1(1), pp.21-29.
8. Ganaie, S.A., 2013. Role of University libraries in promoting the digital literacy: the Indian perspective. *Rejuvenated Libraries for Empowered Users*. London: Digital Information Research Ltd, 12.

-
9. Nelson, Kiara; Courier, Marcy; and Joseph, Gilbert W. (2011) "An Investigation of Digital Literacy Needs of Students," *Journal of Information Systems Education*: Vol. 22: Iss. 2, 95- 110.
 10. HORSFALL, M.N. and Anthonia, E.O., Digital Library Services and Blended Learning.
 11. Bawden, D. and Robinson, L., 2002. Promoting literacy in a digital age: approaches to training for information literacy. *Learned Publishing*, 15(4), pp.297-301
 12. Ratna Rintaningrum, S.S., the Importance of Literacy In Indonesia for The Coming Demographic Bonus.
 13. www.ala.org/news/press-releases/2013/06/ala-task-force-releases-digital-literacy-recommendations

THE STATE OF TEACHERS HAPPINESS AND ORGANIZATION CULTURE DURING COVID-19

Dr. Pretty Bhalla¹ and Anuradha²

¹Associate Professor and ²Research Scholar, Lovely Professional University

ABSTRACT

The COVID-19 has resulted in schools shut all across the world. Globally, over 1.2 billion children are transfer on to the online suddenly which impact on the education sector, student and on the teacher, whereas the teaching is taken in the digital platform. Covid-19 shift the teacher to the unpredicted scenario where the entire sector was closed and the pressure of survival is hard. The traditional method of teaching was shift to the new mode, and the teacher and student relationship were disturbed and avoidance of direct contact of the people to other is totally finished.

Therefore, the aims of this study were to explore how teachers have been affected by the online mode with respect to their happiness and how it affects the culture of the school organization. Happiness is one of the important aspects that need to be exploited and developed by individuals in various professions. One of the professions to develop happiness is the teacher. Teachers are professions that are vulnerable to stress that can rot on unhappiness. Attention centered care can be a necessary alternative for teachers, who have an indispensable awareness on the internal individual. Happiness leads positive feelings through positive emotions, feel good about the present, and have an optimistic attitude toward the future and to achieve happiness. Happiness is a concept that refers to the positive emotions felt by the individual as well as positive activities favored by the individual. Happiness brings motivation in individual life, raises awareness, innovativeness and social connectivity. So satisfaction is the significant key in teaching Profession. The reason for this review was attempt to introduce a significance of teacher happiness in school that will straightforwardly interface with the student life and spread positive environment to the general public.

Keywords: Happiness, Teacher, Organization Culture.

INTRODUCTION

The topic of happiness is always the playground of philosophers as since 1970s, it becomes the lighted topic for the social science. Following the social pointers development, happiness turned into a typical theme in various scope of government assistance reviews and an important subject in mental health and emotional satisfaction of professions (Frey and Stutzer 2002; VanPraag and Ferrer-I-Carbonell 2010). Every group of society like individual, whether children, teenagers or parents, want happiness. Happiness is a need, because it leads toward the positive functioning of human beings in respect of life, such as work, education, social relations, and health.

The term happiness is used for the healthy mental states, including positive and satisfaction to amazing happiness. It is likewise occupied with regards to life satisfaction.

Dalai Lama (1998) happiness is the true motivation of our happiness life. Regardless of whether Different culture where one believe in this and other is that, we all looking together for the happiness and this shows that the happiness is reality and need of every human being (William James 1929). Being from different culture and thoughts if we were to inquiry "What is human existence's main concern? "The answer would be the happiness only. (p. 77).

Happiness is a condition of affluence. Which means how much one is satisfied with their life with the available resources? Aristotle provides the two practices for seeing the happiness one is characterize the life and the private satisfaction. Both the practices attempt to characterize great life as indicated by their insight (Ryan and Deci, 2001). Looking life like this marked as happiness (Kahneman, Diener and Schwarz, 1999). Satisfaction of individual is most important factor which leads happiness which we also called eudaimonism (Waterman, 1993).

HAPPINESS

(Feldman, 2008) explain the happiness as the good mental position and experiences which outcome generate the happiness and positive emotion. sometime we are in good mood or face situation that occur happiness makes as realized that it is desirable for as (Lyubomirsky, 2001). Veenhoven (2008) says that happiness can be measures by assessing it generally and seligmen (2011) provide definition of happiness as satisfaction, positive reaction, good relation, commitment and responsibility. The word 'happiness' is used in different ways. It is like an umbrella which covers all the great things like personal satisfaction and prosperity for the both individual and social organization culture. Meaning of happiness is how much an individual satisfied with the given resources as well as make happy and positive attitude. (Veenhoven, 1984)

WHY TO FOCUS ON HAPPINESS

Happiness has various benefits in our life and it is considered as the important part of the life. It across all areas of life, happiness seems to have enormous beneficial outcomes. It holds our energy levels and energizes our body to do hard work with commitment, people with happiness provide better work as compare to the other who work with stress and lack of happiness. In the way of more happiness, we add strength in our sensation of self-esteem, self-confidence which makes as confident and motivation. We should believe that we can achieve everything if we are happy because if we are happy we work hard and give our full efforts to achieve the goal. Happiness comes with lots of benefits like families' relationship, commitments, networks; motivation and lot more so we should consider it at top priority of our life goals. Achor (2010) shows that we work better when we are happy. We give positivity to other when we have happy attitude. We do our work on time instead of delaying that. Happy employer gives positive atmosphere to their employees who directly increase the productivity and efficiency (Achor, 2010). Change with the time, set the objectives of life and better occupations is the best way to live life and achieve happiness. Happiness can make the healthy changes around you which leads us towards success. Happy employees are more fruitful and powerful than the unhappy employees (Qodsi, 2009). A healthy atmosphere for the student in the school with the happy teachers shows better performance than the unhappy teacher and culture through a wide scope of studies, (Okun, et. al. 1984) showed that wellbeing is a happiness and everyone need it in today's world. Moreover satisfaction and happiness comes with the good mental health which is important factor for every human being (Akbari, 2002). Study shows that the 10 per cent of happy individuals in the school perform much better than the rest of the employees; they are more productive and motivated than unhappy employees. Study also revealed that if an individual are happy they are more dedicated towards their society and ready to help other (Seligman, 2002a). whenever the person are happy they are truly dynamic and more social perspective and taking more interest in solving social issues. Many studies show that happiness is the safeguard for us that covers us in the satisfaction and healthy life which leads us towards happiness. (Verkly and Stolk, 1989). Happiness and motivation are relate with each other and makes the person eligible to achieve the objectives and it also provide the bunch of healthy relationship and mental stability which makes the person fresh and cheerful (Howes and Hocson, 1979).

TEACHER HAPPINESS

Teacher happiness taking as the most important things throughout the last hundred years (Skaalvik and Skaalvik, 2011). Teacher work very hard despite of heavy stress and pressure from school (Borrelli et al., 2014; Benevene and Fiorilli, 2015). Hard culture of the school affects the teacher mental health and disturbs their emotions which lead them to the bad performance. From these study researcher found that the happiness of both employer and employees is important for the school culture (Macuka et al., 2017); performing exercises apparent as significant and productive; acknowledgment for the accomplishments (Fisher, 2010), fair treatment (Chaiprasit and Santidhiraku, 2011) and a positive family and balance between serious and fun activities (Golden et al., 2013). Teachers' health received high attention over the past century (Skaalvik and Skaalvik, 2011). Teacher profession continuously fighting with the stress and tough environment with lots of physical problem which is not a good sign for our future education sector (Borrelli et al., 2014; Benevene and Fiorilli, 2015).

Impact of Teacher Happiness on Student Growth as Well as School Growth

Teaching profession is such a high strain level, so powerless to stretch but still teacher are performing their best to student. The teacher happiness outcome is reflected in to the student performance which is great for the school and for the student future (Tadic et al., 2013). The other research shows that if teacher is happy it automatically shows in her performance (Duckworth et al., 2009). Teacher happiness influences the learning and motivation of the student (Sutton and Wheatley, 2003). According to the research by (Syamsul Rizal, 2015) teacher profession is highly stressed and when teacher are in stress, it shows in his performance. Work pressure makes the teacher exhausted and disturbed their mental health. More the work pressure, lower the presentation of the teacher (Sprenger, 2011; Rizal, 2015; and Schonfeld, Bianchi and Luehring-Jones, 2017). The teacher happiness is achieved through various ways like organization support and government assistance but sometime it fails to achieve and that brings many problem which leads towards various disturbance in organization as well as on student life (Mulford, 2003; Williams, 2010; and Zahedani et al., 2016). teachers play a vital role in the school and we have to focus on the teacher happiness (Skinner and Belmont, 1993; Suharsaputra, 2013; and Zosh et al., 2017). Arvan Pradiansyah (2008), as referred to in R. Aziz (2011), said that happiness of the teacher will decide that the organization culture and the performance of the student. (Pryce, 2010; and Litchfield et al., 2016) shows that the individual with happiness gives more to their surrounding and encourage other to do the same with efficiency. Today there are many reason to adopt happiness by the school according to the

(Seligman et al., 2009), one of the most important are the high depression rate among the student as well as in the young generation all over the world, the rising of happiness is because of all this negative symptoms. According to the study of Ainley, satisfaction with the school culture probably the good major step for the children's quality life and happiness is one element that would raise the level of satisfaction, reduce the absentee rate, aggression as well as depression (e.g. Ainley et al., 1991; Reyes & Jason, 1993). WHO conducted research on the student from various countries about the interest of the student in the school and out of 68000 (22% girls and 18% boys) only 20% Student "like to go school very much" and with the passage of time this percentage goes down (Kuzman et al., 2012), so this is the high time to move toward the happiness for the better culture and for the good academic achievement. The studies show that the happiness brings positivity with the higher grades with lower rates of student absences (Suldo et al., 2011). The school culture and the teacher's expectation from their students make the student more dedicated toward the academic task (Kohn, 2005, para.8; Makri-Botsari, 2001). All the studies shows that the happiness is important for the student, teacher as well as for the school culture to move together towards for the success.

Education, Teacher and Happiness

Since the time of Socrates, happiness is one of the most important aims for all the organization and in the education sector it plays a vital role which promotes student growth and many more. A good education system contributes the essential role to achieve the happiness (Noddings, 2003) and create happy, confident and content human beings, (Sisodia, 2018). Several studies and surveys shows that the today's generation are in huge aggressive mode, they are more violence and always suffer depression which leads them toward the unstable mental conditions. School needs to rethink the patterns they follow and add various activities that help them to overcome with all the bad things. Happiness is one of the highlighted topics to introduce in every school to reduce the violence and aggression. Several countries like Bhutan (Gross National Happiness), United Arab Emirates (Ministry of happiness) pioneered in creating happy environment for living and for education in recent years. According to the happiness report (2018) India is not in such a good level of happiness that shows that we need to introduce this happiness as soon as possible for the betterment of the society, individual and for the teacher mainly who are the motivator for the students therefore this is the high time to thing for the happiness in every aspect of life. The best Education in school can possible only when the teacher are ready to give their best to their student and all this possible only through teacher happiness because the happy teacher makes the happy student and happy organization (Seligman, 2011). So it is true that we are in the stage to adopt the happiness for our self as well as for our surroundings, teacher can transmit their positivity to their student by their body language, communication, style and most important through their knowledge and all this are possible by adopting happiness.

The Impact of Covid-19 on Education Sector, Teacher Happiness and Organization Culture

The global pandemic of COVID-19 affected almost every area of society and sector including education sector. Covid-19 shifts all the work onto the online media which makes the removal of face to face conversation of student and teacher which leads towards various drawbacks. Sometime it's very hard when teacher are not responding as fast as they can because they are stuck with many more other work through online and we left only with wait and confusions. (SJ express 2020). Teacher who considers as the second parents for the student, facing the tough time to manage with the new normal of online and the new method and techniques. Teacher happiness is more affected by this pandemic whereas student and the whole organization sector too passed with many ups n downs. The study revealed that many teachers who are not within the "Millennial" and Gen Z timeframe are more prone to distress (Al-Fudail & Mellar, 2008). "Teachers do not situate well in blended forms of learning" this online mode makes various benefits but with the lots of benefits it reduce the social interaction. The physical appearance of the teacher and student are must for healthy grow of student. The new mode makes many changes, some are good or some are bad (Dziuban et al., 2018). Thus, the stress causes and manifestation to public schools' teachers at the secondary education level. This study proved that one of the primary reasons for teachers' stress is time and concern for students. Many educators feel morally responsible for their students' wellbeing (Nyambongi, 2014). The work from home analysis that teacher focus more on learning new techniques fast if they want to grow (Pajarianto et al., 2020). The case study of Ramberg shows that the sudden change in the school culture cause depression, mental stress and many more health issue which directly leads the organization, student and teacher towards loss of happiness (Ramberg, 2019). Study shows that the 9 out of 10 teacher feel stressed and mental instability by shifting from physical to online mode. Additionally, the survey also shows that the 81 percent teacher loss their responsibility toward the school and the student because of the high stress and pressure (Schaffhauser, 2020). The study conducted by the University of Pennsylvania (2016) revealed that the teacher happiness has been lost somewhere and the place of happiness is taken by the anger and anxiety. Emotional distraction and mental disturbance were found in the teacher behavior. The covid-

COVID-19 created the largest harm to the education sector, student, society and the most to the individual. The impact of COVID-19 is visible in every sector of the society (Sarkodie and Owusu 2020). The activity like recreation and production totally goes down (Pi, atkowska 2020). COVID-19 created so many drastic changes but it makes the people ready to face with the situation no matter how worst it is (Huang et al. 2020). With the pandemic affects school and the other organization has not been untouched, it created the drastic and unexpected changes in the whole education sector (Blundell et al. 2020). COVID-19 made a changes in various ways some are good and some are bad but for the education sector it is not good at all where every student suffer with the lack of clarity and cope up with the management (Ratten and Jones 2020). Report given by the UNESCO (2020), around 59.9% of student impacted by the COVID-19 outbreaks. It touched all the level of the education sector from high to lower level (Nicola et al. 2020), but somewhere the education policy maker of government make sure the learning of the student would not be affected by all this. The main problem is having lack of technical knowledge and sudden transfer to online mode disturbed the teacher mental health and happiness too, which result is to lack of efficiency and attention towards the job as well as on the student (Donitsa- Schmidt and Ramot 2020; Raju 2021). The studies shows that the COVID-19 provide the huge loss in the education sector. It reduces the opportunities for the students. It impacts on the teacher efficiency and motivation which directly can be seen on to the organization culture as well as on the student growth. It needs to be strong implement and strong policy so that we can overcome with the crisis (Rashid and Yadav 2020). All the negative impact makes the student untouched with the teacher best knowledge and other various opportunities (Izumi et al. 2020). Teacher need to change their work method accordingly so that student and the organization suffer little with the new change by COVID-19 (Bao 2020; Wilson et al. 2020).

CONCLUSION

Happiness is a valuable and positive emotion for every individual including teacher. It motivates the person for the happy and successful life which is important for to live. Teacher happiness is not important for teacher but it is precious for the student and for the whole organization. Studies said that the happy teacher is more fruitful than the other teacher who is not very happy in their life. Teacher is the backbone for the student who guides them and encourages them for the better way so it's important that our teacher should be happy and motivated. Teacher happiness is a psychological condition that encourage through various ways.

From an educational perspective, teacher happiness is believed to enhance a student's motivation and academic performance. Happiness should be introduced by both the teachers themselves and the organization in which the teacher works.

REFERENCES

1. Ahmed, S., Taqi, H. M., Farabi, Y. I., Sarker, M., Ali, S. M., & Sankaranarayanan, B. (2021). Evaluation of flexible strategies to manage the COVID-19 pandemic in the education sector. *Global Journal of Flexible Systems Management*, 22(2), 81-105.
2. Ardiati, S. S. (2019). Effectiveness mindful teaching to improve teacher happiness. *EDUCARE*, 11(2), 109-126.
3. Anand, P (2016). *Happiness Explained*. Oxford University Press. [Page needed].
4. Chaiprasit, K., & Santidhiraku, O. (2011). Happiness at work of employees in small and medium- sized enterprises, Thailand. *Procedia-Social and Behavioral Sciences*, 25, 189- 200.
5. "Happiness". Wolfram Alpha. Archived from the original on 18 July 2011. Retrieved 24 February 2011.
6. Ferrer-i-Carbonell, A. (2013). Happiness economics. *SERIEs*, 4(1), 35-60.
7. Gao, M., & Liu, Q. (2012). Effective teacher attributes: A comparison of American and Chinese secondary teacher candidates' perceptions. *Journal of the International Society for Teacher Education*, 16(2), 9-21.
8. Gao, M., & Liu, Q. (2013). Personality traits of effective teachers represented in the narratives of American and Chinese preservice teachers: A cross-cultural comparison. *International Journal of Humanities and Social Science*, 3(2), 84-95.
9. Lyubomirsky, S. (2001). Why are some people happier than others? The role of cognitive and motivational processes in well-being. *American psychologist*, 56(3), 239.
10. Roschewski, M., Lionakis, M. S., Sharman, J. P., Roswarski, J., Goy, A., Monticelli, M. A., & Wilson, W. H. (2020). Inhibition of Bruton tyrosine kinase in patients with severe COVID- 19. *Science immunology*, 5(48), eabd0110.

11. Kohn, A. (2006). Unconditional parenting: Moving from rewards and punishments to love and reason. Simon and Schuster.
12. Kahneman, D., Diener, E., & Schwarz, N. (Eds.). (1999). Well-being: Foundations of hedonic psychology. Russell Sage Foundation.
13. Nicola, M., Alsafi, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., ... & Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International journal of surgery*, 78, 185-193.
14. Rashid, S., & Yadav, S. S. (2020). Impact of Covid-19 pandemic on higher education and research. *Indian Journal of Human Development*, 14(2), 340-343.
15. Van Praag, B. M., Romanov, D., & Ferrer-i-Carbonell, A. (2010). Happiness and financial satisfaction in Israel: Effects of religiosity, ethnicity, and war. *Journal of Economic Psychology*, 31(6), 1008-1020.
16. Van Praag, B. M., Romanov, D., & Ferrer-i-Carbonell, A. (2010). Happiness and financial satisfaction in Israel: Effects of religiosity, ethnicity, and war. *Journal of Economic Psychology*, 31(6), 1008-1020.
17. Veenhoven, R. (1984). The concept of happiness. In *Conditions of happiness* (pp. 12-38). Springer, Dordrecht.
18. Wu, A., Peng, Y., Huang, B., Ding, X., Wang, X., Niu, P., & Jiang, T. (2020). Genome composition and divergence of the novel coronavirus (2019-nCoV) originating in China. *Cell host & microbe*, 27(3), 325-328.

IMPACT ASSESSMENT OF INTEGRATED FARMING SYSTEMS IN TAMIL NADU

Dr. T. Rajendran

Assistant Professor [Agrl. Economics] ICAR - AICRP - IFS Scheme Tamil Nadu Agricultural University
Tapioca and Castor Research Station Yethapur - 636 119 Salem District

ABSTRACT

The Government of Tamil Nadu has implemented the Integrated Farming Systems Package for the farmers to enhance the production in 2018. This study was conducted based on the number beneficiaries of the program in each district, proportionate random sampling procedure was followed to select sample of respondents. In Salem and in Erode districts, the Government of Tamil Nadu has implemented the IFS Package in 2019 and 2018 respectively. This study focusing on to assessing the impact of Integrated Farming Systems in Tamil Nadu. It has been decided to select 10 per cent of the population as sample, and accordingly the sample size has been fixed as 70 respondents from the above districts by adopting proportionate random sampling method. Beneficiary farmers list has been obtained from the office of Joint District of Agriculture, Salem and Erode and by employing simple random sampling procedure, 70 IFS farmers and 70 non-IFS farmers were selected.

Net return from crop sector of IFS beneficiaries was in Rs. 66,123.99/- higher than the non-IFS farmers' of Rs. 62,204.18/-. The BC Ratio of the IFS beneficiaries was in 2.78 higher than the non-IFS farmers' of 2.54. Net return from the animal components IFS beneficiaries was in Rs. 1,57,046/- higher than the non-IFS farmers' of Rs. 1,26,460/-. The BC Ratio of the IFS beneficiaries was in 2.51 higher than the non-IFS farmers' of 2.08. More than 80 per cent of the beneficiaries were satisfied the level of 75 per cent in IFS special package. All the beneficiary farmers are interested to follow IFS in the years to come if the subsidy is provided. All the beneficiary farmers were suggested to increasing the number of animals and cattle shed.

Keywords: impact assessment, integrated farming systems, net return, b-c ratio

INTRODUCTION

Integrated farming system is a combination of crop constituents, dairy, poultry and fishery were the most appropriate and efficient farming system model and which will give the higher productivity. To improve the productivity of the farmers, economic returns, generating more employment opportunities for farm families and maintaining soil health of the farm, the crop + fish + dairy + goat combination could be adopted than cultivating the crop alone on the same portion of land under the rainfed condition. Generally, the marginal and small farmers were having 1-2 cattle in their backyard to getting the additional income.

In Tamil Nadu 7600 integrated farming units are being formed with Rs 76 crore subsidy including Rs 10 crore subsidy from national agriculture development project. In Tamil Nadu 100 integrated farming systems in each block are being set up in 29 districts. The 100 IFS units will be selected in 5 to 10 villages in one block or adjacent two blocks. Farmers having one hectare and above land are eligible for subsidy under this scheme. Integrated farming system is divided into wetland garden land and dry land. Agriculture crops, kitchen garden, milch cows, buffaloes, goat backyard poultry birds, permanent vermicompost units, horticulture fruit plants, apiary units, fodder trees compost pits, come under this scheme. A team consisting of Agriculture officer, veterinary assistant surgeon and Horticulture officer will address a meeting of the beneficiaries of village panchayat in which components of integrated farming will be elaborated. Interested beneficiaries are asked to apply and then the team will scrutinise and select the beneficiaries based on certain norms.

Selected beneficiaries would be given a subsidy of ₹60,000 per IFS unit whose cost would work out to ₹1.21 lakh. The allotted Rs One lakh subsidy, Rs 36700 is given by Agriculture department, Rs 12300 by Horticulture department and Rs 51000 by Animal Husbandry department. From the agriculture part, cultivation of Sorghum demo Rs 7500 is given, fodder crop cultivation Rs 4200 is given vermic bed unit Rs 25000 is given to each farmer beneficiary.

Government of Tamil Nadu has implemented the Integrated Farming Systems Package for the farmers to enhance the production in 2018. And want of to know the performance and effectiveness of the programme. Hence, there is a need for the study is mainly focusing on to assessing the impact of Integrated farming system in Tamil Nadu.

DATA AND METHODOLOGY

Based on the number beneficiaries of the program in each district, proportionate random sampling procedure was followed to select sample of respondents. In salem and in erode districts, the government of tamil nadu has implemented the ifs package in 2019 and 2018 respectively.

During the year 2019, 700 farmers received IFS package of the Government of Tamil Nadu. In Salem and Erode districts, 300 and 400 farmers received IFS Package respectively. The details of the Salem and in Erode districts and selected farmers are given in the Table. 1

Table 1: Distribution of Sample Farmers in Selected Districts

S. No	Districts	Total Number of IFS Farmers	10% of IFS Sample Farmers
1	Salem	300	30
2	Erode	400	40
	Total	700	70

It has been decided to select 10 per cent of the population as sample, and accordingly the sample size has been fixed as 70 respondents from the above districts by adopting proportionate random sampling method. Beneficiary farmers list has been obtained from the office of Joint District of Agriculture, Salem and Erode and by employing simple random sampling procedure, 70 IFS farmers and 70 non-IFS farmers were selected.

PERIOD OF THE STUDY

The primary data were collected from the sample respondents during the month of August 2021 to September 2021.

DATA COLLECTION

A well-structured interview schedule was used to collect primary data. The questionnaires were pre-tested and finalized. The interview schedule covered the aspects such as farmers' personal particulars, IFS land use pattern, crop cultivation details with special reference to cost factor in both IFS and Non-IFS farmers, constraints and suggestions of the IFS.

DATA ANALYSIS

Finally, the data collected were tabulated in excel master sheet. Sub tables were prepared from the master table and percentage analysis was carried out to get meaningful interpretation of the results.

RESULTS AND DISCUSSION

Socio-Economic Characteristics of the Beneficiaries

Age

Age is an important factor which may influence the thinking, attitude towards technology adoption and risk among the farmers.

It could be inferred from the Table 2, among the sample farmers 71.40 per cent of the sample farmers were in the age group of 45 years and above, followed by 28.60 percent in the age group of less than 54 years.

Educational Status

Among the beneficiary's majority [54.29 per cent] of the beneficiaries were studied 6-12th level and 18.57 per cent were graduated followed by up to 5th class [27.14 per cent].

Category Share

The sample respondents were distributed in the categories of OBC [54.29 per cent], General [41.43 per cent] followed by SC [4.28 per cent].

Farming Experience

It is strongly believed that farming experience has a positive influence in enhances the farming efficiency of the farmers. All the sample farmers have more than 32 years of experience.

Family Size

The family size of the sample farmers was in two for each category of male and female.

Membership in Organizations

Majority of the sample farmers [85.71 per cent] were registered membership in Co-operatives societies followed by Self Help Groups in 17.29 per cent.

Loan Taken

More than 30 per cent of the IFS sample farmers were taken a loan from the different financial institutions.

Size of Holdings

Size of land holding of the farmers may influence the cropping pattern, farm mechanization, adoption of modern technologies and buying behavior of the farmers with respect to agricultural inputs. It is revealed that

majority of the beneficiary farmers in the study area [50 per cent] were belonged to marginal category. Rest one of the beneficiaries belongs to the category of small and medium farmers [44.29 per cent and 5.71 per cent] respectively.

Cropping Pattern

It could be revealed from the Table 3, the major crops cultivated by the sample farmers are Tapioca, Ground nut, Maize, Rice, Sorghum and Turmeric in the season of Kharif and in the Rabi season are occupied by Rice, Sugar cane, Ground nut, Sorghum and Cotton. In addition to plantation crops like Coconut, Banana, Mango and Areca nut also cultivated.

Animal Asset Holdings

The animal asset position of the sample farmers was in majority of poultry [19 numbers] followed by goat, cow and sheep [5, 3 & 2 numbers] respectively. It will be presented in the Table 4.

Monthly Expenditure on Animals

The majority of the monthly expenditure incurred by the sample farmers was in buffalo [Rs. 10534.20/-] followed by cow, sheep, goat and poultry [Rs. 9106.50/-, Rs. 1150/-, Rs.1939.90/- and Rs. 834.80/-] respectively. Evidence from the Table 5.

Table 2: Socio-Economic Characteristics of Sample Farmers in Tamil Nadu [N=140]

S. No	Variables		IFS Adopters		Non-Adopters	
			Mean	SD	Mean	SD
1	Age	<45 years	28.60		32.90	
		45 years & above	71.40		67.10	
		Mean age [years]	52.67	10.23	50.94	10.43
2	Education [%]	Up to class 5	27.14		32.86	
		Class 6-12	54.29		52.86	
		Graduate & above	18.57		14.29	
		Mean [Years]	9.24	3.84	8.21	4.56
3	Category share in total [%]	General	41.43		31.43	
		OBC	54.29		60.00	
		SC	4.29		7.14	12.82
		ST	0.00		1.43	0.72
4	Farming experience	Years	32.10	11.65	30.30	0.84
5	Family size	Male	2.00	0.93	1.97	
		Female	2.00	1.28	1.87	
6	Membership in organizations	Co-operatives	85.71		58.57	
		SHGs	2.86		5.71	
		Organic groups	0.00		4.29	
7	Loan taken	%	31.43		22.86	
8	Land holding [%]	Marginal	50.00		54.29	
		Small	44.29		38.57	
		Medium & above	5.71		7.14	
		Mean holding [acre]	3.19	1.57	2.87	1.78

Table 3: Cropping Pattern followed by Sample Farmers

S. No	Season	Crops	% Cultivable area under crop		% Farmers engaged in cultivation	
			IFS	Non-IFS	IFS	Non-IFS
1	Kharif	Tapioca	23	17	11	8
		Turmeric	4	4.50	4	3
		Rice	6	10	6	5
		Ground nut	12	22	8	10
		Maize	8	6.50	5	5
		Sorghum	5.50	19.20	4	13
2	Rabi	Rice	24.75	24.15	11	15
		Sugarcane	17.50	12	10	7
		Ground nut	13	27.30	8	14

3	Plantation	Sorghum	7	7	5	4
		Cotton	3.40	10	4	8
		Coconut	51.50	1.90	13	5
		Mango	2	2	3	4
		Areca nut	1.50	1	2	1
		Banana	20.50	8.30	9	6

Table 4: Animal Asset holding by Farmers

S. No	Holdings	IFS		Non-IFS	
		Mean	SD	Mean	SD
1	Cow	2.80	1.61	1.96	1.66
2	Buffalo	0.74	1.27	1.10	1.84
3	Sheep	1.89	3.81	3.23	6.12
4	Goat	5.33	4.98	4.21	7.17
5	Poultry	18.63	12.29	12.51	11.82

Table 5: Monthly Expenditure on Animals

S. No	Animals	IFS		Non-IFS	
		Mean	SD	Mean	SD
1	Cow	9106.50	5273.9	8689.30	6228.10
2	Buffalo	10534.20	6426.6	15623.80	8359.40
3	Sheep	1150	763	3276.40	3141.40
4	Goat	1939.90	4836.60	1839.40	2741.40
5	Poultry	834.80	773.60	811.60	774.60

Inputs Usage

Efficient usage of inputs by the farmers is more helpful to getting higher profit. It will be presented in the Table 6.

Table 6: Input Usage by Sample Farmers [Acres]

S. No	Inputs	IFS		Non-IFS	
		Mean	SD	Mean	SD
1	Machine [hours]	2.54	4.37	2.50	3.94
2	Seeds [kg]	1813.27	9429.99	1532.40	7599.77
3	Family labour [No.]	9.01	9.62	10.29	11.27
4	Hired labour [No.]	25.21	45.75	27.50	42.70
5	Manure [tons]	2.54	4.94	2.89	4.26
6	Irrigation Labour [No.]	5.11	12.48	4.47	8.53
7	Fertilizer quantity [Kg]	139.69	226.76	141.03	239.89
8	Chemical [litre]	3.80	51.21	7.67	90.07
9	Machine [hr]	1.06	1.51	1.16	2.07
10	Primary process	1.49	1.79	1.47	0.23

Economics of Cultivation

Inferred from the Table 7, with regard to machine labour cost slightly lower in IFS farmers [Rs. 2246.12/-] than non-IFS farmers [Rs. 2928.06/-] family labour, hired labour, manure cost, machine harvest and transportation cost incurred [Rs. 1889.26/-, Rs. 5328.45/-, Rs. 1507.93/-, Rs. 2180.92 and Rs. 128.42/-] than non-IFS farmers [Rs. 2251.72/-, Rs. 5863.50/-, Rs. 1918.44/-, Rs. 2315.64/- and Rs. 260.44/-] respectively. But in case of seed material occupied by IFS farmers [Rs. 5090.15/-] higher than non-IFS farmers of Rs. 4429.43/- and in processing cost also the same trend like Rs. 1362.72/-. Almost no difference in cost incurred for irrigation, fertilizers, plant protection chemicals for both IFS farmers and non-IFS farmers.

The total cost of cultivation was lower [Rs. 23790.30/-] in IFS farmers when compared to non-IFS farmers [Rs. 24470.78/-]. The comparative cost of cultivation of crop sector [tapioca] per acre is given in Table 7.

It revealed from the Table 8, the net return was higher [Rs. 66123.99/-] in IFS farmers when compared to non-IFS farmers [Rs. 62204.18/-]. The benefit cost ratio also higher 2.78 in IFS farmers when compared to non-IFS farmers 2.54. It will obviously indicate that IFS farmers were getting higher profitable income than the non-IFS farmers.

Table 7: Cost of Cultivation by Sample Farmers [Rs/acre]

S. No	Inputs	IFS		Non-IFS	
		Mean	SD	Mean	SD
1	Machine labour	2246.12	3559.46	2928.06	4241.37
2	Seed material	5090.15	19463.30	4429.43	14987.18
3	Family labour	1889.26	2416.07	2251.72	2448.80
4	Hired labour	5328.45	9442.27	5863.50	8975.06
5	Manure [Compost/FYM]	1507.93	2425.95	1918.44	3678.85
6	Irrigation	840.86	1857.54	812.50	1510.62
7	Fertilizer	2388.78	3944.81	2257.65	3566.73
8	Chemicals	826.70	1412.06	808.73	1329.58
9	Machine [harvest]	2180.92	3931.48	2315.64	5335.65
10	Processing	1362.72	2480.18	624.69	765.35
11	Transport and misc.	128.42	568.97	260.44	312.71
12	Total cost	23790.30	51502.10	24470.78	47151.91

Table 8: Cost and Returns of Crop Sector

S. No	Particulars	IFS		Non-IFS	
		Mean	SD	Mean	SD
1	Total cost	23790.30	51502.10	24470.78	47151.91
2	Gross return	88933.89	59517.53	87072.83	112196
3	Net return	66123.99	56838.16	62204.18	101696
4	BC Ratio	2.78		2.54	

Table 9: Expenditure and Returns of Animal sector

S. No	Particulars	IFS	Non-IFS
1	Total expenditure	62554	60740
2	Gross return	219600	187200
3	Net return	157046	126460
4	BC Ratio	2.51	2.08

It inferred from the Table 9, that the net return was higher [Rs. 157046/-] in IFS farmers when compared to non-IFS farmers [Rs. 126460/-]. The benefit cost ratio also higher 2.51 in IFS farmers when compared to non-IFS farmers 2.08. It will clearly indicate that IFS farmers were getting higher profitable income than the non-IFS farmers through animal components too.

Level of Satisfaction

It could be inferred from the Table 10, the respondents in Salem district reported that 19 farmers in 75 per cent followed by 9 farmers in 100 per cent and only 2 farmers in 50 per cent; In Erode district 38 farmers in 75 per cent followed by only 2 farmers in 25 per cent were satisfied with IFS package.

