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Dear Readers,

Cosmos, a biannual publication of the M.C.E Society's Abeda Inamdar Senior College of Arts, Science and Commerce, is one of the premier refereed scholarly Interdisciplinary journal of Commerce, Management and Economics discipline. Since its beginning, Cosmos has played an important role in the dissemination of knowledge grounded in scholarly research, as well as in shaping the content and boundaries of the discipline. Purpose of this journal is to contribute to the development and dissemination of multidisciplinary knowledge on management, commerce & economics to increase exchange of ideas among scholars, researchers and practitioners.

This issue of cosmos has varied research article ranging from financial efficiency of nationalised banks, GST and its impact on prices, Role of Universities in Make in India, conditions of workers in jute industry, digital India opportunities and challenges, customer relationship management etc.

The current issue of cosmos has interesting papers which will certainly add to the existing body of knowledge in the respective areas.To emphasize some of them here, the first paper on 'Quantifying the Financial Efficiency of Nationalised Banks in India (a micro and macro approach)' analyses the growing burden of NPAs of banks. The study shows trend analysis on financial efficiency of selected largest banks. The trend analysis of selected largest banks have shown that the NPM has been consistently declined at micro and macro levels of banks for the period under study.

Similarly the article on 'Role of Universities in Make in India' throws light on the role of universities in make in India campaign. The article concludes that in order to bring in the desired change in the overall structure of our economy and to expedite the growth, it is necessary that institution like university should come forward with great enthusiasm. The support of universities and their contributions in developmental process will decide how India can achieve the esteem dream of becoming a super power. Universities can contribute in a process of socio-economic changes, advancement of technology, development of economic market. This is the only way to bring desire success in "Make in India" mission.

Cosmos is truly a global source journal, which is reflected in the varied national and cultural origins of the contributors, as well as the topics covered. The main objective of this journal is to provide an intellectual platform for the National and International scholars.

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QUANTIFYING THE FINANCIAL EFFICIENCY OF NATIONALISED BANKS IN INDIA (A MICRO AND MACRO APPROACH)

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Abstract

Our country with planning and predesigned strategy has main aim and target to achieve high rate of economic growth. But country can attain high rate of growth through high rate of volume of investments in leading sectors of economy. For increasing the volume of investments, the country needs loanable funds. The banks are biggest financial intermediaries in the economy. The banks collect scattered household savings, corporate savings and government savings through financial inclusion. Therefore, banks are the nucleus centre in promoting and sustaining the economic growth with social justice. As a consequence their financial efficiency and viability are critical, sensitive and focus issues in economy. In an emerging scenario the growing burden of NPAs have increased the burden of interest cost and service cost of NPA, loss of interest income and burden of provisions out of current profits of banks. As a consequence the banks are showing losses. The financial efficiency is measured with the help of identity of NPM. The trend analysis of selected largest banks have shown that the NPM has been consistently declined at micro and macro levels of banks for the period under study. In order to explain declining trend behaviour of NPM of banks, we have conducted analysis of correlation between total expenses and total income of banks for 2011-2015. The trend analysis of total expenses to total income of banks have revealed that the total expenses of banks have consistently increased at micro and macro levels for the period 2011-2015. To identify the sensitive reporting variable responsible for escalation in total expenses of banks we have conducted the expenditure control exercise. Our expenditure control analysis has revealed that the provision for NPAs out of current profit is a major sensitive variable responsible for deterioration in their financial efficiency of banks.

Keywords: NPA, Net Profit Margin, Micro Expense Variable, Economic Growth, CASA Deposits

1. Rationale of Study

Every country on global planet has one common objective of maximizing human welfare with different systems of economic development. The human welfare of global human society can be maximized by accelerating the rate of economic growth. The economic growth depends on the rate and volume of investment in the leading sectors in the economy. But I=F(S)* i.e. investment is a function of savings. The commercial banks are the biggest financial intermediaries in the economy. The commercial banks collect the scattered household savings, corporate savings and government savings. These aggregate savings are provided to the sectoral mix for investments in the economy. Thus banks promote the growth of leading sectors in the economy. The super structure of sectoral growth of leading sectors is built on the foundation of banking sector. Therefore, the viability and efficiency of commercial banks determine the rate of growth of economy. But at present the banks are suffering from growing problem of non-performing assets (N.P.A.). The growing volume of NPA reduces the inflow of interest income which constitute 70% of total income, increases the operational as well as service cost of NPA accounts and banks have to make provisions out of current profits. As a consequence the nationalised banks are showing losses in their balance sheets. So, the growing problem of NPA increases stress, strain and deteriorates the financial health of banks. This is a threat to the plan priorities of economic growth with social justice. In view of this an attempt is made to diagnose the problem of financial efficiency of nationalised banks for the period 2011-2015.

2. Objectives Mix of the Study

a) To evolve mechanism to measure the financial efficiency of nationalised banks.

b) To conduct the trend analysis of financial efficiency of selected nationalised banks.

c) To identify the sensitive financial variables influencing the financial efficiency of banks.

d) To advocate the principle strong policy potential measures to improve the financial efficiency of banks.

3. Hypothesis

"In a given policy framework, Banking sector reforms, statutory norms and Basel Accords the financial efficiency of banks is positively and sensitively determined by its Net Profit Margin"

4. Coverage and Research Methodology

The banking sector of India comprises of Nationalised banks, Private banks, Development banks, Cooperative banks, Rural banks and Foreign banks. We have selected six largest nationalised commercial banks as a representative sample of banking sector of India for the period of 2011-2016.

Research Methodology

For financial analysis the financial analysts have developed Ratio Analysis as a research methodology tool for processing the financial data drawn from profit and loss account and balance sheet. The Ratio Analysis as a tool of financial analysis of Management Accounting is widely used in research for the analysis of financial data. But Financial Ratios as available for industrial research but not readily available for banking research. So, we have identified certain financial variables and developed their functional interdependent relationships for the period under study.

Conceptual Framework for Quantifying Financial Efficiency of Banks

The Profit and Net Profit Margin (NPM) concepts are different. The profit is the difference between total income and total expenses i.e.(P=TR-TC)* while NPM reveals the cost incurred by bank per unit of its gross revenue. So, the concept of NPM is developed on the principle of marginal analysis. An increase in NPM shows that bank has incurred the cost less than proportionate to its revenue. Alternatively when NPM declines, the bank has spent more than proportionate to its corresponding revenue. Therefore, NPM is used as an index of financial efficiency of banks.

P= Profit
TR= Total Revenue
TC= Total Cost

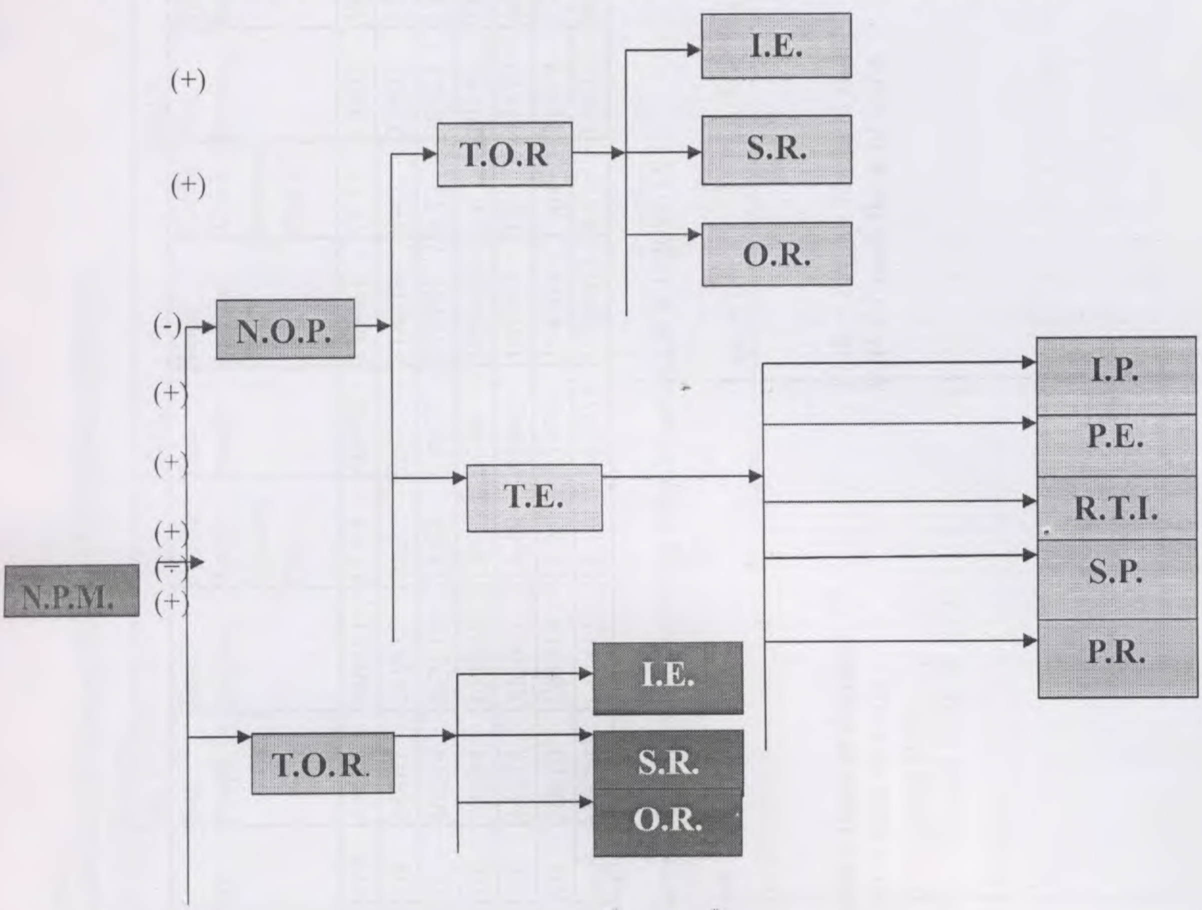
Model of Quantifying Financial Efficiency of Banks

$$\square\square\square = \frac{(\square\square + \square\square + \square\square) - (\square\square + \square\square + \square\square\square + \square\square + \square\square)}{(\square\square + \square\square + \square\square)} \times \square\square\square$$

Where:

IE= Interest and Discount Earned
SR= Commission, Exchange and Brokerage earned
OR = All other earnings less provisions for bad and doubtful debt after taxation
IP = Interest paid on deposits
RTI = Rent, Taxes and Insurance paid
PE = Salaries, Allowances, Bonus, Pensions etc. paid
SP = Stationary and Printing Expenses
PR = Publicity and Public Relation Expenses

Exhibit I
The Mathematical Model of Financial Efficiency of Banks is given in the exhibit I.



Financial Efficiency Performance Scorecard of Nationalised Banks

Score Card of Financial Efficiency of Nationalised Banks

Table I reveals the financial analysis of nationalised banks for the period of 2011-2015. The financial efficiency of selected nationalised banks consistently recorded fall at micro and macro level for the period under study.

Bank of Baroda was rank I in its financial performance efficiency quantified in terms of NPM for 2011-2015. An indicator of financial efficiency of Bank of Baroda declined from 17.23% in 2011 to 7.17% in 2015.

The NPM of Canara Bank has recorded consistent decline from 15.63% in 2011 to 5.60% in 2015. Punjab National Bank's financial performance measured through NPM consistently recorded fall from 14.49% in 2011 to 5.85% in 2015.Financial efficiency of Bank of India quantified with the help of NPM consistently decline from 10.20% in 2011 to 3.59% in 2015.

