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CONTENTS

1. **Analysis of Investment Behaviour and Satisfaction Level in the Mutual Funds Among Investors in Panvel Area** 03
Ms. Veena Chavan
2. **Digital India-Initiation of Second Wave of Agricultural Revolution** 11
Mr. Sampat Dawkhar
3. **A Study on Growth of Microfinance in India** 19
Dr. Mrinal Phalle
4. **A Study on Factors Influencing Attitude Towards Using Electronic HRM** 26
Mr. Pravin Dinkar Kamble
5. **A Comparative Analysis of Organized Retail Sector In India** 34
Dr. Sushma Patil
6. **The Role of State Government in Functioning of Grain Based Distilleries in Maharashtra** 44
Mr. Digvijay Deshmukh
7. **“Toilet Training Interventions among Disabled Children : A Case Study of Raigad District”** 54
Mr. Sanjay Sevak
8. **How Millennials Can Effectively Prepare For Entrepreneurship** 63
Mr. Hiten Gor and Mr. Shubham Khatri
9. **Emergence of Strategic Cost Management** 67
Prof. Hema Deogharkar
10. **BOOK REVIEW – Research Methodology – Logic, Methods and Cases** 70
Dr. Dattajirao Y. Patil

Analysis of Investment Behaviour and Satisfaction Level in the Mutual Funds Among Investors in Panvel Area

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ABSTRACT :

In the current market scenario, mutual funds are one of the investment avenues which has a great return potential if invested wisely. The investment in Mutual funds depends on several factors such as Professional Knowledge, Diversification, Return potential, Low cost, Liquidity, Transparency, Flexibility, Choice of schemes, Tax benefit, Well regulated, Economies of Scale, Simplicity / Convenience etc. The current study aims to find the factors which are considered by the investors while investing in mutual funds. This paper also aims to find the satisfaction level from mutual fund investments among the investors and their investment behaviour. The study was conducted on a sample of 100 respondents selected randomly from Panvel Municipal Corporation Area. The data was analysed by using statistical tools such as Chi square test and ANOVA. The findings of the study show that majority of investors were moderately and highly satisfied with their mutual fund investments.

Keywords:

Mutual Fund, Investment Behaviour

Introduction :

Asset Management Company of a Mutual fund is an investment company that pools money from different investors and invests in different investment avenues such as shares, bonds, gold, money market instruments etc. as per the objective of the fund. Investors consider different factors such as return, risk, liquidity etc. while investing in mutual funds. There are different types of mutual funds available in the market to suit the varying objectives of different investors. Mutual fund investments are subject to market risk as its performance is market linked. If the performance of mutual fund meets the expectation of investors, they will be satisfied else they will be dissatisfied. This paper aims to study the factors considered while investing in mutual funds and satisfaction level among mutual fund investors.

Scope of Study :

The scope of the study covers identifying the factors considered while investing in mutual funds and measuring the satisfaction level among mutual fund investors. The A sample of 100 respondents was selected for the research.

Literature Review :

1. **Ms. Avani Shah and Dr. Narayan Baser (2012)** conducted a research in Ahmadabad with an objective to find preference of investors in selecting mutual funds. They studied the impact of two variables age & occupation

preference of investors on mutual funds. Their findings stated that, the preference of investors towards mutual funds is affected by the variable occupation but not much related to age.

2. **Soumyasaha and Munmun Day (2011)** in their research paper titled “Analysis of Factors affecting investors perception of Mutual fund investment” stated that expectation of investors is an important factor. They concluded that the success of a mutual fund depends on the efficiency with which it is able to meet investor expectation.
3. **Shanmugham (2000)** conducted a survey of 201 individual investors to study the information sourcing by investors, their perceptions of various investment strategy dimensions and the factors motivating share investment decisions, and reports that among the various factors, psychological and sociological factors dominated the economic factors in share investment decisions.
4. **G. Prathap and Dr. A. Rajamohan (2013)** have conducted a study on status of awareness among Mutual Fund Investors in Tamil Nadu and their satisfaction level relating to various issues like rate of return, liquidity, safety, tax consideration, growth perspective, capital gain, maturity period etc. The study outlined that mostly the investors have high level awareness and positive approach toward investing in Mutual Funds.

Objectives of the Study are:

1. To know about investors investment preferences among different investment avenues.
2. To assess the satisfaction level of investors in mutual funds
3. To check the importance given to various factors by the investors while investing in mutual funds.

Hypotheses :

- H1: Experienced investors give less importance to risk as compared to new investors
- H2: Higher the income of investors, lesser will be the importance given to liquidity while investing in Mutual fund.
- H3: Higher the income of investors more will be the importance given to high return while investing in Mutual fund.
- H4: As the age increases the chances of investing in mutual fund also increases

Research Methodology :

Sampling Unit: The targeted population included the investors or potential investors from Panvel Municipal corporation area who had an income source. The population consists of Government Employees, Private Firm employee, Professional/self-employed, businessmen, Agriculture.

Sample Size: sample size considered for the study was of 100 respondents selected through random sampling method.

Variables in this study are as follows:

Independent Variables:

- Personal Characteristics:
- Gender
- Age
- Income

- Investment Experience

Dependent Variable:

- Chances of investing in Mutual Funds
- Satisfaction level in mutual fund investment
- Importance given to risk factor
- Importance given to return factor
- Importance given to liquidity factor

Data Type : Primary Data.

Tool of Data Collection: Structured Questionnaire.

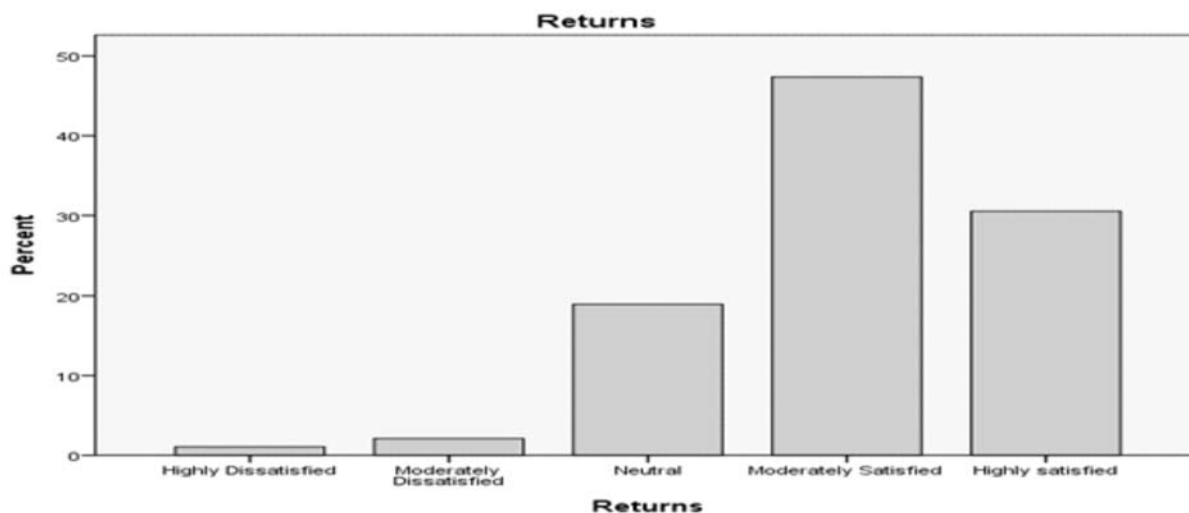
Sources of Data: The present study is majorly based on the primary data collected from Panvel Municipal corporation area with the help of structured questionnaire. Secondary data also has been used whenever required from published reports.

Statistical Tools and Techniques Used:

- Data was analysed through Statistical Package for Social Science (SPSS) version 20.
- Data was gathered through A structured questionnaire for meeting objectives of study.
- **Chi- Square Test:** For analysing the data, statistical tool such as Chi Square Test has been used to find the association between the independent variable Gender on dependent variable satisfaction in Mutual Fund investment. This test is used when both the variables are categorical in nature.
- **ANOVA:** Analysis of variance is used for as one variable ‘Investment experience’ is interval type and another variable ‘Importance given to risk factor of MF’ is categorical in nature.

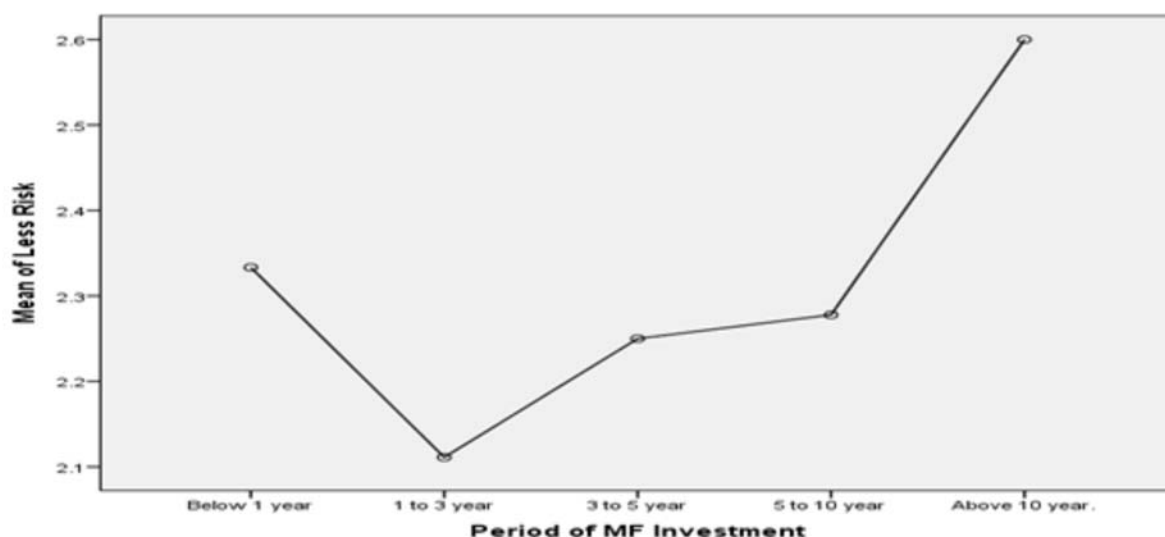
Data Analysis:

The current research is majorly based on the primary data collected through questionnaire from Navi Mumbai. The research also makes use of published secondary data sources.



Investment Satisfaction Level Vs Returns from MF

Most of the Mutual Fund investors say, they are Moderately to Highly satisfied by their mutual fund investments as the mutual funds have given them good returns as per their expectation.



H1: Experienced investors give less importance to risk as compared to new investors

Mean Plot: Investment experience Vs Importance given to risk factor: When importance given to the factor “Less risk” was plotted against the investment experience, It was observed that moderate importance was given to the factor “Less risk” by least experienced investors. But as the investment experience increased, the importance given to risk factor also increased.

ANOVA

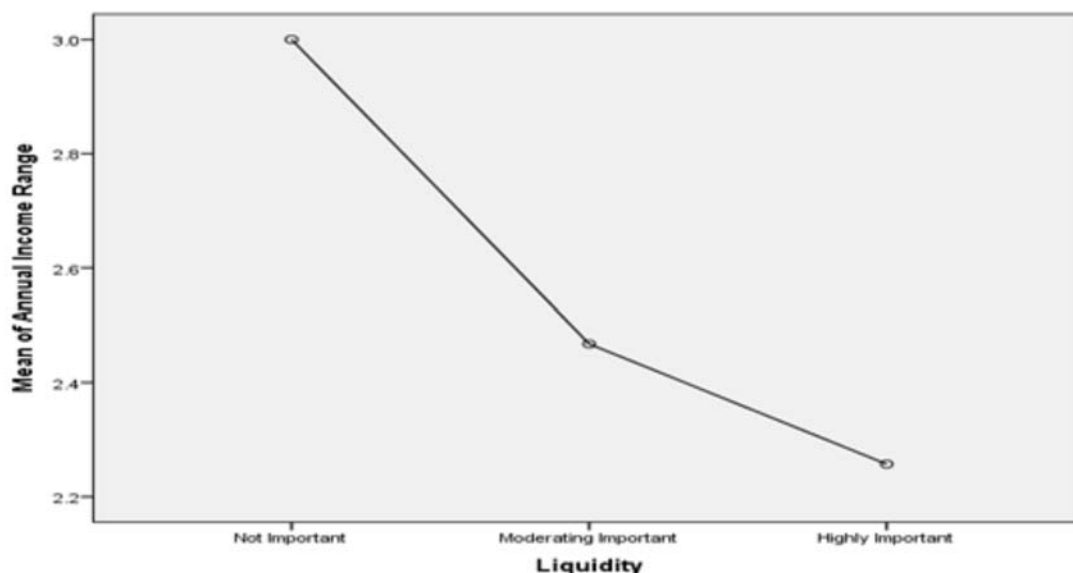
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.430	4	.357	.745	.564
Within Groups	44.117	92	.480		
Total	45.546	96			

Less Risk

To understand whether the relationship between Investment experience and importance given to risk is significant. ANOVA was done. ANOVA showed significance level 0.564 > 0.05. so the Hypothesis is disproved. There is no

relationship between investment experience and importance given to Risk.

H2: Higher the income of investors, lesser will be the importance given to liquidity while investing in Mutual fund.



Mean Plot

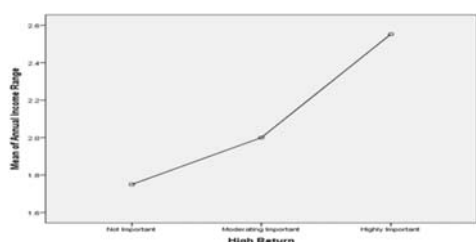
There is a relationship seen between income of investor & importance given to liquidity while investing in Mutual fund.

Mean plot shows high income of investors gives less importance to liquidity while investing in Mutual fund than middle and low-income groups. As the income increased the importance given to liquidity decreases.

To see whether this relationship is significant, the ANOVA was done. Following are the results.

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.069	2	1.034	1.023	.364
Within Groups	98.121	97	1.012		
Total	100.190	99			



Q2 Annual Income Range

ANOVA test shows significance $0.364 > 0.05$. means relationship is not significant. So hypothesis is rejected.

H3: Higher the income of investors more will be the importance given to high return while investing in Mutual fund.

Mean Plot

The above mean plot shows low income group gives less importance to the factor "High Return" and as the income increases the importance given to the factor "High Return" also increases.

Annual Income Range

High Return	N	Subset for alpha = 0.05
		1
1 Not Important	4	1.75
2 Moderating Important	20	2.00
3 Highly Important	76	2.55
Sig.		.207

Scheffe

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample

Size = 9.580.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

ANOVA

Q2 Annual Income Range

ANOVA shows the significance of $0.036 < 0.05$. Therefore, the relationship between Annual income and importance

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.651	2	3.325	3.448	.036
Within Groups	93.539	97	.964		
Total	100.190	99			

given to the factor "High Return" is significant. The alternative hypothesis is accepted. As the income increases the importance given to the factor "High Return" also increases.

By nature, every person has the quest to earn high return. This quest is never satisfied. As the income increases, the quest to earn high return also goes on increasing.

Age Group Vs Invests in MF

H4: As the age increases the chances of investing in mutual fund increases

The above table shows that majority of investors in Mutual Funds are from the age group of 31 to 40 Years. Majority of people below 30 yrs of age and above 50 years of age say they do not invest in Mutual Funds. So the majority of investors in

Table 1: Age Group * Invests in MF

			Q8 Invests in MF		Total
			1 Yes	2 No	
Age Group	30 & below years	No. of Respondents	10 _a	27 _a	37
		% within Invests in MF	29.4%	40.9%	37.0%
	31 to 40 years	No. of Respondents	17 _a	25 _a	42
		% within Invests in MF	50.0%	37.9%	42.0%
	41 to 50 years	No. of Respondents	6 _a	9 _a	15
		% within Invests in MF	17.6%	13.6%	15.0%
	Above 50 years	No. of Respondents	1 _a	5 _a	6
		% within Invests in MF	2.9%	7.6%	6.0%
Total	No. of Respondents	34	66	100	
	% within Invests in MF	100.0%	100.0%	100.0%	

MF fall in the age group between 31 to 40yrs and 41 to 50 years .To see whether this relationship is significant, Chi

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.631 ^a	3	.452
Likelihood Ratio	2.738	3	.434
Linear-by-Linear Association	.115	1	.734
N of Valid Cases	100		

square test is carried out. Following are the results.

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.04.

Chi square test showed significance level 0.452 > 0.05. So, the Hypothesis is disproved. There is no relationship between age

Directional Measures

			Value
Nominal by Interval	Eta	Age Group Dependent	.034
		Invests in MF Dependent	.162

and chances of investing in mutual funds. As there are a wide variety of mutual fund schemes available in the market and there are mutual funds available in the market by various mutual fund companies which almost offer suitable mutual funds for varying needs of different age

groups and have matching mutual funds. So almost every age person can invest in mutual funds suiting to their profile.

Summary of Hypothesis Testing:

Sr. No	Hypothesis	P value	Accepted /Rejected
1	H1: Experienced investors give less importance to risk as compared to new investors	0.564	Rejected
2	H2: Higher the income of investors, lesser will be the importance given to liquidity while investing in Mutual fund.	0.364	Rejected
3	H3: Higher the income of investors more will be the importance given to high return while investing in Mutual fund.	0.036	Accepted
4	H4: As the age increases the chances of investing in mutual fund increases	0.452	Rejected

Conclusion:

Financial stability is one of the major contributor to the social empowerment. Mutual funds are one among the best investment avenues to create long term financial wealth for a common man if invested wisely as per their risk profile.

Any investor will invest only when he has appropriate knowledge about that investment avenue and he has experienced or seen good returns earned in similar investments in the past.

After the study, it was observed that majority of investors were highly or moderately satisfied by their investments in mutual funds. It is a good sign to see further investments in mutual funds.

SIP mode of investing in MF is the most convenient and affordable for a retail investor as they can start from as low as Rs 500 per month. Investment in mutual funds can be done through branch banking, online payments, non-cash transactions i.e. cheque payments in case of lump sum investments and direct debit in case of SIP. By such means the investment in mutual funds has become easier.

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Digital India-Initiation of Second Wave of Agricultural Revolution

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ABSTRACT :

The current paper puts new concept of digitalization of farmer and his crop produce sale mechanism with current technology. The concept is to use digital data of national land record modernization program under government of India (GOI) scheme already available and use with state to connect for estimation to the calculation of actual yield. The excessive production of crop can be controlled with short message system (sms) and web portal. The crops which are required to import are to be cultivated in excess area via blocking the additional plantation with the help of digital monitoring. To develop software with existing data to calculate actual need of 121 Cr Indian populations as per health expert for Food and health organization is doable. To development of system for connecting farmer to actual consumer with the help of current advance transport and courier mechanism can be done. The actual rate will be 4 times higher to farmers and cheaper to customers when digital system will establish. To prepare a model with current platform will save the data entry and accuracy will be increased as per need of common farmers. In the present system we don't have any security of expected income with the help of minimum support price as land holdings are decreasing very fast. Government need to divert farmers for more income generating crop which is possible via digital monitoring of each and every crop. The research paper explains how to monitor each and every farm, farmer and consumer with working model.

Keywords :

Digital Farms, New Agriculture Revolution, Computerized Crop Entry, Demand-Supply Crop Balance.

1. Introduction :

For the last 40 years, India's agricultural growth is not as per expectation to the economy. The sector performance has been about the same before and after the digitalization and computerization of land records. The slow economic growth has ill effect on food security, food price inflation and poverty reduction. This paper advocates a new integrated technology (like digitization of farms and its linkage to digital platform like computerized record of right, Aadhar based strategy to pull out of what looks like, a vicious circle that agriculture in a new caught in and farmers will get the maximum benefits for the crop. Indian Agricultural policy has enough success for production of agricultural produce, But the agricultural growth rate and food insecurity, food inflation, assures crop rate to farmers, Minimum support price and production cost never goes in hand to hand. It has raised a big question as most of farmers are not happy, Farmers suicide worries every Indian. We are not able to link the agricultural price policy to farm profitability and food security successfully. In Maharashtra last year the total production of Tur (Arhar) was high due to which, market rates were lower than minimum support price (MSP). When the crop

production is more than requirement of nation, the prices fall. The malpractices with bogus purchases in the name of genuine farmers is common one with MSP crops. The crop yield from other state or other farmers is purchased on bogus names which is common. Indian farmers are working hard to produce more yields, but due to un-assured income, they are not able to get justice through the encasement of crops. The rates of farm products are always very less than the actual rate of the consumer. The system of sale is though protected by law, there are middle men's in between them which causes higher rates to consumers but farmers are left with minimum value for his product. The government machinery has almost no voice when rates are high in market due to stock by black marketers or low yield by farmers. Report published by thematic group of united nations for sustainable agriculture (8) underlines many challenges like food safety, production, land degradation, water shortage, wastage of food, poverty, poor rural infrastructure, pollution, degradation of loss healthy diet and safe food etc. are the important factor needs to be considered in coming 2015-50 in world Agriculture.