Table 10: Level of Satisfaction about IFS Special package

S. No	Name of the District	Level of Satisfaction			
		0-25%	26-50%	51-75%	76-100%
1	Salem		2	19	9
2	Erode	2		38	

Constraints of the IFS

The constraints of IFS were also studied and the findings are presented in the Table 11. It could be inferred from the table, that cent per cent of the beneficiaries reported that lower price of the produce. About 97.14 per cent of the beneficiaries stated that non-availability of the labour followed by difficulty in maintenance of bee keeping and vermicomposting unit, Lack of cattle shed and to be identify the needy beneficiary [64.29 per cent, 57.14 per cent and 45.71 per cent] respectively.

Table 11: Constraints of the IFS reported by the Farmers

S. No	Particulars	Response	Percentage
1	Low price of the produce	70	100
2	Labour scarcity	68	97.14
3	Difficulty in maintenance of bee keeping and vermicomposting unit	45	64.29

4	Lack of cattle shed	40	57.14
5	To be identify the needy beneficiary	32	45.71

Suggestion for Improvement of Adoption of IFS

The suggestions for improvement of adoption of IFS were obtained from the Table 12, cent per cent of the respondents were opined that they required a greater number of animals and cattle shed followed by provision of chaff cutter, need more training on organic farming and value addition, more facilitate in marketing of honey and milk and they are expecting timely supply of inputs [92.86 per cent, 77.14 per cent, 65.71 per cent and 50 per cent] respectively]

Table 12: Suggestion for Improvement of Adoption of IFS

S. No	Particulars	Response	Percentage
1	Need a greater number of animals and cattle shed	70	100
2	Provision of chaff cutter	65	92.86
3	Need more training on organic farming and value addition	54	77.14
4	More facilitate in marketing of honey and milk	46	65.71
5	Timely supply of inputs	35	50

CONCLUSIONS

Majority [71.40 per cent] of the IFS beneficiaries were between 45 years & above. About 54.29 per cent of the IFS beneficiaries were educated up to 6-12th class. Majority of the IFS beneficiaries farming experience was more than 30 years. Net return from crop sector IFS beneficiaries was in Rs. 66,123.99/- higher than the non-IFS farmers' of Rs. 62,204.18/-. The BC Ratio of the IFS beneficiaries was in 2.78 higher than the non-IFS farmers' of 2.54. Net return from animal components the IFS beneficiaries was in Rs. 1,57,046/- higher than the non-IFS farmers' of Rs. 1,26,460/-. The BC Ratio of the IFS beneficiaries was in 2.51 higher than the non-IFS farmers' of 2.08.

More than 80 per cent of the beneficiaries were satisfied with 75 per cent and 20 per cent of the beneficiaries were satisfied with 100 per cent in IFS special package. All the beneficiary farmers are interested to follow IFS in the years to come if the subsidy is provided. All the beneficiary farmers were suggested to increasing the number of animals and cattle shed.

REFERENCES

1. Farm survey, 2021
2. www.tn.gov.in

MAPPING NARCISSISM AS A GENRE FORM IN LITERARY CHARACTERS: A RHETORICAL GENRE STUDY APPROACH IN SELECTED CHARACTERS FROM THE DEVIL WEARS PRADA**Ms. Anjali Thawait**

Ph.D. Scholar, School of Humanities and Social Sciences, Jagran Lakecity University, 462044

ABSTRACT

*Genre, according to the new wave of genre theory, is a site of performance and social activity. It is the modern interpretation of the term to sustain an activity that allows for comparable recurrences or slight changes in reactions. This research aims to apply the rhetoric of a person with overt narcissistic features to literary characters in order to incorporate a complex yet obvious link between literary and rhetorical genres. The term 'narcissism', which has its history stemming from a myth that has continually made its way to describe a categorical human state, is fundamental to the inquiry. Because the discussion itself is intertwined with myth and human behavior, my research expands on it by examining this living expression within literary genres in selected characters from Lauren Weisberger's *The Devil Wears Prada* (2003) to determine an interplay of dialogues with narcissistic characters and their victims of verbal abuse in the workplace setting. This paper proposes that by deploying suggestive tools of the personality type to the fictional environment, the imitation of life and fiction in the living expression can be used to measure obsessive narcissism as a genre form. The methodology is based on Sigmund Freud's and Rhetorical Genre Theorists' ideas. The intersectional objective of this investigation is to highlight the diversity of narcissism as a genre form, ranging from living expression to fictional interpretation.*

Keywords: Rhetorical Genre Study, Genre, Narcissism

INTRODUCTION AND METHODOLOGY

When people hear the word 'genre', they frequently picture a bookstore filled with numerous sections, including those for fiction, non-fiction, biography, memoir, poetry, mysteries, children's books, self-help, classics, horror, science fiction, graphic novels, etc. Movies fall under yet another visceral category: comedy, romance, romantic comedy, horror, science fiction, action-adventure, etc. If I were to define 'genre' in simpler terms, I would say that it just refers to the headings that books have on the shelves to indicate their nature. Categories are simply the compartments or boxes that everything falls into. It implies that there are few differences among the contents of the boxes. The genre has been forced into containers with formal structures, patterns, and qualities by the prior enumerations. However, the modern concept has changed to be perceptual rather than conclusive and is a little more sophisticated than it seems. Researchers who focus on Rhetorical Genre Studies (hereafter RGS; a term coined by Aviva Freedman)³ view genre as a characterized social activity, or as performing patterns that are based on recurrent social circumstances. The initial concept for RGS was drawn from Carolyn R. Miller's essay "Genre as Social Action",⁷ which was released in 1984. In her essay, Miller examines Kenneth Burke's notion of 'motivation' as human activity and Frank Lloyd Bitzer's definition of 'exigence' as a response to social events. Miller thinks that by using Bitzer in particular, it is possible to look into exigence as 'an external cause of speech'. She gradually has the ability to perceive circumstances as social constructs. The predetermined responses to recurring sociocultural systems are known as genres. Beyond Miller's original definition of genre, RGS research has advanced.

Starting from the notion that genre is a knowledge base, Carol Berkenkotter⁸ and Thomas Huckin contend that genres embody civilizations' knowledge and operational strategies. For Berkenkotter and Huckin, genre develops into a strategy for negotiating social interaction. As a result, it is dynamic since the circumstances around social participation are always shifting. They think that repetition implies diversity. Genre was redefined by Berkenkotter and Huckin as a type of social cognition. RGS supports research into pamphlets, eulogies, sports, psychology, academics, evaluations, research articles, texts, memos, emails, etc. where they hold talks relevant to these close-knit discourse communities of practical importance. Writings are becoming more generic or rather regular in their look since people outside of these discourse groups may or may not understand the dialectics of these specific strata. In disciplines where readers are educated but misinformed, this would ensure that knowledge flows across numerous dimensions. This ability to generalize allowed for the accessibility of talks and arguments from practically all apex levels. My notion is engaged in its multidisciplinary, interdiscursive, and intersectional nature by this elevation of genre evolution among the contemporary theorists, particularly Rhetorical Genre Theorists.

This research began when I came across manuals to understand overt narcissism (part of rhetorical genre discourse) and guides to ascertain this behavior type in one of the works that I was reading, particularly the character of Miranda from *The Devil Wears Prada*. The main idea behind this paper is the undeniable connection between literature and psychology. I realized that characters that aspire to this particular human feature appear frequently in literature, which ultimately illuminates the live expression in the fictional setting. It is this confusion between the literary genre, as defined by critics, and the rhetorical genre (the everyday genre), which motivates me to explore this notion frame with an emphasis on 'narcissism'. I would like to briefly present the idea of meta-genre, which supports my main justification for the close reading. One of the most well-known figures in the field of rhetorical genre study is Janet Giltrow. In his 2002 article "Meta-Genre",¹ he describes meta-genre as atmospheres enveloping genres. Like genres, meta-genres have semiotic links to their contexts of usage. However, they serve to provide background knowledge and guidance on how to develop and interact with various systems and sets of genres. Meta-genres might be guides or instructions for developing and utilizing genres, or they can be shared conversations concerning genres. Given that the meta-genre includes manuals and instructions for the understanding of genre (with a particular focus on narcissism), it can be inferred that the discourse of narcissism is already in its genre form using statistical tools and manuals and its subsequent application in the real world. Accordingly, if I adopt Giltrow's claim, overt narcissism as defined in manuals and its application in humans are already engaged in a constant meta-genre and genre interaction.

The genre, according to Adena Rosmarin in *The Power of Genre* (1985), is a critic's heuristic tool, a selected or specified approach to convincing readers of a work's prior connotations in terms of literary wholeness and then comparing them with works that have related or closely related themes. Readers' propensity to infer texts from genre becomes a site of decoding, and this imputation may change depending on the situation. Although fiction is divided into categories and is subject to speculation, the formula for defining a genre remains the same: Story (Action) + Plot + Character + Setting = Genre. The narcissistic character and its victim are in separate situations; thus, my study is restricted to the discourse of a small number of characters in the hopes that it will inspire new genre readings in the targeted group of characters.

The word 'narcissism' has recently come to be associated with selfishness. The main proponent of narcissism in literature, the tale of Narcissus, which is what gave rise to the name 'narcissism', dates back to Ovid's *Metamorphoses* in the ninth century A.D. It has repeatedly changed to mean what is today considered loving oneself. *The Prince* by Niccol Machiavelli (1513), *King Lear* (1608), and many others are among the numerous narcissistic figures in literature who have drawn significant attention to themselves as the propagator of the same. Other works from the 20th century also have narcissistic overtones, including *The Custom of the Country* (1913), and *The Baron in the Trees* (1957).

Sigmund Freud, Otto Rank, and Julia Kristeva were the first to investigate narcissism in literature as a defined study. All other psychoanalytical theorists were inspired by Freud's 1914 article "On Narcissism"⁶ to apply potential meaning to human conduct as well, which attributes to a similar parameter. Psychoanalysts use a set of well-established psychological theories and therapeutic approaches that are based on Sigmund Freud's work and theories. Psychoanalysis is based on the concept that everyone has unconscious thoughts, feelings, desires, and memories. The methods of reading used by Freud and following theorists to construe texts are implemented in psychoanalysis in literature or psychoanalytic critique. It claims that literary texts, like dreams, reveal the author's hidden aspirations and fears, and that a literary work is an expression of his or her own neuroses. Reiterating Freud's essay "On Narcissism", which is widely regarded as the primary text for the emergence of narcissistic personality disorder in abnormal psychology, has provided valuable insight into how the myth is more than just a parable but is actually a neurotic personality type that is hampered by language shifts. *DSM/Pearson* derived several important features that overlap with Freud's points, and they toned up the traits based on those psychical types. When the overlapping pointers are explored in combination, the readers are able to approach the characters from a whole new genre and psychological standpoint.

For the purpose of investigation, I will closely read the characters of a chick-lit genre form. The character and genre tracing will be done mostly through Miranda Priestley from Lauren Weisberger's book *The Devil Wears Prada* (2003), which is known for the same. Miranda is a figure who is at the pinnacle of the fashion industry in New York. As a nasty, demanding, and unresponsive employer, she is the ultimate controller of her workplace.² Her hard work-life is explored in the story, with her actions imposing order and dread on her subordinates. Meanwhile, her personal life has been a series of emotional breakdowns and failed relationships. She blurs the line between her personal and professional lives, causing havoc in both realms. I will try to address her trajectory by carefully analyzing her dialogic interaction with her employees, mainly Andrea Sachs.

The research gap and area of exploration lay in the foundation that although Miranda has been seen as a narcissistic boss in the previous studies, it is the genre discourse by employing Rhetorical Genre Study that is new. By displaying interdiscursivity in storytelling, overt narcissism works as a site of performance for this type of genre discourse. Please note that I am not making any psychological diagnosis but am merely trying to make an argument by overlapping certain emotions and behavior traits.

Genre Form of Narcissism: Miranda via Andrea

This portion is divided into five components. For the sake of proving the viability of my argument, I have chosen five defining and overlapping traits of narcissism to analyze the protagonist's story, namely: a) grandiose sense of self-importance or uniqueness, b) preoccupation with fantasies of unlimited success, power, brilliance/beauty, or ideal love, c) exhibitionism: the person requires constant attention and admiration, d) cool indifference or marked feelings of rage, inferiority, shame, humiliation, or emptiness in response to criticism, indifference towards others, or defeat, and e) interpersonal relations.¹¹

Summary of the Devil Wears Prada

Andrea Sachs, a recent Brown University English graduate, and her closest friend Lily, a Columbia graduate student, are relocating to New York City. Andrea is looking for work in publishing and has posted her résumé all over the city. She believes that if she can get a job in the magazine industry, she will be closer to realizing her dream of working for *The New Yorker*. After a surprising interview at the Elias-Clark Group, she is working as a junior assistant for Miranda Priestly, editor-in-chief of the fashion magazine *Runway*. Despite her lack of knowledge of the fashion industry, everyone assures her that a million women would die for her job. People tell her that if she works for Miranda for a year, she will be successful in her chosen magazine industry.

Miranda fills Andrea's life with bizarre requests, unnegotiable demands, erratic behavior, a major overhaul in her personality, walking on eggshells, and several other irrational difficulties. After Andrea complies with each of Miranda's controlling behavior the latter is ecstatic and hopeful about Andrea's prospects in magazine publishing. However, Andrea decides that her family and friends are more important than her career, and she discovers that she is becoming increasingly similar to Miranda, much to her surprise. Andrea refuses to comply with Miranda's latest outrageous request, and Andrea reacts angrily when Miranda publicly chastises her. She is immediately discharged and returns home to greet her friends and family.

Brief of Miranda's Characterization

Miranda Priestly was born Miriam Princk on October 25, 1949, in London's East End. Her relatives were poor but traditional Jews who kept the Sabbath. Her family relied on the community for help because her father did odd jobs on occasion and her mother died in delivery. Miriam's grandmother moved in with the family to assist in the rearing of the children. Miriam worked as an assistant to a British designer to supplement the limited funds she received from her siblings. She made a name for herself in the fashion sector in London, studied French at night, and was promoted to junior editor of *Chic* magazine in Paris. When Miriam was twenty-four years old, she changed her name to Miranda Priestly and replaced her abrasive accent with a sophisticated one.

She, her twin daughters, and her husband moved into a penthouse residence on Fifth Avenue and 76th Street. She is the editor-in-chief of *Elias-Runway*, Clark's a stylish and influential fashion publication. She is known for wearing a white Hermes scarf as part of her everyday clothing and for abusing her coworkers in an emotionally and psychologically abusive manner. Priestly's callous treatment of workers leads to a high turnover rate among personal assistants, with her newest assistant, fresh journalism graduate Andrea Sachs, serving as the center of her characterization in the book, while she reminds employees that a million girls would kill for this job.

Miranda's narcissistic nature is psychologically and culturally revealed through the narratives of Andrea, Emily, her co-workers, and, most importantly, her own. For two reasons, I include all of these tales in my analysis frame: a. the 'abuser' and b. the 'abusee' both have an overall impact on assessing the genre. These cues and codes will then be combined in the rhetorical genre framework in order to progress it as a genre form. I admit the shortcomings of this paper that I will not be able to capacitate all the dialogic commentaries that suggest narcissism; however, I will try to encapsulate the quintessential ones.

A. Grandiose Sense of Self-Importance or Uniqueness

Miranda was filled with the ideology that the world revolves around her. Any other information which does not concern her or does not add to her overall exuberance is discarded and disposed of like a residue of a wasted conversation. She was familiar to all as a person who when engages in dialogue usually tends to demean others, meanwhile uplifting her own persona. This is one instance where Miranda belittles Andrea's (her assistant) sincere concern.

“Enough. The details of your incompetence interest me very little. Go get the car and the puppy and bring them here. I’m expecting we’ll be all ready to leave in fifteen minutes. Understood?” (pg. 8).⁹

Miranda’s employees’ lives were tethered to her in unhealthy ways. I say unhealthy because her one phone call, one glare, one sneer remark, one nod, and several such overwhelming bodily plus verbal remarks push the latter off their edge. Since we see the narrative through Andrea’s eyes, her reactions are immediate, taken aback, angry, outrageous, and hurt. It feels that any worthwhile action that Andrea achieves is worthless in Miranda’s eyes. In the case of narcissistic abuse, the narcissist’s main issue is not their actions but the reaction that is caused by their actions.

“Goddamn it to hell, this woman was impossible. Insatiable, impatient, impossible. I hadn’t been gone for more than four minutes; she couldn’t possibly be freaking out yet” (pg. 152).⁹

The main proponent for a genre to form according to RGS theorists is recurrency. It is the way how we comprehend the world. The texts are recognizably similar to us and carry out similar functions. The above-marked instances are recognizable in everyday responses when a worker comes along with another worker exhibiting narcissistic traits. *The Everything Guide to Narcissistic Personality Disorder* (2011) by Cynthia Lechan Goodman, MEd, and Barbara Le cites that a narcissist could be someone you work with on a daily basis. There have been reports of business executives claiming fantastic results and benefits that are more valuable than anyone else’s but investing little genuine work or time.⁵ Thus, the first segment which is brought through Miranda’s grandiose sense of self-importance aligns with the traits of a boss/co-worker narcissist, and that of Andrea reverberates through a genuine response when aligned with abuse. I have adopted a meta-genre, i.e., the guide book to ascertain said instances to bring the genre closer to life experiences.

B. Preoccupation with Fantasies of Unlimited Success, Power, Brilliance/ Beauty, or Ideal Love

Miranda had built herself up from extreme destituteness. She wove her entire career and personality on the rudimentary understanding that she needs to be inaccessible, unapproachable, intimidating, and formidable. People in her professional area are hopelessly waiting for an opportunity to work with her. While those who work with her are of the opinion that anyone would die at this opportunity.

“Miranda Priestly is the single most influential woman in the fashion industry, and clearly one of the most prominent magazine editors in the world. The world! The chance to work for her, to watch her edit and meet with famous writers and models, to help her achieve all she does each and every day, well, I shouldn’t need to tell you that it’s a job a million girls would die for” (pg. 17, quoted theirs).⁹

The emphasis on the phrase ‘a million girls would die for it’ is iterated innumerable times throughout the text. However, the connotations that are bestowed on it are not singular. In the case of Andrea, whether she was living or dead, as long as she was able to bear the load and adhere to Miranda’s demands and wishes she was worthy and opportune. Miranda’s other staff starved themselves, wore high-end heels, and were on their toes every time she stepped into her office as if they were walking on eggshells around her all the time.

The hand she held out was small-boned, feminine, and soft. She had to turn her head upward to look me in the eye, although she did not stand to greet me. Her expertly dyed blond hair was pulled back in a chic knot, deliberately loose enough to look casual but still supremely neat, and while she did not smile, she did not appear particularly intimidating. She seemed rather gentle and somewhat shrunken behind her ominous black desk, and although she did not invite me to sit, I felt comfortable enough to claim one of the uncomfortable black chairs that faced her. And it was then I noticed: she was watching me intently, mentally noting my attempts at grace and propriety with what seemed like amusement (pg. 21).⁹

Social learning theorists contend that social patterns increase the likelihood of acquiring narcissistic disorders. Media focusing on celebrities rather than everyday people is one of these cultural trends, typical individuals; emphasis on status and accomplishments; acknowledgment and selection of leaders with a focus on personality and appearance; and the deterioration of social and religious institutions as a component of traditional family life that promoted communal living than uniqueness. Acquired situational narcissism, as described by social scientists, which they consider to be an effect of social success. This scenario proves true for celebrities, sports stars, actors, musicians, and politicians—individuals who are always in the spotlight and continue to receive special treatment and attention.

Knowing the genre (in this case narcissism) means being able to respond correctly to a scenario as well as knowing how to adhere to general conventions. Unsurprisingly, when we are aware of a text’s genre, we are also aware of its location within that genre. It must be able to respond to and produce repeating scenarios if genre is a dynamic term as opposed to a static one. Miranda’s recurrent and repeating behavior at some given

point in the text was picked on by Andrea and she was afraid of losing her identity and characteristics. It was then Andrea quit her job to move on to better things. The employment of the genre form of narcissism by Miranda is what I believe makes the characters around her feel her abnormality and lunacy.

C. Exhibitionism: The Person Requires Constant Attention and Admiration.

When a person is categorized under the gambit of narcissism s/he cannot take in criticism. They get into an incessant requirement for attention and admiration. Any other comment/ advice/ request/ order/ command/ reciprocation is unappreciated. Gaslighting is a form of abuse where the abuser manipulates and causes the abusee to question their own feelings, sanity, emotions, feelings, and thoughts. Andrea was caught in a traumatic web that was spun by Miranda where the former could not ignore it. The imagery of an umbilical cord to depict bondage or servile behavior is ghastly.

I loathed that fucking cell but could not ignore it. It kept me tied to Miranda like an umbilical cord, refusing to let me grow up or out or away from my source of suffocation. She called constantly, and like some sick Pavlovian experiment gone awry, my body had begun responding viscerally to its ring (pg. 94).⁹

The emotions and efforts of others were futile. The purposeful and intentional hurt comments were casually discarded by assessing the level at which Miranda was and where she thought others were.

"She doesn't do it to hurt you. She doesn't mean anything by it. She's just way too important to get held up on the little stuff. So don't fight it. Just throw out the food, and let's move on" (pg. 17, quoted theirs).⁹

Very often we witness that the injustice and inappropriate behavior done to us is what we start to mirror when we reach that very same position. Miranda and her entire extravagance though brought everyone to their edge were highly revered and looked up to. She was a devil dressed in high fashion and an evil boss who spread her monstrosity across employees. However, aside from Andrea and a few other people nobody resisted or refuted her command. And in some scenes even showed a glimpse of how they might want to become her if and when they reach her standard.

From everything I'd seen so far, each one was humiliated, degraded, and generally abused by their direct superior, only to turn around and do it to those under them the second they got promoted (pg. 227).⁹

NPD (Narcissistic Personality Disorder) does not prohibit people from holding professional and leadership roles, according to psychologists. Many persons with NPD possess the skills and qualifications necessary to be successful in high-profile roles. They acquire an appealing appearance, a persuasive social style, and a strong charm that promotes casual business contacts as part of their illness. A fundamental aspect of narcissism is the lack of need for these leaders to establish intimate bonds with others. The above-quoted text highlights this aspect of Miranda in her role as a leader, rather than a leader she is a boss.⁵

Before we can properly understand the nature of collectivity, we must first fully understand the system of commonality of which genres are a part. According to Miller, narration may be used in a number of genres, from simple story-telling to scientific reporting to eulogizing, and since it plays a significant role in how we perceive and interpret genres, Miller contends that genre is the only social action with distinctive pragmatic power. Pragmatic power refers to the contextual discourse behind a given set of narratives.¹² Here, Miranda is capable of discharging her hostility and disinterest towards anybody but herself through the power of narrative and when I tried to analyze her narrative set, it helped in formulating a genre set that follows a person displaying extreme overt narcissistic traits or else NPD.

D. Cool Indifference or Marked Feelings of Rage, Inferiority, Shame, Humiliation, or Emptiness in Response to Criticism, Indifference of Others, or Defeat.

In a profession, narcissists can hold good jobs and get along reasonably well as long as there is no contact with coworkers outside the workplace. This would endanger the facade that those with narcissism maintain. There could be battles with a boss because of grandiosity. These narcissistic individuals can go through a normal-seeming day of going to work, coming home, and taking care of their own needs, but they will feel an emptiness inside and have no true empathetic concern or energy for anyone else.⁵ In the course of the novel, there are numerable and pertinent instances where I as a reader came across her cool indifference and sheer lack of empathy for anybody's feelings but her own.

"I don't think you're crazy, sweetie. I think you're sensitive" (pg. 81, quoted theirs).⁹

From a very mild condition to one that is exceedingly severe, narcissism can range widely in severity. Others, with their methods of manipulating and lying to achieve their goals and complete lack of empathy, will inflict harm and damage to everyone around them. Some people merely have a few characteristics of narcissism that

may get in their way and cause trouble for them and other people.⁵ The entire office ran back and forth for Miranda, all her needs were instantaneously taken care of. For an individual, their identity/character/personality/individuality is of prime importance. In Miranda's perspective, however, an individual's identity is nothing but her means to an end.

As long as someone answered the phone and got her what she needed, that person's actual identity was irrelevant (pg. 84).⁹

Every effective text reveals a social truth to its audience. Social facts are purposeful verbal or vocal acts that contribute to social reality. These actions are carried out in patterned, common, and so understandable literary forms or genres that are connected to other texts and genres that occur in comparable settings.³ Miranda's resonance with a person suffering from an extreme form of narcissism is what brings this entire textual understanding closer to the social truth of manipulation, gaslighting, triggering, blame shift, psychotic, apathetic, inhumane, and destructive. I believe deducing Miranda's character via Andrea enabled me to comprehend a narcissistic individual in terms of workplace culture.

E. Interpersonal Relations: Lack of Empathy: Inability to Recognize How Others Feel, e.g., Unable to Appreciate the Distress of Someone Who is Seriously Ill.

Dealing with a narcissist presents a number of challenging encounters. Whether or not they are in a relationship with a narcissist, people do occasionally feel bad about themselves.

However, narcissists are abusers and manipulators who can spot a person's vulnerability like a lion hunting its prey. Narcissists enjoy exaggerating the bad self-images that others may have of themselves in order to feed off of those unpleasant feelings. They can take advantage of their partner's flaws and feed like emotional vampires on the narcissistic supply that results.⁵

—it was comforting to discover that at least her teeth had a bit of sensitivity

(pg. 167).⁹ As if Miranda had ever been attuned to other people's happiness!

(pg. 222).⁹

Miranda felt her powers can never be relinquished. She never showed any sign of remorse or happiness at her employees' sickness or growth. Her demanding/authoritative nature brought her second to none where she perceived others as her puppets to fulfill her goals.

"Have you ever noticed that she has no friends, Emily? Have you? Sure, her phone rings day and night with the world's coolest people, but they're not calling to talk about their kids or their jobs or their marriages, are they? They're calling because they need something from her. It sure seems awesome looking in, but can you imagine if the only reason anyone ever called you was because they—" (pg. 225, quoted theirs).⁹

A narcissistic person's major foil is their inability to build close relations. They may be able to hold on to certain people close but that remains for a course or short duration where their own purposes are served. When the purpose in question is served the close relations are discarded without so much as a second glance. Rather than being objective and unchanging, text and textual meaning, whether literary or rhetorical, are dynamic and produced via the interaction of the author, reader, and circumstance. Here I was able to bring the pliability in the genre of certain characters because of their ability to deal with the genre's dynamic nature by means of narcissism. Since the author construed her literary characters that were similar to the living environment is what brought this argument to its structure.

CONCLUSION

In this paper, I have tried to bring three concepts together, namely: Narcissism, Genre, and Rhetorical Genre Study. Narcissism has been dealt with through Freud and certain diagnostic manuals that furthered the paper into five major components: a) grandiose sense of self-importance or uniqueness, b) preoccupation with fantasies of unlimited success, power, brilliance/beauty, or ideal love, c) exhibitionism: the person requires constant attention and admiration, d) cool indifference or marked feelings of rage, inferiority, shame, humiliation, or emptiness in response to criticism, indifference towards others, or defeat, and e) interpersonal relations.¹¹ I attempted to negotiate dialogic interactions between Miranda and Andrea to encapsulate these five prominent features that could ascertain the genre type of narcissism.

My second concept in focus was genre and its ability seamlessly engulf multiple discourses. The main argument construed here was to bring literary and rhetorical genres together. The main difference between the two lies in their application where the former is used for artistic purposes whereas the latter is used for everyday narrative. However, the thin line that blurs the two is its analysis via reader response. The intersection of the author and

reader's interpretation with the everyday discourse overlapping is what brought this paper to its application and rendition.

I was able to prove Miranda via Andrea's narrative as a genre form of narcissism by employing the Rhetorical Genre Study Theorists' concepts. Narrative is the pertinent unit of genre therefore I have not deliberated to prove narcissism as a narrative form and jumped straight to the genre discourse. I made use of two concepts in RGS: a) Meta Genre and b) Social Action as Genre. My position in this paper was to focus only on a few characters and how they intersect with rhetorical discourse, rather than redefining the entire genre demarcation for the chosen work. The ability to gauge and reformulate character stories and each character's unique genre contribution is changed by having a rudimentary understanding of psychological concepts, in this case, narcissism. Genre is therefore a dynamic concept and when it draws similar to life instances the outlook on the textual perspectives and its imputation may also change.

REFERENCES

1. Giltrow, J. "Meta-Genre." *The Rhetoric and Ideology of Genre: Strategies for Stability and Change*, edited by R. Coe, L. Lingard & T. Teslenko, Cresskill, NJ: Hampton Press, 2002, pp. 187–205.
2. Barger, Lilian Calles. "Backlash: From Nine to Five to The Devil Wears Prada." *Women's Studies*, vol. 40, no. 3, 2011, pp. 336–50, doi:10.1080/00497878.2011.553574.
3. Bawarshi, Anis S., and Mary Jo Reiff. "Genre in Literary Traditions." *Genre: An Introduction to History, Theory, Research, and Pedagogy*, 2010, pp. 13–28.
4. American Psychological Association. *APA Dictionary of Psychology*. <https://dictionary.apa.org/>.
5. Goodman, C. L., and B. Leff. *The Everything Guide to Narcissistic Personality Disorder*. Edited by Karen Cooper, 2011, <https://www.takealot.com/the-everything-guide-to-narcissistic-personality-disorder/PLID35127298>.
6. Freud, Sigmund. "On Narcissism: An Introduction." *The Standard Edition of the Complete Psychological Works of Sigmund Freud*, 1914.
7. Miller, Carolyn R.. "Genre as Social Action." *Quarterly Journal of Speech*, vol. 70, no. 2, 1984, pp. 151-167.
8. Berkenkotter, Carol. "Genre Systems at Work." *Written Communication*, vol. 18, no. 3, 2001, pp. 326-349.
9. Weisberger, Lauren. *The Devil Wears Prada*. Random House Trade Paperbacks, 2004.
10. Butcher, James N. & Hooley, Jill M. & Mineka, Susan. *Abnormal Psychology*. 16th ed., Pearson, 2014.
11. American Psychiatric Association. *Diagnostic and Statistical Manual of Mental Disorders*. 5th ed., CBS Publisher, 2013.
12. Miller, Carolyn R. "Rhetorical Community: The Cultural Basis of Genre." *Genre and the New Rhetoric*, edited by Aviva Freedman and Peter Medway. Taylor and Francis, 1994, pp. 57-66.

FACTOR ANALYSIS OF ORGANISATIONAL CHARACTERISTICS; AN NCC PERSPECTIVE

Mr. Rajaram P. and Dr. Maheshbabu N.

Department of Postgraduate Studies and Research in Psychology, Sri Dharmasthala Manjunatheshwara College
(Autonomous), Ujire- 574240, Affiliated to Mangalore University

ABSTRACT

This study attempts to explore factors influencing organisational characteristics in Indian NCC Cadets and evaluate applicability of the scale used for measuring organisational characteristics. Survey scale was used to collect first hand data from a sample of 312 Cadets. Exploratory Factor Analysis (EFA) highlights three factors; Leadership, Judgement bias and Organisational empathy as the major organisational characteristics in NCC Cadets. Although, Confirmatory Factor Analysis (CFA) doesn't confirm organisational characteristics model to be fit. The study recommends including more variables along with the factors drawn from the present study for better understanding of organisational characteristics and developing an applicable tool.

Keywords: Organisational characteristics; Indian NCC Cadets; Survey scale; Factor Analysis; Leadership, Judgement bias, Organisational empathy.

INTRODUCTION

The role of education is not limited with the development of individual's personality alone, but also aims at the inculcation of proper values in one's life. During recent years, changes have occurred in the life pattern of Indians through transformation of culture and personal value system, as is evinced everywhere around the globe. Value Oriented Education must be imparted through primary school level (Kumar, M. 2015)

National Cadet Corps

National Cadet Corps (NC) formed under the NCC Act, in 1948. It was a major milestone in generating patriotism in the student community. The corps aims at developing character qualities amongst cadets and making them into good leaders and useful citizens so that they might assume appropriate positions in all walks of life in the service of the nation (Dangwa, 2014).

Organisational behaviour as a social science rather than a natural science, encounters difficulties when identifying, defining, measuring, and predicting relationships between concepts because it deals with phenomena (e.g. the human condition) that is more complex than phenomena that constitutes the physical world. It adopts a multidisciplinary perspective, but it should be said that psychology as a discipline makes the greatest contribution. The development of organisational qualities have been associated with the growth of large organisations over the last century, although a preoccupation with issues related to organisation and management has been around for centuries (Robert Dailey, 2016).

Definitions of Indicators Chosen as Latent Variables:

1. Empathy In Decision Making

Dymond, in her experiment defines empathy as "The imaginative transposing of oneself into the thinking, feeling and acting of another, and so structuring the world as they do". Making decisions guided by empathy means **you understand the needs of others, even without sharing them**. Applying empathy to decision making means you recognize and have considered how the decision will impact others.

2. Role Transparency

Enron and Volkswagen's manipulation of emission tests regards role transparency as "fundamentally disruptive to the old balance of power politics".

3. Moral Virtues (Justice, Temperament, Prudence and Fortitude)

The 1st Unit of 'PRDV231: Elements of Ethical Leadership' outlines the classical virtues and ideals of leadership. What makes a true leader? What makes the ideals they espouse appealing? Consider how the virtues discussed might look today, and whether we still value them as qualities good leaders possess.

4. Compliance Expectancy

Being compliant means you act based on the leader's positional power and not in terms of willingly acting for higher purpose.

5. Guidance

It refers to advice or information provided by a person of experience to solve a problem or improve something.

6. Adherence To Recruitment Policy

Following the purpose, scope and core principals of an organisation while recruiting an applicant for the preparation stage.

7. Ethnic Discrimination

Ethnic discrimination happens when an employee feels disadvantaged because their nationality, colour or ethnic origin. When a person is treated less favourable than another person in a similar situation because of their race or descent.

8. Burnout

In Brill, P.L. (1984) context, expectationally mediated, job-related, dysphoric and dysfunctional state in an individual without major psychopathology.

9. Early Attrition

Attrition refers to a gradual but deliberate reduction in staff numbers that occurs as employees retire or resign and are not replaced. Early attrition means the employees will leave the organization within a short range of period.

10. Psychological Well-Being

Psychological well-being refers to inter- and intraindividual levels of positive functioning that can include one's relatedness with others and self-referent attitudes that include one's sense of mastery and personal growth.