Financial efficiency of Union Bank of India quantified in terms of NPM recorded consistent decline from 11.26% in 2011 to 5% in 2015.Financial efficiency of Central Bank of India quantified in terms of NPM recorded fall from 7.6% in 2011 to 2.14% in 2015.Financial efficiency of selected banks taken together at macro level also recorded consistently decline from 13.19% in 2011 to 5.11% in 2015.Thus, financial efficiency performance of selected banks quantified with the help of NPM at micro and macro level consistently recorded decline for the period under study. Therefore, the hypothesis is sustained.

Table-I
ScoreCardOfFinancialEfficiencyOfNationalisedBanks
(Rs. in Million)

NB	2011 Net Profit	2011 Total Income	2011 Profit/ Total Income (%)	2012 Net Profit	2012 Total Income	2012 Profit/ Total Income (%)	2013 Net Profit	2013 Total Income	2013 Profit/ Total Income (%)	2014 Net Profit	2014 Total Income	2014 Profit/ Total Income (%)	2015 Net Profit	2015 Total Income	2015 Profit/ Total Income (%)
BOB	42417	246951	17.23	50070	330961	15.13	44807	388273	11.54	45411	434025	10.47	33984	473656	7.17
BOI	24887	243935	10.2	26775	318018	8.42	27493	356750	7.71	27293	422019	6.47	17089	476626	3.59
CB	40259	257515	15.63	32827	337782	9.72	28721	372309	7.71	24382	434804	5.61	27026	483003	5.6
CBI	12524	164856	7.6	5330	205448	2.6	10150	235280	4.31	-12628	263501	-4.8	6064	283030	2.14
PNB	44335	305991	14.49	48842	406787	12	47477	461093	10.3	33426	478000	7	30616	522061	5.86
UBI	20819	184914	11.26	17871	234767	7.61	21579	276767	7.8	16962	321709	5.27	17816	356070	5
Total	185241	1404162	13.19	181715	1833763	9.9	180227	2090472	8.62	134846	2354058	5.72	132595	2594446	5.11

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

$$= \frac{(\;+\;+\;)-(\;+\;+\;+\;+\;)}{(\;+\;+\;)} \times 100$$

BOB = Bank of Baroda
BOI = Bank of India
CB = Canara Bank
CBI = Central Bank of India

PNB = Punjab National Bank
UBI = Union Bank of India

Analysis of Relativity of Total Expenses to Total Income of Nationalised Banks

Stress index of financial health of nationalised banks have shown in table II for the period of 2011-2015. Thus the financial efficiency quantified in terms of NPM has consistently declined at micro and macro levels for the period under study. On the principle of Cause Effect Analysis (CEA) we will analyse the principal cause of declining trend behaviour of NPM. So, we will analyse the correlation between the total expenses and total income of selected banks for the period under study.

Table II shows that the total expenses as percentage to total income of selected nationalised banks have consistently increased at micro and macro levels for 2011-15.Bank of Baroda has rank first in terms of performance of financial efficiency because its NPM as an index of financial efficiency performance has been remained relatively higher for 2011-15. The total expenses as percentage to total income recorded consistent increase from 71.72 per cent in 2011 to 79.06 per cent in 2015. Total expenses as percentage to total income of Bank of India (BOI) consistently increased from 77.92 per cent in 2011 to 84.28 per cent in 2015.

Total expenses as percentage to total income of Canara Bank consistently increased from 82.4 per cent in 2011 to 85.61 per cent in 2015. As against this the total expenses as percentage to total income of Central bank of India has increased from 84.28 per cent in 2011 to 87.71 per cent in 2014 and 87.42 per cent in 2015.The total expenses as percentage to total income of Punjab National Bank (PNB) recorded increased from 70.4 per cent in 2011 to 77.1 per cent in 2015. In case of Union Bank of India also the total expenses as percentage to the total income increased from 76.71 per cent in 2011 to 83.64 per cent in 2015. Even at macro level the total expenses to total income of banks consistently increased from 75.49 per cent in 2011 to 82.38 per cent in 2015.

Table-II

TotalExpensesasPercentagetoTotalIncome

(Rs. in Million)

	2011			2012			2013			2014			2015		
NB	Total Expenses	Total Income	Expens e s/ Total Income (%)	Total Expenses	Total Income	Expens e s/ Total Income (%)	Total Expenses	Total Income	Expens e s/ Total Income (%)	Total Expenses	Total Income	Expens e s/ Total Income (%)	Total Expenses	Total Income	Expen se s/ Total Incom e(%)
BOB	177135	246951	71.72	245154	330951	74.07	298281	388273	76.82	341115	434025	78.59	374504	473656	79.06
BOI	190092	243935	77.92	251079	318018	78.95	282164	356750	79.09	337791	422019	80.04	401748	476626	84.28
CB	196600	257515	76.34	278350	337782	82.4	313409	372309	84.17	366842	434804	84.36	413500	483003	85.61
CBI	138942	164856	84.28	177299	205448	86.29	203554	235280	86.51	231121	263501	87.71	247439	283030	87.42
PNB	215433	305991	70.4	300645	406787	73.9	352019	461093	76.34	364155	478000	76.18	402513	522061	77.1
UBI	141864	184914	76.71	182229	234767	77.62	220941	276767	79.82	269529	321709	83.78	297835	356070	83.64
Total	1060066	1404162	75.49	1434756	1833763	78.24	1670368	2090472	79.9	1910553	2354058	81.15	2137539	2594446	82.38

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

Micro Expense Control Analysis of Banks

(i) Interest Expenses As Percentage To Total Expenses

The consistent fall in financial efficiency in terms of NPM of banks for the period under study is due to increase in their total expenses for the period 2011-15. So, we will undertake the E.C.A. of banks. The total expenses of banks consist of interest expenses, Establishment expenses, other expenses and provisions for N.P.A.* Table No. III reveals an interest expenses as percentage to total expenses of banks for 2011-15.

Interest expenses to total expenses of Bank of Baroda (BOB) increased from 73.86 per cent in 2011 to 80.06 per cent in 2013. But it declined to 79.5 per cent in 2015.Interest expenses of Total expenses of BOI recorded increase from 73.33 per cent in 2011 to 81.1 per cent in 2013 and dip down to 79.86 per cent in 2015.Interest expenses to total expenses of Central Bank of India increased from 71.21 per cent in 2011 to 79.2 per cent in 2013 but recorded fall to 77.44 per cent in 2015.

In case of PNB's interest expenses to total expenses increased from 70.45 per cent in 2011 to 76.8 per cent in 2013 but declined to 73.93 per cent in 2015.While interest expenses as percentage to total expenses of Union Bank of India recorded increase from 72.15 per cent in 2011 to 79.65 per cent in 2014 but it declined to 79.37 per cent in 2015.At an aggregate level, interest expenses as percentage to total expenses increased from 73.18 per cent in 2011 to 80.04 per cent in 2013 but dip down to 78.83 per cent in 2015.

*The Expense Control exercise will identify the most critical and sensitive expenditure variable responsible for expenditure control of banks.

Table-III
InterestExpensesAsPercentageToTotalExpenses
(Rs. in Million)

	2011			2012			2013			2014			2015		
NB	Interest Exp.	Total Exp.	Interest Exp./Total Exp.(%)	Interest Exp.	Total Exp.	Interest Exp./Total Exp.(%)	Interest Exp.	Total Exp.	Interest Exp./Total Exp.(%)	Interest Exp.	Total Exp.	InterestExp./ Total Exp.(%)	Interest Exp.	Total Exp.	Interest Exp./Total Exp. (%)
BOB	130837	177135	73.86	193567	245154	78.95	238814	298281	80.06	269744	341115	79.07	297763	374504	79.5
BOI	139410	190092	73.33	201672	251079	80.32	228849	282164	81.1	270796	337791	80.16	320862	401748	79.86
CB	152407	196600	77.52	231613	278350	83.2	261989	313409	83.59	306032	366842	83.42	340864	413500	82.43
CBI	98952	138942	71.21	139809	177299	78.85	161231	203554	79.2	179332	231121	77.59	191617	247439	77.44
PNB	151791	215433	70.45	230617	300645	76.7	270368	352019	76.8	270773	364155	74.35	297598	402513	73.93
UBI	102364	141864	72.15	142354	182229	78.11	175819	220941	79.57	214701	269529	79.65	236401	297835	79.37
Total	775761	1060066	73.18	1139632	1434756	79.43	1337070	1670368	80.04	1511378	1910553	79.1	1685105	2137539	78.83

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

(ii) Establishment Expenses As Percentage to Total Expenses

Establishment expenses as percentage to total expenses of BOB and BOI recorded decline from 16.46 per cent and 18.28 per cent respectively in 2011 to 11.37 per cent and 12.41 per cent respectively in 2015.

In case of Canara Bank and Central Bank of India, establishment expenses as percentage to total expenses declined from 15.02 per cent and 21.33 per cent respectively in 2011 to 10.33 per cent and 15.45 per cent respectively in 2015.While establishment expenses as percentage to total expenses of PNB and Union Bank of India (UBI) recorded fall from 20.7 per cent and 18.32 per cent respectively in 2011 to 18.22 per cent and 12.71 per cent respectively in 2015.

At macro level also the establishment expenses as percentage to total expenses declined from 18.27 per cent in 2011 to 13.31 per cent in 2015.

Table-IV
EstablishmentExpensesAsPercentageToTotalExpenses
(Rs. in Million)

	2011			2012			2013			2014			2015		
NB	Establish mentExpenses	Total Expenses	Estab. Exp. /Total Exp. (%)	Establish mentExpenses	Total Expenses	Estab. Exp. /Total Exp. (%)	Establish mentExpenseS	Total Expenses	Estab. Exp. /Total Exp. (%)	Establish mentExpenses	Total Expenses	Estab. Exp. /Total Exp. (%)	EstablishmentExpenses	Total Expenses	Estab. Exp. /Total Exp. (%)
BOB	29168	177135	16.46	29856	245154	12.17	34496	298281	11.56	41397	341115	12.13	42613	374504	11.37
BOI	34754	190092	18.28	30693	251079	12.22	31305	282164	11.09	39911	337791	11.81	49858	401748	12.41
CB	29548	196600	15.02	29731	278350	10.68	32536	313409	10.38	36724	366842	10.01	42743	413500	10.33
CBI	29642	138942	21.33	25062	177299	14.13	28915	203554	14.2	35370	231121	15.3	38249	247439	15.45
PNB	44611	215433	20.7	47235	300645	15.71	56747	352019	16.12	65104	364155	17.87	73369	402513	18.22
UBI	25997	141864	18.32	24793	182229	13.6	27550	220941	12.46	33078	269529	12.27	37855	297835	12.71
Total	193720	1060066	18.27	187370	1434756	13.05	211549	1670368	12.66	251584	1910553	13.16	284687	2137539	13.31

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

(iii) Other Expenses As Percentage to Total Expenses

Other expenses as percentage to total expenses of BOB declined from 9.67 per cent in 2011 to 5.01 per cent in 2013 but it recorded increase to 9.11 per cent in 2015.

The other expenses as percentage to total expenses of Bank of India recorded decline from 8.37 per cent in 2011 to 7.72 per cent in 2015. Canara Bank's other expenses to total expenses declined from 7.44 per cent in 2011 to 5.02 per cent but again shoot up to 7.22 per cent in 2015.In case of Central Bank of India other expenses to total expenses has been remained constant at 7.0 per cent for the period under study.

Punjab National Bank's other expenses as percentage to total expenses remained constant at 8 per cent during the period of study.Other expenses as percentage to total expenses of Union Bank of India recorded decline from 9.51 per cent in 2011 to 7.91 per cent in 2015.At an aggregate level other expenses to total expenses declined from 8.54 per cent in 2011 to 6.69 per cent in 2013 and again it increased to 9.8 per cent in 2015.