Example of onion market is very common in India, when farmers are getting Rs 2 per kg, at the same time traders at end consumer serves with Rs 10-15 per kg to the end customer. If farmer will get Rs 10 at the same time both will be happy except middle men. There is very big chain of transporters- Local traders -Market committees - Wholesale traders Retail traders, lastly actual traders from whom actual customers are purchasing. From the chain we can clearly see that each step is having some machinery at his level, he is investing and getting some profit to himself, but ultimately same profit is deducted from the share of farmer and it is gifted to trader's and which is recovered from the end customers. Same formula is applicable for many crops. When farmers are throwing tomatoes in dustbin at his farm, same are sold at the rate of 20 kg in Mumbai market.

Agricultural Price Policy, Farm Profitability and Food Security: An Analysis of Rice and Wheat by S Mahindra Dev. from Commission for Agricultural Costs and Prices, New Delhi. N Chandrasekhar Rao from Centre for Economic and Social Studies, Hyderabad has studied the issue related to price policy but the many things are unanswered. (1998). Farmers are lacking for innovative methods of farming due to low income. Sugar factories had given some sort of assured income in sugar belt like western Maharashtra hence large no of farmers are cultivating cash crop like sugarcane, we can see some well to do farmers in sugar belt. Sugar factories belong to farmers in co-operative pattern with pays sufficient taxation to government. Sugarcane crop is fully monitored by government. Each plot is registered with Sugar factory. Though it is not monitored digitally, sugar cane farming has good success in price issue. On the basis of this plantation factory and government monitored crop produce and good rates for sugar are fixed by central government as there is FRP mechanism to do the same. On the same lines every inch and inch crop should be monitored by government with all information to be shared on Public domain. It will help government and everyone to get exact figures and proper rates to his crop.

Various Indian states are cultivating different crops as per data of agricultural census. States are having important crops as rice, wheat, Jowar, Bajra, Cereals, Pulses and food grains, Sugarcane, cotton and groundnut etc. The land holding of every farmer is decreasing day by day, the land holding in Maharashtra has reduced from 4.28 hectare in 1970-71 to 1.44 hector and reducing. Besides agriculture we have big livestock as subsidiary source of income to farmers. The crops are cultivated in 3 seasons but basically in kharif and rabbi seasons.

Farmers in every state are very creative, quality of food grain and cash crops are exported to number of countries. They are earning good foreign currency through crops like grapes, Pomegranate, mango and many others. Some crops which can be exported like onion, sugar pulses and other are essential commodity that why export increases

rates while import decreases the rates directly affecting to farmers. Farmers are facing problems by both sides because the rates are also related to inflation index. Government needs to find solution for this problem to protect both consumer as well as farmers. Nowadays farmers are facing big devil of suicide due to Loan and low income and fixed market rates to farmers. The modern word is going through the digitization, India has accepted motto of Digital India and we need to add digital farmers for the same which will solve the maximum problem of agriculture.

The research paper is divided into mainly four parts:

1. Digitalization and linking of actual crop data.
2. Fixation of crop region, area, and production.
3. Crop entry blocking mechanism.
4. Digital crop yield sale mechanism including online sale.

1. Digitalization and linking of actual crop data :

The crop data of each and every farmer can be minutely managed with satellite imaging and record of right data is already available with national land record management Program in progress by GOI (NLRMP). The digitization of Record of right is almost completed in most of states. The GOI website states our physical progress of computerization entry status and can be verified from website. Further if we go through the website of any state, for example government of Maharashtra for land records, department monitored by settlement commissioner of land records known as www.mumbaimahabhulekh.in which gives the details of records to citizens. The data shows that almost 7 crores people had visited in one year and 6 crores 7/12 extracts were downloaded, which indicates that in this new era farmers are friendly with digital Indian record of right. Digital farmer portal will have digital sale page and will able to select the crop, district, Taluka figures of various crop yields enable them to select proper location. Such consumer or trader will directly collect such material from particular place. The data entry in the produced data will require time nearly month. Computerization of the data for Land records program is owned by government and it is successfully working for last couple of years.

The website selects district, Taluka and village information. When data of village is selected with name and survey number, the record of right is seen. The link is already having ROR with all crop details and area of his landholding. The 8A abstract will give us total area in this particular village. As most of citizens are used to do for the current website data entry for the crop will be made in same software as we can provide one additional entry for Area under crop by creating additional entry creating link to current 7/12 page. This can be done easily as already data is uploaded and verified. The crop entry method is designed by law known as Maharashtra Land Revenue code 1966 and rules there under. The village officer have rights to enter the crop entry and inspection by senior field officer like circle officer or Tahsildar. The crop entry rights can be given to farmer and verification will done by government officer for accurate crop entry.

2. Fixation of crop region, area, and production :

Digital platform will monitor crop sowing data with online entries of every crop. The authorized officer will decide the area under each crop at the start of kharif and rabbi season and same will be entered in

software .Farmers will be free to enter the area of each crop and approximate yield. The existing crop area entered on website of each crop will be viewed by farmer and he will decide his future crop. If average area for particular crop is complete 5 or 10 % crop area with risk with different color can be entered by that farmer with some risk. When the risk color in data entry is over, the crop entry for that particular crop will be blocked for this season. The mechanism will stop the excess and unorganized sowing or plantation and proper assured rates will be possible as there will be no much deference in demand and supply. If farmers are getting proper rates he will never ask any subsidy from government. He will invest more for improvement of farming method such as organic or residue free farming. The cash crops such as grapes, pomegranate, sugar cane, tea, Mango where we fetch good foreign currency if such plantation is fixed for export by website. The farms for export can be air marked with the help of this strategy. We have never monitored the farmer's data so far. All figures projected by the concern department are far away from accuracy. Digital data is always correct and manipulation will be not possible. Such data is easily monitored by satellite images. Satellite will provide image at the time of sowing and when crops are ready to harvest.

The crop area of each and every crop in India is published by Agricultural statistics division of government of India, can be used for initial crop area fixation .Same can be from Agricultural Statistics of Government India 2016, will be used for pilot project. The information covers major, minor crop, pulses, oilseed and horticulture as well as all Indian crops. The crop area survey is done by government may have some modification as it is collected through the manual system. Digital entry of the figures will generate accurate figures with actual production amount filled by farmer himself.

3. Crop entry blocking mechanism :

There is urgent need to determine area under each crop with the average yield as per the agriculture production data. The annual need per person is also calculated as per official requirement of every individual. Researcher has also studied requirement and area for plantation from the figures of Food and agricultural organization (FAO) of United Nations .The crop sowing or plantation area need to fix after taking review in each Kharif and Rabi season. Authorities can make any change as per revised need. Besides this some of crops can be assigned to particular region or district. Let us say apples plantation quota can be fixed to each apple cultivating district in India. Any excess production already will be used for export and technical guidance can be provided to such farmers to fetch more foreign currency. If any district is cultivating more than the assigned area, message will be given when 100% percent quota is fulfilled via media or SMS or social media. 10% additional sowing allowed to farmers with their risk and after risk of 10 % crop entry will be blocked in the website. These farmers will plant any other crop of their choice. Farmers in India have wide choice of crop selection due to geographical advantage of air, sunlight and many other atmospheric factors

The block entry will be regularized or blocked when the server will show the maximum area under sowing determined by the agriculture department of state. This will alert farmers who are practicing the cropping pattern on the rumor or wave of maximum rate earned in the current year. Generally what happen in rural area if any particular crop fetches a good price for this year, every farmer plants same crop by next year to get higher income, but it exceeds the crop yield and markets rates come down. This has been observed number of times in rural area. Though there are also other factors for higher production but we need to

monitor crop area strictly. Any excess production if monitored digitally will be dealt with actual digital data available.

4. Digital crop yield sale mechanism including online sale :

The table 1 will be designed such a way that all traders are eliminated and direct crop yield will be sold by farmers. For clarity let us say co-operative housing society requires a Jawar from the Ahmadnagar district of Maharashtra and farmers at particular Taluka are in position to supply it .The chairman or secretary of such housing society will call the farmer taking address from government website having their requirement .If 100 members of society requires 10 kg of for 3 month, they require 1000 kg of Jowar. At present the market rate to farmer is 20 Rs and consumer is 38 .the transport cast is only Re1 per kg .The society if gives Rs25 to farmer and Re1 to transport of their choice, farmers can give them organic Jowar by next year in same price if society assure him to purchase next year and housing society member will save almost Rs14 per kg. Same mechanism will be used for the all fruit and vegetable. Farmer will never ask any subsidy from government if such chain is developed by digital platform.

The main issue is agriculture is that how to divert farmers for cultivating different and variety of crop required to different class of society When the data entry is made in land record software the figures for the sowing, plantation quality of crop at crop cutting stage of agriculture department when Paisewari is declared by government records will be filled up by farmers himself ,he will fill the correct information as actual e auction is done by him online .The sale model will have window on digital farmer page.

The area under principal crops is fixed as per agricultural census figures, Production of principal crops is taken as per GOI data bank .As per figures of FAO united nation the average requirement of some of important cereal, pulses, sugar etc. is shown in left side of chart .If we consider area under crop, average yield and requirement to the population of India assuming 121 Cr .We can easily calculate our demand production, required production of crop considering current average yield of crop. In the present calculation I have calculated it for cereal and pulses, oil seeds sugarcane and milk production. The figures are matching with government figures and such are under every crop can be easily put under cultivation. The chart shows higher area under sugarcane than required which can be organized for export or reduced for other crop with motivation to farmers. Same is case of milk.

Table 1; Recommended balanced diets calories and food in kilogram for Indian nationals and area required

Food Name	Adult Man				Adult Woman				Total	Average yield(kg)	Area required(Hectare)	Area under crops	Warning Area	Block Area
	Sedentary	Moderate work	Heavy work	Food Requirement(kg)	Sedentary	Moderate work	Heavy work	Food Requirement						
unit	Cal	cal	cal	Kg	cal	cal	cal	kg	kg	kg	kg	Ha.	Ha.	Ha.
	1	2	3	4	5	6	7	8	4+8	9	10	11	12	13

Cereals	460	520	670	118,273,870	410	440	575	94,248,110	212,521,980	2380	89,294,950	123,122,000	89,294,950	98,224,445
Pulses	40	50	60	11,372,488	40	45	50	9,639,011	21,011,499	740	28,393,917	23,098,000	28,393,917	31,233,309
Vegetables	40	40	40	9,097,990	100	100	100	21,420,025	30,518,015	NA	NA	NA		
Milk	150	200	250	45,489,950,000	100	150	200	32,130,037,500	77,619,987,500	NA	-	148,836,050,000	NA	NA
Oils & fats	40	45	65	10,235,239	20	25	40	5,355,006	15,590,245	724	21,533,488		21,533,488	23,686,836
Sugar	30	35	55	7,960,741,250	20	20	40	4,284,005,000	12,244,746,250	6986	1,752,755	5,144,000	1,752,755	1,928,030

Source- Food and Agriculture organization of united nation corporate document repository.

The actual chart in the government website will be in drop down menu, which will enable farmer to get exact plantation figures with approximate yield. The traders or consumer will get actual producer which will be farmer. The list will enable to contact farmer directly to purchase and rate of the transport will be fixed by government with km or consumer can collect it directly from the farmer .In addition to this one more option of crop will be added for crop yield purchase. The PDF list of farmers will give detail village wise production of crop data to purchase the end use customers as buyer. This will end all middle mans and if farmer provides correct weight with good quality material. It has been observed in no of cases that consumers purchased regularly from farmers who have maintained superior quality. Buffalo milk or cow milk is good example where fresh milk is supplied to consumers at his door step from generations to generations. The chart is shown only for mechanism .actual data management has been verified by the author and it works well. The crops shown in above crops are for example, we need to include each and

Crop code	Name of crop	State	District	Taluka	Village	No of farmers	Weight product (kg)	of	Do you want to generate list with contacts (PDF)
1	Rice	To	to	to	to	Data	Actual		List
2	Wheat	be	be	be	be	will	crop		with
3	Jawar	selected	selected	selected	selected	be	entry		address &

4	Bajara	by	by	by	by	generated	done	cell no
5	Cotton	traders	trades	traders	traders	from	by	will be
6	Sugarcane					NLRMP	Farmers	generated

every crop to boost the economy.

Table 2-General entry blocking mechanism.

Recommendations :

The methodology described above is very simple and can be monitored easily as we are ready with platform of digital record of right data. Now days almost majority of farmers are having access to computers, internet, and smart phones.

The objectives which are listed above are applicable to all state in India. The data of record of rights is already available with settlement commissioner and linking of same with AADHAR CARD will make easier to identify the farmers in digital farming .The 7/12 clear show all details of titles and area under Crop. The next step is to add extension window in software for crop entry with code, area under crop, and average yield of that crop.

It is clear from the above discussion from national land record modernization program the information of land owner's name and area with cropping pattern is readily available. The data is filled in simple excel charts hence the crop entry column can be added easily. The data of land is being monitored by number of state and further development is going on successfully. Assurance is given to farmer that, when he enters his crop in time, he will get good crop value. Any excess sowing or plantation is blocked and controlled automatically by government authority. When no excess of crops or food grains are produced, the machinery will give assurance of rates to farmers. At the initial stage this pilot project can be implemented in 5 districts, for 5-10 crops like onion where there is market downfalls and hike are common. Export quota for each such crop will be fixed to generate more revenue and encourage farmers to cultivate more quality crops for export. In this system we are giving assured value to farmers hence no subsidy is required to farmers. The systems will save thousands of crores of government on subsidy. This saved money will be used more effectively for draught removal and natural calamity relief.

The income earned by farmers with the help of current system is very low; the main reason is multiple traders and stock holding, various government charges. Government has taken decision to free fruit and vegetables sales from APMC. The largest market in Asia APMCs, but still rates are not directly in their control with various tactics .we need to overcome the barrier by using digital farmer and digital consumer concept. Perfect transportation system will help to save farmers with sufficient profit and cheap food grains and vegetables to consumers. Perishable farm product like milk, vegetable and other can be transported with help of air conditioned containers. Government can fix transport contractor like online courier system adopted by online marketing companies like Amazon, flip cart etc. Transporters job will be transporting only. Processing like milk and other will be at fix cost so that profit making will be avoided. In this methodology farmer from western Maharashtra will supply milk and other farm product to housing society in Mumbai in his container. This transport container will be traced with recent courier system to satisfaction of consumer .Any substandard in quality will made negative remark in farmers

digital record on website .To monitor data digitally is very easy and practical. It is need of hour to monitor each and every farmer to save his live hood. Considering his area under cultivation we can't protect him with current policy like minimum support price and subsidy. The farmers even get 50 % more to production cost; they will be not able to survive as they don't have enough land holding to produce the income of his live hood from crops like rice or grains. We need to introduce other cash crops to get more income. This can be done only with digital monitoring.

I would like suggest working model of this system with the help of satellite imaging of crop and data entry to government website. Present Local government staffs of agricultural, revenue, rural development department are already working and will be deputed in each and every village to verify each and every entry for initial stage of implementation. The e- auction for produced material certificate can be issued for quality and loaded at website if necessary. There is nothing imaginary in this model; everything is based on scientific and mathematical calculation. We can easily monitor need of every Indian on digital platform and same time it will produce by farmer who will be known to him with digital communication. The quality will be no issue as he has to accept the same from courier like transport. This Model will raise the income of farmer by 5 times and consumer cost be reduced by 25 %. Research paper is concluded with good hope and expectation of second agricultural revolution in India.

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A Study on Growth of Microfinance in India

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ABSTRACT :

Universally microfinance has evolved as a vibrant financial sector with different business models to increase outreach of banking services for rural population who are beyond the outreach of formal banking system. In India, there is a wide range of organizations such as commercial Banks, Regional Rural Banks Cooperative Banks and MFIs with diverse legal forms, different credit delivery methodologies provide microfinance to poor people. Hence the present research study assessed growth of microfinance under Self Help Group – Bank Linkage Programme (SHG-BLP) in terms of growth in agency-wise distribution of SHG- Bank Linkage Programme and under Micro Finance Institution / Micro Finance Organization (MFI)/ MFO-Bank Linkage Programme. The growth has been evaluated by various parameters such as progress of SHG-BLP; number of savings linked SHGs, credit disbursement and credit outstanding by banks and under MFIs SHG-BLP. Present study is based on secondary data and descriptive statistics has been used for the analysis of the data. Present study found that there has been significant rise in amounts of SHG Savings with banks with has increase in formation of new SHGs mainly through SHG BLP due to initiative taken by NABARD. The study also found Regional Rural Banks continued its dominance in the share of bank loan disbursed and outstanding position to commercial and cooperative banks. The research study recommends that use of technology will enhance the outreach and sustainability of microfinance which leads to economic development of India.

Keywords:

Microfinance, Growth, SHG-BLP, MFI- BLP

Introduction :

Indian population is depending on agriculture hence base production dependence on rural segment of economy is the most. A large part of Indian households has limited access to formal financial services. Insufficient opportunity to access credit needs leads to more poverty among poor people. Microfinance can be an effective solution to provide the credit and other basic financial services to increase the income generating activity and productivity of poor people. Microfinance can be a key tool for self-employment of men and women to bring about change by improving their income. Microfinance also improves living standards of poor people by providing other financial services such as micro insurance, micro pension, and remittance. It also creates the empowerment of the women by improving their income through establishing their own business and reduce their vulnerability. Thus, microfinance seems to be an excellent mechanism to alleviate poverty of the people as well as for overall economic growth of our country. In addition to this Government of India, with the help of NABARD has introduced several credits linked poverty alleviation programmes. SHG-BLP is a pioneered in financial inclusion of people by providing microcredit poor through a wide network of commercial banks, regional rural banks, co-operative banks and other financial institutions. Hence, it's important to study growth of microfinance under SHG-BLP in terms and under MFI/ MFO-Bank Linkage. The present

study assesses growth under SHG-BLP through different agencies in development of the country.

Literature Review :

According to Weiss (2005) microfinance encompasses the provision of financial services for poor and low-income clients mostly in the self-employment sector helping them to earn income build assets and manage unpredictable hazards. It is an efficient instrument of credit to the very low-income households, who do not have access to conventional financial institutions. Morduch and Rutherford (2003) in their studies found that poor need financial services to help them, manage their lives and livelihoods that are complex, diverse, dynamic and vulnerable, and the poor want their financial services to respond by being reliable, flexible, continuous and convenient. According to Robinson (2001) microfinance has emerged as a 'revolution' or a viable alternative to reach the hitherto unreached for their social and economic empowerment through social and financial intermediation. Many MFIs would like to reach more poor, uneducated, or female clients to maximize their social impacts Mersland and Strom, (2009). According to Ghate (2007) Microfinance Industry in India Indian microfinance has continued growing rapidly towards the main objective of financial inclusion, extending outreach to a growing share of poor households and to approximately 80% of the population that is yet to be reached directly by the formal institutions. Microfinance services in India are provided mainly by two different models. However, SHG-Bank Linkage (SBL) model has emerged as the more dominant model due to its adoption by state-owned financial institutions. Microfinance service providers include apex institutions such as National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), and Rashtriya Mahila Kosh (RMK). Rao (2008) found that at the retail level, commercial banks, regional rural banks, and cooperative banks provide microfinance services as a part of the banking activities never made by the private microfinance industry to include the excluded poor in formal financial services. These semiformal institutions that undertake microfinance services as their main activity are generally referred to as MFIs. According to (Ghate 2007; Rao, 2008; Singh 2008) MFIs are mainly in the private sector. Dichter (1997) claimed that commercial banks, community banks, non-governmental organizations (both local and international), self-help groups, credit unions have engaged in the provision of micro-credit. Having discussed in above literature importance of SHG -BLP in growth of microfinance it's become necessary to find out growth of SHG -BLP. Hence present study assesses growth of microfinance under SHG -BLP and MFI -BLP.

Research Methodology :

Objectives

The objectives of the present research study are as follows

- To study the growth of microfinance under SHG-BLP program in India.
- To examine the progress of SHG-BLP and MFIs-BLP in India.

Methodology :

In the present study growth has been assessed by three parameters such as progress of SHG-BLP; number of savings linked SHGs, credit disbursement and credit outstanding under SHG-BLP and MFIs-BLP in India. Compounded annual growth rate (CAGR) is used to find out the growth of microfinance under SHG-BLP. CAGR provides a constant rate of return over the time period. In order to assess the growth in loan disbursed, loan outstanding by banks and MFIs, CAGR is used. The present study has used secondary data and data has been collected from the various, journals, reports, articles etc. Three years data has been analyzed for the study 2015-16, 2016-17 and 2017-18.