11. Reflection As Leader

Reflection in leadership means carving out time to review yourself as a leader. The purpose of reflection on leadership is to gain a better understanding of ourselves

12. Scope For Ingenuity

Someone's ability to think of clever new ways of doing something. It is the quality of being clever, original, and inventive.

13. Responsibility

The state or fact of having a duty to deal with something or of having control over someone.

14. Experience

Experience is knowledge or skill in a particular job or activity, which you have gained because you have done that job or activity for a long time. Experience is used to refer to the past events, knowledge, and feelings that make up someone's life or character.

15. Role Conflict (Multitasking, Time Management)

Role conflict occurs when there are incompatible demands placed upon a person relating to their job or position. People experience role conflict when they find themselves pulled in various directions as they try to respond to the many statuses they hold.

16. Control At Work

Job control is a person's ability to influence what happens in their work environment, in particular to influence matters that are relevant to their individual goals.

17. Workload And Job Pressure

Work pressure is conceived as a subjective state of tension associated with the current and/or anticipated execution of work tasks.

Current Scenario

According to Col. Singh, J. P. (2015) one needs to know, rather than believe or hope, that the right applicants are selected and assigned to jobs for which they are best suited. This is of paramount importance to the military commanders since the quality of the officer corps is vital for the conduct of military operations which can have dramatic consequences both for the military and their country in times of war. The same holds good for other organisations with respect to their institutional objectives and performance.

Large organizations require a wide variety of people with diversified competencies. The times where persons were able to become proficient in any specialty have now passed and it is one of the main challenges to the Human Resource Management (HRM) staff to provide the organization with the right set of people, proficient in particular fields. The way in which the HRM attempts to do so can vary. The current study will empirically help measure and consider some of the constructs that determine ideal organisational characteristics in further

studies based on the items framed by the researcher. The developed scale with three factors has a good reliability and validity, but fails to meet its applicability in the NCC sector.

METHODS

Research Questions

1. What are the factors that contribute to organisational characteristics in the NCC Cadets?
2. Is the developed scale applicable for measuring organisational characteristics in the NCC Cadets?

Aim

- To develop a scale used for measuring organisational characteristics in the NCC Cadets.

Objectives

- To identify the factors pertaining to organisational characteristics in the NCC Cadets.
- To develop a scale used for measuring organisational characteristics in the NCC Cadets.

Sample

- Sampling Method: Snowball sampling and Purposive sampling.
- Sample size: 312 Senior Division and Senior Wing NCC Cadets.

The sample included SD/SW NCC Cadets, India- Army, Navy and Airforce. NCC Cadets from other nationals, ex-cadets, trainers in NCC Expa and other Indian Youth Organisations were excluded as part of sampling criteria.

Research Design

Cross-sectional design, where the potency of various organisational characteristics in the NCC Cadets are tested. Senior Cadets from all the three wings are included in the study.

Tool

The researcher (2022), intended to develop a self-report 5-point scale that assesses some of the organisational characteristics in the NCC Cadets.

Reliability and Validity

The 15 items of the scale were content validated by 3 experts and has reliability with Cronbach's Alpha value of 0.734.

Scoring

The items that are scored positively as 5, 4, 3, 2 and 1 based on the responses marked between Strongly Agree to Strongly Disagree, are; 1, 2, 3, 4, 5, 6, 12, 13, 14 and 15. The items that are negatively scored as 1, 2, 3, 4 and 5 based on the responses marked between Strongly Agree to Strongly Disagree are 7, 8, 9, 10 and 11.

Procedure

Written consent was taken from Commanding Officers for conducting the research, by clearly explaining the objectives of the research. Socio-demographic data and administration of questionnaire, was collected offline in some institutions and online through Google forms by taking individual consent from the participants. Individual items were scored and stored in excel sheet. Then the statistical analysis was carried out, after which the results were tabulated and discussed. The assessment was done in English language.

Statistical Analysis

- i. Factor Analysis (Exploratory Factor Analysis) was done using SPSS (Statistical Package of Social Sciences).
- ii. Cronbach's alpha (coefficient alpha), was calculated to know the internal consistency of the data.
- iii. Chi-square, the Normed Fit Index (NFI), the Relative Fit Index (RFI), the Comparative Fit Index (CFI), the Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) were used to assess the model fit on the factors for Confirmatory Factor analysis.

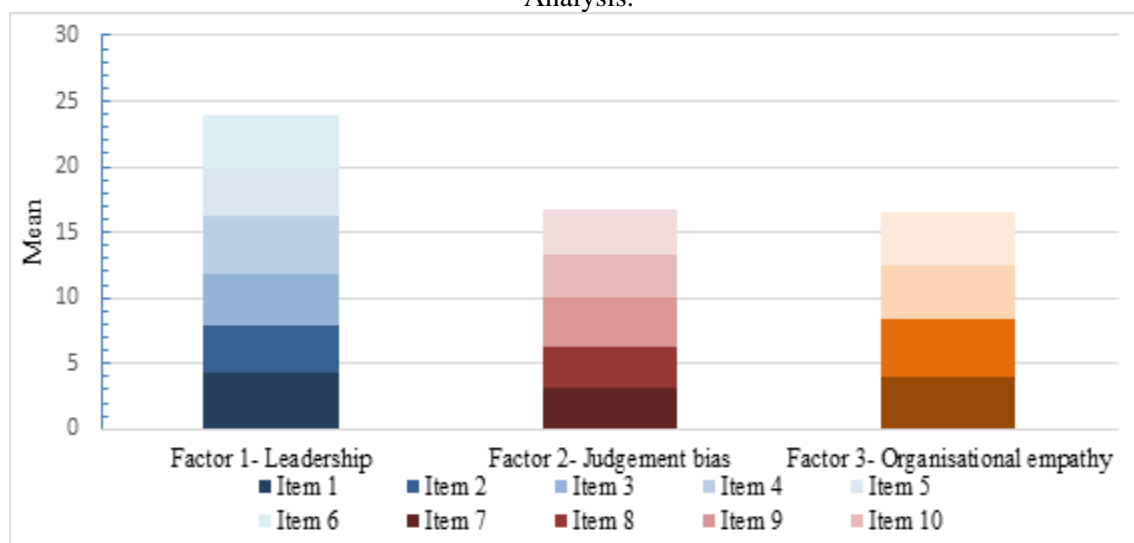
RESULTS AND DISCUSSION

Table 1: Descriptive Statistics and EFA Results of Organizational Characteristics Among NCC Cadets.

Factors	Mean	S.D.	F.L.	Com	V.E. (%)	Cronbach's Alpha
First Factor- Leadership					16.373	0.786
1. I respect others' rights and integrity.	4.26	0.848	0.690	0.513		
2. I am able to process information quickly.	3.57	1.279	0.655	0.563		
3. I make my efforts to keep promises.	4.04	1.043	0.560	0.407		
4. I volunteered for this duty.	4.33	0.812	0.548	0.396		
5. I feel emotionally stable.	3.60	1.158	0.555	0.321		
6. I believe in my service and want to share my experience with others.	4.13	0.845	0.570	0.370		
Second Factor- Judgement Bias					15.569	0.778
7. After I make a decision, I feel that I underrated the alternatives that were not chosen properly.	3.18	1.080	0.724	0.534		
8. I am overly concerned with my power in the organisation.	3.01	1.292	0.627	0.581		
9. I have ignored people based on their appearance.	3.78	1.213	0.561	0.370		
10. I always expect others to agree with my view.	3.36	1.161	0.528	0.322		
11. I have difficulty in standing up for my beliefs among the others who do not share the same view.	3.40	1.133	0.639	0.426		
Third Factor- Organisational empathy					9.459	0.636
12. I take cognizance of the situation before/while responding.	4.02	0.804	0.637	0.490		
13. I plan ahead and organize my time efficiently.	4.41	0.655	0.604	0.367		
14. I talk to others about their socioemotional development.	4.05	0.860	0.545	0.303		
15. I like to hear and gather more information from others before making a decision.	4.11	0.940	0.444	0.247		

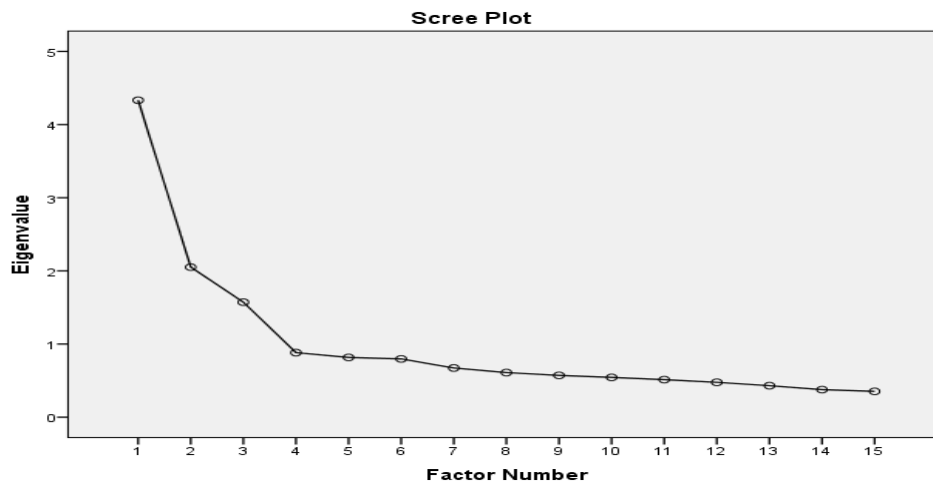
S.D., standard deviation; F.L., factor loading; Com., communality; V.E., variance explained

Figure 1: Shows The Mean Of Individual Items And The Three Factors Derived From Exploratory Factor Analysis.



The factors extracted in this process have been named Leadership, Judgement bias and Organisational empathy. The study was carried out to identify the major organisational characteristics affecting NCC Cadet in their organisational value and behaviour, and the results of factor analysis indicate that all the three factors obtained are connected with the organisational characteristic.

Figure 2: Shows the Scree Plot of Exploratory Factor Analysis, Drawing Three Factors with Eigen Values Greater Than 1.



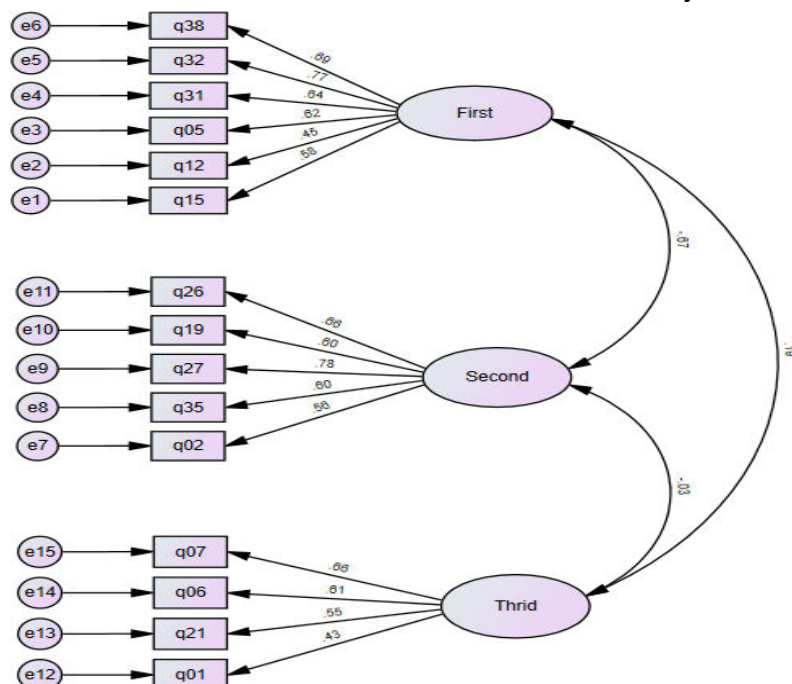
In order to reduce and purify the data, factor analysis with varimax rotation method was applied to 39 variables of organisational characteristics, which were then condensed to 15 variables, and clubbed under 3 independent factors, using SPSS. Variables with eigen value equal to or above 1 were retained. Since communality depicts the proportion of variance a variable shares with other variables under consideration in the analysis, variables with communalities above 0.30 were retained in maximum cases. Further, values of Kaiser– Meyer– Olkin (KMO) measure of sampling adequacy above 0.50 and Bartlett’s Test of Sphericity above 0.05 are considered as an indicator of appropriateness of factor analysis and thus were accepted as a standard. Beside these, factor loadings above 0.30 and high percentage of variance explained were also taken into consideration. In addition, Cronbach’s alpha (coefficient alpha), which is the average of all possible split- half coefficients, was also calculated to know the internal consistency of the data. The minimum value of alpha accepted was above .60 (Malhotra, 2007).

Confirmatory Factor Analysis

Table 2: Results of Confirmatory Factor Analysis

Factors	Standardized Regression Weights	Sig Level (P)	Critical Ratios
First factor- Leadership	0.624	***0.01	8.372
Second Factor- Judgement Bias	0.639	***0.01	8.180
Third Factor- Organisational empathy	0.562	***0.01	5.383

Figure 3: Shows the factor structure of the items in confirmatory factor analysis.



After performing Exploratory Factor Analysis (EFA), Confirmatory factor Analysis (CFA) was applied on the resultant factors emerging from Exploratory Factor Analysis (EFA) to check the applicability of the scale used to measure organisational characteristics. Exploratory Factor Analysis run on the construct of organisational characteristics resulted in three factors while CFA did not confirm the model fit. The overall model's chi-square, the Normed Fit Index (NFI), the Relative Fit Index (RFI), the Comparative Fit Index (CFI), the Tucker Lewis Index (TLI), and the Root Mean Square Error of Approximation (RMSEA) were used to assess the model fit (Hair, Black, Babin, Anderson, & Tatham, 2009). The measurement model showed a poor fit with values of $\chi^2 (87) = 217.844$, $p < .001$; NFI = .835, RFI = .801, CFI = .892, TLI = .870 and RMSEA = .070. Although, the standardized regression weights of all the factors were above .50, all the factors were dropped. Therefore, the model was confirmed inappropriate through above mentioned fit indices. Thus, the result of CFA confirms that organisational characteristics Factors in NCC cadets is not fit.

Major Findings of the Study

- The factors extracted in this process have been named Leadership, Judgement bias and Organisational empathy. The study was carried out to identify the major organisational characteristics affecting NCC Cadets in their organisational value and behaviour, and the results of factor analysis indicate that all the three factors obtained are connected with the organisational characteristic.
- All the variables loaded positively under the respective factors. Therefore, out of the three dimensions of organisational characteristics among NCC Cadets identified through exploratory factor analysis, the strongest factor is leadership followed by judgement bias and organisational empathy. However, all the factors explored were found to engender normal to slightly high levels of organisational characteristics among NCC Cadets.
- The results from CFA does not support the results of EFA which disclose that all the dimensions of organisational characteristics explored do not contribute in the emergence of organisational characters prevailing in the NCC Cadets.

CONCLUSION

To conclude, the study highlights that the major factors imposing organisational characteristics among NCC Cadets. Further, confirmatory factor analysis does not confirm the three-factor model to be fit, which shows that the scale used in the present study for organisational characteristics has low measuring ability for identifying areas requiring organisational strategic focus in NCC Cadets.

The youth are responsible for the developing integrity of the nation and this necessitates an ideal organisational training.

IMPLICATIONS

From the results of factor analysis, the study indicates the factors drawn from EFA are significant. Items pertaining to the first factor describe the characteristics of leaders in organisation in terms of assuming responsibility, practising rights, exposition and information processing abilities. Items pertaining to the second factor describe characteristics of decisiveness and bias in judgement choice making, assumed power, discrimination, compliance expectancy and group identity. Items pertaining to the third factor describe characteristics of empathy or relatability in terms of contextual reactions, planning and considering other's emotionality. The three factors reflect on the overall organisational characteristics of any individuals belonging to any organisational background. Hence, the characters can be assessed and explored using Organisational Characteristics questionnaire on other organisational populations (apart from NCC) to determine varying results.

The present study recommends considering more variables and the introduction of armed forces measures for determining the organisational characteristics in NCC Cadets. Since the covariances of first to third factor and second to third factor are less than .50, this can be used to prove their discriminant validity in further measure.

REFERENCES

- Ahmed, A., Omar, M. and Mohammad, R., (2018). Elements of Knowledge Capital and Areas of Organizational Change. Koya University Journal of Humanities and Social Sciences, 1(1), pp.108-120.
- Brondolo, E., Kelly, K., Coakley, V., Gordon, T., Thompson, S., Levy, E., Cassells, A., Tobin, J., Sweeney, M. and Contrada, R., (2005). The Perceived Ethnic Discrimination Questionnaire: Development and Preliminary Validation of a Community Version1. Journal of Applied Social Psychology, 35(2), pp.335-365.

- Burrell, L., Adams, G., Durand, D. and Castro, C., (2006). The Impact of Military Lifestyle Demands on Well-Being, Army, and Family Outcomes. *Armed Forces & Society*, 33(1), pp.43-58.
- Col. Singh, J., Tiwary, D., & Brig Mishra, S. (2022). A Conceptual Approach to Officer Selection and Officer Like Qualities. Retrieved 16 April 2022, from <https://www.semanticscholar.org/paper/A-Conceptual-Approach-to-Officer-Selection-and-Like-Tiwary-Mishra/de813a154ca10833a27ffa79bed72cf8860a7a23>
- Dailey, R. (1992). *Organisational behaviour*. Edinburgh: Heriot-Watt University.
- Dangwa, K. (2022). Inculcation of values through National Cadet Corps Among Youth Generations. Retrieved 5 September 2021, from <http://sanskodhanchetana.com/issues/sep2014/INCULCATION%20OF%20VALUES%20THROUGH%20NATIONAL%20CADET%20CORPS%20AMONG%20YOUNG%20GENERATION.pdf>
- de la Fuente, E., Lozano, L., García-Cueto, E., Luis, C., Vargas, C., Cañadas, G., Cañadas-De la Fuente, G. and Hambleton, R., (2013). Development and validation of the Granada Burnout Questionnaire in Spanish police. *International Journal of Clinical and Health Psychology*, 13(3), pp.216-225.
- Gudjonsson, G., 1989. Compliance in an interrogative situation: A new scale. *Personality and Individual Differences*, 10(5), pp.535-540.
- Halstead, J. (2009). Recruiter Selection Model and Implementation Within the United States Army. *IEEE Transactions On Systems, Man, And Cybernetics, Part C (Applications And Reviews)*, 39(1), 93-100. doi: 10.1109/tsmcc.2008.2001712
- Horgen, K., & Conway, J. (2022). Validation of the Noncommissioned Officer Special Assignment Battery. Retrieved 16 April 2022, from <https://apps.dtic.mil/sti/pdfs/ADA578567.pdf>
- Holt, S. and Marques, J., (2011). Empathy in Leadership: Appropriate or Misplaced? An Empirical Study on a Topic that is Asking for Attention. *Journal of Business Ethics*, 105(1), pp.95-105.
- Huda, K. (2021). The Role of Voluntary Military Training in Facilitating Officer - Like Qualities among the Youth: A Case Study on Bangladesh National Cadet Corps. *Shanlax International Journal Of Arts, Science And Humanities*, 8(4), 20-30. doi: 10.34293/sijash.v8i4.3745
- Jacobs, K., Struyf, E. and De Maeyer, S., (2013). The Socio-Emotional Guidance Questionnaire (SEG-Q). *Journal of Psychoeducational Assessment*, 31(6), pp.538-553.
- Jain, R., & Kumar, S. (2021). National Cadet Corps (NCC): Its Role in Integrating North Eastern Region (NER) with Mainstream India. *Indian Journal Of Public Administration*, 67(1), 71-86. doi: 10.1177/00195561211006558
- Kaur, M., (2016). Employment of Women in Indian and Hungarian Armed Forces: A Comparative Study. *Academic and Applied Research in Military and Public Management Science*, 15(2), pp.181-186.
- Kulkarni, S. (2018). The Spectrum of Officer Like Qualities (Olqs) For Women Officers in Indian Armed Forces: Concerns And Contentions. Retrieved 16 April 2022, from https://www.academia.edu/45098376/The_Spectrum_of_Officer_Like_Qualities_Olqs_For_WomenOfficers_in_Indian_Armed_Forces_Concerns_And_Contentions
- Kuntzman, E., (2022). 4 Ways to Win Talent With Transparency in Recruitment. [online] *Recruiter.com*. Available at: <https://www.recruiter.com/i/transparency-in-recruitment/> [Accessed 16 April 2022].
- Mann, L., Burnett, P., Radford, M. and Ford, S., (1997). The Melbourne decision making questionnaire: an instrument for measuring patterns for coping with decisional conflict. *Journal of Behavioral Decision Making*, 10(1), pp.1-19.
- Mencl, J. and May, D., (2008). The Effects of Proximity and Empathy on Ethical Decision-Making: An Exploratory Investigation. *Journal of Business Ethics*, 85(2), pp.201-226.
- Mohan Kumar, B. (2022). Citizenship Education and National Cadet Corps NCC A Comparative Study among the NCC and Non NCC Higher Education Students of Chennai and Puducherry. Retrieved 16 April 2022, from <http://14.139.116.20:8080/jspui/handle/10603/190589>

-
- Perrin, C., Perrin, P., Blauth, C., Apthorp, E., Duffy, R., Bonterre, M. and Daniels, S., (2012). Factor analysis of global trends in twenty-first century leadership. *Leadership & Organization Development Journal*, 33(2), pp.175-199.
 - Nye, C., White, L., Horgen, K., Drasgow, F., Stark, S., & Chernyshenko, O. (2020). Predictors of attitudes and performance in U.S. Army recruiters: Does personality matter?. *Military Psychology*, 32(1), 81-90. doi: 10.1080/08995605.2019.1652486
 - Pratt, C., (1989). Development of a Screening Questionnaire to Study Attrition in Weight-Control Programs. *Psychological Reports*, 64(3), pp.1007-1016.
 - Riggio, R., Zhu, W., Reina, C. and Maroosis, J., (2010). Virtue-based measurement of ethical leadership: The Leadership Virtues Questionnaire. *Consulting Psychology Journal: Practice and Research*, 62(4), pp.235-250.
 - Shanker, V. (1993). National Cadet Corps a youth movement in India. Retrieved 12 July 2021, from <https://www.gnlu.ac.in/GNLU/National-Cadet-Corps>
 - Sharma, S. (2015). Occupational stress in the armed forces: An Indian army perspective. *IIMB Management Review*, 27(3), 148. doi: 10.1016/j.iimb.2015.06.009
 - Van de Ven, C. and van Gelooven, R., (2015). Early Attrition In The Netherlands' Armed Forces, A New Monitor. [online] Core.ac.uk. Available at: <<https://core.ac.uk/display/101531343>> [Accessed 16 April 2022].
 - Wilson, G., Gray, J., & Barrett, P. (1990). A factor analysis of the Gray-Wilson personality questionnaire. *Personality and Individual Differences*, 11(10), 1037-1044. doi: 10.1016/0191-8869(90)90131-a.

A COMPARATIVE STUDY ON SELF-COMPASSION AMONG TYPE-A, TYPE-B PERSONALITY OF COLLEGE STUDENTS

Lulu Farshana M¹ and Dr. V. Santhana Karthikeyan²

¹Ph.D Scholar, MA NIT Bhopal, 462003, Madhya Pradesh

²Assistant Professor, Psychology, Presidency College, Chennai, 600 005, Tamilnadu

ABSTRACT

In the present study investigates the level of self-compassion in the Type A and Type B personality of college students. The researcher used tool for the study to assess the variable was Type A/B behavioral pattern scale Upinder Dhar and Manisha Jain developed this scale (The scale is used to measure Type A/B behavioral pattern in Indian context) and the Self-compassion scale The SCS is a 26-item self-report scale to measure trait self-compassion that examines six factors representing the positive and negative sides of the three components of self-compassion developed by Neff in 2013. For the present research, the sample was confined from Kerala. The whole sample comprised of 80 college students (18-25 years old) in which 40 college students were considered under type A personality and 40 college students were considered under type B personality after measured their personality by using Type A/B Behavioral pattern scale (ABBPS). Further both group subdivided into 20 male and 20 female college students. The convenient sampling technique was used for the study collection procedure independent-‘t’ test and Pearson’s correlation statistical methods were used to analyze the data. The study concluded that there is a significant relationship between type-A, type-B personality and self-compassion.

Keywords: Self-compassion, type-A personality, type-B Personality,

INTRODUCTION

Self-compassion is a characteristic composed of self-kindness, common humanity and mindfulness that promotes adaptive cognitive, behavioral and emotional processing. Researchers define self-compassion as a trait consisting of three adaptive components; Self-kindness, Common humanity, Mindfulness. And their respective negative counterparts as; Self-criticism, Isolation, Over identification.

The adaptive components foster an unconditional positive regard for the self, especially in times of suffering or failure, while the negative components work to obstruct the action of self-compassion (Neff, 2003). Self-kindness entails and understanding, forgiving attitude towards oneself during failure, rather than a reaction tinged with self-criticism and sharp judgement. Maintaining common humanity involves viewing both negative and positive events as a part of generalized, worldly human experience. People who express common humanity break the cycle of self-absorption and isolation often felt when problem arise and instead begin to embrace a sense of belonging during suffering that validates their emotions and cognitions (Neff 2003). Keeping thought and feeling in a state of balanced, non-judgmental awareness is the core characteristics of mindfulness. Mindfulness undermines over identification with negative emotions and establishes an understanding of the fleeting nature of emotions in general (Reyes, 2012). Largely associated with self-pity, over justification compels individuals to embellish the magnitude of their personal suffering, impeding them from endorsing a more objective perspective of their situation (Neff, 2003).

For self-compassionate people, suffering fully acknowledged, but placed aside to allow for more adaptive functioning in the expression of self-kindness and recognition of human connectedness.

METHODOLOGY

Research Design

In the present study investigates the level of self-compassion in the Type A and Type B personality of college students. The present study is an experimental research design where the researcher conducted the test retest of the study. This research is a quantitative analysis where the data are collected by using standardized questionnaires. The main purpose of the study is that of formulating a problem for more precise investigation or of developing the working hypothesis from an operational point of view. The major emphasis in such studies is the discovery of ideas and insights.

OBJECTIVES

1. To study and compare personality type A and type B of college students with regards to self-compassion
2. To study and compare male and female college students with regards to self-compassion
3. To study the interaction effect between Type A and type B personality with regards to self-compassion.

4. To study the interaction effect between the sex of college students with regards to self-compassion.
5. To study and compare personality type A and B of college students with regards various components of self-compassion like self-kindness, common humanity and mindfulness.
6. To study and compare male and female college students with regards of various components of self-compassion like self-kindness, common humanity and mindfulness.

HYPOTHESES

1. There will be no significant difference between personality type A and B of college students concerning self-compassion.
2. There will be no significant difference between male and female college students concerning self-compassion.
3. There will be no significant relationship between type A and type B personality with regards to self-compassion.
4. There will be no significant relationship between the sex of college students concerning self-compassion.
5. There will be no significant difference between personality type A and B of college students with regards various components of self-compassion like self-kindness, common humanity and mindfulness.
6. There will be no significant difference between male and female college students with regards of various components of self-compassion like self-kindness, common humanity and mindfulness.

POPULATION

For the present research, the sample was confined from Kerala. The whole sample comprised of 80 college students (18-25 years old) in which 40 college students were considered under type A personality and 40 college students were considered under type B personality after measured their personality by using Type A/B Behavioral pattern scale (ABBPS). Further both group subdivided into 20 male and 20 female college students.

Sampling Techniques

Convenient sampling technique was adapted for this study.

Size of the Sample

Totally 80 samples were taken in that 80 samples 40 were male and 40 were female

Variables

Independent variable: In the present research Type A and Type B personality of college students and their sex are considered as independent variable.

Dependent variable: In the present study, the self-compassion and its components are considered as dependent variable.

Criteria for Sample Selection

Inclusion Criteria

1. The samples were selected from only college students.
2. All the college students are living in Kerala state only.
3. All the samples were well known about both Malayalam as well as English.
4. The samples age group between 18-25 years old.

Exclusion Criteria

1. College students from other than Kerala state.
2. College students with any mental illness.
3. The samples were below 18 years old.
4. The samples were above 25 years old.

Tools Used for the Study

Si No	Tool	Author	Year
1	Demographic Factors	Upinder Dhar and Manisha Jain	2001
2	Type A/B Behavioral pattern Scale		
3	Self Compassion Scale	Kristin Neff	2003

Data Collection Procedure

Looking to the objective of the present research the sample of the 80 young adult college students were selected, in which 40 students possess trait of personality type A and rest of 40 possess personality type B. Further both subgroups were again equally subdivided into male and female. Self-compassion is measured by using self-compassion scale. Test were administrated in each group through online.

Statistical Analysis Used for the Study

t- Test and Pearson coefficient of correlation method were used for the study

Data Analysis and Interpretation

Self-Compassion among Type a and Type B Personality.

The mean score and standard deviation of self-compassion among type A and type B college students have been discussed in the table.1. The result showed that the Type B, personality (M=85.25, SD =13.012) participants achieved higher mean score than type A personality (M=73.4, SD = 9.377) participants. The mean difference was also statistically significant (t=3.92, df =79, p=0.0004) were the p value less than 0.05. The null hypothesis were rejected and researcher have to accept the alternate hypothesis, there will be a significant relationship between self-compassion and type A type B personality

Table 1: Mean score and SDs of self-compassion of the type A and type B participants.

Personality	Mean	SD	N	t	df	P	Interpretation
Type A	73.4	9.377	40	3.92	78	.0004	Significant
Type B	85.25	13.012					

Self-Compassion among Male and Female Students

The mean score and standard deviation of self-compassion among male and female students were discussed in the table.2. The male (M=79.4, SD=11.716) participants achieved slightly higher mean score than female (M=79.25, 13.855) participants. The difference was statistically not significant (t = 0.479, df= 79, p=0.312). The p-value is greater than 0.05 that means, there were no significance difference between gender and self-compassion. So accept the null hypothesis.

Table.2: the mean score and SDs of male and female students.

Personality	Mean	SD	N	t	df	P	Interpretation
Type A	79.4	11.716	40	0.479	78	0.312	Not Significant
Type B	79.25	13.855					

Personality Difference in Self -Compassion and Its Components.

The self-compassion and its six components were measured in terms of type A and type B personality attributes of the participants. The mean score, standard deviations and the t-value have been discussed in the table.3. The results indicated that there were significant differences (t = 2.79, df = 78, p = 0.003) in the self-kindness of type B (M = 17.13, SD =1.94) and type A (M =18.13, SD = 1.87). The type A (14.47, SD = 2.01) achieved higher mean score on self-judgement as compared to type B (M=13.31, SD=2.33) which is also statistically significant (t = 2.38, df = 78, p = 0.009). The mean difference of common humanity is also statistically significant (t = 2.93, df = 78, p = 0.002) and the type B (M =14.57, SD= 2.83) achieved higher score when compared to the type A (M = 12.80, SD = 2.55).

On the isolation measure of self-compassion, type B (M =12.37, SD = 2.98) achieved higher mean score than type A (M =10.12, SD = 2.17) and the difference was also statistically significant (t = 3.86, df = 78, p = 0.0001). Similarly the type B (M = 15.42, SD = 1.98) also achieved higher score than type A (M = 13.62, SD =2.15) and the difference is statistically significant (t = 3.89, df = 78, p = 0.0001). On the over-identification type A (M = 15.31, SD = 3.16) achieved higher score when compared to type B (M=10.72, SD=2.99) and score is statistically significant (t = 6.67, df = 78, p= 0.00001)

Table.3: Mean scores and SDs of self –compassion and its six components of having type A and type B personality.

Self-compassion	personality	Mean	SD	N	t	df	p	interpretation
Self-kindness	Type A	17.13	1.94	40	2.79	78	0.003	Significant
	Type B	18.32	1.87	40				
Self-judgement	Type A	14.47	2.01	40	2.38	78	0.009	Significant
	Type B	13.31	2.33	40				
Common	Type A	12.80	2.55	40	2.93	78	0.002	Significant

humanity	Type B	14.57	2.83	40				
Isolation	Type A	10.12	2.17	40	3.86	78	0.0001	Significant
	Type B	12.37	2.98	40				
Mindfulness	Type A	13.62	2.15	40	3.89	78	0.0001	Significant
	Type B	15.42	1.98	40				
Over identification	Type A	15.31	3.16	40	6.67	78	0.00001	Significant
	Type B	10.72	2.99	40				

Gender Difference in Self-Compassion and Its Components

Table. 3 displays the mean, SDs and t value of the scores of self-compassion and its components (self-kindness, self-judgement, common humanity, isolation, mindfulness, over identification) have been discussed in terms of gender (male and female) participants on the present study. The result showed that male ($M = 17.21$, $SD = 2.45$) participants achieved higher mean score on self-kindness when compare to the female ($M = 16.98$, $SD = 2.71$) participants. The difference was statistically non-significant ($t=0.398$, $df = 78$, $p = 0.34$). On the measure of self-judgement, the female ($M = 18.25$, $SD = 2.33$) achieved higher score than the male ($M = 17.15$, $SD=2.58$) and the difference between thus is statistically significant ($t = 2.055$, $df = 78$, $p = 0.02$). The common humanity as compared to the male ($M= 18.94$, $SD=1.92$) is higher than the female ($M = 18.03$, $SD = 2.33$) and the difference were statistically Significant ($t=2.08$, $df = 78$, $p = 0.02$).

Table.4: mean scores and SDs of self -compassion and its six components of the male and female participants.

