Seshadripuram Educational Trust
Seshadripuram Academy of Business Studies
(Affiliated to Bangalore University)
Kengeri Satellite Town Bangalore - 560060.
(website: www.sabs.ac.in   Ph No: 080-28488676)

Internal Quality Assurance Cell (IQAC)

ORGANISES
Two Days International Conference on
Contemporary Issues and Challenges in Technology,
Commerce and Management (CICTCM)

Special Issue
March 2019

Suraj Punj Journal for Multidisciplinary Research
**EDITORIAL BOARD**

**Dr. Ashwini Kumar Arya**  
Associate Professor, Department of Electronics & Communication Engineering, Faculty of Engineering and Technology, Graphic Era University, Dehradun, India

**Prof. Figueira, F. M. Monteiro,**  
ULHT - Universidade Lusofona, Portugal  
Prof. Chien-Yuan Chen, National Chiayi University, Taiwan

**Dr. Mohamed Ramadan,** Ph.D  
Associate Professor, Central Metallurgical Research and Development Institute, Egypt

**Prof. Nazir Ahmad Zafar,**  
University of Central Punjab, India  
Er.Ali Amer Karakhan, University of Baghdad, Iraq

**Dr. Kamal K Kar,** Ph.D,  
Professor, Indian Institute of Technology Kanpur, India

**Dr. Praveen Agarwal,**  
Associate Professor & Head, Department of Mathematics, Anand International College of Engineering, Jaipur (Rajasthan), India

**Dr. M.Chithirai Pon Selvan,**  
Associate Professor, Amity University, Dubai.
Contemporary Issues and Challenges in Technology, Commerce and Management (CICTCM)

- Research Papers
- Articles
- Case studies

Suraj Punj Journal for Multidisciplinary Research
www.spjmr.com
## Contents

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Title of the Articles</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A Study on Customer Perception Towards E-Banking: Challenges and Opportunities</td>
<td>1-7</td>
</tr>
<tr>
<td></td>
<td>Asha G, Selvan K &amp; Amulya D R</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>A Study on Awareness of E-governance in Around Bengaluru City and Attitude Towards</td>
<td>8-11</td>
</tr>
<tr>
<td></td>
<td>Sustainable Development</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kalidas K</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Manjula V &amp; Asha G</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Concurrent Impediments and Challenges of E Retailing and Cyber Security</td>
<td>18-23</td>
</tr>
<tr>
<td></td>
<td>Smt. Sharada S &amp; Akhila Devi S</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>The Future of GST- its Impact on Indian Economy</td>
<td>24-27</td>
</tr>
<tr>
<td></td>
<td>Lakshmi. K</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>Scope of E-commerce in India</td>
<td>28-31</td>
</tr>
<tr>
<td></td>
<td>Nayana Kumari.J &amp; Manjunatha R A Katte</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>A Study on “Impact of Cashless Economy on Street Vendors</td>
<td>32-38</td>
</tr>
<tr>
<td></td>
<td>Rashmitha. H.N &amp; Sowmya.D.N</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>A Study on Corporate Social Responsibility on Disaster Perspective</td>
<td>39-43</td>
</tr>
<tr>
<td></td>
<td>Bharath, Rohithkumar V &amp; Rajesh V</td>
<td></td>
</tr>
<tr>
<td>9.</td>
<td>A Game of Social Media as to Change in Community Building and Development of The Society</td>
<td>44-48</td>
</tr>
<tr>
<td></td>
<td>Dr. Raghavendra B</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>Organizational Commitment and Employee Performance Evaluation Based on Employee Job</td>
<td>49-53</td>
</tr>
<tr>
<td></td>
<td>Rotation Process ‘A Special Reference to Software Company Bangalore’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rajeshwari M</td>
<td></td>
</tr>
<tr>
<td>11.</td>
<td>A Study on Investment Preference and Behaviour of Individual Investors with Special</td>
<td>54-61</td>
</tr>
<tr>
<td></td>
<td>Reference to Mysore City</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jayarama</td>
<td></td>
</tr>
<tr>
<td>12.</td>
<td>Role of IPR in Start-up India: Opportunities and Challenges</td>
<td>62-65</td>
</tr>
<tr>
<td></td>
<td>Sowmya D N &amp; Dr T.Hanumanthrayappa</td>
<td></td>
</tr>
<tr>
<td>13.</td>
<td>Cognification of Educational Spaces: Problems and Possibilities</td>
<td>66-68</td>
</tr>
<tr>
<td></td>
<td>Dr. Aseel Abdul Wahid</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anand K S, Vinay Babu P S &amp; Pavan</td>
<td></td>
</tr>
<tr>
<td>15.</td>
<td>A Study on Production Performance in Chamundeshwari Sugar Limited at Mandya</td>
<td>72-75</td>
</tr>
<tr>
<td></td>
<td>N. Somashekar &amp; Dr. E. Eswarareddy</td>
<td></td>
</tr>
</tbody>
</table>
A STUDY ON CUSTOMER PERCEPTION TOWARDS E - BANKING: CHALLENGES AND OPPORTUNITIES

Asha G\textsuperscript{1} Selvan K\textsuperscript{2} Amulya D R\textsuperscript{3}

Abstract

Banking sector plays a vital role in the development of an Economy. It is considered as the lifeline of an economy as it states the economic growth in a Nation. The term E-Banking encompasses internet banking, telephone banking, mobile banking etc. which are primarily meant for the customer’s benefit in smooth functioning of banking activities. The objective of the present paper is to analyze the challenges and opportunities of e-banking in customer’s perspective. The research is focused on what are the customer’s perceptions about e-banking, what are the factors that drive consumers to use the e – banking, how consumers have accepted internet banking and how to improve the usage rate.

Keywords: Technological acceptance and challenges, Internet Security, Problems and Benefits of E-banking.

Introduction

The present and future of an economy depends on the success and development of Nation’s Banking system. Indian banking is the helping hand of the nation and its people. Indian banking industry, today, is in the concentration point of an IT (Information Technology) revolution. The competition among the banks has led to the increasing total banking automation in the Indian banking industry. Access to one’s accounts at any time and from any location via the World Wide Web was a convenience unknown a short time ago but now it has diverged into the point of importance in the Era of Banking.

When, Sri Narendra Modi, the Prime Minister of India, declared demonetization of INR 500/- (USD 7.69) and INR 1,000/- (USD 15.4) currency on 8th November 2016 it took the entire country by surprise. Although, initially Modi and his government sold this to move as surgical Strike on black money or untaxed wealth, the narrative has since shifted to transforming India into a cashless economy; Last demonetization was done in 1978 where the bank was the only way to make all kind transaction but now, we are well adapted with technology to support the cash and cashless transaction. Thus, the Government not only plotted a plan against Black money but also planted a new seed in encouraging Digitalization so that it could promote cashless economy where E-Banking / Online Banking constitutes a major composition.

In India, it was ICICI bank which initiated E-banking as early as 1997 under the brand name Infinity. The Concept of E-Banking emerged in the early 1990’s. The Government of India enacted the IT Act, 2000 (Information Technology Act). Most of the big Indian banks like SBI, BOB, and BOI etc. have started providing Internet banking services. E-banking is a generic term for delivery of banking services and products through electronic channels, such as the telephone, the internet, the cell phone, etc.

E -Banking refers to a system that allows the individual customers to perform banking activities at off-bank sites such as home, office and other locations via internet based secured networks. It is defined as “Delivery of bank’s services to a customer at his office or home by using Electronic technology can be termed as Electronic Banking”

It permits the customers to log on to the banks website with the help of bank’s issued identification and personal identification number (PIN). It can be said that the banking industry can kill two birds with one stone with the help of technology. Online Banking or E-banking allows customers to operate their financial transactions on a secured website by the institution, which can be a retail bank, virtual bank, credit union or building society.

The popular services covered under e banking includes

Automated Teller Machines (ATM), Credit Cards, Debit Cards, Smart Cards, Electronic Funds Transfer (EFT) System, Mobile Banking, Internet Banking, Telephone banking and Electronic Clearing Services

E-Banking offers opportunities to create services that process demand and create internal resources which facilitates lower cost, provides wider availability and possibility to reach more customers. Customers access e-banking services using a medium i.e. the electronic device, such as a personal computer (PC), personal digital assistant (PDA), automated teller machine (ATM), kiosk, or Touch Tone telephone, Smart phones.

\textsuperscript{1} Assistant Professor, Seshadripuram Academy of Business Studies, K. S. Town, Bengaluru.

\textsuperscript{2} Seshadripuram Academy of Business Studies, K. S. Town, Bengaluru.

\textsuperscript{3} Seshadripuram Academy of Business Studies, K. S. Town, Bengaluru.
From the customers’ point of view, electronic banking allows the customers to easily access the financial services and saves their time in managing their finance. The other perceived positive attribute of E-banking includes the 24/7 availability and accessibility as it facilitates an effective payment and accounting system by, enhancing the speed of delivery of banking services in considerable rate.

Review of Literature
The Review of various literatures that have been layered are taken in relation to E-Banking; customer’s perspective, challenges and opportunities, prospects etc. which include emphatical and theoretical study. According to Rajesh Kumar Sri vastava’s presentation on ‘Customer’s perception on usage of internet banking’, we discovered that technology is not the biggest issue in E-banking as in many cases most of the consumers who don’t use E-banking services, have all facilities at their disposal. Thus, bankers should be concerned about the requirement of awareness of E-Banking. Even though these consumers use manual banking, they can be turned to potential customers by spreading awareness. A sit said that in India, only environment that surrounds the public determines the behavior and decisions of the individuals thus surrounding influences the individual’s behavior and if consumer sees most of their colleagues or friends who surround him using Internet banking then it may influence his decision to follow Internet banking option. In the opinion of Dr. Lekshmibhai. P.S’s paper on ‘E-Banking in India – Problems and Prospects’, we gathered that even though many financial innovations like ATMs, credit cards, RTGS, debit cards, mobile banking etc. have changed the face of Indian banking, still there is a need for more solutions so that the challenges can be solved and opportunities can be availed efficiently by the Indian banks for which the banks need to review its multiple channels and synthesize its options by finding a creative yet simple options of E-Banking. As per Savior lusaya and born well kalumba’s publication on ‘The challenges of Adopting the Use of E-Banking to the customers: The case of Kasama district Banking Customers’ we can contemplate that as much as major theories emphasizes on the concern for security, security is not the real challenge in adoption and use of E-Banking; whereas the real challenges are Information availability, cost of service and the education barrier. This is because in line with the theory of reasoned action, customer can only adopt a service or product if he has full information regarding its use and concluded that familiarity is very important in the use of e-banking as technological acceptance is based on the familiarity and complexity of the service.

Whereas Mrs. K. Usha rani, Mrs. V. Vasudha’s publication titled ‘Customer perception towards E-Banking services – Post Demonetization’ gives us an idea that in order to develop the ability to use E-banking services in post demonetization, development of infrastructure and initiative for the education of illiterate people are necessary. Initiative taken by government Agencies will benefit to the India developed in future and reach high success rates through. This will benefit to Nation to bring transparency in the system and make India digitaleconomy.

Statement of the Problem
Through this study we have analyzed that E-banking has a pile of challenges with its prime motto being customer satisfaction and mobility of banking services. When the bank focuses on reaching wide area of customers, it omits the fact of providing proper awareness and guidance. The biggest challenge for the Banking sector is that they must come up with the E-Banking services that are simple, creative and it should also include a major factor that it should not be a compromise in front of Physical Banking. Along with these challenges, it also has various opportunities as it can reduce the time and increase the efficiency of services by inculcating new approaches and change the customer’s per say about E-Banking.

Objective
The prime objective of this paper is to identify the effectiveness of E-Banking in the IT era. The study has been driven to achieve the following other objectives:
1. To ascertain the widely used tools of E-banking.
2. To study the various challenges and opportunities in E-banking.
3. To study the customer’s perspective about the factors of E-Banking.

Scope and Limitation of the Study
1. The study is limited to Bangalore north only.
2. This study was conducted and targeted only for E-banking respondents who used E-banking services.
3. The statistical tools used in this study from their inherent defects.
4. Due to time constraint, the survey was restricted to a sample size of 100 customers.
5. Inability on the part of some of the respondents to answer certain questions is a limitation of this study.

Research Methodology
Methodology is the methodology used for evaluating reliability and suitability of one significant method for applying it in the study. It includes concepts such as
theoretical model, phases and quantitative or qualitative techniques and analytics. This study is conducted based on both primary and secondary data sources.

Primary source is a source from where we collect first-hand information or original data on a topic. Questionnaire technique through Google forms was used with synthesized form of questionnaire for the collection of primary data.

Secondary source is a source from where we collect the already collected data. We have collected secondary data from journals, magazines, newspapers, other reference books and websites.

Analysis and Interpretation

Age of the respondents

From above chart it is clear that 63% of the respondents belong to 18-25 age group, 11% of the respondents belong to 26-30 age group, 13% of the respondents belong to 31-40 age group, 3% of the respondents belong to 41-50 age group and 4% of the respondents belong to above 60 age group are availing e-banking service

Profession of the respondents

From above chart it is clear that 55% of the respondents are students, 22% of the respondents are private employees, 5% of the respondents belong to government employees and 5% of the respondents are self-employed. 7% of the respondents are home makers, and 6% of the respondents are involved in other occupation.

Factors promoting the respondents to use e-banking

From the above chart 55% of the respondents are students, 22% of the respondents are private employees, 5% of the respondents belong to government employees and 5% of the respondents are self-employed. 7% of the respondents are home makers, and 6% of the respondents are involved in other occupation.

Factors promoting the respondents to use e-banking

The above pie chart shows that out of the whole respondents, 59% of the respondents chose e-banking due to the reduced time of transaction, 5% of the respondents chose e-banking due to its cost effectiveness, 29% of the respondent’s reason for selecting e-banking is its easy usage and 7% of the respondents use e-banking because they are tech savvies.

Customer’s usage level of technology

From above pie chart shows that the customer usage level of technology, 32% of the respondents are using internet banking in home or work places, 10% of the respondents are using e-mail transactions, 60% of the
respondents are using ATM and debit card facilities, 6% of respondents are using credit card facilities, 34% of the respondents are using e payment, 24% of the respondents are using electronic fund transfer like NEFT/RTGS facilities from banks and 22% of the respondents are using other applications like APPS.

Factors encouraging the usage of online banking services

The above pie chart is shows that for 37% of the respondent’s rewards would encourage them to use online banking services. For 46% of the respondents, simpler and clearer services would be the encouraging factor, for 32% of respondent’s high security system, 37% of the respondent are using for rewards given by apps developers, 46% of the respondents are using for simple and clear services in online, 32% of the respondents are using for high security purpose, 13% of the respondents are now newly using, 32% of the people are using for free transaction purpose, 20% of the people they just using for transaction (Table - 1)

From the above table it shows that out of 100 respondents, 51% of the respondents have never faced a problem on getting card blocked, 44% of the respondents are face the problem on machine out of cash in ATM machines, 36% of the respondents are rarely have a problem on printing of statement, 52% of the respondents have rarely faced a problem on waiting time in long queues, 44% of the respondents have rarely faced problem on machine out of order, 41% of respondents agree that they rarely face reduction in balance without cash payments problem while using the ATM services and 43% of respondents are faced other than above problem (Table - 2)

Table - 1 : Problems on usage of technology Atm Services

<table>
<thead>
<tr>
<th>ATM</th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cards getting blocked</td>
<td>16</td>
<td>33</td>
<td>51</td>
</tr>
<tr>
<td>Machine out of cash</td>
<td>44</td>
<td>43</td>
<td>13</td>
</tr>
<tr>
<td>Non printing of statement</td>
<td>30</td>
<td>36</td>
<td>34</td>
</tr>
<tr>
<td>Long waiting time in queues</td>
<td>26</td>
<td>52</td>
<td>22</td>
</tr>
<tr>
<td>Machine out of order</td>
<td>35</td>
<td>44</td>
<td>21</td>
</tr>
<tr>
<td>Reduction in balance without cash payment</td>
<td>23</td>
<td>41</td>
<td>36</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>43</td>
<td>42</td>
</tr>
</tbody>
</table>

Table - 2 : Internet Banking

<table>
<thead>
<tr>
<th>Internet Banking</th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not providing information</td>
<td>14</td>
<td>42</td>
<td>44</td>
</tr>
<tr>
<td>Not being able to maintain security</td>
<td>17</td>
<td>35</td>
<td>48</td>
</tr>
<tr>
<td>Not giving fast responses</td>
<td>17</td>
<td>44</td>
<td>39</td>
</tr>
<tr>
<td>Long waiting time to proceed the transactions</td>
<td>16</td>
<td>50</td>
<td>34</td>
</tr>
<tr>
<td>Others</td>
<td>16</td>
<td>38</td>
<td>46</td>
</tr>
</tbody>
</table>

From the above table it shows that out of 100 respondents, 44% have not faced an issues on providing information of transactions. 48% respondents agree that they face security problem while using the internet banking and 44% of
respondents are of the opinion that there is issues on slow response, 50 % of the respondents are rarely faced time being problem and 46% never faced other than above problem.

Table 3 : Mobile Banking

<table>
<thead>
<tr>
<th>Mobile Banking Problems</th>
<th>Often</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Login/ sign off are not easy</td>
<td>19</td>
<td>46</td>
<td>35</td>
</tr>
<tr>
<td>Lack of security in transactions</td>
<td>16</td>
<td>44</td>
<td>40</td>
</tr>
<tr>
<td>Lack of appropriate software</td>
<td>16</td>
<td>46</td>
<td>38</td>
</tr>
<tr>
<td>Other</td>
<td>21</td>
<td>39</td>
<td>40</td>
</tr>
</tbody>
</table>

From the above table it shows that out of 100 respondents, 35 have not faced login/sing off issues where as 46 rarely have faced the issue. 44 respondents agree that they face security problem while using the mobile banking and 46 respondents are of the opinion that there are software issues.

Satisfaction level on usage of technology

Table 4 : ATM Services

<table>
<thead>
<tr>
<th>%</th>
<th>Promptness of card delivery</th>
<th>Number of transactions</th>
<th>Quality of currency notes</th>
<th>ATM location convenience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely satisfied</td>
<td>34</td>
<td>27</td>
<td>23</td>
<td>34</td>
</tr>
<tr>
<td>Satisfied</td>
<td>48</td>
<td>56</td>
<td>52</td>
<td>49</td>
</tr>
<tr>
<td>Neutral</td>
<td>15</td>
<td>15</td>
<td>23</td>
<td>14</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Extremely dissatisfied</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

The above table is shows that the satisfaction level on usage of ATM services. The 82% of the respondents are satisfied on delivery of card, 83% of the respondents are satisfied for making number of transactions, 75% of the respondents are satisfied while withdrawal of cash (currency notes), 83% of the people are satisfied and convenience to draw the cash. 15% of respondents were neutral on delivery of cash, number of transactions and ATM convenience. And 23% of the respondent’s neutral on withdrawal of cash. Only the less than 2% of the respondents are dissatisfied on ATM services.

Table - 5 : Internet Banking

<table>
<thead>
<tr>
<th>%</th>
<th>A/C information and balance enquiry</th>
<th>E-payment</th>
<th>A/C to A/C transfer</th>
<th>Due installment enquiry</th>
<th>Statement request (by email, fax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely satisfied</td>
<td>39</td>
<td>29</td>
<td>33</td>
<td>22</td>
<td>33</td>
</tr>
<tr>
<td>Satisfied</td>
<td>43</td>
<td>50</td>
<td>45</td>
<td>47</td>
<td>41</td>
</tr>
<tr>
<td>Neutral</td>
<td>17</td>
<td>20</td>
<td>20</td>
<td>29</td>
<td>25</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Extremely dissatisfied</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

The above table is shows that the satisfaction level on usage of internet banking service. The 82% of the respondents are satisfied on information on balance enquiry, 79% of the respondents are satisfied for making e payments, 78% of the respondents are satisfied transfer of one account to another account, 69% of the people are satisfied on enquiry
on installment of payments and 74% of respondents are satisfied with other type of facilities. The range between the 20-30 is neutral. less 2% of the people are dissatisfied.

Table - 6 : Mobile Banking

<table>
<thead>
<tr>
<th>%</th>
<th>Reward point status</th>
<th>Prepaid mobile recharge</th>
<th>SMS alerts about specific services</th>
<th>Transaction status</th>
<th>High charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely satisfied</td>
<td>22</td>
<td>28</td>
<td>47</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Satisfied</td>
<td>49</td>
<td>51</td>
<td>35</td>
<td>52</td>
<td>35</td>
</tr>
<tr>
<td>Neutral</td>
<td>27</td>
<td>20</td>
<td>18</td>
<td>16</td>
<td>42</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>1</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Extremely dissatisfied</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

The above table is shows that the satisfaction level on usage of mobile banking. The 71% of the respondents are satisfied for reward purpose, 79% of the respondents are satisfied for using prepaid mobile recharge, 82% of the respondents are satisfied for getting SMS alert, 84% of the respondents are satisfied for getting status of the transactions, 51% of the respondents are satisfied for chargeability for the transactions. The range between 15-30 % Respondents are neutral on reward, recharge, SMS alert and the transaction status., 42% of the people are neutral for chargeability. The less than 5% of respondents are dissatisfied on mobile banking.

Trust security of Online

![Fig. 6](image)

The above pie chart is shows that 51% of the respondents are using and trust the online services, 42% of the people are doubtful. Only 5% of the respondents are not trusting and 2% on other reasons.

Findings And Analysis

From this project we have analyzed that out of 100 respondents, most of the users of e-banking are of the age group between 18-25 thus only the younger generation is opening up to the modernized way of Banking whereas the later that is the elder group of people still believe the traditional way of banking. The majority of respondents are associated with technology only by way of ATM but no other ways such as e – payments, web transactions which shows their hindrance in evolving with the Technology. Customers believe in the word of mouth which either may be true or false but not in true experiences. The outcome to encourage the use of technology is reduced time of transactions and simpler yet clearer service as the customers tend to go for user friendly and high speed data. From this we can say that even though the banks are coming up with new ways of updating in the e-banking services, the customers are not trying to associate themselves with the e-services, due to its previous issues related to its security and privacy as in the process of this research one such question asking the respondents about their trust on the e-banking services, where 51% of them stated that they trust the services where as 42% are doubtful. The only leap of gap between the Banks and Customers while providing the e-banking services are the trust issues which are hindering the customers from availing its benefits. The banks now provide online assistance to the users of e-banking services where they provide direct chat options with their staff for assistance and customers also have the option of calling the bank for a personalized help.

Suggestions

The basic understanding of E - banking has shown the presence of several desired features. Such features are broadly aimed at satisfying the immediate user objectives such as, ease of access, up-to-date content, layout, design, consistent themes, easy navigation, access through multiple media, higher use of non-textual information, any time aid, multiple languages, lower cost of transaction, and trust on security.
1. Communicate through press
2. Construct websites and spread the news
3. Impact education through e-learning programmers.
4. Training and development of relevant skills among bank employees.
5. Training and development programs for the customers.

Conclusion
Thus, the analysis done with the help of statistical tools clearly indicate the factors responsible for E-banking. Out of total respondents’ more than 50% agreed that internet banking is convenient and flexible ways of banking and it also have various transaction related benefits. Thus, Providing Internet banking is increasingly becoming a “need to have” than a “nice to have” service.