Table-V

OtherExpensesAsPercentageToTotalExpenses

(Rs. in Million)

NB	2011			2012			2013			2014			2015		
	Other Exp.	Total Exp.	Other Exp./Total Exp. (%)	Other Exp.	Total Exp.	Other Exp./Total Exp. (%)	Other Exp.	Total Exp.	Other Exp./Total Exp. (%)	Other Exp.	Total Exp.	Other Exp./Total Exp. (%)	Other Exp.	Total Exp.	Other Exp./Total Exp. (%)
BOB	17130	177135	9.67	21731	245154	8.86	14971	298281	5.01	29974	341115	7.78	34128	374504	9.11
BOI	15928	190092	8.37	18714	251079	7.45	22010	282164	7.8	27084	337791	8.01	31028	401748	7.72
CB	14645	196600	7.44	17006	278350	6.1	18884	313409	5.02	24086	366842	6.56	29893	413500	7.22
CBI	10348	138942	7.44	12428	177299	7	13408	203554	6.58	16419	231121	7.1	17573	247439	7.1
PNB	19031	215433	8.88	22793	300645	7.58	24904	352019	7.07	28278	364155	7.76	31546	402513	7.83
UBI	13503	141864	9.51	15082	182229	8.27	17572	220941	7.95	21750	269529	8.06	23579	297835	7.91
Total	90585	1060066	8.54	107754	1434756	7.51	111749	1670368	6.69	147591	1910553	7.72	167747	2137539	9.8

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

OtherExpenses : (a)Payment to Provisions foremployees (b)Rent,Taxes and Lighting (c)Printing and

S (d)Advertisement and Publicity (e)Depreciation on bank's property

(f)Directors'fees allowances and expenses (g)Auditors'fees and expenses (h) Law changes

(i)Postage,telegrams,telephone etc. (j)Repairs and Maintenance (k)Insurance

(l)OtherExpenditure

(iv) Provisions & Contingencies As Percentage to Total Expenses

In an emerging scenario, the nationalised banks are under the heavy burden of NPAs. So, Banks have to make corresponding provisions out of their current profits. As a consequence banks are showing losses in their balance sheets. As a result, the banks are under focus debate of deterioration of their financial efficiency. So, it is a threat to the nation to achieve growth target with social justice. The table No. VI reveals the burden of provisions by analysing the corelation between provision and total expenses of banks.

Provisions as percentage to total expenses of Punjab National Bank have increased from 21.45 per cent in 2011 to 22.09 per cent in 2015.

The provisions as percentage to total expense of Bank of Baroda fall from 15.46 per cent in 2011 to 13.92 per cent in 2014 but increased from 17.4 per cent in 2015. The provisions as percentage to total expenses of Bank of India increased from 15.22 per cent in 2011 to 16.85 per cent in 2014 but dib down to 14.38 per cent in 2015. The provisions as percentage to total expenses of Union Bank of India increased from 15.66 in 2011 to 19.02 per cent in 2012 but it further declined to 12.66 per cent in 2015. In case of Central Bank of India its provisions as percentage to total expenses remained at 10 to 11 per cent high during the period under study. At an aggregate level the provisions as percentage to total expenses of banks remained at 14 to 15 per cent high on an average during the period under study.

Table-VI
Provisions&ContingenciesAsPercentage toTotalExpenses
(Rs. in Million)

	2011			2012			2013			2014			2015		
NB	Provisions	Total Expense	Provisions/Total Expense (%)	Provisions	Total Expense	Provisions/Total Expense (%)	Provisions	Total Expense	Provisions/Total Expense(%)	Provisions	Total Expense	Provisions/Total Expense(%)	Provisions	Total Expense	Provisions/Total Expense(%)
BOB	27399	177135	15.46	35737	245154	14.57	45184	298281	15.14	47499	341115	13.92	65167	374504	17.4
BOI	28955	190092	15.22	40164	251079	15.99	47091	282164	16.68	56936	337791	16.85	57789	401748	14.38
CB	20656	196600	10.5	26605	278350	9.55	30179	313409	9.62	43580	366842	11.87	42477	413500	10.27
CBI	13390	138942	9.63	22819	177299	12.87	21576	203554	10.59	45009	231121	19.47	29527	247439	11.93
PNB	46222	215433	21.45	57301	300645	19.05	61597	352019	17.49	80419	364155	22.08	88932	402513	22.09
UBI	22230	141864	15.66	34666	182229	19.02	34248	220941	15.5	35219	269529	13.06	37724	297835	12.66
Total	158852	1060066	14.98	217292'	1434756	15.14	239875	1670368	14.36	308662	1910553	16.15	321616	2137539	15.04

Source:Statisticaltablesrelating tobanks inIndia,R.B.I.,2011-15

Conclusions

Our country with planning and predesigned strategy has main aim and target to achieve high rate of economic growth. But country can attain high rate of growth through high rate of volume of investments in leading sectors of economy. For increasing the volume of investments, the country needs loanable funds. The banks are biggest financial intermediaries in the economy. The banks collect scattered household savings, corporate savings and government savings through financial inclusion. Therefore, banks are the nucleus centre in promoting and sustaining the economic growth with social justice. As a consequence their financial efficiency and viability are critical, sensitive and focus issues in economy.

In an emerging scenario the growing burden of NPAs have increased the burden on interest cost and service cost of NPA, loss of interest income and burden of provisions out of current profits of banks. As a consequence the banks are showing losses.

The financial efficiency is measured with the help of identity of NPM. The trend analysis of selected largest banks have shown that the NPM has been consistently declined at micro and macro levels of banks for the period under study.

In order to explain declining trend behaviour of NPM of banks, we have conducted analysis of correlation between total expenses and total income of banks for 2011-2015. The trend analysis of total expenses to total income of banks have revealed that the total expenses of banks have consistently increased at micro and macro levels for the period 2011-2015.

To identify the sensitive reporting variable responsible for escalation in total expenses of banks we have conducted the expenditure control exercise. Our expenditure control analysis has revealed that the provision for NPAs out of current profit is a major sensitive variable responsible for deterioration in their financial efficiency of banks.

Suggestions

(1) Interest cost is a major cost/expenses in total expenses of banks. Rate of interest of deposit is policy decisions taken by the central monitory authority viz. RBI. Banks have no control and influence on them. The banks can reduce the burden of interest expenses by increasing the CASA deposits.

(2) Banks can reduce the establishment expenses by innovating the applications of IT to the various functions of banking operations. The banks have already introduced ATMs,Passbookupdation, cheque receiving and depositing money by machines, mobile banking, debit and credit cards, etc.

(3) Banks can reduce the other expenses by launching expenditure control drive. The expenditure control sensitivity and consciousness among bank personnel need to be targeted.

(4) The bank management has to focus on growing NPAs and reduce their NPAs to achieve the financial efficiency excellence on the basis of interactions and opinions of bankers, borrowers, research scholars and financial analysts, the following suggestions are advocated to minimise the problem of NPAs

a. There is need to relook the procedure of lending.

b. To check the credit worthiness of borrowers.

c. Proper and correct valuation of hypothecation.

d. Fix the accountability for NPA.

e. Develop warning signal system before performing assets become NPA.

f. Fix the responsibility of NPAs.

g. Launch the recovery drive by creating the sensitivity for recovery.

h. Through focus on NPA, the bank management should launch training, learning and relearning for sensitivity of bank personnel, commitment, involvement, positive attitude, roll behaviour, work culture and sense of belongingness.

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Will GST raise the prices of goods and Services?

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Abstract

"India continues to be the fastest growing major economy in the world growth is expected to gain strength in the coming years due to externalities derived from deep structural reforms implemented by the government and robust aggregate demand The GST will deliver significant externalities by way of improved taxation efficiency and ease of doing business and will convert India into one common market,"- Finance Minister ArunJaitley (IMFC) meeting.

Keywords – Externalities, aggregate, taxation, efficiency.

Introduction

The One Hundred and First Amendment of the Constitution of India, Act 2016, officially, introduced national Goods and Services Tax in India from **1 April 2017**. The GST is a Value added Tax (VAT) is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. It will replace all indirect taxes levied on goods and services by the Indian Central and state governments Goods and Services tax (GST) has been identified as one of most important tax reform post-independence. It is a tax trigger, which will lead to business transformation for the industry. In other words GST, the biggest taxationreform since independence, will subsume Central excise, Service Tax, ValueAddedTax (VAT) and other local levies to create a uniform market

The GST Council consisting of representatives from the Centre as well as states, after being constituted, met on thirteen occasions to discuss various issues including dual control, GST laws, exemptions, thresholds, rate structure, compensation cess etc. and reached consensus on the same. Council has also recommended four-tier GST rate structure and the thresholds. GST council has approved five rules dealing with registration, refunds, returns, invoice and payments and four draft rules for input tax credit, valuation, transition and composition scheme.

Union territories with legislature, i.e., Delhi &Puducherry, will adopt SGST Act and the balance 5 Union territories without legislatures will adopt UTGST Act.

GST Features

The following taxes will be bound together by the GST:

- Central Excise Duty
- Service Tax
- Countervailing Duty
- Special Countervailing Duty

- Value Added Tax (VAT)
- Central Sales Tax (CST)
- Octroi
- Entertainment Tax
- Entry Tax
- Purchase Tax
- Luxury Tax
- Advertisement taxes
- Taxes applicable on lotteries

GST is levied on all transactions such as sale, transfer, barter, lease, or import of goods and/or services. India will adopt a dual GST model, meaning that taxation is administered by both the Union and State Governments. Transactions made within a single state will be levied with Central GST (CGST) by the Central Government and State GST (SGST) by the government of that state. For inter-state transactions and imported goods or services, an Integrated GST (IGST) is levied by the Central Government. GST is a consumption based tax, therefore, taxes are paid to the state which the goods or services are consumed not the state in which they were produced. IGST simplifies tax collection for State Governments by enabling them to collect the tax owed to them directly from the Central Government. Under the previous system, a state would have to deal with multiple state governments in order to collect tax revenue. GST is a combination central and state taxes put together. Hence there will be three types of taxes – central GST and state GST for intrastate transactions and IGST (integratedGST for interstate transactions.

Since all the center and state taxes are merged and brought as one tax under GST state governments and central government will need to have their share of. Hence, GST here will be three types of taxes under GST. Since GST a consumption-based tax, the tax revenue will be charged and collected by the consuming state. This helps the consuming state to protect their tax base.

If the goods are transferred within state i.e., the consumption state is same as origin state, there will be CGST (central government Tax) and SGST

GST aims to reduce the compliance burden of the customers. There is only compliance that is required and only a single compliance has to be done. Under the current regime, service tax, vat and other returns are to be filed separately whereas the input tax mechanism under each tax is different.

In GST the returns are prepared by the GSTN once the assesses inputs all his purchase and sale details. Matching of invoices for availing input credits are done automatically and returns are prepared.

Once the returns are processed and approved, there are no further returns to be filed on a monthly in the current tax regime, customers have to file and manage all taxes separately Excise VAT, Service Tax etc.

Advantage of GST

The Centre and states on Friday 18 crossed another major milestone towards launching GST (goods and services tax) by agreeing on a four-tier tax structure for services that should make economy class air travel and cinema tickets cheaper. The government maintained that cost of other goods services will not rise, but not all industries and tax consultants are as convinced. The four slabs of 5%, 12%, 18% and 28% mirror the GST rates on goods announced on Thursday.

The GST Council, headed by Union finance minister ArunJaitley and comprising state finance ministers, opted for the highest slab of 28% levy on rooms and restaurants in five-star hotels, along with cinema tickets and betting at race courses, while pegging the rates on telecom and financial services at 18%. Despite the highest rate being applied to cinema tickets, the government said, it's still lower than the current levy, including entertainment tax of 45% to 100% that states levy (but local government municipal taxes could push up prices later).

Education and healthcare will continue to be exempt from tax. The GST system will subsume the various Central and state taxes such as excise, value-added (VAT), service, octroi and entertainment into a common all-India system, with transparency as one of its prime objectives.