Self-compassion	Gender	Mean	SD	N	t	df	p	interpretation
Self-kindness	Male	17.21	2.45	40	0.398	78	0.34	Non-significant
	Female	16.98	2.71	40				
Self-judgement	Male	17.15	2.58	40	2.055	78	0.02	significant
	Female	18.25	2.33	40				
Common humanity	Male	18.94	1.92	40	2.08	78	0.02	significant
	Female	18.03	2.33	40				
Isolation	Male	15.63	2.14	40	0.63	78	0.265	Non-significant
	Female	15.94	2.22	40				
Mindfulness	Male	19.15	1.85	40	2.17	78	0.016	Significant
	Female	18.03	2.32	40				
Over identification	Male	12.05	2.15	40	0.83	78	0.204	Non-significant
	Female	12.47	2.35	40				

On the measure of isolation, the result shows that the female ($M = 15.94$, $SD = 2.14$) have slightly higher score than male ($M = 15.63$, $SD = 2.14$), and the difference were statistically not significant ($t = 0.63$, $df = 78$, $p = 0.265$). The measure of mindfulness shows that the male ($M = 19.15$, $SD = 1.85$) have higher mean score than female ($M = 18.03$, $SD = 2.32$), the difference between thus score reach the significant level ($t = 2.17$, $df = 78$, $p = 0.016$). On the measure of over identification implies that female ($M = 12.47$, $SD = 2.35$) have slightly higher mean score than the male ($M = 12.05$, $SD = 2.15$) participants. The difference were not statistically significant ($t = 0.83$, $df = 78$, $p = 0.204$).

Coefficients of Correlation Scores of Self-Compassion between Personality and Sex

The Pearson coefficients of correlation were done for the analysis of the relationship between the score of self-compassion among type A and type B personalities. The correlation coefficient of self-compassion among type A and type B ($r = -0.1283$). The result shows it is a negative correlation, which means that the score of one variable increases the other, will be decrease and vice versa. The score were not significant ($p=0.4312$) at the level of 0.05 level.

Table.5: correlation coefficient of personality types and gender

Variable	Self-compassion		
	r- value	p-value	Interpretation
Personality (type A & type B)	-0.1283	0.4312	Not significant
Gender (Male & female)	0.3929	0.0212	Significant

The Pearson correlations were done among male and female score of self-compassion, the result shows that it is a positive correlation ($r = 0.3929$) which means that the scores of both variable changes in the same direction (One increases the other also increases/ one decreases the other also decreases).the score were lying in the significant region ($p = 0.0212$) at the level of 0.05 level.

RESULTS AND DISCUSSION

The present study is a comparative analysis of self-compassion among type A and type B college students. After the analysis of result the research some conclusions as follows;

1. The personality type a subjects significantly differ on the scores of self-compassion as compare to personality type B subjects. Personality type B have shown more self-compassion when compared to the personality type A.
2. There is no significant difference on the scores of self-compassion among male and female. Even though on the examination of the mean scores of each can see that the male participants have slightly higher mean score than the female participants in the study.

CONCLUSIONS

The high mean score associated with type B suggests the superiority type B over type A in high self-compassion. The finding supports that type A are less self-compassionate than type A also consistent with the traits of type A tend to be more critical of themselves and to use more negative self-talk than type B. based on the findings of the study researcher concluded that personality traits have a significant effect on self-compassion among college students. Self-compassion must be improved among the students for their better development self and well-being. The study relevant in many educational areas like policy making and curriculum development, methodology, evaluation, class room, home environment. And also helpful in clinical areas in the personality assessment, diagnosis of personality disorders etc.

LIMITATIONS OF THE STUDY

1. Sample size is just limiter to 80.
2. College students are only considered in the sample.
3. Samples were only from Kerala state.
4. Social desirability may occurs in the response.
5. Personal biases may affect the result.
6. Only few variables are studied.
7. Research conduct in online mode, there is no face to face interaction between the researcher and participants.

SUGGESTIONS FOR FURTHER RESEARCH

The present study is conducted specifying the boundaries of the research area into the influence of self-compassion among type-A type-B college students in Kerala. The researcher had faced several limitations to conduct the present study. Hence the researcher suggest a few research areas in which future research must be concentrated.

1. Parallel studies can be conducted to other sample such as school students and people were in a different job sectors.
2. A study on similar nature may be under taken on the subjects belonging to other geographical condition and higher age group.
3. Replication of the study in other states of the country may done so that possible differences in the findings resulted from cultural variation can be known.
4. The same studies can also be conducted with additional independent variable.
5. Studies can be conducted to compare the self-compassion among urban and rural, students from professional and non-professional course, government and private colleges, students from arts and science streams etc.

REFERENCES

- [1] Aberson, C. L., Healy, M., & Romero, V. (2000). Ingroup bias and self-esteem: A meta-analysis. *Personality & Social Psychology Review*, 4, 157-173.
- [2] Adams, C. E., & Leary, M. R. (2007). Promoting self-compassionate attitudes toward eating among restrictive and guilty eaters. *Journal of Social and Clinical Psychology*, 26, 1120- 1144.
- [3] Allport G.W. (1961). *Pattern and growth in personality*. New York. Holt.
- [4] Bentley, M., Peerenboom, C. A., Hodge, F. W., Passano, E. B., Warren, H. C., & Washburn, M. F. (1929). Instructions in regard to preparation of manuscript. *Psychological Bulletin*, 26,

- [5] Boan (1999). An investigation of differences in global self-concept and specific domains of self-concept based on age group, Sex and Sex role types. *Social behaviour and personality*, 28(5), 471-480.
- [6] Breins, J. G. & Chen, S. (2012). Self-compassion increases achievement motivation. *Personality and Social Psychology Bulletin*. DOI: 10.1177/0146167212445599.
- [7] Brotman, D. J., Golden, S. H., & Wittstein, I. S. (2007). The cardiovascular toll of stress. *Lancet*, 370, 1089–1100.57–63. ?
- [8] Brown, K. W. & Ryan, R. M. (2003). The benefits of being present: Mindfulness and its role in psychological well-being. *Journal of Personality and Social Psychology*, 84, 822-848.
- [9] Costa, J. & Pinto-Gouveia, J. (2011). Acceptance of pain, self-compassion and psychopathology: Using the chronic pain acceptance questionnaire to identify patients' subgroups. *Clinical Psychology and Psychotherapy*, 18, 292-302.
- [10] Crocker, J. & Canevello, A. (2008). Creating and undermining social support in communal relationships: The role of compassionate and self-image goals. *Journal of Personality and Social Psychology*, 95, 555-575.
- [11] Crocker, J., Luhtanen, R. K., Cooper, M. L., & Bouvrette, S. (2003). Contingencies of self-worth in college students: Theory and measurement. *Journal of Personality and Social Psychology*, 85, 894–908. Crocker, J., & Park, L. E. (2004). The costly pursuit of self-esteem. *Psychological Bulletin*, 130, 392-414.
- [12] Felson, R.B. (1989). Parents and the reflected appraisal process: A longitudinal analysis. *Journal of Personality and Social Psychology*, 56, 965-971.
- [13] Germer, C. K. (2009). *The mindful path to self-compassion*. New York: Guilford Press. Gilbert, P. (2009). *The compassionate mind*. London: Constable..
- [14] Gilbert, P., McEwan, K., Matos, M., & Rivis, A. (2011). Fears of compassion: Development of three self-report measures. *Psychology and Psychotherapy: Theory, Research and Practice*, 84, 239–255. 32
- [15] Goetz, J. L., Keltner, D., & Simon-Thomas, E. (2010). Compassion: An evolutionary analysis and empirical review. *Psychological Bulletin*, 136, 351-374.
- [16] Grossman, P., Niemann, L., Schmidt, S., & Walach, H. (2004). Mindfulness-based stress reduction and health benefits: A meta-analysis. *Journal of Psychosomatic Research*, 57, 35-43.
- [17] Guilford Press. Neff, K. D. (2011). *Self-compassion*. New York: William Morrow Neff, K. D., & Beretvas, S. N. (2012). The role of self-compassion in romantic relationships. *Self and Identity*. DOI:10.1080/15298868.2011.639548
- [18] Gunaratana, B. (1982). *Mindfulness in plain English*. Somerville, MA: Wisdom Publications. Harter, S. (1999). *The construction of the self: A developmental perspective*. New York: Guilford Press. Heine,
- [19] Hetherington (Vol.Ed.), *handbook of child Psychology: Vol. 4. Socialization, Personality and Social development*. New York: Wiley.
- [20] Hofmann, S. G., Grossman, P., & Hinton, D. E. (2011). Loving-kindness and compassion meditation: Potential for psychological interventions. *Clinical Psychology Review*, 31, 1126-1132.
- [21] Lather, A.S., Goyal S., and Bhargav D (2000). Security insecurity and self-confidence dimensions of personality of adolescents. *Prachi journal of psycho-cultural* October, 2000. Vol. 16, No.2 Pages 75-84
- [22] Leary, M. R., Tate, E. B., Adams, C. E., Allen, A. B., & Hancock, J. (2007). Self-compassion and reactions to unpleasant self-relevant events: The implications of treating oneself kindly. *Journal of Personality and Social Psychology*, 92, 887- 904
- [23] Mosig, Y. (2006). Conceptions of the self in Western and Eastern psychology. *Journal of Theoretical and Philosophical Psychology*, 26, 39-50
- [24] Myrtek, M. (2001). Meta-analyses of prospective studies on coronary heart disease, Type A personality, and hostility. *International Journal of Cardiology*, 79, 245–251
- [25] Neely, M.E., Schallert, D.L., Mohammed, S.S., Roberts, R.M., & Chen, Y. (2009). Self-kindness when facing stress: The role of self-compassion, goal regulation, and support in college students' well-being. *Motivation and Emotion*, 33, 88-97.

-
- [26] Neff, K. D. (2009). Self-Compassion. In M. R. Leary & R. H. Hoyle (Eds.), *Handbook of Individual Differences in Social Behavior* (pp. 561-573).
- [27] Neff, K. D., & Dahm, K. A. (2017). Self-compassion: What it is, what it does, and how it relates to mindfulness. In B. A. Gaudiano, *Major themes in mental health. Mindfulness: Nonclinical applications of mindfulness: Adaptations for school, work, sports, health, and general well-being* (p. 495–517)
- [28] Neff, K. D., & Germer, C. K. (2012). A pilot study and randomized controlled trial of the Mindful Self-Compassion Program. *Journal of Clinical Psychology*. DOI: 10.1002/jclp.21923
- [29] Neff, K. D., Kirkpatrick, K. & Rude, S. S. (2007). Self-compassion and its link to adaptive psychological functioning. *Journal of Research in Personality*, 41, 139-154
- [30] Oakland, CA: New Harbinger. Baer, R.A., Lykins, L.B., & Peters, J.R. (2012). Mindfulness and self-compassion as predictors of psychological wellbeing in long-term meditators and matched nonmeditators. *The Journal of Positive Psychology*, 7, 230-238.
- [31] Pillow, D.R., West, S.G. & reich, J.W. (1991). Attributional style in relation to self-esteem and depression: Mediatonal and interactive models. *Journal of Research in personality*, 25, 57-69.
- [32] Ragland, D. R., & Brand, R. J. (1988). Coronary heart disease mortality in the Western Collaborative Group Study. Follow-up experience of 22 years. *American Journal of Epidemiology*, 127(3), 462-475.
- [33] Rosenman, R. H., Brand, R. J., Sholtz, R. I., & Friedman, M. (1976). Multivariate prediction of coronary heart disease during 8.5 year follow-up in the Western Collaborative Group Study. *The American Journal of Cardiology*, 37(6), 903-910.
- [34] S.H., Lehman, D.R., Markus, H.R., & Kitayama, S. (1999). Is there a universal need for positive self-regard? *Psychological Review*, 106, 766–794.
- [35] Singh, A.K. Savita Kumari and Suprashna Kumari (2008). Mental health behavior as a function of behavior pattern and personality factors. *Indian Journal of Psychometry and Education* 2008, 39 (1):3-7.
- [36] Singh, Gaurav and Girijesh Kumar (2008). Impact of type of school on personality traits. *Indian Journal of Psychometry and Education* 2008, 39 (1):41-44.
-

A STUDY ON ANALYSIS OF THE RELATIONSHIP BETWEEN PORTFOLIO TURNOVER, EXPENSE RATIO, EXPERIENCE AND TENURE OF THE FUND MANAGER WITH PERFORMANCE OF SELECTED THEMATIC MUTUAL FUNDS

Parth Raval¹ and Dr. Dharmesh Raval²

¹Assistant Professor, School of Management, RK University, Rajkot

²Faculty Member, School of Maritime Management, Gujarat Maritime University

ABSTRACT

This paper examines the performance of three thematic mutual funds from March 2009 to December 2018. For evaluation and study, we have taken three-monthly data from all these years. The plan's returns were compared against four parameters including portfolio turnover, expense ratio, experience of fund manager and fund manager tenure. All of these independent variables play a very active role in influencing the dependent variable, which is mutual fund returns. After applying the Pearson Correlation Coefficient method to the collected data, we found very interesting results. The study found that of four variables, portfolio turnover and fund past performance, were positively correlated with returns, while the other two, fund aging and fund manager tenure, were negatively correlated. We believe this study is very useful in understanding the impact of each of these variables on the fund's return.

Keywords: Mutual funds, performance evaluation, portfolio turnover, expense ratio, experience, tenure of the fund manager

INTRODUCTION

The mutual fund industry in India has grown rapidly since its inception in India in 1963 with the establishment of the Unit Trust of India. The Assets Under Management (AUM) of the Indian mutual fund industry has tripled in ten years. AUM exceeds Rs 10 million mark in 2014. This will be the 72nd consecutive month the folio count has increased. All this shows how mutual funds have grown as an investment option and are gaining popularity among retail investors in India. Due to this significant shift in mutual fund preferences, it is very important to review the performance of mutual funds. This study examines and finds the relationship between various variables such as portfolio turnover, expense ratio, experience and age of fund. All of these variables are compared with mutual fund returns. The goal is to find the correlation of each of these variables with the return.

Sources: AMFI (Association of Mutual Funds of India)

REVIEW OF LITERATURE

Irwin, Brown FE (1965) analysed the issue in terms of investment policy, portfolio turnover rate, mutual fund performance and its impact on stock markets. They found that mutual funds had a significant impact on stock price movements. They concluded that there was no lasting relationship between portfolio turnover and fund performance.

Howell, Michel. (2001) found very interesting results in his research. He found that a 10% increase in a manager's age/maturity reduces potential return by 0.4%. This study showed a negative relationship between age and back.

Ippolito (1989) found an insignificant relationship between sales and returns, indicating that frequent portfolio changes produced sufficient additional return to cover higher transaction costs.

Medhanie G. Mekonnen (2017) attempted to find the relationship between investment fund type, portfolio turnover, duration, management turnover and performance. In the end, the result was very interesting, and they found that mutual fund longevity and management turnover explained no significant change in mutual fund risk-adjusted performance.

Vinita Bharat Manek (2016) studied growth-oriented open diversified equity funds. The purpose of the article was to find the effect of portfolio turnover on mutual fund returns. According to the results, portfolio turnover has a significant effect on plan performance. It is weakly positively correlated. Higher portfolio turnover allows the manager to outperform benchmarks and indices.

Sheng-Ching Wu (2014) reviewed the article to investigate the interaction between mutual fund performance and portfolio turnover. The results indicated that funds with a higher portfolio perform worse than funds with a lower portfolio turnover rate. The results supported the hypothesis that active trading affects performance.

RESEARCH GAP

After consulting several studies, we found that there are not very significant studies on thematic funds and their performance. We also have found that some of the important attributes, such as experience or ownership of fund managers, need more attention as they play a very important role in generating returns for mutual funds.

RESEARCH METHODOLOGY

To examine the performance of mutual funds, three thematic schemes of infrastructure mutual funds were selected for at least ten years since their inception. For study purposes, we took the data from 2009 to 2018 (ten years). Data was collected on a quarterly basis for each year. The entire study was based on secondary data published by mutual fund companies. The data was collected from the monthly fund factsheet on the AMFI website (www.amfiindia.com). we applied the statistical technique of Pearson's correlation coefficient to determine how closely the variables are related to each other.

OBJECTIVE OF THE RESEARCH

The present study is concerned with the following objective:

- To examine the performance of selected schemes on the basis of Portfolio Turnover, Expense Ratio, Experience, Tenure of the fund manager and find out correlation between these variable and return.

SIGNIFICANCE OF STUDY

This study will help investors understand the different variables and their impact on mutual fund returns. we strongly believe that this knowledge can be further used for the selection of various mutual fund schemes for investments.

DATA COLLECTION AND SOURCES

We have considered Three Thematic Mutual Fund Schemes:

1. ICICI Prudential FMCG Fund
2. HDFC Infrastructure Fund
3. SBI Magnum Equity ESG Fund

Source: <https://www.amfiindia.com/investor-corner/online-center/trackmfinvestment.html> (AMFI India website)

THEORETICAL FRAMEWORK**Portfolio Turnover**

Portfolio turnover is a measure of how quickly a fund's securities are bought or sold by fund managers over a given period. The turnover rate is important for potential investors to consider, as higher yielding funds will also have higher fees to reflect the cost of turnover. High yield funds are generally subject to capital gains tax, which is then distributed to investors who may have to pay tax on those capital gains. Growth funds and all actively managed mutual funds generally have higher turnover rates than passive funds. There are certain scenarios where the higher turnover rate results in a higher total return, mitigating the impact of additional fees.

Expense Ratio

An expense ratio (ER), also known as a management expense ratio (MER), measures how much of a fund's assets are spent on administrative and other operating expenses. An expense ratio is determined by dividing a fund's operating expenses by the average dollar value of assets under management (AUM). Operating costs reduce fund assets and therefore returns to investors.

Experience of Fund Manager

The best part about investing in mutual funds is that the funds are professionally managed. This is why fund managers play an important role in the world of investment and finance. A well-trained manager can ensure that their fund outperforms its competitors and benchmarks. In general, expectations are higher, experience leads to higher returns.

Tenure of the Fund Manger

The management mandate is the duration during which a manager or a team has managed a mutual fund scheme. A management tenure of five to ten years is considered an important indicator of a fund manager's investment capacity. It is important for an investor to select a fund whose management is responsible for the success and remains at the helm of the fund. The management mandate is greater for actively managed funds than for passively managed funds. The longer the discretionary mandate, the stronger the correlation with a fund that is not lagging.

HYPOTHESIS

Ho: There is no significant relation between Portfolio Turnover and Fund Returns.

Ho: There is no significant relation between Expense Ratio and Fund Returns.

Ho: There is no significant relation between Experience of the Fund Manager and Fund Returns.

Ho: There is no significant relation between Tenure of the fund manager and Fund Returns.

ANALYSIS AND INTERPRETATION

We applied Pearson's correlation coefficient technique to establish the relationship between different variables and returns. The value of the correlation coefficient is between -1 and 1. The higher the value of the coefficient, the stronger the relationship between the variable.

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (.00 to -.30)	negligible correlation

Source: towardsdatascience.com

After applying correlation technique, I found following results.

Portfolio Turnover and Return

Sr. No.	Schemes	Portfolio turnover
1	ICICI Prudential FMCG Fund	0.2674
2	HDFC Infrastructure Fund	0.5652
3	SBI Magnum Equity ESG Fund	-0.0703

Expense Ratio and Return

Sr. No.	Schemes	Expense Ratio
1	ICICI Prudential FMCG Fund	-0.1149
2	HDFC Infrastructure Fund	-0.0322
3	SBI Magnum Equity ESG Fund	-0.5586

Experience of the Fund Manager and Return

Sr. No.	Schemes	Experience
1	ICICI Prudential FMCG Fund	-0.0913
2	HDFC Infrastructure Fund	-0.7871
3	SBI Magnum Equity ESG Fund	0.3449

Tenure of the Fund Manager and Return.

Sr. No.	Schemes	Tenure of the fund manager
1	ICICI Prudential FMCG Fund	0.1693
2	HDFC Infrastructure Fund	-0.6358
3	SBI Magnum Equity ESG Fund	0.5350

FINDING AND SUGGESTIONS

After analysing the data, I found significant relationship between the variables.

Portfolio Turnover and Return

We found, positive relationship in two out of three mutual fund schemes. It is as high as 0.5652 in HDFC Infrastructure Fund which is moderately positive where as it is as low as -0.0703 in only one SBI Magnum Equity ESG Fund scheme. Overall result shows positive relationship between Portfolio Turnover and Return.

Expense Ratio and Return

After analysing the data, we found moderately negative relationship between Expense ratio of the fund and return in all three Schemes. It is as low as -0.5586 in SBI Magnum Equity ESG Fund whereas it is -0.03022 in HDFC Infrastructure Fund. Overall, it shows moderately negative relationship between the mentioned variables.

Experience and Return

With the Pearson correlation coefficient, we found Moderately Negative relationship between Experience and Return in two out of the three Schemes. It is low as much as -0.7871 in HDFC Infrastructure Fund which very significant while it is positive at 0.3449 in SBI Magnum Equity ESG Fund. Overall, we found moderately negative relationship between the two variables.

Tenure of the Fund Manager and Return

While analysing Tenure of the fund manager and return surprisingly we found moderately positive relationship between the variables in SBI Magnum Equity ESG Fund at 0.5350 while it is moderately negative in HDFC Infrastructure Scheme at -0.6358. In ICICI Prudential FMCG Fund it is positively correlated at 0.1693.

Overall, we can say Return is Positively Correlated with Portfolio Turnover while it is neutral with tenure of the fund manager. When return is compared with Expense ratio and Experience of the fund manager it is moderately negatively correlated.

CONCLUSION

The research conducted yielded significant results, but we believe provided tremendous opportunities to further explore these multi-sample variables. we think there are other variables that could be explored further such as the aging of the fund, the plans managed by the fund manager, etc. and we are sure that will also have a significant relationship with the performance of the fund.

We firmly believe that the result obtained will be very useful for investors in making investment decisions. Since the mutual fund industry offers a variety of funds and schemes, it is very important for the investor to make a decision considering all the aspects involved. This search result will definitely help in making that decision.

REFERENCES

- [1] Irwin, Brown, FE, et al., "A Study of Mutual Funds: Investment Policy and Investment Company Performance" reprinted in Hsiu-kwangwer and Alan Jzakon (Ed.) Elements of Investments, New York: Holt, Renchart and Winston, (1965), pp.371-385.
- [2] Manek, v.b. (2016). Mutual fund performance: a study on the effect of portfolio turnover on mutual fund performance in the Indian financial market.
- [3] Amadi, Confidence & Amadi, Felicia. (2017). Another Look at Portfolio Turnover and Mutual Fund Performance. International Journal of Economics and Finance. 9. 95. 10.5539/ijef.v9n10p95.
- [4] Howell, Michael. (2001). Fund Age and Performance. The Journal of Alternative Investments. 4. 57-60. 10.3905/jai.2001.319011.
- [5] Wu, S.-C. (2014). Interaction between Mutual Fund Performance and Portfolio Turnover. Journal of Emerging Issues in Economics, Finance and Banking, 3(4), 1125–1140.

BIBLIOGRAPHY

- www.investopedia.com
- www.moneycontrol.com
- www.amfiindia.com

SUSTAINABLE DIGITAL MARKETING MODEL WITH THE HELP OF DESIGN THINKING

Dr. Vishal Mahajan^{1*}, Dr. P. S. Aithal² and Dr. Shailly Mahajan³

¹Post-Doctoral Fellow, Srinivas University, Mangalore, India & Assistant Professor, Sardar Beant Singh, State University, Punjab, India

²Professor, College of Management & Commerce, Srinivas University, Mangalore, India

³Assistant Professor, Shanti Devi Arya Mahila College, Punjab, India

¹OrcidID: 0000-0002-1824-6848, ²OrcidID: 0000-0002-4691-8736 and ³OrcidID: 0000-0003-2237-8760

ABSTRACT

PURPOSE: Design thinking is the process of solving problem with meaningful reasons. For solving the real problem firstly identification of problem cause is necessary. With the help of design thinking innovative steps the problem can be solve by solving the root cause. Normally five steps have been used to solve the problem in design thinking i.e. Empathize, Define, Ideate, prototype and test. But in this paper we use design thinking model for finding the solution of a digital marketing problem.

Methodology: Developing a design thinking model for solving a sustainable digital marketing problem. It can be used by the companies also for solving their basics digital marketing problems.

Findings: Design thinking model provides the reasonable solutions for the sustainable digital marketing and also focuses on innovation which can be applied while finding the root cause of the problem and identified the right solutions with prototypes that can be used by the users for their problem solving and provide the different ways of thinking for seeing the problem.

Originality Value: A new concept of sustainable digital marketing design thinking model has been developed in this manuscript which will further help the research community for problem solving process.

Paper Type: Conceptual Research

Keywords: Design thinking, Digital, Innovative design, Problem solving and Sustainable framework.

1. INTRODUCTION

An ever increasing number of specialists are using an originator's way to deal with produce imaginative thoughts by understanding with the buyer experience (Dunne and Martin, 2006). Driving firms like IDEO have created custom tailored configuration figuring ways to deal with develop items and administrations for clients like Steelcase, Bank of America, what's more, Kaiser Permanente. Continuing in the strides of professionals, vanguard instructive establishments, such as Stanford University and the University of Toronto, have created well known chief projects that integrate business and plan. Configuration figuring alludes to the psychological and physical processes that assist firms with accomplishing inventive plan results (Chen and Venkatesh, 2013). Numerous ways to deal with plan thinking exist, albeit many will integrate phases of issue recognizable proof, ideation, idea advancement, furthermore, idea execution (e.g., Best, 2015; Design Gathering, 2015). In promoting teaching method, plan thinking is controlled toward working on the inventiveness and handiness of understudies' innovative results, particularly in a product design setting (Love, Stone, and Wilton, 2011). While marketing instruction grant recognizes the requirement for integrating configuration thinking with advertising, it offers close to nothing particularity as it connects with real structures and activities (Dunne and Martin, 2006; Glen, Suci, and Baughn, 2014). The motivation behind this article is to show how advertising teachers can utilize the plan thinking process in their course educational program. In particular, the article gives a plan figuring exercise that can be integrated into showcasing courses.

2. LITERATURE REVIEW

Marketing grant has long perceived the importance of item configuration in expanding firms' advertising procedures (Bloch, 1995). From the vantage of firms, plan is an approach to outwardly separate items from those of contenders (Homburg, Schwemmler, and Kuehnl, 2015). For customers, plan is a wellspring of stylish worth (Bloch, Brunel, and Arnold, 2003), a determinant of product decision (Creusen, 2011), and a method by which they express their self-personality (Kumar and Noble, 2016). Be that as it may, the simple acknowledgment of design worth is unique in relation to "doing plan," and that is where the area of design thinking comes in. Design thinking alludes to an assortment of techniques that guide in the improvement of items and administrations (Chen & Venkatesh, 2013). The execution of design thinking can happen all through a few phases, and the number of stages might rely upon the particular model of plan thinking. For example, the Stanford D. School, which offers chief plan schooling, explains a five-stage model: Empathy, Define, Ideate,

Prototype, and Test. In the Empathy stage, understudies try to comprehend individuals in the setting of a utilization experience through observation studies. In Define, understudies concretize plan problems that were found in the past advance. In Ideate, understudies take part in meetings to generate new ideas to plan answer for the issue. In the Prototype stage, quality thoughts are chosen and modeled through wireframes, storyboards, or three dimensional models. At last, in the Test stage understudies look for input on their thoughts from target consumers. Different models incorporate the Double Diamond (Design Board, 2015) and Best's (2015) three-stage model. As professionals progressively embrace configuration thinking to accomplish development, business teachers have continued in kind and have started to coordinate plan thinking into business educational plans to improve understudies' innovative abilities. However, beyond a couple of remarkable special cases (Love et al., 2011), research in showcasing schooling is generally prescriptive — distinguishing the requirement for configuration thinking, yet falling shy of giving real models or activities (Dunne & Martin, 2006; Glen et al., 2014). Configuration believing is perceived for its viability in hierarchical development, and there is a characteristic association between advancement abilities and fundamental plan thinking components like sympathy, tuning in, coordinated effort, and trial and error (Lee, 2016). To cultivate inventive critical thinking, this article embraces plan thinking as an instructive way to deal with educating basic thinking in showcasing educational plan.

3. RESEARCH PROBLEM

Find the relationship of digital marketing success with design thinking process.

4. CONCEPTUAL TECHNIQUES

As indicated by the Hasso-Plattner-Institute of Design at Stanford, plan thinking can be separated into five stages: According to the Hasso-Plattner-Institute of Design at Stanford, plan thinking can be separated into five stages: empathise, define, ideate, prototype and test. Similar stages can be utilized while making a web based showcasing strategy. The same stages can be utilized while formulating an internet advertising technique.

I. Empathise

Relating to company client base means figuring out what drives their mental and profound desires. At the point when company in all actuality do statistical surveying, it's not difficult to stall out with numbers. Huge has turned into a thing, so observing information isn't quite as hard as it used to be. Truth be told, companies could wind up lost in the numbers companies find.

That is perfect, as a matter of fact. company approach information. However, how would companies utilize that information? How would companies decipher it? This is the point at which company really want to empathise. What are company potential clients feeling? What drives them? Companies might realize what sort of books/web journals they're perusing, for sure kinds of recordings they're watching on YouTube, however what's the significance here? What are the close to home and mental drives that make them read those books/websites and watch that sort of recordings? Also, assuming they invest more energy on Pinterest than Twitter, what's the significance here? What psychological condition does Pinterest fulfill that Twitter doesn't?

As an advertiser, company as of now not simply selling an item. On the web, company offering content that prompts individuals connecting via online entertainment, which thus, prompts their advantage and confidence in company item.

II. Define

Whenever companies sorted out who are their clients and the way that they think and feel, companies really want to characterize the issue. For instance: "Working mothers in Los Angeles are baffled by lengthy and convoluted pieces about parenthood as they lack the capacity to deal with them. However they need to advance however much as could be expected about parenthood and the more limited pieces are frequently not well-informed, nor exceptionally instructive." Or: "CMOs in the Bay Area have an issue observing promoting systems that are all around as inventive and fastidious as their bosses."

So, companies really want to sort out what sort of online substance will address their problem(s). CMOs in San Francisco will have various issues from working mothers in Los Angeles. Obviously, companies can likewise dig further to track down additional issues. The functioning mothers may, all the more explicitly, need to tackle issues like guaranteeing speedy and good dinners for children, exercise routines for occupied mothers that are very demonstrated to work, and so on. These can be generally utilized for content thoughts.

Virtual entertainment is generally used to illuminate or engage, and whenever companies related to their objective market, they will be better prepared to sort out what explicitly illuminates, or engages them (or rather: what issues they are having being educated and engaged right now.

III. Ideate

Now companies know the problem, they can imagine one, or many, arrangements. For instance, the functioning mothers in Los Angeles might be searching for short (>2min) and engaging pieces that assist them with becoming better moms, while the CMOs in San Francisco need to track down approaches to concocting imaginative showcasing methodologies that have a measurable back-up.

Fundamentally, this is the point at which companies content thoughts that would tackle the issues of their interest group, be it to illuminate or engage them better.

IV. Prototype

This is the point at which companies plan a few different substance pieces. For the mothers in LA, companies could make a video, blog, digital recording and infographic that assist them with tackling an issue.

V. Testing

This is the point at which companies test the substance for which they can do A/B testing and evaluate different various methodologies, like recordings, web journals, infographics, and so on. Input will then, at that point, permit companies to change the substance they are making. In the event that companies characterized a few unique issues for their crowd, they ought to look at what reverberates most. Perhaps one issue gives off an impression of being more unmistakable than another, contingent upon how individuals respond to the substance.

CONCLUSION: Following conceptual model as shown in figure 1 has been developed after analysis of study.

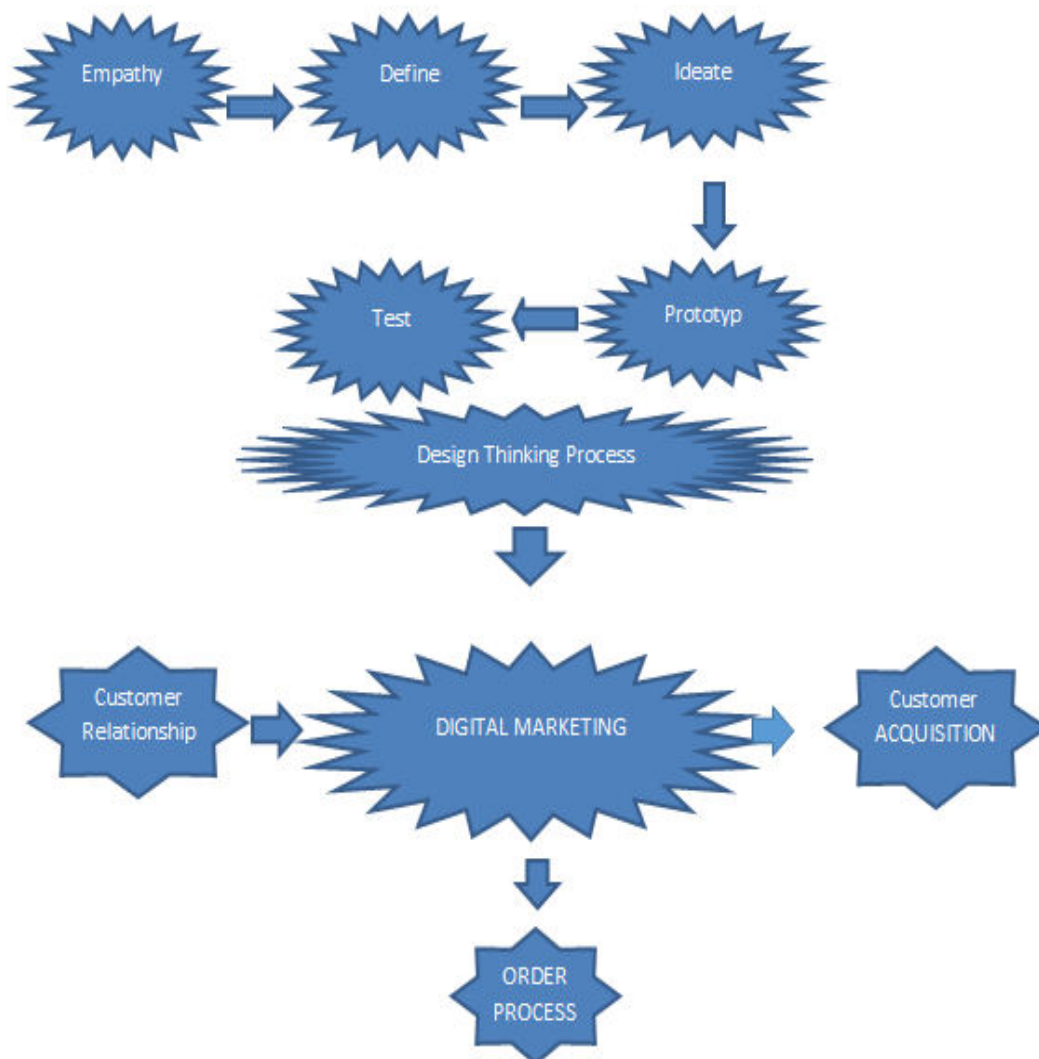


Fig: 1 Conceptual Model of Design thinking with sustainable digital marketing

Design believing is an imaginative, yet reasonable, process that can be applied to address basically anything. This incorporates advanced advertising, as companies mean to tackle their objective market's concerns by giving them content. Obviously, assuming they are straightforwardly selling the item, they can apply a similar interaction, just now they want to sort out some way to introduce the item with the goal that it settles the problem(s) of companies' objective market.