References and links
- KumariNidhi Assistant Professor Department of Commerce, AhirCollege, Rewari, international journal science technology and management. vol.no 05, issue no. 08, August 2016. www.ijstm.com.
- Innovative Marketing, Volume 3, Issue 4, 2007, Rajesh Kumar Srivastava (India)
- Scholar Journal of Applied Sciences and Research-The Challenges of Adopting the Use of E-Banking to the Customers: The Case of Kasama District Banking Customers by Saviour Lusaya1&BornwellKalumba.
- Vol-2 Issue-1 2016 IJARIIE-ISSN(O)-2395-4396 - 1653 www.ijarie.com 762 “A study of the present scenario of e-banking services in Indian market” Mr.JitinSharma assistant professor, university college of commerce & management guru kashi university, tailwinds sabo, bathinda, Punjab, India.
- IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668 PP 67-73 www.iosrjournals.org
- Asian Journal of Business and Economics - Volume 1, No.1.4 Quarter IV 2011 ISSN: 2231-3699 - customer perception towards internet banking services with special reference to erode district C. S. Ramanigopal, G. Palaniappan, N. Hemalatha and A. Mani Faculty, VMKV Engineering College, Vinayaka Missions University, Salem, India.
A STUDY ON AWARENESS OF E-GOVERNANCE IN AROUND BENGALURU CITY AND ATTITUTED TOWARDS SUSTAINABLE DEVELOPMENT

Kalidas K

Abstract

The purpose of this paper is to examine the citizens' awareness and adoption of E-Governance facilities in Bengaluru. To fulfill this purpose, this research undertook an empirical examination of the awareness and adoption of the On-Line E-Services amongst Bengaluru citizens. Demographic characteristics including age, gender, education and occupation with yes/no type questions were asked to provide insights of citizens in the process of adoption of E-Governance. The data on these variables was collected by doing survey. A self-administered questionnaire to 100 citizens and a total number of 75 usable responses were received. The findings revealed that citizens with internet broadband access are more likely to be aware of and adopt E-Governance services. Information and Communication Technology (ICT) can be used by government agencies to transform relations with citizens. It is a common scene in Bengaluru and the citizens of the various corporate wards to travel to government offices in order to submit applications, meet officials, obtain copies of public records or seek information regarding various services which involves cost and time. It is possible to locate government services on-line, that provide documents such as Voters ID, Aahar card, Birth certificate and various government schemes registrations to citizens through ICT. The study aims at analyzing the awareness and acceptance of e-governance provided through Mobile internet, Cyber centers, Government Permitted billing centers like Bangalore-One services. E-governance or electronic governance is the application of information and communication technology (ICT) for delivering government services to the beneficiaries. E-governance enhances public service deliver, as well as expands communication channels for citizen engagement and empowerment of the people. E-governance promotes in achieving Sustainable Development.

Key words: Awareness, E-Governance, Attitude, Sustainable Development

Introduction

Information and Communication Technology (ICT) can be used by government departments to transform administrative activities to serve and fulfill the needs and expectations of the citizens. Bangalore is a much populated city in Karnataka, It is a common for Bengalurians to travel distances to government offices in order to submit applications, meet officials, obtain copies of public records or seek information regarding various services. This is a matter of cost and time consumption. It is possible to locate government services at door steps by online procedure that provide documents, records and other public services to citizens through ICT. The study aims at analyzing the awareness and acceptance of e-governance among citizens of the Bangalore. E-governance or electronic governance is the application of information and communication technology (ICT) for delivering government services to the beneficiaries. E-governance is “the use of ICT and its application by the government for the provision of information and public services to the people” (Global E-Government Readiness Report 2004). More broadly, E-governance can be referred to as the use and application of information technologies in public administration to streamline and integrate work-flows and processes; to effectively manage data and information, enhance public service delivery, as well as expand communication channels for citizen engagement and empowerment of the people. E-governance promotes in achieving Sustainable Development. E-governance promotes in achieving economic, social and environmental development. Overall, “the goal of Sustainable Development is to ensure the promotion of an economically, socially and environmentally sustainable future for the planet and for present and future generations. Sustainable Development emphasizes a holistic, equitable and far-sighted approach in decision-making at all levels. The study aims at analyzing the Awareness of E-governance and Attitude towards Sustainable Development among the citizens of Bangalore.

Related Studies

John (2014) conducted a study on E-Governance in achieving Sustainable Development in Bihar. The study proved the adoption of E-governance promotes Sustainable Development. Seoul (2014) E-governance for Sustainable Development and well being of the people
studied how the people adjust themselves in terms of sustainable natural resource management amidst current mainstream development aiming at modernization and economic growth, and state policies of natural resource management relating to the globalization system. Golok Kumar (2015) made an attempt to study E-governance and its impact on Sustainable Development. The study was undertaken in small and medium enterprises in Delhi proved that E governance bring efficiency in information delivery and optimize performance in decision making among stakeholders Mehdi (2015). The Awareness of E-governance and Attitude towards Sustainable Development among the secondary school teachers of south Canara District.

K. S. Ramya (2016) attempted to study on effectiveness of E governance in local self government. The study was exploratory in nature. The study found that E governance improve efficiency, effectiveness and transparency of governments. Though many studies have been undertaken to study e governance in relation to Sustainable Development, the investigator found no studies with regard to Awareness of E-governance and Attitude towards Sustainable Development among Bengalurians.

**Operational Definition**

**Awareness of E-Governance**: In the present study the Awareness of e-governance means the awareness among Bengalurians about the use of information and communications technologies by government through own internet enabled computers or cell phones, Internet browsing centers, Bangalore-One billing centers to enhance the range and quality of information and services provided to citizens.

**Attitude towards Sustainable Development**: In the present study the Attitude towards Sustainable Development means positive attitude towards sustainable development.

**Objectives of the Study**: The present study had been conducted to investigate the following,

- To study the level of Attitude towards Sustainable Development and Awareness of E-governance among citizens of Bangalore.
- To study whether there is any significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of Bangalore.

**Hypotheses of the Study**: The present study is based on the following Hypotheses. There is no significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of the city.

**Design and Methodology**: In accordance with the objective and stated hypotheses, the design of the present study is of descriptive survey type as it aims to identify the relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of the city.

**Selection of Sample**: The sample of the study was 75 citizens drawn randomly.

**Tool**: The rating scale on Attitude towards Sustainable Development and Awareness of E-governance prepared by the investigator was administered to collect data.

**Result and Discussion**: In this study level of Attitude towards Sustainable Development and Awareness of E-governance has been analyzed on the basis of their scores on the tool Attitude towards Sustainable Development and Awareness of E-governance under three levels high, moderate and low.

<table>
<thead>
<tr>
<th>Level</th>
<th>Awareness of E-governance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No Of Respondents</td>
</tr>
<tr>
<td>Low</td>
<td>14</td>
</tr>
<tr>
<td>Moderate</td>
<td>36</td>
</tr>
<tr>
<td>High</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
</tr>
</tbody>
</table>

**Table - 1**: Level of Attitude towards Awareness of E-governance among citizens of Bangalore.
A perusal of Table 1 and Figure 1 reveals that out of the total percentage of Awareness of E-governance 18.67 percent is in lower level, 48 percent is in moderate and 33.33 percent is in high level.

A perusal of Table 2 and Figure 2 reveals that out of the total percentage of Attitudes towards sustainable development among citizens of the Bangalore; 20 percent is in lower level, 64 percent is in moderate and 16 percent is in high level.

From the study it can be concluded that the level of Awareness of E-governance and Attitude towards Sustainable Development among citizens of Bangalore is moderate. As the purpose of the study was to find whether there is any significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of Bangalore. The following hypothesis was formulated. “There is no significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens” The null hypothesis was tested by using Pearson’s product movement correlation. The details of the results obtained in Attitude towards Sustainable Development and Awareness of E-governance among citizens is given in Table 3.

**Table - 2 : Level of Attitude towards Sustainable Development among citizens of Bangalore**

<table>
<thead>
<tr>
<th>Levels</th>
<th>Attitude towards Sustainable Development</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No of respondents</td>
</tr>
<tr>
<td>Low</td>
<td>15</td>
</tr>
<tr>
<td>Moderate</td>
<td>48</td>
</tr>
<tr>
<td>High</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
</tr>
</tbody>
</table>

**Table - 3: Correlation between Attitude towards Sustainable Development and Awareness of E-governance among citizens of Bangalore.**

<table>
<thead>
<tr>
<th>Variables</th>
<th>r</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sustainable Development &amp; E-governance</td>
<td>1.497</td>
<td>0.01</td>
</tr>
</tbody>
</table>

(Theoretical value is 0.333, df 75) From the table 3 it can be observed that correlation coefficient Attitude towards Sustainable Development and Awareness of E-governance among secondary school teachers is 1.497 at the degrees of freedom 75 which is more than the theoretical value „r“ of 0.333 at 0.01 level. Hence it is clear that the difference between two variables is highly significant. Therefore, the null hypothesis titled “There is no significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among secondary school teachers” is rejected. In the light of the above result it can be concluded that there is significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of Bangalore.

**Findings:** The following are the important findings of the present investigation

- The level of Attitude towards Sustainable Development among citizens is moderate.
- The level of Awareness of E-governance among citizens of the city is moderate.
- There is significant relationship between Attitude towards Sustainable Development and Awareness of E-governance among citizens of the city.

**Implications of the Study:** Adoption of technology is regarded as the potential instrument of growth of E-Governance. Every citizen has the responsibility to adapt and follow the E-Governance administration with the ever
changeling environment to ensure a social harmony. In the process of speed and reliability the citizens should have adequate knowledge regarding E-governance and Sustainable development. The awareness of E-governance contributes positively both socio-economic and Sustainable development. It also helps to strength and the effective administration process in attaining its main objectives. The citizens play a vital role as linking the development of the society and its political productive and socio-cultural dimension. In this regard the citizens should have awareness of E-governance and positive Attitude towards Sustainable development which leads sustainable society.

References

- https://www.ugc.ac.in
- https://scribd.com
INNOVATIONS IN HUMAN RESOURCE MANAGEMENT AND THEIR OUTCOMES: A SURVEY

Manjula V 1  Asha G 2

Abstract
The dynamic environment and globalization has resulted in a steady pressure on all the organizations to constantly transform their system, structure, process, procedure and production, in order to survive and sustain. Moreover, the organizations have understood the requirement of introducing innovative practices in Human Resource to retain and enhance the effectiveness in all domains. The present study is an endeavor to identify the various innovative HRM practices and their relationship with selected outcomes in Toyota Kirloskar Motors Ltd. Past research also indicates that the outcome of innovative HRM practices can be important towards retaining employees and their performance. At present, every business must seek to improve the quality of its workforce. The purpose of this paper is to provide to HR manager, a clear picture of existing HR practices and improve the organisation’s capacity in today's highly dynamic and competitive business environment.

(Key words: Globalisation, innovative practices, employees’ performance, competitive business environment)

Introduction
There is an increasing emphasis by governments, organisational leaders and scholars on the importance of creativity and innovation in workplaces, to help to challenge old ways of thinking and to identify new solutions to meet current challenges. While creativity can be defined as the generation of ideas, innovation is often seen as the “stage of implementing ideas towards better procedures, practices or products”.

The world has changed dramatically during the last 20 years, and the dawn of a new form of civilization has emerged as the new millennium begins. An organization to build good team of human resource must follow various innovative techniques to get more output from the employees. The key functions of the Human Resources Management team include Recruitment and Training, Performance Appraisals, Maintaining Work Atmosphere, Managing Disputes, and Developing Public Relations and to meet the challenges of globalization the future managers have no choice but can have effective human resource managers with high qualities. They must be intelligent, knowledgeable, skilled in human resources management and organizational behavior, able and willing to learn and lead learning organizations, and capable to create human capital and work with people on an equal basis, not as authoritative leaders over them.

There is no any individual HR practice, but rather bundle of HR practices as determinants of firm performance. Regarding which HR practices are relevant and bring about the innovation at work place. Viz. Organization Culture, Recruitment, Training & Development, Performance appraisal, Career management, Reward system, Employee Engagement etc.

Toyota is one of the biggest vehicle manufacturers in the world and is widely known. In India, Toyota Motor Corporation has launched with a joint venture with Kirloskar Group as Toyota Kirloskar Motor Ltd. (TKM). As a joint venture between Kirloskar Group and Toyota Motor Corporation, Toyota Kirloskar Motor Private Limited (TKM) aims to play a major role in the development of the automotive industry and the creation of employment opportunities, not only through its dealer network, but also through ancillary industries. TKM’s growth since inception can be attributed to one simple, yet important aspect of its business philosophy - "Putting Customer First". While managing growth, TKM has maintained its commitment to provide quality products at a reasonable price and has made every effort to meet changes in customer needs. TKM firmly believes that the success of this venture depends on providing high quality products and services to all valued customers through the efforts of its team members. The vision for HR is to provide leverage to develop our team members as per our target image. The mission is Effectiveness of line managers and HR systems and policies. For ex. Performance appraisal, Training, Recruitment & compensation.

All Toyota employees are expected to embody these values in their daily work, including environmental protection activities. To “respect” the environment, we go to the source to identify and analyse problems (“GenchiGenbutsu”), move forward to “challenge” conventional ideas and old habits, to improve further (“kaizen”) through "teamwork."

1. Assistant Professor & HOD, Dept. of Commerce and Management, Seshadripuram Academy of Business Studies, Bengaluru.
2. Assistant Professor, Seshadripuram Academy of Business Studies, Bengaluru.
Review of Literature

Andreea & Stelian conducted research on Innovation by developing human resources, ensuring the competitiveness and success of the organization. The paper argues the importance of innovation in today’s business. At HR level they talk about innovations; they support innovations, but they usually kill innovations offered by employees and managers. HR always sees issues arising from the company-wide implementation of the new procedure or process. Innovation and human resources management play an increasingly important role in sustaining “leading edge” competitiveness for organizations in times of rapid change and increased competition. “Discontinuous change requires discontinuous thinking. If the new way of things is going to be different from the old, not just an improvement on it, then we need to look at everything in a new way. It is important to recognize why success through human resources can be sustained and cannot readily be imitated by competitors. The reason is that the success that comes from managing people effectively is often not as visible or transparent as to its source.

As Woodman revealed that organizational innovation are a combination of the creative process, person, situation, and how these components interacted together. Gilson proposed that innovation process involve such kind of people-related issues, as exchange of information, social influence, and the expression of approval or disapproval of group members, participation in decision-making.

Three sets of HR practices have been highlighted in the literature that would support an innovation oriented HR system. They are:

1. Training-focused - an emphasis on skills enhancement and human capital investment;
2. Performance-based reward - an emphasis on rewarding employees, contributions and outcomes; and
3. Team development- leadership and team-based activities are extensively developed and carried out. IBM completed a survey of global HR leaders in 2011. The results showed an agreement among Human Resource leaders that driving creativity and innovation is their number one business challenge.

According to Wang, innovative firms treat HRM practices as the organization’s strategy to encourage team responsibilities, enhance organizational culture, and build up customer relationships through participation and empowerment. In turn, it will help to create and market new products and services.

Statement of the Problem

In the current context (the transformation of work due to digital technologies, new forms of organisation and the importance placed on creativity, innovation and entrepreneurship), such attitudes are a concern. HRM specialists may not be leading transformations of workplaces, can they still encourage, nurture and promote practices that foster innovation? Perhaps they can by promoting HIWSs (High-Involvement Work Systems) or related practices that reward and encourage creative and innovative outcomes such as employee participation, collective learning and development. HIWSs bring together a suite of practices that engage employees in decision making, improve employee commitment and engagement and lead to overall improved organisational effectiveness.

Methodology

The primary data for the study was collected by means of a questionnaire. Questionnaire was used as a means of data collection as limited information was intended to be collected from the respondents. Since the objective of the current study was to determine the innovations in human resource and their outcomes, the questionnaire covered various aspects such as Extensive Training, Performance Assessment, Cross-Functional Teamwork, New Working Methods, Techniques or Instruments, Systematic Introduction of Innovative Ideas into Work Practices, Reward System Followed, Metrics Used for Assessing the System etc.

Secondary data is collected through, research articles; conceptual studies, review papers and other relevant content on the topic were accessed and reviewed through web sources.

Objectives of the study

1. To study the HR Practices applied in the organisation.
2. To analyse the outcomes of HR innovations.
3. To study the innovative work behaviour (Table - 1)

From the above table it is clear that company will use multiple recruitment sources to recruit the employees in to the organization. 30 respondents agree that People are assessed before they are recruited and also the company offers Extensive training to the employees. 39 respondents agree that Performance assessment is based on subjective indicators, such as creativity, flexibility and risk taking. 35 respondents agree that there is appropriate balance pay raises and rewards. 27 respondents strongly agree that there is a Cross-functional teamwork within the organization. 30 respondents agree that in the company, high levels of communication play an important role within teams. 27 respondents strongly agree that the company attaches a lot of value to information sharing and communication. 21 respondents agree that employees are Involved in decision making that affects their work where as 10 respondents strongly disagree that employees are not involved in decision making.
Involving employees in decision making that affects their work.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company uses multiple recruitment sources.</td>
<td>30</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>People are assessed before they are recruited.</td>
<td>30</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>The company offers Extensive training.</td>
<td>30</td>
<td>20</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Performance assessment is based on subjective indicators, such as creativity, flexibility and risk taking.</td>
<td>11</td>
<td>39</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>There are appropriately balanced pay raises and rewards.</td>
<td>10</td>
<td>35</td>
<td>3</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>There is a Cross-functional teamwork.</td>
<td>27</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>In our company, high levels of communication play an important role within teams.</td>
<td>20</td>
<td>30</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Our company attaches a lot of value to information sharing and communication.</td>
<td>27</td>
<td>21</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Involving employees in decision making that affects their work.</td>
<td>4</td>
<td>21</td>
<td>10</td>
<td>5</td>
<td>10</td>
</tr>
</tbody>
</table>

From the above table it is clear that company will use multiple recruitment sources to recruit the employees in to the organization. 30 respondents agree that People are assessed before they are recruited and also the company offers Extensive training to the employees. 39 respondents agree that Performance assessment is based on subjective indicators, such as creativity, flexibility and risk taking. 35 respondents agree that there is appropriate balance pay raises and rewards. 27 respondents strongly agree that there is a Cross-functional teamwork within the organization. 30 respondents agree that in the company, high levels of communication play an important role within teams. 27 respondents strongly agree that the company attaches a lot of value to information sharing and communication. 21 respondents agree that employees are Involved in decision making that affects their work where as 10 respondents strongly disagree that employees are not involved in decision making.

Graph: 01

![Graph - 01](image-url)

From the above graph, it can be identified that majority of the respondents agreed that the Performance assessment is based on subjective indicators, such as creativity, flexibility and risk taking.
Table - 2

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The employee will become expertise in exploring and solve problems.</td>
<td>13</td>
<td>22</td>
<td></td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>A person will be more creative.</td>
<td>20</td>
<td>30</td>
<td></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>A person finds his job interesting and passionate.</td>
<td>6</td>
<td>43</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>People will be most creative when they feel motivated.</td>
<td>20</td>
<td>27</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

From the above table, 22 employees are of the opinion that the employees will become expertise in exploring and solve problems. Whereas 4 respondents disagree with the statement. 30 respondents agree that a person will be more creative when given the opportunity. Almost 43 respondents agree that a person finds his job interesting and passionate when given opportunity to apply the innovation skills and 27 respondents agree that people will be most creative when they feel motivated by the management or the team leader.

Graph - 2

From the above graph, it is interpreted that majority of the respondents agree that a person finds his job interesting and passionate.

Table - 3

<table>
<thead>
<tr>
<th>Innovative work behavior</th>
<th>Initial stage</th>
<th>Implementation stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you recognize opportunities to make a positive difference in your work, department, and organization or with customers?</td>
<td>31</td>
<td>19</td>
</tr>
<tr>
<td>How often do you pay attention to non-routine issues in your work.</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>How often do you search out new working methods.</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>How often do you find new approaches to execute tasks?</td>
<td>15</td>
<td>35</td>
</tr>
<tr>
<td>How often do you attempt to convince people to support an innovative idea?</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>How often do you systematically introduce innovative ideas into work practices?</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>How often do you contribute to the implementation of new ideas?</td>
<td>6</td>
<td>44</td>
</tr>
<tr>
<td>How often do you put effort in the development of new things?</td>
<td>11</td>
<td>39</td>
</tr>
</tbody>
</table>
From the above table, it is clear that 31 respondents say that at the initial stage of the job they get the opportunity to make a positive difference in the work, department and organization. At the initial stage employees pay attention to the Non-routine issues in the workplace. At the implementation stage almost 30 employees search out new working methods. 30 respondents at implementation stage get chance to attempt to convince people to support an innovative idea. At initial stage 27 respondents get chance to introduce innovative ideas into work practices. Most of the respondents i.e. 44 respondents contribute to the implementation of new idea at the implementation stage whereas 39 respondents get chance to put efforts in the development of new things in the organization.

**Graph - 3**

<table>
<thead>
<tr>
<th>Innovative work behaviour</th>
<th>Initial stage</th>
<th>Implementation stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you put effort in the .....</td>
<td>11</td>
<td>39</td>
</tr>
<tr>
<td>How often do you contribute to the .....</td>
<td>6</td>
<td>44</td>
</tr>
<tr>
<td>How often do you systematically introduce .....</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>How often do you attempt to convince people ....</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>How often do you search out new working .....</td>
<td>15</td>
<td>35</td>
</tr>
<tr>
<td>How often do you pay attention to non - routine .....</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>How often do you recognize opportunities to ......</td>
<td>27</td>
<td>23</td>
</tr>
</tbody>
</table>

From the above graph it is clear that majority of the respondents said that they recognize the opportunities to make a positive difference in your work, department, and organization or with customers in the initial stage. Whereas majority of the respondents said that they often contribute to the implementation of new ideas at the implementation stage.

**Findings**

From the above table and graph following are the finding:

1. 60% of the respondents strongly agree that company will use multiple recruitment sources to recruit the employees before taking them into the organization.
2. 60% of the respondents agree that people are assessed before they are recruited and also the company offers Extensive training to the employees.
3. 78% agree that Performance assessment is based on subjective indicators, such as creativity, flexibility and risk taking.
4. 57% agree that there is a Cross-functional teamwork within the organization.
5. 60% respondents agree that in the company, high levels of communication play an important role within teams.
6. 54% respondents strongly agree that the company attaches a lot of value to information sharing and communication.
7. 42% respondents agree that employees are Involved in decision making that affects their work.
8. 44% of the employees are of the opinion that the employees will become expertise in exploring and solve problems when given the opportunity to express the creativity.
9. 60% of the respondents agree that a person will be more creative when give the opportunity.
10. 86% respondents agree that a person finds his job interesting and passionate when given opportunity to apply the innovation skills.
11. 54% of the employees agree that people will be more creative when they feel motivated by the management or the team leader.
12. It is clear that 62% of the respondents say that at the initial stage of the job they get the opportunity to make a positive difference in the work, department and organization.
13. 54% of the respondents agree that at initial stage employees pay attention to the Non-routine issues in the work place.
14. At the implementation stage almost 60% of the employees search out new working methods.
15. 60% of the respondents at implementation stage get chance to attempt to convince people to support an innovative idea.
16. At initial stage 54% of the respondents get chance to introduce innovative ideas into work practices.
17. Most of the respondents i.e. 88% of the respondents contribute to the implementation of new idea at the implementation stage whereas,
18. 78% of the respondents get chance to put efforts in the development of new things in the organization implementation stage.