When asked by the media about the impact on mobile bills and other services in the 18% slab, Jaitley said, "Although the headline rate may appear higher (than the current 15% service tax), the actual incidence will be lower since companies will get input tax credit for goods that they use. If companies don't pass on the benefits, we have the ant profiteering clause".

The government strongly argued that input tax credits will reduce the final tax burden and prevent services from becoming more expensive. In HasmukhAdhia opinion if companies do pass on the credit they get, government calculations indicate that inflation may decline by 2%, revenue secretary. State finance ministers echoed the view that overall there will be no price rise, have made sure that consumers don't have to pay more. The net impact on the system will not be inflationary. For mobile operators, there will be a 3% cost re duction due to input credit, Adhia said. "The effective rate will be 15.

Disadvantage of GST

Services, including telecommunication, the burden for cab and air travel will come down. This will increase the incidence of tax for customers from the existing t 15% to 18%. Having said this, industry has been seeking clarity on the list of exemptions.

The telecom industry too suggested that the burden may raise financial condition of the sector and any rate bet yond the existing rate of 15% makes the telecom.

Eating out is also expected to get costlier with the levy on AC restaurants with liquor license rising to 18%. Although the government said that there was no increase, unlike telecom or insurance, it is virtually impossible to monitor how the levy is imposed across the country. Competition will take care of prices in the case of restaurant.

Other such as cab aggregators such as Ola and Uber will face a 5% tax, but second-class and local trains and Non-ac City buses will be exempt from GST. The effective rate for transporting goods is currently 6% and along with input tax credit, the levy should come down marginally. Business class air travel will attract 12%; but if you fly economy or take an AC train coach, it'll be 5%.

Conclusion

A new tax regime will also require new investments for compliance: Under GST, all firms irrespective of size and sector would have to move to a new and more advanced digital technology to facilitate audit reports, tax credits and payments among other things. This will mean investments. Tax authorities are actively engaging with the sector to ensure their readiness for the new tax policy.

Low awareness on interpretation of how tax will be treated across the chain: Large companies have begun educating their supply chain partners on GST compliance. The vendors are however concerned about how input taxes will be treated. Unorganized businesses that operate on cash and deal with products like metal scrap, waste items, etc do not know how to comply with the GST from an input tax perspective. This 'who will bell the cat' equation needs a fast clarity and resolution among smaller companies.

Uncertainty on the future of protectionist tax policy: Smaller companies with revenues less than Rs 15 million are exempted from paying excise duty. They will now be liable to pay full tax under the GST regime. This may make their products and services less competitive. This will mean smaller companies will be required to shrug out of their insulated existence and face the single tax regime. This will make them seek deeper advice and may delay their readiness.

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Role of Universities in Make in India: Some points to ponder

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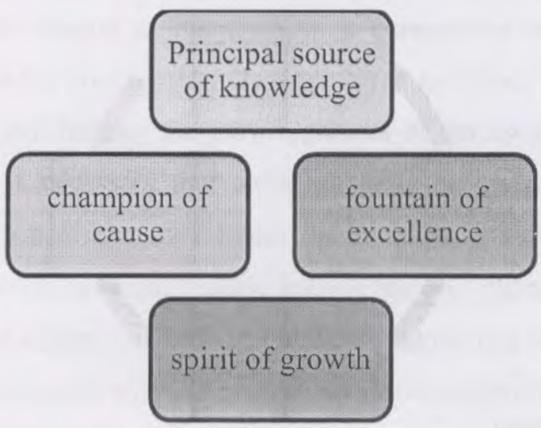
Introduction

Today Universities are considered as centre of attraction. It is rightly said by then Prime Minister Lt. Pandit Jawaharlal Nehru as-- "Universities are the temples of knowledge". No country or society can prosper without developing a right culture which promotes knowledge and research. Very often it is seen that the society that grow in spite of constraint of resources is because of development of strong knowledge. The country with rich heritage of University usually have promoted knowledge, excellence and brought a desire social change. No other institution but only University can bring the change. The true purpose of University is to develop a vision and a right understanding of process of knowledge generation and quest of positive results in the society. The major force that has brought changes in the world is usually the institution (University) that promotes knowledge. The Universities like Oxford, Harvard, Chicago, Cambridge, etc proof this word. Hence, promoting quality education and developing University with high academic standard becomes one of the important duties of every country. The idea of University centred on certain very important issues that University plays a major role in higher learning. It is reservoir of knowledge and a major creator of new ideas and innovations. It will be very difficult to imagine modern country having a development approach but not having advance centre of learning and research. Therefore, Universities in our country should also accept the role of chain agent. Universities should accept the role of chain agent for one simple reason that it is a place where young mind meets and work for bringing in the desired change. It is the only centre which can ignite the quest for knowledge. It is the place which promotes the spirit of excellence and developmental approach. It is the institution that gave inspirational climate for promotion of scientific temperament and research of knowledge.

University as a champion of change:

University as an institution play the role of champion. Truly speaking it is the fundamental chain agent and play the role of catalyst to expatiate the role of knowledge and understanding the socio-economic change. Fundamental thinking, open discussion and creative analysis of every idea are undertaken by the University. The multiple roles play by the university is as under:

Figure 1: Multiple roles of universities



There are various arguments as put forward to justify the role of university as chain agent. Universities like Oxford, Cambridge, Nalanda, Taxila were not only the centre of learning but historical had proof that they brought an ideology and significant change in contemporary and scientific thinking. University brings in new idea in the society and they keep on experiment on unexplored concept. It is rightly said that they are the playground of thinking.

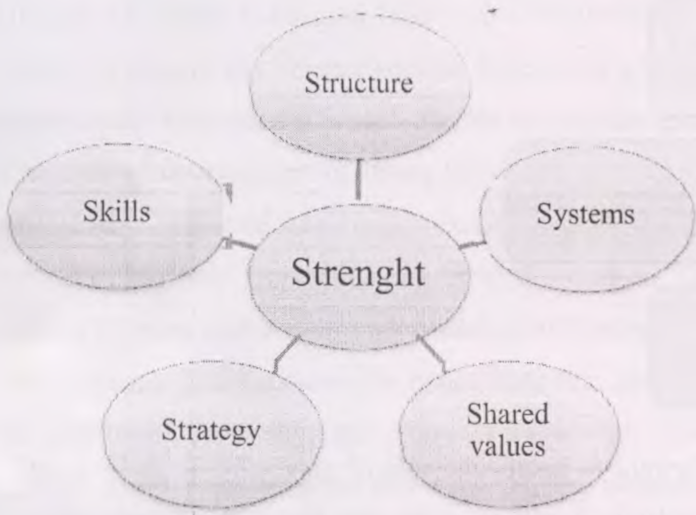
The faculties of the universities play the role of thought leader, the leader who promotes ideas in the field of knowledge. Therefore, the true responsibility of university is not just to organize various programmes but to play the role of chain agent.

It is the university that can bring through a systematic process of idea generation. The university can undertaken the process of change in various ways – creative awareness, educating masses, enlightens the young minds and enriching knowledge in different field of life. It is only the University that empowered people and established the rule of knowledge that remove darkness and brings light on racisms and to our life.

Role of the University in India:

The system of education in India is now well established. Since 1857 our universities is offering higher education to the desired class of learners in various disciplines. A formal structure, well define system and a scientific approach towards education is now well established in our country. Thus the Universities has help India to grow in various ways. The contribution of University in the field of science and technology is also not negligible. The major prevailing strength of the university is presented as follows:

Figure 2: Strengths of the University



The University can contribute by utilizing these strengths for rapid economic development. Taking research to people and encouraging people to participate in the process of development are the two areas where university can bring a significant change. At present the major challenges is creating a sense of responsibility, developing desired financial and economic literacy and empowering people to utilise their skills, abilities and competence. Without right contributions and supports from the university we cannot address these issues appropriately. However, at present the image of university is like dormant partner in socio-economic development and change process. Society at large are often sceptic about contribution of universities to address its economic problems, employment related issues and development of a meaningful opportunities. Some people believe that universities are like dis-association Island in this large sea. These institutions are away from the ministry and have no role in addressing the social changes. Unless and until the universities undertakes a specific initiatives and show a proactive approach, the gap between society and universities cannot be minimize. Universities are the light house to guide the society and the nation. Therefore, universities should contribute in a meaningful manner, not only on their own but by developing right partners with different social segment, chain agent and other institution working for transformation of economy.

Role of Universitiesin 'Make in India':

Today our country is operating in a competitive zone. The economic and technological challenges are also on rise. Depending for assistance – either of technology or for economic purposes will hamper the growth process of our country. Further, to make this country self-reliant it is necessary that more emphasis be given on various developmental as well as technological advancement issues. No institution but university can help the country to enhance its quality of technical inputs, knowledge and research inputs which constitute the major portion of intellectual capital. University alone can bring the desire change in the status of capital intellectual which is a key input in overall growth process.

University helps industries, business houses, commerce as well as various formal and non-formal educational institutions to identify the means of effective utilization, application of appropriate technology and development of suitable structure which is a prerequisite for economic change.

If one question – where do our university stand today? Then the answer is definitely not positive and encouraging. Most of the barriers to growth are related with quality of human resource, absence of suitable work culture, appropriate environment, dependent on fundamental knowledge of outside the country. We need to change this situation. For these purpose universities has to come forwards and accept the responsibility of knowledge generation. That is why the preset policy has emphasis on Make in India as need of the hour.

The Rational of 'Make in India':

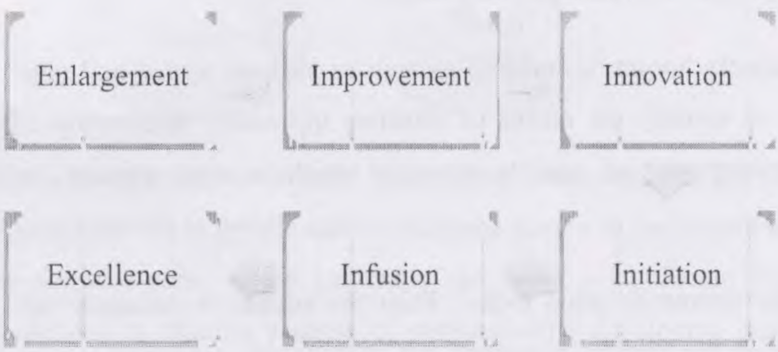
The concept of Make in India deals with a philosophical self reliant, enhancing economic independent and developing India as super power.

Today, though India is one of the largest countries, their contribution to global economy is still negligible. India is still not a major trading and economic partner when one considered the contributions of some important countries like China, USA, Germany and Japan. We have to help this status to develop the country and India has to acquire the status of global trading leader. At present India's share in most of the global activities is not much satisfactory.

How Universities can contribute to the 'Make in India' Movement:

Universities can definitely contribute to 'Make in India' movement. The true purpose of University is to work as a champion of change and leaders of development. Every university can bring the desired change in the total development process. Certain areas that can be contributed by University are highlighted as follows:

Figure 3: Certain areas where universities can contribute



Every university can enlarge the scope of activities beyond its campus and work for inclusive growth. The university can identify the areas where improvement in terms of quality education system is possible and can offer solution to different agencies and institutions. Encouraging innovation and creative thinking to address the problems of industry as well as other industries, to improve productivity and efficiency and enhancing resource utilization can be other areas where universities can participate.

Here some important areas where universities can contribute to the Make in India mission are highlighted:

1. Establishment of functional labs.
2. Establishment of skills building.
3. Establishment of testing centres.
4. Establishment of innovative and incubation centres.
5. Function as thought leader.
6. Play role to meet the gap between available and desired competent level.