REFERENCES

- Best, K. (2015). *Design management: Managing design strategy, process and implementation* (2nd ed.). New York, NY: Fairchild Books.
- Bloch, P. H. (1995). Seeking the ideal form: Product design and consumer response. *The Journal of Marketing*, 59, 16– 29. doi:10.2307/1252116
- Bloch, P. H., Brunel, F. F., & Arnold, T. J. (2003). Individual differences in the centrality of visual product aesthetics: Concept and measurement. *Journal of Consumer Research*, 29(4), 551–565. doi:10.1086/346250
- Chen, S., & Venkatesh, A. (2013). An investigation of how design-oriented organisations implement design thinking. *Journal of Marketing Management*, 29(15–16), 1680– 1700. doi:10.1080/0267257X.2013.800898
- Creusen, M. E. (2011). Research opportunities related to consumer response to product design. *Journal of Product Innovation Management*, 28(3), 405–408. doi:10.1111/j.1540-5885.2011.00812.x
- Council, D. (2015). The design process: What is the double diond? Retrieved from www.designcouncil.org.uk/news-opinion/design-process-what-doublediamondAbfragedatum10
- Dunne, D., & Martin, R. (2006). Design thinking and how it will change management education: An interview and discussion. *Academy of Management Learning & Education*, 5(4), 512–523. doi: 10.5465/AMLE. 2006. 23473212
- Ferreira, B., Silva, W., Oliveira, Jr., E. A., & Conte, T. (2015). Designing personas with empathy map. In *The Twenty Seventh International Conference on Software Fall 2018 153 Engineering and Knowledge Engineering (SEKE 2015) Pittsburgh, USA, July 6–8*.
- Glen, R., Suci, C., & Baughn, C. (2014). The need for design thinking in business schools. *Academy of Management Learning & Education*, 13(4), 653–667. doi:10.5465/ amle.2012.0308
- Homburg, C., Schwemmler, M., & Kuehnl, C. (2015). New product design: Concept, measurement, and consequences. *Journal of Marketing*, 79(3), 41–56. doi:10.1509/jm.14.0199
- Kumar, M., & Noble, C. H. (2016). Beyond form and function: Why do consumers value product design? *Journal of Business Research*, 69(2), 613–620. doi:10.1016/j.jbusres.2015.05.017
- Lee, C. (2016). The effectiveness of design thinking approach in teaching and learning innovation skills. *Marketing EDGE Direct/Interactive Marketing Research Summit Proceedings*. Retrieved from <https://www.marketingedge.org/events/marketing-research-summit/proceedings2016>
- Love, E., Stone, D. E., & Wilton, T. (2011). Teaching usercentered design in new product marketing. *Marketing Education Review*, 21(1), 29–34. doi:10.2753/MER1052- 8008210104
- McGrath, M. A., Sherry, J. F., & Levy, S. J. (1993). Giving voice to the gift: The use of projective techniques to recover lost meanings. *Journal of Consumer Psychology*, 2(2), 171– 191. doi:10.1016/S1057-7408(08)80023-X

HEALTHY LIFESTYLE OF WORKING COUPLES FROM EXTENDED AND NUCLEAR FAMILY STRUCTURE

Supriya Ramani^{1*} and Dr. Suman Audichya²

¹Ph.D. Research Scholar, ²Professor, Department of Human Development and Family Studies, College of Community and Applied Sciences, Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan, Zip code- 313001

ABSTRACT

The present study intends to explicate the level of healthy lifestyle of working couples from extended and nuclear family structures within the age range of 40-50 years. For this purpose, the sample of 200 working couples (100 couples from nuclear family structure and 100 couples from extended family structure) were selected through purposive sampling technique. A self constructed scale was administered on the couples for data collection. The results showed that in nuclear family structure most of the working couples i.e. 49% had experienced high level of healthy lifestyle whereas, in extended family structure majority of the working couples i.e. 41.5% had experienced moderate level of healthy lifestyle. It can be concluded that majority of couples belonging to nuclear family structure had experienced high level of healthy lifestyle and majority of couples belonging to extended family structure had moderate level of healthy lifestyle. However some aspects still need to be considered which might affect the healthy well-being of individuals so further research is needed to fully understand the levels of healthy lifestyle of working couples in both the family structures.

Keywords: Healthy lifestyle, working couples, extended family structure, nuclear family structure.

INTRODUCTION

In India, the current scenario of working families with dual working couples is increasing at a fast rate. Day by day more women are balancing work and family responsibilities together (Ishrat and Wali, 2015). The literature on dual-earner families stress and coping were reviewed and observed which showed that the majority of participants have positively defined their lifestyle, by reaching a balance between the assets and liabilities of the lifestyle emerges to be the supreme concern of most dual-earner couples (Skinner, 1980). A healthy lifestyle of working couples in both nuclear as well as extended family structure are not only rewarding, but it also has a substantial impact on our long-term health, much like getting enough sleep, eating well, and not smoking. According to numerous studies, people who are in meaningful relationships are happier, and are having fewer health problems, and living longer (Nichols, 2017). Healthy lifestyle of working couples can also be viewed as persons who are not addicted to any kind of drugs, maintaining a desirable weight according to their age, having enough energy to work throughout a day and maintaining healthy social relationships. Researchers in the United Kingdom discovered that if their partner joined them in becoming healthy, men and women were more likely to quit smoking, exercise more, and lose weight. For example, if a smoker's partner also quit smoking, they were more likely to quit than if their partner had never smoked. Changing together is associated with even better outcomes than having a partner who lives a consistently healthy lifestyle (Nierenberg, 2015). The present study was conducted to assess the level of healthy lifestyle of working couples from extended and nuclear family structures, with the main objective to see whether there is a difference between healthy lifestyle of working couples of nuclear and extended family structures.

MATERIAL AND METHODS

As per the objective of the present study, 200 working couples were selected from both nuclear and extended family structures that belonged to middle income group within the age range of 40-50 years. The sample was equally divided into two family structures, 100 couples (100 husbands and 100 wives) from nuclear family structure and 100 couples (100 husbands and 100 wives) from extended family structure who were selected through purposive sampling technique from Udaipur city (Rajasthan). A self structured questionnaire was developed and standardized using expert's panel. Later the questionnaire was used to measure the level of healthy lifestyle among dual earner couples. The reliability co-efficient of the tool was calculated by split-half method and by applying the Spearman Brown Prophecy formula which was found 0.96.

Table 1.1: Reliability Co-efficient of the scale

Scale	Reliability Co-efficient
Scale for healthy lifestyle	0.96

Before the administration of self- structured scale, good rapport was established with the couples and information was provided about the present study. After that self- structured scale was given to couples and

were requested to fill the performance without communicating each other and as truthfully as possible. The collected data was coded, scored, characterized and analyzed using appropriate statistical measures. It was essential to analyze data critically to achieve an appropriate conclusion.

RESULTS AND DISCUSSION

As per data depicted in table 1.2, it is clearly reveals as far as working couples from nuclear family structure is concerned majority of working couples that were 98 (49%) had experienced high level of healthy lifestyle, whereas 64 (32%) couples had experienced moderate level of healthy lifestyle and only 38 (19%) couples were choosing low level of healthy lifestyle.

Table-1.2: Distribution of respondents on the bases of nuclear family structure

S.N.	Level of Healthy Lifestyle	Nuclear Family Structure (n=200)	
		f	%
1	High	98	49
2	Moderate	64	32
3	Low	38	19

Similarly, in extended family structure, data represented in table 1.3 reveals that majority of working couples that is 83 (41.5%) had experienced moderate level of healthy lifestyle while 78 (38%) couples had experienced high level of healthy lifestyle and only 39 (20.5%) working couples had experienced low level of healthy lifestyle.

Table-1.3: Distribution of respondents on the bases of extended family structure

S.N.	Level Of Healthy Lifestyle	Extended Family Structure (n=200)	
		f	%
1	High	78	38
2	Moderate	83	41.5
3	Low	39	20.5

Thus, both the tables 1.2 and 1.3 clearly depicted that in nuclear family structure most of the working couples i.e. 49% had experienced high level of healthy lifestyle whereas in extended family structure about 41.5% of the working couples had experienced moderate level of healthy lifestyle. The findings of present study are comparable to Chettiar (2015), who stated that individuals in joint or extended families were less satisfied with the need for autonomy and competence due to the involvement of people from different generations. However the satisfaction of the need for relatedness was similar for individuals from both family structures.

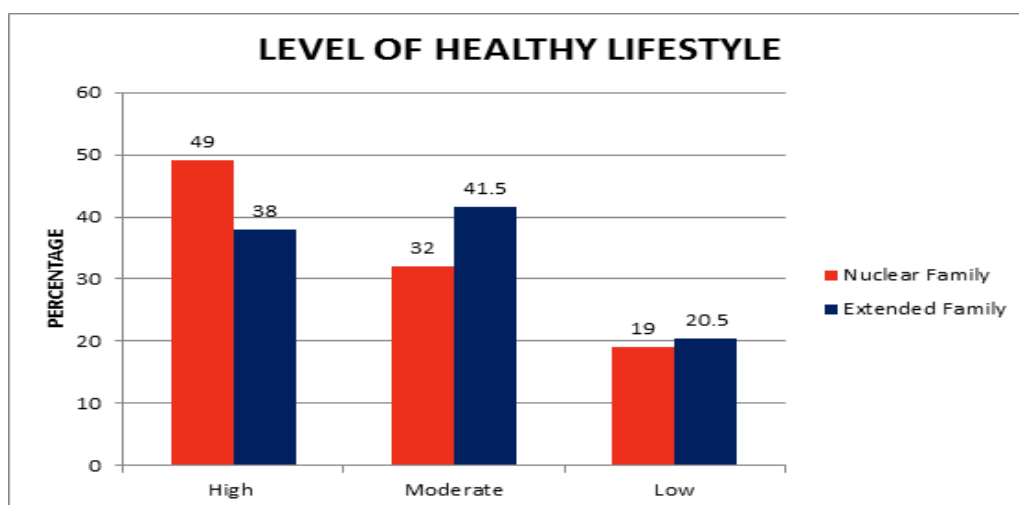


Figure 1: Distribution of respondents on the basis of family structure

The figure 1 has been created to depict the results better. There is no doubt that dual working couples have great potential to maintain healthy lifestyle but there are always pros and cons. The reason behind the high level of healthy lifestyle of working couples in nuclear family structure, as stated by many researchers is that in nuclear families, there is no interference of other family members so that they could be able to maintain their own healthy lifestyle.

In extended family structure, the majority of working couples had moderate level of healthy lifestyle. The extended family structure has always been a strong foundation in the societies where people coexisted peacefully despite arguments and fights. The eldest members of the family act as a head and makes all the decisions for every family member in the house. Due to this act, maybe it was one of the reasons behind working couples who were not able to maintain their healthy lifestyle according to their own, because they were dependent on their elders. Living in an extended family assuredly provides a sense of security but bereaves couples of their freedom.

CONCLUSION

The purpose of the present study was to assess the level of healthy lifestyle of working couples from extended and nuclear family structures. On the basis of this study, it can be concluded that majority of couples belonging to nuclear family structure had experienced high level of healthy lifestyle and majority of couples belonging to extended family structure had moderate level of healthy lifestyle. However some aspects still need to be considered which might affect the healthy lifestyle of individuals so further research is needed to fully understand the levels of healthy lifestyle of working couples in both the family structures.

REFERENCES

1. Ishrat, A. and Wali, S. 2015. Understanding the predicaments of dual career families. International journal of advance research in Science and Engineering. **4(11)**.
2. Nichols, H. 2017. Medical News Today: Surprising ways your partner can affect your health. Retrieved from <https://www.medicalnewstoday.com/articles/318837>.
3. Nierenberg, C. 2015. Couples Who Work Together to Get Healthy Have More Success. Retrieved from <https://www.livescience.com/49493-for-couples-working-together-to-get-healthy-brings-more-success.html>.
4. Skinner, D. A. 1980. Dual-Career Family Stress and Coping: A Literature Review. National council of family relation. **29 (4): 473-481**. <https://www.jstor.org/stable/584461>.
5. Chettiar, C. 2015. A Study of Need Satisfaction in Joint and Nuclear Families in Mumbai. Journal of Psychosocial Research. **10 (1): 85-90**
https://www.researchgate.net/publication/302302243_A_Study_of_Need_Satisfaction_in_Joint_and_Nuclear_Families_in_Mumbai

SACRIFICE OF LOWER CASTE GIRLS IN RELIGIOUS RITUALS AND JUDICIAL ACTIVITIES AGAINST THE SYSTEM OF FEMALE SLAVES**Rajwinder Kaur¹ and Dr. Seema Parihar²**¹Research Scholar and ²Supervisor, Department of History, School of Humanities and Physical Education, CT University, Ludhiana, Punjab**ABSTRACT**

Caste system in India is a sinuous journey of work classification to the rigid social order. Caste system in India was originated in ancient period and has changed in different orders through the ages. In present scenario in the society lower castes of India is facing many problems. They have been leading a very challenging life for the centuries. Even women of lower castes have a very tough and miserable life in India. Religion is also affecting their life and creates many problems for them because many traditions and rituals forced them to live a life of the miserable helpless creature. The dedication of young girls in temples is one of the most dangerous tools of their exploitation and is suppressed with religious sanction and binding. With this, they become female servants of temples and tools of pleasure for men of society.

This research paper is designed in two parts. First part explains the dedication process of girls in temples on the mark of religion, and the other contains the role of law and judicial activities against the devadasi system (system of female servants of god) try to abolish the evil and other unauthorized and illegal activities for lower caste women.

Keywords: dedication, women, lower castes, religion.

INTRODUCTION

The dedication of girls to the temple is main process of being a *devadasi* in the *devadasi* system. This is the first step to become a *devadasi* in temples. *devadasis* are female servants of temple deities. Through the system, girls of lower casts are dedicating themselves to the system for the centuries. Earlier they were taken as the servants of female deities in the temple. They used to serve the goddess Yellemma. They are most beautiful as well as are experts in their artistic skills like singing and dancing. They are considered as the custodians of art for the centuries and have played an important role in the worship of Gods and they are singing hymns according to time of worship or festivals and important days of temples, occasions, and lighting the oil lamps.

The Process of Dedicating a Girl to Temples

There are many reasons to dedicate girls and women to the temples. In ancient times, the family and society thought that it was much honoured to become a *devadasi*. According to religious beliefs in the system, to dedicate a girl for the service of deities and goddesses is blessings and good for the fortune of girl, a family of the girl, and for the society.

Through the process, when a poor family realized that they are ready to donate a beautiful and lovable girl of the family to the temple for good fortune, they used to meet a senior *devadasis* of temple and try to convince her and the temple authority to accept their proposal of donation. Sometime they are also convinced forcefully and even the girl to dedicate herself by hook and crook. The age of girls for dedication is normally eight and nine. Finally when everything settled down the day is fixed for the rituals of dedication and marriage of girl with temple deity. It's a big occasion for the family of the girl. On that fixed day, the family and the girl came to the temple in the morning, and they used to bring two sets of clothes, nuts and betel leaves, etc. for the rituals. All the rituals of like normal socially wedding done by priests or the main *pujari* of temple are told to be seated the girl in front of scripture of deity and chanting the marriage mantras and tied the *mangal sutra (tali)* around the girl's neck on the behalf of the deity. Then the other rituals and functions of marriage are done in the girl's house. It continues for two or three days more, and after it the girl became *devadasi* and she survived and lived in the temple for the rest of her life and used to do her services of temples.

The dedication of girls of lower casts is based on societal blind beliefs in ancient India, like after the fulfilment of wishes from god they wish to donate a girl in regard of thankfulness. The other point is to get an honourable and respectful place in society. For this many girls happily chose the *devadasi* system. The status of lower casts was in very bad condition in ancient India and the medieval period.

In contemporary times the dedication of girl was done due to poor economic conditions like poverty and illiteracy amongst lower casts. With the lack of knowledge and education, they believed in these useless traditions.

Poor Circumstance as a Leading Factor

The caste system of India is an ancient system of society. It is all based on inequality. That's why in India the lower casts have many problems and challenges. Untouchability makes the life of lower casts very struggle full, especially in the case of scheduled casts and tribal (Dalits). It is a subject of controversial debate. Women have different types of problems like exploitation, physical assault, and rape, especially in rural areas. In a survey the past five years the data shows that three women of Dalits were raped in a day (Torri 2009). In the case of women, someone quoted a beautiful line that is Untouchable by day but touchable at night.

Economic and poverty issues have badly affected the life of Dalit women. The landowner of the village tries to exploit the women when their families are not able to pay a debt that's why lower casts marry their girls at early ages like ten or eleven for their security from sexual assault. Sometimes the Dalit women faced big problems like rape for the smallest things, for example, a famous case from Samastipur district (central-northern state of Bihar), when a Dalit woman named Bhukti Devi was punished for stealing four potatoes from the field of Bhumihaar Brahmins and she was demonstrated naked in the village and then raped and killed. The landowners also pressurized the poor families to donate the girls to deities. When poor families are helpless to pay back the debt or loan, they become patrons of the girls for their profit to get a beautiful young girl for sex. They used them sometimes and when they get pregnant they left her and the problems of girls increased.

With the donation of girls to deities, the factors of economic issues, the fulfilment wishes, and getting a baby boy, the poor families deal their young and beautiful girls as offerings for God. Dowry is one of the reasons to donate the poor girls to temples.

After all, efforts made by many NGOs and laws, the system of the dedication of girls in temples still going on in the society for centuries. Approximately 1000-10000 girls are still dedicated to deities (Chakraborty, 2000). In another survey, 250,000 young girls and women are donated in a year. Andhra Pradesh, Maharashtra, and Karnataka are the hot places for dedication.

Role of Law and Judicial Activities against the Dedication of Girls for the Devadasi System

The Role of the Constitution and Law for the Security of Lower Cast's Girls is Very Weak.

In the 1830s, the reforms were begun in Madras's Presidency. The Purity movement was started by Raghupati Venkataratnam Naidu, who wanted purity in Indian society from intoxicating drinks, purity in private life, and the abolition of the Devadasi system and it became a social movement. The other feminine movements boost up the reform of the Devadasi System, like the movement against infant marriage; follow the widowhood to whole life and remarriage the widow by *stree* associations. They tried to reform the life of females specially Devadasis.

Collector of Madras v/s Mootoo Ramalinga settled a decision that if customs and traditions proved their antiquity then they override the law text. After this many movements were started in Madras and Andhra Pradesh. In Madras, many young educated persons did public conferences, meetings, and seminars and took public opinion on the matter of Devadasis. They met to the viceroy, governor-general of India, and the governor of Madras and started an anti nautch movement. In Madras from 1882 to 1892 and in Andhra, 1881 to 1890, spread to its peak. In 1892, the supporters of the Anti Nautch Movement were attacked. Dr. Muthulakshmi Reddy was the first lady, who forwarded the bill to the Madras council against the dedication of girls for religious purposes. Muthulakshmi Reddy was a morning star in the night of women's life in Tamil Society. She was the first woman in India who was studying medicine and an expert in women's medicine. She prepared a draft against Devadasi System and proposed it in legislation on 2nd February 1930. It passed during the premiership of O.P. Ramaswamy Reddiyar on 9 October 1947. Ramaswamy Reddiyar pointed out that it was not a strict act like others, because some devadasis objected to the bill because they felt that they were only dancers, not prostitutes.

The Act explained that girls and women are not to dedicate for any religious purpose, especially in temples as dancers. Before and after the commencement of this Act, women agree or not dedication is illegal or void. This Act also declared that if any performance in Hindu community like nautch or Devadasi is unlawful and any women accept to take part in any such performance like Bogum, Kalavanthula, Sani, Devadasi is not capable for a valid marriage. Dancing performances by women held in respect of *sucha* deity, idol, or object of worship in Hindu temples and any religious institution were illegal. This Act gave the right to devadasis to a valid marriage. This Act also mentioned the punishments of imprisonment for six months or expandable or with fine or both.

Butler, the Indian government home secretary, during 1911, passed a letter on 3rd March for the public opinions on efficiency of sections 372 and 373 IPC (section 372 and 373 of Indian penal code were amended to declare prostitution as illegal) against Devadasi System. Then many other states passed many acts against the Devadasi System and for the betterment of devadasis. Finally, as the result, the British Government outlawed the dedication of girls in temples under the Devadasi System is illegal in 1924. The other states tried to settle strong and hard decisions and laws against this system.

The first and most important case, which called a landmark case in the matter of Devadasis, was The Bombay Act X (The Bombay Devadasis Protection Act) passed on 15th October 1934. This Act explained that Bombay, the state of India Act is passed to protect and prevented the devadasis and dedicating girls as servants of God and Hindu deities, idols, objects of worship temples is illegal. The Government of India registered sections 5 and 6, 80A (3), and the Governor of Bombay required section 80C from the Government of Goa V India Act passed another act. According to this if a woman had any relation of marriage, the marriage is not invalid but it was illegal if she becomes *devadasi*. Anyone who dedicated girls and women for religious purposes shall be offended and they shall be punishable to imprisonment for one year which shall be expandable and fine or both referred by section 3.

Various acts are helping women to get rid of the situation but while living in the same society it is hard to freeze the situation. Madras Devadasi Act 1947 was commenced after Bombay Act 1934. This act is known as the Madras Devadasi act (Prevention of dedication Act), also acted as Tamil Naidu Devadasis (Prevention of dedication) XXXI of 1947 and The Devadasi abolition Act. Periyar E.M. Ramaswamy was a member of the committee. He suggested about the bill that this bill was a private bill and not to be taken as the public bill. But despite of all of this, the Devadasis lived a miserable life because the abolition of the system is at its peak period and the behaviour of society towards the devadasis gone worst day by day. The supporters of the Devadasi System are not able to patronage them and the temples have closed the doors for dancing girls.

The two major problems of devadasis at that time were at their peak, poverty and health issues. The most important reason to dedicate girls to temples is that poverty. Starvation and lack of money is the reason for bad health and other issues. The dancing girls had not and are not having any opportunity to earn money because public functions and festivals also banned for devadasis in some parts of India. That's why it is believed that they become prostitutes from sacred in some parts of India. The other problem of devadasis is that they are having children and they become a different community at that time. The girls had to join their mother's occupation means Devadasi System, thus this system survived from one generation to another. But the male children of devadasis had faced many different types of problems like they had not to live with their mothers and they had to earn money for their own life. That's why they have to start work at an early age. Some used to follow the wrong path and they become thieves and get involve into do crimes like criminal activities for their survival and lived a bad and miserable life without their parents.

According to Madras Act 1947 commenced in October 1947 after independence, the festivals, functions, and religious ceremonies of dancing girls were banned all over India. Many other Acts commenced against the system and many rights registered in the Indian Constitution for women by B.R. Ambedkar, who is the father of the Indian Constitution, who efforts for the betterment of females.

Many other acts passed for the security and development of the condition of devadasis and girls. Bombay Devadasi Act (Extension) was passed in 1957. It is an amended Act of Bombay Devadasi Protection Act 1934. This Act gave many other rights to Devadasis and tried to strictly banned the system in Bombay state and Maharashtra as well. Andhra Pradesh Act 1956 was also a very important act for devadasis.

The Bombay Protection Act 1934, 1957, and Madras Act 1947 also affected the area of Karnataka and specially Bellary. Some parts of Karnataka state found that the system still survived and the dedication of girls and women are still performing in society. The devadasis lived a miserable life. No Act followed by the society and law stopped the system. That's why Karnataka state passed the Act Karnataka Devadasi (Prohibition of Devadasi) Act 1982 (Published in the Karnataka Gazette, Part IV-2 (Extraordinary) no-75, dated 3-2-1982, page 5). This Act explained all the rules like other Acts, but it specially mentioned that the dedication of their girl child by parents, guardian and any relative is an offense and the crime and will be provided many punishments. This Act provided powers to the district magistrate to issue the orders for the prohibition of dedication and protected the devadasis, take necessary action against the person and investigate the dedication reason. This Act mentioned that the state government appointed a Devadasi dedication prohibition officer for the investigation to the area to area, and also requested Gram Panchayats members, Municipality employees, and other Government and non- Government officers to take interest and try to stop this system in their areas. To hold and arranged

conferences, seminars, and public dealings for awareness against the system and pitiable life of Devadasis. This Act also mentioned that the devadasi dedication prohibited officers to be public servants within the meaning of section 21 of the Indian Penal Code (Centred Act 45 of 1860). The punishments are the same as mentioned in the Bombay and Madras Acts. This Act was amended in 2010, the Rehabilitation of Devadasi Act. It is amended for the rescue, rehabilitation of women from dedication, and started welfare societies for their wellness. It gives more powers to district magistrates, executive magistrates, and Devadasi dedication officers. The punishments increased like the imprisonment is for five years and expandable or not less than two years or its cognizable and nonbailable offense. The fine is five thousand and not less than two thousand and extended to ten thousand.

Andhra Pradesh commenced two acts against Devadasi System in 1956 or 1988 (Prohibition of Dedication Act). In this Act section 3, mentioned that there is the dedication of girls or women with their concerns or not, for any religious purpose is unlawful before and after the commencement of this Act and have to void. Section 4 mentioned about the marriage of devadasi to any person is valid and she is free to enter in a marriage relationship. The punishment for dedicating girls for temples is imprisonment up to three years and is expandable and a fine of three thousand which is not less than two thousand and expandable or both.

Maharashtra Devadasi Act (Abolition of Devadasi) XXXIII of 2006 (Published in the Maharashtra Government Gazette, extraordinary, Part – IV, On 11th August 2006), Amended Mah. 22 of 2013 (21-8-2013), Modified 1st March 2019. This Act mentioned that the System is one of the reasons to exploit women. It mentioned that the Government of Maharashtra tries to appoint study groups, the full information about the condition of Devadasis and it shall ensure that they get a respectable place in society. This Act also mentioned that the suggestions of study groups help to make laws for devadasis, rehabilitation, and rescue societies. This Act added new policies for the abolition of the Devadasi system. The Devadasi Practice control and Eradication Board, which is established under section 5, also mentioned the District Devadasi Practice Control Board and Devadasi Prevention Officers appointed. It also explained that the members of the control board, A judge, not below the rank of selection grade district judge, One person who his rank of secretary of Government appointed by Maharashtra Government. Two other persons to assistant of the chairperson are experts in the matters of feminism and the exploitation of women. One woman member was in the woman and child development department of Government.

The members of the District Board are the Chief Judicial Magistrate or Additional Collector or Chief Executive Officer of the Zila Parishad or the Superintendent of Police and like the state control board the three persons to assist the chairperson and other persons as it is.

The Act mentioned that if a male person co-habitation to any Devadasi for a long time as husband wife relation then it is a valid relation and taken as marriage, and if any child from such relationship is born, the child has to hereditary right in the Property. The punishments for such offenses like the dedication of girls or the Devadasi System are mentioned in The Karnataka Act 1982.

The Governments are doing their duties very well against the system and for the saving and rescuing the life of Devadasis. But thousand of girls of lower ages and women are still dedicated for many reasons like religious purposes, economic reasons or so many, on level of national and international. No rule and law followed by societies and in small villages and small towns. In small temples, especially small Devi temples, the women themselves dedicated themselves to temples with their concerning decisions for Devadasi System. The parents of lower castes also dedicated their young beautiful girls for better survival, economic conditions, and a respectable place in society. In a survey of the National Commission of Women (NCW) 44000 devadasis are working in India, but actual numbers near about 250000 girls and women still exist as Devadasis and dancing girls but it is difficult to differentiate in the prostitute, dancing girls, and non – religious prostitutes. According to the National Human Rights Commission's survey thousand of *devadasis* working in Karnataka, Andhra Pradesh, and Madras in the present era, notwithstanding many Acts and laws are being abolished this system and protection from the dedication in these states. According to this survey, about 80,000 devadasis exists in only Karnataka Andhra Pradesh states, reasons behind it poverty and starvation. The large numbers of women works as devadasis at present in Karnataka (22,491), Andhra Pradesh (16,624) according to the National Commission of Women.

CONCLUSION

Through the system of '*devadasi*', the dedication of lower cast's girls still is going on a high level. Girls from lower casts are facing very poor conditions for the centuries. Their physical exploitation went on for centuries by the rich class. The change must be needed in the society towards the system or conditions of women, if

Government and NGO's do their works with pure spirit and not to misuse of their right and funds for the betterment of the women, then the day comes early when devadasis can have a better life who has lead a miserable life from centuries. Better implements of law and acts, organizing conferences and camps related to the basic needs like health services, education and built hostels for the shelter of devadasis and organize special awareness camps and especially in villages and small towns can motivate the people to change the system. Governments, NGOs, and many welfare societies have tried to make the women self-earned and self dependent by giving them small subsidy loans to do small businesses of handcrafts. At present, there is a need to attend and take strict steps against the devadasi system for the prevention of women and young girls. Judges played a very important role in it with their position to influence the society with power and implement new commenced acts and laws to end this practice forcefully.

REFERENCES

1. Seema Parihar, (August, 2015). International Journal of Multidisciplinary Education and Research: Indian Caste System; A Sinuous Journey of Work Classification to a Rigid Social Order, Andhra University Campus Branch, Vishakhapatnam, ISSN No. 2277-7881, .
2. Dr. Lokesh M.U New horizons of dalit culture and literature in Shodhmanthan, vol. X, 2019, ISSN(P)0976_5255(e)2454_339X SJIF
3. Torri, Maria Costanza (2009). Abuse of Lower Castes in South India: The Institution of Devadasi. Journal of International Women's Studies, 11(2), 31-48. Available at: <http://vc.bridgew.edu/jiws/vol11/iss2/3>
4. Hubel, Teresa, "The High Cost of Dancing: When the Indian Women's Movement Went After the Devadasis" (2005). Department of English Publications. 134. <https://ir.lib.uwo.ca/englishpub/134>
5. Devadasis, Ancient to Modern, K Jamanadas, ISBN-978817835547,2007, p-189-227 5.Exploitation of Women as Devadasis and its Associated Evils, A report of National Commission for Women, New Delhi, Dr. V Bhararathi Hari Shankar and Dr. M Priyamvada
6. Seema Parihar, Rituals; Doctrines of Devotions and Sacrifices in Sakta Cult, Agam Kala Prakashan, New Delhi, June 2019. (ISBN: 978-81-938457-3-8)
7. Rajwinder Kaur ,Seema Parihar , Devadasis :From venerable figures to Religious prostitutes(Early medieval era to the late 19th century) 9th Internal conference on Advance Research and Innovation 2022, C T University Ludhiana (ICARI CISSN :- 1557-7616 , 4-5 March 2022)
8. Government of Maharashtra Law and Judiciary Deptt. Maharashtra Act no. XXXIII Of 2006, the Maharashtra Devadasi System (abolition) Act, 2005 amended by Mah.22 of 2013, (21-8-2013)
9. The Andhra Pradesh Devadasis (Prohibition of dedication) Act no. 10 of 1988 (13 march 1988)
10. The Karnataka Devadasis (Prohibition of Dedication) Act 1982, published in the Karnataka Gazette, part IV-2A (Extraordinary)No. 75 date.3-2-1982 p-5 amended Act I of 2010
11. Tamil Naidu Act no. XXXI of 194, Devadasis (Prevention of Dedication), received the assent of the Governor-General on 17 January. 1948 published 27 January. 1948 Fort St. George gazette
12. The Bombay Devadasis Protection Act 1934, Act 10 of 1934

ROLE OF INNOVATION MARKETING IN A COMPETITIVE BUSINESS FOR CUSTOMER DELIGHT

Prof. M.V. Rama Prasad

Professor and UGC Research Awardee, GITAM School of Business - Bengaluru, GITAM (Deemed to be University), Bangalore Campus, Nagadenahalli, Doddaballapur taluk, Bengaluru-562 163

ABSTRACT

Innovation Marketing covers all innovation management activities that contribute to the promotion of the market success of new products and services. If one considers that the actual task and mission of innovation is market success, it becomes clear that innovation marketing plays an extremely important role in the innovation process. Innovation marketing thus includes a very wide range of tasks, specifically all activities that are related to customer and market orientation and that enable a successful marketing of a new product or service. This paper focuses on the role and importance of Innovation Marketing for an organisation in a competitive business.

Keywords: Innovation Marketing, Marketing Strategy, Customer Delightment

INTRODUCTION TO INNOVATION MARKETING

Innovation marketing as a discipline encompasses marketing activities in the innovation process. This includes, for example, research into customer needs, concept and prototype tests with customers and the marketing of new products. These are all key tasks in innovation management and innovation marketing plays a very important role in securing and increasing the success of innovation.

Marketing and Innovation - An Inseparable Couple.

Peter Drucker already said "Business has only two functions - marketing and innovation". He considered marketing and innovation to be the important basis for the company's success.

Marketing has a Very Comprehensive Role. These Include the Famous 4P, Market Research and Strategic Task.

- Market research comprises the identification of customer needs, on the one hand current and future market needs, and on the other hand the exploration of possible market potentials.
- Marketing also plays a strategic role. Based on the corporate strategy, marketing plans are drawn up. In many cases, marketing also plays a leading role in the development of strategies, as they are able to identify strategically important markets on the basis of market information, for example.
- 4P is the marketing mix for marketing products. Four levers are available for this purpose: product design, pricing policy, communication and the type of distribution and sales.

As the listing of marketing tasks shows, there are many overlaps between marketing and innovation management. For example, analysing trends, researching customer needs and defining product policy in the marketing mix with product development and product design are also tasks that can be found in the function of innovation management.

These Overlaps and Close Interrelationships Make it Clear That Innovation Marketing Exists and Must Exist.

Innovation marketing covers all innovation management activities that contribute to the promotion of the market success of new products and services. If one considers that the actual task and mission of innovation is market success, it becomes clear that innovation marketing plays an extremely important role in the innovation process.