Conclusion and Suggestions
To conclude that the innovations in human resource management create a new environment for the development of the country. As the statement states ‘innovate or perish’, it is the responsibility of any type of organisation to implement the innovations in the operations of the organisation. Hence, innovation plays a vital role for the overall development of the company. It can be done in two stages i.e. initial stage and implementation stage. The organisation and employees should put their efforts for the implementation of innovations. To suggest that the organisation should try to introduce the innovative ideas into work practices to the maximum extent, the organisation should convince the people about the implementation and support the innovative ideas, the organisation should try to involve the employees in decision-making activity, so that their ideas can be utilized to the maximum extent. Finally, if the organisation is able to adopt the new ideas, or innovative, it can be able to achieve the goals.

References
- Frances Jørgensen, Karen Becker, Judy Matthews-Aarhus School of Business, University of Aarhus, Denmark- Queensland University of Technology, Australia - Human Resource Management and Innovation: What are Knowledge Intensive Firms Doing?

Links
https://www.glassdoor.co.in/ Benefits/ Toyota - Kirloskar-Motor-India-Benefits-EI ITE510484.0, 22_IL23.28_IN115.htm
http://www.selectinternational.com/blog/bid/112229/4-HR-Practices-of-Toyota-Culture
https://www.academia.edu/RegisterToDownload#RelatedPapers
https://www.academia.edu/RegisterToDownload#RelatedPapers
https://www.academia.edu/4767267/Benchmarking_Best_HR_Practices
CONCURRENT IMPEDIMENTS AND CHALLENGES OF E-RETAILING AND CYBER SECURITY

Smt. Sharada S1

Akhila Devi S2

Abstract

E-retailing is the process of selling the products and services using internet. The major activity carried out on the web is shopping. It is growing at a faster pace in India. The main reason why people prefer online shopping is low price and the second most reason is shopping convenience. E-commerce has paved new pathway for customers to make payments which includes: Net banking, EMIs, third party wallets, use of debit and credit cards etc. because of these wide options securing information has become a challenge and there is an increase in cybercrimes. To address this issue there is a need for cyber security. This study focuses on the perception of consumers on E-retailing services and to study the challenges faced by E-retail customers with regard to cyber security.

Keywords: E-retailing, Cyber Security, Digital Payment

Introduction

India is one among the fastest growing online retail market in the world. Amazon is the first to launch online shopping website in India in 2012. As people have adopted themselves to innovative mode of online payment with a vision of cashless economy there is a need to seek measures to secure their transactions for sustainable future E-commerce.

The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer.

A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-business and online retailers.

Cyber security can be defined as the protection of systems, networks and data in cyber space. It refers to the preventative methods used to protect information from being stolen, compromised or attacked.

Objectives of the Study

• To know the perception on consumers on E-retailing
• To assimilate the awareness about cyber security in consumers
• To know the satisfaction level of consumers in online shopping

Need For the Study

This paper focuses on the perception of consumers on E-retailing, to study the satisfaction level of consumers purchasing products online, to know whether consumers are aware of the law relating to cyber security.

Research Methodology

The data for this paper is collected through primary and secondary sources. The primary data is collected from the online customers using Questionnaire. The numbers of respondents from various groups were 103. The data collected is analysed by using simple statistical tools like tabulation, percentage analysis and graphical representation method. Secondary data is collected from journals online and newspapers.

Data Analysis and Interpretation

Table - 1 : Are you an user of E Business?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85</td>
<td>82.52</td>
</tr>
<tr>
<td>No</td>
<td>18</td>
<td>17.48</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Graph - 1

Interpretation

From the above graph we can infer that majority of the respondents are users of e-business i.e. 82.5% and 17.4% are non-users.

1 Assistant Professor in Commerce and Management, Seshadripuram Institute of Commerce and Management, Bengaluru.

2 Assistant Professor in Commerce and Management, Seshadripuram Institute of Commerce and Management, Bengaluru.
Table - 2: Since how many years are you using E-Retail services?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 2 years</td>
<td>55</td>
<td>53.92</td>
</tr>
<tr>
<td>2 to 4</td>
<td>31</td>
<td>30.39</td>
</tr>
<tr>
<td>4 to 6 years</td>
<td>5</td>
<td>4.90</td>
</tr>
<tr>
<td>&gt; 6 years</td>
<td>11</td>
<td>10.78</td>
</tr>
<tr>
<td>Total</td>
<td>102</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph - 2

Source: Primary Data

Interpretation
From the above graph we can infer that out of the total respondents 53.9% are using e-retail services from less than 2 years, 30.39% are online customers from 2 to 4 years, 4.9% of them are using e-business from 4 to 6 years and 10.78% of them from more than 6 years.

Table - 3: Are you aware of Cyber security?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>82</td>
<td>79.61</td>
</tr>
<tr>
<td>No</td>
<td>21</td>
<td>20.39</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph - 3

Source: Primary Data

Interpretation
From the above graph we can infer that 79.6% of the respondents are aware of cyber security and the rest are not aware of it, i.e 20.39%.

Table - 4: Have you ever received wrong product for the orders placed by you?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>39</td>
<td>37.86</td>
</tr>
<tr>
<td>No</td>
<td>64</td>
<td>62.14</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph - 4

Source: Primary Data

Interpretation
From the above it can be inferred that majority of the respondents i.e 62.14% of them have received the right products that they have ordered for, and 37.85% of them have received wrong products.

Table - 5: Have you ever experienced online payment frauds?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>27</td>
<td>26.21</td>
</tr>
<tr>
<td>No</td>
<td>76</td>
<td>73.79</td>
</tr>
<tr>
<td>Total</td>
<td>103</td>
<td>100</td>
</tr>
</tbody>
</table>

Graph - 5

Source: Primary Data

Interpretation
From the above graph it can be inferred that majority of them i.e 73.79% of them have had safe transactions payments and 26.21% have experienced online payment frauds.
Table - 6: What mode of payment do you prefer?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>COD</td>
<td>76</td>
<td>73.79</td>
</tr>
<tr>
<td>Credit card</td>
<td>4</td>
<td>3.88</td>
</tr>
<tr>
<td>Debit card</td>
<td>8</td>
<td>7.77</td>
</tr>
<tr>
<td>Online payment</td>
<td>15</td>
<td>14.56</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

**Interpretation**

From the above graph we can infer that majority of the respondents i.e. 73.79% prefer Cash On Delivery option for making payment for their purchase, 3.88% of them prefer Credit Card mode of payment, 7.77% of them prefer to use debit card for payment, and 14.56% prefer online payment methods like NEFT, Phonepe, google pay etc., as safe mode for making payment, and 45.63% feel it’s not safe.

Table - 7: Do you think using cards and online payment is a safe mode?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47</td>
<td>45.63</td>
</tr>
<tr>
<td>No</td>
<td>56</td>
<td>54.37</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph - 7

Source: Primary Data

**Interpretation**

From the above graph we can infer that 54.37% of the respondents think that using cards and online payment

Table - 8: Do you read the terms and conditions before placing an order?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>81</td>
<td>79.41</td>
</tr>
<tr>
<td>No</td>
<td>21</td>
<td>20.59</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph - 8

Source: Primary Data

**Interpretation**

From the above graph we can infer that 79.4% of the respondents i.e. 79.4% of them read the terms and conditions before placing their orders, and 20.59% of them do not go through the terms and conditions.

Table - 9: Do you think online shopping is more convenient than physical shopping?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td>No</td>
<td>51</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Graph - 9

Source: Primary Data

**Interpretation**

From the above graph we can infer that 50% of the people find online shopping is more convenient and 50% of people find physical shopping is more convenient.
Table - 10 : What according to you is the purpose of Cyber Security?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect consumer's data</td>
<td>4</td>
<td>3.92</td>
</tr>
<tr>
<td>To keep a track of each transaction</td>
<td>5</td>
<td>4.90</td>
</tr>
<tr>
<td>To avoid cyber crime (hacking etc.)</td>
<td>13</td>
<td>12.75</td>
</tr>
<tr>
<td>All the above</td>
<td>80</td>
<td>78.43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
From the above graph we can infer that 3.92% of respondents are of an opinion that the purpose of cyber security is to protect the consumer's data, 4.90% of respondents to keep a track of each transaction, and 12.75% of the respondents to avoid cyber crime and 78.43% of the respondents have opted for all the above.

Table - 11 : Out of your overall purchases to what extent do you prefer purchasing online?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25%</td>
<td>24</td>
<td>23.53</td>
</tr>
<tr>
<td>25% - 50%</td>
<td>33</td>
<td>32.35</td>
</tr>
<tr>
<td>50% - 75%</td>
<td>41</td>
<td>40.20</td>
</tr>
<tr>
<td>75% and above</td>
<td>4</td>
<td>3.92</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
From the above graph we can infer that 40.20% of the respondents prefer 50%-75% of their total purchases to be online. 32.35% of prefer 25%-50% of their total purchases to be online. 23.53% of the respondents prefer 0 - 25% of their total purchases to be online and 3.92% of the respondents prefer 75% and above of their total purchases to be online.

Table - 12 : Have you experienced breach of contract?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>80</td>
<td>77.67</td>
</tr>
<tr>
<td>No</td>
<td>23</td>
<td>22.33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

Interpretation
From the above graph we can infer that 77.67% of the respondents have not experienced breach of contract and 22.33% of the respondents have not experienced breach of contract.

Table - 13 : If you have experienced breach of contract, was there a desired response from the seller's end?

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72</td>
<td>75</td>
</tr>
<tr>
<td>No</td>
<td>24</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>96</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data
**Interpretation**

From the above graph we can infer that 75% of the respondents have experienced breach of contract and also have received the desired response from the seller, and 25% of the respondents have not received the desired response from the seller.

**Table - 14 : Out of all your online purchase experience, how many have been up to your expectations?**

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25%</td>
<td>17</td>
<td>16.67</td>
</tr>
<tr>
<td>25% - 50%</td>
<td>33</td>
<td>32.35</td>
</tr>
<tr>
<td>50% - 75%</td>
<td>36</td>
<td>35.29</td>
</tr>
<tr>
<td>75% and above</td>
<td>16</td>
<td>15.69</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Source: Primary Data**

**Graph - 17**

**Interpretation**

From the above graph we can infer that 35.29% of the respondents have experienced 50%-75% of their total purchases were up to their expectations. 32.35% of the respondents have experienced 25%-50% of their total purchases were up to their expectations. 16.67% of the respondents have experienced 0 - 25% of their total purchases were up to their expectations and 15.69% of the respondents have experienced 75% of their total purchases been up to their expectations.

**Table - 15 : Do you think online shopping websites are trust worthy?**

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, all are trust worthy.</td>
<td>88</td>
<td>85.44</td>
</tr>
<tr>
<td>Maybe, some of them are trust worthy.</td>
<td>8</td>
<td>7.77</td>
</tr>
<tr>
<td>No, none are trust worthy.</td>
<td>7</td>
<td>6.80</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>103</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Source: Primary Data**

**Graph - 18**

**Interpretation**

From the above graph we can infer that 85.44% of the respondents trust all the online shopping websites, 7.77% feel that some of them are trust worthy and 6.8% respondents think none of the shopping websites are trust worthy.

**Findings and Suggestions**

- Majority of the respondents are the users of E-Retail service from 2 years.
- As there are no sufficient efforts made by government and online retail companies to create awareness about the cyber security there are some customers who have experienced online frauds.
- There is equal response by the customers on shopping convenience and physical shopping.
- Many of the users rush in placing the order without reading the terms and conditions, so online retailers should make it a point that the terms and conditions are in the audio form and the customer should not be able to skip before placing the orders.
- People who know to read to be hired to avoid wrong dispatch of products.
- Awareness should be created using broader platform like social media.
- Many of them prefer Cash on Delivery to avoid the risk on online payment fraud.
- Tokenization of online payment processing can be adopted by the E retail businesses.
- Government has to create an assurance framework and strengthen the existing regulatory framework with periodic reviews to protect the interest of the customers.
- E retailers to collaborate with government to create awareness among the people and develop and incorporate new ways to improve cyber security.
- Government to promote research and development in the area of cyber security technology.
- Cyber laws must be a part of the curriculum for all streams.
Conclusion

- There is sufficient increase in online shoppers from past five years and expected to increase in the next 5 years.
- Payment frauds and mis-shipment of products should be handled as it would lead to discontentment among customers.
- Government is taking measures in making amendments to meet the present requirements and increasing the severity of the punishments for violating the law.
- Flip cart has introduced automated guided vehicles on its Bengaluru Sortation Centre so that delivery of wrong product can be avoided.

Bibliography

- https://www.statista.com/topics/2454/e-commerce-in-india/
- https://www.ibef.org/industry/e-commerce.aspx
- https://www.researchgate.net/publication/282121689_E-retailing_in_India_Opportunities_and_Challenges
- Newspapers: Financial express, Economic Times and Times of India.
THE FUTURE OF GST- ITS IMPACT ON INDIAN ECONOMY

Lakshmi. K1

Abstract

GST – The Goods and Services Tax – is the mother of all tax reforms in India. GST is also known as Goods and Services Tax. There are mixed responses-explicit arguments and opinions among the Manufactures, traders and society about the Goods and Services Tax (GST) to be implemented by the Government of India from 1st April 2017. As the Goods and Services Tax Bill was passed in the Rajya Sabha various international newspapers published their views on how the GST Bill brings a new wave of economic reform in the country. It also brought India at the center of the global economy. The paper highlights the background, prospectus and challenges in Implementation of Goods and services Tax (GST) in India and aims to anticipate future of India with GST.

Key Words: Future, GST, Impact, prospectus, global economy

Introduction

More than 150 nations have implemented GST so far. Goods and Service Tax or GST as it is known is a game changer in Indian economy. It is crucial for all businesses to understand the implications of GST. Since GST is a new law and crucial processes like return filing and invoicing have been changed, it is even more important that business owners and tax professionals understand the nuances of these new laws so that they can be GST-compliant.

It has been a year since the Goods and Services Tax (GST) was rolled out across the county, subsuming 17 indirect taxes and a host of cesses. The expectations from GST were varied. Businesses, whether large or small expected fewer taxes, less paperwork, transparent rules and easy book keeping. Consumers expected to pay lesser prices and taxes for the goods and services and the taxpayers were looking for more convenient ways of compliance. The government intended to get more businesses in the tax ambit, thereby increasing its revenue, and reducing the rate of tax evasion and profiteering.

Dual Structure of GST in India

Types of GST in India

1. CGST- Central Goods and Services Tax
2. SGST- State Goods and Services Tax.
3. IGST- Integrated Goods and Services Tax.
4. UTGST- Union Territory Goods and Services Tax.

Importance of GST in India

1. In today's scenario we pay various taxes i.e. Direct and Indirect taxes, which are felt as burden on us and due to these taxes the corruption is increasing. So, to overcome from all these taxation system the Central Government has decided to make one tax system i.e. Goods and Services Tax (GST).
2. GST is one of the most critical tax reforms in India which has been long awaiting decision. It is a comprehensive tax system that will subsume all indirect taxes of State and central Governments and whole economy into seamless nation in national market.
3. It is expected to remove the burden of existing indirect tax system and play an important role in growth of India. GST includes all Indirect Taxes which will help in growth of economy and proves to be more beneficial than the existing tax system.
4. GST will also help to accelerate the overall Gross Domestic Product (GDP) of the country.
5. The expectation of GST being introduced is high not only within the country, but also within neighboring countries and developed economies of the world.
6. GST is backed by the GSTN, which is a fully integrated tax platform to deal with all aspects of GST.
7. GST structure introduces composition scheme for the benefit of SSI’s and MSI’s.

1. Assistant Professor, Indian Academy Degree College - Autonomous, Bangalore.
Advantages of GST

1. GST is a transparent tax and also it reduces number of other indirect taxes bundled such as VAT, CST, Service tax, CAD, SAD, and Excise.

2. ITC (Input Tax Credit) is the backbone of the GST taxation system. One of the reasons why GST is beneficial for businesses is because it will help them claim ITC seamlessly and in a more efficient manner than in the previous regime.

3. There is no doubt that in production and distribution of goods & services are increasingly used or consumed, GST provisions are applied.

4. Separate taxes for goods and services, which is the present taxation system, requires division of transaction values into value of goods and services for taxation, leading to greater complications, administration, including compliances costs.

5. In the GST system, when all the taxes are integrated, it would make possible the taxation burden to be split equitably between manufacturing and services.

6. GST will be levied only at the final destination of consumption based on VAT principle and not at various points (from manufacturing to retail outlets). This will help in removing economic distortions and bring about development of a common national market, therefore there will be no hidden taxes and the cost of doing business will be lower.

7. GST will also help to build a transparency and corruption free tax administration.

8. Less tax compliance and a simplified tax policy compared to current tax structure.

9. Removal of cascading effect of taxes i.e. removes tax on tax.

10. Reduction of manufacturing costs due to lower burden of taxes on the manufacturing sector. Hence prices of consumer goods will be likely to come down.

11. Increased demand will lead to increase supply. Hence, this will ultimately lead to rise in the production of goods.

12. Control of black money circulation as the system normally followed by traders and shopkeepers will be put to a mandatory check.

13. Boost to the Indian economy in the long run.

How will GST impact the Indian Economy?

1. GST will add to the government revenues by extending the tax base.

2. Different tax barriers, such as check posts and toll plazas, lead to wastage of unpreserved items being transported. This penalty transforms into major costs due to higher needs of buffer stock and warehousing costs. A single taxation system will eliminate this roadblock.

3. There will be more transparency in the system as the customers will know exactly how much taxes they are being charged and on what base.

4. GST will provide credit for the taxes paid by producers in the goods or services chain. This is expected to encourage producers to buy raw material from different registered dealers and is hoped to bring in more vendors and suppliers under the purview of taxation.

5. GST will remove the various custom duties applicable on exports and imports. The nation’s competitiveness in foreign markets will increase on account of lower costs of transaction.

Objectives of the study

1. To study the inexplicit opinions among the manufacturers, traders, society about the goods and services tax.

2. To study about the futures prospects of GST and its impact on Indian economy.

3. To study about the challenges of introduction of GST in India.

4. Adoption and migration to the new GST system would involve teething troubles and learning for the entire ecosystem.

Research Methodology

Secondary data is used to conduct the above study from various below mentioned source

- Reference of Text books
- Business journals
- Weekly magazines
- GST Internet sites

Analysis and interpretation

What will the future look like?

In order to avoid the payment of multiple taxes such as excise duty and service tax at Central level and VAT at the State level, GST has unify these taxes and create a uniform market throughout the country. Integration of various taxes into a GST system will bring about an effective cross-utilization of credits. The current system taxes were production oriented, whereas the GST will aim at higher consumption.

Replacing multiple taxes and cesses of state and central governments into a single tax has been a major relief to trade and industry. At the same time reduction in overall tax incidence has brought relief to the end-consumers.
The IT driven tax filing system of GST has made it difficult for intermediaries in the value added chain to evade taxes. In the long-term, GST would be simplified even more. Globally, countries that have benefited from GST implementation typically deploy two- or three-rate structures, as compared to the five-rate structure in India. As the cascading effect disappears, inflation will reduce, thus leading to a positive consumer outlook. As the tax revenue rises, the fiscal deficit would improve.

It is analyzed that international business community has welcomed this changing landscape of Indian business, and noted that the GST has helped improve the ease of doing business in India. This is expected to attract more FDI investments and help growth in exports.

The GST has been a step, to the right direction. It will have a long-term impact on the country’s GDP growth, ease of doing business, expansion of trade and industry, and the ‘Make in India’ initiative. Most importantly, it will be significant in establishing and promoting honest business practices, which will propel India towards becoming a significant economic power.

Review of literature

- Kelkar Committee (2002): The committee suggested various measures under taxes like expansion of tax payer services both qualitatively and quantitatively.
- Empowered Committee of Finance Ministers (2009) introduced their First Discussion Paper on Goods and Services Tax in India which analyzed the structure and loopholes if any in GST.
- Indirect Taxes Committee of Institute of Chartered Accountants of India (ICAI) (2015) submitted a PPT naming Goods and Services Tax (GST) which stated in brief details of the GST and its positive impact on economy and various stakeholders.
- The Institute of Companies Secretaries of India (ICSI) (2015) published a Reference on Goods and Service Tax to provide the information on the concept of GST in details.
- Sijbren (2013): Sijbren and others suggested, a modern goods and services to alleviate the problems of India’s current indirect tax system.

Findings

- GST is considered as one of the most pending/challenge that the government has been trying to get into effect in order to make taxation trouble free and easy to understand for the ordinary man as well.
- Chief Economic Advisor Arvind Subramanian on 4 December 2016 suggested GST rates of 12% for concessional goods, 17-18% for standard goods and 40% for luxury goods which is much higher than the present maximum service tax rate of 14%. Such initiative is likely to push inflation.
- The proposed GST regime is a half-hearted attempt to rationalize indirect tax structure. More than 150 countries have implemented GST. No doubt, GST will simplify existing indirect tax system and will help to remove inefficiencies created by the existing current heterogeneous taxation system.
- Again there appears to be lack of consensus over fixing the revenue rate as well as threshold limit. One thing is for sure, services in India are going to be steeply costly if GST is fixed above the present service tax rate of up to 18% which in turn will spiral up inflation in India. "Asian countries which implemented GST all had witnessed retail inflation in the year of implementation.
- Only if there is a clear consensus over issues of threshold limit, revenue rate, and inclusion of petroleum products, electricity, liquor and real estate. Until the consensus is reached, the government should resist from implementing such regimes.
- The challenges ranged from adoption to execution. India, traditionally a pen-and-paper economy, struggled to adopt digital platforms. Moreover, given the widespread tax evasion among Indian businesses, ignorance and resistance were major hurdles that are gradually being dealt with and will have to overcome.
- Financial service industry – specifically financial institutions like Banks and NBFCs are the backbone of any economy. They are the drivers of the economy and contribute approximately 6% of the indirect taxes. Thus they are a significant player and an adverse impact on these sectors impacts the economy.

Conclusion

The introduction of the Goods and Services Tax will be a very noteworthy step in the field of indirect tax reforms in India. By merging a large number of Central and State taxes into a single tax, GST is expected to significantly ease double taxation and make taxation overall easy for the industries. For the end customer, the most beneficial will be in terms of reduction in the overall tax burden on goods and services.

Introduction of GST will also make Indian products competitive in the domestic and international markets. Last but not least, the GST, because of its transparent character, will be easier to administer. Once implemented, the proposed taxation system holds great promise in terms of sustaining growth for the Indian economy.
Thus going forward on all transactions of both goods and services, only one tax will apply which is GST comprising of CGST and SGST. IGST would be applied instead of SGST for interstate transactions. Input credit of all these taxes will be available against all the respective outputs.

The exemptions, abatements etc. under GST need to be common for both centre and all states to avoid litigation. Further exemptions/exclusions should be minimum to avoid break of credit chain. The law needs to provide for single point compliances, absence of multistate audits etc. for the assessee.

As immediate next steps, the government needs to address capacity-building and digital adoption among the SMEs and MSMEs in India. The overall compliance cost needs to be lowered and technology is a great enabler here. Counseling services and hand-holding guidance to file returns will be important.