Data analysis :

The growth of microfinance under SHG-Bank Linkage Programme during past three years has been analyzed in three parts overall growth under SHG-Bank Linkage Programme, Agency-wise growth of SHG Bank Linkage Programme and growth under MFI/ MFO-Bank Linkage Programme as follows

A) Overall growth under SHG-Bank Linkage Programme

Results of Table no. 1 show that increase of 3.43 % in the number of SHG Savings with banks. There was a significant rise in amounts of SHG Savings with banks of 12.69 % over the last three years. As there has been increase in formation of new SHGs mainly to scaled up savings through SHG BLP programme. As NABARD induced 324 projects which had trained more than 15,000 women SHG members during last two years with the support of banking system and government agencies. There was also healthy savings of a SHG which can fulfil needs of its members through inside lending as well as can used for appropriate investment plan. Loans Disbursed to number of SHGs from 2016 to 2018 has shown a growth of 7.27 % and total amounts disbursed to SHGs was 8.16% which is commendable as there was decline in loan disbursement because of demonetisation. Loans Outstanding to SHGs recorded 7.27 % growth in number of SHGs and 9.81 % increase in the quantum of loan outstanding during the last three years.

Table no. 1: Overall growth under SHG-Bank Linkage Programme				
SHG Savings with Banks under SHG-Bank Linkage Programme				
	As on 31st March 2016	As on 31st March 2017	As on 31st March 2018	Growth (%)
Total Nos. of SHG Savings with Banks	79.03	85.77	87.44	3.43
Amounts SHG Savings with Banks (Amounts in Lakhs)	13691.39	16114.23	19592.12	12.69
Loans Disbursed to SHGs under SHG-Bank Linkage Programme				
Loan disbursed to total No. of SHGs	18.32	18.98	22.61	7.27
Total amounts disbursed to SHGs (Amounts in Lakhs)	37286.90	38781.16	47185.88	8.16
Loans Outstanding to SHGs under SHG-Bank Linkage Programme				
No. of SHGs with Loan Outstanding	46.73	46.73	61.58	9.64
Amount of Loan Outstanding to SHGs (Amounts in Lakhs)	57.12	61.58	75.60	9.81

Source: Status of microfinance 2018, 2017, NABARD

B) Agency-wise growth of SHG Bank Linkage Programme

Agency-wise growth of SHG Bank Linkage Programme analyzed as follows

I) Agency-wise Loan disbursed by SHG Bank Linkage Programme

A result of Table No.2 and 3 shows that RRBs have robust share in the credit flow to SHGs in number of SHGs and amount of loan disbursed under SHG-BLP (18.49 % and 18.16) compared to commercial bank and cooperative banks for past three years .RRBs have wide network of branches in rural areas as a strength for such a growth . This is also a result as NABARD encouraged RRBs to finance JLGs in a large scale and accordingly entered into MOUs with 36 RRBs in 19 states during 2017-18 as per NABARD report 2018.Cooperative Bank have declining growth in disbursement of loan to SHGs (-3.60) which is negative as shown in Table No. 2. Amount of Loan disbursed to SHG by Cooperative Bank has positive growth (5.79) as per table No. 3. Commercial Banks have 3.98% increase in number SHGs to whom loan has disbursed (3.98%) and in terms of amount disbursed under SHG-BLP was (4.46%) as per Table No.2 and 3 from year 2016 to 2018.

Table no. 2: Loan disbursed under SHG-BLP (in Nos.)

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Commercial Banks	1132281	1116442	1272886	3.98
Regional Rural Banks	470399	557540	782563	18.49
Cooperative Bank	229643	224138	205683	-3.60

Source: Status of microfinance 2018, 2017, NABARD

Table no. 3: Loan disbursed under SHG-BLP (Amt in lakhs)

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Commercial Banks	2518497	2429702	2870762	4.46
Regional Rural Banks	916493	1161300	1511934	18.16
Cooperative Bank	283700	287113	335892	5.79

Source: Status of microfinance 2018, 2017, NABARD

II) Agency-wise Loan outstanding by SHG Bank Linkage Programme

Results of Table no. 4 show that there was a rise Loan outstanding in terms of number of SHGs by Regional Rural Banks (4.68 %), followed by Commercial Banks (3.41%)and negative growth by Cooperative Bank (-8.65%) as its similar with the results of agency-wise Loan disbursed by SBLP. Amounts Loan outstanding under SHG-BLP is maximum for Regional Rural Banks (12.17%) as disbursement is also high. In case of Commercial Banks Amounts Loan outstanding to SHG was (9.48%) and for Cooperative Bank it was (2.09%) which is lowest but disbursement has negative growth. These results suggest that Commercial Banks and Commercial Banks have to take some remedial measures for recovery of loan.

Table no. 4: Loan outstanding under SHG-BLP (Amt in Nos.)

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Commercial Banks	2626364	267030	2904086	3.41
Regional Rural Banks	1445476	161184	1658221	4.68
Cooperative Bank	600781	566141	458051	-8.65

Source : Status of microfinance 2018, 2017, NABARD

Table no. 5: Loan outstanding's under SHG-BLP (Amt in lakhs)

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Commercial Banks	3714562	3866847	4874805	9.48
Regional Rural Banks	1610935	1911991	2273864	12.17
Cooperative Bank	386426	379292.2	411176	2.09

Source: Status of microfinance 2018, 2017, NABARD

B) Growth under MFI/ MFO-Bank Linkage Programme

Growth under MFI/ MFO-Bank Linkage Programme has evaluated as follows

D) Loans disbursed by banks/FIs to MFIs/ MFOs

As per Table No. 6 Loans disbursed by banks/FIs to MFIs/ MFOs have big jump of 43.75% but amount of loans disbursed by banks/FIs to MFIs/ MFOs shown 7.08% from year 2016 to 2018. NABARD assisted MFIs with grant support and Revolving Fund Assistance (RFA). Later NABARD helped a number of MFIs with quasi-equity and subordinated debt instruments from Micro Finance Development and Equity Fund. MFIs today need to upgrade technology to automate its operations thus lowering the cost. At the same time, not to lose the human touch to enhance the customer base.

Table no. 6: Loans disbursed by banks/FIs to MFIs/ MFOs

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Loans disbursed by banks/ FIs to MFIs/ MFOs (nos)	647	2314	1922	43.75
Loans disbursed by banks/ FIs to MFIs/ MFOs Amts (Amount in Crore)	20795.57	19304.38	25515.23	7.08

Source : Status of microfinance 2018, 2017, NABARD

II) Loans outstanding against MFIs/ MFOs

According to results of Table No. 7 Loans outstanding by banks/FIs to MFIs/ MFOs have maximum in number which was 35.93% and amount of loans outstanding by banks/FIs to MFIs/ MFOs shown 8.09% as its parallel with the results of Loans disbursed by banks/FIs to MFIs/ MFOs during year 2016 to 2018.

Table no. 7: Loans outstanding against MFIs/ MFOs

	As on 31 st March 2016	As on 31 st March 2017	As on 31 st March 2018	Growth (%)
Loans outstanding against MFIs/ MFOs in number	2020	5357	5073	35.93
Amount of Loans outstanding against MFIs/ MFOs (Amount in Crore)	25580.84	29225.45	32305.92	8.09

Source: Status of microfinance 2018, 2017, NABARD

Conclusion :

Present study found that there has been significant rise in amounts of SHG Savings with banks with has increase in formation of new SHGs mainly through SHG BLP due to initiative taken by NABARD for new 324 projects. Thus, the SHG-Bank Linkage Programme has expanded leaps and bounds in India to emerge as largest microfinance sector in the world also a flagship programme of microfinance in India. The hike in amounts disbursed to SHGs over last three years which is commendable as there was decline in loan disbursement because of demonetization. This success of the SHGBLP is combined efforts of agency partners like commercial banks, RRBs, Cooperative banks, NGOs, Government, and SHG women who believed in the mission of poverty alleviation through microfinance. Regional Rural Banks continued its dominance in the share of bank loan disbursed and outstanding position to commercial and cooperative banks. As RRBs have huge rural network and NABARD has provides support to RRBs to finance JLGs in a large scale for capacity building to create a pool of trainers out of bank staff for formation, nurturing and financing of new JLGs. The other channel for growth of microfinance in India is through Microfinance Institutions (MFIs) with diverse lending methodology through individual and group lending providing banking service for the rural population which still out of formal banking systems. The study found that there is a positive growth in microfinance in India through SHG-BLP MFI/ MFO-Bank Linkage Programme. The study recommend that use of technology will enhance the outreach improve recovery performance as it can easily give the track records of SHGs also enhance portfolio quality. Implementation of MIS systems will provide higher operational efficiencies and over all sustainability of microfinance which leads to economic development of India.

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A Study on Factors Influencing Attitude Towards Using Electronic HRM

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ABSTRACT :

Electronic human resource management (E-HRM) provides human resource (HR) functions with the opportunity to create new avenues for contributing to organizational success. This study is a preliminary investigation on technology factors (clarity of E-HRM goals, E-HRM trust, and user satisfaction with E-HRM, perceived usefulness, and perceived ease of use, intention to use E-HRM, user support, social influence, and facilitating conditions) and attitude towards using E- HRM among 59 NON-HR professionals to understand employee behavior with the help of identified factors. This paper also highlights areas for future research on this unique topic among the HR professionals as a whole.

Keywords:

E-HRM, Technology, Organizational Success

1. Introduction :

Rapid development of science and technology, especially the usage of Internet and computer technology, has brought outstanding changes to our economy, society, and culture. Over the last few years, with the advent of these technologies, a new wave of human resource (HR) technology known as electronic human resource management (E-HRM) has emerged (Hooi, 2006). However, academic involvement in E-HRM started relatively late and, to an extent, is still trying to catch up with practice (Ruel et al., 2007). The introduction of E-HRM is expected to facilitate a more efficient and strategic way of working for HR professionals (Gardner et al., 2003; Shrivastava & Shaw, 2003).

Using E-HRM technology is a way of implementing HR strategies, policies, and practices. The E-HRM technology supports the HR function to comply with the HR needs of the organization through web-technology-based channels (Ruel et al., 2004). The E-HRM technology provides a portal which enables managers, employees, and HR professionals to view, extract, or alter information which is necessary for managing the HR of the organization. In addition, with the use of E-HRM, fewer HR professionals are needed, because E-HRM eliminates the “HR middleman” (Lengnick-Hall & Moritz, 2003).

2. Review of Literature :

Research adoption of E-HRM that is based on the Technology Acceptance Model (TAM) (Davis, 1989) was introduced by Voermans and Veldhoven (2007). The present study has identified factors of clarity of E-HRM goals, E-HRM trust, user satisfaction with E-HRM, perceived usefulness, perceived ease of use, intention to use E-HRM, user support, social influence, and facilitating conditions that can influence attitude towards using E-HRM.

2.1. E-HRM

Recently, E-HRM has been studied increasingly by many scholars. Most of the studies on E-HRM were undertaken in USA and Europe. There are fewer studies from Malaysia, a country that is environmentally, economically, and technologically far different from the developed economies. Because of the huge difference in the market environment and the management mechanisms between developed countries and Malaysia, there should be much different research results on E-HRM. Previous studies on E-HRM have been conducted by various researchers in developed countries.

Laumer et al. (2010) studied E-HRM in an E-Business environment among 144 HR managers from German top 1,000 firms. Their survey results revealed that HR managers' most pressing challenges are staff retention and internal and external employer branding. They concluded the importance for an E-HRM that needs to be both effective-adequately fill vacancies – and efficient – make best use of scarce resource.

Strohmeier and Kabst (2009) examined the factors that influence the cross-national organizational adoption of E-HRM in Europe. Major general and contextual influence factors were derived and tested based on a large-scale survey with a sample of 2,336 organizations in 23 European countries using logistic regression. They revealed that E-HRM is a common practice throughout Europe since two-thirds of all organizations have already adopted E-HRM. They also found that major determinants of E-HRM adoption are size, work organization, and configuration of HRM.

Voermans and van Veldhoven (2007) conducted a study on attitude towards E-HRM. They utilized an online questionnaire, in which 99 managers and 257 employees within Philips (Electronics) Netherlands participated. They found that differences in perceived usability of current IT systems, as well as the preferred HR roles strategic partner (high preference) and employee champion (low preference), were related to a positive attitude towards E-HRM systems. For managers, user support was also found to be a predictor of a positive attitude towards E-HRM.

Olivas-Lujan et al. (2007) conducted a case-based study in order to investigate how four of the most competitive Mexican firms are implementing their E-HRM strategy. They discovered that to fully understand the way E-HRM is used in firms from emerging economies, it is important to take into consideration local idiosyncrasies.

Ruel et al. (2007) examined the contribution of E-HRM to HRM effectiveness. They conducted their study in the Ministry of Internal Affairs in The Netherlands, where E-HRM in the form of employee self-service applications was introduced. They found that individual assessment of e-HRM applications influences HRM technical and strategic effectiveness. This is especially so in the perceived quality of the content and the structure of e-HRM applications which have a significant and positive effect on technical and strategic HRM effectiveness. They also found that the basic expectations are that using e-HRM will decrease costs, will improve the HR service level and will give the HR department space to become a strategic partner.

Ruel et al. (2004) conducted an explorative empirical study in five large companies on web-based HRM. They concluded that the goals of E-HRM are mainly to improve HR's administrative efficiency/to achieve cost reduction. They also found that international companies seem to use the introduction of E-HRM to standardize/harmonize HR policies and processes. Further, there is a "gap" between E-HRM in a technical

sense and E-HRM in a practical sense in the five companies involved in their study. Finally, E- HRM hardly helped to improve employee competences, but resulted in cost reduction and a reduction of the administrative burden.

2.2 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is one of the most influential models used in explaining the acceptance of information technology (IT) (Lee et al., 2003). According to TAM (Davis, 1989), perceived usefulness (PU) and perceived ease of use (PEU) of IT are two major determinants of IT usage. PU defined as the extent to which a person believes that using the system will enhance his or her job performance and PEU defined as the extent to which a person believes that using the system will be free of effort. TAM posits that computer usage is determined by a behavioral intention to use a system, where the intention to use the system is jointly determined by a person’s attitude toward using the system and its perceived usefulness (see Figure 1).

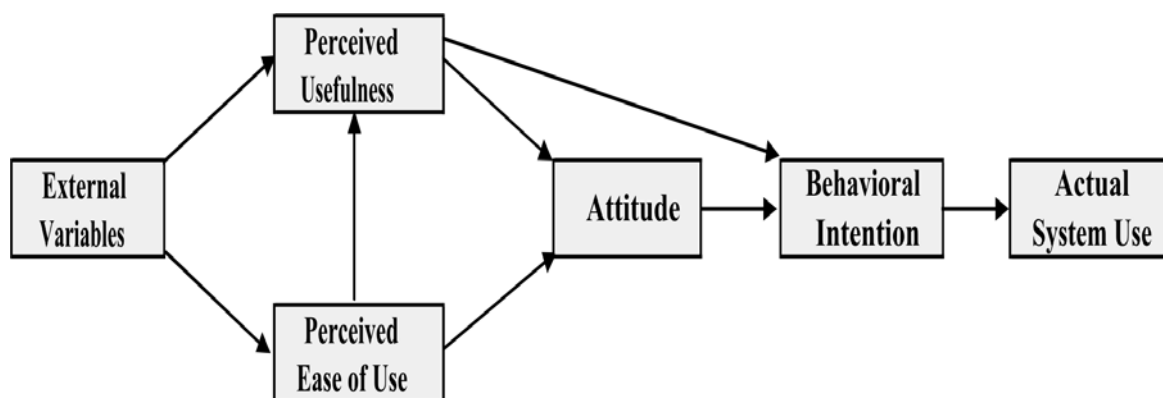


Figure 1: Technology Acceptance Model (TAM) (Davis et al., 1989)

2.2 Technology Acceptance Model (TAM)

Despite the growing interest in E-HRM in developed countries, there are very few studies on HRM technology in India. For instance, Yusliza, Ramayah, and Haslindar (2010) proposed a model based on TAM and HR Roles that examine the relationship between HR roles and E-HRM adoption. Ramayah et al. (2006) studied the adoption and usage of a HR information system (HRIS) among HR executives and HR professionals working in companies in Penang. Their study revealed that compatibility and visibility were positively related and complexity was negatively related to extent of use of the HRIS. Hooi (2006) studied the extent of E-HRM practiced in the small and medium sized manufacturing companies. The readiness and feasibility of implementing E-HRM in the SMEs is dependent on the availability of resources (expertise, financial, and technical resources) and the attitude of the employees.

Less attention has been made to the relationship with various antecedent factors of technology and attitudes towards using E-HRM. It has become increasingly important to gain a greater understanding of the factors on attitude towards using E-HRM. This study is an attempt to fill this gap in E-HRM literature. This paper is part of a larger research project in which several aspects of E-HRM adoption were investigated.

2.3 Variables Related to this Study

Attitude is described to be individual's positive or negative behavior towards a new idea or new technology and has been known to be a driver of consumer utility or technology adoption (Fishbein & Ajzen, 1975). As revealed in empirical studies related to the diffusion of technological innovations, attitude exposes one's belief about the evaluation and consequences of a given behavior (Li, 2004).

User satisfaction (in this study is *User Satisfaction with E-HRM*) is a subjective evaluation of the various use of experiences of an information system based on a pleasant/ unpleasant continuance (Seddon, 1997). The literature on end-user satisfaction with Information Technology is extensive. Mahmood et al. (2000) used a meta-analysis approach to synthesize and validate the construct of IT end-user satisfaction. Satisfaction with IT has been widely accepted as an indicator of IT usage, which is considered as an important driver of IT success. Thus, user satisfaction with E- HRM has been chosen as a success variable of E-HRM adoption in this study.

Perceived Ease of Use reflects the degree of difficulty in understanding, learning, or operating the technology. According to Rogers (1995), it also reflects the degree to which an innovation or new technology is perceived as better than the substitutes. In this vein, the HR professional's perception that using E-HRM will involve minimum effort or that E-HRM will be easy to use with, is an influential factor in E-HRM adoption. According to TAM, perceived ease of use leads to intention which in turn generates the actual individual usage behavior.

Facilitating Conditions as described by Venkatesh et al. (2003) as "the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system" (p. 453). In the context of the study, the facilitating conditions include the necessary support from the HR and IT department to provide education and help to the employees. Also, facilitating conditions include the technical infrastructure that provides a highly available and responsive system to the users.

3. Objectives of the Study :

- a. To study the factors influencing attitude towards using E-HRM

4. Hypothesis :

Ho: There is no significance between factors identified and E-HRM.

H1: There is significance between factors identified and E-HRM.

5. RESEARCH METHODOLOGY

The data for study is collected through primary sources as well as from secondary sources. Primary data is collected through the questionnaire had 12 questions and 4 demographic enquiries where participants were asked to provide their responses and SPSS is used to analyze the collected data. Secondary data is collected from various annual reports, newspapers, journals, e-journals, books, reports, magazines and websites.

5.1 Sample Size

Simple random sampling method was used to get data from the respondents total 100 questionnaires were distributed out of which 59 respondents actually gave their responses from selected two MNC banks.

Sources of Data :

The data for study was collected through primary sources as well as from secondary sources. Primary data was collected from NON-HR employees by a questionnaire to study second side of coin as most of the literature available is able to capture HR employee point of view.

The scale used in the e-HRM attitudinal measure is a five-point Likert-type scale.

Secondary data was collected from various case studies, research literatures.

Analysis and interpretation of the data:

Data gathered through primary sources and secondary sources complied. The Statistical package for the Social Sciences (SPSS) is used for statistical analysis of data.

6. Research Work :

Objective 1: To study the factors influencing attitude towards using E-HRM

Hypothesis 1: There is no significance between factors identified and E-HRM.

Rotated Component Matrix^a

Rotated Component Matrix ^a				
	Component			
	1	2	3	4
Q8	.827			
Q6	.797			
Q7	.788			
Q9	.638			
Q4		.824		
Q5		.778		
Q3		.666		
Q11			.787	
Q10			.718	
Q12			.715	
Q1				.823
Q2				.737

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Explanation

The Rotated Components Matrix table mentioned in Table above is used to understand the results of analysis. Variables were sorted in such a way that the components were presented in order that each component has the highest loading value on the top loaded strongly followed by the lowest ones.

Component 1: Perceived Ease of Use reflects

Q6, Q7, Q8 and Q9 loaded strongly on Component 1

Component 2: User Satisfaction

Q3, Q4 and Q5 loaded strongly on Component 2.

Component 3: Facilitation Conditions

Q10, Q11 and Q12 loaded strongly on Component 3.

Component 4: Attitude

Q1 and Q2 loaded strongly on Component 4.

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.661
Bartlett's Test of Sphericity	Approx. Chi-Square	241.284
	df	66
	Sig.	.000

Explanation:

The test comprises of the Kaiser – Meyer – Olkin (KMO) test (Kaiser *et al.*, 1974) and Bartlett's test of Sphericity (Bartlett, 1954) adequacy which was followed to test the case to variable ratio for the analysis being conducted applied and to check the suitability of Components Analysis.

Our significant value was .000 which was even below .05 and denotes that the sample is adequate.

Hence, it shows that the factors identified through responses collected through survey from employees of organization name were suitable and valid to study the problem.

Therefore, Null Hypothesis is rejected.