Innovation marketing thus includes a very wide range of tasks, specifically all activities that are related to customer and market orientation and that enable a successful marketing of a new product or service.

In the front-end of the innovation process, innovation marketing contributes to the identification of future and new market opportunities and research into customer needs:

- Research into customer requirements in specific market segments or product categories. This is about the current needs in the course of a concrete innovation project, but also about the anticipation of future needs and, as a result, the derivation of new innovation potentials.
- Research into market potentials such as the attractiveness of a market, the size of a market, the potential for new products, etc.

In the course of the product development process, innovation marketing has the task of continuously involving customers and users in the process. The aim is to collect feedback from customers and the market on current developments. In the form of concept, prototype and beta tests, feedback on new products is obtained in order to test the future acceptance of the product and to incorporate the experiences and ideas into the development process.

A major task in innovation marketing is the marketing of the new product or service, which is a continuous task and docks with the product lifecycle management. This involves both internal and external marketing:

- As a first step, the company's own staff will be convinced of the new innovation, because this is the only way to bring the product to the market.
- The second step is to market it externally. This involves the complete marketing mix with product positioning, pricing, communication and advertising, sales channels and much more.

Innovation marketing thus includes tasks in the front end, development and backend, making it a very important cross-divisional function that plays a very important role in the entire innovation process. This also makes it clear how closely the tasks of marketing and innovation are interwoven and belong together.

Importance of innovation marketing

The mere description of the task and role of innovation marketing makes it clear how important the function in the innovation process is. Innovation marketing plays a role in all phases and thus ensures customer and market orientation, an important lever to avoid the failure of an innovation.

However, if innovation marketing is not enforced and pursued with priority, there are many risks and dangers that must be avoided in an innovation project.

- If there is a lack of information about the market, customers, users and their needs or if they are inadequate (e. g. not representative or incomplete), wrong decisions are made with regard to the product or the target market, which can drive a project in the wrong direction and, as a result, drive it to the wall. For example, the product is misplaced, the wrong target market is chosen or irrelevant needs are addressed.
- The product does not sell. This does not necessarily mean that the product is bad. There are mediocre products that are marketed perfectly and are therefore more successful than those that are top of the line but are badly marketed. Marketing is therefore an important success factor, both internally and externally.

These two points make it clear that innovation marketing is an important lever for the success of innovation. Around 60 to 80 percent of new products fail and many of the reasons are based on a lack of customer orientation and marketing. That's why innovation managers and project managers have to deal with innovation marketing and work closely with marketing and sales.

How New Technologies Improve Innovation Marketing?

Innovation marketing does not just start with the market launch of an innovation. Rather, it is responsible for developing suitable strategies and measures in all phases of the innovation process in order to filter out customer needs and obtain feedback. This is the only way to ensure that investments are made in promising innovation projects and flops are avoided. Read in this blog entry how new technologies improve innovation marketing and facilitate access to relevant information for programming, data access and user interfaces, thereby creating completely new possibilities for interaction with customers and interested parties.

New Tools for the Customer Journey

Innovative systems enable companies to support consumers throughout the entire customer journey - from the initial idea to the purchase. These technologies can therefore also be used profitably in innovation marketing, for example to compare innovation projects with customer needs or to test hypotheses.

Clicktips and similar systems, for example, track user behavior across offline and online touchpoints, helping companies to optimize their customer journeys. Attribution tools show which channels have the greatest impact on customer decisions. Various platforms offer the possibility to analyze unstructured data, and new programming languages evaluate huge amounts of data in order to predict customer behavior. In addition, interface design tools allow you to program a mobile app or website to change its appearance or functionality depending on where the customer is on the Customer Journey.

Currently, however, there are already thousands of tools for digital marketing. It is easier and above all more efficient to choose a platform for digital marketing that combines the majority of all tools. So-called marketing

automation platforms, which represent a relatively new area in Europe, meet this requirement. According to G2Crowd, the best known are: HubSpot, Marketo, Pardot and Act-on.

Marketing automation can be defined as a software platform that optimizes, automates and measures marketing measures and workflows. This will significantly increase sales and make marketing and sales more effective overall. Good marketing automation software such as Hubspot meets the following requirements:

- Development of content strategies and websites (CMS)
- blog feature
- production of content
- Creation of Call to Actions and Landing Pages
- lead generation
- Automated workflows
- lead qualification
- Email Marketing
- newsletter
- A/B Testing
- social media marketing
- Personalization of content on web pages and e-mails
- ROI measurement
- Sales tools
- CRM (own CRM or integration with an existing CRM)

According to a study by PAC, almost every second European company currently works with at least three different technologies for the collection and analysis of customer data. This often creates islands of data that can obscure the overall picture and adversely affect a company's innovation marketing. Integrated marketing automation systems, which automatically merge all data, provide a remedy here.

Internet of Things in Innovation Marketing

The Internet of Things not only has great potential for industrial production processes, but also opens up new opportunities for marketing. Intelligent, networked products ensure a constant flow of data and provide new knowledge about consumers, target groups and markets. The company receives detailed information on where, when and how the customer uses the product. User behavior and customer needs can be better understood and products can be further developed in a targeted manner - for example by adding innovative functions. IoT technology can thus be used efficiently in innovation marketing to sound out new ideas or concepts in controlled experiments and to involve customers and users at an early stage.

Social Media for Marketing Innovations

The technology behind Facebook & Co is now very sophisticated and provides fast and direct access to relevant target groups. This can be used efficiently in early innovation phases to identify user needs.

At the same time, however, there are also many possibilities for marketing finished innovations. It usually takes some time before innovations are accepted by customers, even if customer needs have been understood and the product offers real added value. Professionally conducted social media campaigns can bring a decisive advantage and quickly increase attention and interest.

One example of a successful social media campaign is Tentsile. A few years ago, the company developed an innovative tent that is a mixture of a hammock and a tent. The commissioned agency Stoyo Media produced a short video and put it online on the Facebook page of its publisher partner "The Daily Dot". Within a very short time the video had an organic range of several million views.

In another example, Movinga, the moving startup, decided to publish a clip on its own Facebook page, which at the time was comparatively small at around 8,000 fans. After 48 hours the video had three million views, to date it is almost five million in total.

CONCLUSION

To ensure the success of an innovation, companies must develop marketing strategies that explore the needs of customers and obtain customer feedback at an early stage of innovation on the one hand, and market the finished innovation on the other. Integrated marketing platforms, the Internet of Things and social networks enable a completely new intensity in data acquisition and interaction with customers. Those who are serious about the digitalization of marketing and sales will not be able to avoid integrated marketing automation systems due to the wealth and complexity of the technological landscape. Companies that do not take this development into account will sooner or later fall behind.

Innovation marketing works in the front end of the innovation process to explore market potentials and customer needs, gets feedback from the customer in the development process and markets the product at the back end of the process. Innovation marketing thus ensures that the new products and services are geared to the market and customers. This is one of the biggest success factors in innovation management to increase revenue opportunities and eliminate flops and unnecessary waste.

The responsibility for innovation has to deal intensively with the topic of innovation marketing and work closely with marketing and sales. The top priority for all of us must be to develop a new product that customers can tear out of their hands.

REFERENCES

1. Drucker, Peter (1954). *The Practice of Management*. New York: Harper & Row. p. 32.
2. Lamb, Charles; Hair, Joseph; McDaniel, Carl (2016). *Principles of Marketing*. Boston, MA: Cengage Learning. ISBN 978-1-285-86014-5.
3. Mc Namara (1972) cited in Deshpande, R., *Developing a Market Orientation*, Thousand Oaks, CA, Sage, 1999, p. 11
4. McCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin.
5. Hester, Brittany (9 April 2019). "Marketing Strategy: Forget the 4 P'S! What are the 4 C'S?". CATMEDIA Internal Communication. Retrieved 8 November 2019.
6. "What is Marketing Environment? definition and meaning – Business Jargons". *Business Jargons*. 25 August 2015. Retrieved 8 November 2017.
7. Market Research is a subset of Marketing Research"Difference Between Market & Marketing Research". 24 September 2019. Market Research is a subset of Marketing Research
8. "The Marketing Research Process | Principles of Marketing". *courses.lumenlearning.com*. Retrieved 15 November 2019.
9. Stanton, William J (1984). *Fundamentals of marketing*. McGraw-Hill.
10. Julie Bosman (10 March 2006). "For Tobacco, Stealth Marketing Is the Norm". *The New York Times*.
11. Hunt, Shelby D. (July 1976). "The Nature and Scope of Marketing". *Journal of Marketing*. **40** (3): 17–28. doi:10.2307/1249990. JSTOR 1249990.
12. Bagozzi, Richard P. (October 1975). "Marketing as Exchange". *Journal of Marketing*. **39** (4): 32–39. doi:10.2307/1250593. JSTOR 1250593.
13. Jump up to:^a ^b American Marketing Association, Definitions of Marketing, approved 2017, accessed 24 January 2021
14. Pomeroy, A., Noble, G. and Johnson, L., "A Sustainability Roadmap for Contemporary Marketing Education: Thinking Beyond the 4Ps", 2008, accessed 25 January 2021
15. Jenny Darroch, Morgan P. Miles, Andrew Jardine and Ernest F. Cooke, The 2004 AMA Definition of Marketing and Its Relationship to a Market Orientation: An Extension of Cooke, Rayburn, & Abercrombie, *Journal of Marketing Theory and Practice*, Fall, 2004, Vol. 12, No. 4 (Fall, 2004), pp. 29-38, accessed 25 January 2021
16. Kotler, Philip (1980). *Principles of marketing*. Englewood Cliffs, NJ: Prentice-Hall. ISBN 0-13-701557-7. OCLC 5564799.

17. Kotler, Philip; Gary Armstrong (2018). Principles of marketing(Seventeenth ed.). Hoboken. ISBN 978-0-13-449251-3. OCLC 954203453.
18. Paul H. Selden (1997). Sales Process Engineering: A Personal Workshop. Milwaukee, WI: ASQ Quality Press. p. 23.
19. Paliwoda, Stanley J.; Ryans, John K. (2008). "Back to first principles". International Marketing – Modern and Classic Papers(1st ed.). p. 25. ISBN 978-1-84376-649-0. Retrieved 15 October 2009.
20. "Marketing library resources – content, knowledge databases". CIM. Retrieved 16 March 2017.
21. Subin, Im (2004). Market Orientation, Creativity, and New Product Performance in High-Technology Firms. Journal of Marketing. pp. 114–132.
22. Zhou, Julie. "The Science of Marketing". Forbes. Retrieved 16 June 2017.
23. "10 Steps to Creating a Marketing Plan for Your Small Business". Dummies. Retrieved 27 September 2017.
24. NetMBA.com. "Marketing Concept". www.netmba.com. Retrieved 8 November 2017.
25. Weeks, Richard; Marx, William (Autumn 1968). "The Market Concept: Problems and Promises". Business & Society. **9**: 39–42. doi:10.1177/000765036800900106. S2CID 154456073.
26. Hague, Paul N.; Hague, Nicholas; Morgan, Carol-Ann (2013). Market Research in Practice: How to Get Greater Insight From Your Market. London: Kogan-Page. pp. 19–20.
27. Smith, W.R. (July 1956). "Product Differentiation and Market Segmentation as Alternative Marketing Strategies" (PDF). Journal of Marketing. **21** (1): 3–8. doi:10.1177/002224295602100102. S2CID 49060196. Archived from the original (PDF) on 20 February 2019.
28. "What Comes Next? Survey Analysis and Segmentation", Discover the Future of Research, Wiley, 12 January 2017
29. Ahmad, Rizal (May 2003). "Benefit segmentation". International Journal of Market Research. **45** (3): 1–13. doi:10.1177/147078530304500302. ISSN 1470-7853. S2CID 220319720.
30. du Plessis, D.F. Introduction to Public Relations and Advertising. p. 134.
31. Business News Daily Editor, Exp. "What is B2C?". Business News Daily. Retrieved 16 April 2020.
32. Tarver, Evan. "Customer to Customer – C2C". Investopedia. Retrieved 16 April 2020.
33. Kohli, A.K. and Jaworski, B.J., "Market Orientation: The Construct, Research Propositions, and Managerial Implications," Journal of Marketing, Vol. 54, April 1990, pp. 1–18
34. Narver, J.C.; Slater, S.F. (1990). "The Effect of a Market Orientation on Business Profitability". Journal of Marketing. **54** (4): 20–34. doi:10.2307/1251757. JSTOR 1251757.
35. Hollander, S.C.; Jones, D.G.B.; Dix, L. (2005). "Periodization in Marketing History". Journal of Macromarketing. **25** (1): 33–39. doi:10.1177/0276146705274982. S2CID 9997002.
36. Fillis, Ian (2006). "Art for Art's Sake or Art for Business Sake: An exploration of artistic product orientation". The Marketing Review. **6**: 29–40. doi:10.1362/146934706776861573.
37. Sheth, J., Sisodia, R.S. and Sharma, A., "The Antecedents and Consequences of Customer-Centric Marketing," Journal of the Academy of Marketing Science, Vol. 28, No. 1, 2000, p. 55
38. Kotler, P., Armstrong, G., Principles of Marketing, 12th ed., Upper Saddle River: Pearson Education, 2008, p. 28
39. Kotler, Philip (1980). Principles of Marketing. Englewood Cliffs, NJ: Prentice-Hall Inc.
40. Kotler, P., Armstrong, G., Principles of Marketing, 12th ed., Upper Saddle River: Pearson Education, 2008, p. 29
41. Avlonitis, G.J. and Gounaris, S.P., "Marketing Orientation and Company Performance: Industrial vs. Consumer Goods Companies," Industrial Marketing Management, Vol. 26, 1997, pp. 385–402

-
42. Verbeke, Willem; Dietz, Bart; Verwaal, Ernst (2010). "Drivers of sales performance: A contemporary meta-analysis. Have salespeople become knowledge brokers?" (PDF). *Journal of the Academy of Marketing Science*. **39** (3): 407–28. doi:10.1007/s11747-010-0211-8. S2CID 53687035.
 43. McGee, L.W. and Spiro, R.L., "The Marketing Concept in Perspective," *Business Horizons*, May–June 1988, pp. 40–45
 44. Hooley, G., Fahy, J., Beracs, J., Fonfara, K. and Snoj, B., "Market Orientation in the Transition Economies of Central Europe: Tests of the Narver and Slater Market Orientation Scales," *Journal of Business Research*, Vol. 50, 2000, pp. 273–85. Note that the most widely applied scale is that developed by Narver and Slater in Narver, J.C., and Slater, S.F., "The Effect of Marketing Orientation on Business Profitability," *Journal of Marketing*, Vol. 54, 1990, pp. 20–35
 45. Blackwell Reference, Kotler, P., "What consumerism means for marketers", *Harvard Business Review*, vol. 50, no. 3, 1972, pp. 48–57; Wilkie, W.L. and Moore, E.S., "Macromarketing as a Pillar of Marketing Thought," *Journal of Macromarketing*, Vol. 26 No. 2, December 2006, pp. 224–32 doi:10.1177/0276146706291067; Wilkie, W.L. and Moore, E.S., "Scholarly Research in Marketing: Exploring the "4 Eras" of Thought Development," *Journal of Public Policy and Marketing*, Vol. 22, No. 2, 2003, pp. 116–46
 46. Grönroos, Christian. "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing," *Management Decision*, vol. 32, no. 2, 1994, pp. 4–20.
 47. Jump up to:^{a b} Kerr, F., Patti, C. and Ichul, K., "An Inside-out Approach to Integrated Marketing Communications: An International Perspective," *International Journal of Advertising*, Vol. 27, No. 4, 2008, pp. 531–40
 48. Borden, N., "The Concept of the Marketing Mix," *Journal of Advertising Research*, June 1964 pp. 2–7; van Waterschoot, W. and van den Bulte, C., "The 4P Classification of the Marketing Mix Revisited," *Journal of Marketing*, Vol. 56, No. 4, 1992, pp. 83–93

RESEARCH AND PUBLICATION ETHICS: A SYSTEMATIC REVIEW OF LITERATURE

Shivani¹ and Margam Madhusudhan²

¹Research Scholar and ²Professor, Department of Library and Information Science, University of Delhi

ABSTRACT

Research scholars fail to properly locate, evaluate and use internet-based information due to a lack of understanding of technology and the structure of internet-based information. Furthermore, the forged degrees, plagiarism, duplicate publication of academic papers, theft of research discoveries, and research and publication ethics have recently received significant attention in India. The UGC, in its 543rd meeting held on 9th August 2019, approved two Credit Courses for awareness about publication ethics and publication misconduct entitled Research and Publication Ethics (RPE) to be made compulsory for all the Ph.D. students for pre-registration course work. This article reviews the three practical modules of RPE related Open access publishing, Publication misconduct, and Databases and research metrics to foster information literacy of research scholars in the digital age.

Keywords: Digital Literacy, Research and Publication Ethics, UGC, Research Scholars.

1. INTRODUCTION

Research scholars are bewildered by a variety of digitized information. Identifying and selecting specific information has become an incredibly complex task. Many research scholars fail to properly locate, evaluate and use internet-based information due to a lack of understanding of technology and the structure of internet-based information. And due to the complexities of information in electronic form, the research scholars cannot access, collect and retrieve it. Hence, this necessary condition is the need of the hour to empower the research scholars to provide the right and practical direction to access digital information, which can be effectively practiced by promoting information literacy in the digital era. (Asadullah, 2014)

Furthermore, the forged degrees, plagiarism, duplicate publication of academic papers, theft of research discoveries, and research and publication ethics have recently received significant attention in India. The fact that many authors have done so in the past is a common argument offered by those accused. Considering this is a worldwide issue that must be addressed and resolved by appropriate action. Research ethics functions as a powerful barricade against misconduct, falsification, and plagiarism and serves as a preventive strategy for researchers, which is far better than a cure (repercussions). Awareness of the importance of these concerns differs from country to country. India has made significant progress after introducing Research and Publication Ethics as a two-credit course to be made compulsory for all the Ph.D. students for **pre-registration course work to enhance the awareness of research and publication ethics (RPE)** in August 2019" (UGC, 2019). The course has six units focusing on the basics of philosophy of science and ethics, research integrity, and, publication ethics. The UGC also said that hands-on sessions are designed to identify research misconduct and predatory publication. Indexing and citation databases, open access publications, research metrics, and plagiarism tools are part of this course" (UGC, 2019).

The main purpose of this study is to highlight the descriptive and integrated feature of the literature review (abstract and conclusion) on various aspects of research and publishing ethics as revealed in available online literature by different authors.

2. REVIEW OF RELATED LITERATURE

Digital Literacy

Digital literacy is a platform that provides digital access to knowledge and research to promote understanding and increase human acceptance by promoting information literacy in the digital era along with research ethics.

A study by Martin and Grudziecki (2006) "explained the concept and tools for Digital literacy development focused on using digital tools, the area of listing of skills to be mastered, for the growth of the individual, as a student, as a worker, a person. Whilst the awareness of competencies gained was necessary, at a lower stage in achieving study, career, and life goals for the apt use of digital means. The researchers found that Digital literacy is an element in the ongoing construction of individual identity."

Belshaw (2011) "explained that a plurality of digital literacies helped avoid some of the problems of endlessly redefining 'digital literacy'. Digital literacy has been an increasingly-debated and discussed topic, although it's a complex term predicated on work in new illiteracies such as information literacy and computer literacy. To

make sense of this complexity and uncertainty the researcher came up with a 'continuum of ambiguity and employs a Pragmatic methodology to solve the confusion.'

Singh and Kumar (2019) "aimed to measure the ILC (Information Literacy Competency) level of social science scholars concerning information use ethics. On the competency scale about 79.62% of the respondents, were found competent in information literacy (IL) to use information ethically and legally. The study found that a good part of researchers was far behind competency level and possess only baseline or below IL skills on 'Information Use Ethics'. Reasons aroused for lacking ILC skills were pinpointed as IL activities of universities under study are not based on models and standards; lack of structured information literacy activity for the research scholars and IL content missing from the Ph.D. course work. On the contrary; Imparting training and education to professionals through 'Training the Trainer Program'; Ph.D. course work as per UGC Guidelines (2009) in the Indian Universities; Credit-based and curriculum integrated IL course; 'Online Information Literacy Tutorials' etc. been suggested as remedies."

Majid et al. (2020) concluded that the students have high knowledge of "defining information task and analyzing information gaps" but then again lack in "selecting information sources and appraising the information process and product. As an information literate teacher, IL skills are more likely to successfully integrate and implement IL concepts into various teaching and learning activities to have intellectual learners."

Verma and Shukla (2021) "investigated the masters' students to spot out the comparison of information literacy skills among Mizoram University(MZU) and Tezpur University (TZU) of Social science department. The study revealed that Mizoram University students have more awareness of using library services and students preferred the 'author-wise' i.e. (59.32%) search technique than Tezpur University which preferred 'title-wise' (39.98%). The researchers found that the students of both Universities are majorly apprised of the fair use of information and plagiarism, wherein at TZU about 57.53% of students at all times mention references when they reproduce work or ideas, contradicting 39.16% of MZU. And also, there was no significant difference in information literacy skills of both the Universities. The study suggested having regular literacy awareness programs to enhance searching skills making PG students information literate."

Publication Ethics

"Research ethics can be referred to as doing what is morally and legally right in research. They are principles of behaviour that differentiate between right and wrong and acceptable and unacceptable. Although few elements of research ethics have been laid down in law, the conduct of research is primarily regulated by moral principles. Ethical issues in the research community have acquired paramount significance when it involves human participants. The ethical issues in social science have come to the fore with an increased public concern about the limits of the inquiry and legislative reforms in human rights and data security." (Praveen et al., 2017)

Studies concerned with personal data are known to be the most vulnerable. Research ethics is the basic denominator for researchers' relationships with respondents and colleagues, as Resnik (1998) stated. Researchers are themselves responsible for their research's ethical behaviour." (Praveen et al., 2017)

Prince and Schmelkin (2003) "discussed the student's and faculty's perceptions of 28 academic dishonesty habits. The researchers grouped and conceptualized these activities as extreme or not bad. An exemplar of bad actions included destroying the work of someone else, falsifying a university report, and receiving answers from someone else in an examination. Whereas, examples of actions considered not to be significant included failing to report a rating mistake and not contributing enough to a community effort. Even though students usually sided with faculty on what constitutes a less severe breach, it resulted that several students also disagreed with faculty about the severity of such academic activities that the faculty perceives as massive."

Hard, Conway, and Moran (2006) "found that staff members who underestimate the extent of plagiarism and class theft very seldom take steps to investigate the misconduct of the students. It has been founded that more understanding of the bullying strategy has clear positive associations with attempts to deter it. Student expectations regarding the prevalence of sexual discrimination among students are higher than faculties; this may likely be the case because students have opportunities to address certain topics among themselves but not with faculty."

Hudd et al. (2009) "surveyed the full-time and part-time college professors on issues of intellectual honesty. The researchers observed how time pressures could influence the expectations and impede the ability to protect from academic misconduct. It was revealed that differences in the behaviors of the pupil and the teacher about what acts count as cheating, of part-time teachers were more lenient than full-time teachers to order to use students' notes for exams and take-home tests."

Masic (2014) "revealed that any significant mistreatment of intellectual property, deliberately hampering the research process or distortion of scientific evidence and behaviour that affect the integrity to be kept under unethical behaviour. By highlighting the importance of ethical norms, the researcher analyzed principles of ethical conduct covering ghost authorship, conflict of interest, co-authorship assignment, redundant/ repetitive, and duplicate publications. And furnished a perception into the fabrication and falsification of data, as common forms of scientific fraud."

Tripathi et al. 1 (2018), "the researcher called attention to the ICT which acts as an enabler to research in the comfort of one's study and preferred environment makes the researchers with weak conscience vulnerable to the temptation of research misconduct. Surprisingly, the same technology acts as a custodian, helping educational institutions to nail such offenses and withdraw them or take the appropriate corrective recourse. The researcher found a retraction notice of 249 articles from 2000-to 2017. As a result, researchers emphasized the immensely pivotal role of libraries in spreading awareness and sensitizing researchers about adherence to norms, ethics, and policies of scholarly communication."

Patra & Das (2019), "the study strived to map the global publication and research trends in the academic integrity and plagiarism Issues, by using different bibliometrics, scientometrics, and social network tools to map the literature growth pattern, subject areas, document types, and source types of scholarly literature. And tried to situate India's position and its research trends in the global landscape. Results analyzed upsurge in Indian literature is more towards computer and ICT related subjects rather than the global research in the medical subject. The researcher commends a more focused and integrated research approach from Indian researchers."

Satija and Martínez-Ávila (2019), "The researchers provide a terminological discussion of the various concepts related to Plagiarism. Key terms/concepts such as copyright, citation cartels, citing vs. quoting, compulsive thief, cryptomnesia, data fakery, ignorance of laws and codes of ethics, information literacy, lack of training, misattribution, fair use clause, paraphrasing, plagiarism, plagiarism detection software, publish or perish syndrome, salami publication, etc. The elucidation of these terms/concepts would assist LIS scholars and professionals in their efforts to fight plagiarism."

Das (2019) "conferred on the International collaborative research project, i.e. Responsible Research and Innovation (RRI) framework a new set of globally accepted norms for ethically conducting academic and scientific research, promoting the research integrity. The researcher elucidated the salient features of the recent national policy statements such as the INSA 'Policy Statement on Dissemination and Evaluation of Research Output in India - 2018' and 'UGC (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Educational Institutions) Regulations - 2018'."

Open Access Publishing

Open Access is a method of freely releasing intellectual and scientific material via the internet to other researchers and anybody else who might benefit from having access to publicly funded research results. The dissemination, potential use, and results of research findings are all boosted when research outputs are made openly available. Thus, the roadblock to access to research gave rise to the open-access publishing model. Open Access has emerged as the model of scholarly publishing to overcome the 'serial crisis,' i.e. exponential and continuing increase in the cost of subscription to academic journals and the advent of the internet and proliferation of the resources. (Hosmani and Trivedi, 2014)

Joshi and Nikose (2010) "The dramatic changes in 21st century occurred in the world of publication of scholarly communication. Open Access Publishing Model was one such occurrence. The open-access movement is progressively guiding the publishing practices of scholarly research. Researchers looked at developments in the open access movement, how open access affects scholarly communication, and what eventual role librarians will play in its progress."

Das (2018) "discussed the term 'open access' including its meaning, definition, emergence, types, characters with the development of open access initiatives and various declarations. Further, listed the OA initiatives in India with a gradual increase of journals in the Directory of Open Access Journals (DOAJ). The researcher suggested that research, collaboration, and discussion were needed for libraries to truly realize the potential of the open access movement to transform the academic libraries to enhance distribution of the peer-reviewed journal literature completely free and with unrestricted access to all curious minds of the academic community."

Lamani et al. (2018) "examined the current trends of the open access e-books in the field of social sciences available through Directory of Open Access Books (DOAB). The result revealed the notable upsurge of e-books on DOAB on social science over the recent years. Researchers mentioned the pivotal role of Open Access in

bridging the gap in resource sharing by increasing accessibility and limiting the expenses and standardizing it. Also focused on the need to have more directories like DOAB, keeping in mind the problems like copyright violation, plagiarism, preservation of documents, and technological issues.”

Misra and Aggrawal (2019) “discussed in detail the Open access publishing with its coverage, relevance, and future perspective in the Indian context. As well as conversed, the challenges of OA and academic promotion along with a need to increase awareness apropos publication practices, including OA, and its potential benefits by utilizing this modality of publication whenever feasible, avoiding being part of predatory journals.”

Sheeja (2019) "investigated open access initiatives of the Information and Library Network (INFLIBNET), an Inter-University Center(IUC) of University Grants Commission(UGC), which started five major projects to make available open access contents produced in Indian academia milieu. The researcher found the INFLIBNET as the major player in disseminating and promoting Open Access by engrossing in various projects such as the Shodhganga project of Indian theses; the ShodhGangotri; InfoPort; The Institutional repository that serves mainly as an archive of all articles accepted by the CALIBER and PLANNER conventions; the OJAS as important as the open access journals support the publications of scholarly work and the peer-review process.”

Tella and Onyancha (2021) "examined the prospects related to Open Access (OA) initiatives from the perception of research students from selected Universities in Nigeria. The survey revealed OA is perceived as a good idea, easy, and beneficial in terms of access and use, making research interesting by enabling readers with the access to publish articles, the future of scholarly research, and published faster than the traditional outlets, along with wider dissemination of research with free access. Research students use OA as an autonomous tool for improving research and recommending it to colleagues. Substantial challenges associated with OA include procrastination, inadequate ICT infrastructure, high internet cost, slow internet speed, and restrictions placed on using storage devices like discs or flash drives for downloading contents from OA platforms, among others, were discussed."

Database and Research Metrics

“Research metrics are the fundamental tools used across the publishing industry to measure performance, both at journal- and author-level. For a long time, the only tool for assessing journal performance was the Impact Factor – more on that in a moment. Now there is a range of different research metrics available. This “basket of metrics” is growing every day, from the traditional Impact Factor to Altmetrics, h-index, and beyond.” (Taylor & Francis, 2020)

Talja and Maula (2003) “attempted to contribute to the creation of a domain analytic strategy for understanding the usage and non-use of e-journals and databases. The empirical data was collected as part of a larger qualitative research that examined scholars' usage of networked resources in four distinct disciplines: nursing science, literature/cultural studies, history, and ecological environmental science. The researchers found that e-journals and databases were more likely to be used in fields where controlled searching was the dominant search method and topical relevance was the primary relevance type, although less in fields wherever browsing and chaining were the dominant search methods and paradigmatic relevance is the primary relevance type.”

Falagas and Kouranos (ed) (2008) “compared the SCImago journal rank (SJR) indicator with the journal impact factor (IF). They retrieved information from the official websites, the indices, and their source database. The researchers studied, the period of 3yr. and analyzed both indices with the use of different approaches. And examined that in the top 100 journals in 2006 journal IF ranking order, with the use of the SJR indicator is 32. It has been found that the main differences between the journal IF and the SJR indicator derived mainly from differences in the scientific database used as the sources of citations and differences in the methodology of estimation of these indices. The researchers highlighted the major shortcomings of the SJR indicator that it divides the prestige gained by a journal, through the citations.”

Colledge et al. (2010) “The researchers investigated two journal metrics endorsed by Elsevier’s Scopus: SCImagi journal rank (SJR) and Source normalized impact per paper (SNIP). The researchers underlined important points while using journal metrics, i.e. comparing one indicator with another and with a journal impact measure similar to Thomson Reuters' journal impact factor; and it discusses their potential regarding specific interests of a user and theoretical belief about the nature of the concept of journal performance. According to researchers, Snip makes a difference among journals smaller in all main fields and is highest amongst journals in engineering and computer science. Also, appraised that topicality is important in journal performance, and suggested to focus on SJR rather than on SNIP.”

Wang (2014) “revealed journal-based metrics is known not to be ideal for the measurement of the quality of individual researcher’s scientific output. It resulted that IF and ISI citations heavily affect the academic life in most the institutions. Google citation and evaluation, mostly used, convenient and speedy, but has not gained wide ‘official’ recognition as a tool for scientific output evaluation.”

Tsimpoglou et al. (2014) “examined E-ViVa (Ellinike Vivliothikonomike Vase), the national Hellenic full-text database established by the University of Cyprus Library. E-ViVa is designed for professional librarians, LIS students, archivists, and scholars. The researchers explained information about the database's volume, coverage, inclusion criteria, content, format, and platform, as well as the processes taken throughout development. An analogy between the coverage of E-ViVa to the relative records contained in five subject-related databases: eLIS, LISA, LISTA, ISI-SSCI, and SCOPUS was put together. It was found that the database was initially filled with papers from recognized, recognizable, regular, and repeatable sources of publishing, notably yearly conferences organized by university libraries. Since the indexing was extensive and not selective, these sources yielded a large number of records; which turned out like a concentration of several duplicated author names, that were used as search terms to identify relevant publications published in somewhat large sections of international journals.”

Verma (2016) “explored the level of awareness and use of online databases by the postgraduate students and their gratification level with the infrastructure to support accessing online databases in the Central Science Library (CSL). The study found that the students were well aware of the online databases and largely used them for their research work and to update their subject knowledge 80% of users are satisfied with the infrastructure support but the problem with using online databases was a lack of information on online databases subscribed by the university on their subjects/researches.”

Noruzi (2016) “discussed impact factor, h-index, i10-index and i20-index of webology, to a citation analysis of the webology journal to show the journal impact factor, h-index, i10- index and i20- index and patent citations. The findings showed that the total number of citations received by 120 papers (i.e., 24 papers with at least 20 citations) was 1693. This reveals that i20 papers received 70 percent of all citations to webology.”

Williams (2017) “overviewed and critiqued Altmetrics, an understudied yet increasingly important arena of study for scholars, academics and professional researchers. This article provides an overview about the oftrics methodology. The researchers provided fundamental conceptualizations and critiques of Altmetrics that open the door for continued exploration and research in this domain. Two areas that were of particular and immediate importance include technical issues and theoretical issues. According to the researchers, research should explore academics’ adoption and use of that alt-measurement in scholarly communities. The researchers tried to incorporate both the user perspective and design perspective for Altmetrics.”

Ouchi (2019) says that "the most used Altmetric source in highly cited articles was Mendeley (98.9 %), followed by CiteULike (78.8%) and Wikipedia (69.4%). Most tweets, blog posts, facebook posts, news stories, reader in Mendeley, CiteULike and connotes and Wikipedia citations belonged to this paper. Most tweeters and articles readers were from the USA. The results of the study and the positive correlation between Altmetric and bibliometric indicators suggested to use Altmetric indicators as a complement to bibliometric indicators to evaluate the effectiveness of articles”.

Verma and Madhusudhan (2019) “studied, to do correlation study of an altimetric score and citations received by the highly cited publication of Digital library in Brazil and India country during 1989-2017. Study revealed that India received more altmetrics attention as compared to Brazil. The researchers found that discipline wise, if we use altmetrics analysis, librarians, PhD scholar were the maximum readers whereas subject-wise, computer science professional contribute the maximum readership followed by social science discipline in India in the field of a digital library. Also, explained that social media within Altmetrics play a very prime role, the way through which we used to highlight the research work and it helps simplifying the communication process. Altmetrics is a part of major shift withing academia which is a needed for current and near future. According to the study, despite of recurring changes in academics, it’s required to apply technology in the realm at the moment.”