References

- Mehra P (2015) Modi govt.'s model for GST may not result in significant growth push. The Hindu.
- Taxman’s basics of GST 2016
SCOPE OF E - COMMERCE IN INDIA

Nayana Kumari. J 1 Manjunatha R A Katte. 2

Abstract

The term "Electronic commerce" (or E-Commerce) refers to the use of an electronic medium to carry out commercial transactions. It is improving standard among the commercial community in worlds, about the opportunities offered by E-Commerce. E-Commerce as part of the information technology revolution became widely used in the world trade in general and Indian economy in particular. With advancements in technology, there is many changes has been occupied. In India, across more than 6,50,000 villages and approximately 40% living below poverty line. Literacy rate is 75.08% but rural literacy rate is 71 %. Whereas computer literacy rate is just 6.5% so that E-Commerce is facing many pros and cons. As India has been the heart of the e-commerce market in 2016 with the tremendous growth of 70%. The consumer base is expected to hit 100 million in 2017, and this ensures that any e-commerce venture would soon be the best business in India, as far as profits and growth are concerned. In the backdrop of all these scenarios the present paper makes an attempt to highlights the scope of E-Commerce in India, and to understand the favours of e-commerce in India. There are many reasons for which, E-commerce is playing a vital role in India at the same time there are some fraudulent activities in other views. So this papers tries to explain about the scope of E-Commerce in India.

Keywords: E-commerce, Scope of E-Commerce in India, ICT.

Introduction

Two thousand years ago, Roman roads brought trade and commerce to Europe in an unprecedented manner. A thousand years ago, the spice routes linked the cultures of East and West. At the dawn of the second millennium, the Internet, the world’s largest computer network, the network of networks, is making fundamental changes to the lives of everyone on the planet-changing forever the way business is conducted.

The availability of Internet has led to the development of E-Commerce (Electronic commerce), in which business transactions take place via telecommunication networks. E-Commerce has two major aspects: economical and technological. The stress of this course will show you how to get started in the complex and exciting world of Electronic Commerce. New standards and new facilities are constantly emerging and their proper understanding is essential for the success of an operation and especially for those who are assigned a duty to select, establish, and maintain the necessary infrastructure.

E - Commerce in India

The introduction of internet in India in 1995 marked the beginning of the first wave of E-Commerce in the country. Moreover, economic liberalization after the launch of reforms in 1991 attracted MNCs and brought about the growth of the IT industry. The implementation of liberalization policies led to the demise of the license regime, and high taxes and import restrictions, as well as facilitated the growth of SMEs. The IT industry and SMEs were the early adopters of internet.

India has an internet user’s base of about 475 million as of July 2018, about 40% of the population. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

Types of E - Commerce

• B2B (Business-to-Business): One company doing business with another company using internet-enabled devices, such as manufacturers are buying raw material from another raw material manufacturer, or a distributor is buying online from a manufacturer. Such B2B e-Commerce business is volumetric, and price varies based on the quantity of the order and is often negotiable.

• B2C (Business-to-Consumer): One company is selling goods or services online to the general public typically through an eCommerce website or mobile application, directly to consumers over the Internet.

1 Research Scholar, Commerce Department, Tumkur University, Tumkur.
2 Assistant Professor of Commerce, Sri. D. DevarajUrs Government First Grade College, Hunsur.
An example of B2C portals includes Flipkart, Myntra or Snapdeal. A B2C eCommerce transaction would be an individual buying a pair of shoes through Flipkart's website.

- **C2B (Consumer-to-Business):** A customer posts his requirement on a website online, and several companies review such requirements (RFQ) and quote on the project. The consumer reviews all bids and finalizes the deal with the enterprise going to complete the project. C2B business involves consumers seeking products or services from a business/company. For example, you can take ref. of indiamart.com.

- **C2C (Consumer-to-Consumer):** Many sites are offering free classifieds listing where individuals can buy and sell thanks to the site such as OLX or Quikr, where people can buy and sell stuff nearby. Such transactions called consumer to consumer eCommerce. Where users sell products to other prospective customers. An example would be someone selling something that he or she no longer needs, and he listed the same on OLX, and another person who needs the same thing contacts the seller and get the transaction done.

### Digitalization in India

Government of India is promoting the DIGITAL INDIA campaign so that people can transact and aware of E-Commerce. It is a programme to prepare country for a knowledge future.

**There is lot of benefits with these initiatives**

1. Every service would be just a touch away (by increase in usage of smart phones)
2. Banking facilities were made a lot easier, also available in remote areas of the country
3. Information is made open to all, access to various government services through a single online platform.
4. Corruption would be reduced by opting online mode for transactions
5. Online market available (government e-marketplace)
6. IT Infrastructure is also developed and many employment opportunities will be increased

### Why We Need E-Commerce Business

**E-commerce business** is a huge term which includes any type of business or fund transaction over the internet. Most of the people used to say e-commerce as the “online shopping” because it offers you to buy and sell anything over the World Wide Web. E-commerce business has four main categories business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), consumer-to-consumer (C2C). E-commerce business use numerous technologies such as online catalogues, Electronic data interchange, inventory management system, data collection system and much more. If you really want to spread your business over internet you just need a well-known e-commerce website designing company which offers you limitless reasons to start e-commerce business.

### Use of E-Commerce in Indian Market System

**Be your own boss:** E-commerce give you a chance to be your own boss, so you don't need to follow any orders. You can elaborate your business with your own decisions. There is always a chance that you do mistakes but you deal with them solely without being shouted by anyone.

**Easy to start:** To start an ecommerce business you just need a hosting solution, which gets you signed up within few moments. You can easily sell your products over internet after signing up with your hosting solutions.

**24 hours access:** E-commerce business is the only place which offers you to earn even when you sleep. It works 24 hours in a day without any barriers so when you sleep your business run and you earn.

**Globalization:** One of the principal reasons to do e-commerce business is that it works around the globe. By the way of ecommerce you are not restricted to sell your products or services within boundaries and offer you to earn more.

**Goodwill:** Ecommerce business done worldwide so it may help you to increase your company’s goodwill and also help you to earn more profits.

### Review of literature

Researcher argues about the quick usage of internet facilities in the business process. The internet user population was small during the 1980s, experiencing a slow but steady growth until 1994 due to an increasing number of text-based users (eg, those using email and file transfer functions). Then, with the introduction of the World Wide Web and subsequent multimedia content expansion, the number of net users exploded. In fact, the internet has grown much more quickly than any other medium in history (Strauss et al., 2007).

Awais Muhammad and Samin Tanzila (2012) indicate that use of internet has made the world a global village. The use of Internet has reduced the distances and brought the people together. A nation’s back bone is commerce and it will be strengthened if backed by electronic tools in which e-commerce plays a vital role. The important feature in e-commerce is privacy which not only increases competitive advantage but confidence level also.

There is an arguments about the different usage of online activities through the adoption of e-commerce has been
a rise in the number of companies’ taking up e-commerce in the recent past. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers, etc. (Mitra Abhijit, 2015).

Mitra (2017) suggests that E-Commerce has unleashed yet another revolution, which is changing the way businesses buy and sell products and services. New methodologies have evolved. The role of geographic distances in forming business relationships is reduced. E-Commerce is the future of shopping. With the deployment of 3G and 4G wireless communication technologies, the internet economy will continue to grow robustly.

Need for the study
E-Commerce is one of the fast moving processes in the field of business. While studying about the e-commerce, it is also important to focuses on the positive and negative impacts of e-commerce in Indian market. There is more advantages are identified about e-commerce, at the same time there are some disadvantages are also hidden in this e-commerce. As digitalization market, e-commerce contribution is more in the country for its economic developments. There are more fraudulent activities are also involved in this e-commerce. As a customer or user of e-commerce it is very important to focuses on all the aspects of its advantages and disadvantages.

Key factors for the growth of E-Commerce Business in India

- Reduction in the cost of broadband internet facilities to ensure more people come online.
- Encouraging more domain registrations and letting e-commerce websites maintain them at cheaper rates (at least till they make substantial profits).
- Encouraging innovative schemes such as the COD (Cash on Delivery) in a country where credit card use is not prominent shows how we have eased into this particular niche. A lot of the major e-commerce websites are based in India and the consistency, and reliability of these sites have shown the people how hassle-free, shopping and availing services are.
- Bringing internet facilities to the rural areas in India as it remains a largely untapped resource and the possibilities are endless for a major boom in the e-commerce industry, as India’s Internet penetration is 0.5% of the population. If these e-commerce businesses can reach to these regions, their net value can only increase from the current values.

- E-commerce can also spread to newer disciplines such as health services in these remote areas in India and help in offering health solutions to people who do not have the luxury of hospitals in their vicinity. This will certainly help once the rural areas are provided with internet facilities and will be a potential business prospect shortly.

Objectives of the study
1. To know about the effectiveness of E-Commerce in India
2. To study Scope of E-Commerce in India
3. To analyze the contribution of E-Commerce in Indian Market

Methodology
The study focuses only on the basis of secondary data. The researcher collected the information through the reports, internet and text book. Scope of E-Commerce is measured through the opinions of customers and service rendered which is announced in the various reports. The study focuses on the entire activities in the Indian money and capital system through the e-commerce activities.

Findings
India is the country which has all levels of income people. The mindset of the people varies from one to another. Their preferences are also depend on the un-equilibrium generation of income. Though the concept of barter system to e-commerce, there are lot of developments and innovations have done in the country. But the concept of E-commerce is like two face of a coin, which has both positive and negative circumstances. The use of e-commerce is depends on the income level of the people.

Comparing to the olden days, there is lot of improvements have inculcated in the Indian financial system. E-Commerce is also one the contribution from technical view point of Indian market.

Suggestions
1. Government of India must take care proper initiation of DIGITAL INDIA.
2. Promote and educate ICT
3. In India, the growth of E-commerce has been steady but slow. There is a clear lacuna in the required resources and infrastructure that has hampered progress.
4. E-commerce firms will have to work hard to gain consumers trust.
5. Consumers are not adequately protected against fraud, misleading claims or poor service, it must be improved.
6. Too many cases of late deliveries or damaged goods have made buyers suspicious. Logistics must improve.

7. Increased investment in security will bring more customers to this platform.

**Conclusion**

E-commerce is still one of the biggest business opportunity and any entrepreneur can take advantage if it's implemented in a right way, even if the stock market falls down, e-commerce business will survive on its own and continue receiving high transaction. E-commerce business in India has a tremendous scope and the future of e-commerce looks really lively. India will be one of biggest user hub for e-business marketing as well depending upon network technology that will create more reliable, secure and transparent method of business transaction. India currently has lower population penetration and our study shows that it has tremendous growth and therefore high potential for e-business network model to grow, although it will take time to come to its optimum level due to in education among a large segment of people who need to better trained with new technology for adoption. The progress has already begun among the mass youth generation with the use of cell phone technology and the use of ATM cards indicating that Indians are stepping to catch the technology with the world.

**References**

A STUDY ON “IMPACT OF CASHLESS ECONOMY ON STREET VENDORS

Rashmitha. H. N¹ Sowmya. D. N²

Abstract

On 8 November 2016, the government of India announced the demonetisation of all RS 500 & Rs 1000 bank notes of the Mahatma Gandhi series. This is the major reason behind India going cashless and digital India concept is also one of the reason for cashless economy.

Cashless economy increases the knowledge of each individual about the transparent transactions without banknotes. And it also helped individual analyse and use the technology often, and this cashless economy make sure the technology and its usage is known and available to all.

Key words: Economic development, transparency in transactions.

Introduction

Cashless Economy

A cashless society/economy describes an economic state whereby financial transactions are not conducted with money in the form of physical banknotes or coins, but rather through the transfer of digital information (usually an electronic representation of money) between the transacting parties. Cashless transactions have also become possible using digital currencies such as Bitcoin. A society where cash is replaced by its digital equivalent - in other words, legal tender (money) exists, is recorded, and is exchanged only in electronic digital form.

Moreover, various other studies have shown that people prefer to make payments in cash in malls even when they carry credit cards with them. But, the step taken on Nov 8, 2016 of demonetization has pushed digital and e-transaction to the forefront in India due to depletion in cash. Now, e-banking, e-wallets and other transaction apps are becoming more prevalent.

Practical Implementation For Moving On Path Of Going Cashless (In Context Of India)

For making India cashless, these are the various modes available in form of digital transactions which are being considerably implemented and which clearly indicate that cashless transactions are being actively used by people in India. These can be highlighted as under:

- Payment Banks: Payment bank is a new model of banks introduced by RBI. Payment can issue services like ATM Cards, mobile banking, net banking, and debit cards etc. PayTM (founded in 2010)

- Electronic Fund Transfer Systems: Two popular methods RTGS and NEFT are increasingly used by people at a large scale for making funds transfer from one bank to another leading to less time and economy in operations.

- Mobile Wallets: Option to open a zero KYC or a full KYC wallet along with your mobile number and the application to be downloaded to your smart phone.

- Internet Banking: For this type of digital service to take benefit of, the individual must hold a bank account and opt for the online service same.

- Banking Cards: Banking cards are available by the bank by providing the KYC (know your customer) information to the bank. Applying for a card and getting a pin for the same. Credit and Debit cards are plastic cards that are used as method of payment.

Cashless Modes

- Mobile wallet
- Plastic money
- Net banking

Pros of a Cashless Economy

- Positive Impact on Society: Impact of cashless economy on the society when it comes to crime rates. According to Union defence minister after demonetization the crime rates in Mumbai has dropped to half. Not just Mumbai but Delhi is seeing a substantial decline in crimes related to financial motive. Bank robbery, burglary, extortion etc are declining because of demonetization.
• **Attack on Parallel Economy:** This is one of the most important reasons why a cashless society is must. People who hoard money under their bed (also known as black money), people who launder money bypassing banking channels, terrorist who need money to finance their terror etc will run out of business now. Size of Parallel economy will reduce substantially.

• **Security** – **Cyber Attack, Fraud and Power Outages:** Cashless economy can be a nightmare when it comes to security. All your transactions will be done digitally. You will be prone to cyber attacks like hacking. Hackers can hack your sensitive information like password, credit card number etc and leave your account with no money. Even your personal computer is compromised. You can save yourself from fraud but it is very difficult to save from a cyber attack. Finally if there is a power outage especially in India which is very regular then entire system will be affected for long time.

• **Have to Trust Government or Third party:** As I said earlier there is no money in your hand. All the money is digital so either they are in control of banks or government or any other third party. You have to trust government or bank blindly because everything is under their possession. This is could be scary because if tomorrow something happens you will be left with no hard cash.

• **Financial Inclusion:** Digital economy will help to enhance our current banking system. There will be increased access to credit for people who did not fall in any banking network. Financial inclusion will automatically reduce poverty.

• **Increase the Tax Net:** All the transactions that are done can be monitored and traced back to a given individual. If officials from tax department smell something fishy then they can trace the money transaction back to the individual. Hence it will be really difficult for someone to evade tax. Increasing tax net is very important for any government.

• **Boost in Consumption:** There would be no incentive for people keeping money in the bank. So they would love to spend on things that they like. It will help to boost consumption that is really good for any economy. More jobs will be created and income level of people will rise.

• **Security and Convenience:** Last but not the least is security and convenience. You don’t have to carry a wallet with money in it. You just use your mobile phone or credit card for transaction. It is very hassle free and already going on in urban areas of the country.

**Cons of a Cashless Economy**

• **Security** – Cyber Attack, Fraud and Power Outages:- Cashless economy can be a nightmare when it comes to security. All your transactions will be done digitally. You will be prone to cyber attacks like hacking. Hackers can hack your sensitive information like password, credit card number etc and leave your account with no money. Even your personal computer is compromised. You can save yourself from fraud but it is very difficult to save from a cyber attack. Finally if there is a power outage especially in India which is very regular then entire system will be affected for long time.

• **Have to Trust Government or Third party:** As I said earlier there is no money in your hand. All the money is digital so either they are in control of banks or government or any other third party. You have to trust government or bank blindly because everything is under their possession. This is could be scary because if tomorrow something happens you will be left with no hard cash.

• **Reduced Liquidity means Bad for Certain Sectors:** There are certain sectors which depend upon high level of transaction. Sectors like Real Estate, jewellery, retail industry, restaurants and eating joints, cement and other SME will be affected badly because of cashless society. It means a lot people who are employed by these sectors are also going to be affected.

• **Really Bad for Poor:** Still people in India struggle to meet their basic needs like food, cloth and shelter. Over half of the population does not fall in any banking network. They still have to depend upon hard cash for meeting their basic needs. Recently over 80 people have died because of demonetization. You can imagine the impact if country decides to go completely cashless. Poor people have to suffer a lot because they will not be covered. On the other hand people living in urban areas will benefit because the cashless economy is for them. Government has to be inclusive and include all sections of society before they go for a cashless economy. Otherwise poor which is more than 50% of the country will reject cashless economy and government has to suffer set back in coming elections. So you can conclude by saying cashless economy is good if it is inclusive otherwise it is really bad.

**How Far are We From Becoming a Cashless Society?**

**A Ground Reality**

Before we dream of becoming a cashless economy we have to face many realities. Here are some of them.

1. **Half of the Population Does not Fall in Any Banking System:** As I said earlier 50% of Indians are not covered by any banking system so how you can think of cashless economy.

2. **Limit Internet Penetration:** In India there are over 350 million internet users. The internet penetration rate is just 27% which is very low compared to countries like Nigeria, Kenya, and Indonesia etc. It has to be at least 67% which is global median.

3. **Limited Smartphone Penetration:** Only 17% of Indians use smartphones which is very low if you want to become a cashless economy.

4. **Limited Smartphone with Broadband Subscription:** Only 15% of Indians have internet on their smartphone. So it will be only 154 million people with broadband on their smartphones.

5. **Internet Speed:** The internet loading speed is very slow. The average page load time in India is 5.5 seconds whereas in China is just 2.6 seconds.

6. **Limited PoSMachines:** PoS machines (Point of sales) are must for any cashless transactions.
However in India there are only 1.46 million PoS machines. It means only 856 machines per million people which is very low compared to China where it is 4000 machines per million people. After reading above 6 points you will conclude India lacks infrastructure for a cashless economy. So it is going to be long time when India thinks of becoming a cashless economy.

**Research Design**

**Title of The Study**

Impact of cashless transaction on street vendors

**Objectives of the Study**

- To study about the awareness about cashless transaction
- To find the % of usage of cashless transaction
- To study impact of cashless on street vendors

**Limitation of the Study**

- Study is only limited to street vendors
- Study is limited to academic purpose only.

**Methodology of the Study**

- Questionnaire

**Research Instruments**

Study on impact of cashless on street vendors requires two types of data i.e primary data and secondary data primary data has been used and well-structured questionnaire were prepared & survey was undertaken. There is also secondary data, collected from various websites.

Primary data: Field survey
Secondary data: websites,
Area of research: sunkadakatte street vendors, magadi road Bangalore

**Sampling Method**

Since the study is restricted to street vendors, so according to the convenience randomly street vendors available at area of research are picked so sampling method is used in this study is random convenient sampling.

**Data Analysis & Interpretation**

**Interpretation**

The 25 respondents are given their valuable time towards filling the questionnaire. The targeted respondents are street vendors of sunkadakatte area. The customers have given positive response towards the research work and majority of customers are appreciated our research work , which is very useful to street vendors and individual understanding about cashless transaction impact.

**Inference**

The vendors very good interactive towards filling the questionnaire.

**Table - 1 : Showing of gender of respondents.**

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>22</td>
</tr>
<tr>
<td>Female</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
</table>

**Interpretation**

We have interacted with vendors towards filling the questionnaire. out of 30 respondents 22 are male and 8 are female. More number of male are carrying out street vending when compared to female vendors.

**Graphical representation of gender of respondents**

**Graph - 1 : Gender of respondents**

**Inference**

Majority of the respondents or the vendors who responded towards our questions are male when compared to female vendors.

**Table - 2 : Showing education qualification of respondents**

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illiterate</td>
<td>16</td>
</tr>
<tr>
<td>7th std</td>
<td>10</td>
</tr>
<tr>
<td>10th std</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
</table>

**Interpretation**

We have interacted with vendors about their educational qualification. 16 members out of 30 are illiterate and 10 of them completed their 7th std and 4 of them have completed 10th std(SSLC).
Inference

Majority of the street vendors are illiterate and some of them have completed 7th std and very few have completed SSLC.

Table - 4 : Showing awareness of cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>15</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
</table>

Interpretation

50% of the respondents are not aware of cashless. And half of the respondents are aware of cashless transaction. This signifies that majority of the vendors are not aware of cashless transaction.

Table - 5 : Showing main reasons for not using cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No awareness</td>
<td>6</td>
</tr>
<tr>
<td>Lack of knowledge</td>
<td>6</td>
</tr>
<tr>
<td>Fear about online transaction</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Interpretation

Above table signifies the various reason for not using cashless transaction by street vendors majorly their is lack of awareness among about the cashless modes and transactions, and lack of knowledge and one of the main reason is fear about online transaction frauds and cyber attacks.
Graphical representation of reasons for not using cashless transaction

Inference
The above graph shows the reasons for not using or less usage of cashless transaction. Chart also signifies fear of online transaction is majorly the threat for the usage of cashless and also lack of knowledge and lack of awareness about the cashless.

Table - 6 : Showing period of using cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before demonetisation</td>
<td>4</td>
</tr>
<tr>
<td>After demonetisation</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Interpretation
Table shows that usage of cashless modes have gained a lot of importance after the demonetisation when compared to past years usage of cashless modes have gaining lot of importance in present scenario

Graphical representation of period of using cashless transaction

Inference
The above graph shows the drastic change in the usage of cashless modes after demonetisation. Demonetisation had its major impact on going cashless..

Table - 7 : Showing different modes of cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swipe machine</td>
<td>3</td>
</tr>
<tr>
<td>Paytm</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Interpretation
the respondents use different modes for cashless transactions like swipe machine payTm etc... and majorly paytm transaction is widely used by the respondents when compared to other modes of cashless transaction..

Graphical representation of different modes of cashless transaction

Inference
The above graph shows that the respondents use different modes for cashless transactions like swipe machine payTm etc... and majorly paytm transaction is widely used by the respondents when compared to other modes of cashless transaction

Table - 8 : Showing total % of cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-30</td>
<td>10</td>
</tr>
<tr>
<td>30-60</td>
<td>5</td>
</tr>
<tr>
<td>60-80</td>
<td>-</td>
</tr>
<tr>
<td>80-100</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>
Interpretation
The above table shows the percentage(%) of usage of cashless transaction modes. Though the vendors are aware and using the cashless modes at business transaction but the percentage(%) of usage of cashless modes is very low in over all business transaction.

Graphical representation of total % of cashless transaction

Graphical representation of reason for low % of usage of cashless transaction

Inference
Above graphical representation shows the percentage(%) of usage of cashless transaction modes. Though the vendors are aware and using the cashless modes at business transaction but the percentage(%) of usage of cashless modes is very low in over all business transaction.

Table - 9 : showing reason for low % of usage of cashless transaction

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customers prefer to pay in cash</td>
<td>10</td>
</tr>
<tr>
<td>Not every customer is aware of cashless transaction</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Interpretation
The above table signifies the reason for low percentage(%) of usage of cashless modes by the vendors. Their are majorly two of the reasons one of the reason is customers prefer to pay in cash as it is a small cash transaction, and another important reason is not every customer is aware of cashless transaction.

Table - 10 : Showing the impact of cashless on business of street vendors

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>13</td>
</tr>
<tr>
<td>Negative</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>15</td>
</tr>
</tbody>
</table>

Interpretation
The table shows the respondents response about the impact of cashless transaction on their business. Majority respondents says they have positive impact on their business after cashless transaction to, only few says their is negative impact because of their less knowledge about the transaction.
Inference

The above graph shows the respondents response about the impact of cashless transaction on their business. Majority respondents says they have positive impact on their business after cashless transaction to, only few says their is negative impact because of their less knowledge about the transaction.....