1. ***Establishment of functional labs:*** The competent of functional lab is very important. These labs can work for helping the industries, their operational problems. These labs can bring the university to the industries and institutions and help in improving their functioning as well as reduce various problems.
2. ***Establishment of skills building centres:*** Today, the major challenge is lack of qualified skills manpower. Our industries cannot compete with other industrial organization from other country for want of efficient and qualified manpower. Just offering degree and providing facilities of certification cannot be task of the universities. The learners should be providing with an appropriate skills set which will help them to get meaningful requirement for enhancing their socio-economic and income statement.
3. ***Establishment of testing centres:*** Today most of the Universities are having a state of art laboratories in various scientific and technical fields. This labs can be utilize for helping small scale industries, medium scale industries as well as other business organization to avail the facility of testing product, quality standard as well as other various purposes. This will help in developing right collaboration as well as effective utilization of available facilities for enhancement of the country.
4. ***Establishment of innovation and incubation centres:*** Start up India is a very innovative scheme launched by policy maker. To boost this scheme it is necessary that commercial ideas, business proposal be tested and young entrepreneur be encouraged to start their own unit. University can play a role of analysis, assessment of various creations, useful ideas, undertaking research process, study of feasibility, commercial

viability and socio-economic impact. University can also encourage the fellow faculty members to start with identifying innovative ideas having commercial and economic utilities.

5. ***Universities as thought leaders:*** The principle function of university is to bring in the intellectual change. University posses funds of knowledge and a band of competent learners, people who can play the role of thought leader. Cultural change in economic thinking and change in contemporary social idea can be rightly brought by these thought leaders. Analysis of economy, development of technical, promotion of fundamental research is the key tasks which the universities faculties can be perform. This research can create a culture promoting self-reliant.

6. ***Play role to meet the gap between available and desired competence level***: The strength of any nation is depend on the availability of competent manpower. Developing calibre and competent and abilities of the youth is in true sense the most important challenges before our economy. India is having a unique advantage of demographic dividend. However, this demographic dividend cannot be encased unless and until we train our youth with suitable skills and by enhancing their level. The competent of youths depends totally on the kind, quality and form of education. Therefore, the principle task of our universities is to develop youth in term of quality and competent. Offering skills based education and developing skills set for productive, deployment of talent is what the principle challenge of our education.

Conclusion:

Thus it can be rightly concluded that in order to bring in the desired change in the overall structure of our economy and to expedite the growth study, it is necessary that institution like university should come forward with great enthusiasm. The support of universities and their contributions in developmental process will decide how India can achieve the esteem dream of becoming a super power. Universities can contribute in a process of socio-economic changes, advancement of technology, development of economic market. This is the only way to bring desire success in "Make in India" mission.

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Condition of Workers in Jute Industry

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Abstract

Jute industry occupies an important place in the industrial economy, both in term of value of foreign exchange earned and the number of people employed. This industry provides direct employment about 0.26 million workers and around 4.0 million workers indirectly and exports more than 75 per cent of the production of jute in the country. It earns about 5 per cent of the total foreign exchange on all commodities. In spite of this, India is the largest producer of jute goods in the world.

Jute is a cash crop for millions of poor and marginal farmer's families of the South Asian Countries. In spite of the cultivation process of jute runs for four months of a year, jute related activities such as transportation, trading, industrial processing and production of diversified jute goods continue round the year. Tens and thousa nds of people, considerable portion of which are women, are engaged in these activities. They derive their income from these activities and maintain their livelihood.

Even though the jute industry play very important role in the growth of the country but the condition of the workers is not so good. Welfare measure and social security provision which is applicable in jute industry is not properly implemented by the employer.

Introduction

Jute Industry in India plays pivotal role in the Indian economy, providing direct employment to about 0.26 million workers, and supporting the lives of around 4.0 million farm families. Around 0.14 million people are engaged in the tertiary sector, that supports the jute industry. Currently it contributes to exports about Rs. 1000 crore. In 1960 India was largest producer and exporter of jute products in the world with substantial contribution to foreign exchange. But since 1970 onward due to indifference central policies, the mill owners agreed for unreasonable profits, neglect of machinery and equipment and their open loot like activities led to an unprecedented crisis at the end of the century. Now the export stands at only 10 per cent. Even though this industry earn foreign exchange worth Rs 600 crore every year

India has included the Jute Production for special attention in its National Common Minimum Programme. For this mission, it has approved a sum of Rs.355.55 crore. And also in the year 2006-07 the approved allocations for Mini Mission I and Mini Mission II under the JTM for the remaining year of X Plan was at Rs.2.46 crore. The Ministry of Agriculture allocated 9.75 crore subject to the condition that the Department of Expenditure will find savings from the existing allocation of Ministry of Agriculture. The remaining year's allocations for Mini Mission III and Mini Mission IV of the X Plan at Rs.7.95 crore and Rs.30.85 crore respectively have been approved, which would be funded from the Plan savings of Ministry of Textiles.

The British introduced jute mills in India for making bags for packaging, storage and transport of industrial and agriculture goods, carpeting and so many other uses. Research and development also opened up scope for many other uses of jute. Jute is considered second most important vegetable fibre after cotton and to make sacks and coarse cloth. The jute fibre also woven in to curtains, chair covering, carpets, area rugs, hessian cloth. Jute butts, the coarse ends of the plants are used to make inexpensive cloth. Jute fibre are also being used to make pulp and paper But now a days it has been seen that jute products has been replaced by synthetic products which has been generally made by synthetic material. Jute is biodegradable so that it is preferred by pro people, scientific and environmentally conscious community and institutions all over the world. The UNESCO has strongly recommended the use of jute and natural fibre for packaging of food materials. But due to increasing use of synthetic and chemical materials in packaging, the demand of jute bags has been decreasing. Moreover, due to abolition/relaxation of custom duty inside the SAARC countries, import from Bangladesh is increasing. Hence the jute growers are facing inequality and tremendous hardship in the market. About 40 lakhs farmer are engaged in this cultivation all over the countries and lakhs of agricultural workers get job in this production. But now due to severe competition, peasants are bound to sell raw jute at a price below the cost of production, and facing crisis in spite of increase in production. As a result, large area of jute cultivation is being converted to other crops. This will destroy the livelihood of lakhs of farmer and jute workers. In the coming days, raw jute production will be minimised and jute industry may be dead industry.

The jute industry was dependent on migrant labourers from the initial days. The industry had attracted immigrant labours from outside the state, especially from Odisha and Bihar. These workers were "pushed, not pulled, to the city. The workers who joined the mills were generally uneducated and untrained for any specific job. Moreover, the system of recruitment and training of jute mill workers were informal in nature from the very beginning. The wage rates in jute mills were much lower compared to that in other industries. So the workers left the mills whenever they got better jobs. S. R. Deshpande noted high turnover, especially among the unskilled labourers. As the wage rate was not standardized, workers frequently went from one mill to another. Other factors contributing to instability of the jute mill workers were bad working and living conditions, low rates of wages, insecurity of service, the system of "*budli*" workers, absence of social security measures, the "*sardari*" and "contract" systems of recruitment.

The present study concern with to show working and living condition of jute mill workers. And what initiative Govt. has taken to improve the working condition and what are social security and welfare measure has been provided by the different Acts

Contribution of jute Industry in the Economy of India

Jute industry has occupied very important place in Indian economy Jute is generally produced and cultivated in West Bengal, Bihar, Assam and Orissa. Now it is also extended in the state of Meghalaya, Tripura, Tamil Nadu, Maharashtra and Utter Pradesh. West Bengal is most jute producing state in India. It produces about 65% of country's jute production the main district where jute is produced in west Bengal are Bardhaman, Murshidabad, North Dinajpur and Medinipur. The first jute mill industry started in 1856 in West Bengal. In India there are about 92 jute mills and out of 92 jute mill 74 of them located in west Bengal this show that in the production of jute west Bengal is in number one as per the information available in the office of jute commissioner t.[1] The products which is usually made of jute are hessian, sacks, carpet backing cloth and other items. The total production of jute goods produced by India during the period of 1995-96 to 2014-15 varied from 1776.0 thousand MT (2007-08) to 1267.2 thousand MT (2014-15) with an average of 1546.82 thousand MT per year.[2] In India jute goods is very vital product to export in 2014-15 jute goods were generally exported was about Rs 1813.8 corer. Jute industry is immensely labour extensive industry.[3] Bihar is the second largest jute producing state in India it produces about 9.2 per cent of total jute production in India Purnea, Katihar, Saharsa and Darbhanga are jute producing district. Assam also produces considerable amount of jute.

Jute industry is providing a number of employments in India. Jute industry in India has generated various employment opportunity lakh of people are getting employment in farms, industries and service sector of jute growing state in India. In eastern region especially in West Bengal jute industry in one of the extensive one. The jute industry in India provide direct employment to about 0.26 million workers and 4.0 million workers indirectly are working in mill and their livelihood is going on by this industry and more than 4 millions family of farmers are getting their livelihood in India. Moreover a crowed of workers are working in jute industry.

Use of Jute

The use of jute has dynamic the main variety of jute in India are tossa (CorchorusOlitorious) and white jute (CorchorusCapsularis). Generally all part of plant of jute is useful. The tender leaves are being used as a vegetable to consume. The leaves which break and fall from the plant vitaminize the soil. The jute stick which left after jute fibre is extricated from the jute plant that sticks are being used for domestic fuel and also for cheap building materials. The unique feature of this plant is it has very high ability of observation of carbon dioxide. In the 120 days of growing period of jute an acre of jute absorb about 6 MT carbon dioxide from atmosphere and liberate 4.4 MT of oxygen several time it release oxygen higher than trees. In addition of these benefits of jute it is very admirable in term of ecological footprint when we differentiate it with synthetic packaging materials.

Jute is very popular nature fibre after cotton in commercial field. Jute is generally used for different purpose such as sacks, bags, and coarse cloth are generally used for packing different products, such as bales of raw cotton are prepared from jute fibre. Jute carpet, jute mates, prayer rags, and jute furniture are generally made from jute. India is the largest producer and consumer of jute products. Nearly 75 per cent of jute is used for making packaging materials. One of significant feature of jute is that it is hundred per cent biodegradable in nature. Unlike synthetic fibre jute is more environmentally friendly so that it use should be encouraged. And its use is very eco-friendly. Because polyethylene bags which is generally used for packaging materials is very harmful for health and environment that's why jute should be encouraged so that world will not depend on polyethylene for packaging goods. India also exports large number of jute. India export almost two lacks tonne of jute goods which earn around 2000 crore.

Working Condition of labour in jute industry in India

When we talk about working condition it includes a number of things such as safety of the workers, ventilation, heat, lighting, hours of work, rotation of shifts, physical hazards and environment of work place. Working condition also includes air temperature of the working place, darkness and light, quietness and noise etc. looking all this we can say that factory environment plays a crucial role in maintaining health of worker and his efficiency as well. Dirty and unhealthy environment makes adverse effects on the health, efficiency, psychology of the workers and consequently quality of the work. Favourable working condition may help in establishing permanent and stable labour force and shall also reduce absenteeism and decrease labour turnover to a great extent. Unfriendly and unpleasant working conditions contribute to a make the activity of employee slow and consequently decrease in production.