Reliability Test :

Table Reliability Statistics	
Cronbach's Alpha	N of Items
.732	15

Explanation :

Cronbach alpha is 0.732 so it shows that the reliability of this data is 100% as standard value of Cronbach alpha should be 0.7. So, if any researcher wants to do any project in future he/she can relies on this data if they want to conduct researcher based on electronic human resource management.

Scope of the Study :

Although the present study had some limitations, the findings will have ample implications which can be useful for teachers, administrators, policy makers, HR professionals, Management level lead, as well as for researchers who are interested HR analytics & automations.

Investing in technology is cost to company, this study will help us understand the best approach to invest time, money and human resource which will lead to optimum utilization of resources and a perspective from the target audience or employees for whom the technology is rolled out.

This study aims to add to the quantitative literature on Human Resource as a strategic part of the organization which in return contributes in line with other revenue earning functions by use of technology and giving more output in time saves, accuracy and of course employees acceptance.

7. Suggestions, Recommendation and Conclusion :

The results revealed that there is a positive impact of the identified factors on electronic human resource management. The reliability and correlation of the drivers was also measured to check its significance through p

value. Four components identified viz.

Component 1: Perceived Ease of Use reflects

Component 2: User Satisfaction

Component 3: Facilitation Conditions

Component 4: Attitude

Suggestions and recommendation

1. Employees should be made aware of the E-HRM tools that are available for their disposal, considerate awareness and benefits should be well communicated.
2. The E-HRM tool designed should be easy to and should not be complex, it should be designed from lay man angle.
3. The understanding about the E-HRM tools should be same with its end users for the purpose of which it has designed.
4. Any systems / software's / infrastructure should be well equipped for smooth functioning of the E-HRM tools.
5. The end users should have enough technical support and guidance in case they are stuck somewhere or when they encounter any technical issue.
6. SOPs and user guides must be available for the disposal of the users for quick references.
7. Through testing of the tools must be done before the final release.
8. Positive outlook and attitude towards these practices must be inculcated in the organization culture.
9. Regular feedbacks / enhancement ideas about the tools must be taken from the end users.
10. The user interface should be user friendly.
11. E-HRM tools should be designed with the intention to simplify the process and improve the process.
12. Technological friendly culture must be promoted in the organization.

8. Limitation of Study and Scope of Further Research :

1. This study is related to only one sector.
2. It includes only Non- HR employees.
3. Sample size is restricted due to time and money constraints.
4. It includes only the selected 2 MNC Banks.

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A Comparative Analysis of Organized Retail Sector In India

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ABSTRACT :

Retail sector is one of the emerging sectors of Indian market. Indian Retail Industry is ranked among the ten largest retail markets in the world. Among the fast-paced Industries retail accounts for 10% of Indian GDP and 8% of total employment. With the entry of corporate groups such as Future group, Reliance etc. into the retailing market the retail industry, which, until the early 1990s, was dominated by the unorganized sector, witnessed a rapid growth in the organized sector. In this research paper, an attempt has been made to study overall growth of organized retail sector, the role of organized retail and the factors which contribute to growth of organized retail are discussed. Based on secondary data, a comparative analysis of major organized players in India is done based on Number of stores available across India, Average store area, Average sales per square feet, Revenue of key players and Retail Productivity. From overall retail analysis of major key players, it can be concluded that the characteristics of organized retail varies in terms of store foot print, average store size, average sales per sq. ft, revenue, productivity from player to player and based on formats also i.e. supermarket, hybrid supermarket and hypermarket. Major organized retail players namely Future Group, Reliance Group, Aditya Birla Retail, Tata Group, CESC limited, Raheja Corp and Avenue Supermarkets are taken in to consideration for the study.

Keywords :

Missing

Introduction :

Concept of Retail :

Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. The word retail is derived from the French word retailer, meaning to cut a piece off or to break bulk. In simple terms, it implies a first – hand transaction with the customer. Retailing can be defined as the buying and selling of goods and services. It can also be defined as the timely delivery of goods and services demanded by consumers at prices that are competitive and affordable,

(Ms. Vidushi Handa, Mr. Navneet Grover). In 2004, The High Court of Delhi defined the term ‘Retail’ as a sale for final consumption in contrast to a sale for further sale or processing (i.e. wholesale), a sale to the ultimate consumer. Retailing can be said to be the link between the producer and the individual consumer buying for personal needs. This avoids direct interface between the manufacturers and institutional buyers such as the government and other bulk customers. Retailing is the last link in overall supply chain that connects the individual consumers with the manufacturing and distribution chain.

Classification of Retail Industry :

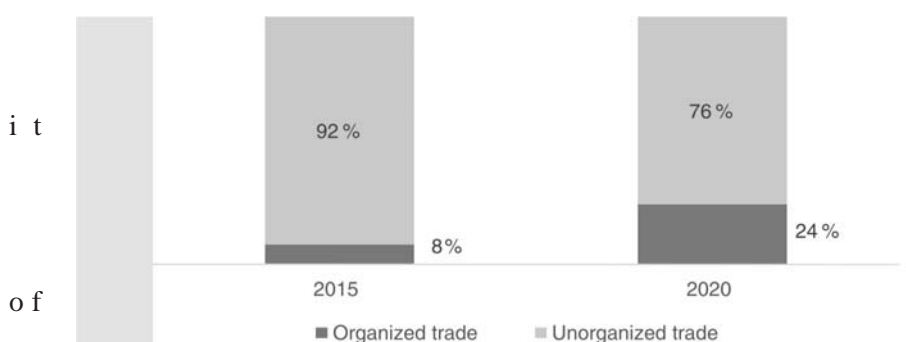
Retail industry can be classified into two categories viz. organized and unorganized retail. Organized retail can be defined as Organized traders/retailers, who are licensed for trading activities and registered to pay taxes to the government and Unorganized retail can be defined as unauthorized small shops like conventional kirana shops, general stores, corner shops among various other small retail outlets but remain as the radiating force of Indian retail industry, (Corporate Catalyst India). In India, the terms large-scale, modern-format and organized are used synonymously even though they have different meanings. Large-scale refers to the scale of operation of retail business which in turn implicitly refers to a chain of stores. Modern-format basically refers to self-service.

With the entry of corporate groups such as Future group, Reliance, ITC etc. into the retailing market the retail industry, which, until the early 1990s, was dominated by the unorganized sector, witnessed a rapid growth in the organized sector. Indian retail industry (organized as well as unorganized) spreads over more than 6 million outlets. In the developed economies, organized retail is in the range of 75-80% of total retail, whereas in developing economies, the traditional retail sector dominates the retail business. Countries like China, India and Russia are late comers in the diffusion of modern retail and the main reason why they lagged behind was the severe restrictions on foreign direct investment in retailing in these countries.

Growth of Organized Retail :

In the past few years, Indian retail sector has seen tremendous growth in the organized segment. Major corporate players have stepped into the retail arena with long term, futuristic plans to expand their business across verticals, cities and formats. Companies like Tata, Reliance, Adani Enterprise and Bharti have been investing considerably in the booming Indian Retail market. Along with these giant retailers, a number of transnational brands have also entered into the market to set up retail chains in close association with bigger Indian companies. High consumer spending over the years by the young population and sharp rise in disposable income are driving the Indian organized retail sector's growth. Major shift in consumer preferences and lifestyles even Tier I & Tier II cities and towns have given the emergence of attractive markets for retailers to expand their presence.

According to IBEF Report 2016, Organized Retail Penetration (ORP) in India is low (8 per cent) compared with that in



BCG Indian Brand Equity Foundation (IBEF) Report January 2016, www.ibef.org

other countries, such as the US (85 per cent). This indicates strong growth potential for organized retail in in 2020, is estimated that organized retail penetration share would reach 24 percent and unorganized retail penetration would hold a major share 76 percent.). This indicates strong growth potential for organized retail in India as shown in Fig.1.4

Source: BCG Indian Brand Equity Foundation (IBEF) Report January 2016, www.ibef.org

Fig. 1.3 Scope for Expansion in Organized Retail

Indian retail has grown into multi-city as well as multi-format growth by the large business conglomerates. This approach

led to operating of multi-formats by the same business house, such as Reliance, Future Group, Aditya Birla Group. Additionally, a few regional retailers in some metros & mini metros have focused on key clusters and have established successful operations in these cities. So, in this research an attempt has been made to study the growth of organized retailers, the overall retail scenario and performance of key retail players in organized sector based on secondary data. In this study comparative analysis of major organized players in India is done on the basis of Number of stores available across India, Average store area, Average sales per square feet, Revenue of key players and Retail Productivity.

Literature Review :

Chitra Srivastava, Dabas Brenda, Sternquist Humaira Mahi, (2012), in paper titled "Organized retailing in India: upstream channel structure and management", have identified structural and relational factors influencing the upstream channel management of organized retailers in India by conducting in-depth interviews with 15 organized retailers and two manufacturers in India. Their findings suggest that government regulations influence the supply chain structure in India. Relational bonds offset the uncertainty borne of weak institutions. Informational transparency and long-term orientation foster trust between channel partners. This trust, in turn, leads to collaborative partnerships.

R. K. Srivastava (2008) in paper titled "Changing retail scene in India presents how organized retail has developed in the North and West part of India. He stated that food, groceries and apparel purchase by customers contributed to 52 percent. Small retailers have improved their service to cater to Indian consumers. Credit limits and home service are helping them to hold on to their customers. He stressed that retailing focus is changing towards satisfying the different hierarchy of needs of customers.

Sengupta A, (2008) in paper titled "Emergence of modern Indian retail: an historical perspective", states the emergence of modern retail business in India which has a history spanning over 30 years. The paper is on food and grocery retail and he studied in detail the drivers of revolution and growth focusing on the role of manufacturers, retailers and consumers.

Goswami et.al. (2009) in paper titled "Would Indian consumers move from kirana stores to organized retailers when shopping for groceries? focus to understand the preference of Indian consumers for large organized retailers over traditional kirana stores to while shopping for groceries. Influencing factors identified were location, helpful and trustworthy salespeople, home shopping, cleanliness, promotional offers, quality and negatively related to travel convenience. Kiranas do well on location but poorly on cleanliness, offers, quality, and helpful trustworthy salespeople.

Vidushi Handa and Navneet Grover (2012) in their paper entitled "Retail Sector in India: Issues & Challenges", studied detailed information about the growth of retailing industry in India.

This paper examines how the urban and semi-urban retail markets are witnessing significant growth along with the role of the Government of India in the industries growth and the need for further reforms.

Objectives :

- 1) To study the growth aspects of organized retail sector in Indian market.
- 2) To study the different formats of organized retail in India.
- 3) To do the comparative analysis of major organized retailer based on selected parameters.

Research Methodology :

In this study, based on secondary data, a comparative analysis of major organized players in India is done based on Number of stores available across India, Average store area, Average sales per square feet, Revenue of key players and Retail Productivity.

Comparative Analysis of Major Key Players in Organized Retailing in India

Number of Stores Available (Store Foot Print)

The store foot print of key retailers is different for all key players. Future and Reliance group, are having their presence in more than 200 cities till 2016. It is followed by Aditya Birla retail group consisting of More Megastore and More brands. Its presence is across 170 cities till 2016. D’Mart brand of Avenue Supermarket group is having its presence across 39 cities and it is followed by Spencer’s hypermarket and supermarket chain of having their presence in 24 cities till 2016. Tata Group (Star Bazaar, Star Market, Star Daily) and K. Raheja (Hypercity) are emerging national organized retail players having presence merely in 5 cities in India. Table 1.1 and Figure 1.1 shows a summary of Store foot print of key retailers in India for FY 2012 and FY 2016.

Table 1.1 Store foot print of key retailers in India

Table 1.1 Store foot print of key retailers in India

BRANDS	GROUP -FORMAT	PRESENCE	NUMBER OF STORES - MARCH 2012.	Number of Stores - March 2016.	Presence across No. of Cities
BIG BAZAAR	FUTURE- HYPERMARKET	NATIONAL	138	500*	200
EASYDAY HYPER	BHARTI -HYPERMARKET	NATIONAL	1	15*	
EASYDAY	BHARTI- SUPERMARKET/ CONVINIENCE STORE	NATIONAL	188	188*	
RELIANCE MART & RELIANCE SUPER	RELIANCE- HYPERMARKET	NATIONAL	18	60	200+
RELIANCE FRESH	RELIANCE- SUPERMARKET/ CONVINIENCE STORE	NATIONAL	453	597	
MORE MEGASTORE	ADITYA BIRLA RETAIL- HYPERMARKET	NATIONAL	13	19	170
MORE	ADITYA BIRLA RETAIL- SUPERMARKET/ CONVINIENCE STORE	NATIONAL	478	487	
STAR BAZAAR	TATA GROUP- HYPERMARKET	EMERGING NATIONAL	7	10	5
STAR BAZAAR	TATA GROUP - SUPERMARKET/ CONVINIENCE STORE	EMERGNIG NATIONAL	NA	5	
STAR DAILY	TATA GROUP- SUPERMARKET/ CONVINIENCE STORE	EMERGING NATIONAL	NA	11	
SPENCERS HYPERMARKET	CESC LTD.- HYPERMARKET	NATIONAL	NA	37	24
SPENCERS HYPERMARKET	CESC LTD.- SUPERMARKET/ CONVINIENCE STORE	NATIONAL	NA	84	
HYPERCITY	K RAHEJA- HYPERMARKET	EMERGING NATIONAL	10	17	6
D MART	AVENUE SUPERMARKETS- SUPERMARKET	EMERGING MARKET	55	110	39

- Source Technopak D’Mart, Avenue supermarts limited report dated September 29, 2016

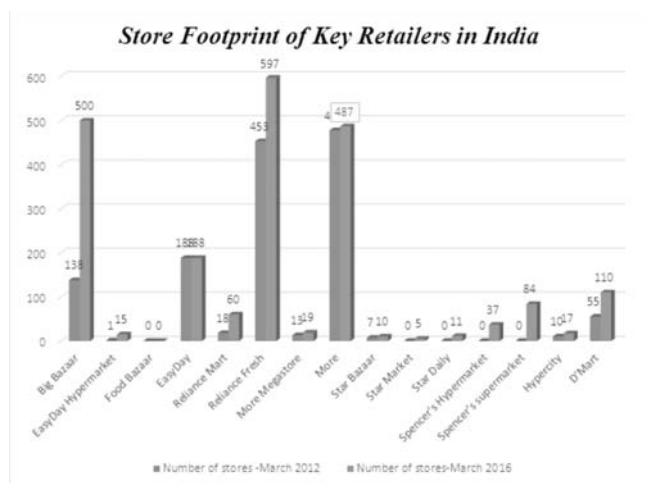


Fig 1.1 Store foot print of key retailers in India

From Table 1.1 and Fig.1.1 it can be concluded that Reliance Fresh (supermarket) of Reliance group is having maximum stores that are 597 till 2016 and presence across 200+ cities. It is followed by Big Bazaar (500 stores), More (487 stores), D mart (110 stores), Easy Day (188) and then Spencer's supermarket (84 stores). It shows that Reliance Fresh of Reliance group was having maximum presence till 2016.

Average Store Area :

As the competition is getting tougher and tougher in the retail environment, ambience has been taken as one of

the important aspects to lure the shoppers. Today's customers want a clean, spacious and well-lighted shopping atmosphere with merchandise clearly marked. A large and well-planned retail store layout allows a retailer to maximize the sales for each square foot of the allocated selling space within the store.

At present, the organized general merchandise players in India occupy around 40 to 45 million sq. ft. area. This requirement of retail space is estimated to grow to 60 to 65 million sq. ft. by 2020.

Table 1.2 Average Store Size of Key Players

PLAYER	AVERAGE AREA PER SQ.FT SQ. FT 2012	SAVERAGE AREA PER SQ.FT SQ. FT 2016	PLAYER	AVERAGE AREA PER SQ.FT SQ. FT 2012	SAVERAGE AREA PER SQ.FT SQ. FT 2016	PLAYER	AVERAGE AREA PER SQ.FT SQ. FT 2012	SAVERAGE AREA PER SQ.FT SQ. FT 2016
RELIANCE MART	60000-70000	40000-45000	D MART	28000-32000	28000-32000	REGIONAL PLAYERS	2000-3000	2000-3000
STAR BAZAAR	55000-65000	45000-55000	RELIANCE FRESH	3000-5000	3000-4000			
HYPER CITY	90000-100000	75000-85000						
BIG BAZAAR	45000-55000	44000-45000	FOOD BAZAAR	16000-18000	16000-17000			
MORE MEGASTORE	70000-80000	40000-45000	MORE	2000-5000	2000-2500			
SPENCER HYPERMARKET	40000-50000	22000-25000	SPENCER SUPERMARKET	3500-4500	2750-3000			

Source-Technopak D'Mart, Avenue supermarts limited report dated September 29, 2016

Table 1.2 and Fig 1.2 and 1.3 shows average store size occupied by major retail players in hypermarket and supermarket category.

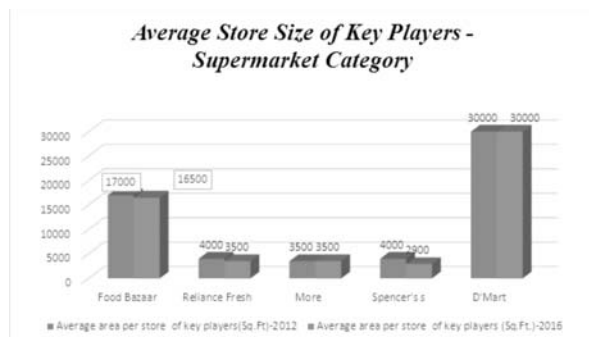


Fig.1.2 Average Store Size in Supermarket Category

From Table 1.2 and Fig '1.2, in supermarket category D'Mart is having maximum average area of 28000-32000 (30,000) Sq. ft followed by Food Bazaar of Future group of having average area of 17000 Sq. ft in 2012 and 16500 Sq. ft in 2016. Then it is followed by Reliance Fresh, Spencer's supermarket and More of having store area of 3000-4000 Sq. ft

Fig.1.3 Average Store Size in Hypermarket Category

From Fig.1.3 Hypercity of Raheja group is having maximum area (75000-85000 Sq. ft) followed by Reliance Mart, Big Bazaar, Star Bazaar, More Megastore (40000-45000 Sq. ft) and then Spencer Supermarket (22000-25000 Sq. ft) in 2016 in hypermarket category

Average Sales per Square Feet (Sq.ft)

Emerging national retailers such as D'Mart, Star Bazaar have recognized the importance of staying focused and not spreading across categories. They have focused on clusters and regions to win market share before entering the market in other regions due to supply chain complexities. Retailers like D'Mart who have stayed focused on certain categories and clusters have been able to achieve best in class productivity among Indian retailers. Table 1.3 shows and Fig 1.4 and Fig 5.5 shows average sales per sq. ft. of key players in hypermarket and supermarket category.

Table 1.3 Average Sales per Sq. Ft. of Key Players

HYPERMARKET			SUPERMARKET			REGIONAL PLAYERS		
PLAYER	SALES/SQ-FT PER ANNUM - INR 2012	SALES/SQ-FT PER ANNUM - INR 2016	PLAYER	SALES/SQ-FT PER ANNUM - INR 2012	SALES/SQ-FT PER ANNUM - INR 2016	PLAYER	SALES/SQ-FT PER ANNUM - INR 2012	SALES/SQ-FT PER ANNUM - INR 2016
RELIANCE MART	5000-6000	8500-9500	D-MART	1200-12500	28000-30000	REGIONAL PLAYERS	8500-9500	17000-17500
STAR BAZAR	6500-7500	11000-13000	RELIANCE FRESH	9000-10000	17500-18500			
BIG BAZAR	5500-6500	9500-10500	FOOD BAZAAR	7500-8500	15000-15500			
SPENCER HYPERMARKET	6000-7000	16000-17000	SPENCER SUPERMARKET	7000-8000	17500-18500			
MORE MEGA STORE	4500-5500	8500-9500	MORE	5000-6000	8000-9000			
HYPERCITY	5000-6000	7000-8000	EASY DAY	7500-8500	15000-16000			

D'Mart, Avenue supermarkets limited report dated September 29, 2016

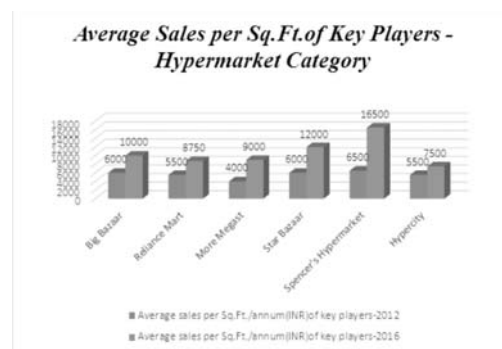


Fig 1.4 Average Sales per Sq. Ft. of Key Players in Supermarket Category

From Fig 1.4 it can be concluded that D'Mart is having highest sales per Sq. ft i.e.28000-30,000 INR in 2016 in supermarket category. It is followed by Reliance Fresh (18000 INR), Spencer's (17500 INR), Food bazaar (15250 INR) and More (8500 INR) in 2016.