Table - 11 : Showing respondents preference on cash and cashless modes

<table>
<thead>
<tr>
<th>Particular</th>
<th>No of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cashless transaction</td>
<td>12</td>
</tr>
<tr>
<td>Cash transaction</td>
<td>18</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
</tr>
</tbody>
</table>

Interpretation

The table shows the respondents preference about cashless and cash transaction. Majority of the street vendors prefer to use cash transaction due to their less knowledge about the cashless transaction.

Graphical representation of respondents preferences on cash and cashless modes for transaction

Inference

The above graph shows respondents preference about cashless and cash transaction. Majority of the street vendors prefer to use cash transaction due to their less knowledge about the cashless transaction.

Summary, Findings, Recommendations And Conclusion
A STUDY ON CORPORATE SOCIAL RESPONSIBILITY ON DISASTER PERSPECTIVE

Bharath¹  Rohitthkumar V²  Rajesh V³

Abstract

Corporate social responsibility (CSR), also known as sustainable responsible business (SRB), or corporate social performance, is a form of corporate self-regulation integrated into a business model. Ideally, CSR policy would function as a built-in, self-regulating mechanism whereby business would monitor and ensure their adherence to law, ethical standards, and international norms. Business would embrace responsibility for the impact of their activities on the environment, consumers, employees, communities, stockholders and all other members of the public sphere. Corporate Social Responsibility is a very well known concept in the present day world. In fact, the corporate giants are very conversant with corporate social responsibility or corporate sustainability—in today’s parlance. The responsibility they have towards the society and the community as a whole cannot be denied. A tremendous surge and then a sustained consistency in the progress of the concept of CSR has been witnessed over a span of quite a number of years, elevating it to the highest pedestal of importance in all aspects of business and production, be it private or public. In the modern times the concept CSR incorporates and strives to explain and clarify numerous related and uncorrelated issues peculiarly, particularly or especially pertinent to social and environmental interests and welfare, keeping in full view the financial interests and benefits of the shareholders. Responsibility has more or less taken the shape of accountability and obligation. Business ethics has also been brought into the arena of corporate social responsibility. Infact an ethical business performance acts as a positive catalyst in hastening the process of corporate success via motivating the employees and the underlying system. Corporate Social Responsibility (CSR) is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources. However it is not charity but it is a core business strategy of an organization. It is not a common term, instead many Indian companies talked about responsible business or triple P (People, Planet and Profit). Some others of corporate citizenship or stewardship, responsible entrepreneurship and triple bottom line. Responsible competitiveness is nothing other than CSR. Companies spending on relief material for flood-ravaged Kerala will reportedly be allowed to log those contributions as part of their mandated two percent spending on corporate social responsibility (CSR) initiatives. Schedule 7, Section 135 of the Companies Act, 2013, which outlines CSR guidelines, does not list disaster relief. However, a top corporate affairs ministry official has told The Economic Times that companies can club relief material under heads such as medical aid, sanitation, and providing housing and shelter. Kerala, After The Flood: Companies making donations can log disaster relief as corporate social responsibility. Companies donating to the chief minister's relief fund are already covered under the CSR provision of the Companies Act, the newspaper added. The deluge that ravaged Kerala this month has shaved off at least 2.2 percent of state GDP, which will push up Kerala’s fiscal deficit to 5.4 percent this fiscal, said a report. According to an initial estimate by rating agency Acuit Ratings (earlier Smera Ratings), the flood has shaved off at least 2.2 percent or nearly Rs 10,800 crore of state GDP. Without central grants-in-aid, state fiscal deficit may exceed 5.4 percent this financial year compared to 3.2 percent in FY18.

Tourism and agro-based industries are expected to suffer severe losses given the damages to infrastructure and crops/plantations. Most of Kerala was marooned between 8 August and 20 August. Around 260 people have been killed and over 1.5 million have been driven out of their homes, the PTI reported. India has made CSR compulsory for a company if the net worth of the firm is Rs 500 crore or more; the annual turnover of the firm is Rs 1000 crore or more; or the annual net profit of the firm is Rs 5 crore.

Introduction

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to The Company Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger. The amendment notified in the Schedule VII of the Companies Act advocates that those companies with a net worth of US$73 million (Rs 4.96 billion) or more, or an annual turnover of US$146 million (Rs 9.92 billion) or more, or a net profit of US$732,654 (Rs 50 million) or more during a financial year, shall earmark 2 percent of average net profits of three years towards CSR.

Corporate Social Responsibility in India

Related Services

In the draft Companies Bill, 2009, the CSR clause was voluntary, though it was mandatory for companies to

¹. 1.
². Department of Commerce, Central College Campus, Bangalore University, Bangalore.
³. Department of Commerce, Central College Campus, Bangalore University, Bangalore.
disclose their CSR spending to shareholders. It is also mandatory that company boards should have at least one female member. CSR has been defined under the CSR rules, which includes but is not limited to: Projects related to activities specified in the Schedule; or Projects related to activities taken by the company board as recommended by the CSR Committee, provided those activities cover items listed in the Schedule.

In recent years, corporations have devoted substantial resources to disaster relief worldwide. For instance, Wal-Mart garnered favorable attention for its contributions in New Orleans and the Gulf Coast after Hurricane Katrina. According to company press releases, Wal-Mart recently gave hundreds of thousands of dollars for disaster relief in Brazil following a flood, and it has pledged millions in support of Japan in the wake of the tsunami. Large corporations have not only the economic resources, but also the logistical capacity and operational expertise to make a difference in the first terrible days after a disaster. However, commentators disagree about how best to harness corporate resources to support disaster relief efforts. This is not a new issue; the disaster law and policy discussion is only the latest iteration of a longstanding debate concerning the proper role of the corporation in society.6

Broadly speaking, there are two frameworks for assessing corporate social responsibility: a classical framework that treats non-shareholder interests as outside the corporation’s proper concern, and a progressive framework that encourages corporations to pursue a broader social agenda. According to the classical framework, corporations contribute to society by maximizing profits for their shareholders. On this view, giving managers discretion to use corporate resources for other purposes only exacerbates agency costs between the managers and the shareholders who entrust their capital to the corporation. By contrast, the progressive framework emphasizes that corporations owe their existence to the state and benefit from limited liability and other special protections and thus concludes that corporations have a special duty to serve a broader community of stakeholders. The corporate social responsibility debate has important implications for disaster law and policy.11 At bottom, the issue is whether corporations can advance socially desirable objectives consistent with their primary obligation to earn a profit for their shareholders.

Companies that are spending on relief material for floods-hit Kerala will be allowed to count this toward their mandatory 2% spending on corporate social responsibility (CSR) initiatives under the Companies Act, 2013. Disaster relief doesn’t come under Schedule 7, Section 135 of the Companies Act that outlines CSR guidelines and the areas where expenditure could be made. However, companies can club relief material under heads such as medical aid, sanitation and providing housing and shelter, a top corporate affairs ministry official said.

In the last few weeks, several corporate houses and industry chambers have made representations to the government, seeking to know if money spent on rebuilding basic services in Kerala would be treated as CSR. The government has told them that companies willing to provide or already providing medical aid can account those as expenses towards promoting health care, including preventive health care.

“Food supply can be covered under eradicating hunger, poverty and malnutrition and supply of clean water can be covered under sanitation and making available safe drinking water,” the official added. Companies directly donating to the chief minister’s relief fund are already getting covered under the CSR provision of the Companies Act. In India, around 14,000 companies are required to spend on various social projects under Section 135 of the Companies Act. As per law, a company must spend 2% of its profit on CSR from the current fiscal year if it has a turnover of Rs 1,000 crore or more, or net worth of Rs 500 crore or profit of Rs 5 crore and more. The ministry has provided a list of items under Schedule 7 that are covered under the law. The preliminary assessment of losses in Kerala was around Rs 20,000 crore, or almost equal to the state’s annual plan size for 2018-19. Heavy rains and unprecedented floods in the state this monsoon season have claimed more than 400 lives. Lakhs of people are still sheltered in relief centres.

Disaster relief can cover wide range of activities that can be appropriately shown under various items listed in Schedule VII. For example,

i) Medical aid can be covered under ‘promoting health care including preventive health care.’

ii) Food supply can be covered under eradicating hunger, poverty and malnutrition.

iii) Supply of clean water can be covered under ‘sanitation and making available safe drinking water’. (May refer to annexure to General Circular dated 18.06.2014)

Businesses that are spending on relief material for floods-hit Kerala will be allowed to count this toward their mandatory 2% spending on corporate social responsibility (CSR) initiatives under the Companies Act, 2013.

Disaster relief doesn’t come under Schedule 7, Section 135 of the Companies Act that outlines CSR guidelines.
and the areas where expenditure could be made. However, companies can club relief material under heads such as medical aid, sanitation and providing housing and shelter, a top corporate affairs ministry official said.

In the last few weeks, several corporate houses and industry chambers have made representations to the government, seeking to know if money spent on rebuilding basic services in Kerala would be treated as CSR. The government has told them that companies willing to provide or already providing medical aid can account those as expenses towards promoting health care, including preventive health care. “Food supply can be covered under eradicating hunger, poverty and malnutrition and supply of clean water can be covered under sanitation and making available safe drinking water,” the official added. Companies directly donating to the prime minister relief fund are already getting covered under the CSR provision of the Companies Act.

In India, around 14,000 companies are required to spend on various social projects under Section 135 of the Companies Act. As per law, a company must spend 2% of its profit on CSR from the current fiscal year if it has a turnover of Rs 1,000 crore or more, or net worth of Rs 500 crore or profit of Rs 5 crore and more. The ministry has provided a list of items under Schedule 7 that are covered under the law.

The preliminary assessment of losses in Kerala was around Rs 20,000 crore, or almost equal to the state’s annual plan size for 2018-19. Heavy rains and unprecedented floods in the state this monsoon season have claimed more than 400 lives. Lakhs of people are still sheltered in relief centres.

e global software major’s philanthropic arm, Infosys Foundation, has rushed relief material to Karnataka’s flood-hit Kodagu district and Kerala, said its Chairperson Sudha Murthy on Thursday. “We have sent four truckloads of survival kits including 40 items like clothes, rice, drinking water, and medicines to Kerala’s Wayanad and Ernakulam districts and regions near Thiruvananthapuram,” she told IANS here.

The survival kits sent to Kerala are worth over Rs 1 crore.

To help families returning to their homes devastated by floods in Kodagu district, about 270 km from here, the Foundation has sent 25,000 water bottles, steel utensils, mats, buckets and mugs for 250 families — together worth over Rs 25 lakh, the 68-year-old Sudha Murthy said. “We will also be dispatching notebooks and stationary to children in Kerala,” added Sudha Murthy, the wife of Infosys co-founder N.R. Narayana Murthy. Several netizens have shared videos on social media of her personally supervising the packing of relief material. During times of calamity, sending across relief material can help more than writing cheques, according to the philanthropist.

“It takes a lot of time and effort to put together the essential items that can help the affected get back to their homes,” she added. Torrential rains, which began on May 29, have wreaked havoc in Kerala and Karnataka’s Kodagu district, causing floods and landslides, forcing thousands to leave their homes and reside in temporary shelters.

—IANS

Review of literature:

According to Chapple and Moon (2005), the corporations' websites offer various advantages for a comparative study because “they offer a functionally uniform unit of analysis in that all represent an official presentation of companies’ policies and practices as opposed to representing the interpretation of these by, say, any one company official”. Results from this study will help to gain a better understanding of CSR practices and activities that are currently being addressed on energy companies’ websites. A secondary goal is to contribute to the research related to energy companies’ CSR communication.

Smith and Alexander (2013) also pointed out that the degree to which a person can easily navigate a company website can facilitate or impede the acquisition of information. The goal of this study is to investigate the website communication of leading companies in the energy industry in order to determine to what extent they are using websites to communicate with their stakeholders. The specific purpose of this study is to explore the leading energy companies’ practices in CSR focusing on the key approaches of CSR, and to investigate the relationship between the information on the websites that addresses stakeholder relations and the financial performance of top global energy companies.

Research issue :-

Objectivity of the study
• To study the concept of CSR
• To study the concept of humanitarian aid And disaster relief in CSR
• To know the CSR area of Selected companies where they perform CSR specially for disaster relief.

RESEARCH METHODOLOGY: Secondary data were the principal base of information for the study. Indian companies, publications, websites, periodicals, and newspapers are utilized as the secondary sources of
the study. A number of books and related articles from several journals are also utilized to improve the basic knowledge about the specific matter and numerous international determinations and creativities for increasing and executing CSR principles and guidelines were inspected.

**Type and design of study:-**

Through Garrett’s ranking techniques.

Study area/setting Studying through online portal and studying local areas present scenario (including India and some others countries data also from online portals like Tamil nadu etc., )

Study duration Dec – Jan 2018

**Data Collection and Analysis :**

**Application of Tools: Garrett’s Ranking Technique**

To find out the most significant factor which influences the respondents, Garrett’s ranking technique is used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been connected into the score value with the help of the following formula:

\[
\text{Percentage Position} = \left[ \frac{100(Rij-0.5)}{Nj} \right]
\]

Where,

\( Rij \) = Rank given for the “i th” variable by the” j th” respondents.

\( Nj \) = Number of variables ranked = 4

With the help of Garrett Table, the percentage position estimated is connected into scores. Then for each factor the score of each individual are added and then total value of score and mean values of score is calculated. The factors having the highest mean value is considered to be the most important factor.

**Table - 1**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Percentile Position</th>
<th>Garrett’s Table Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100(1–0.5)/5= 10</td>
<td>75</td>
</tr>
<tr>
<td>2</td>
<td>100(2–0.5)/5= 30</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>100(3–0.5)/5= 50</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>100(4–0.5)/5= 70</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>100(5-0.5)/5= 90</td>
<td>25</td>
</tr>
</tbody>
</table>

The percentile position of ranks 1, 2, 3, 4, 5 and their corresponding Garrett’s table value is shown in the above table, where the calculated percentage position is 10 for Rank 1

And the table value is 75. Likewise for all the calculated percentage position the table values are referred from Garrett’s Ranking Table (Table-2)

**Table - 2**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Factors</th>
<th>Assigned Ranks</th>
<th>Total Respondents</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Education</td>
<td>6 4 3 9 3</td>
<td>25</td>
<td>1275</td>
<td>51</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Health &amp; Environment</td>
<td>4 7 4 8 9</td>
<td>32</td>
<td>1465</td>
<td>45.78</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Disaster Relief</td>
<td>3 2 3 5 3</td>
<td>16</td>
<td>770</td>
<td>48.125</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Rural development</td>
<td>2 4 6 2</td>
<td>18</td>
<td>880</td>
<td>48.88</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Ethnicity</td>
<td>6 3 7 8 9</td>
<td>33</td>
<td>1525</td>
<td>46.21</td>
<td>4</td>
</tr>
</tbody>
</table>

• In the Above table total respondents are total number of companies contributing to various fields.

**Findings & Recommendations**

The disaster relief have involvement in CSR activities. And from those here have some findings:

• Participation of the companies in different areas of CSR activities is limited.
• The contribute mainly in education, health, and arts and culture.
• The environment and sports get little concern of CSR.
• All the organisations were not contributing towards disaster relief
• The status of invention function is also not favourable.
Recommendations

- The first preference is highly given to disaster relief since the countries human and infrastructure were mainly important.
- The highest emphasis should be given to the education sector. Because, it is the backbone of a nation.
- Special initiatives should be taken for women empowerment.
- Bangladesh is doing well in sports in recent times. It needs to boost more through CSR activities.
- Environment is a growing concern all over the world. So, it is needed to give special concern.
- Expansion of technology needed provides good concern.
- Invention function is also needed to provide favourable care.

Conclusion

India, as a democratic state, has lots of complications. The government frequently discovers themselves helpless while it approaches to the solution of these difficulties. As corporate possessors of this country are measured as a part of the wealthy unit of the society and they can donate more profoundly in the direction of the improvement of the society specially while natural disaster had occurred. CSR has become a standard of generally legitimate corporate effort and the acceptance of its gradual rises. By CSR events, business groups can do societal and charitable events for fostering justifiable and supportable social progress. After the study, it is crastally clear that companies are conscious about CSR activities and their donations are growing over the year. However, the involvement is not satisfactory for a country like India, where around a lot of CSR parts are essential to more charities from the business segments. Government and Indian MNC's should shape a more appropriate standard to increase the CSR support by contributing more and more. Though disaster relief funds are still lagging behind in CSR contribution, yet if all the disaster relief give appropriate consideration to this vital issue and add to CSR events, it will play a noteworthy role in moderating of social responsibilities.

Reference

- CSR Policy of Tata Steel India
- https://m.economictimes.com/topic/Prime-Minister's-Relief-Fund
- https://www.google.com/search?q = csr + disaster + relief + fund + of + companies & oq = csr + disaster + relief + fund + of + companies & aqs = chrome..69i5 7j33.24325j0j7 & client = ms - android - xiaomi & sourceid = chrome-mobile & ie = UTF-8
- http://indiacsr.in/providing-disaster-relief-is-a-csr-activity/
- https://www.google.com/search?q = revive+of+literature + in + csr + disaster + relief & oq = revive + of + literature + in + csr + disaster + relief & aqs = chrome .. 69i57.28316j1j7 & client = ms-android-xiaomi & sourceid = chrome-mobile & ie = UTF-8
A GAME OF SOCIAL MEDIA AS TO CHANGE IN COMMUNITY BUILDING AND DEVELOPMENT OF THE SOCIETY

Dr. Raghavendra B

Abstract

The use of social media and networking (SM&N) can conform to and even complement the principles of the Community Development Society. The use of these communication tools has the possibility to endorse the traditional tenets of the Society and manipulate the practitioners to act and interact in future situations. The SM&N, while having challenges, can if the many previously described obstacles and challenges are overcome, also provide a relatively simple, free, and ubiquitous method of communicating, sharing of information, and involvement of a diverse constituency in community development efforts, particularly with current threat to net neutrality looming. Last, the use of these tools has great potential to transform the community development discipline in ways that are likely unanticipated. That involved in community development would do well to become familiar with various opportunities, to address the challenges outlined above in a coordinated effort, and seek new and innovative ways to utilize and affect SM&N tools to transform the authority in the future. The network, yet sometimes find it difficult to name half a dozen people that they have actually met in their local neighborhoods. But gradually, social networks are beginning to have a bigger role in building community and catalyzing neighborhoods cooperation and social action. The recent post Swachh Barth Abiyan – Social Media (SM) campaign was one example of how SM can be used to inspire people to get involved in community life.

Keywords: Social Media Networking, Community Development Society, Community Building Society

Social Media technologies have grown as the most commonly used communication channel in the present days of society. This has new behaviors in SM, gathering in online communities, creating and transmitting information, conducting social activities on the Internet, and even organizing political activities. These many SM attributes have optimistically popularity and preference among users. Consumers are now regarded as dynamic co-producers of value, who transform business information into cultural stories that are significant to their community members. User-generated content (UGC) has reversed the function of traditional mass media, where companies used to push messages to the audience as an integral partner in the creation and distribution of content.

Moreover, SM has the potential to spread out information at viral velocity infecting people with a determined message. Various attributes have been highlighted for SM compared to the traditional use of media. SM has also served to broaden the reach of word of mouth (WOM) communication.

The use of social media and social networking has become a significant force in political organizing, social interaction, and economic development. Despite the increasing importance of social networks, community development needs to take place both online and offline. There is strong evidence to suggest that social networks can improve the socioeconomic well-being of communities. However, with the dramatic changes currently taking place regarding information technology, there is a need to continually reexamine and analyze the use of SM and social networking in the field of community development.

The companies want to be perceived as sustainable corporate citizens. They have incorporated several marketing strategies to support their commitment to the environment. They have joined initiatives such as global reporting or eco-labeling schemes that help to promote an environmentally aware culture. Also, legislations have exerted corporations to adopt environmental management systems. Corporate social responsibility (CSR) strategies have gained to map the social and environmental impact of companies. These companies are using SM to detail their CSR strategies on websites, and to share sustainability reports, social campaigns, and partnerships with NGOs. These social campaigns confirm engagement with the community, and the partnership’s activities with NGOs can sustain companies’ CSR challenges. Meanwhile, companies are increasingly using SM to engage with stakeholders. Information disclosure has become a requirement to support the legitimacy of companies’ behaviors. The green marketing strategies have emerged as part of the environmental disclosure from CSR initiatives. Therefore, companies have adopted social and ecological stream initiatives to be alleged as sustainable entities. However, SM brings to companies the possibility to incorporate bottom-up initiatives that can give the empowerment to citizens to make better decisions by providing adequate information.

1. Lecturer, Dept. of P.G. Studies in Commerce, Besant Women’s College, Kodialbail, Mangaluru.
Literature review

Social Media

Social Media technologies have conquered the prior communication channels and Companies engage SM with stakeholders. This provides the possibility to deliver up-to-date and real time information and advanced segmentation categories only information they are interested in it. The Traditional gatherings styles have made SM operates similarly in to social technologies: form groups, share information, communicate interesting content, and enjoy entertainment have given a boost for social technologies to get immersed in people everyday lives.

The time spent on SNS has increased to such an extent that it makes up the largest share of the time that users spend browsing through the Internet (Chui et al., 2012; Roncaglia, 2009). Present trends interested in visiting social networking or blog sites, and the time they spent on there is rising more than three times (3x) faster than the overall Internet enlargement (Roncaglia, 2009).

There are a great number of recent studies related to SM theories. However, in order to understand the literature, it is important to draw the thin line that divides SM from social networking sites (SNS), while these two concepts are often confused. SM is a strategy for spreading frequently used by entities or organizations to converse with stakeholders; whereas social networking sites (SNS) are a tool and a utility that can be used to support the SM strategy by connecting people (Boyd & Ellison, 2007). There are various definitions for SM; however, they tend to have similar components: Web 2.0 applications, user-generated content (UGC), and word of mouth (WOM) communication between users (Boyd and Ellison 2007; De Longueville 2010; Kaplan 2012). According to Boyd and Ellison (2007) SM is:

“set of online services that support the production of user-generated content, often based on templates, interaction between users and the compiling of a social network to support communication and which is tied to a node in the form of a profile or a document.”

There are some other definitions that describe SM as a way to approach public issues and get involved in civic activities that are immersed in the everyday life. Bakardjieva (2009) describes SM as a way of leading people to initiate a way of sub activism, where everyday actions can support political and ethical behaviors, stating:

“[it] is not about politics in the strict sense, but about personal empowerment seen as the power of the subject to be the person they want to be in accordance with his or her reflexively chosen moral and political standards.”

Social Media, Social Capital and Community

The Social connections and communication network society, initially considered the web to be a technology assisting the distanciation of closeness as geographic space and scale is disrupted by the immediacy of modern communications and our previous assumptions around space-time dissolved (Amin, 2000; Castells, 2000). The growth of SM over the last decade, through blogs and sites such as Facebook, YouTube and Twitter, to name but a few, is continuing this focus on the ability of ICTs to develop social capital. International campaigns on Twitter and other SNS bring the ability of modern ICTs to develop transnational networks around specific issues into the public domain. Well connected, often young people, engaged in social movements are creating new communities around issues on Facebook and other SNS (Yerbury, 2012).

This means that the public domain is changing, with new ways for people to share information and make it public; engaging with a selected or broader audience altering the visibility of social interactions and the level of moderate, widespread publicness is unprecedented. There are new layers of publicness accessible to those with networked media than ever before and people’s relationship to public social life is changing in customs we have barely begun to understand. ( Baym and boyd 2012 , p. 4)

This unparalleled publicness provides opportunities for an extensive range of commitment at different levels sharing of a photo’s or stories on Instagram or Facebook empowered hyperlocal news and campaigning developed through a Facebook page developing community leadership. It was from this excitement in fostering new forms of social engagement through ICTs and SNS that this project emerged.