Following are some reasons which very much affect working condition of workers:

a) **Dust and fume:** a lot of fume release by different activities of jute mill such as softening of jute, bundling, preparing, selecting and sorting, hatching etc. but jute industry does not have any arrangement any process which may prevent such fume. In spite of this in spinning department there is always release of jute particle in the air. In order to stop inhalation so such dust and jute particles by the workers no proper measures have been initiated by the employers. In some jute mill some initiative has been taken like humidity fire machine and hackled machine (which is collecting jute particles by air succession system) have been installed to save from inhalation of dust and jute particles. But these measures are not sufficient enough. After search it was found that the workers are not provided with any respiratory or other protective equipment by the employers.

b) **Lighting**: arrangement of light in jute mill is in compliance with the Factories Act 1948 and Rules. In most of the jute mill, workshops and offices there is proper lighting system. The factory building is duly lighted by high electric posts fitted with high powers Bulbs and Tubes. Generally building is large in size having big glass windows on all sides under the roof, that is why factory does not face obstruction and overcrowding.

c) **Ventilation**: one of the demerit of bad ventilation is it cause discomfort and tiredness to workers who work in a badly ventilated room. There is fresh light and air in well ventilated mill. Proper ventilation depend on big windows, doors etc. good ventilation is necessary for the good health of the workers. Most of the jute mills in West Bengal are duly ventilated having big window and doors. In spite of this most of the jute mills have proper provision of exhaust fans. But till now excluding the jute mill of West Bengal the condition jute mill in other state is not satisfactory.

d) **Temperature**: the condition of temperature most of the mill in West Bengal remain moderate during the whole period because all the jute mill in West Bengal are located on the river side of the Hooghly. Besides this the mill house are duly ventilated and arrangement of exhaust fans.

e) **Sanitation:** Factories Act of 1948 provides that one latrine is to be served for every fifty workers. Factory Act say that in every factory sufficient latrine and urinal should be constructed which should be easily accessible to workers at all time while they are at the factory and separate enclosed latrine and urinal should be provided for male and female workers. And such accommodation should be properly lightened and ventilated and it should be very neat and clean.[4] But the condition is not as such as the norm which has been prescribed by of factories Act 1948 in the jute mill and the employer does not pay attention to the condition of sanitation. The Labour Investigation Committee 1946 reported that the number of latrine and urinal is as per the norm of factories Act but the condition of such latrine and urinal system is very bad.[5]The condition of latrine in deplorable condition. The floors and walls of the latrine and urinal system are worn out. Some of the urinal and latrine had been constructed during period since then no such construction has been made. Some of the latrine and urinal is not properly ventilated and lighted as per the norm of factories Act 1948. All the latrine and urinal system is very dirty and has not clean as per the norm of the Act of 1948.

f) **Safety:** regarding the safety of workers there are numbers guidelines has been given by Factories Act 1948 which shall be applicable jute mill because Indian Factories Act applicable to the jute mill. Some of the guidelines i would like mention here those are as follow. Chapter iv of the factories Act discuss about the safety of the workers. It says that in every factory there should be fencing of machinery which may cause accident.[6]In jute mill employees are in during production of goods they have to involve themselves on various types of machines. Those machines are softening machine, carding machine, drawing machine, roving machine, roll winding machine etc. such machines are dangerous and accident may occurs at any time due to minor mistake or ignorance on the part of the machine operator. That's why some precautionary measures have been laid down by the Factories Act in order to avoid accident. It has been seen that the management of every jute mill has taken necessary step to manage extinguisher in case of fire in the mill. But in some of the jute mill where some of the dangerous machines are not properly fenced as per the norm of Factories Act and such machines are not being checked properly. And training is not being given to the workers regarding operating the machine and safety measures. Workers in jute industry are working while wearing loose cloths such as Lungi and Gamchha. Such loose cloths in many times cause of accident in the industry. Some accident occurs while taking machine down for repair purpose or removing jute particles from the machine.

In jute mill generally there are four causes of accidents they are as follow

i. Uncovered belts, chains and machines
ii. Loose cloths
iii. Carelessness and
iv. Ignorance of machine operation

In such case it is very important to note that role of Labour Officer is very crucial. It is the duty of Labour officer to give full information regarding working and operation of machines. Workers should be given full information regarding the basic and frequent causes of accidents. And the workers should be properly suggested for caution and keep their cloths fit while operating machines.

g) Leave and holiday: before 1945 in jute industry there was no provision of earned leave but now industry is giving six days festival holiday with pay.[7] After that the first omnibus jute Tribunal 1948, and second omnibus jute Tribunal 1951 formulate rules in respect of leave and holidays for all category of manual and clerical staff of the industry. As per the rule of the Second Omnibus Jute Tribunal 1951 all manual and clerical workers of the jute mill has been given following types of leaves at present.

A. For Manual Workers

i) Statutory leave: workers, mistries, watchman and ward staff of the mill is given such leave as per the provision of the Second Tribunal 1951. Maximum 15 days leave granted in such leave to the workers in year. Such 15 days shall be calculated on the following basis: 20 working days is equal to one statutory leave. A permanent worker has to work minimum 240 day in order to claim such leave and special badly workers has to work minimum 220 days in year. For purpose of calculating such period of 240 or 220 days the absent of workers in service by way of sickness, accident, lay-off, strike, lock-out or ceassation of work not due to fault of worker shall be treated as continuous service but they shall not earn leave for those period.

ii) Medical leave: After the implementation of E.S.I the medical leave is generally given to the workers as per the rule of Employee State Insurance.

B. Clerical Staff

i) Privilege leave: 21 days privilege leave is given to the clerical workers in the office of the mill as suggested by Second Omnibus Jute Tribunal 1951.

ii) Casual Leave: ten days casual leave is recommended by the Second Omnibus Jute Tribunal to the clerical workers with full pay.

iii) Medical Leave: medical leave is given to clerical staff as per the recommendation of Employee State Insurance.

C. Supervisory Staff:

Leaves for the supervisory staff of the mill have not been recommended by the Second Omnibus Jute Tribunal 1951, leaves for the supervisory staffs is given on the discretion of the employee. In most of the jute mill supervisory staff has been given following leaves.

i) Privilege leave: supervisory staffs are given 30 days privilege leave in a year.

ii) Casual leave: casual leave for supervisory staff is generally for 10 days in jute mill in a year

iii) Medical leave: the staff of jute mill whose monthly salary does not exceed 3000 per month. They are entitled to enjoy leave as per the rule of Employee Sate Insurance Act. If monthly salary of the staff exceeds 3000 in such case they are given 15 days medical leave in jute mill.

So that there is similarity in privilege leave, casual leave and medical leave, casual leave and medical leave of supervisory staff in most of jute mill in West Bengal.

Condition of workers in jute industry is not so admirable and it affects health and living condition of the workers and his family. The mill honour does not take seriously regarding the plight of the workers who is working in the mill. The honour does not take seriously about the problems of the worker they are being continuously neglected by the mill honour.[8]

Jute industry is labour intensive which requires high number of workers. Due to this high cost of labour required which mill honour is not ready to pay this resulted bitter relation between workers and mill honour and there is exploitation of workers by the mill honour and deprivation of statutory benefits provided by the labour and others law to the jute mill workers. From beginning the owners were well organised and there is always clash between mill owner and workers of the mills.

Jute industry is totally based on migrant labour from beginning. These workers are mainly migrated from Bihar and Odisha. These workers were pushed, not pulled, to the city", according to Royal Commission on Labour in India.[9]

Economic conditions of jute mill workers are not so appreciable. Almost workers in jute industry are indebted.[10]Their condition is so miserable. They have been paid not such amount which can fulfil their necessary requirements of life thats why they have to take debt to fulfil their needs of life. They have to face deficit in meeting daily expenses. They took loan in day to day expenses. Generally it has been seen that they took loan or debt to meet the expense of marriage and sickness. Dowry system is very much prevalent in both among Hindu and Muslim jute mill workers. There are no Government medical facilities therefore in case of sickness they have to pay large amount of money in treatment and this situation forced his to take loan or debt. And due to this their situations are becoming more pathetic or worse. Moreover situation became worse when workers are unemployed due strike, lockout etc then they have to take loan or debt to meet daily expenses of the household. Some of the other reason of indebtedness are buying and repairing houses and buying cattle and agricultural land. Some time situation become amazing that loan is taken to pay off previous loan. The workers are usually had to pay 14 per cent interest in case of company loan to 200 per cent in case of money lender.[11]

Living condition of jute workers are so poor because housing is very poor which is provided by employer. According to report of Royal Commission 1931 most of the workers are living in back to back line of the houses provided by the mill owner. Quarters of jute mill workers are constructed along railway lines which are usually constructed in continuous row. Every bunch of houses is usually constructed without any plan. There is no ventilation in housed. Due to very poor construction of houses workers gets ill and it is injurious to the health of the workers. These reason workers have to move other place for living. The workers quarter is nothing but overcrowded insanitary hovels, without any ventilation facilities. Generally it has been seen that floor and roof has leakage and damp. Even kitchen is not constructed in the house which has been provided by employer. They have to cook food in verandah or in the room. Facilities of drinking water is not available workers has to fetch water from nearby pond or tap. The workers who are living in rented house are living in slums or shanties. The condition of living in those slums are worst than those in the coolies lines of the mills. Generally slums and shanties are seen along the railway line, or along the river or canal banks or besides water lands are used garbage dumps. Those areas are very dirty and very far from cleanliness. The condition of workers who are living in those are very bad even basic need water is not available on those areas because there is no supply of drinking water in unauthorized premises. And the pond which is available in those is so polluted which is not fit for consumption or other domestic purpose. Houses are usually made invariably on a public land and it can be evicted at a shortest notice.[12]

A survey has been made in 2015-16 by national Jute Board (NJB) this information show that the condition of workers of jute mill is now not so bad and there is some improvement. The information shows that 96.4% works have electricity in their home, 91% of the jute workers families have piped water supply, 99% of the workers have access to toilet and the workers of jute mill comes within the health coverage under Employees State Insurance (ESI).

Insured market has been provided by Government of India to the jute sector under the jute Packaging Materials Act (JPM), 1987 under this Act Government has authorised that 90% of food grains and 20% of sugar be packed in jute bags. The annual grand for these amounts will be Rs 5,500 crores approximately. Instead of this the National Jute Board has been implemented measures for the benefits of workers, artisans and small producers and promotion of jute industry. This includes:

I. Workers Welfare Scheme: this Scheme has been implemented for betterment of sanitation, health facilities and working conditions of jute mill workers.
II. Incentives of Children of Jute Mill Workers: this Scheme is helpful to support to the jute workers family to educate their children through a scholarship Scheme.
III. Export Marker Development Assistance Scheme: this Scheme is helpful in promotion of jute goods by business delegates.
IV. Retail Outlet of Jute Diversified Products Scheme: this Scheme is very helpful for the jute entrepreneurs for opening of outlets of jute products in life style in Metro Cities, State capital, District Head Offices and Tourist sports.
V. Focused Market Initiatives: this initiative of government is fruitful for organising and participation in jute Fairs, National Fairs/ Regional Fair, Export oriented fairs in India & abroad to extend marketing support to the artisans, small and micro entrepreneurs.[13]

Health of the jute mill workers and their family members

Health of jute mill workers directly affects by the living conditions of workers. Condition of house is so poor which is lacking basic amenities like water & sanitation due to this various infectious disease and other diseases very much prevalent among the jute mill workers and their families. Due the overcrowding there is unhygienic situation is prevailing inside the house and unhealthy environment such as improper lighting and lack of ventilation etc creates stress and health hazards among the workers and their family. One of major problem of such unhealthy and unhygienic situation is that infant mortality rate is very high and high burden of diseases.[14]

Various studies have been conducted in the past concentrating on the health of the jute mill workers. It has been usually seen that the workers who is working in the jute mill are suffering from respiratory disease since they are continuously has to face the dust of jute which also increase the chance of impairment of lung function. From all the study one thing came to the knowledge that most of the workers who are working in jute mill never has to face such types of diseases before joining jute mill industry. One of the substantial reason of workers bad health are poor living and working conditions. Diseases which has been generally suffered by jute mill workers caused by ill housing condition and lack of basic amenities like clear water, insanitary living condition and overcrowding and hence disease are inherent in the nature of their quality of life. It has been noticed that the respiratory disease such as asthma, bronchitis, chronic cough etc. among the workers have increased. Some diseases are very specific which are usually found among the jute workers they are typical skin diseases prevailing among the workers handling batching oil in the batching department. It was a kind of eczema causing pigmentation and scars of the skin.[15]Some time scare converts in to skin cancer. It has been usually seen that the disease of the mill workers is different from disease of household members of the workers because the nature of disease of workers are those which has been caused by the working condition and they suffered from occupational hazards at workplace as well as environmental hazards at the workplace and at home thus workers has to face both diseases and the household members are generally suffered from those disease which has been caused by bad housing condition and unhygienic food and living conditions.[16] The basic cause for adopting a life style which is harmful to the workers and their family is non-availability of basic assistance and medical facilities.