Fig. 5.5 Average Sales Per Sq. Ft. of Key Players in Hypermarket Category

From fig 1.5 it can be concluded that Spencer's hypermarket (16500 INR) is having maximum average sales per Sq. ft It is followed by Star Bazaar (12000 INR), Big Bazaar (10000 INR) More Megastore (9000 INR) and then Hypercity (7500 INR).



Current Revenue & Profitability

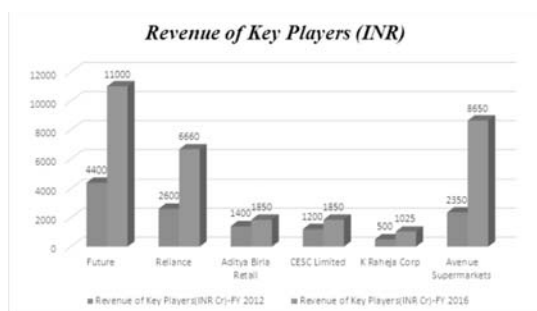
Key retailers operating in the F&G segment currently hold around 37% market share of the USD14bn organized Food & Grocery market, down from around 49% in 2012. This decrease in the market share of key retailers is because the organized F&G market has seen emergence of regional retailers along with an increase in the number of modern convenience stores in Tier I & II cities resulting last four years. Following table 1.4 and Fig 1.7 shows revenue of key players (INR-Cr) in FY 2012 and FY 2016.

Table 1.4 Revenue of Key Players (INR)

GROUP	BRANDS	FORMAT	REVENUE (INR CR)-FY 2012	REVENUE (INR CR)-FY 2016
FUTURE GROUP	BIG BAZAAR	HYPERMARKET	4400	11000
RELIANCE	RELIANCE MART, RELIANCE FRESH AND RELIANCE SUPER	HYPERMARKET, SUPERMARKET	2600	6650
ADITYA BIRLA GROUP	MORE MEGASTORE, MORE	HYPERMARKET, SUPERMARKET	1400	1850
CESC LIMITED	SPENCER'S	HYPERMARKET, SUPERMARKET	1200	1850
K. RAHEJA CORP	HYPERCITY	HYPERMARKET	500	1025
AVENUE SUPERMARKET	DMART	HYBRID SUPERMARKET	2350	8650

Source Technopak D'Mart, Avenue supermarts limited report dated September 29, 2016

Fig. 1.6 Revenue of Key Players (INR)



From fig 1.6.it can be concluded that Big Bazaar (Future group) is earning highest revenue followed by D’Mart (Avenue Supermarkets) and then Reliance group comprising Reliance Mart, Reliance Fresh and Reliance Super. Spencer’ Hypermarket and Supermarket and Hypercity brand are having revenue at lesser extent as compared to Big Bazaar, D’Mart and Reliance group.

Retail Productivity

Supermarkets have been observed to garner higher levels of productivity amongst the general merchandise focused formats. The store productivity of a supermarket is typically 20-25% higher than that of a hypermarket. Though the efficiencies are higher for supermarkets, the margins are lower as compared to hypermarkets. The margins are lower due to F&G category accounting for a greater portion of the product mix, in which the margins are lower as compared to other non-FMCG categories.

It has also been observed that players operating in hybrid supermarket space with average store size of 20,000 to 30,000 sq. ft have been achieving greater productivity as compared to hypermarkets and provide more variety to the consumers as compared to supermarkets.

The sales per square feet of a hypermarket are low when compared to a supermarket; the gross margins in these formats are higher than the supermarkets. The higher gross margins are a factor of the category mix which is broadest in case of a hypermarket, a healthy mix of F&G, fashion & apparel, non-food FMCG and accessories.

Fig. 1.7 Productivity Supermarkets vs. Hybrid Supermarkets vs. Hypermarkets- 2016



Food and Grocery contribute to around 60% to 65% of the category mix in supermarkets followed by Non-Food FMCG at 15% to 20%. The general merchandise contribution to sales is around 10% to 15%. High dependency on F&G category results lower margins for supermarkets. The profitability of these formats can be attributed to high efficiencies. The sales mix of hypermarkets is different from supermarkets due to presence of several categories which the supermarkets do not have, even though a considerable contribution of sales is from Food &

Grocery category. Food and Grocery contribute to around 30 to 35% of the category mix followed by General Merchandise at 20% to 25%. The Non-Food FMCG contribution to sales is around 15% to 20%. The higher mix of other categories, with higher margins is the key reason for greater profitability of hypermarkets.

Findings:

From above overall retail analysis of major key players, it can be concluded that the characteristics of organized retail varies in terms of store foot print, average store size, average sales per sq. ft, revenue, productivity from player to player and on the basis of formats also i.e. supermarket, hybrid supermarket and hypermarket. Major organized retail players namely Future Group, Reliance Group, Aditya Birla Retail, Tata Group, CESC limited, Raheja Corp and Avenue Supermarkets are taken in to consideration for the study. These key players are compared on the basis of number of

stores available across India, average store area, average sales per sq. ft revenue of key players and retail productivity.

Number of stores across India-Reliance Fresh (supermarket) of Reliance group is having maximum stores that are 597 till 2016 and presence across 200+ cities. It is followed by Big Bazaar (500 stores), More (487 stores), D mart (110 stores), Easy Day (188) and then Spencer's supermarket (84 stores). It shows that Reliance Fresh of Reliance group was having maximum presence till 2016.

Average store area- In supermarket category D Mart is having maximum average area of 28000-32000(30,000) sq. ft. followed by Food Bazaar of Future group of having average area of 17000 sq.ft in 2012 and 16500 sq. ft. in 2016. Then it is followed by Reliance Fresh, Spencer's supermarket and More of having store area of 3000-4000 sq. ft

Hypercity of Raheja group is having maximum area (75000-85000 sq. ft) followed by Reliance Mart, Big Bazaar, Star Bazaar, More Megastore (40000-45000 sq. ft) and then Spencer Supermarket (22000-25000 sq. ft) in 2016 in hypermarket category

Average sales per sq.ft- D'Mart is having highest average sales per sq.ft i.e. 28000-30,000 INR in 2016 in supermarket category. It is followed by Reliance Fresh (18000 INR), Spencer's (17500 INR), Food bazaar (15250 INR) and More (8500 INR) in 2016.

Spencer's hypermarket (16500 INR) is having maximum average sales per sq. ft It is followed by Star Bazaar (12000 INR), Big Bazaar (10000 INR) More Megastore (9000 INR) and then Hypercity (7500 INR).

Revenue(INR) per annum-Big Bazaar (Future group) is earning highest revenue followed by D'Mart (Avenue Supermarkets) and then Reliance group comprising Reliance Mart, Reliance Fresh and Reliance Super. Spencer's Hypermarket and Supermarket and Hypercity brand are having revenue at lesser extent as compared to Big Bazaar, D'Mart and Reliance group

Retail productivity- The store productivity of a supermarket is typically 20-25% higher than that of a hypermarket. Though the efficiencies are higher for supermarkets, the margins are lower as compared to hypermarkets. The margins are lower due to F&G category accounting for a greater portion of the product mix, in which the margins are lower as compared to other non-FMCG categories.

It has also been observed that players operating in hybrid supermarket space with average store size of 20,000 to 30,000 sq. ft. have been achieving greater productivity as compared to hypermarkets and provide more variety to the consumers as compared to supermarkets.

The sales mix of hypermarkets is different from supermarkets due to presence of several categories which the supermarkets do not have, the higher mix of other categories, with higher margins is the key reason for greater profitability of hypermarkets.

Conclusion:

Retail sector is one of the emerging sectors of Indian market. Indian Retail Industry is ranked among the ten largest retail markets in the world. Though India is a developing economy, wherein, the traditional retail sector dominates the retail business, organized retail has shown tremendous growth. Major corporate players have stepped into the retail arena with long term, futuristic plans to expand their business across verticals, cities and formats. Companies like Tata, Reliance, Adani Enterprise and Bharti have been investing considerably in the booming Indian Retail market. Along

with these giant retailers, a number of transnational brands have also entered into the market to set up retail chains in close association with bigger Indian companies. High consumer spending over the years by the young population and sharp rise in disposable income are driving the Indian organized retail sector's growth. Major shift in consumer preferences and lifestyles even Tier I & Tier II cities and towns have given the emergence of attractive markets for retailers to expand their presence. This is bound to result in a shake-up of the landscape with the influx of new working processes, revamped distribution channels and new technologies that will redefine the way the organized retail will work in future

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The Role of State Government in Functioning of Grain Based Distilleries in Maharashtra

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ABSTRACT :

The food processing is mostly depending on agriculture and food processing industry has tremendous significance in human life and its development . The present investigation covers one of the essential issues i.e. role of state government in running Grain Based Distilleries in Maharashtra. The goal of this paper is to contemplate the issue looked by grain based distilleries in Maharashtra. The Government and the Policy producers will think that its supportive in approach making as make change in the feeble and ignored zones of sustenance handling industry. It will be further beneficial to the thinkers, research scholars, academicians and government officials interested in the food processing industry.

Keywords:

Grain Based Distilleries, Finance, Government.

Introduction :

India is a nation of towns of which 70% of populace originates from provincial zone and over 60% populace rely upon agribusiness for their sustenance, haven and garments. Expanding interest for different agro based items for mechanical utilize, coordinate utilization, and fare has prompted agro based industrialization in our nation. It is work concentrated in character, needs not so much capital but rather more working capital. The business incorporates jute, cotton, sugar, palatable oil, sericulture, handiwork, khadi, control looms, dairy, poultry, cows feed, natural product handling and sustenance articles and certain buyer merchandise. It might be noticed that ongoing patterns in the advancement of agro handling businesses has pulled in higher capital speculations, upgraded mechanical complexities and administrative necessities. Numerous organizations have additionally subsidized the agro handling and prepared sustenances as lucrative road for enhancement. The level of handling has been significantly increased and modernized by the development of prepared sustenance industry which depends on cooking, blending and concoction change creating a finished vegetable nourishment. Side-effect handling of real horticulture products has opened the tremendous capability of agro modern development in the rustic India as of late.

The present study covers one of the important issues i.e. Role of state government in running Grain Based Distilleries in Maharashtra. In Maharashtra, most of the distilleries are producing alcohol from Molasses, which are attached to sugar factories. Most of the distilleries are working on seasonal basis as sugar factories running only from November to March. The sugar season also varying now day as sugarcane crop suffers from shortage of water due uncertain in rainfall. Most of spirits produced from molasses are used for chemical industries. The quality of spirit produced from grain is superior with compared to molasses. The effluent generated from grain base distillery is much easier to treat. As we know, the only central government agency to buy and store the grains is Food Corporation of India i.e. F.C.I.

They don't have sufficient godowns to store these plenty of food grains. Because of that, they store such excess grains in open areas which later due to rainfall and other sources get decayed. Then such grains are not even useful for cattle feed industry. Hence these grains are supposed to be used for grain distilleries. Secondly, in the Kharip and Rabbi seasons when farmers produce such crops, the cost of food-grains are deliberately minimized by the traders. So, farmers don't even get their production cost. Even government has declared fixed rates for such grains, due to low quality of such produced grains; traders don't pay such declared rates. Due to unseasonal rains in various areas jowar and maize get blackened. Hence there is no value for such grains in market. So unfortunately, farmers have to suffer for that, and hence they go for suicides. To control all these things, grain based distilleries is the only main source who can pay maximum rates to such low-class grains. And such grains are the only raw material for grain distilleries.

Review of Literature

Bhattacharya S.N. (1981) in his book "Development of industries in Backward Areas" studied economic growth and its problems in five backward district of North Bengal and concluded that in order to achieve higher economic growth, the potential for developing smaller and more disbursed agro related industries should be systematically identified for each local area exploited to the fullest extent possible.

Khamkar (2002) has done the study by selecting 34 units for the study in Ratnagiri and Sindhudurg resource region. The objectives are to study the present position of fruit processing units with reference to investment, profit margin, technology, employment generation, marketing and to study the problems and to examine the prospects. The observations are that (i) the fixed capital to working capital is 1:4, and (ii) there is a dominance of labor intensive technology. All units sell their products through direct and indirect channels.

Varghees and Singh (2006) have made a study entitled 'Prospects and Problems of Agro-Processing Industries in Bikaner District of Rajasthan'. The case study method was used for agro-processing industries using cereals, pulses, oilseeds, milk and wool. The objectives were (i) to identify the existing status of agro processing industries, (ii) to study the magnitude of profit, to identify major constraints hindering the smooth functioning of units. The information on date of commencement, installed capacity, working pattern, cost of operation, source of finance, marketing channel, employment pattern, procurement of input and problems faced are collected. The findings and conclusions are (i) the capital investment was relatively more for rasgulla processing units, woollen yarn production and oil processing units. (ii) The employment potential per processing unit was found to be more for woollen yarn production and processing. (iii) The employment potential in the category of combined papad- bhujia processing, rasgulla processing, dal processing and oil processing varied between 6 to 7 persons per unit. (iv) The major constraints in the agro processing sector includes factors related to processing technologies, procurement of raw material and other resources and govt. policies. (v) The production of raw material like pulses, oil seeds, wool etc is not stable and as a result the availability of raw material for processing is also not ensured. (vi) The power fluctuations and irregular supply of water are also constraints in the development of agro-processing industries. The govt. policies are also required to be changed for the smooth development and growth of agro-processing in this region.

Yogish (2008) has written a paper as agricultural marketing in India. He stated that, in modern times marketing of agricultural produce is different from that of olden days. National commission on agriculture defined agricultural marketing as a process which starts with a decision of produce a salable farm commodity and it involves all aspects of market structure of system, both financial and institutional based on technical and economic considerations and includes pre and post harvest operations, assembling, grading, storage, transportation and distribution.

The research paper has written by Dinesha et. al. (2008) titles as 'Micro, Small and Medium Enterprises in India: Trends and Challenges'. The paper attempts to analyze the performance of MSMEs in India, to understand the problems and challenges and to suggest the policy measures. They found the various problems of MSMEs related to lack of adequate credit, marketing, power, raw material and sickness etc. To strengthening the MSMEs they suggest that there is a need to improve the proactive policy, easy access of finance, promoting partnership, technology up gradation, training to manpower, marketing assistance and basic infrastructure.

Khushdeep Dharni, et.al., (2008) in their study on "Food Processing in India : Opportunities and Constraints" observed that for providing remunerative prices for the agricultural produce it is important that the production advantage available to India is transformed into the processing advantage. The Indian food industry has no dearth for market opportunities on account of thriving domestic consumption and new avenues of foreign demand. Food processing is an important link between agriculture and industry. Scale of operations along with a fragmented supply chain is the major impediment in the path of speedy growth of food processing in India. Concentration at the level of production, processing and retailing can provide the much needed impetus for the sector. The government of India has identified food processing sector as the sunrise sector. A number of initiatives are being put in place for promoting primary as well as secondary processing. For an unhindered growth is becoming important to address the demand and supply side constraints of food processing in India. Agriculture will keep on playing a vital role in the Indian Economy and food processing will go a long way for providing opportunities for sustainable and profitable agriculture in time to come.

Mahendra Dev, S. and Chandrasekhara Rao, N. (2004) in their article on "Food Processing in Andhra Pradesh Opportunities and Challenges" studied that there has been diversification of Indian diets away from food grains to high value products like milk, meat products, vegetables and fruits. Food-processing industry has been registering good growth since the past few decades and particularly after nineties. The conditions are now ideal for the growth of this industry. The central government has taken some steps to deregulate and encourage the sector after 1991. However, the role of states is vital. The government of Andhra Pradesh released a policy in November 2003. There are no major initiatives in the policy and still can be called a good beginning. As against the robust growth at the All-India level, the growth rate in net value-added in the nineties was almost the same as that in the eighties in the state. The study attempts to know the opportunities and challenges in processing of rice, fruits and vegetables, oil seeds and livestock products. Further the study also analysed the working of contracts between processors and farmers.

Scope of The Study :

Although various studies reveal different aspects of food processing units in Maharashtra, no study yet has been made on the topic of grain based distilleries in Maharashtra. The State Government of Maharashtra on several occasions have appointed various commissions to evaluate the functioning of molasses based distilleries. The terms of references of these boards of trustees and various commissions were restricted to certain particular issues identified with distilleries. This paper deals with the nature, problems, administration and scope of grain based distilleries in Maharashtra is carried out. It is expected that the study would assist to make suitable policies and strategies for proper development of the grain based distilleries in Maharashtra.

Research Objective :

To study the initiative taken by the state government in functioning of grain based distilleries in Maharashtra.

Hypothesis :

H_0 Initiative taken from state government in functioning of grain based distilleries in Maharashtra is inadequate.

H_1 Initiative taken from state government in functioning of grain based distilleries in Maharashtra is adequate.

Research Methodology :

Questionnaire Structure :

The questionnaire consisted of two sections, starting with general information about grain based distilleries and government related questions.

Section		Content
Section One	General	General information like name of the unit, founder's name, age, education, location of the unit and factors considered while selecting it.
Section Two	Government	This section includes information about State aid ,policy of government, subsidy, loan etc

Results and Discussion :

The study was Descriptive in nature and survey method was used to complete the study. The population of the study comprised specifically Grain Based Distilleries from North and Western Maharashtra. There are 31 grain based distilleries are in Maharashtra. A convenient sampling technique select 50 per cent grain based distilleries i.e 15 from Maharashtra for the survey. For data collection, a self-designed questionnaire was administered. The collection data was subjected to analysis through SPSS. The reliability was determined through Cronbach Alpha. The reliability was established through face validity method. Factor analysis was used to extract the factors of variables. In the study, convenience sampling technique is needed. Proper care is required to approach those officials in distilleries who could easily fill up the questionnaire and were rational in their response.

Table 1: **Government Policy:**

Government Policy	No	Yes
Happy With The Policy of the Government	100%	00%

Table 1 shows that all 100 percent of the units are not satisfied with the government monetary and fiscal policies towards food processing industry. It is due to these units are big one. Every business policy-making is influenced by government policies and controls throughout the world. Government policy is gaining considerable importance in operations and activities of a business organization. Business environment is affected by the governmental monetary and fiscal policies, import-export policies, customs duties etc.

Graph 1: Government Policy:

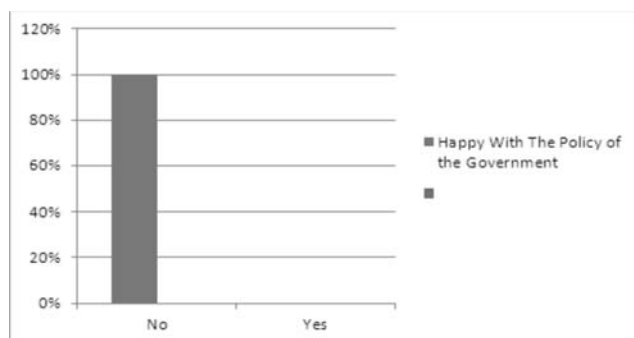


Table 2: Government Incentives:

	No	Yes
Aware about the Government Incentives	10%	90%

The present point throws light upon the entrepreneurs view about the government incentives towards the food processing unit. Government has formulated various incentive schemes to industries for their better prospects. The awareness by industry is an important factor to get the benefit of it. Table 2 shows that 90 percent of the units are aware about the various government schemes formulated time to time by government. 10 percent of the units are unaware about various government schemes.

Graph 2: Awareness About Government Incentives:

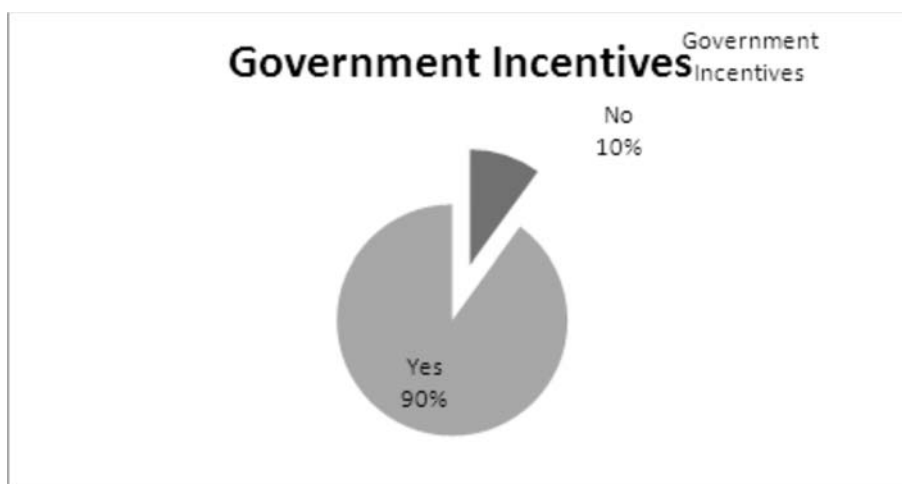


Table 3: Government Incentive:

Government Incentive	No	Yes
Benefited by any Government Incentive Scheme	80%	20%

Table 3 shows that 20 percent of the units are received the benefit from various governments schemes. 80 percent of the units are not get benefited by any government incentive scheme, since their inception. It is due to unawareness of

government schemes, lengthy process for sanctions, unfair practices in government offices, requirement of various documents etc.