Research Problem:

The research focuses on a following question:

RQ1: How do companies use social media as to change in Community Building and Development of the Society?

Objectives of The Study:

To bridge the gap in information about various contemporary tools related to social media and social networking, these are the objectives in this research study:

1. Provide a definition and background of various social media and net-working options,
   a. Identify the social media channels that are most used by companies;
   b. Describe, compare, and contrast the social media use of these companies;
c. Define the existing trends related to corporate social media strategies; an
2. Discuss the relationship of SM&N to the Community Development Society’s Principles of Good Practice, and,
3. Present a discussion of current challenges, opportunities, and potential future directions related to the use of SM&N in community development.
4. Utilize the knowledge acquired through the research to draw conclusions onto the use of social media to promote sustainability strategies.

Social Media and Community Development
Social media involves the use of various technological tools and methods for sharing and discussing information. SM is a way to transmit or distribute information to a broad audience where users have an opportunity to create and distribute content. By comparison, social networking is the use of these tools specifically to connect and interact with others. Social networking is the act of engagement where groups of people with common interests are associated and build relationships through a shared community of interest. In contrast to passive viewing of web content, a Web 2.0 site allows users to create content, interact, and collaborate in a user generated virtual-type community. Users actively participate and network with a potential to pool the collective intelligence of the users and create opportunities for free and unrestricted input for better decisions. In this sense, the whole is greater than its virtual and often widely disseminated parts.

The emergence of Web 2.0 has transformed not only the quality and content of SM, it has allowed for greater connectivity and interaction for social networking. The quality and quantity of SM and SNS are becoming countless, but below is an attempt to outline and describe some examples of these tools for communication.

SNS allow users to share ideas and user-generated content (including images and video) while building connections and associations, both personal and professional. There are three fundamental uses for social networking: (1) As a means of personal communication, (2) To link groups, and (3) To promote an idea.

There are myriad examples but some of the more popular SNS include Facebook (facebook.com), Myspace (myspace.com), Ning (ning.com), and LinkedIn (linkedin.com) and applications available to community developers including video conferencing applications such as Skype (skype.com), video and image sharing sites including YouTube (youtube.com) and Flickr (flickr.com), virtual world applications including Second Life (secondlife.com) and on-line mapping resources such as Google Earth (earth.google.com) and Google Maps (maps.google.com).

Principles of Good Practice
The use of SM and networking is significant as a community development tool in terms of building relationships, improving communications, documenting development efforts, sharing information in real-time, and informing and reaching a wider audience than was possible at any time in history. Thus, the use of various SM&N opportunities applies directly to the Principles of Good Practice of the Community Development Society.

1. The ubiquitous access to SM can promote active, representative and diverse participation in community decision-making like active participation through web conferencing or other real-time information-sharing methods allows for interactive and hyper-responsive communication.
2. Data Mining made easier to learn and access to more information for better understandings at their finger-tips by the community developers.
3. It can enhance the leadership capacity or to influence direct participation of community members, leaders, and groups within the community through networking and power sharing by promote online voting or by views.
4. The strategies toward long-term sustainability, responsibility widely shared and wellbeing in the community.
5. Furthermore, the traditional tenets of good governance and democracy by community development principles of good practice, allowing broad participation, promoting effectiveness and efficiency in processes and outcomes, promoting accountability and transparency, and allowing for fairness and equity.

The Future of Social Media for Community Developers
To say that social networking holds tremendous potential in the field of community development is an understatement. The use of SM and networking can literally transform the field in ways not well understood or even conceived.

Challenges for Community Developers
There are many challenges and limitations in the field of community development.

1. The cost of some technologies, particularly devices and software's used for it.
2. The skills required to be social network-savvy can be overwhelming to community developers and
willing to engage in virtual communications and relationships as part of their community and civic life.

3. Third, there exists a considerable digital divide between the “haves” and “have-nots”. As a consequence, social networking tools may be a more accessible or a more appropriate application toward addressing many of these fundamental issues and ultimately an inability to address many of the complicated and often value-based community development issues.

4. In last, “Data Mining”, with the availability of seemingly immeasurable amounts of information accessible through social networking, the irony is that we have become lost in a sea of data.

Social Media Triggering Sustainability

Social media has made it easier for stakeholders to observe companies’ behaviors. It is a powerful tool for stakeholders to analyze if companies are indeed committing to their statements or are incurring into green washing practices (defined as the “discrepancy between the green talk and the green walk”) and campaigns by striving to push to reform advertising standards and corporate codes of conduct.

SM has supported green marketing strategies to widespread companies’ attitudes and behaviors towards social and environmental concerns. It has helped companies to share their current practices in the various platforms, and to verify their real behaviors. The transparent management operations that have lead into higher information disclosure that benefits companies giving legitimacy and its stakeholders by raising their trust upon companies. Companies’ goals have included promoting sustainability among its stakeholders, and influence people’s behaviors to reduce their environmental impacts.

Sustainability strategies of companies encompass traditional top-down and bottom-up initiatives. The latter are related to the individual level of making choices aim to reduce environmental impact by, for instance, promoting local and organic products, avoid the use of car or carpool, use public transportation, segregate and recycle trash, purchase products with eco-labels, and buy goods in second hand shops are individual decisions that reduce the carbon footprint of people.

Sustainability initiatives are pushing forward to an environmentally aware culture, where society is working towards minimization of harmful environmental impacts to support that consumer behavior could be seen as a political tool to influence policy and decision making processes.

Conclusion and Discussion:

That SNS social media do not offer immediate opportunities for community development in deprived communities. While the technologies can clearly make banal engagement easier and cheaper, particularly with the widespread availability of such technology even in deprived neighborhoods, achieving greater activist engagement is more difficult. Then behaviour online means that the effective use of these technologies for activism is likely to be easier and more productive for more affluent communities who are already engaged in activities and the development of further engagement activities and activism by a wider community of residents.

REFERENCES


• Bryant, A. 2006. Wiki and the Agora: ‘It’s organizing Jim, but not as we know it’. Development in Practice. 16 (6):559-569.


https://lup.lub.lu.se/luur/download?func=download_file&recordOId=4196244&fileOId=4
ORGANIZATIONAL COMMITMENT AND EMPLOYEE PERFORMANCE EVALUATION BASED ON EMPLOYEE JOB ROTATION PROCESS ‘A SPECIAL REFERENCE TO SOFTWARE COMPANY BANGALORE’

Dr. Raghavendra B¹

Abstract

This paper sheds the results of research on organizational commitment provided to employee to develop their career and knowledge towards development as well as performance of employee. Its majorly shades the role organisation objective and its nature. Especially city like Bangalore called as software hub finding the major data to evaluate the analysis. This paper also shades the response of each individual role in the organization helps broaden their skill sets, especially for entry-level employees. It also gives the organization more flexibility with well-rounded employees who can fill different roles as demand arises. Also there is value in doing rotation later on, when workers move into senior roles in IT. It helps with breaking out of the silos of IT operations.

Key Words: Organizational Commitment, Employee Performance and Job Rotation.

A job rotation program moves employees through a variety of positions within or among departments, enabling them to gain exposure to different parts of the business while growing and expanding their skill sets. While job rotations can offer a multitude of advantages for employee and employer alike, there are certain areas in your organization that will reap greater rewards than others to Understanding the value of organization that identify the objective of company and value of work environment. Today the major challenge faced by organizations is maintaining employee commitment in the work business environment. Collected data was analyzed using qualitative coding techniques and the results were checked and validated with participants through member checking. Our findings suggest that it is necessary to find balance between the positive effects on work variety and learning opportunities, and negative effects on cognitive workload and performance According to Katz (1964), the behaviors of employees which are essential for organizational effectiveness include (1) a job in the organization and their survival in it, (2) the implementation of specific requirements, and (3) participation in innovative and spontaneous activities beyond their core roles. Setting diligent workers for non-managerial workplace is important, but more relevant is the organizational ability to create dedicated workforce. Therefore there is a need for managers to understand the concept of commitment - what it is, how it works, and what is most important, which behaviours imply a commitment of worker to some organization. The importance of employee commitment is evident in studying the link between commitment and job satisfaction (Bateman & Organ, 1983), satisfying justice in the workplace (Moorman, Niehoff, Organ, 1992), trust in the leader and loyalty to him (Deluga, 1994), and understanding that the supervisor is righteous (Niehoff, Moorman, 1993).

Job rotation is the proto based inter changes of workers between one job to other jobs, requiring workers to rotate between different workstations or jobs at certain time intervals. Job rotation increases the variety of tasks required as the worker takes on more duties, enlarging the physical demands and adding deviation in nature to the job. The objective is to provide a consistent and systematic method of developing formal job rotations that are based on the requirements of the jobs being rotated. It’s important to remember that job rotation doesn’t eliminate ergonomic risk factors. While job rotation is an effective control measure for jobs that have been identified as “problem” or “high-risk” jobs, it is not desirable that ergonomic risk factors are “hidden” by administrative controls. Obviously, ergonomic problems should be addressed and fixed whenever possible. With the above “caution” being stated, it’s equally important to recognize the many great benefits to implementing job rotation in the workplace. Organization that uses job rotation as an organizational practice. We interviewed senior managers, project managers, and software engineers that had experienced this practice. Altogether, 48 participants were involved in all phases of this research. Collected data was analyzed using qualitative coding techniques and the results were checked and validated with participants through member checking. Our findings suggest that it is necessary to find balance between the positive effects on work variety and

¹. Research scholar –Tumkur university
learning opportunities, and negative effects on cognitive workload and performance. Further, the lack of feedback resulting from constant movement among projects and teams may have a negative impact on performance feedback. We conclude that job rotation is an important organizational practice with important positive results. However, managers must be aware of potential negative effects and deploy tactics to balance them. We discuss such tactics in this article.

**Theoretical Bases - Defining Commitment**

According to Meyer, Allen (1991), organizational commitment is reflected in at least three general topics: active association with the organization, the predictable costs of leaving the organization and the obligation to remain in the organization. These three approaches are called affective, continual and normative commitment. Common to these three approaches is the attitude that the commitment is a psychological state characterized by the relationship of employees to the organization and implies a decision to continue the work in it. These psychological states also have different implications for the behavior related to the workplace.

**Affective commitment** refers to the employee’s emotional attachment to the organization, its identification with the organization and involvement in its operation, namely, the agreement of objectives of the organization and of the individual. This is good. Employees who are very affectively dedicated to organization remain in it because they want to. According to Mowday (1982), the causes of affective commitment narrow down to four categories: (1) personal characteristics, (2) structural characteristics (organizational), (3) the characteristics related to the type of work being performed, and (4) work experience. Although several researches were conducted for the purpose of integration of demographic characteristics (age, social status, gender and education level) to connect to the commitment, the resulting degree of correlation is not consistent. There are too many variables, such as job status, remuneration and working values that further affect the degree of this dependency. Few studies deal with the relationship between organizational characteristics and commitment. However, the results indicate the connection between affective commitment and the decentralization of decision-making and formalization of policies and procedures of the organization. In addition, a significant number of studies were conducted dealing with the relationship between the variables of work experience of employees and their affective commitment. Variables of work experience that are correlated with affective commitment include equality in the distribution of rewards, clarity of roles and freedom from conflict, caution of supervisors, justice of rewarding versus performance and challenges of the work itself, the opportunity for advancement and participation in decision-making.

**Continual commitment** refers to the awareness of the costs associated with leaving the organization. The potential costs of leaving the organization involve the threat of wasting time and effort spent on the acquisition of non-communicable skills, loss of attractive benefits, waiver of privilege that brings long years of service, and the collapse of family and personal partnerships. In addition to costs related to leaving the organization, continual commitment will also develop in the absence of alternative employment opportunities. Employees staying in the organization because of the continual commitment remain in them because they have to.

Employees with high levels of **normative commitment** feel that they are obliged to remain in the organization. Wiener (1982) points out that this sense of obligation to remain in the organization can be realized from the internalization of normative pressures on the individual primarily to approach the organization itself (family or cultural reasons) or from the organizational orientation when influential individuals in the employee environment can exercise strong pressure on the employee to feel a moral responsibility towards the organization. However, normative commitment can also develop when the organization allowsemployees to be awarded in advance (for example, that they are paid tuition fees for faculty) or compensates significant costs for the provision of employment (e.g. compensation for “hunting employees” or the costs associated with training for the job). Identifying these investments causes employees to feel obliged to commit to the organization until payment of the debt.

**Commitment and Behavior at Work**

High levels of **employee satisfaction** in an organization are related to work commitment and engagement in their organization. This results in superior business performance, which in turn results in increased profitability, productivity, employee retention and overall improvement in the work atmosphere. That’s the level of commitment any organization would expect from their employee’s right? But most great things in this world is achieved by perseverance, hard work, and dedication. All these qualities don’t just show up in a day. A person develops these qualities over the years. Same goes for organizations, if an organization expect their employees to perform exceptionally well then they will have to provide a work environment that will help increase commitment to work.
High levels of employee satisfaction in an organization are related to work commitment and engagement in their organization. This results in superior business performance, which in turn results in increased profitability, productivity, employee retention and overall improvement in the work atmosphere. That's the level of commitment any organization would expect from their employees right? But most great things in this world is achieved by perseverance, hard work, and dedication. All these qualities don't just show up in a day. A person develops these qualities over the years.

The meaning of commitment of employees can best be explained using the theory of social exchange. The theory of social exchange is based on an economic model of human behavior, where the interaction processes between individuals are motivated by the desire to increase the rewards and reduce losses. The basic premise of the theory of social exchange is that the relationships that provide more reward than costs contribute to permanent mutual trust and attachment. Furthermore, these social transactions include both material benefits and psychological rewards, including status, loyalty and approval. For example, the workplace supervisor enables the employee’s cash rewards, while in return the employee contributes by the personal commitment and expertise. Most often studied behavior that is correlated with the commitment is money turnover in an organization. However, that focus on the turnover can be short-sighted.

Organizational performance depends more than just on simple maintenance of a stable workforce; employees have to perform assigned duties by relying on each other and must be willing to engage in activities that go beyond the role requires. Therefore, it seems reasonable to presume that the willingness of employees to contribute to the organizational performance will be influenced by the nature of the commitment they feel. Employees who wish to belong to the organization (affective commitment), as opposed to those who feel they need to belong (continuous commitment), or those who feel obliged to belong (normative commitment) are willing to make efforts for the benefit of their organization. Interestingly, of the studies registering correlations between commitment and performance, most of them used measures of affective commitment. It is possible that the obligation to remain in the organization carries with itself the obligation to contribute to it and, in that case the normative commitment is positively correlated with the efforts and performance. Continual commitment is perhaps the least likely option for a positive correlation with the performance. Employees whose term of office in the organization is based primarily on the needs may have little reason to do more than is necessary in order to maintain their existence in the organization. Organizations need employees who are willing to perform tasks that go beyond their standard duties and expectations of them, and to engage in additional activities at work. For this reason, the research will continue to examine the connection between these three components of commitment and multidimensional measurability of behavior at work. Meyer and Allen discovered that the measurability of conduct at work is positively correlated with measures of affective and normative commitment, but not with the continual commitment. With this effective roll the make us to understand how organization will be developed on basis of work Job rotation.

**Empirical Research**

The problem of this study is assessing the level of organizational commitment of employees in work rotations in organization. This main result to identify job rotation in higher level on basis of work experience.

**Hypotheses**

H1: Years of service are not a significant source of differences in the bases of Work Commitment.

H2: identifying worker potential in job rotation of organization not a significant source of differences in the bases of Commitment.

**Methodology**

The sample of variables, The independent variables of this research years of work experience, the number of organizations in which the employee worked, as well as the assessment of the degree of utilization of the labor work rotation culture adopted respondents in software sector in 20 organization in Bengaluru.

**The sample of respondents**

The sample of respondents consists of 150 employees in the territory different software company in Bangalore urban. Organizations in which the questionnaire is distributed were chosen by random, and the sample. This indicates that the sample has the characteristics of both occasional and random, it is representative to topic based standard question followed and the obtained data are relevant. The structure of the sample of respondents according to the independent variables is shown in Table 1.
Research methods and instruments for data collection
The study was conducted on the month of Feb-2019 in different software sectors. Employees were examined at their workplaces. Following short instructions for filling out the questionnaire, noting that the examination is anonymous, the respondents filled the questionnaire. The filling out of questionnaire lasted on average 15 minutes. These questionnaires were taken into consideration for processing the data.

The results display with discussion
By determining the level of organizational commitment, these results support the first special hypothesis, which states: the most common is the continual basis of commitment; and refute the second special hypothesis, which states: the least represented is the affective basis of commitment.

In order to investigate the influence of certain characteristics of the subjects on individual bases of organizational commitment data were analyzed using the chi-square test. The results show that among respondents of different gender there is no statistically significant difference on every individual basis of organizational commitment. Therewith the third special hypothesis is accepted.

The data presented in the table below show a statistically significant effect of educational attainment level on the level of continual commitment, whereby the connection is inversely proportional: at respondents with a lower level of education more often present is high continual commitment, as well as among the respondents with higher education levels of educational attainment more often present is low continual commitment to the organization (Pearson Chi-square = 6.14, df = 2, p = .05). (Table - 2)

### Table-2 : Continual basis of commitment and level of education

<table>
<thead>
<tr>
<th>Years of working experience</th>
<th>Continual commitment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Average</td>
</tr>
<tr>
<td>Secondary school</td>
<td>19</td>
<td>33</td>
</tr>
<tr>
<td>High school and higher</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
<td>57</td>
</tr>
</tbody>
</table>

Pearson Chi-square = 6.14; df = 2; p = .05

### Table-3 : Affective basis of commitment and assessment of the degree of use of job rotation

<table>
<thead>
<tr>
<th>To what extent is your work potential used job rotation</th>
<th>Continual commitment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Average</td>
</tr>
<tr>
<td>Completely</td>
<td>12</td>
<td>27</td>
</tr>
<tr>
<td>Partly</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Extremely poor</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>52</td>
<td>59</td>
</tr>
</tbody>
</table>

Pearson Chi-square = 21.73; df = 4; p = .00
Given the theoretical determination of the affective basis of organizational commitment the result obtained was expected. It was confirmed that the agreement of individual and organizational goals, results in a higher degree of engagement of the workers.

Conclusion
As per the respondents, it not shows a statistically significant association with any basis of organizational commitment. Years of working experience and level of education were significantly associated with continual and normative bases of organizational commitment, while working in one or more organizations and job rotation have interrelationship that may given positive relationship to helps to organization development as well employee growth. The affective basis of commitment showed a statistically significant relationship with only one observed characteristic is higher degree of engagement of the workers with job rotation.

References
7. Thursday, May 10, pp. 4, Feel Good.
13. Edwards, C., “What Factors Affect Employee Job Satisfaction?” wiseGEEK Article,
14. Conjecture Corporation, USA.
A STUDY ON INVESTMENT PREFERENCES AND BEHAVIOUR OF INDIVIDUAL INVESTORS WITH SPECIAL REFERENCE TO MYSORE CITY

Jayarama

Abstract

This paper focuses on identifying the behaviour of individuals in selecting the various investment options available in the market. The main factors which an individual takes into consideration before making an investment are safety of their amount, liquidity, stability in income, and appreciation of their hard earned money, low risk in the investment. There are various options for investors which are available in the market i.e savings, fixed deposits, real estate, life insurance, gold/ silver, recurring deposits, mutual funds etc. Each and every investor would like to invest their hard earned money into above mentioned investment options which also depends upon risk taking attitude. However, principle rule of thumb says high risk leads to high profits, and investors cannot avoid risk but can only minimize risk by investing their money into safety investments

Key words: Investment behaviours, Investors preferences, Investments options.

Introduction

Developing country like India, needs a savings to flow into economy through the investments options for its development. Traditional investments options for investors were SB A/c, recurring deposits, real estate, insurance etc. However, after the introduction of LPG in 1991, the financial market offers wide variety of financial products like shares, debentures, mutual funds, gold, silver, pension funds etc. The major factors which investors take into consideration is the safety of his principle mount, liquidity and stability of income. Today as there are various investment options/ opportunities available in market, a thorough study of market and accordingly to his needs, he shall decide in which investment avenue has to be chosen. All the investor who wish to invest their money will be based on their risk to invest their money will be based on their risk taking attitude and their capacity to handle the market.

Review of literature:

Manish Mittal and Vyas: Investors have certain cognitive and emotional weakness which comes in the way of their investments decisions. Over the past few years, behaviour finance researchers have significantly shown that investors do not act rationally. They have behavioural biases that leads to systematic errors in the way they process information for investment decisions. Many researchers have tried to classify the investors on the basis of their relative risk taking capacity and type of investment they make. Empirical evidence also suggests that factors such as age, income, education and marital status affects an individual’s investments decisions

Jayabal G (2009) observe that the funds invested in small savings scheme yield good results, not only to individual investors but also to the nations

Parimalakanthi.K and Dr M Ashok kumar (2015) in their study have found that investor prefer to invest in bank to enjoying the maximum safety. Though various authors have made several studies in the above areas, considering all the observed parameters.

Alagu Pandian V and G Thangadurai (2013) in their study have found that most of investors prefer bank deposits followed by investments in gold

Objectives of Study

1) To know the factors which influences investors behaviours
2) To find out how investors awareness level affect the investment behaviour
3) To study the investment preferences among people in Mysore City.

Statement of problem:

Liquidity and safety of investment are the major criteria for making investment decisions. As every individual are different, each individual’s preferences, attitudes, risk bearing capacity differ from person to person. This paper focuses on finding the factors which influences the investors to make investment and behaviours of investors in Mysore city.

Scope of the Study:

The present study covers investment preferences and behaviours of individual’s investors only in Mysore city.

1. Principal Seshadripuram Academy of Business Studies, Kengeri.
Research Methodology:

Sources of Data Collection
1) Primary data have been collected through structured questionnaire.
2) Secondary data have been collected through various books and online sources

Sampling Design:
By adopting Convenient sampling 100 customers have been selected

Limitations:
The present study covers the people in Mysore city only

**Table-1 : Demographic Profile**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Reply</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>55</td>
<td>55%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>45</td>
<td>45%</td>
</tr>
<tr>
<td>Education</td>
<td>Upto Schooling</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Under Graduation</td>
<td>29</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>Post Graduation</td>
<td>52</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Age</td>
<td>18-25</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>37</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>46-55</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td></td>
<td>55&amp;above</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Occupation</td>
<td>Agriculture</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td></td>
<td>Professional</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>Government Employee</td>
<td>22</td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>Private Employee</td>
<td>47</td>
<td>47%</td>
</tr>
</tbody>
</table>

From the above table it is inferred that
1) Majority of Respondents are Male.
2) Majority of Investors have Post Graduation.
3) The Age of Most of Investors ranges between 26-35 years.
4) Majority of Investors are owing their business

**Table 2:** Showing since from how many year investors are investing

<table>
<thead>
<tr>
<th>Year</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Since 1 Year</td>
<td>9</td>
<td>9%</td>
</tr>
<tr>
<td>1-3 Year</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>3-5 Year</td>
<td>24</td>
<td>24%</td>
</tr>
<tr>
<td>More than 5 Years</td>
<td>47</td>
<td>47%</td>
</tr>
</tbody>
</table>

**Analysis:**
From the above table it is clear that 47 respondents are investing for more than 5 years and 27 respondents have started to invest from past 3 years and 20 respondents are investing from past 2 years etc. Above table makes an attempt to check since from how long the investors are investing

**Graph 1:** Showing since from how many year investors are investing


**Inference:** From the above Table and Graph, we can concluded that majority of the investors are making investments in market from more than 5 years and some portion of investor are involved in investing from at least 3 years etc.