Among all one of the reason of bad health of jute workers is addiction of different types of drugs and drinks most of those are very harmful for health. Workers does not consider evil or bad to taking drink or alcohol. Taking alcohol and drunks is considered to be the source of pleasure for them. Many workers listed their expenditure of tobacco and alcohol in recreation. Most of the workers addicted with smoking, chewing tobacco, country liquor, gaanja, bhang and pan. This addiction generally started from adolescence. Addiction of alcohol and many other types of intoxication which workers take habitually makes under nourished body of the workers weaken and more prone to illness. In spite of dust and fume which workers have to face in jute industry, smoking habit is of the reasons which cause aggravated form of respiratory problems.

Social security available to the workers of jute mill provided by different Acts

After long demand of the jute mill workers and other workers for good working and living conditions. There is more emphasize has been made for the improvement of working condition and the welfare of the workers in the organised sector after independence. Various legal measures have been taken by the government for the betterment of the workers after independence. Following are some important Acts applicable to the jute mill. So that workers of the jute mill can be benefited by this Acts. Here I would like make aware to the reader that these Acts are also applicable in jute industry so that workers can avail the benefits of these Act.

1. **Employees State Insurance Act 1948:** ESI Act applies in all factories (excluding seasonal factory) employing 10 or more persons. Those workers who are earning up to 15000/- per month entitle to claim the benefit of ESI Act. This Act is self finance health insurance scheme for Indian workers. Employees' State Insurance corporation (ESIC) or autonomous corporation established by the Ministry of labour and Employment, Government of India, According to rule and regulation stipulated in the ESI Act 1948 of India manages the fund. The rate of contribution of employers is 4.75 per cent of the wage paid to the employees. The rate of contribution of employees is 1.75 per cent of the wage paid, making the total share of 6.5 per cent of wage as contribution to the ESI. The workers who are daily wager earning less than Rs 100 per day exempted from paying the share. Sickness Benefit, Disablement Benefit, Dependents Benefit, Maternity Benefit and Medical benefit are main benefits provided under ESI Scheme.
2. **Employees' Provident Funds and Miscellaneous Provisions Act, 1952:** ThisAct provides the institution of provided fund, pension fund and deposit-linked insurance fund for employees in the factories and establishment.
3. **The Payment of Gratuity Act, 1972:** This Act is very helpful. This Act provides social security when the employees are not in service under his employer.
4. **The West Bengal Workmen's house Rent Allowance Act, 1974:** this Act is applicable where 20 or more workers are working in the industrial establishment in West Bengal. This Act provides house rent allowance to a workers @ of 5 per cent of the wage during a month or Rs. 15/- whichever is higher. It also provides house rent allowance to the badly or casual workers.
5. **The Equal Remuneration Act, 1976:** This Act is very important piece of legislation in the field of gender base equality. It provides equal remuneration to men and women workers. This Act prohibits any types of discrimination on the ground of sex against women in the matter of employment, promotion etc.
6. **Minimum Wage Act, 1948:** The main aim for passing of this Act of 1948 is to provide social security to the workers who are working in unorganised sector and to prevent exploitation of the workers who is working in the unorganised sector. Because they have no bargaining power and they are deprived of their fair and legitimate wage.
7. **The Factory Act, 1948:** Safe, clear and healthy working environment provide by this Act of 1948 and also provides facilities of sitting, first-aid, canteen, shelter, rest room, lunch rooms and crèches where women workers are working. But in most of the jute industry these facilities are not available as per requirement

Conclusion:

Most of the workers found it difficult to lead their life with their insufficient earnings. The average annual income of the jute worker worked out to Rs. 11,500 while the average annual expenditure was Rs. 13,500. This reveals that the incomes of the workers fall short of their expenditure. Consequently, most of the workers suffer from poverty and find themselves deep in debts. Not able to fulfill basic needs, they were found to be borrowing mainly from two sources i.e., provident fund and money lenders. It may be noted that this will only aggravate the situation and make their life still miserable. Recognising the economic position of the workers in the light of their social background, the management of the industry as well as the government should develop appropriate policies to improve their lot and contribute to the efficient functioning of the industry as a whole.

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A Study on "Digital India" – Opportunities, Challenges & Remedies

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Abstract

*"**Digital India**" is an initiative of the Central Government of India "designed to transform India into a global digitized hub" by reviving a rundown digital sector of India with the help of improving digital connectivity and skill ěnhancement and various other incentives to make the country digitally empowered in the field of technology. This paper helps understand the global as well as domestic challenges that might hinder the successful implementation of the program and suggest some feasible remedies to deal with the same. Further the paper also highlights the opportunities that would pave the way for achieving the program's aim of making India the preferred choice for digital activities by both global and domestic investors and also how far the "Digital India" model can prove to be an attraction for the investors to invest in the sectors which are yet to achieve their full potential in India.*

Keywords: Digital India, Digital Empowerment, Job Creation, Skill Enhancement, e-Services, Mobile Applications.

Let's resolve to steer the country to one destination. We have it in us to move in that direction. Come, Digital India", "Let's digitise entire India". Be in any country of the world but stay connected always. We have got skill, talent, discipline, and determination to do something. We want to give the world a favourable opportunity that come here, ", "Come, Digital India", from electronic Services to job opportunities "Come, Digital India "fromGovernance services on Demand to Digital Empowerment of Citizens "Come, Digital India". Our country is powerful.

I dream of a Digital India where the world looks

to India for the next big Idea.

Narendra Modi

The Prime Minister of India's vision

INTRODUCTION

Digital India Program is a national campaign to transform India into a globally connected hub. It includes various proposals and incentives given to companies, basically the manufacturing companies both domestic and foreign to invest in India and make the country a digital destination. The emphasis of Digital India campaign is on creating jobs and skill enhancement in the Broadband Highways, e-Governance, and Electronic delivery of services, Universal access to MobileConnectivity, Electronics Manufacturing, and Information for All etc. The campaign's aim is to resolve the problems of connectivity and therefore help us to connect with each other and also to share information on issues and concerns faced by us. In some cases they also enable resolution of those issues in near real time. This initiative is focused to help India gain a

better rural connectivity with a stable governmental policies in the background coupled with benefits and incentives via the campaign. Simultaneously the initiative is designed to create jobs and enhance skill development which will ultimately lead to increase in GDP and revenues from tax.

OBJECTIVES OF THE PAPER

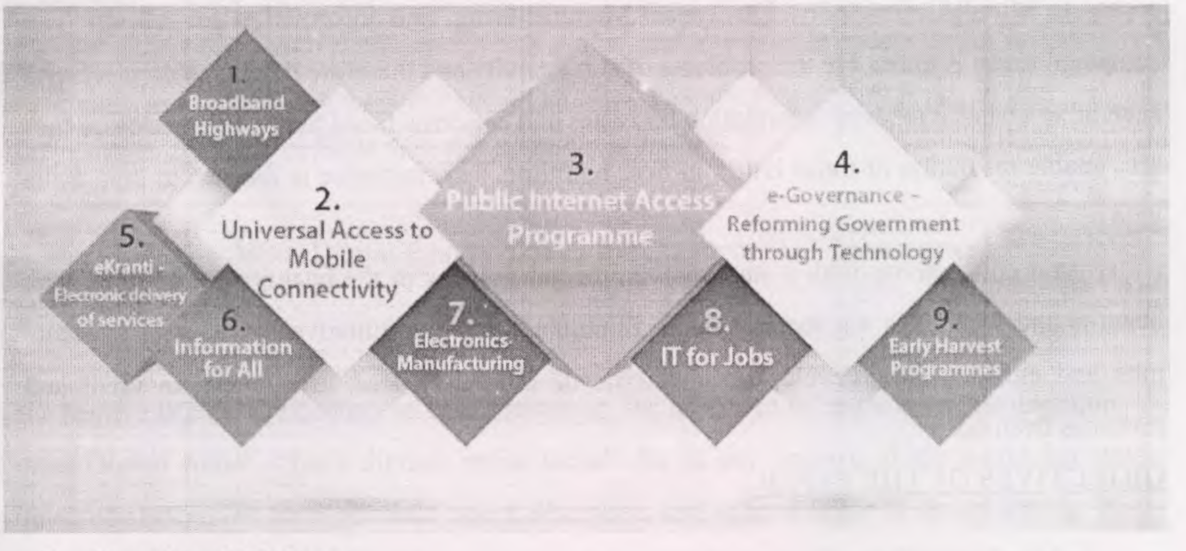
- To Understand the "Nine Pillars of Digital India".
- To Study the Scope of Digital India.
- To Understand the Challenges/ Barriers of Digital India.
- To Highlight the Remedies in making Digital India Campaign a Success.

RESEARCH METHODOLOGY

The specific types of information and / or data needed to conduct a secondary analysis will depend on the focus of study. For this research purpose, secondary data analysis is usually conducted to gain in-depth understanding of the "Digital India" initiative. Secondary data review and analysis involves collecting information, statistics, and other relevant data at various levels of aggregation in order to conduct a requirement analysis of the rural area and mostly the paper is based on the information retrieved from the internet via journals, research papers and expert opinions on the same subject matter.

PILLARS OF DIGITAL INDIA

The government aims to target nine 'Pillars of Digital India' which are as follows:-



1. **Broadband highways**

- Broadband for all rural.
- Broadband for all urban.
- Mandate communication infrastructure in new urban development and buildings.

2. **Universal access to mobile connectivity**

- Increasing networking services.

- To connect unconnected areas by using technologies.
- To provide universal phone connection.

3. **Public internet access programme**

- It is a national rural internet mission.
- CSCs- Made viable, multifunctional end-points for service delivery.
- Post offices- To become multi-service centers.

4. **E-Governance**

- To reform government through technology.
- Online application and tracking interface between departments.
- To transform every manual work into fully automation system inside government.
- Quickly respond, analyze and resolve persistent problems and many more.
- All databases and information to be electronic, not manual.

5. **E-Kranti**

- Technology for Education e-education.
- Technology for Health e-healthcare.
- Technology for Farmers.
- Technology for Security.
- Technology for Justice.
- Technology for Financial inclusion.

6. **Information for all**

- Citizens have open, easy access to information.
- 2-way communication between citizen and government.
- Online messaging to citizen on special occasions.

7. **Electronic manufacturing**

- Target net zero imports is a striking demonstration of intent.

- There are many ongoing programs which will be fine-tuned.
- Need strengthening.