Graph 3: Benefited by Government Incentives:

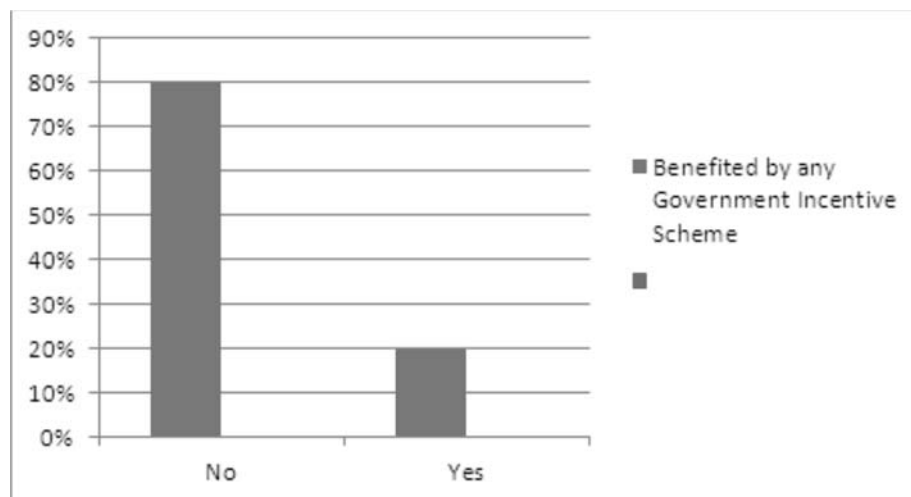


Table 4: Government Subsidy:

Government Subsidy	No	Yes
Got Subsidy from the Government	80%	20%

Table 4 shows that 20 percent of the units are received the subsidy from various governments schemes. 80 percent of the units are not get subsidy by any government, since their inception.

Graph 4: Government Subsidy:

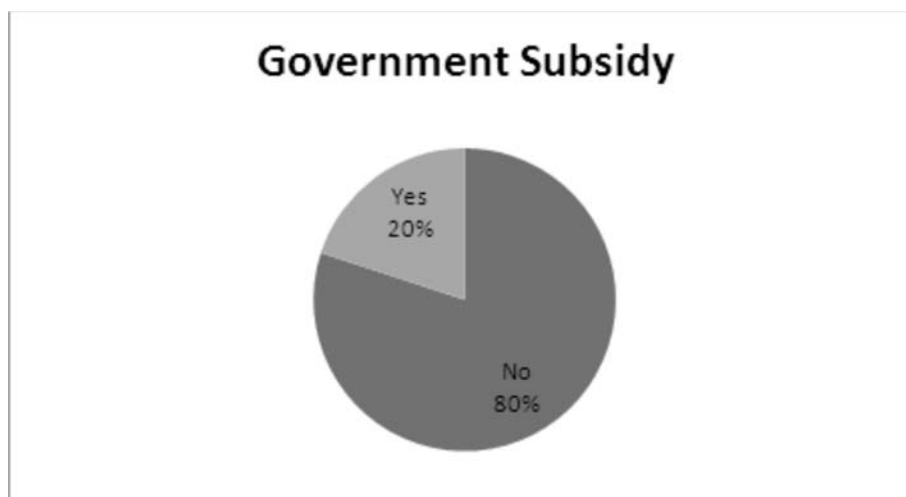


Table 5: Concessional Rate of Interest:

Concessional Rate of Interest	No	Yes
Loan at Concessional Rate of Interest	90%	10%

For rapid growth and development of small scale business, the concessional rate of interest loan is a prerequisite. This type of assistance reduces the burdens of payment on an entrepreneur. Table 5 throws light upon concessional rate of interest loan given by banks to grain based distillery units surveyed. As per this table only 10 percent of the units get concessional rate of interest loan. 90 percent of the units are not providing such type of loan. An informal discussion reveals that the percentage of loan given at concessional rate is more in other industries than food processing industry.

Graph 5: Concessional Rate of Interest:

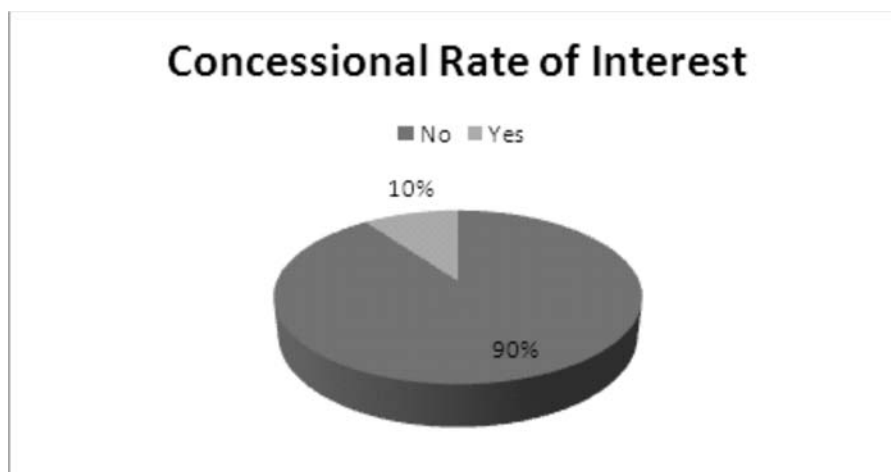


Table 6: Special Concession in Loan:

Special Concession in Loan	No	Yes
Special Concession in the Repayment of Loan	95%	5%

Table 6 throws light upon Special concessional rate of interest loan given by banks to grain based distillery units surveyed. As per this table only 5 percent of the units get Special concessional rate of interest loan. 95 percent of the units are not providing such type of Special concessional rate of interest on loan .

Graph 6: Special Concession in Loan:

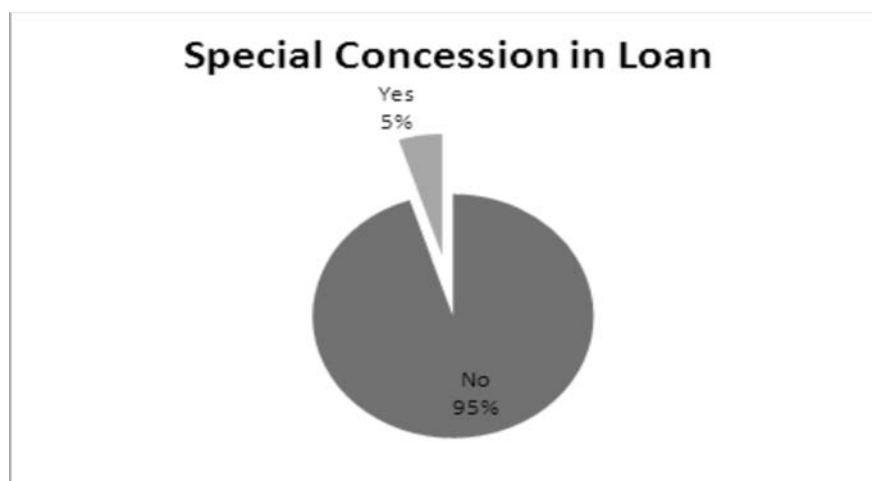


Table7: Additional Finance:

Need Finance	No	Yes
Need of Additional Finance	00%	100%

Table 7 throws light upon Need of Additional Finance required for grain based distillery units are surveyed. As per this table all 100 percent of the units needs additional finance to fulfill the working capital needs of the units. Additional finance is necessary for all types of business. It may be regarded as the life blood of business.

Graph 7: Additional Finance:

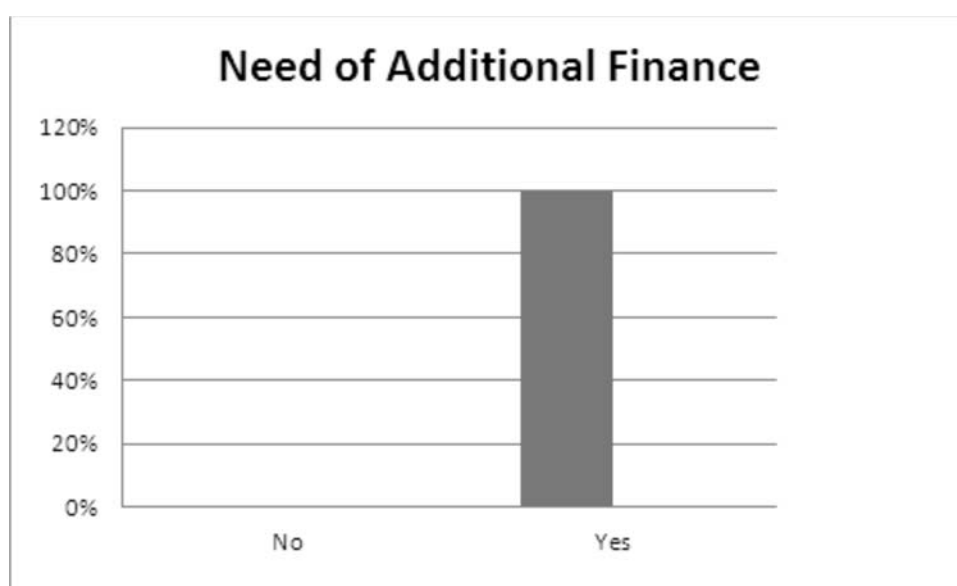
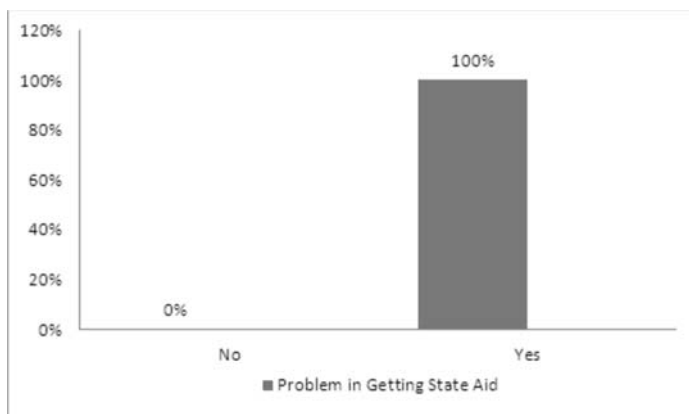


Table 8: State Aid:

State Aid	No	Yes
Problem in Getting State Aid	00%	100%

Table 8 throws light upon Problem in Getting State Aid for grain based distillery units. As per this table all 100 percent of the unit's face Problem in Getting State Aid.



Graph 8: State Aid:

All the table revealed a poor contribution of Government for the food processing industry with special references to Grain based distilleries in Maharashtra. Not even a single variable revealed the contribution of the Government in this industry. 100 per cent industries required an additional finance. On the other hand, only 20 % food based industries are getting subsidies from the Government. Secondly, 10 per cent industries getting loan at concessional rate.

On the basis of above analysis, we conclude that initiative taken from state government to run grain based distilleries in Maharashtra is inadequate, so our null hypothesis accepted. So there is a need of Government agencies for the rebirth of food processing industries in Maharashtra. As we know, indirectly these industries increase the additional income of the farmers. The government of India has identified food processing sector as the sunrise sector. A number of initiatives are being put in place for promoting primary as well as secondary processing. For an unhindered growth is becoming important to address the demand and supply side constraints of food processing in India. Agriculture will keep on playing a vital role in the Indian Economy and food processing will go a long way for providing opportunities for sustainable and profitable agriculture in time to come. Further, Sound planning and efficient implementation of project and better infrastructure facilities are some other important production factors. Cordial support and government incentives, timely supervision and guidance, sound managerial ability, and provision of technical guidance and counseling are important managerial and institutional factors. It was observed that easy availability of finance, identification and use of mega markets, good contacts with marketing personnel are predicted as very much important marketing and financial factors.

So the researcher proves the null hypothesis that the initiative taken from state government in functioning of grain based distilleries in Maharashtra is inadequate.

Conclusion :

Food processing industry helps to accelerate agricultural development by giving supply of credit, inputs and other production enhancement services, processing and marketing and adding value to farmer's product, generating employment opportunities and increasing farmer's net income. Food processing industry motivates the farmers for better productivity and further opens up possibilities of industrial development. They can also provide a boost to many downstream industries and generate foreign exchange through export.

Food processing industry with special reference to grain based distilleries in Maharashtra also face the problems like, need of additional finance, Policy of the Government, unawareness about the government schemes, more capital investment, requirement of permanent working capital, efforts to improve quality, Government Subsidy etc.

The above conclusions will help the entrepreneurs of food processing units to find out their problems, weaknesses, threats etc. Also, it will be helpful to improve the performance, and to build the better prospects and increase the competency in the global context. The Government and the Policy makers will find it helpful in policy making as make improvement in the weak and neglected areas of food processing industry. It will be further beneficial to the thinkers, research scholars, academicians and government officials interested in the food processing industry.

Future Avenues :

So, it examined that the grain based food processing industry assumes great significance in terms of additional income of the farmers, directly or indirectly employment generation, poverty alleviation, improving agricultural productivity, reducing post-harvest losses, availability of better nutrition, export promotion and foreign exchange earnings. It was found that these industries requires less fixed capital and more working capital as compared to other industries. The agro industry annually generates 5 per cent value-added over fixed capital as compared to 39 per cent in other industries (Annual Survey of Industries). These industries have great importance in the economic liberalization period in the country and World Trade Organization (WTO) regime. The annual compound growth rates of these sectors have shown significant growth performance during the 1990's. The performance of exports of important agricultural and processed

products has shown tremendous upward growth pattern during the last decade, and there is potential for further growth in future. Due to increasing importance of food processing sector after economic liberalization and WTO, foreign direct investment in this sector has also increased substantially (ASI). The future of food processing sector seems to be bright with growing potential for domestic as well as export markets.

Suggestion :

The present study suggested that globalization creates serious challenges for Indian small-scale food processing industries with references to Grain based distilleries. This is the time to protect the sector by upgrading the existing technology by providing adequate financial support with reasonable rate of interest. Intensification of food parks and participative management are required to compete for quality, price and service. Singh and Mohuley (1996) also have summaries in their study that due to lack of proper storage facilities and unawareness of preservation technique about 30 percent of total production goes waste between harvest and disposal. The huge quantity of wastage can be avoided through conversion of raw material into processed foods. The existing agro-processing units situated in the rural area are not able to handle much quantity of grain at once time. The establishment of agro-processing units is very essential in potential areas of the district. It will save from spoilage and give extra income to farmers. The processing units of rural areas of this district will help in preservation of grains, stabilize the prices, and create additional employment and increasing the remuneration of farmers. Therefore, entrepreneurs should be mobilized to install processing units in rural areas because of availability of at cheap rates; cost of establishment and cost of production of processed foods would be less than that of urban areas.

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“Toilet Training Interventions among Disabled Children : A Case Study of Raigad District”

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ABSTRACT :

Currently, the term Intellectual Disability is being used instead of mental retardation in Diagnostic and Statistical Manual 5th Revision (DSM-V). Intellectual disability is a term used for children with significant impairment in cognitive and adaptive behavior along with poor skills in Activities in daily living, decision making, insight, communication and academic performance. Aim: To assess impact of toilet training interventions among children with intellectual disability. Method: A Quasi experimental non-randomized control group design was used to assess impact of toilet training interventions among children with intellectual disability. A total number of 20 children with intellectual developmental disability were selected by non-probability convenient sampling technique. The reliability of the tool was 0.996 determined by Cronbach's Alpha method. The toilet training interventions conducted with the help of charts, pictorial and flip cards. The mean of the scores obtained by the samples in the pre-test was 38.4 and in the post-test, it increased to 43.5. The calculated t test value is 3.61 is more than tabulated value, hence we can reject null hypothesis, therefore It can be concluded that toilet training interventions were effective in toilet training practices among children with intellectual disability and this improvement is statistically significant.

Keywords :

Impact, Toilet Training Interventions, Disabled Children.

1. Introduction :

According to Government of India Census, 2001 has revealed that 2.1% of the population is suffering from one or the other kind of disability including movement disability, mental disability, speech disability and hearing disability etc. In intellectual disability around 75-90% of the children affected by mild category of intellectual disability. Among the states in India, Maharashtra stands in top five highest number of disabled person in India. In contrast, National Sample Survey Organization (NSSO) report estimated 18.49 million disabled persons in the India, out of that 0.44 million individuals are mentally disabled. Intellectual disability is significantly impaired intellectual and adaptive functioning disorder that is a highly prevalent in developing country like India, Pakistan and Nepal etc. According to American Association of Mental Deficiency (1983) “Mental retardation refers to significantly sub-average general intellectual functioning resulting in or associated with concurrent impairments in adaptive behavior and manifested during the developmental period”. Deficit in the areas of activities of daily living may be a significant hurdle for people diagnosed with developmental disability and. According to Konarski and Dioria, toilet training and eating practices for children with developmental disabilities was continues to be one of the most frequently researched self-help skills.

The systematic application of learning principles to modify the behavior of children most appropriate and important functions in the toileting training among children with intellectual disability. Majority of toilet training studies

emphasize effective learning and appropriate applications. A case study conducted by Dana Sells-Love, Lisa M. Rinaldi and T. F. McLaughlin on "Toilet training an adolescent with severe mental retardation in the classroom". The treatment program was implemented in a self-contained special education classroom for a 19-year-old-female diagnosed with mental retardation. Result revealed that in terms of wet declined and the number of times she successfully used the bathroom for urination increased. There were significant treatment differences found for both behaviors modifications after classroom training.

The burden of intellectual disability on social relationship, stress and financially has long been underestimated. A study by Nagarkar A. stated intellectual disability affects the social functioning, emotional status, academic and activities of daily living, which make the child more dependent on the parents or caregiver as compared with a normal child. When child once he/she has diagnosed with developmental disability many parents became severe anxious because of dependency, sense of helplessness and lack of understanding about disability and how to manage the behavioral issues. According to Venkatesan & Das (1994) reported that the type of burden reported by care takers and family members may including from difficulties in not getting time, management of behaviour issues, self-care deficit, disruption of their daily routine, social and economic burden.

Katherine Rinald (2011) conducted a study on developmental disabilities for effective toilet training strategies. The purpose of this study was to evaluate the effeteness of parent attendance at a rapid toilet training workshop on the toilet training behaviors of their children with developmental disabilities. In the study total 6 parents were provided with instruction related to teaching urinary continence, positive reinforcement for correct toileting, scheduled toilet sittings, maintain hygiene regarding toilet training. A multiple baseline design was used to examine the impact of study. Results revealed that toilet-training workshop increases in positive toileting behaviours in 80% children. According to Hornby G, Singh NN conducted a study on Behavioural group training with parents of special children. A pre-test and posttest experimental design was used with moderately mentally retarded children. Result revealed that majority of caretaker's feedback indicated that the group training was useful, positive and enhanced knowledge. Baker and McCurry organized training program for parents among group of mothers. The program consisted of classroom observation, active learning, and video recordings. The result indicates significant improvements of self-care and activities of learning among children.

Children with intellectual developmental disability can become independent in doing self-help activities/Activities of daily living depend on training and learning of the children given by parents/caretaker's A study by Avsar Ardýc and Atilla Cavkaytar on "Effectiveness of the modiûed Intensive Toilet Training on developmental disability children". The aim of study was to determine effectiveness of a modiûed version of Azrin and Foxx's intensive toilet training method. The study was conducted with three samples in an educational setting and the results revealed that the modiûed method was effective in teaching dryness and urinating. Also result indicates positive parental feedback. Kashima KJ, Baker BL and Landen conducted a review study states that live training verses media based programme for parents/ caretakers of mentally retarded children regarding self- help skill and activities of daily living. Result indicates that live training increased parent's knowledge and understanding of behavioral principles more than the media- based training. The present study is particularly intended to assess effectiveness of the toilet training interventions among children with intellectual disability. The investigator identified E. Kings Goal Attainment Theory suitable for present study. Imogene King's goal attainment theory is based on the personal and interpersonal system including interaction, perception, communication, transaction.

The objectives of the study -

- To assess the toilet training practices among children with intellectual disability.

- To assess impact of toilet training interventions among children with intellectual disability.

Hypothesis :

- H_0 : There will be no significant difference in toilet training practices among children with Intellectual disability before and after toilet training interventions.
- H_1 : There will be significant difference in toilet training practices among children with Intellectual disability before and after toilet training interventions.