**Table 4: Showing the inducements of ads in print media as a factor influencing investors to make investment**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>67</td>
<td>67%</td>
</tr>
<tr>
<td>Agree</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Analysis:** From the table it is clear that majority of respondents(67) have strongly agreed that ads in print media is the source of information which they see and make investments and 28 respondents have agreed to above statement and remaining 3 respondents are neutral

**Graph 4:** Showing the inducements of Ads in print media as a factor influencing investors to make investment

**Interpretation:** From the Table and Graph, we can conclude that almost majority of investor (67%) strongly rely upon the ads in print media for making their investments. So Ads in Print Media act as an inducing factor for an investor to Invest.

**Table 5: Showing the source of information from Internet/Company Website influencing investor to make investments**

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>59</td>
<td>59%</td>
</tr>
<tr>
<td>Agree</td>
<td>37</td>
<td>37%</td>
</tr>
<tr>
<td>Neutral</td>
<td>4</td>
<td>4%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
Analysis: From the table it is clear that majority of respondents (59) have strongly Agreed that Information available in Internet/Company Website is the source of information which they see to make investments and 37 respondents have agreed to above statement and remaining 3 respondents are neutral.

Graph - 5: Showing the source of information from Internet/Company Website influencing investor to make investments

Interpretations
From the Table and Graph, we can conclude that almost majority of investor (59%) strongly rely upon the Information available from Internet/ Company Website for making their investments. So Sources of information available through company website and from internet act as an inducing factor for an investor to Invest.

Table 6: Showing the source of information from Brokers and Agents are the factors influencing investor to make investments

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>33</td>
<td>33%</td>
</tr>
<tr>
<td>Agree</td>
<td>21</td>
<td>21%</td>
</tr>
<tr>
<td>Neutral</td>
<td>46</td>
<td>46%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Analysis: From the table it is clear that majority of respondents (46) are Neutral that Information from Brokers and Agents might be confusing or deceptive which may lead investors to go for wrong investment options etc and remaining 33 respondents have agreed that information from brokers and agents are the source of information which they like to use for making investment (Graph-6)

Interpretations
From the table and graph we can conclude that investor are confused especially when getting information from brokers and Agents because some broker or agents will give false information to just make their own profits etc.

Table - 7: Showing the source of information from friends and relatives are the factors influencing investor to make investments

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>50</td>
<td>50%</td>
</tr>
<tr>
<td>Agree</td>
<td>27</td>
<td>27%</td>
</tr>
<tr>
<td>Neutral</td>
<td>23</td>
<td>23%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Graph-6 : Showing the source of information from Brokers and Agents are the factors influencing investor to make investments
Analysis: From the table it is clear that majority of respondents (50) have strongly agreed that information available from friends and relatives is the source of information which they see to make investments and 27 respondents have agreed to above statement and remaining 23 respondents are neutral.

Graph 7: Showing the source of information from friends and relatives are the factors influencing investor to make investments

Interpretations: From the above table and Graph we can conclude that 50% of respondents strongly agree they rely upon their friends and relatives for making an investments and remaining 27% of investor also agree to this statement. So investors mainly make decision of investment on basis of information given by their friends and Relatives.

Table - 8: Showing the whether tax saving is the factors influencing investors to make investment

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>73</td>
<td>73%</td>
</tr>
<tr>
<td>Agree</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>Neutral</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Analysis: From the table it is clear that majority of respondents (73) have strongly agreed that in order to get certain exemption from income tax is one of the factor induces them to make investments. Remaining 25 respondents have just agreed to the above said fact. (Graph-8)

Interpretations
From the Above Table and Graph, we can conclude that majority of investors say 73% of investor say that they tend to make investments just because in order to get exemptions from tax payment under various provisions.

Table - 9: Showing the whether to diversify risk/reduce risk is the factors influencing investors to make investment

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>73</td>
<td>73%</td>
</tr>
<tr>
<td>Agree</td>
<td>24</td>
<td>24%</td>
</tr>
<tr>
<td>Neutral</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Graph 8: Showing the whether tax saving is the factors influencing investors to make investment

Graph - 8
Analysis: From the table it is clear that majority of respondents (73) have strongly agreed that in order to diversify risk or to reduce risk is one of the factors that induces them to make investments. Remaining 25 respondents have just agreed to the above said fact.

Graph - 9: Showing whether to diversify risk or reduce risk is the factors influencing investors to make investment

No of Respondents (To Diversify or To Reduce risk)

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>24%</td>
<td>73%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Interpretations
From the above table and graph, we can conclude that majority of investors say 73% of investors say that they tend to make investments just because to diversify or to reduce the risk in future and to enjoy portfolio management by not putting all their eggs in one basket. They should play in market with good knowledge of marketing conditions.

Table 10: Showing Satisfaction level of Investor in making Investments in Bank Deposits

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Satisfied</td>
<td>58</td>
<td>58%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>36</td>
<td>36%</td>
</tr>
<tr>
<td>Neutral</td>
<td>6</td>
<td>6%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Analysis: From the table it is clear that majority of respondents (58) are highly satisfied by making investments in bank deposits and remaining 36 respondents are just satisfied. 6 respondents are neutral or they are very much confused about their return on their bank deposits (Graph-10).

Interpretations
From the above table and graph, we can conclude that majority of investors are comfortable and they enjoy making investments in bank deposits just because it could be one of the safest ways for an investor to make investment and less risk involved in it.

Table 11: Showing Satisfaction level of Investor in making Investments in Gold

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Satisfied</td>
<td>76</td>
<td>76%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>5%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Analysis: From the table it is clear that majority of respondents (76) are highly satisfied by making investments in gold and remaining 17 respondents are just satisfied by investing in gold and 2 respondents are dissatisfied.

Graph 10: Showing Satisfaction level of Investor in making Investments in Bank Deposits

Graph 11: Showing Satisfaction level of Investor in making Investments in Gold
Interpretation
From the Above Table and Graph, we can conclude that majority of Respondents (76%) of them are highly satisfied by making investments in Gold. Investments in gold are always subjected to risk but if the investors know about the market conditions and if he is able predict in advance about the price changes in gold he will be in great position to earn more profits.

Table - 12: Showing Satisfaction level of Investor in making Investments in Government Securities

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Satisfied</td>
<td>79</td>
<td>79%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>17</td>
<td>17%</td>
</tr>
<tr>
<td>Neutral</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Highly Dissatisfied</td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>

Analysis: From the table it is clear that majority of respondents (79) are highly satisfied by making investments in Government Securities and 17 respondents are just satisfied and 2 respondents are highly dissatisfied by making investments in government Securities (Graph-12)

Interpretation:
From the Above Table and Graph, we can conclude that majority of investors (79%) are highly satisfied by making investment in government securities as they ensure less risk and high return. Investors behavior will always be tending towards achieving higher amount of profits by undertaking less risk.

Findings:
From the study it is found that majority of Investors are very much interested to make their investment in Gold, Preference shares and Debentures, Government Securities etc as because they are very much satisfied and gained profits from investing in those opportunities. This Study has direct bearing effect on Savings A/C, Fixed Deposits, Gold, Silver, Mutual Funds, Government Securities etc. The regulatory authorities should always aim to protect the interest of Investors.

Suggestions
1. It is suggested to Investor, time horizon/time period should be taken into account before deciding their pattern of Investment.
2. It is also suggested to investor instead they themselves taking decisions they should seek advice from Broker and Financial planner.
3. It is also suggested to Investor not to take any investment decisions at the last minute, every investor have to take sufficient time and plan from beginning of Financial Year.
4. According to Recent Scenarios, a return on investments are based on market situations, so it is advisable that investor should keep themselves upgrading with new guidelines and Terms and conditions
5. Investors should always be aware of various investments opportunities and overall investment avenues available etc. They should make their investments by utilising Portfolio Management.
6. SEBI should regulate the financial markets by framing strict rules and regulations thereby protecting investor’s interest.
7. It is suggested to Investors that equity, preference shares should be reviewed regularly so that if stock is not performing, then necessary changes can be made.

Conclusions
This research shows that education level of Investor is important for the present day investors in city like Mysore. Before making any investment an investor should make detailed study about the market and investors should seek possible information about the market from various sources. The Outcome of the Study shows that majority of Investors would like to invest in Gold, Government Securities, Preference Shares etc.

Bibliography
1. V. Alagupandian and G Thangadurai (2013) “A Study of Investors Preferences towards various Investments Avenues in Dehradun District”
7. https://investor.sebi.gov.in/
8. https://www.investor.gov/additional-resources/general-resources/useful-websites
ROLE OF IPR IN START-UP INDIA:
OPPORTUNITIES AND CHALLENGES

Sowmya D N1 Dr T.Hanumanthrayappa2

Abstract
Start-ups. The intangible nature of intellectual property creates challenges for those businesses, to protect their inventions, brands, and business in foreign markets. Intellectual Property will no longer be seen as distinct or self-contained domain, but rather as an important and effective policy instrument that would be relevant to a wider range of socio-economic, technological and political concerns and its sustenance. Under the Make in India initiative, the Government of India launched the Scheme for Facilitating Start-Ups Intellectual Property Protection (SIPP) in January 2016. This scheme was initiated in an effort to reach out to start-ups, protect and promote their Intellectual Property Rights (IPR) and to encourage creativity and innovation among themselves. Although the knowledge about the IP rights in India is budding but people still need assistance and knowledge so as to decide properly about method of protection required for their ideas also, in addition to the products which are emerged from those ideas. To protect and to foster the protection among the startup, a patent for an invention is must. With this goal and an objective of sustainability and the research and development in the country should be enhance. There is a need for a constant thinking over the core issue of IP, in order to respond to situations arising out of global competition.

Keywords: IPR, Start-ups, Sustainability

Introduction
Globalization and advancement of technology has played an important role in intellectual property protection for small and medium sized enterprises. The intangible nature of intellectual property creates challenges for those businesses, to protect their inventions, brands, and business in foreign markets. The process of wealth creation is changing from resource based to knowledge based i.e. it now depends on brainpower and our ability to create, to sell, to explain and to solve problems. Intellectual Property will no longer be seen as divergent or independent domain, but rather as an important and effective policy instrument that would be relevant to a wider range of socio-economic, technological and political concerns. Moreover, as technological advancements have become a requirement for sustained growth in the future, a new emphasis is emerging on research and development. Initiatives such as Make in India, the Startup India program, the establishment of the Ministry for Skill Development and Entrepreneurship, the Intellectual Property Facilitation Centers and other incubation programs may have spurred growth, but it’s no secret that innovation remains the biggest missing piece of the Indian startup mystery. Sustainability is the major trust for each and every business for future endeavor.

Research Methodology
The research paper is an attempt of exploratory/conceptual research based on the secondary data sourced from journals, magazines, articles and media reports.

Looking into requirements of the objectives of the study the research design employed for the study is of descriptive type. Keeping in view of the set objectives. Available secondary data was extensively used for the study and procures the required data through secondary survey.

Objectives of The Study
The study has been geared towards achieving the following objectives:
1) To make understand the IPR progression in start-up.
2) To know the reflection of IPR on Startups and its sustainability.
3) To give the awareness about IPR.

Patents are benefit to the owner of the IP and it add importance to industrial as well as business concerns, discoveries and provide incentives for private sector investment into their development. As globalization deepens further, it also increasingly encompasses the sharing, utilization and enjoyment of IP products like inventions, designs, books, etc. India is fast developing in various sector, its development of stringent and staunch IPR system is an urgent need. Keeping in view, this emergency the Indian corporates’ are responding positively to TRIPS by gearing itself to increasing the R&D outlays.

1. Research Scholar, Tumkur University, Associate Professor, Dept. of Commerce and Management, Seshadripuram Academy of Business Studies
2. Associate Professor, Sri Siddaganga College of Arts, Science and Commerce, Tumkur.

Special Issue March 2019 Page 62
The convention establishing the World Intellectual Property Organization (WIPO) concluded in Stockholm on July 14, 1967 (Article 2 (viii)) provides that “Intellectual Property” shall include rights relating to:

- Copyrights.
- Literary, Artistic and Scientific Works.
- Performances of performing artists, Phonograms and Broadcasts.
- Inventions in all fields of human endeavour.
- Scientific discoveries.
- Industrial Designs.
- Trademarks, Service Marks and Commercial Names and Designations.
- Protection against unfair competition and all other rights resulting Intellectual activity in the industrial, scientific, literary or artistic fields.

Under the Make in India initiative, the Government of India launched the Scheme for Facilitating Start-Ups Intellectual Property Protection (SIPP) in January 2016. This scheme was initiated in an effort to reach out to start-ups, protect and promote their Intellectual Property Rights (IPR) and to encourage creativity and innovation among themselves. As the manufacturing involves creativity it is definite to pave ways for creation of Intellectual Property (IP) and hence it is crucial that proper protection should be sought in this regard before moving ahead with an idea in a market.

By owing an IP, a startup could transform into a million dollar entity and could create a niche for itself in market. IP can be a unique selling proposition (USP) of the product or service, and it could help to create a sustainable and defensible differentiator for an entity.

Problems faced by Start-ups:

Start-up India is a flagship initiative of the Government of India, intended to build a strong eco-system of nurturing innovation and start-ups in the country that will drive sustainable economic growth and generates large scale employment opportunities. The Government through this initiative aims to empower Start-ups to grow through innovation and design.

Even though the knowledge about the IP rights in India is growing but people still requires assistance, guidance and knowledge so as to decide properly about method of protection required for their ideas, products and others which are emerged from those ideas. Protections after launch of the product/ideas. The following problems faced by any Startup can be:

- Safeguarding after unveiling of the product/idea.
- Confusion regarding choice of proper protection for the idea/product.
- Lack of research before the introduction of idea/products.
- Lack of maintain secrecy before the launch.
- Too much cost of Research and development.
- Globalisation
- Litigation delays in implementing IP rights and award of damages
- Software piracy

Under new startup policy, the government provides various facilities like lower fees, expedited examination and are being incentivized for patent and IP matters. To protect and to foster the protection among the startup, a patent for an invention is a Startup India was launched by the Government of India on January 16, 2016, to build a strong eco-system for nurturing innovation and Startups in the country to drive economic growth and generate large scale employment opportunities must.

With this goal and an objective of upliftment of the research and development in the country, the government has launched the SIPP scheme in 2016 and increasingly more and more startup is now being a part of this scheme. Currently, there are more than 5000 startups have registered themselves under SIPP scheme and availed the patent protection.

Year-wise breakup of GI Authorized User Applications as on 2017-18. As on 31st December 2017, the Indian Patent Office as ISA, has received 3150 international applications choosing India as ISA, requesting for international search reports and 98 applications choosing India as IPEA for international preliminary examination. Indian Patent office (ISA) has successfully improved the timeliness of establishing International Search reports (ISR) over the years. During the year 2015-16, about 41% search reports were issued within time i.e. 3 months from search copy received by ISA, whereas during 2016-17, about 68% reports were issued in time. During 2017-18, the percentage of timeliness in issuing ISRs has increased to about 97 %. The Indian ISA develops high-quality reports at the lowest possible cost among all ISAs in the international arena within the stipulated time frame. (Graph-1 & Graph-2)

IPR Trends:

- Examination of patent applications in the first nine months of this F.Y. 2017-18 has more than doubled to 40,790 compared to the same period in F.Y. 2016-17.
- Disposal of patent applications has increased by 81% in the last nine months compared to the same period last year.
The drop in Trademark examination in 2017-18 is due to the elimination of pendency and examination of an application is just one month.

Applications examined for Copyrights have increased by 78%

There has been a 42% increase in disposal.

Above table and analysis shows that, IP is in trending in India. The rising awareness around patent filing is having a positive impact as more startups are investing in onboarding good IP lawyers at initial stages of commercialization of their product.

Issues and Challenges of IPR in Startups in India:
- India has enacted fully TRIPS compliant Patents Act, Trademarks Act, Copyright Act, Designs Registration Act and such other acts related to fields of IPR.
- Laws regarding the avoidance of Intellectual Property Rights Infringement should be modified because infringement is the risk.
- Lack of skilled workforce and funding, inadequate formal mentoring and poor business ethics.
- Legal process delays in implementing IP rights and award of damages
- An increasing number of product startups in India are bargain the need for filing patents at an early stage of product development, which is very sensible.
- Need more number of promotional activities pertaining entrepreneurship in the country.
- India’s startup ecosystem needs top notch technical talent and global business skills.

Conclusion:
In a nutshell, India has compiled with the obligations of TRIPS by amending the IP laws, certain issues are still needed to be taken care of. And there is a need for a constant thinking over the core issue of IP protection, in order to respond to situations arising out of global competition. To protect and to foster the protection among the startup, a patent for an invention is must. With this goal and an objective of upliftment of the research and development in the country, the facility been given by Government of India with respect to IP Protection as negligence of IP protection may be
detrimental to the growth of their business in future. By having an IP, a startup could change into a million dollar entity and could build a niche for itself in market and help to create a sustainable and strong differentiator for an entity.

The willingness to file patents has also led to enhanced investor self-reliance. The ecosystem, associates consider that patent filing is an integral part of the overall product strategy as benefits. As startups approaching global market, must be aggressive in their market as patent filing not only increases the trustworthiness when they balance but also encourages investor sustenance.

References:
- HTTP://JBAO.ATU.EDU
- Singh & Associates
- IPR%20Annual_Report-2016-17_English.pdf
- CII_IPR%202018.pdf

Thank You
COGNIFICATION OF EDUCATIONAL SPACES: PROBLEMS AND POSSIBILITIES

Dr. Aseel Abdul Wahid1

Introduction
Considering that we are living in an era of constant discontinuity. An unimaginable world. Disruption has become a global force bringing active change in different sectors of the economy. We are in tryst with a disruptive era, forced to act upon it. By 2025, Two billion people will have their first banking experience on smart phones and 80% of these people will never walk in a bank branch and with the Fintechs coming in to play, will eventually put a nail in the coffin of the great banking sector forever.

It was the Harvard Professor Mr. Clayton Christensen who coined this word for the first time in 1997. Twenty years from Christensen’s work “The Innovator’s dilemma”, this word has became an influenza in 21st century discourses… alarming than the Great Plague of 1666.

Disruption by means of Technology is not an unfamiliar phenomenon to the pages of history. It has been around a long time. The Industrial Revolution disrupted the transportation industry, printing industry and many other industries. But what makes today different from the industrial revolution is the speed of the clock! We are moving from a linear world to an exponential world. In two years 100 Million people will have their doctor assistant in their pockets, an accustomed example, the wearable’s.

The Facebook took two and half years to reach 50 Million customers, whatsapp took 15 months and angry birds just 15 days. Leadership of tomorrow is going to be different from the leadership of yesterday. Forty years of expertise in any field will never be ability but a liability … a certificate of your expertise of the past … the world will be looking forward to how well you anticipate your future.

A disruptive ecosystem offers a possible exponential growth rate to a 100% a year. Cognification or Artificial Intelligence has become one of the most influential developments and trends and drives direction in our society in next 20 years. We live in time where the world’s largest hotel chain Air bnb holds no hotel, the world’s largest Taxi Chain Uber holds no Car. The human civilization is threatened by 3 Major Problems … Problems that affect the very existence of human race
1. Global Warming
2. Bio Terrorism
3. Technology Unemployment

Studies shows that there is no compelling scientific argument for drastic action to ‘decarbonize’ the world’s economy. Thanks to climate engineering and innovative “vertical jungles” global warming is no more alarming. Bio-Terrorism is a real threat however dormant in near future. Unlike the other two, the Technology Unemployment in the epoch of cognitive platforms will leave 80% of the currently employed in to the category of the “jobless”. In the widely noted study published in 2013, Carl Benedikt Frey and Michael Osborne examined the probability of computerization for 702 occupations and found that 47% of workers in America had jobs at high risk of potential automation.

Economists are already worrying about “job polarization”, where middle-skill jobs (such as those in manufacturing) are declining but both low-skill and high-skill jobs are expanding. In effect, the workforce bifurcates into two groups doing non-routine work: highly paid, skilled workers (such as architects and senior managers) on the one hand and low-paid, unskilled workers (such as cleaners and burger-flippers) on the other. With AI Technology at our door steps, IBM Watson advertising computers with 5 senses in 5 years, even the high-skill jobs are under threat of Technological Unemployment.

The World Economic Forum 2017, Switzerland has openly expressed their anxieties on Artificial Intelligence. Economists worry that the disruptive economy will pave way for a Robotic Hegemony in near future. You might have heard about the Apple and Samsung supplier Foxconn replacing 60,000 factory workers with robots in a single day. The dogma is that the Technology has lost its dual nature in the phenomenon of disruption. Though displaces jobs Technology was also keen on creating new jobs within a certain time limit. We were gifted with time to adapt to the new dynamics a disruption cause. . Revisiting

1. Assistant Professor, Farook Training College, Kozhikode, Kerala.
history of technology it is evident that the energy dynamics have played a crucial role in initiating disruptions. Steam Engine for example gave the flag off for the 18th century industrial revolution. The unskilled labors were massively replaced by new machines in factories. We had a gap of nearly a century to adapt and enable ourselves before the next big disruption happens. It was the IT that replaced the skill labor force over a period of 35 Years. The IT replaced the typewriters with programmers in a span of a decade, followed by the magnificent disruption of internet that waited for 15 years for the next followed by the innovation of cloud computing… 5 Years from the first experiencing of the cloud we are facing the revolutionary disruptive innovation ever in human history. The AI Technology, The Dawn of a Cognitive Era… So from a 100 year gap to 5 year gap… Technological Disruptions is clock speed, fast pacing us in to a Disruptive Era.

Unlike the other phases multiple factors makes this unique, that is Connectivity- Currently 3 Billion People are connected in the internet services which will rise to 10 Billion in Connectivity in next 5 years. It is a huge Number! How is it Possible? This is becomes a reality in no time with the IOT or Internet of things and studies shows that a Trillion things will be connected over the internet including humans. These number make the disruptive era unique enabling a butterfly effect… an impact… that can causes a chain effect like a tornado in lightning speed as an epidemic metaphorically and literally. No exception to this disruption. It’s time giants admit the fact that disruptive economy and the disruptive capital is the “beginning of their end”. Let’s take an example of the Oil Industry, currently valued at 6 Trillion dollars will be vanished in no time in the onset of alternative energy resources in the next 20-40 years. Tesla automobile company working on cars running on batteries… 3D Printing Technology… and iwearless Transportation systems will have a epidemic impact on Oil.

Now coming to education, the arena of creating and disseminating knowledge… An evolution from Gurukul to MOOC we find three major versions in other words three milestones of it: Version 1.0 the Gurukul controlled primarily by the Greek and Indian Civilization was fundamentally unscalable restricting the knowledge to an elite class. Version 2.0 is specifically architected in the backgrounds of colonial times catering the needs of industrialization. This model is however is still followed to this very era of cognitive computing. Version 3.0 the MOOCs and Beyond. The massive open online courseware, Edx partnered with MIT are able to provide free courses online. Edx has seven million students in 4 years.

This is a time of digital Darwinism — an era where technology and society are evolving faster than industries can naturally adapt. This sets the stage for a new era of leadership, a new generation of business models, charging behind a mantra of “adapt or die.” If we are not able to find solution beyond innovation this era will be… a forgotten era.