CONCLUSION

The article reviews different theoretical and practical aspects of Open Access publishing, Publication misconduct, and Databases and research metrics among research scholars in higher education institutions in India.

The reviews of this paper will guide the research scholars in completing their research works on time and enhance the different digital literacy skills and competencies required for accessing online resources to help with a critical eye and become a prerequisite for creativity and innovation entrepreneurship. The study's major

limitation covers only the RPE's practical components and publications reported in articles based on the study's relevance. Although many related studies are covered in foreign studies, these are excluded due to Geographical limitations.

REFERENCES

- Asadullah, B. "Digital Information Literacy a Survey among Research Scholars of Vellore District." "KNOWLEDGE LIBRARIAN"- an International Peer Reviewed Bilingual e-Journal of Library and Information Science, vol. 1, no. 1, 2014, pp. 23–29., <https://doi.org/http://www.klibjilis.com/1.4.pdf>.
- Belshaw, Douglas A. J. "What is 'digital literacy?': a pragmatic investigation.", 2012. [https:// www.semanticscholar.org/paper/What-is-'digital-literacy](https://www.semanticscholar.org/paper/What-is-'digital-literacy)
- College, Lisa, et al. "SJR and Snip: Two New Journal Metrics in Elsevier's Scopus." *Serials: The Journal for the Serials Community*, vol. 23, no. 3, 2010, pp. 215–221., doi:10.1629/23215.
- Das, Anup Kumar. "Research Integrity in the Context of Responsible Research and Innovation (RRI) Framework." *DESIDOC Journal of Library & Information Technology*, vol. 39, no. 2, 2 Mar. 2019, pp. 82–86., doi:10.14429/djlit.39.2.13892.
- Das, Manas. "Open Access Initiatives: A New Horizon to Academic Libraries with Special Reference to India." *International Journal for Research in Applied Science and Engineering Technology*, vol. 6, no. 3, 31 Mar. 2018, pp. 652–660., doi:10.22214/ijraset.2018.3105.
- Falagas, Matthew E., et al. "Comparison of Scimago Journal Rank Indicator with Journal Impact Factor." *The FASEB Journal*, vol. 22, no. 8, 2008, pp. 2623–2628., doi:10.1096/fj.08-107938.
- Hard, S. F. et al. "Faculty and College Student Beliefs about the Frequency of Students Academic Misconduct." *Journal of Higher Education*, vol. 77, no. 6, 2006, pp. 1058–80.
- Hosmani, H.G and Kruti Trivedi. "Open Access and Digital Library." *E-Pg Pathshala*, 2014, <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=9JW4FTxYrU+Wsr8xl8vgiw==>. Accessed 2022.
- Hudd, S. S., et al. "Creating a Campus Culture of Integrity: Comparing the Perspectives of Full and Part-Time Faculty." *Journal of Higher Education*, vol. 80, no. 2, 2009, pp. 146–77.
- Joshi , Pradip, and S. M. Nikose. "New Gateways to Scholarly Communication through Open Access." *E-Prints in Library and Information Science*, 2010, DOI:<http://eprints.rclis.org/14343/>.
- Lamani, Manohar B, et al. "Open Access E-Books in Social Science: A Case Study of Directory of Open Access Books." *DESIDOC Journal of Library & Information Technology*, vol. 38, no. 2, 2 Mar. 2018, pp. 141–144., doi:10.14429/djlit.38.2.10890.
- Majid, Shaheen, et al. "Appraising Information Literacy Skills of Students in Singapore." *Aslib Journal of Information Management*, ahead-of-print, no. ahead-of-print, 2020, doi:10.1108/ajim-01-2020-0006.
- Martin, Allan, and Jan Grudziecki. "DigEuLit: Concepts and Tools for Digital Literacy Development." *Innovation in Teaching and Learning in Information and Computer Sciences*, vol. 5, no. 4, 2006, pp. 249–267., doi:10.11120/ital.2006.05040249.
- Music, Izet. "Ethics in Research and Publication of Research Articles." *South Eastern European Journal of Public Health*, 1 Sept. 2014, doi:10.12908/SEEJPH-2014-29.
- Misra, Durga Prasanna, and Vikas Agarwal. "Open Access Publishing in India: Coverage, Relevance, and Future Perspectives." *Journal of Korean Medical Science*, vol. 34, no. 27, 24 June 2019, doi:10.3346/jkms.2019.34.e180.
- Noruz, Alireza. "Impact Factor, h-Index, i10-Index and i20-Index of Webology." *Webology*, vol. 13, no. 1, June 2016, www.webology.org/abstract.php?id=265.
- Ouchi, Ali, et al. "Do Altmetrics Correlate with Citations? A Study Based on the 1,000 Most-Cited Articles." *Information Discovery and Delivery*, vol. 47, no. 4, 2019, pp. 192–202., doi:10.1108/idd-07-2019-0050.
- Patra, Swapan Kumar, and Anup Kumar Das. "Finding Facets of Academic Integrity and Plagiarism through the Prism of a Citation Database." *DESIDOC Journal of Library & Information Technology*, vol. 39, no. 2, 11 Mar. 2019, pp. 60–66., doi:10.14429/djlit.39.2.14163.

- Parveen, Huma, and Nayeem Showkat. "Research Ethics." ResearchGate, e-PG Pathshala, 31 July 2017, www.researchgate.net/publication/318912804_Research_Ethics.
- Prince, H. P., and L. P. Schmelkin. "Faculty Perception of Academic Dishonesty." *Journal of Higher Education*, vol. 74, no. 2, 2003, pp. 196–209.
- Resnik, D. B. (1998) "The Ethics of Science: An Introduction." London: Routledge.
- Satija, MP, and Martínez-Ávila Daniel. "Plagiarism an Essay in Terminology." *DESIDOC Journal of Library & Information Technology*, vol. 39, no. 2, 11 Mar. 2019, pp. 87–93., doi:10.14429/djlit.39.2.13937.
- Sheeja, N. K. "Open Access Initiatives of INFLIBNET: An Analytical Study." *Indian Journal of Information Sources and Services*, vol. 9, no. 2, 5 Apr. 2019, pp. 20–23., doi:10.51983/ijiss.2019.9.2.631.
- Singh, Rajesh, and Shailendra Kumar. "Information Literacy Competency Level of Social Science Researchers with Respect to Information Use Ethics a Study." *DESIDOC Journal of Library & Information Technology*, vol. 39, no. 2, 12 Mar. 2019, pp. 101–108., doi:10.14429/djlit.39.2.13507.
- Talja, Sanna, and Hanni Maula. "Reasons for the Use and Non-Use of Electronic Journals and Databases." *Journal of Documentation*, vol. 59, no. 6, 2003, pp. 673–691., doi:10.1108/00220410310506312.
- Tella, Adeyinka, and Omwoyo Bosire Onyancha. "Opportunities Associated with Open Access Initiatives: Perspectives of Research Students From Selected Universities in Nigeria." *Advances in Library and Information Science*, 2021, pp. 183–204., doi:10.4018/978-1-7998-5018-2.ch010.
- Tripathi, Manorama, et al. "Analyzing Retraction Notices of Scholarly Journals: A Study." *DESIDOC Journal of Library & Information Technology*, vol. 38, no. 5, 5 Sept. 2018, p. 305., doi:10.14429/djlit.38.5.13103.
- Tsimpoglou, Filippou, et al. "E- ViVa, the National Hellenic Fulltext Database on Librarianship and Information Science." *Program: Electronic Library and Information System*, vol. 48, no. 4, 2014, pp. 383–393., doi:10.1108/PROG-02-2013-0008.
- "Understanding Research Metrics." Editor Resources, Taylor and Francis, 2020, editorresources.taylorandfrancis.com/understanding-research-metrics/wp-content/uploads/2018/11/Understanding-research-metrics.pdf.
- University Grants Commission (UGC). Research and Publication Ethics course. Available at: [https:// www.ugc.ac.in/pdfnews/9836633_Research-and-Publication-Ethics.pdf](https://www.ugc.ac.in/pdfnews/9836633_Research-and-Publication-Ethics.pdf).
- Verma, Sapna, and Margam Madhusudhan. "Altmetric Analysis of Highly Cited Publications on Digital Library in Brazil and India: A Comparative Study." *Library Philosophy and Practice (e-Journal)*, 2019, digitalcommons.unl.edu/libphilprac/2273.
- Verma, Manoj Kumar, and Ravi Shukla. "Information Literacy Skills among the Master's Students of Social Sciences Departments of Mizoram University and Tezpur University a Comparative Study." *DESIDOC Journal of Library & Information Technology*, vol. 41, no. 5, 26 Sept. 2021, pp. 374–384., doi:10.14429/djlit.41.5.16399.
- Verma, Sapna. "Use of Online Databases in Central Science Library, University of Delhi: A Survey." *DESIDOC Journal of Library & Information Technology*, vol. 36, no. 2, 28 Mar. 2016, pp. 104–107., doi:10.14429/djlit.36.2.9409.
- Wáng, Yì-Xiáng J., et al. "Implications of Web of Science Journal Impact Factor for Scientific Output Evaluation in 16 Institutions and Investigators' Opinion." *Quantitative Imaging in Medicine and Surgery*, vol. 4, no. 6, Nov. 2014, pp. 453–461., DOI:DOI: 10.3978/j.issn.2223-4292.2014.11.16 .
- Williams, Ann E. "Altmetrics: an Overview and Evaluation." *Online Information Review*, vol. 41, no. 3, 2017, pp. 311–317. Emerald Publishing Limited, doi: 10.1108/oir-10-2016-02

SYMBOLISM IN THE NOVELS OF AMISH TRIPATHI WITH SPECIAL REFERENCE TO RAM CHANDRA SERIES & SHIVA TRILOGY

Ashish Agrawal¹ and Dr. Rashmi Saxena²

¹Research Scholar and ²Assistant Professor, Department of Arts, Institute of Humanities, Mangalayatan University, Beswan, Aligarh 202145, India

ABSTRACT

This article analyses the use of myth in the novels of Amish Tripathi i.e. Ram Chandra Series & Shiva Trilogy with the purpose of bringing out the symbols used by the author in his work and also the meanings they refer to. Usage of symbols in writing makes it easy for authors to convey their ideas and expressions effectively. At the same time it makes writings lucid for the readers also. Usage of a variety of symbols add colour to the work. India is a country of different religions and every religion has its own symbols. Such as Om, Swastik, Trishul are used in Hinduism, Star and Moon is used in Islam, whereas Cross is used in Christianity. All these symbols convey some meaning and generally associated with some story as well. Amish Tripathi bases his Shiva Trilogy on Lord Shiva and Rama Chandra Series on Lord Ram and in order to demarcate his spiritual greatness Amish Tripathi has employed a large number of symbols associated with Lord Shiva & Lord Rama.

Keywords: Shiva, Symbol, Symbolism, Mythology, Ramayana, Amish Tripathi, Ram Chandra

INTRODUCTION

Symbols may be in form of words, designs or any structure which possess the ability to convey a complex meaning very easily and quickly. It is one among the core basis on which cultures are based. The design itself does not matter as much as the meaning associated with the design. For example, we have the Trishul in India. Which is the symbol of weapon of Lord Shiva, we have got Swastik. Nobody in India needs to be taught what this implies because it is a millennia old symbol which conveys good luck or that which is associated with well-being. So it is a very positive symbol in India. But sadly, the Germans misused an adapted symbol of the Swastik. Hence, the symbol came to have negative associations in the West. We must reclaim the Swastika worldwide as our own Indian heritage which has nothing to do with the Germans. In the same way different Indian authors i.e. Devdutt Patnaik, Ashwin Sanghi, Ashok Banker & Amish Tripathi used different symbols in his pieces of writing to convey different meaning in a lucid way. Amish Tripathi in his novels Shiva Trilogy & Ram Chandra series portrayed Lord Shiva & Lord Rama as ordinary human being in ancient past that on account of his accomplishment, love of individuals eventually elevated into God. He shows Lord Rama as son of King Dashrath who was detested by his father since beginning because of defeat of King Dashrath against Raavana in a war. But Rama stays humble and good. Over a period of time he proves his worth. And Lord Shiva has also been portrayed as an ordinary person who evolves to be as god cause of his deeds.

Symbolism in Shiva Trilogy

One very important symbol used in Amish Tripathi's Shiva Trilogy is 'Snake'. In Hindu mythology snake is revered as symbol of holiness and even god as "Vasuki Nag". However, in certain other religions snake is considered as evil force. In the novel of Amish Tripathi snake is portrayed as a close associate of Neelkanth. According to the Hindu mythology snake is used as ornament by Lord Shiva.

Another vital symbol utilized in Shiva Trilogy is 'Third Eye' which is understood as 'Triyambaka' or 'Trinethra'. Hinduism holds that the two external eyes are just sensory organs which help behold the external and outward world. These sensory organs see only what's ostensible or obvious without getting deep into the images seen. What our eyes eye might not be true on many occasions. The looks spotted by the external eyes are also misleading. This can be the rationale why the world we reside is named 'Maya'.

In order to search out the truth, one needs to enhance one's perception which is possible through the enrichment of energy. What is in Shiva as his third eye. This third eye can be found in a normal human being also but it is not easy to realize it.

The next symbol found in Amish's Shiva Trilogy is 'Crescent Moon' found on Lord Shiva's forehead. It is conventional wisdom that this is to control the time of universe. Lord Shiva, who is portrayed in Amish Tripathi's Shiva Trilogy as Neelkanth with the duty of protecting both the Suryavanshis and Chandravanshis, is believed to have complete control over time- including the past, the present and the future. Hindus and the other followers of Hinduism have strong belief in the idea that the time movement of this universe is governed by Lord Shiva.

After that one more symbol is 'Damaru' is analysed. It represents the cosmic sound 'OM' it is believed that grammar and music came out of it only. 'Damaru' has got intense importance in Hindu religion. According to ancient Indian Holy Scriptures, Panini, a Sanskrit scholar and grammarian composed sutras and created the essential rules of Sanskrit grammar after he saw Shiva dancing in front of him and he listened to the sounds he made with his Damaru. Shiva is taken into account to be the inventor of all sounds, tongues, music vibrations in this universe. The 'Damaru' with him indicates the musicality which is also a manifestation of divinity.

Symbolism in Ram Chandra Series

A few symbols have been used in Ram Chandra series also by Amish Tripathi such as 'Vishnu'. Vishnu has been used as a symbol in Ram Chandra series by several characters specially by Malayputras. Vishnu has been used for God. On certain occasions Ram is considered as new Vishnu and on other occasions Sita is considered as new Vishnu.

Another symbol used in Ram Chandra series is 'Vayuputra' This symbol has been used multiple times in Amish's novels which depict the meaning successors of Vayu. Vayuputras are contrary to Malayputras.

CONCLUSION

After analyzing all six books of Shiva Trilogy and Ram Chandra series it can be said that throughout the work, many myths like Somras, Vishnu, blue throat of Neelkandh, Malayputra, Vayuputra have been used to give shape to a new pattern of narrative. Amish Tripathi holds that myths are nothing but jumbled memories of a real past. It is also well-defined as past hidden under knolls of earth and ignorance. He has tried to bring those truth out by his unique writing style. So, the unique angle from which Amish Tripathi builds his narrative and explains his grand design is based firmly on this belief that a man can often rise to godly stature by virtue of his karma and this is the most perfect way of interpreting India's rich mythological heritage where we find fiction is blended with history in a harmonious whole.

BIBLIOGRAPHY

- Amish Tripathi Scion of Ikshvaku Wetland Ltd. New Delhi: 2015.
- Singh, V. (2016). Rewriting Myth: A Critical Analysis of Amish Tripathi's Shiva Trilogy. International Research Journal of Management Science and Technology.
- Tripathi, A. (2017). Sita: Warrior of Mithila. Manipal: Westland Press.
- Vandana, D. (n.d.). Interpretations and Reinterpretations of Ramayana and the Scion of Ikshvaku. Union Christian College, 3-6.
- Tripathi, Amish. The Immortals of Meluha. New Delhi: Westland publications, 2010. Print.
- The Secret of Nagas. New Delhi: Westland publications, 2011. Print.
- The Oath of Vayuputras. New Delhi: Westland publications, 2013. Print.
- <http://www.sparkthemagazine.com/shiva-in-a-new-light-an-interview-with-amish-tripathi/>
- <https://www.newindianexpress.com/cities/hyderabad/2015/mar/31/Reviving-Ancient-Symbols-736024.html>

**INTERRELATIONSHIP BETWEEN ECONOMIC GROWTH, EMPLOYMENT AND POVERTY
REDUCTION: A THEORETICAL FRAMEWORK**

Neha Kar

Research Scholar, Department of Business Administration, Tezpur University

ABSTRACT

Employment plays an important role in the formation of linkages between Economic Growth and Poverty reduction. Despite the important role played by the Employment in the reduction of Poverty, the Policy-makers have not been able to solve the issues of unemployment which is creating a vicious cycle of Poverty. The aim of this paper, therefore, is to review the theoretical literature on the interrelationship between Economic growth, Employment and Poverty Reduction in a stylized fashion. The theoretical literature reviewed in this study show that Employment is a key Contributor to the reduction of Poverty of the host country. Employment serves a linkage between Economic Growth and Poverty through a demand-supply approach.

Keywords: Economic Growth, Employment, Poverty reduction, Demand, Supply.

INTRODUCTION

Poverty is one of the very worst problems that the world faces today. According to the UN (2015) data, 10 percent of the world's population or 734 million people lived on less than \$1.90 a day, struggling to fulfil the most basic needs like health, education, and access to water and sanitation, to name a few. The 2030 Agenda for Sustainable Development recognizes that inclusive, sustained and equitable economic growth, supported by full employment and decent work for all, social integration, declining inequality, rising productivity and a favourable environment necessary for meeting Goal 1 of Sustainable Development Goals. World Summit (1995) held in Copenhagen, identified three core issues: poverty eradication, employment generation and social integration is necessary for raising the standard of living of the people who are poor.

The term Economic Growth is defined as the process whereby the country's real national and per capita income increases over a long period of time (NIOS).

Fundamentally, Poverty is a denial of choices and opportunities, a violation of human dignity. It means lack of basic capacity to participate effectively in society. It means not having enough to feed and cloth[e] a family, not having a school or clinic to go to, not having the land on which to grow one's food or a job to earn one's living, not having access to credit. It means insecurity, powerlessness and exclusion of individuals, households and communities. It means susceptibility to violence, and it often implies living on marginal or fragile environments, without access to clean water or sanitation (United Nations, 1998).

Employment is defined as work performed in return for pay or profit which means Employment comprises all persons of working age who during a specified brief period, such as one week or one day, were in the following categories: a) paid employment (whether at work or with a job but not at work); or b) self-employment (whether at work or with an enterprise but not at work) (ILO 2013). This paper aims to review the existing literature on Economic Growth, Employment and Poverty Reduction.

2. Economic Growth, Employment and Poverty Reduction: A Review of the Theoretical Models

Analysis and knowledge on poverty and economic growth have changed dramatically over time. Kuznets (1955), Rostow (1960), Kaldor (1956, 1966), and others that place an emphasis on the trickle-down approach (growth will automatically "spill over onto" the poor). Chenery et al. (1974), Kakwani (1993), Easterley (2000), Bourguignon (2003), Fosu (2010), and others considers that economic growth does not automatically "trickle down" to the poorest.

Nurkse's basic thesis (1953) on the system of useful or vicious circuits was based on the concept that poor people are poor because they are malnourished or illiterate, and they are malnourished and illiterate because they are poor. In the same way, countries are poor because they have low savings and investments and they have low savings and investments because they are poor.

According to Meier and Stiglitz (2001) today as billions of people still live in poverty it becomes clear that the "trickle-down" theory must be supplemented by policies of inclusion that lessen sharp disparities in incomes and assets, enhance human capital accumulation and employment opportunities, and help in providing safety nets for the more vulnerable elements of a society. The effect of income growth in reducing poverty has received significant attention in the search for pro-poor growth. Economic growth by itself is not a sufficient condition for poverty alleviation. Such growth is simply not sustainable.

The lingering consequences of the Great Recession of 2007 to 2009 have made the connection between work and poverty abundantly clear around the world. Poverty is a financial circumstance that prevents an acceptable standard of living and thwarts individuals' chances to exercise personal agency in order to pursue opportunities (Sen, 1999). Participation in the labour force in a manner that provides adequate income and resources is a primary means by which people avoid or escape poverty. Yet not all forms of work are equally sufficient to avoid poverty and employment does not guarantee moving out of poverty (Smith, 2015).

Balanced Growth Theory of Nurkse

Nurkse Theory of Balanced Growth is a solution by him towards his own theory i.e. Vicious Cycle of Poverty. Prof. Nurkse holds the view that a balanced approach is required from both the demand and supply sides. The Balanced pattern of investment in several industries simultaneously will increase the income of many people who are employed in these industries which will increase the demand for goods and hence extent of the market will increase leading to more investment and capital formation and hence higher productivity and income level will rise which breaks the Vicious cycle of poverty.

Human Capital Theory

The Origin of human capital theory can be traced to the finding that a substantial growth in income in the United States remains after the growth in physical capital and labour has been accounted for, and to the emphasis of some economists on the importance of education in promoting economic development. Human capital can be defined as all skills or acquired characteristics of workers that make them more productive, or activities that influence future monetary and psychic income by increasing the resources in people (Hammermesh and Rees; Becker).

Workers with low skill levels tend to be less productive and therefore are paid lower wages in the labour market and are more likely to be poor. Perhaps the most impressive finding related to human capital is that more highly educated and skilled persons almost always tend to earn more than others.

Dual Labour Market Theory

From the perspective of the dual labour market theory, elimination of poverty requires that the working poor gain access to primary employment. Workers relegated to the secondary sector are tagged as unstable, undesirable workers and are thought to have little hope of acquiring primary sector jobs.

More rapid the rate of economic growth, the more rapid the improvement in employment and more rapid the change in earning pattern of the people who are already in employment and for the people who are newly appointed. The Psychological Law of Consumption introduced by Keynes defined, Saving as a part of the Income, not consumed (Jhingan, 2014) and it is only when the current income is higher than the anticipated level of permanent income that individuals will save (Friedman, 1957). So, as a result higher saving rates would push up the rate of investment which creates a virtuous self-sustaining growth cycle through the interrelationship between Economic Growth, Employment and Poverty.

CONCLUSION

This paper has discussed the theoretical link between the Economic Growth, Employment and Poverty Reduction. The theoretical explorations reviewed in this paper show that The Employment outcome of Growth can serve as the link between Economic growth and Poverty reduction. For Pro-poor growth Productive employment is essential. In an economy, we find both Working and Unemployed Poor. The mere job creation without corresponding creation of adequate wages will produce working poor especially for the people who have low skills.

REFERENCES

- Druzeta & Skare (2015). Poverty and Economic Growth: A Review, Technological and Economic Development of an Economy, 22(1), 156-175.
- Thompson & Dahling (2019). Employment and Poverty: Why Work Matters in Understanding Poverty, American Psychological Association, 74(6), 673-684.
- Fields (1984). Employment, Income Distribution and Economic Growth in Seven Small Open Economies. The Economic Journal, 94(373), 74-83. doi:10.2307/2232216
- Davis and Martinez (2014). A review of the economic theories of poverty, National Institute of Economics and Social Research.
- Selim, (2006). Employment-poverty linkages and pro-poor growth: A synthesis paper based on country studies of Bangladesh, Bolivia and Ethiopia (Discussion Paper 23).
- Jhingan (2014). Macro-Economic Theory (12th ed.). Vrinda Publications P. Ltd.
- Todaro & Smith (2017). Economic Development (12th ed.). Pearson Education Limited.

THE PESA ACT 1996, REVIEWING THE LAW IN LETTER AND SPIRIT WITH SPECIAL REFERENCE TO JHARKHAND

Sashank Sekhar Dayal

Ph.D Research Scholar, Department of Political Science, Galgotias University, Greater Noida, UP, India

ABSTRACT

The PESA Act is considered the cornerstone of Indian tribal legislation, and its good implementation might be a benefit for tribal people in Jharkhand. In the state of Jharkhand, diverse tribes account for 26.2 percent of the total population. In Jharkhand, 16 of the 24 districts are covered by the PESA provisions. PESA recognizes the traditional system of decision-making and promotes people's self-governance, but the state of Jharkhand has yet to draught its own regulations, despite the fact that the PESA Act has been in place for 25 years. PESA in Jharkhand was only partially implemented in terms of special rights for Adivasis in Jharkhand's scheduled areas. PESA's limited implementation has exacerbated the country's self-governance system.

INTRODUCTION

The state of Jharkhand is known as "The Land of Forests, Mountains, and Minerals." On November 15, 2000, on the birth anniversary of Dharti Aba Birsa Munda, the state was formed after separation from the former state of Bihar. As a vulnerable group in the continuing development process, the tribes' members dwell in far-flung scattered communities. Tribes regard water, forest, and land as part of their identity, which has been threatened in recent years by resource exploitation, Indian government enacted the Panchayat Extension to Scheduled Areas (PESA) 1996. The Panchayati Raj institution is regarded as a forerunner in local self-governance, particularly in states like Jharkhand, where the Indian government enacted the Panchayat Extension to Scheduled Areas (PESA) in 1996. The 73rd Constitutional Amendment, which took effect on April 24, 1993, added Part IX to the Indian Constitution, giving panchayats constitutional status as local self-government institutions. While the fifth schedule areas are exempt from the implementation of Part IX of the Constitution, Article 243 M of the Constitution states that Parliament may extend its provisions to the scheduled and tribal areas by law, subject to such exceptions and modifications as may be specified in such law, and that no such law shall be deemed an amendment to the Constitution. Parliament approved "The Provisions of the Panchayat (Extension to the Scheduled Areas) Act 1996". Part IX of the Constitution is extended to the Fifth Schedule Areas notified in ten states, with specified adjustments and limitations (viz. Andhra Pradesh, Chhattisgarh, Gujarat, Himachal Pradesh, Jharkhand, Madhya Pradesh, Maharashtra, Odisha, Rajasthan and Telangana).

IMPORTANT PROVISIONS OF PESA ACT

They now have more powers under the PESA Act, including approval of plans, program and projects for social and economic development; mandatory consultation before acquiring land in scheduled areas for development projects and before rehabilitating people affected by such projects; and mandatory recommendations prior to the grant of mining leases and concessions for minor mineral exploitation in scheduled areas. Panchayats and Gram Sabha in scheduled regions have been given the requisite power and authority to function as self-governing organizations. The PESA Act has been in effect for 25 years, while Jharkhand has been a state for more than 21 years. In Jharkhand, the PESA Act covers 16 of the 24 districts, with a total of 2071 gram panchayats and 135 blocks falling under the Schedule V region. In accordance with the PESA Act, state governments are required to create laws for their designated territories. Jharkhand is an important state where different acts of Tribal Land Rights exist, with an enormous forest area in which a very large tribal and nontribal population depends for their livelihood and survival. Under the PESA Act, the Gram Sabhas have been bestowed with absolute powers and the state legislature has been given an advisory role to ensure the proper functioning of the Panchayats and Gram Sabhas. This system of delegation of powers represents the principle of subsidiarity, which can be explained in a manner where Panchayats at higher levels should not try to curtail powers in the subordinate levels and there shall be independence throughout. There are many powers and functions provided to the Gram Sabhas. These are as follows: (i) Protection of traditional belief, the culture of the tribal communities; (ii) Resolution of the local disputes; (iii) Prevention of land alienation; (iv) Management and protection of the common properties based on their traditions; (v) Management of village markets; (vi) Rights to control production, distillation, and prohibition of liquor; (vii) Exercise of control over money-lending; (viii) Any other rights involving the Scheduled Tribes..Notified Fifth Schedule Areas (FSA): The details of notified FSA/PESA areas in the State of Jharkhand are as under: } PESA District (Fully & Partly covered): 16 • PESA District (Fully covered): 13 (Ranchi, Khunti, Lohardaga, Gumla, Simdega, Latehar, West Singhbhum, East Singhbhum, Saraikela Kharsawan, Dumka, Jamtara, Sahebganj and Pakur) • PESA District (Partly covered): 3 (Palamu, Garhwa, Godda) } PESA Blocks: 131 } PESA Panchayats: 2074 } PESA Villages: 16022. PESA was enacted to

make the Fifth Schedule Areas self-sufficient by empowering the Gram Sabha as centers par excellence. The main object was to decentralize the power of the central and state governments and vest it in the hands of local governments for independent and self-sufficient governance. But PESA failed to achieve its objectives as four states have prepared their state rules for implementation of PESA. The Gram Sabha Resolutions have been ignored in Jharkhand at different phases during planning as well as the implementation of the various programs. PESA has been given the cold shoulder by those who were intended to adopt and execute it, despite the fact that it was formerly regarded one of the most important legislation supporting the tribal minority, which makes up roughly 9% of India's population. However, the situation is not any better in the states where the restrictions were enacted. States were meant to change their laws to integrate PESA's provisions, but while some states were successful in drafting the rules, they failed miserably in enforcing them. In Jharkhand, PESA is not keeping the spirit of self-governance due to political apathy, the internal conflict of Maoism and unawareness among people. The status of tribal has not changed in the positive directions with development which was expected after the implementation of PESA especially for the conservation of natural resources in Jharkhand. The state governments are supposed to enact state laws for their Scheduled Areas in consonance with this national law. Jharkhand surprisingly, out of 22 provisions in the PESA have taken only seven of them and replaced the fifteen provisions by the general administrative norms of the Panchayat system for non-Scheduled Areas. PESA in Jharkhand remained partial in terms of the special rights that the Adivasis of Scheduled Areas in Jharkhand should enjoy. So PESA Act is considered as boon for tribes living in scheduled areas of Jharkhand but its implementation remains as a matter of concern that an empowered Gram sabha is the need of hour so that the participation of people in decision making is guaranteed to its fullest and maintainance of their traditional syatem of local self -governance is preserved..

METHODOLOGY

In the background this study is an attempt to understand the PESA Act,1996. The study is based on various researches, newspaper articles, Supreme Court and Jharkhand High Court Judgements, Reports of Ministry of Panchayati Raj.

The information were further analyzed to explore and understand the various factors behind the lack of implementation and apathy shown by state government even after more than 25 years of implementation of this Act.

DISCUSSIONS

The state of Jharkhand enacted its own Panchayati Raj Act in 2001 According to state law, panchayat elections should be held every five years. However, the first such election was held in 2010. The law said that there would be gram sabha in tribal areas and only a tribal can head such sabhas. All the posts in the third tier of local governance would be filled by tribes only. However, there was lacunae in the law which was problematic. The powers and identity given to the tribal people in PESA were diluted through the state law," The provisions of PESA Act were ignored by the authorities who were entrusted with the task to implement its provisons. In 2016, the state government tried to amend the Chota Nagpur Tenancy Act of 1908 and the Santhal Pargana Tenancy Act of 1949, the local adivasi community mobilised and resisted using PESA. Against this move of the government, the Adivasi community began a movement using the concept of PESA, Known as Pathalgadi . Pathalgadi movement refers to a practice where Adivasi villages erect a huge stone structure at the entry point of their villages notifying the power and rights of the gram sabhas. The main reasons for such activities are that government enacted the legislations but never pushed to formulate the necessary rules. Implementation of PESA Act in Letter and Spirit is a must for local Self-Governance among tribes then only other legislations like Forest Rights Act,2006 and the Land Acquisition Act,2013 will be properly implemented in the scheduled areas of Jharkhand.

SUGGESTIONS

Considering the fact that PESA Act is one of the important act for realization of local self -governance in Jharkhand. It can be an unmatched weapon for tribes to regarding this.

Based on the various studies and researches the study suggests the step can be taken by Government in implementing the act:

- 1) The Gram Sabha in the scheduled areas should be under the provisions of PESA and promote developmental activities related to the management of natural resources through sustainable management practices.
- 2) Proper fund allocation should be done for Gram Sabha so that major schemes of developments and planning can be initiated.

- 3) The resolution of local disputes should be done at Gram Sabha level
- 4) Management of forest resources and village markets should be under Gram Sabha
- 5) Social Audit of Gram Sabha and regular meetings should be properly held.
- 6) Elections to Panchayati Raj institutions in the state of Jharkhand should be held by incorporating the provisions of PESA, Act.

CONCLUSION

Jharkhand Surprisingly, they have taken only seven of the PESA's 22 requirements and substituted the other fifteen with general administrative standards of the Panchayat system for non-scheduled areas. In terms of the particular privileges that the Adivasis of Scheduled Areas in Jharkhand should have, the PESA in Jharkhand remained partial. In Jharkhand's Scheduled areas, the partially implemented PESA has degraded self-governance. PESA failed to deliver due to a lack of clarity, legal infirmity, bureaucratic indifference, lack of political will, resistance to change in the power hierarchy, and other factors.

BIBLIOGRAPHY

1. M .Aslam : Panchayati Raj in India, National book Trust, India (2010)
2. National Census 2011, Primary Census Abstract, Registrar General of India, Ministry of Home Affairs, Government of India
3. Department of Panchayati Raj , Government of Jharkhand
4. Kundan Pandey :PESA: The wait for reforms on the ground continues even after 25 years
5. www.panchayat.gov.in
6. www.panchayat.gov.in
7. Ananth, P., & Kalaivanan, S. (2017). Grassroots governance in scheduled areas in India: The way forward of PESA act. International Journal of Innovative
8. Research and Advanced Studies (IJIRAS), 4(1), 18-21.
9. Bara, A. H. (2017). A critical inquiry of the rule of PESA in Jharkhand
10. Dipti Paridhi Kindo & Pradip Kumar Bhowmick : PANCHAYATI RAJ IN SCHEDULED AREAS OF JHARKHAND AND NATURAL RESOURCE MANAGEMENT
11. Ministry of Panchayati Raj PESA Division
12. Sharan, R. (2005). Fifth schedule and tribal development in Jharkhand: Issues and challenges. Jharkhand Journal of Development and Management Studies, 3(3), 1461-1492
13. K.N Choubey :The politics behind enactment of PESA
14. Bara, A. H. (2017). A critical inquiry of the rule of PESA in Jharkhand
15. Prem Bhaskar, Parijat Ghosh, Dibyendu Chaudhuri: Collapse of Adivasi self-governance system in Jharkhand: Need to implement PESA in letter and spirit
16. Ministry of Panchayati Raj ,Govt of Jharkhand
17. MD.Asghar Khan:Demanding Pesa rights
18. Kundan Pandey: 25 years on, many Indian states haven't implemented a law that empowers Adivasi communities
19. Dayamani Barla: A noted tribes welfare activist
20. Kundan Pandey: 25 years on, many Indian states haven't implemented a law that empowers Adivasi communities

MANUSCRIPT SUBMISSION

GUIDELINES FOR CONTRIBUTORS

1. Manuscripts should be submitted preferably through email and the research article / paper should preferably not exceed 8 – 10 pages in all.
2. Book review must contain the name of the author and the book reviewed, the place of publication and publisher, date of publication, number of pages and price.
3. Manuscripts should be typed in 12 font-size, Times New Roman, single spaced with 1” margin on a standard A4 size paper. Manuscripts should be organized in the following order: title, name(s) of author(s) and his/her (their) complete affiliation(s) including zip code(s), Abstract (not exceeding 350 words), Introduction, Main body of paper, Conclusion and References.
4. The title of the paper should be in capital letters, bold, size 16” and centered at the top of the first page. The author(s) and affiliations(s) should be centered, bold, size 14” and single-spaced, beginning from the second line below the title.