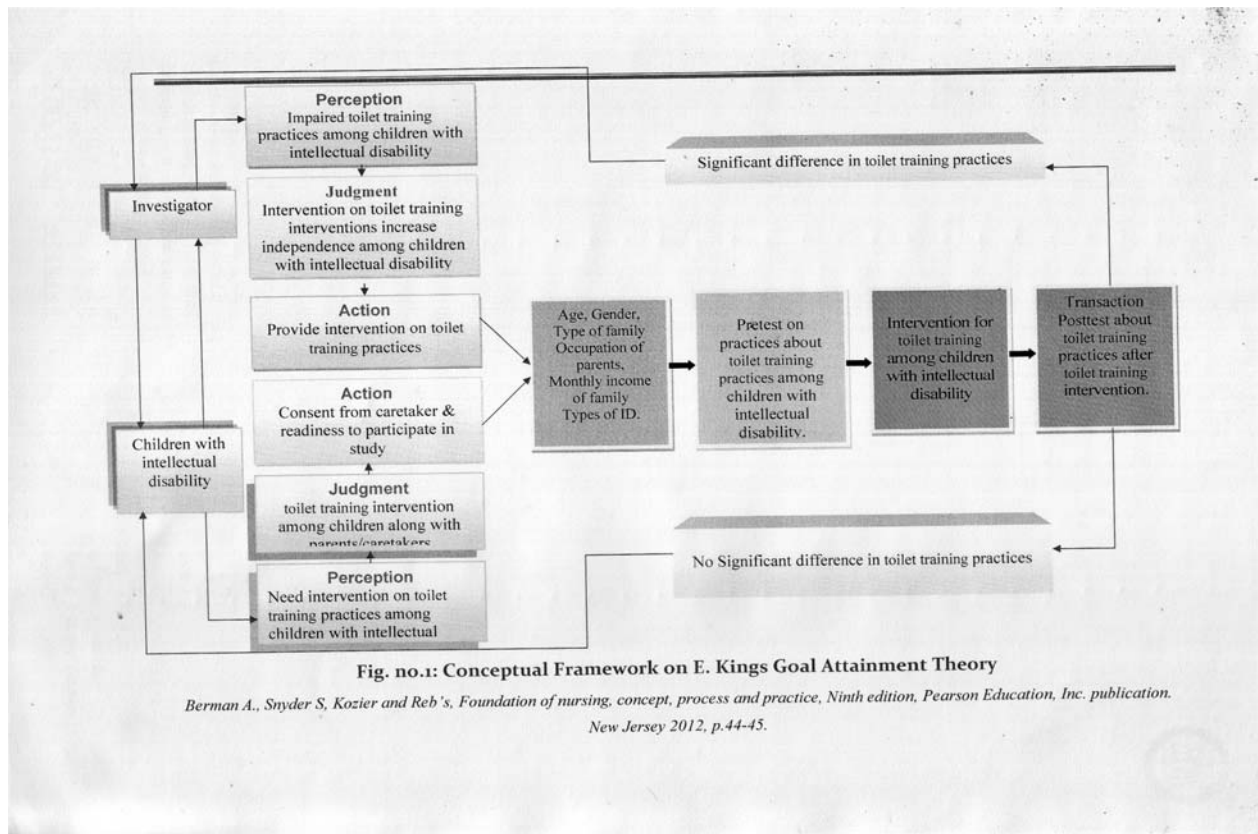


Fig. no.1: Conceptual Framework on E. Kings Goal Attainment Theory :

Berman A., Snyder S, Kozier and Reb's, Foundation of nursing, concept, process and practice, Ninth edition, Pearson Education, Inc. publication. New Jersey 2012, p.44-45.

2. Research Methodology :

- Research methodology constitutes the blueprint for the collection, measurement, synthesis and interpretation of data. In present study, quasi experimental non randomized control group design was used. The sample comprises of 20 children with intellectual disability (10 samples each for study group and control group) were selected as per the sampling criteria, living in Raigad district Maharashtra. The population of the present study is comprised of children with intellectual disability with their parents/caretakers. Non – Randomized convenient sampling techniques was chosen by the investigator. Non – Randomized convenient sampling techniques is sampling without randomized and data collection from population members who are conveniently available and proximity to the researcher to participate in study. The reliability of the tool was 0.996 determined by Cronbach's Alpha method. The investigator initially established rapport and the purpose of study was explained and written consent was obtained from caretakers. A structure questionnaires

and rating scales used for data collection. A toilet training intervention administered by the investigator itself. The toilet training intervention conducted with the help of charts, flash cards and pictorials. The posttest was conducted after 12 weeks.

Study instruments: Structured questionnaire, which had two sections.

Section I – Demographic variables

Types of intellectual disability, gender, type of family, occupation of father and mother and monthly income of the family.

Section II – Structure questionnaire related to toilet training practices.

DESCRIPTION OF VARIABLES

Independent variables: toilet training interventions

Dependent variables: toilet training practices

Extraneous variables: Extraneous variables are gender, type of intellectual disability, occupation of parents/ care takers, socio economic status etc.

Inclusion criteria – Children with intellectual disability :

- Male and female both genders are included in study.
- Sample age group between 6-18 years.
- Who can understand Marathi or Hindi or English language.
- Who are able to follow the instructions.
- Who are trainable.
- Sample who are present at the time of data collection.

Exclusion criteria

- Who are having sensory perceptual disorder
- Who are already gone through similar kind of training/sessions
- Who are having mental illness.
- Children with severe and profound intellectual disability.

3. Result and Discussion :

SECTION I- DESCRIPTION OF SAMPLE CHARACTERISTICS

percentage distribution

n = 20

Q. No	Characteristics of sample / Variables	Study group		Control group	
		frequency	%	frequency	%
1	Types of Intellectual disability				
	a) Mild Intellectual disability	8	80	6	60
	b) Moderate intellectual disability	2	20	4	40
2.	Gender: -				
	a) Male	8	80	5	50
	b) Female	2	20	5	50

3	Type of family a) Nuclear family b) Joined family c) Extended	5 5 0	50 50 0	6 3 1	60 30 10
	4 Occupation of father a) Service b) Business c) Agriculture d) Unemployed e) Other	2 1 4 1 2	20 10 40 10 20	1 2 3 0 4	10 20 30 00 40
	5 Occupation of mother a) Service b) Business c) Agriculture d) Housewife e) Other	0 0 1 8 1	00 00 10 80 10	1 0 2 6 1	10 00 20 60 10
4	Monthly income of family in Rupees a) 32050 b) 16020 – 32049 c) 12020 – 16019 d) 8010 - 12019 e) 4810 – 8009 f) 1601 – 4809	1 4 2 2 1 0	10 40 20 20 10 0	1 3 3 2 1 0	10 30 30 20 10 0

Table no. 1: Demographic distribution of children with intellectual disability characteristics by frequency and percentage.

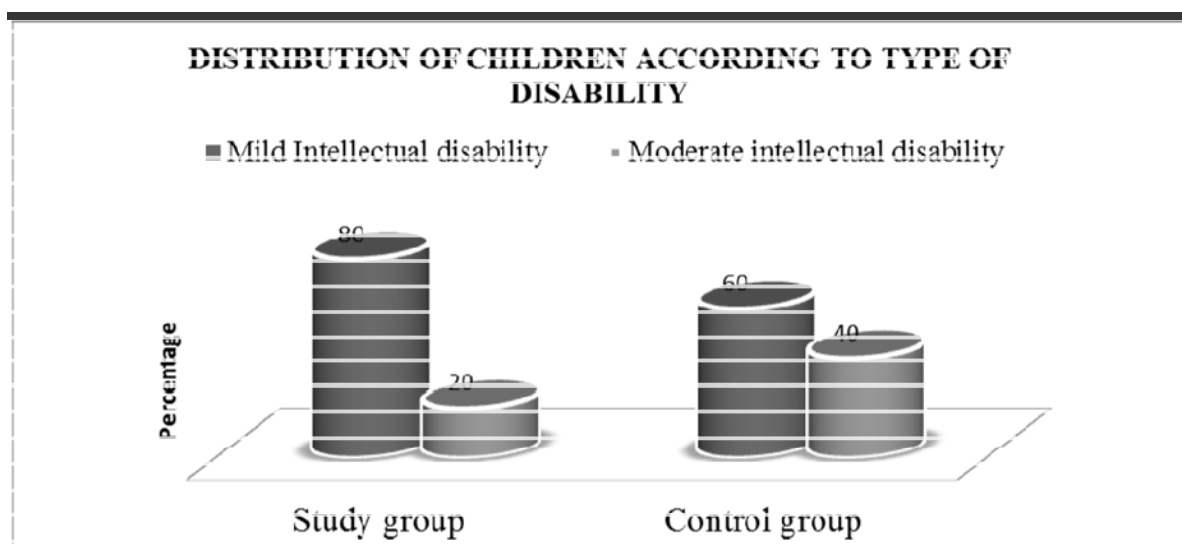


Figure no. 2 Bar diagram showing types of disability among children with intellectual disability :

Above figure interprets that 80 % children were mild intellectual disability in study group while in control group 60 % children had mild intellectual disability.

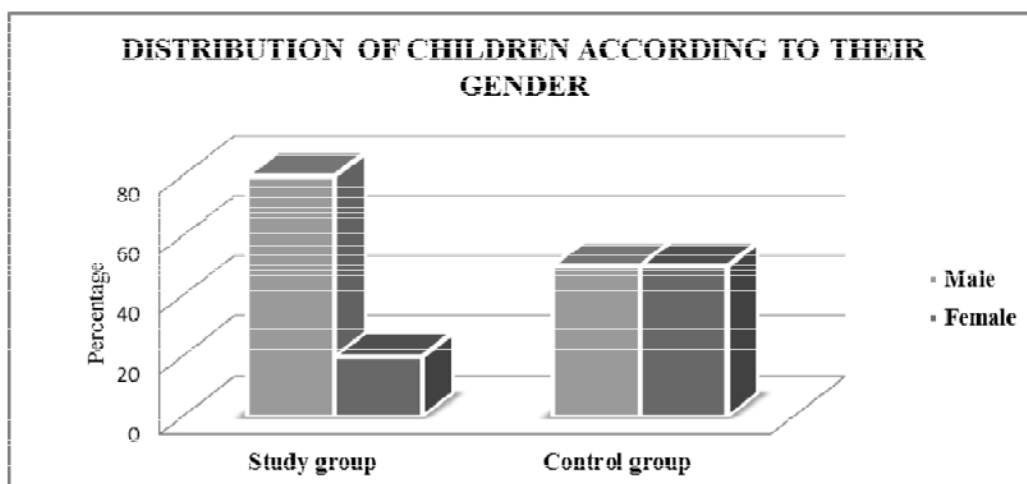


Figure no. 3 Bar diagram showing distribution according to gender

The data presented in above bar diagram revealed that majority 80 % children in study group were male whereas in control group equally distributed in both gender male female children.

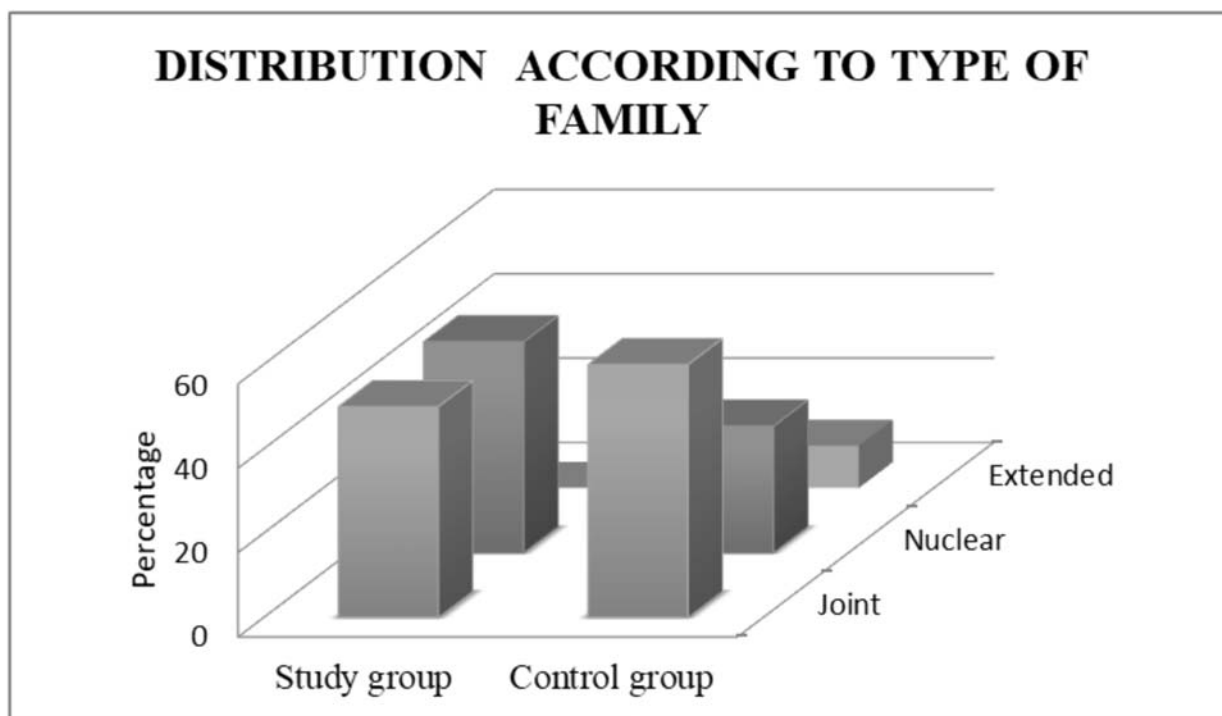
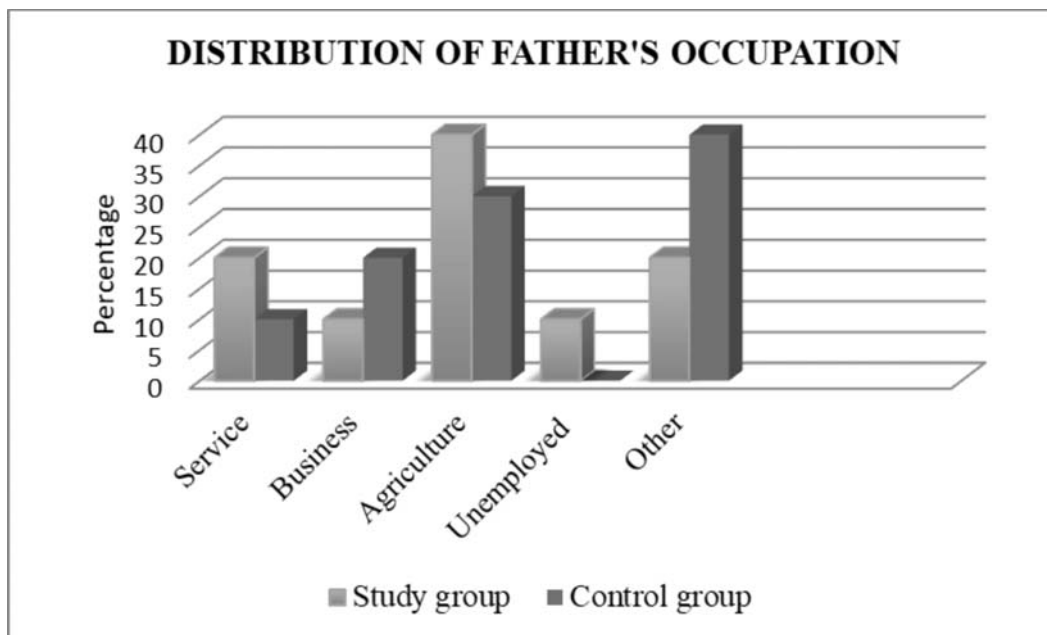


Figure no. 4 Bar diagram showing distribution of sample according to types of family

Figure no. 4 reveals that in study group all samples were equally distributed in Joint and nuclear family while in control group majority of samples belongs to joint family.

Figure no. 5 Bar diagram showing distribution of sample according to father's occupation



Above figure no. 5 illustrates that in control maximum samples father occupation belonged to agriculture.

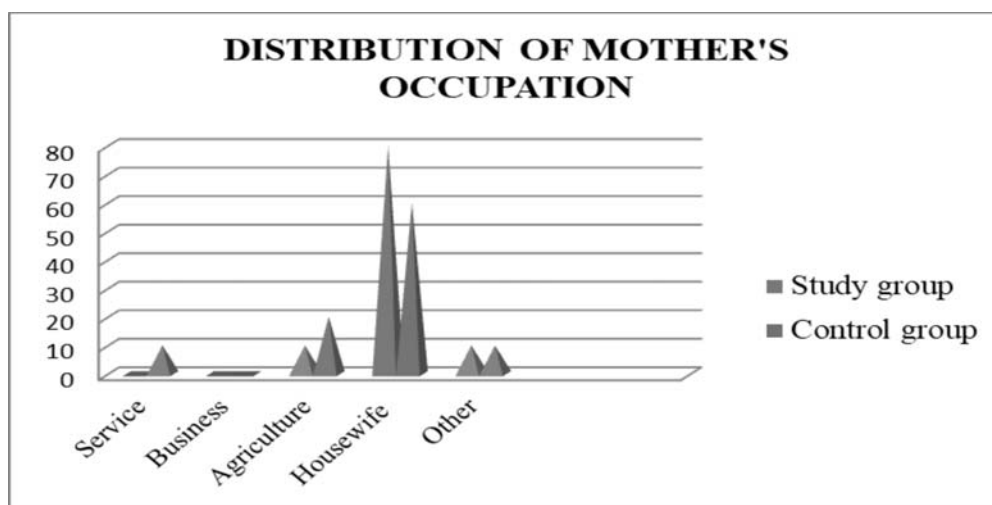


Figure no. 6 Bar diagram showing distribution of sample according to mother's occupation

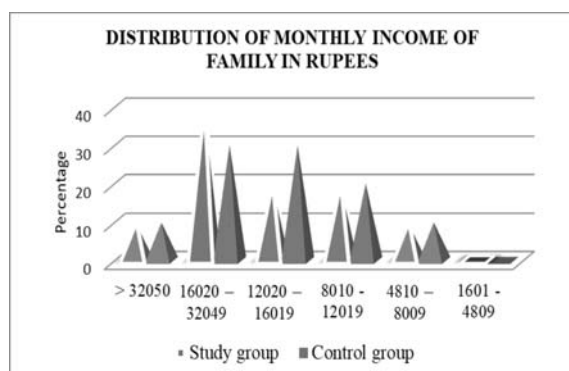


Figure no. 6 reveals that majority of samples in control and study group mother is housewife and caring of children with intellectual disability at home.

Figure no. 7 Bar diagram showing distribution of sample according monthly income of family in Rupees.

The data presented in table no. 1 and figure no. 7 presents in study group majority 40% samples monthly family income ranged between Rs. 16020 – 32049.

SECTION II – TOILET TRAINING PRACTICES AMONG CHILDREN WITH INTELLECTUAL DISABILITY BEFORE AND AFTER INTERVENTION IN STUDY GROUP AND CONTROL GROUP

TABLE 2: Mean scores of toilet training practices before and after intervention in study group and control group
n = 20

Phase	Study group	Control group
Before toilet training intervention	38.4	41.4
After toilet training interventions	43.5	42

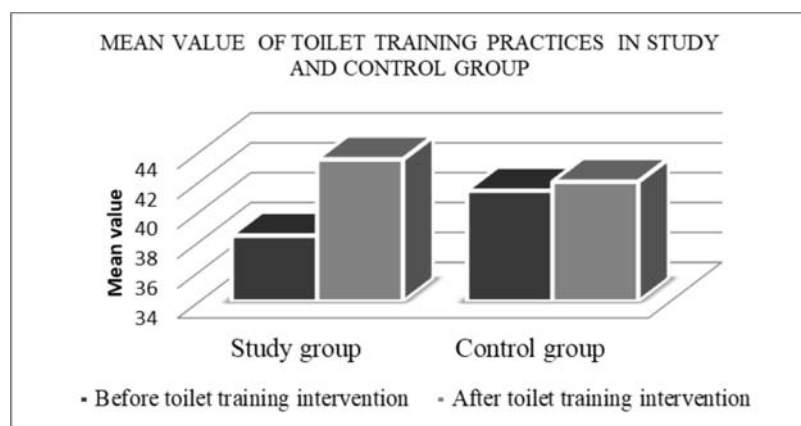


Figure no. 8 Bar diagram showing Mean value of toilet training practices before and after toilet training intervention in study group and control group

Figure no. 8 Mean scores of toilet training practices after toilet training skills improved as 6.8% (5.1) in study group while it improved by 0.8% (0.6) in control group.

SECTION III –COMPARISON OF TOILET TRAINING PRACTICES AMONG CHILDREN WITH INTELLECTUAL DISABILITY BEFORE AND AFTER TOILET TRAINING INTERVENTION

TABLE 3: Significance differences in toilet training practices among children with intellectual disability before and after the toilet training intervention.
n = 20

Phase	Mean score	S. D	t test calculated	Tabulated t value
Pre-test	38.4	11.25	3.61	2.09
Post-test	43.5	12.52		

* 0.05 level of significant

The mean of the scores obtained by the samples in the pre-test was 38.4 and in the post-test, it increased to 43.5. In study group, the calculated t value is more than tabulated t value, hence we can reject null hypothesis, which indicates that there is a significant improvement in the toilet training practices after 12 weeks intervention when compared to baseline toilet training practices and this improvement is statistically significant. therefore, It can be concluded that toilet training interventions were effective in toilet training practices among children with intellectual disability.