Another unique feature of the Disruptive era is the large unemployment it causes… one Million Youth are entering the Indian Job Market every month and 12 Million in a year. In a time where we talk about 45% unemployment threat how we create jobs for 300 Million in the next 10 Years. This is absolute chaos. On one hand thanks to our brightest minds for 3D Printing Technology we are able to print stem cells, kidneys and what not any organs in the human body. Cancer will fade in to the pages of history in no time. But on the other side of isle we see… right in front of our eyes… the humankind lost in transition… wandering for jobs… is it the “beginning of our end”… Things have fallen out of our hands… the era of disruptive innovation and the disruptive capital has made technological advancement an uncontrollable phenomenon. Simply put the creator has no control… neither over the process of creation nor its deployment. Being the youngest nation by 2025 we dream that the demographic dividend will progress us in the direction of an Indian Dream… But let me remind you if we don’t act in the clock speed addressing the chaos… the demographic dividend will be a demographic disaster. Technology Disruption of digital natives unlike the other will replace the vital essence of humanism… the entity we were proud of… the cause of our prosperity in evolution… The human intelligence… Policy Makers, Doctors and all the noble professions will be employed and controlled by Robots… This is not science fiction… perhaps the most interesting story of the future of how we fought for the survival of mankind on this planet as savages… How to call it? A Cyber Slavery or a Robotic hegemony… The only solution... is to enable ourselves… to look inside each one of you for answers to this problem. We need to find a meaningful solution to the billions of lives. The solution lies within ourselves … within the divine energy in each of us… unleashing our untapped potential of human brain through a paradigm most suitable… most noble… education… We dream at augmenting human beings… making our race capable for the future… creating hyper reality of Humanism… Let’s join our minds together irrespective of all boundaries for the survival of humankind.
References:

- [https://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf](https://www.oxfordmartin.ox.ac.uk/downloads/academic/The_Future_of_Employment.pdf)
INTELLECTUAL PROPERTY RIGHTS AND THEIR ADMINISTRATION IN INDIAN CONTEXT

Anand K S1 Vinay Babu P S2 Pavan3

Abstract

The intellectual property rights (IPR) are intangible in nature and gives limited rights to inventor or maker for their precious invention or conception. In present scenario of globalization, IPR is the crucial point in global trade practices. These rights heighten the pioneering environment by giving recognition and economic benefits to creator or inventor whereas the lack of IPR awareness and its ineffective implementation may hamper the fiscal, scientific and communal developments of nation. Hence diffusion of IPR knowledge and its appropriate implementation is utmost obligation for any nation. The present paper highlights a variety of terms of IPR such as patents, trademarks, industrial designs, geographic indications, copyright, etc with their corresponding rules, regulations, their need and role especially pertaining to Indian context.

Key words: Intellectual Property Rights; Patents, WIPO, patents, trademarks, industrial designs,

Introduction:

The 21st century will be the century of information, certainly the century of the intellect. A nation’s capacity to translate knowledge into wealth through innovations will determine its future. Thus innovation is the key measure in creation and processing of knowledge. Intellectual property is featured as the property in ideas or their expression. It is a formation of the mind, which protects the rights of individuals and businesses who have transformed their ideas into property by granting rights to the owners of those properties. There is an evolving need for enterprises and professionals to methodically consider the steps required for shielding, managing and enforcing intellectual property rights, so as to get the best possible commercial results from its ownership.

Advanced countries are familiar today mainly by their progression of intellectual creativity and innovation. Knowledge is the key triggering factor for transforming a nation rich and innovative. A kind of new knowledge (creations) derived from human mind (human capital) is often called Intellectual Property (IP) and it has been defined as original creative work manifest in a tangible form that can be legally protected (WIPO, 2008). Intellectual Property Rights (IPRs) are constitutional rights that allow originators develop their inventions or innovations solely for a particular period of time. Factually, the IPR laws bring stable safe and sustainable ecological unit over intellectual products, process and services for the sole gain of the humanity. Besides, the property has its own inimitability, superiority or monopoly that allows inventors or licensors to exploit commercially. In fact, there are two branches of IPR: one is industrial property, and second one is copyright.

World Intellectual Property Organization (WIPO)

The World Intellectual Property Organization (WIPO) was incepted in 1967 at Stockholm to protect the IPR through-out the world. Later it becomes one of the agency of United Nation in 1974. WIPO frame works as well as regulate various policies concerned to IPR across the globe. The economic, social and sustainable cultural development with preservation of biodiversities, traditional knowledge through a balance and effective international IP system is main objective of WIPO. Besides this, it is responsible to harmonize differences amongst various countries especially between the developed and developing nations by amending international regulation so that each of them get a equal opportunity in emerging world.

Intellectual Property Rights and their Classification

Patent: Patent is an intellectual property right granted to inventor by concerned government office for his novel technical invention.

Trademark: A trademark/service mark comprises of words (name, surname, geographical name, slogan, etc), letters and numerals, drawing, logo, symbol, phrase, image, design or a combination of these elements to distinguish a business or service from the other.

Copyright: The exclusive and assignable legal right, given to the originator for a fixed number of years, to print, publish, perform, film, or record literary, artistic, or musical material.

1. HOD of Commerce and Management, M S College of Commerce
2. Lecturer in Commerce, Shanthi SSK Degree College, Pavagada Taluk, Tumkur.
3. Lecturer in Commerce, M S College of Commerce,
Industrial Design: The creative activity of achieving an ornamental or aesthetic appearance of mass produced products or articles is covered under industrial design. The design can be expressed either by two dimensional or by three dimensional forms.

Trade Secrets: Any invention or knowledge which in not innovative (not patentable) but useful for business and provides economical benefits can be kept as trade secret.

Geographical Indications: The term Geographical Indication (GI) has been chosen by WIPO includes all existing means of protection of such names and symbols, regardless of whether they indicate that qualities of a given product are due to its geographical origin.

Importance of IPR in Developing Countries
There has been at times large debate on the collision on developing countries of tightening Intellectual Property Rights. The impending implication of IPR in developing countries is according to the relative intensity of their technological activity. Developing countries went along with the TRIPS agreement for a variety of reasons, ranging from the hope of additional access to agricultural and apparel markets in rich nations, to anticipation that stronger IPR would encourage additional technology transfer and innovation. However, the promising long term benefits are uncertain and costly to achieve in many nations, especially in the poorest countries. There are reasons to believe that the enforcement of IPRs has a positive impact on growth prospects. On the domestic level, growth is spurred by higher level of innovations although this result tends to be fairly insignificant until countries move into the middle income bracket. It also notes that the growth effects of IPRs are at different times and in different regions of the world, countries have realized high rates of growth under varying degrees of IPR protection. There are certainly short term costs for poor countries from stronger IPRs, like higher prices for technology and protected product.

Status of IPR in INDIA
All the strong countries around the globe have one common factor i.e. ‘A Robust IP Regime’. Intellectual Property Rights are the driving fuel for an economy in today’s technologically driven world. The big leap of knowledge-based economy is what makes a country a global player today. India is in the helm of taking the big leap. The driving force strengthening the leap is building the IP regime.

India took the first planned step in 2016 by bringing in place the National IPR Policy. The policy was focused towards empowering domestic innovators.

India’s consistent better performance in rankings on several IP meters is a proof that India is in the right direction with respect to IP regime. In the 2018 Global Intellectual Property Index (GIPPI) India as secured 44th position out of 50 countries- a jump from 43rd of 45 economies in 2017. In the Global Innovation Index (GII) 2018 ranking India was ranked 57th, three ranks ahead of what it was previous year.

Strengths of The Indian IPR Regime
- The IPR framework in India is stable and well established from a legal, judicial and administrative point of view and is fully compliant with the Agreement on Trade-Related Aspects of Intellectual Property Rights.
- India is committed to a number of international treaties and conventions relating to Intellectual Property Rights.
- A number of awareness programs enumerating the types of intellectual property and its protection through IPR are being conducted by the Government, targeting audience from industry, universities, and schools.
- During the last few years, Indian IP offices have undergone major improvements in terms of upgradation of IP legislation, infrastructure facilities, human resources, processing of IP applications, computerization of the IP offices, IP databases, quality services to stakeholders, transparency in functioning and free access to IP-data through a dynamic website.
- The procedure for filing and processing of IP applications has been simplified, E-filing facilities and incentives for Small and Medium Enterprises (SMEs) and Startups are some of the other initiatives in the area of promoting intellectual property rights in India.

IPR Administration in India
Patents
- India has taken strong steps in strengthening the patent system in the country. The Government aims at establishing a patent regime that is conducive to technological advances and is in line with its global commitments.
- Patent application filing at Indian Patent Office has been increasing consistently over the years which demonstrate the confidence of the global industry in the Indian patent ecosystem.
• Patent filings have increased by 10% in 2015-16 vis-à-vis 2014-15
• Filing and processing of patent applications viz., examination, grant and post–grant proceedings are carried out at all the four Patent Office locations independently through a virtual network system which links all four Patent Offices; however, there is only one virtual Patent Office for the purpose of grant of patents. A patent is granted for a uniform period of 20 years from the filing date of patent application for inventions in all fields of technology and it is a territorial right.
• The Indian Patent Office has been recognized as an International Searching Authority and an International Preliminary Examining Authority (ISA/IPEA) by World Intellectual Property Organization in October 2007 under the Patent Cooperation Treaty, and has operationalised the status since 15th October 2013, thus joining an elite group of 17 countries. The Indian Patent Office has been recognized as an International Searching Authority and an International Preliminary Examining Authority (ISA/IPEA) by World Intellectual Property Organization in October, 2007 under the Patent Cooperation Treaty, and has operationalised the status since 15th October, 2013, thus joining an elite group of 17 countries.

Industrial Designs
• Every design to be registerable must pass the universal test of novelty. A registered design is valid for 10 years and can be further extended by another 5 years.
• A design cannot be registered if it is not new or original or has been disclosed to the public in India or anywhere in the world by publication.
• In order to establish a Quality Management System (QMS) in respect of design registration activities, the office of the CGPDTM has acquired ISO 9001:2008 certification for the Design application registration process. The accreditation was awarded by the BSI (British Standard Institution) on 13/04/2015

Trade Marks
• A trademark is used or proposed to be used to distinguish the goods or services of one person from those of others in the course of trade. Though the registration of a trademark is not compulsory, registration is a prima facie proof of the title and it gives the registered proprietor an exclusive right to use the trademark and take legal action in case of infringement.
• If a trademark is not registered and if someone not having the right in the trademark uses that trademark, the proprietor of the trademark can take the common law action of passing off.
• The initial registration is valid for a period of 10 years from the date of registration which is renewable for the period of every 10 years, for an indefinite period of time.
• Manpower has been augmented manifold on the trademark front with 100 Trademark Examiners added on contractual basis; 62 regular appointments are in pipeline through UPSC

Geographical Indications
• The Geographical Indications Registry is a statutory organization set up at Chennai for the administration of the GI Act with the objective of providing registration and protection of geographical indications (GI) relating to goods.
• Applications for registration of Geographical Indications can also be filed by foreign entities for registration of their GI in India in accordance with the provisions of TRIPS.
• A Manual of Practice and Procedure is in place to ensure uniformity and consistency in practice.
• The Geographical Indications Registry has been awarded the ISO 9001: 2008 for registration and better protection of Geographical Indications relating to goods.

Conclusion
In knowledge based economy, intellectual property rights are very much essential for progressive communal development. The IPR is basic necessity to be a part of local as well as global cutthroat trade as without diffusion of IPR knowledge and implementation, creating the innovative environment is really impossible. It is essential for policy makers to include IPR in basic educational system and promote IPR registration by encouraging the innovators and creators. India is having all the resources in terms of available raw material, cheap labour, innovative and creative dedicated manpower. No doubt that India and other developing countries will definitely harness its proportionate share in global trade by exploration in Intellectual Property Rights.

References
• Narayanan S, Intellectual property rights economy vs. science and technology, International Journal of Intellectual Property Rights
• Intellectual property facts- Make in India
A STUDY ON PRODUCTION PERFORMANCE IN CHAMUNDESWARI SUGAR LIMITED AT MANDYA

N. Somashekar1 Dr. E. Eswarareddy2

Abstract

In Sugar industry, an estimated 75 per cent of the population depends on the sector either directly or indirectly. The sugar industry also supports diversified ancillary activities and skills that support the local economy. Sugar industry is also expected to develop further, thereby offering more employment opportunities to a number of semi-skilled and skilled workers in the rural areas of the country thereby contributing towards their development. The dependent population creates substantial demand for local goods and services. There are broad areas of public intervention that regulate the sugar market in India. First, both the Central and the State Governments set a price support for sugar cane. There are 34 companies were included for this study among 119 universal companies. The data were appropriately tabulated and classified to analyze the tools like Annual compound growth rate, trend analysis by method of least squares. The productivity ratios and the production function were computed by Solow model. The average growth of sugar industry was slower in the southern region than that of northern region due to poor irrigation and rainfall. There is a need for improving the productivity and it can be done by improving the quality of labour compensation such as providing reward to their workers.

Key Words: Sugar production, sugar industry, Sugar growth, Green revolution, Production Function

Introduction:

Sugar is a major form of carbohydrates and is found probably in all green plants. They occur in significant amounts in most fruits and vegetables. There are three main simple sugars sucrose, fructose, and glucose. Sucrose is in fact a combination of fructose and glucose and the body quickly breaks down into these separate substances. HISTORY the discovery of sugarcane from which sugar was produced had been known since thousands of years. It is thought to have originated in New Guinea, and was spread along routes to Southeast Asia and India. The process known for creation of sugar, by pressing out the juice and then boiling it into crystals, was developed in India around 500 BC. Its cultivation was not introduced into Europe until the middle-ages, when it was brought to Spain by Arabs to thrive in a most favorable climate.

Objective:

To study the existing system of receivable management, inventory management of Chamundeswari Sugar Limited,
To analyze the Growth and Trend of Chamundeswari Sugar Limited.

Statement of the Problem

Channarayapattana is one of the major cities in Karnataka state. Major raw material viz., sugar cane for sugar factory is available in and around the city. The importance of study lies in the fact that there has been no systematic and comprehensive study in the tax by researchers on working capital management with reference to the unit seeks further this study. The study covers a brief history of Chamundeswari Sugar Limited, its performance and working capital management system of Chamundeswari Sugar Limited. The study also covers the receivable management, inventory management and cash management.

Need of the Study

The Indian sugar industry as green industry its future determines the livelihood of millions of farmers. The growth of these companies plays a prominent role in the economic development of the nation. The growth of an industry is based on its success and productivity. It is the primary test of the success of an industry. The consumers and the government are directly or indirectly involved in this industry. If the productivity is more, there will be the technological innovations and the economic will be growth high. The productivity and efficiency mainly depend upon the age and region of the industry. Productivity and better efficiency help to set the industry in the pace of its higher growth. The analysis of productivity has necessities to increase certain industries' economic position. So, this study and an attempt was made to focus its measures by growth and productivity of the companies.

History of Chamundeswari Sugars

Chamundeswari Sugars has its root in the lap of this parent company Sakthi Group based in Coimbatore,
Tamil Nadu. Started by Dr. N. Mahalingam in Doddi, Maddur Taluk, Mandya, Karnataka in December 1970 with a sugar manufacture capacity of 1250 tonnes crushed per day (TCD), by 2006, Chamundeshwari had grown exponentially and could boast of a manufacturing capacity of 5000 TCD. Apart from generating power, sugarcane is gaining ground in the world of bio-fuels. Ethanol, extracted from molasses, a key byproduct in the sugar manufacturing process is already widely used in Brazil and USA to run automobiles.

Review of Literature

Balasubramanian (2012) in his study on the “Financial Performance of Sugar Industries in India” is an attempt as to review progress of sugar industry in India, understand its problems and challenges in context of ongoing liberalisation process. He concludes in the era of globalisation, sugar industry needs more competitive edge which can be given by way of modernisation, enhancing productivity, and manufacturing excellent quality sugar at competitive prices. It needs quality management at every level of activity to enhance its performance. Most of the sugar units do not have byproduct utilisation plants. Projects based on bagasses and molasses should be initiated, Ethanol, alcohol, and paper projects have tremendous scope for development in India. In future, ten to fifteen per cent ethanol may be allowed to be blended with petrol. Bagasses based power generation projects installed adjacent to each sugar factory would fulfil need of power. New sugar units should be set up taking into consideration sugarcane availability. Research programme should be undertaken in area of sugarcane cultivation, enhancing sugarcane productivity, and sugar recovery. Sugarcane prices should be fixed on basis of sugar recovery.

Yashwant and Neeraj Kumar (2012) undertook a study on “Financial Wealth Health of Mawana Sugar Mill - A Case Study”. In this paper an attempt has been made to study the degree of financial health of the selected units with the help of Edward Altman’s Z-score model and the comparison of wealth and health among the selected units with the help of statistical tools i.e. Mean, Standard Deviation and Coefficient of Variation. The objective of the study is to ascertain the degree of financial health condition of the selected units and the success thereof. Financial health reflects the success of the sugar mills. The scenario circles around diagnosing the wealth health of sugar mill by peeping deep into the annual reports of the concerns. The study depicts the issues relating to the financial performance only. Non-Financial aspects like marketing, personnel, etc. are not taken into consideration.

Uma Maheswari and Ramanchanadra Reddy (2012) presented a paper on “Working Capital Management in Sugar Mills in Chittoor District of Andhra Pradesh”. The study focused on Sri Venkateswara Co-operative Sugar Factory Limited and Sagar Sugars & Allied Products Limited in Chittoor district of Andhra Pradesh. Sugar industry faces many problems such as fluctuations in the production due to inadequate availability of sugarcane and power failure. The profitability of the sugar industry is comparatively very low because of high cost of production. In fact, some units are incurring losses continuously. The study found the industry has failed to retain more profits, consequently been forced to define more on external sources.

Indian Sugar

Indian sugar industry consists of players from co-operative, private and public sector. The industries are located in rural areas and play very important role in the socio economic development of the rural areas. Uttar Pradesh and Maharastra are the major producers of sugar, followed by Karnataka. In Karnataka, continuous drought is prevailing for the last two years and even in the current year 2017. The south monsoon has been very weak till end of July 2017 and as per reports the monsoon is expected to pick up in the months of August and September 2017

Analysis and Interpretation

The following table indicates the annual production and consumption figures of sugar in Chamundeswari Sugars.
Financial Management is a primary functional area of business management. It is concerned with rising of funds and their effective utilization. It involves planning and control of the flow of the funds through accounting and quantitative techniques in order to achieve the objectives of a business undertaking. The objectives of any business undertaking are maximization of profits, maximization of sales and welfare of the employees. The primary objective to an undertaking depends upon the motive of investment. The business undertaking motive is to get highest returns on investment as well as enjoy the benefit of highest market value of the security. On the other hand if the motive of investment is the welfare of the society at large or passing on higher economic benefit to the members it should have optimization of operational efficiency. Accordingly wealth maximization is an appropriate objective for private sector undertakings whereas optimization of operational efficiency is an important objective for Chamundeswari Sugars.

The domestic sales details are provided below:

### Table-1

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Particulars</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17(P)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Opening Stock (as on Oct 1)</td>
<td>74.74</td>
<td>90.80</td>
<td>77.50</td>
</tr>
<tr>
<td>2</td>
<td>Production during the season</td>
<td>283.10</td>
<td>251.00</td>
<td>203.00</td>
</tr>
<tr>
<td>3</td>
<td>Imports</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Total Availability</td>
<td>357.84</td>
<td>341.80</td>
<td>285.50</td>
</tr>
<tr>
<td>5</td>
<td>Domestic Consumption</td>
<td>256.10</td>
<td>256.00</td>
<td>242.00</td>
</tr>
<tr>
<td>6</td>
<td>Exports</td>
<td>10.94</td>
<td>15.00</td>
<td>0.00</td>
</tr>
<tr>
<td>7</td>
<td>Total off take</td>
<td>267.04</td>
<td>271.00</td>
<td>242.00</td>
</tr>
<tr>
<td>8</td>
<td>Closing Stock as on sept. 30</td>
<td>90.80</td>
<td>70.80</td>
<td>43.50</td>
</tr>
<tr>
<td>9</td>
<td>Stock as % of off take</td>
<td>35.5%</td>
<td>27.7%</td>
<td>18.00%</td>
</tr>
</tbody>
</table>

(Source: ISMA)

It is seen from the table No: 2 that the production is fluctuating in the sugar companies started before green revolution and it reaches to the maximum accelerating growth in the year 2016 – 2017. In the year 2015 – 2016 there is a decelerating growth. The mean value Before Green Revolution is 108.3 which results to accelerating growth. The production in the sugar companies started after green revolution is increasing till the financial year 2016-2017.

### Table-2

<table>
<thead>
<tr>
<th>S.No</th>
<th>FY</th>
<th>Apr-June</th>
<th>July to Sep</th>
<th>Oct to Dec</th>
<th>Jan to Mar</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2014-15</td>
<td>2990.36</td>
<td>2919.67</td>
<td>2735.62</td>
<td>2499.50</td>
</tr>
<tr>
<td>2</td>
<td>2015-16</td>
<td>2281.83</td>
<td>2157.92</td>
<td>2516.59</td>
<td>2943.87</td>
</tr>
<tr>
<td>3</td>
<td>2016 -17</td>
<td>3292.31</td>
<td>3366.65</td>
<td>3362.36</td>
<td>3611.92</td>
</tr>
</tbody>
</table>

(Source: ISMA)

Conclusion

The study brings out the fact that the production of sugar in the companies started after green revolution is more effective than the sugar companies started before green revolution. It is due to the effective utilization and modernization of its resources. The analysis reveals that the relationship between Raw Materials and other independent variables i.e. the Capital, Labour and Sales has contributed 99 percent on dependent variable of the companies which started...
after green revolution period. The growth of the northern region has positive growth in terms of output, capital employed and also there is better rainfall and irrigation in this region than that of the southern region.

Bibliography

About SET

Seshadripuram Educational Trust, The Pioneering Educational Trust of Karnataka, was founded in 1930. In the course of its sustained growth spanning eight decades, it has established itself as one of the foremost educational organizations in the state providing quality education to over 22,000 students across 33 Institutions in Karnataka, ranging from pre- school to post graduation, Research and Foreign collaboration. The Institutions are known for promoting academic excellence along with holistic development. The ultimate goal of the Trust is to impart value-based education, nurturing knowledge that will lead to happiness, peace, harmony and prosperity.

About SABS

SABS was established in the year 2005 by Seshadripuram Educational Trust which is a public charitable Trust that was established in the year 1980 by the Seshadripuram Educational Association. With the impetus to provide a good and affordable education to all, Seshadripuram Academy of Business Studies (SABS) at Kengeri Satellite Town endeavors to contribute educated and virtuous citizens to the society. With in the duration of fourteen years, SABS has achieved its identity due to its committed efforts to provide the best facilities to the students. The college offers B.Com / BBA / BCA courses at the undergraduate level. Affiliated to the Bangalore University and managed by the SET, the college is trying to contribute its every bit to serve the society under the guidance of the eminent members of the Governing Council who have boosted every activity of the college. Being lead by an eminent GC, the IQAC does its best to ensure quality and satisfy all its stake holders.

PRIMAX FOUNDATION

Bengaluru, Karnataka
(Registered under the Karnataka Societies Reg. Act 1960)
Reg. No. JNR-S211-2015-16

For Assistance To Organize the
Conference, Seminar, Workshop, FDP, MDP,
Training Programme and Publications ( ISSN AND ISBN).

Please contact :
Ph: +91 8971725451 8971748666
Email: primaxfoundation2015@gmail.com
www.primaxfoundation.com

102/1, Nagadevanahalli, 80 Feet Road, Jnanabharathi Post,
Above IFB Point, Kengeri, Bengaluru, Karnataka 560056