First Author Name1, Second Author Name2, Third Author Name3

1Author Designation, Department, Organization, City, email id

2Author Designation, Department, Organization, City, email id

3Author Designation, Department, Organization, City, email id

5. The abstract should summarize the context, content and conclusions of the paper in less than 350 words in 12 points italic Times New Roman. The abstract should have about five key words in alphabetical order separated by comma of 12 points italic Times New Roman.
6. Figures and tables should be centered, separately numbered, self explained. Please note that table titles must be above the table and sources of data should be mentioned below the table. The authors should ensure that tables and figures are referred to from the main text.

EXAMPLES OF REFERENCES

All references must be arranged first alphabetically and then it may be further sorted chronologically also.

• Single author journal article:

Fox, S. (1984). Empowerment as a catalyst for change: an example for the food industry. *Supply Chain Management*, 2(3), 29–33.

Bateson, C. D.,(2006), ‘Doing Business after the Fall: The Virtue of Moral Hypocrisy’, *Journal of Business Ethics*, 66: 321 – 335

• Multiple author journal article:

Khan, M. R., Islam, A. F. M. M., & Das, D. (1886). A Factor Analytic Study on the Validity of a Union Commitment Scale. *Journal of Applied Psychology*, 12(1), 129-136.

Liu, W.B, Wongcha A, & Peng, K.C. (2012), “Adopting Super-Efficiency And Tobit Model On Analyzing the Efficiency of Teacher’s Colleges In Thailand”, *International Journal on New Trends In Education and Their Implications*, Vol.3.3, 108 – 114.

- **Text Book:**

Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2007). *Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies* (3rd ed.). New York: McGraw-Hill.

S. Neelamegham," Marketing in India, Cases and Reading, Vikas Publishing House Pvt. Ltd, III Edition, 2000.

- **Edited book having one editor:**

Raine, A. (Ed.). (2006). *Crime and schizophrenia: Causes and cures*. New York: Nova Science.

- **Edited book having more than one editor:**

Greenspan, E. L., & Rosenberg, M. (Eds.). (2009). *Martin's annual criminal code: Student edition 2010*. Aurora, ON: Canada Law Book.

- **Chapter in edited book having one editor:**

Bessley, M., & Wilson, P. (1984). Public policy and small firms in Britain. In Levicki, C. (Ed.), *Small Business Theory and Policy* (pp. 111–126). London: Croom Helm.

- **Chapter in edited book having more than one editor:**

Young, M. E., & Wasserman, E. A. (2005). Theories of learning. In K. Lamberts, & R. L. Goldstone (Eds.), *Handbook of cognition* (pp. 161-182). Thousand Oaks, CA: Sage.

- **Electronic sources should include the URL of the website at which they may be found, as shown:**

Sillick, T. J., & Schutte, N. S. (2006). Emotional intelligence and self-esteem mediate between perceived early parental love and adult happiness. *E-Journal of Applied Psychology*, 2(2), 38-48. Retrieved from <http://ojs.lib.swin.edu.au/index.php/ejap>

- **Unpublished dissertation/ paper:**

Uddin, K. (2000). A Study of Corporate Governance in a Developing Country: A Case of Bangladesh (Unpublished Dissertation). Lingnan University, Hong Kong.

- **Article in newspaper:**

Yunus, M. (2005, March 23). Micro Credit and Poverty Alleviation in Bangladesh. *The Bangladesh Observer*, p. 9.

- **Article in magazine:**

Holloway, M. (2005, August 6). When extinct isn't. *Scientific American*, 293, 22-23.

- **Website of any institution:**

Central Bank of India (2005). *Income Recognition Norms Definition of NPA*. Retrieved August 10, 2005, from <http://www.centralbankofindia.co.in/home/index1.htm>, viewed on

7. The submission implies that the work has not been published earlier elsewhere and is not under consideration to be published anywhere else if selected for publication in the journal of Indian Academicians and Researchers Association.

8. Decision of the Editorial Board regarding selection/rejection of the articles will be final.

www.iaraedu.com

Journal

Volume 7, Issue 2 (I)
April – June 2020

ISSN 2394 - 7780

International Journal of
Advance and Innovative Research

Indian Academicians and Researchers Association
www.iaraedu.com

www.iaraedu.com

Journal

ISSN 2394 - 9554

**International Journal of Research in
Science and Technology**

Volume 6, Issue 2: April - June 2019



Indian Academicians and Researchers Association

www.iaraedu.com

**Become a member of IARA to avail
attractive benefits upto Rs. 30000/-**

<http://iaraedu.com/about-membership.php>



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXX

is admitted as a

Fellow Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research

and the objectives of the Association



Date: 27.01.2020

RAM
Director

Islam
President



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXXXX

is admitted as a

Life Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research
and the objectives of the Association



Date: 27.01.2020

Director

President



INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION

Membership No: M / M – 1365

Certificate of Membership

This is to certify that

XXXXXXXXXX

is admitted as a

Member

of

Indian Academicians and Researchers Association

in recognition of commitment to Educational Research

and the objectives of the Association



Date: 27.01.2020

Director

President

IARA Organized its 1st International Dissertation & Doctoral Thesis Award in September'2019

1st International Dissertation & Doctoral Thesis Award (2019)



Organized By



Indian Academicians and Researchers Association (IARA)

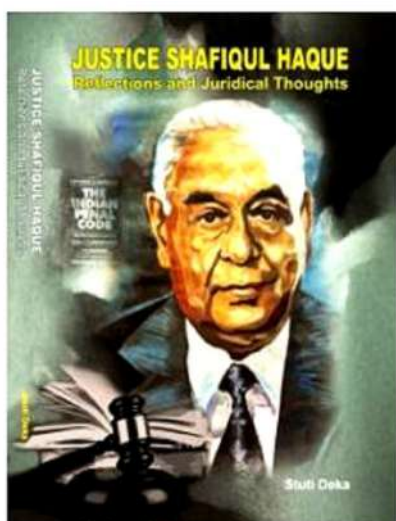


EMPYREAL PUBLISHING HOUSE

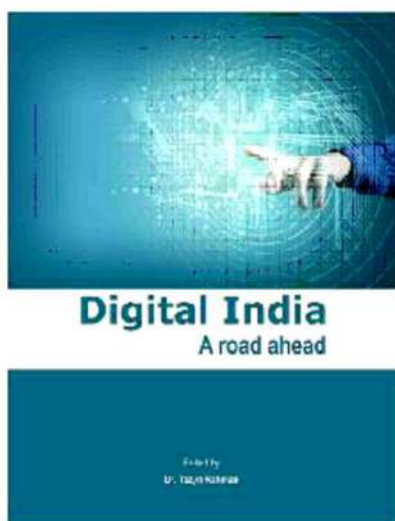
www.editedbook.in

**Publish Your Book, Your Thesis into Book or
Become an Editor of an Edited Book with ISBN**

BOOKS PUBLISHED



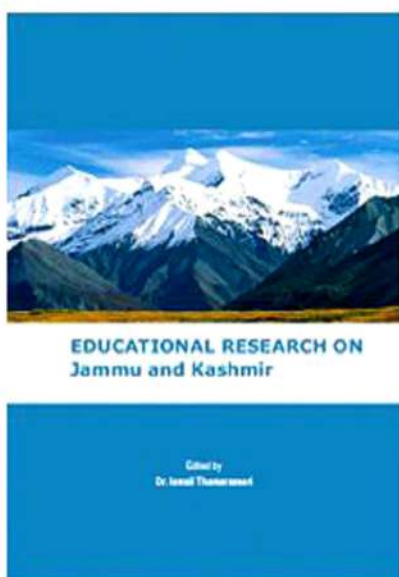
Dr. Stuti Deka
ISBN : 978-81-930928-1-1



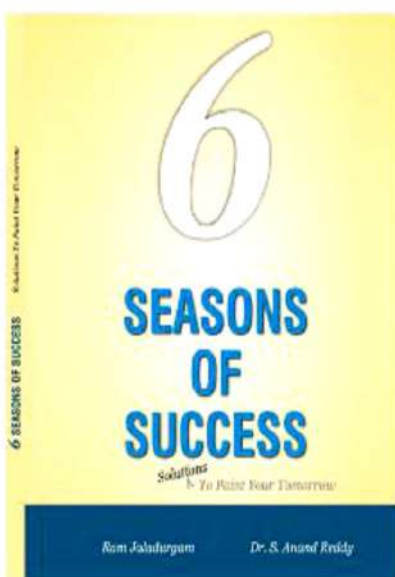
Dr. Tazyn Rahman
ISBN : 978-81-930928-0-4



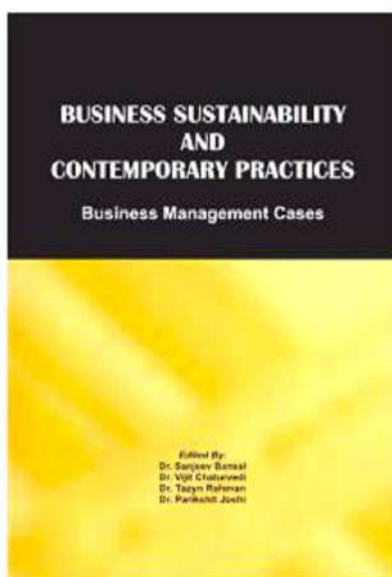
Mr. Dinbandhu Singh
ISBN : 978-81-930928-3-5



Dr. Ismail Thamarasseri
ISBN : 978-81-930928-2-8



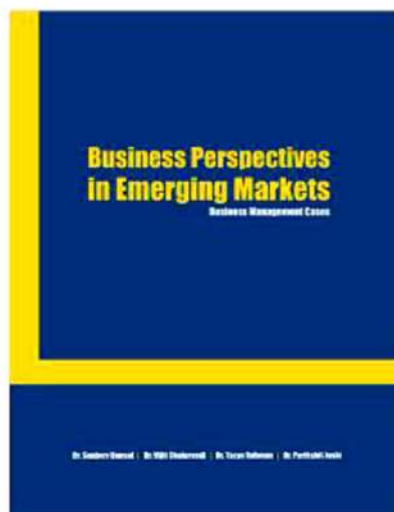
Ram Jaladurgam
Dr. S. Anand Reddy
ISBN : 978-81-930928-5-9



Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi
Dr. Tazyn Rahman, Dr. Parikshit Joshi
ISBN : 978-81-930928-6-6



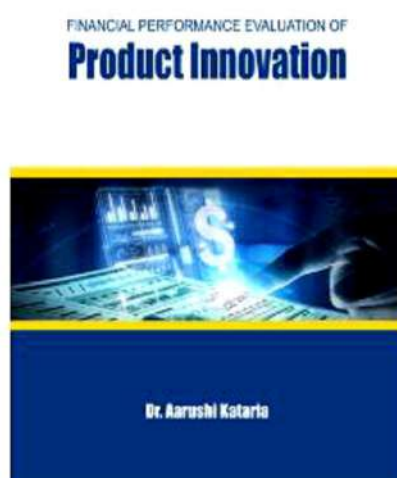
Ashish Kumar Sinha, Dr. Soubhik Chakraborty
Dr. Amritanjali
ISBN : 978-81-930928-8-0



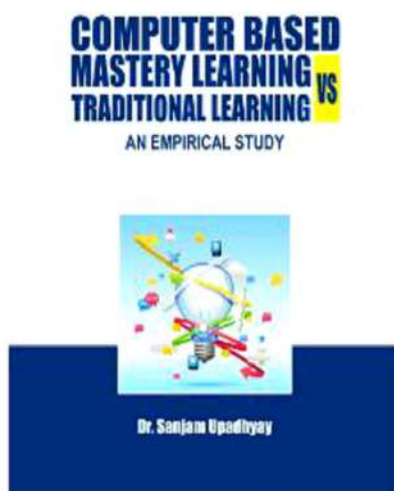
Dr. Sanjeev Bansal, Dr. Vijit Chaturvedi
Dr. Tazyn Rahman, Dr. Parikshit Joshi
ISBN : 978-81-936264-0-5



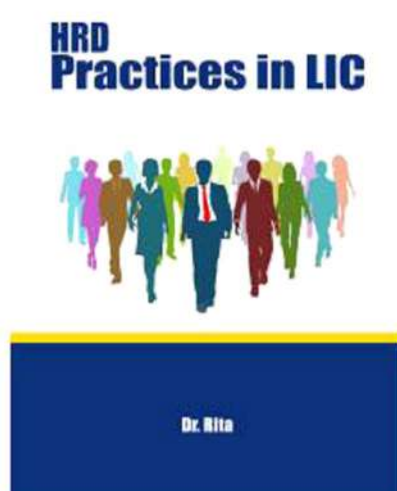
Dr. Jyotsna Golhar
Dr. Sujit Metre
ISBN : 978-81-936264-6-7



Dr. Aarushi Kataria
ISBN : 978-81-936264-3-6



Dr. Sanjam Upadhyay
ISBN : 978-81-936264-5-0



Dr. Rita
ISBN : 978-81-930928-7-3



Dr. Manas Ranjan Panda, Dr. Prabodha Kr. Hota
ISBN : 978-81-930928-4-2



Poomima University
ISBN : 978-8193-6264-74



Institute of Public Enterprise
ISBN : 978-8193-6264-4-3

Vitamin D Supplementation in SGA Babies



Dr. Jyothi Naik
Prof. Dr. Syed Manazir Ali
Dr. Uzma Firdaus
Prof. Dr. Jamal Ahmed

Dr. Jyothi Naik, Prof. Dr. Syed Manazir Ali
Dr. Uzma Firdaus, Prof. Dr. Jamal Ahmed
ISBN : 978-81-939070-9-8



Gold Nanoparticles: Plasmonic Aspects And Applications

Dr. Abhishosh Kedia
Dr. Pandian Senthil Kumar

Dr. Abhishosh Kedia
Dr. Pandian Senthil Kumar
ISBN : 978-81-939070-0-9

Social Media Marketing and Consumer Behavior



Dr. Vinod S. Chandwani

Dr. Vinod
S. Chandwani
ISBN : 978-81-939070-2-3

Select Research Papers of

Prof. Dr. Dhananjay Awasarwar



Prof. Dr. Dhananjay Awasarwar

Prof. Dr. Dhananjay
Awasarwar
ISBN : 978-81-939070-1-6

Recent ReseaRch Trends in ManageMent



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-4-7

Recent ReseaRch Trends in Social Science



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-6-1

Recent Research Trend in Business Administration



Dr. C. Samudhra Rajakumar
Dr. M. Ramesh
Dr. C. Kathiravan
Dr. Rincy V. Mathew

Dr. C. Samudhra Rajakumar, Dr. M. Ramesh
Dr. C. Kathiravan, Dr. Rincy V. Mathew
ISBN : 978-81-939070-7-8

Recent Innovations in Biosustainability and Environmental Research II



Dr. V. I. Paul
Dr. M. Muthulingam
Dr. A. Elangovan
Dr. J. Nelson Samuel Jebastin

Dr. V. I. Paul, Dr. M. Muthulingam
Dr. A. Elangovan, Dr. J. Nelson Samuel Jebastin
ISBN : 978-81-939070-9-2

Teacher Education: Challenges Ahead



Sajid Jamal
Mohd Shakir

Sajid Jamal
Mohd Shakir
ISBN : 978-81-939070-8-5

Project Management



Dr. R. Emmaniel

ISBN : 978-81-939070-3-0

The *théâtre engagé*

American Drama from the '29 Crash to World War II

Dr. Sarala Barnabas

Dr. Sarala Barnabas

ISBN : 978-81-941253-3-4



AUTHORS
Dr. M. Banumathi
Dr. C. Samudhra Rajakumar

Dr. M. Banumathi

Dr. C. Samudhra Rajakumar

ISBN : 978-81-939070-5-4

VIJANAN

COMMERCE AND MANAGEMENT

Dr. Bahini Kelkar

Dr. (Mrs.) Rohini Kelkar

ISBN : 978-81-941253-0-3

Recent Research Trends in Management and Social Science

Dr. Tazyn Rahman

Dr. Tazyn Rahman

ISBN : 978-81-941253-2-7

VIJANAN

INFORMATION TECHNOLOGY

N. Lakshmi Kavitha
Mithila Satam

Dr. N. Lakshmi Kavitha

Mithila Satam

ISBN : 978-81-941253-1-0

Emerging Research

Trends in Management and Social Science

Dr. Hresh Lohar
Prof. Arti Sharma

Dr. Hresh Lohar
Prof. Arti Sharma

ISBN : 978-81-941253-4-1

Life of Slum Occupants & Saving Pattern

Dr. Hresh S. Lohar
Dr. Ashok S. Lohar

Dr. Hresh S. Lohar
Dr. Ashok S. Lohar

ISBN : 978-81-941253-5-8

Computerised Information System: Concepts & Applications

Babita Kanojia
Dr. Arvind S. Lohar

Dr. Babita Kanojia
Dr. Arvind S. Lohar

ISBN : 978-81-941253-7-2

SKILLS FOR SUCCESS



SK Nathan
SW Rajamonaharane

Dr. Sw Rajamonaharane
SK Nathan
ISBN : 978-81-942475-0-0

Witness Protection Regime An Indian Perspective



Aditi Sharma

Aditi Sharma
ISBN : 978-81-941253-8-9

Self-Finance Courses: Popularity & Financial Viability



Dr. Ashok S. Luhar
Dr. Hitesh S. Luhar

Dr. Ashok S. Luhar
Dr. Hitesh S. Luhar
ISBN : 978-81-941253-6-5

SMALL SCALE INDUSTRIES MANAGEMENT Issues, Challenges and Opportunities



Dr. B. Augustine Arockiaraj

Dr. B. Augustine Arockiaraj
ISBN : 978-81-941253-9-6



SPOILAGE OF VALUABLE SPICES BY MICROBES

Dr. Kuljinder Kaur

Dr. Kuljinder Kaur
ISBN : 978-81-942475-4-8

Financial Capability of Students: An Increasing Challenge in Indian Economy

Dr. Priyanka Malik



Dr. Priyanka Malik
ISBN : 978-81-942475-1-7

THE RELATIONSHIP BETWEEN ORGANIZATION CULTURE AND EMPLOYEE PERFORMANCE: HOSPITALITY SECTOR



Dr. Rekha P. Khosla

Dr. Rekha P. Khosla
ISBN : 978-81-942475-2-4

A GUIDE TO

TWIN LOBE BLOWER AND ROOT BLOWER TECHNIQUE



Dilip Pandurang Deshmukh

Dilip Pandurang Deshmukh
ISBN : 978-81-942475-3-1



SILVER JUBILEE COMMEMORATIVE LECTURE SERIES 2019-SNGC

Dr. D. Kalpana
Dr. M. Thangavel

Dr. D. Kalpana, Dr. M. Thangavel
ISBN : 978-81-942475-5-5



Indian Commodity Futures and Spot Markets

Dr. Aloysius Edward J.

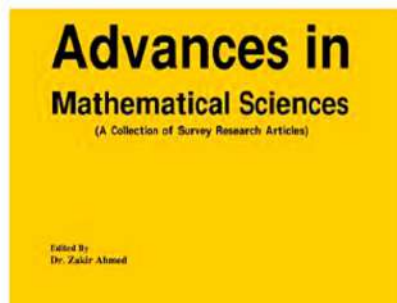
Dr. Aloysius Edward J.
ISBN : 978-81-942475-7-9



Correlates of Burnout Syndrome Among Servicemen

Dr. Binomary Ohigueri Ekechukwu

Dr. R. O. Ekechukwu
ISBN : 978-81-942475-8-6



Edited By
Dr. Zakir Ahmed



Dr. Zakir Ahmed
ISBN : 978-81-942475-9-3



Fair Value Measurement

Challenges and Perceptions

Dr. (CA) Ajit S. Joshi
Dr. Arvind S. Luhar

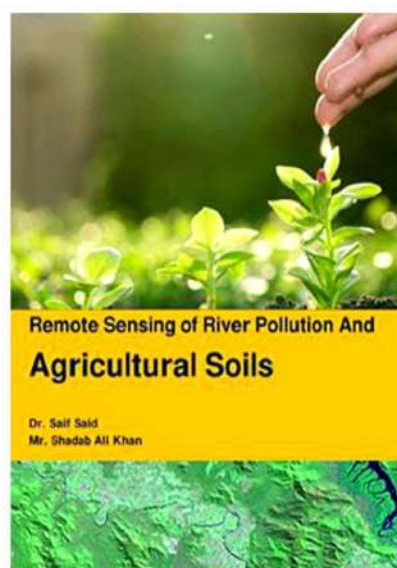
Dr. (CA) Ajit S. Joshi
Dr. Arvind S. Luhar
ISBN : 978-81-942475-6-2



NONLINEAR OPTICAL CRYSTALS FOR LASER Growth and Analysis Techniques

Madhav N Rode
Dilipkumar V Mehraam

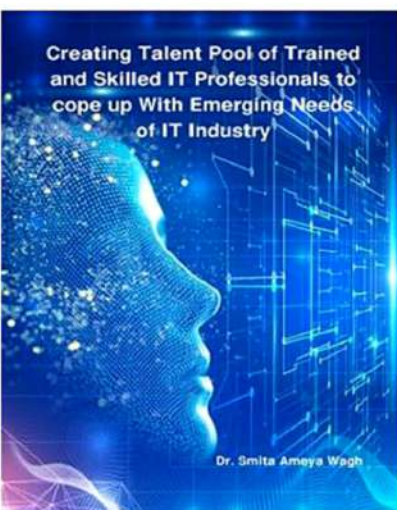
Madhav N Rode
Dilip Kumar V Mehraam
ISBN : 978-81-943209-6-8



Remote Sensing of River Pollution And Agricultural Soils

Dr. Saif Said
Mr. Shadab Ali Khan

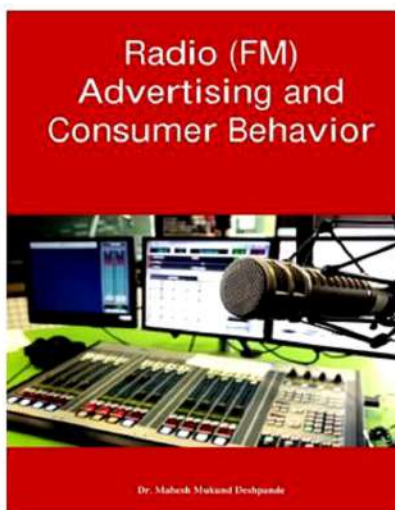
Dr. Saif Said
Shadab Ali Khan
ISBN : 978-81-943209-1-3



Creating Talent Pool of Trained and Skilled IT Professionals to cope up With Emerging Needs of IT Industry

Dr. Smita Ameya Wagh

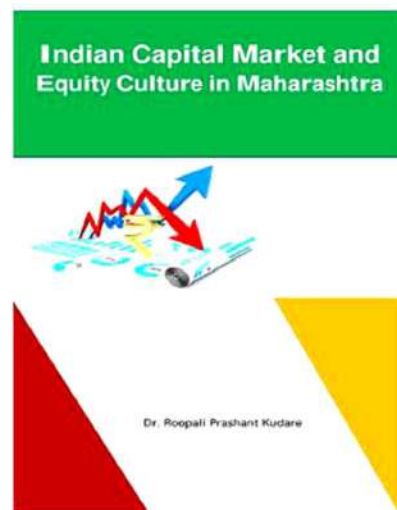
Dr. Smita Ameya Wagh
ISBN : 978-81-943209-9-9



Radio (FM) Advertising and Consumer Behavior

Dr. Mahesh Mukund Deshpande

Dr. Mahesh Mukund Deshpande
ISBN : 978-81-943209-7-5



Indian Capital Market and Equity Culture in Maharashtra

Dr. Roopali Prashant Kudare

Dr. Roopali Prashant Kudare
ISBN : 978-81-943209-3-7



M. Thiruppathi
R. Rex Immanuel
K. Arivukkaran
ISBN : 978-81-930928-9-7



Thanglin Anand Singh
Prakash Kumar Sarangi
Neeta Sarangthem
ISBN : 978-81-944069-0-7



R. Rex Immanuel
M. Thiruppathi
A. Balasubramanian
ISBN : 978-81-943209-4-4



Dr. Omkar V. Gadre
ISBN : 978-81-943209-8-2



Madhav N Rode
Rameshwar R. Bhosale
ISBN : 978-81-943209-5-1



Dr. Sapna M S
Dr. Radhika C A
ISBN : 978-81-943209-0-6



Hindusthan College
ISBN : 978-81-944813-8-6



Swing
ISSN: 978-81-944813-9-3



Dr. Bhagyashree Dudhade
ISBN : 978-81-944069-5-2



S. Saad, S. Bushra, A.A. Khan

S. Saad, S. Bushra, A. A. Khan

ISBN: 978-81-944069-9-0



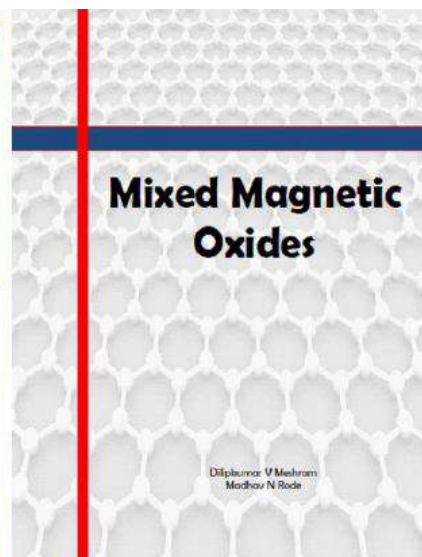
Prashant S. Kore
Pravina S. Ugile-Pawar
Madhav N Rode

Prashant S. Kore

Pravina S. Ugile-Pawar

Madhav N Rode

ISSN: 978-81-944069-7-6

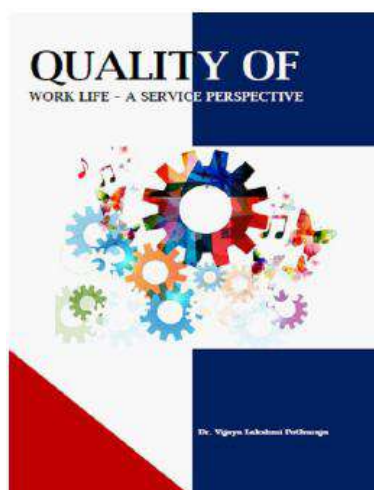


Mixed Magnetic Oxides

Dilipkumar V Meshram
Madhav N Rode

Dilipkumar V Meshram and
Madhav N Rode

ISSN: 978-81-944069-6-9



Dr. Vijaya Lakshmi Pothuraju

Dr. Vijaya Lakshmi Pothuraju

ISBN : 978-81-943209-2-0



National Level Seminar

on
'E-Business: A Paradigm Shift in the 21st Century'
January 30th & 31st 2020

Organized by
Department of Commerce & Management



Sponsored by

Savitribai Phule Pune University, Pune
(under Quality Improvement Programme)

Kamala Education Society's
Pratibha College of Commerce and Computer Studies,
Accredited by NAAC with "B" Grade (CGPA 2.68)

PROCEEDINGS

Pratibha College
ISBN : 978-81-944813-2-4



STATE LEVEL SEMINAR

'Emerging Environmental Challenges
&
Its Sustainable Approaches'

7th & 8th, February 2020

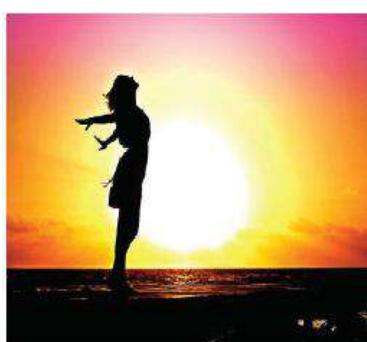
Sponsored by

Savitribai Phule Pune University, Pune
(under Quality Improvement Programme)

PROCEEDINGS

Organized by
Department of Environmental Science
Kamala Education Society's
Pratibha College of Commerce and Computer Studies,
(Accredited with NAAC "B" Grade)
Tel. (Off.) : 8800100942/45, 020-65111411
www.pccos.org.in

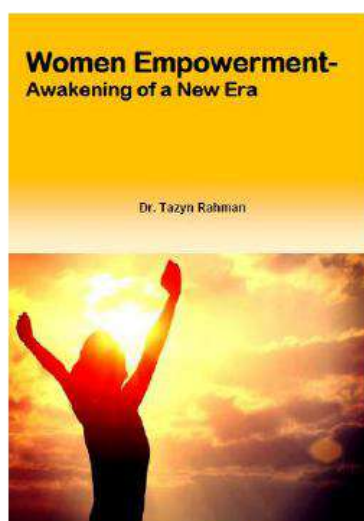
Pratibha College
ISBN : 978-81-944813-3-1



Women Empowerment

Dr. Tazyn Rahman

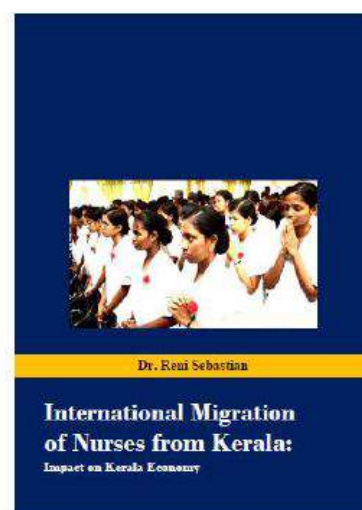
Dr. Tazyn Rahman
ISBN : 978-81-936264-1-2



Women Empowerment- Awakening of a New Era

Dr. Tazyn Rahman

Dr. Tazyn Rahman
ISBN : 978-81-944813-5-5



Dr. Reni Sebastian

International Migration of Nurses from Kerala: Impact on Kerala Economy

Dr. Reni Sebastian
ISBN : 978-81-944069-2-1



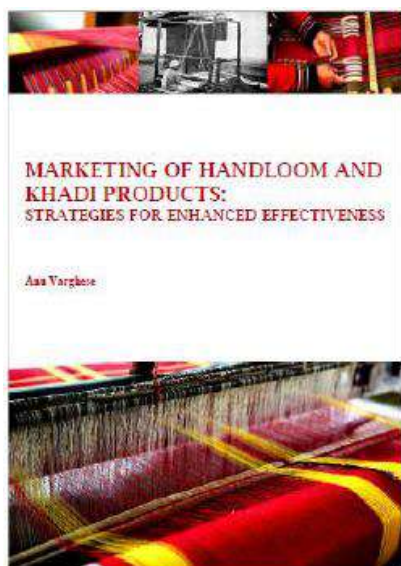
Dr. Vijay Prakash Gupta
ISBN : 978-81-944813-1-7



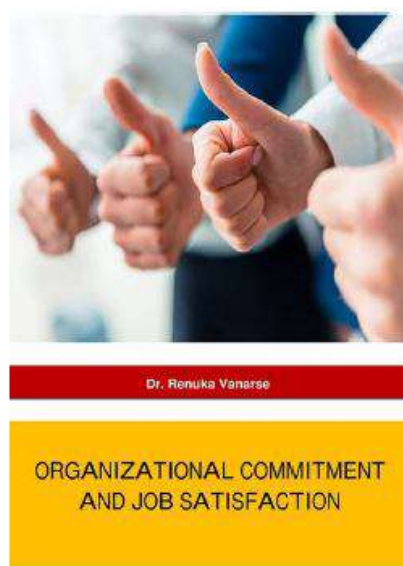
Dr. Deepa Vijay Abhonkar
ISBN : 978-81-944813-6-2



Arasu Engineering College
ISSN: 978-81-944813-4-8



Dr. Ann Varghese
ISBN : 978-81-944069-4-5



Dr. Renuka Vanarse
ISBN : 978-81-944069-1-4



INDIAN ACADEMICIANS & RESEARCHERS ASSOCIATION

Major Objectives

- To encourage scholarly work in research
- To provide a forum for discussion of problems related to educational research
- To conduct workshops, seminars, conferences etc. on educational research
- To provide financial assistance to the research scholars
- To encourage Researcher to become involved in systematic research activities
- To foster the exchange of ideas and knowledge across the globe

Services Offered

- Free Membership with certificate
- Publication of Conference Proceeding
- Organize Joint Conference / FDP
- Outsource Survey for Research Project
- Outsource Journal Publication for Institute
- Information on job vacancies

Indian Academicians and Researchers Association

Shanti Path ,Opp. Darwin Campus II, Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@iaraedu.com www.iaraedu.com



EMPYREAL PUBLISHING HOUSE


- Assistant in Synopsis & Thesis writing
- Assistant in Research paper writing
- Publish Thesis into Book with ISBN
- Publish Edited Book with ISBN
- Outsource Journal Publication with ISSN for Institute and private universities.
- Publish Conference Proceeding with ISBN
- Booking of ISBN
- Outsource Survey for Research Project

Publish Your Thesis into Book with ISBN “Become An Author”

EMPYREAL PUBLISHING HOUSE

Zoo Road Tiniali, Guwahati, Assam

Mobile : +919999817591, email : info@editedbook.in, www.editedbook.in



Empyreal Institute of Higher Education
Guwahati
www.empyreal.co.in