Discussion :

The study was intended to assess impact of toilet training interventions among children with mild and moderate intellectual disability. The results of the present study showed that there is a significant improvement in the toilet training practices among children with intellectual disability.

Conclusion :

Approximately more than 3/4th children with intellectual disability are in the mild category and they can often adequate toilet training practices, if adequate intervention or training is provided. They can become fairly self-sufficient and in

some cases, live independently when appropriate and consistent social, family and community supports provided.

Implications :

Toilet training is an important step in activities of daily living. Habit of toilet training and other life skills should begin at home and community level. Parents and caretakers should encourage this habit to decrease dependency to family members. Toilet training interventions benefits for parents and caregivers, along with same time and financial resources.

Mental Health Nursing Practice:

Teachers, nurses, doctors, social workers working in special schools, institutions, psychiatric settings come across various children with intellectual disability. It is essential for children with disabilities to be taught activities of daily living eg. Toilet training, feeding, hair care, dressing and grooming in order to be successful both at school and in life. Children develop a sense of independence and decrease dependency on parents as they learn to do things for themselves.

Nursing Education:

To achieve high level of educational standards medical and paramedical professionals needs to be raised to a greater height. This will be achieved if all the aspects of health needs are considered as a whole. The education curriculum must include different developmental disabilities in syllabus, which will expose students to the various disabilities including intellectual disability, mental disability and developmental disability to help the children, family and society. Similarly, early sign and symptom, preventive modalities, alternative therapies.

Recommendations :

Keeping in view the findings of the study, the following recommendations are made.

- It is suggested that the study may be replicated using a larger population of children with intellectual disability or other developmental disability.
- Comparative Study of toilet training practices between autistic children and children with intellectual disability.
- Comparative Study of toilet training intervention between children with mild intellectual disability verses moderate intellectual disability.
- Replication of this study may be done in different settings eg. Those who attending special school verses those who are not attending any special schools.

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How Millennials Can Effectively Prepare For Entrepreneurship

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ABSTRACT :

“The capacity to learn is a gift; The ability to learn is a skill; The willingness to learn is a choice.” ~ Brian Herbert

Nowadays millennials dream about startups, many of them are not in favor of jobs. The general perception of them regarding startups are the idea of freedom, doing something of their own, wealth creation, flexibility, making a difference, etc. Some of them focus on important aspects like unique ideas, innovation, planning & also most important three factors of production viz. land, labour and capital but very few like to invest time in learning from successful and failed businesses as well as start-ups. Example for that is under Startup India initiative by current PM Narendra Modi, lakhs of startups registered to avail benefit under the scheme and only a few of them shortlisted for assistance from the government. The main reason was inadequate preparation. To succeed at something, will power is not the only thing to look at, instead one should focus on preparation because at the time of execution there will be no time left for preparation, so what will you do then, at the time of execution – prepare or execute? Obviously execute. So how better your execution would be will totally depend on your preparation. Good amount of preparation leads to strengthening of your will power & increasing the chances of success. This leads us to introduce the topic **“How millennials can effectively prepare for entrepreneurship.”**

Keywords:

Millennials, Entrepreneurship, Startups.

Introduction :

As we are an MBA Student, we believe some of us have an option in mind of starting our own business, maybe not now but sooner or later. We strongly believe “failure teaches the lesson which success may not. Learning from our ancestor’s mistakes (also means learning from history) makes us one step ahead of where they left. Even one can learn from success as well, it totally depends upon person-to-person. One compulsion is you should learn from mistakes & avoid them in future. Same applies for entrepreneurs. Now without delaying let’s start analyzing what are the things we as an entrepreneur must do.

Discovering your WHY :

We would like to start our first point with a saying by Chris Lema

“When it comes to business and decision making, maybe the most important thing you can grasp is the importance of knowing yourself.”

Many do consider ‘**discovering your why**’ as the best business move. Firstly you need to ask yourself why you want to do business. Looking at the lives of entrepreneurs and the money they make is the reason, then you are externally driven for doing the business. Another reason can be that you really want to go for startup, you don’t want to do anything else, then you are driven internally to do the business. So ask yourself ‘are you driven internally or externally’. Are you planning to go for startup because you hate your job, then it’s a wrong reason because disliking a particular thing and thinking that the other one would be better than it is flawed thinking and flawed thinking can result into bad decision making? Your ‘WHY’ should be strong enough and the reasons for doing the startup should be right, otherwise there will be chances of startup failure.

“Don’t start a company unless it’s an obsession and something you love. If you have an exit strategy, it’s not an obsession.” – Mark Cuban

Market-fit product :

The next most important thing is **market research**. Before starting the business you must do market research. You should know the answer of some vital questions before you proceed.

What is your business actually about? Does your product have a market? Believe us many startups fail because their product didn’t meet the market. You may have the greatest idea but if you don’t know how to execute it or there is no market need of your product or service then it’s of no use. The entrepreneur must know the **need of customers** as well as the problem they are facing in the existing product or service. At the initial stage, entrepreneurs must invest time on improvement of product and services, must research on **customer’s behavior** and their wants rather than thinking of things like interior design of office etc. Things like interior design of office should not be their immediate priority. If your product has a market then go ahead and consider the remaining aspects.

Analysis of industry players :

Who are your competitors? The product or service that you are going to sell that your competitors are also selling, who is the market leader? How did he start? What are his financial backings? What is your financial condition? Your competitors can outperform you so ask yourself ‘Will you be able to survive in the market’. An entrepreneur must have the ability to think differently from competitors and must be a step ahead of peers. So he should change his thinking process to solve the problem, which cannot be solved with a traditional problem-solving method. This process will lead him towards **innovative ideas**, which is the soul of new start-ups. It does not mean to start a new business, one should have ideas which have never been in existence till date.

Decision Making :

How will you bring the capital – own or by an investor? Do you have the ability to raise additional funds when needed? Do you have a good team? In first two semesters of MBA, many of us always wonder why we are learning the subjects of HR namely organizational behavior and human resource management. True entrepreneurs recognize the value of “**High-Performance Team**”. High Performance, high potential, high skill as well as the high will are basics of choosing a team member.

Hence forth you should do self evaluation. What are your skill set? You may be good in sales but don’t know how to handle finances or marketing, reaching out to customers, etc. Are you surrounded by people whose skills complement yours?

If you get favorable answers for these, then things would go well for you. Even if you don't get favorable answers, then your further **decision making** would be appropriate, saving you from the low times.

Survival :

Do you know organization also has blood in its vein? Yes, you read it right. **Cash flow** and **Working capital** do the work of blood for any organization. That is the reason commerce stream student has an individual chapter on both topics and we in MBA also had chapters on these topics. An entrepreneur must understand the type of his organization to maintain cash with it to not miss the opportunity as well as optimum use of cash. To use cash optimally one must understand cash burn rate. **Cash burn rate** in simple terms is the negative cash flow of your business i.e. the expenses to run the business. You should know what the cash burning rate for a month is as you also have the investors behind you. The best entrepreneurs spend on important things and don't ignore cash burning rate.

Another point is “Margin” aka **Profits**. Entrepreneurs tend to follow policy of market acquisition with no profit or even in the loss, selling products or services at the cheap price than competitors. Profit is the oxygen for a business, as it stops coming death will approach the body. A businessman must know what will be the source of profit for the business & how much profit they need to survive as well as to grow in the industry.

Segmentation, Targeting & Positioning :

It is being observed that people in organization overlook some important concept of **marketing** while focusing on advertisement and promotion. One very important concept is “Positioning”. The organization must be aware of perfect customer & imperfect customer, Perfect product & Imperfect product, Segmentation, Market Demography, Market Psychograph etc.

Scalability :

Many organizations manage to get profit for a certain period but they forget the “concept of **scalability**”. Here the meaning of scalability is an expansion of business, increasing number of customers and increase in profit. Many organizations try to acquire new customers and forget to sustain existing or old customers. Scalability helps to get regular income for an organization.

Feedback-Feed Forward Mechanism :

Last but not the least, “Converting feedback into feedforward”. Many organizations do not have this **mechanism** or they do not consider feedbacks valuable. Using this mechanism correctly and taking appropriate actions will help a business retain its customers.

Conclusion :

You have to find out where you are making mistakes and be proactive. It's not a comprehensive list of learnings but definitely you have got a perspective how these small things matter the most. Many startups failed because of not considering these aspects.

90% of the startups fail – Forbes.com

So you need to know what the 10% did right, so you can follow & what the 90% did wrong, so you can avoid. Along with all the learnings, we believe an entrepreneur needs passion with patience, will power, out of box thinking with common sense(which is not so common) to succeed in the journey of entrepreneurship & remember don't go for a

startup just for the heck of it.

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Emergence of Strategic Cost Management

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ABSTRACT :

In today's capitalistic world cost management is need of the time, if company is not following cost reduction techniques in the business it's difficult to survive & grow, there are many tools and techniques in the strategic cost management but base of all are Value chain analysis, Strategic positioning analysis and Cost driver analysis. In this article is giving overview of strategic cost management three important themes.

Keywords:

Value Chain Analysis, Cost Driver, Strategic Cost Management, Cost Positioning

Introduction :

Business success is based on a strategic vision and their internal capabilities to deliver value from that investment. Increased competition forced organisation to develop new markets, increasing regulation and changing demographics, also must develop a multifaceted cost competence. Strategic cost management takes a broad view of the organization's costs, both internal and external, in such a way as to enhance competitive advantage. For developing a cost management strategy, it is not necessary quality means high cost. Start with the idea that quality is important and ask how to best spend resources to achieve high quality. There are several techniques company already employ but, when taken together, they can represent a true strategic approach. cost management strategy introduces a certain degree of subjectivity, as it also assesses intangible costs and benefits of choices.

The emergence of Strategic Cost Management (SCM) results from a blending of three underlying themes, each taken from the strategic management literature:

1. Value chain analysis
2. Strategic positioning analysis
3. Cost driver analysis

Each of these three themes represents a stream of research and analysis in which cost information is cast in a light very different from that in which it is viewed in conventional management accounting.

The first theme focuses on cost management effort stated in question

“How do we organize out thinking about cost management?”

Porter (1985a) has called this focus the value chain. The value chain for any firm in any business is the linked set of value-creating activities all the way from basic raw material sources for component suppliers through to the ultimate

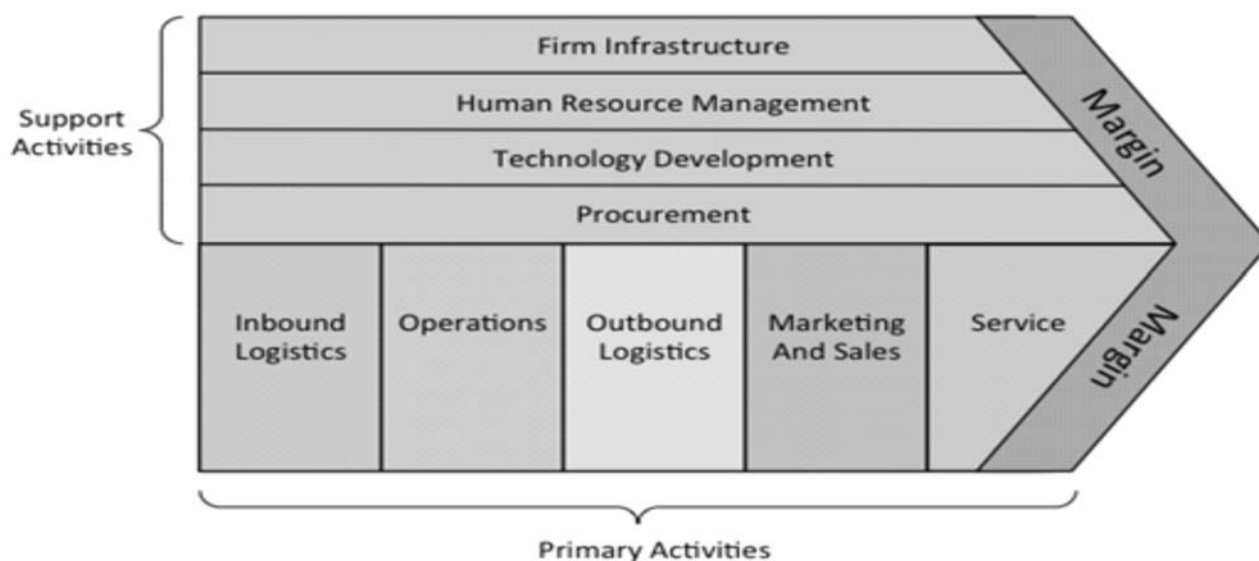
end-use product delivered into the final consumers’ hands. This focus is external to the firm, seeing each firm in the context of the overall chain of value-creating activities of which it is only a part, from basic raw material components to end-use consumers. The objective of value chain is to serve as means of customer satisfaction increasing the and managing cost effectively.

Value chain analysis involves the following steps:

- 1) Internal cost analysis
- 2) Internal differentiation analysis: Source of differentiation within internal value creating processes.
- 3) Vertical Linkage analysis: Understand the relationship and associated cost among external suppliers and customer to maximize the value and minimize cost.

Let’s try to understand value chain analysis with an example a few years ago, one of the automobile company began to implement Just in time (JIT) management concept to reduce the cost with considering the different activity of value chain. It was believed that applying JIT concepts could eliminate 20% of these costs because assembly costs.

Source: Michael porter’s Value Chain Model



But, at the same time, the firm experienced dramatic problems with its major suppliers. They began to demand price increases that more than offset the assembly plant costs savings which resulted into some extended failure of JIT technique therefore before applying any cost reduction tool, there is need of clear understanding of value chain analysis. It helps to understand the relations between associated cost with internal and external customer which ultimately helps for minimizing cost and maximizing profit.

Strategic positioning is about creating and managing a competitive advantage in complex business environment that is constantly changing. It is necessary to align core competencies and inner strength with enduring market opportunities to create truly sustainable competitive advantage. Strategic positioning requires an analysis of strengths, weakness and opportunities and threats faced by the company.

Six principles of Strategic Positioning:

1. Right goal
2. Deliver value proportion to the customer
3. A distinctive value chain
4. Make a company truly distinctive
5. Define strategy
6. Continuity of direction and continuous improvement

Strategic positioning can explain with an example like company must determine where and how to position their products in the marketplace. They need to know who is going to buy their products, and why. How significant is the price? Do consumers perceive that the product has sufficient value to justify paying a higher price — or do they simply want the lowest price possible? These are all questions that a marketer must answer to have a successful positioning strategy.

Strategic cost driver received attention among the management accountant over the year as a determinant of unit cost. Cost driver concept explain the changing relationship between output volume and cost over time. If the output volume is poor way to explain cost behavior then the better way as per Porter (1985a) presents one attempt to create a comprehensive list of cost drivers, but his attempt is more important than his list. The first category comprises “structural” cost drivers, drawing upon the industrial organization literature (Scherer, 1980). From this perspective, there are at least five strategic choices by the firm regarding its underlying economic structure that drive cost position for any given product group:

- (i) Scale: How big an investment to make in manufacturing, in R&D, and in marketing resources.
- (ii) Scope: Degree of vertical integration. Horizontal integration is more related to scale.
- (iii) Experience: How many times in the past the firm has already done what it is doing again.
- (iv) Technology: What process technologies are used at each step of the firm’s value chain.
- (v) Complexity: How wide a line or products or services to offer to customers.

The central concern of any company is how to reduce its costs, since any cost reduction flows straight into profits. However, cost reduction must be accomplished without impacting customer loyalty or reducing the ability of the organization to achieve its long - term goals. Thus, the real issue is how to carefully pare away unnecessary costs while maintaining a robust organization.

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BOOK REVIEW – Research Methodology – Logic, Methods and Cases

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Book: Research Methodology – Logic, Methods and Cases

Author: Sameer Phanse

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Binding: Perfect Binding

The present book review analyzed Sameer Phanse book on Research Methodology – Logic, Methods and Cases. This book brings together adequate matter on a complex topic of research methodology. Research is a part of all disciplines and it requires a clear and conceptual knowledge of techniques to be used in solving research problems. This book updates students, researchers and teachers with the theory of research methods and their application in actual research problems. The contents of the book are oriented towards marketing and applied research but this book can widely be used in all kinds of courses and researches. It is an applied book in research methodology. The theoretical part of the book helps the readers to follow the matter in exact and clear manner like how class room sessions are conducted.

Presenting theory as well as practical in a lucid manner makes this book unique. Collection of data, analysis of data, interpretation of results and report writing are the aspects systematically covered in the book. The most important part of research process is to deal with advanced data analysis, which is very well focused in twelve chapters that are totally devoted to applied multivariate data analysis with explanations in some graphs and simple numerical examples that made it interesting to deal with.

The students, teachers and researchers will find this book congenial and it will instill confidences of students from the exam point of view. Furthermore, appendices are provided as supporting material to understand and work-out the theory and numerical problems.

Sameer Phansel, in Research Methodology – Logic, Methods and Cases., investigated what is research and how it could be carried out in an effective manner by providing concrete and complete information using different designs of data collection, survey sampling methods, measurement and scaling, statistical hypothesis testing, nonparametric tests, multivariate analysis, cluster analysis etc. The book is intelligently divided into 16 chapters to express its ingredients in a lucid manner.

Chapter 1 “**Introduction to Research and Research Methodology**” lays the groundwork by defining Research, Types of Research, Types and editing of Data, Information System, and Report Writing. Here, the author has described the base of research methodology excellently.

The second chapter “**Science and scientific Thinking**” provides fundamental information like, Distribution Function, Mathematical Expectation, Probability and statistics, Scientific explanation Theoretical Distribution, etc. which are the foundations of statistics and are most commonly used in research methodology.

Following which the third chapter discussed about “**Research Process**” which focuses on various ingredients like, SCM model, ABCDE modal theory of validation, empirical and non-empirical phases of theory.

Chapter 4 “**Research Designs**” focuses also on data. The author elucidates that it becomes very important to collect concrete and purified data free from contaminations and biases because data is the backbone of any research and it should be more flexible to be used for statistical analysis. To meet this desired objective, survey methods are best to carry out social, psychological and marketing research. This chapter has adequately covered various approaches of collecting primary information (data) through questionnaires and secondary data from publications, unpublished records, computerized databases and in-depth interviews.

Chapter 5 “**Formal Logic, Deduction and Induction**” The author focuses on importance of deductive and inductive arguments and their place in a scientific inquiry and indispensable role of logic in deriving valid conclusion.

Chapter 6, 10 and 11 Deals with **Statistical Hypothesis Testing**, In this chapter, the author exposed that hypothesis is a strong tool in statistics which has a wide range of utility and there is hardly any science dealing with quantitative research which does not utilize the technique of testing of hypothesis. He mainly concluded that besides Z, t, x^2 and F tests, there are several statistical tests which are seldom used as compared to these four tests. He added that units are not measured but are ranked. In case of ranked data, nonparametric tests are applied.

In chapter 7, “**Explanation, Prediction and Laws**”, deals with logical interrelation between explanations and prediction in the context of the prevailing laws.

The author devoted the Chapter 8 ‘**Observation, Measurements and Data**’ to techniques of developing proper scales with anchor point as deemed relevant to the problem under investigation. The author narrated about marketing management and social research, and about attitude scales that are principally used to assess the behavior of the respondents and impact of various plans or schemes or segments of the society. The adequacy of the scales is judged on the basis of reliability and validity of the constructs.

Chapter 9 and 13 “**Deals with Statistical Sampling and data collection methods**” with emphasis on Need of Surveys, Various Sampling Methods, types of Distributions, various data collection methods etc and also compares probability theory with the statistical approach..

Chapter 12, “**Introduction to Advanced statistical concept and applications**” discusses discriminant, conjoint, factor analysis, multidimensional scaling, regression analysis with real life examples.

Chapter 14, 15 and 16 deals with Report writing, Questionnaire design and field operations.

Conclusion :

Sameer Phanse in Research Methodology – Logic, Methods and Cases., 2016, investigated what is research and how it could be carried out in an effective manner by providing concrete and complete information using different designs of data collection, survey sampling methods, measurement and scaling, statistical hypothesis testing, nonparametric tests, multivariate analysis, cluster analysis etc.

This book is an attempt to provide adequate knowledge on a complex topic of research methodology. Research is a part of all disciplines and it requires a clear and conceptual knowledge of techniques to be used in solving research problems. Thus, the students, teachers and researchers can update themselves with the theory of research methods and their application in actual research problem. This book will solve the problem in both the directions.

The contents of the book are oriented towards marketing and applied research. But all the research methods are not confined to any particular area or discipline of research. In view of this fact, the book can widely be referred in all kinds of courses and researches.

In this book there are two approaches where one is to teach researchers by theorists who emphasize on development and derivation of research methods and the other is towards solving research problems. This

book is meant to be an applied book on research methodology. Theoretical part of each and every method is provided in such a manner that the readers will be able to follow the content in an exact and clear manner.

This book is unique as it is intended to present the theoretical and application aspects of any technique in a lucid manner. Hence, the students, scholars and the researchers will learn basic methodology and will be able to develop themselves to make use of statistical procedures in research and profession.

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