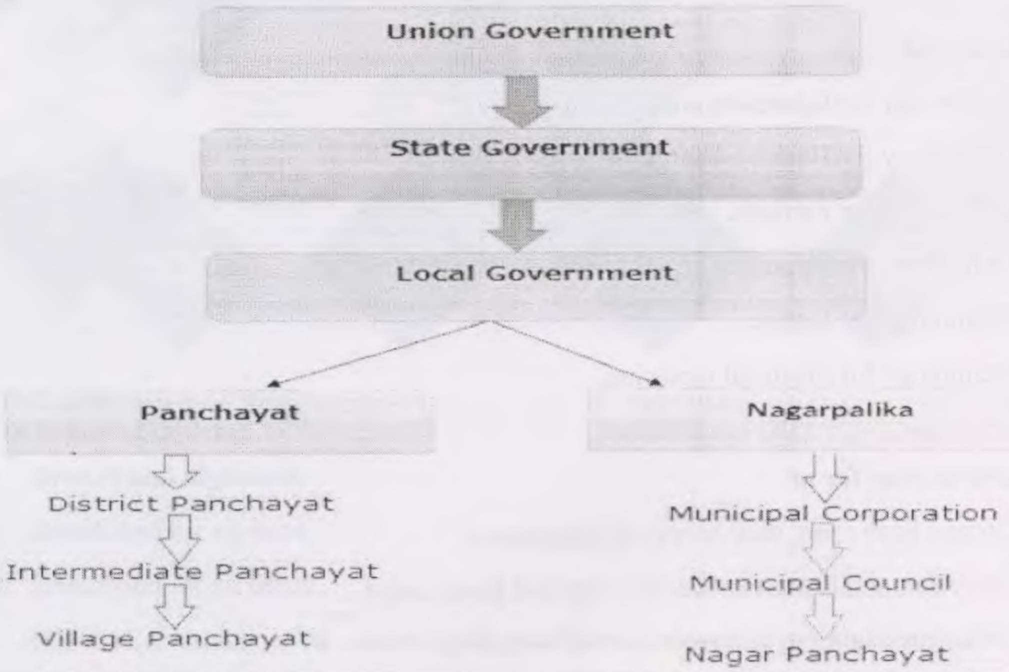
8. **IT for jobs**

- Train people in smaller town & villages for IT sector jobs.
- To provide training and teaching skills to the youth for employment opportunities in the IT sector.

9. **Early harvest programme**

- Government greetings to be e-greetings.
- Educational books to e-books.
- People will use the e-services for entertainment, weather information, latest updates etc.
- Public Wi-Fi hotspot.

INDIAN DIGITALIZATION STRUCTURE



SCOPE/ OPPURTUNITIES OF DIGITAL INDIA

- The digital India is a great plan to develop India for a knowledge future.
- On being transformation– to realize IT (Indian Talent) +IT (Information Technology) =IT (India Tomorrow).
- The programme pulls together many schemes like e-Health, e-Sign, e-Education etc.
- It weaves together a large number of ideas and thoughts into a single, comprehensive goal so that each of them is seen as part of a larger goal.
- Each individual element stands on its own. But is also a part of the largest picture.
- The common branding of program as Digital India highlights their transformative impact.

BARRIERS/ CHALLENGES OF DIGITAL INDIA

There are few barriers of the Digital India programme which are as follows –

- Each pillar has its own barriers.
- Infrastructure deficit such as lack of towers, especially in the country side.
- Implementing entities at the actual field.
- Beneficiaries may not have adequate knowledge of DIP.
- Auxiliary services such as health, education, banking, governance etc may not be well developed.
- No separate entity for consumer readdress under the program.

REMEDIES TO OVERCOME BARRIERS OF DIGITAL INDIA

- A few new programs may be needed-particularly in electronics manufacturing and skill development.
- Have a dedicated training institute in each state under DIP, to aid in augmenting the digital literacy and awareness level.

- To inspire the youth for making effective DIP.
- Government should conduct the seminars to aware people about the digital services.
- To advertise the policies of DIP on Books, pen, TV, newspapers etc. so that people could aware about the e-services.
- Mandate a lecture about Digital India in every educational institute to enhance the policies of DIP.
- To launch a help-line number of DIP so that people can tell the problems relating to e-services.
- Provide a help center in each state to solve public issues.
- To print the booklets of e-Services with picture and distribute to each home for awareness.
- To turn the villages into smart economic centers that connects farmers directly to e-Markets to know the well price of crops.

CONCLUSION

There is much to be done, from the creation of smart cities to the comprehensive availability of broadband, from connectivity in education, healthcare, agriculture, and manufacturing to a National Digital Literacy Mission (NDLM) that Nasscom Foundation has already taken up with the Department of Electronics & IT (DEIT). What is important to understand is that like any elephant, Digital India has many parts and each has to be addressed to make the big vision a reality. Another recommendation as to digital conn ectivity is to reduce the judicial clearances and stability in ruling which can act as a major impetus to the technological sector as it will attract high investor confidence with the judicial rulings being fair and pro-business. Going by the present practices, the imposition of certain amendments with retrospective effect has garnered much noise in the past and should immediately be taken notice of. The more stable, quick and fair the judgment in basically cases relating to the business and taxation sectors, the better the chances of attracting more business leaders to invest more. The Judicial clearances and stability in ruling can act as a major impetus to the technological sector as it will attract high investor confidence with the judicial rulings being fair and pro-business. Going by the present practices the imposition of certain amendments with retrospective effect has garnered much noise in the past and should immediately be taken notice of. The more stable, quick and fair judgments in these cases relating to the business and taxation sectors, the better the chances of attracting more business leaders to invest more. As another recommendation, Prime Minister Sh. NarendraModi in his inimitable style touched all the right chords in his speech, which included in its ambit the opportunities for access to better healthcare, education, and information for better livelihood that is at the core of the digital opportunity. A lot will be expected from the national broadband mission to lay the digital infrastructure on which many of these national applications can be mounted. In the last couple of years, Nasscom Foundation with its 'Follow the Fiber' approach and the active partnership of technology majors Intel, Google,

and Microsoft has shown that village wide digital literacy is possible with successful outcomes in three villages in different parts of the country and more on the way. Hence, But providing a better transparent legislation with not only comprehensive availability of broadband, from connectivity in education, healthcare, agriculture, and manufacturing but also ensuring the implementation of the same would be a step forward in making India a preferred destination with regard to connectivity. Lastly improving the relations between the government and the corporate with regard to favourable taxation policies, quicker clearances of projects, minimal interference and removal of inaccessibility problems is the need of the hour for Digital India to bear fruits.

To conclude the digital India program is a flagship programme of the government of India to shape by connectivity and technological opportunity. It is a vision to transform India into a digitally empowered society and knowledge economy. It is a good effort to develop India. Although, digital India programme is facing some barriers, yet it has a great impact on India to make the best future of every citizen. We Indians and others should work together to shape the knowledge economy. More employment prospects will open for the youth that will boost the nation's economy. Digital India campaign is a welcome step in shaping India of the 21st century powered by connectivity and the technological opportunity. In short, this paper focuses on the key of barriers and providing remedies for prevent the challenging facing by the Indian people.

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A Study of SWOT Analysis of Educational Institutions

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Abstract

A good academic institution is the greatest asset of the society. It takes the responsibility of shaping the future of society by developing good human resources. So, to make society grow, it is essential to have a strong and well established high quality academic institution. And to make the organisation a high quality academic instruction, it is very important to identify the factors that impact their development. SWOT analysis shall help the organisation in achieving these objectives. Thus, the present paperhighlights the formulating idea of SWOT analysis of educational institution.

Introduction: Every organization passes through certain phase of life cycle. Right from the conceptualization till decaywhere the organizations achieve certain objectives accomplish certain goals and perform certain activities. The journey of the institution is not usually in a linear manner. There are ups and downs, achievement and failures as well as gains and losses. For sustainable &long term development; an academic institution must analysevarious aspects of its functioning. It must make a futuristic analysis of likely opportunities and avenue of development. Similarly, it should also make an empirical analysis of its past achievement, performance and mode of functioning. The insightgains through such analysis help the organization in many ways. The right approach for an institution is to understand its past effectively and project the future in appropriate manner. For this purpose, a systematic analysis becomes essential.

The days are gone – academic institutions were managed in an orthodox and conventional manner. There was a belief that modern techniques and systems are applicable only to professional organizations. Educational institutions are working not for profit motive but for promotion of charity. However, this belief is slowly changing. We know for sure that professional approach to management irrespective the nature of institution has become essential due to its application, utility and its purpose.

Modern day education especially education of higher learning adopts many new techniques of institutional management which are Enterprise Resource Planning (ERP), Quality Circle, Kaizen, MBO, etc. SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis has become a very important and more appropriate technique for performance evaluation of educational institution. It is now a commonly accepted systematic method of analysis, where the strengthsof the institution are assessed for its proper and systematic growth. Therefore, SWOT analysis is now applied by almost all educational institutions in a very systematic and regular manner.

The Approach: The idea of the educational institution is related with promotion of a noblecause. Educational institution works for advancement of purpose, development of empowerment and societal enrichment. A good academic institution is the great asset that the society possesses. No society can grow without having a strong & well established high quality academic institution. The idea of academic institution is related with promotion of culture, enrichment and enlightenment of social values. Growth of education depends on variety of factors. The resources available, availability of competent faculty, well defined structure as well as right opportunities.

From this point of view, it becomes essential to understand how the academic institution analyses its strengths, examines their avenues of developments and promote the cause of education. SWOT analysis is a comprehensive analysis of opportunities, future planning as well as analysis of availability of resources & selecting the right method of eliminating the weaknesses as well as challenges posed by environment and competitors.

Rationale of the Study: The purpose of SWOT analysis is obviously clear, it is the examination of strengths and weaknesses which exists in an institution. Like any other institutions; academic institutions also face many challenges. They too have certain strengths and limitations which regulate their performance and influence their opportunities of advancement.

The rationale of the paper can be stated as follows:

1. SWOT analysis of academic institution shall help to understand the strength, plus points and core areas of competence of an academic institution.

2. It shall help an academic institution to evaluate the root causes affecting its performance and achievements as well as to know the basic weaknesses in the system and the structure.
3. A futuristic approach can be adopted for the development of institution.

Objectives of the study: The objectives of the paper are to examine the method and manner in which SWOT analysis can be done for enhancement of academic performance of an academic institution.

1. To understand the concept of formulating the idea of SWOT analysis.
2. To examine the salient features of SWOT analysis as it is applicable to academic institution.
3. To study how the SWOT analysis shall help the academic institution in formulating sound, long term policy of academic development.
4. To identify the technique and approaches that can be adopted for proper application of SWOT analysis in academic institution.

Working definition: The terms related with the paper are spell out as follows:

Quality: Quality in this context indicates the establishment of certain standard of academic performance and benchmarking system for evaluation of performance of the institution.

Benchmarking: Benchmarking means laying down a scale of standard against which the performance of achievement can be measured and rating of institution can be done.

Strength: Strength means the acquired competent resources and the area of dominants of an institution.

Weakness: The grey areas responsible for limiting the performance of academic institution.

Premises of the study: In this paper following premises are laid down for discussion:

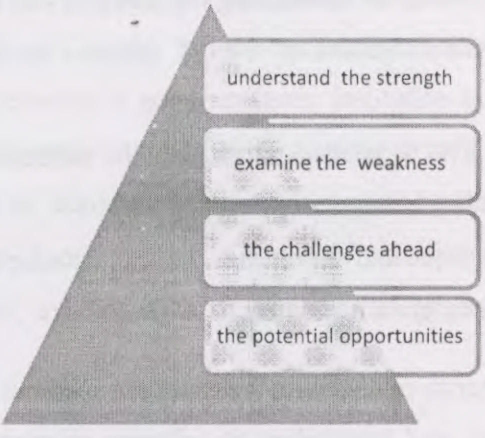
1. SWOT analysis is an essential aspect for evaluation of performance of academic institution.
2. SWOT analysis can help the academic institution to examine its strength and estimate the challenges influencing the performance.

3. An undertaking SWOT analysis can help the institution to improve its performance in the light of competitive and changing environment.
4. Appropriately undertaking SWOT analysis can help the institution to minimize the image of various weaknesses and improve its strengths.

Review of Discussion:

1. SWOT analysis is an essential aspect of performance appraisal of educational Institutions.

The method of analysis



- Educational institutions are working in the area which is often considered as 'no competitive zone'. Unlike other organisation educational institutions do not work for project organisations educational institutions do not work for profit and therefore there is no logi cal reason that they should compete with each other. However, this presumption is not correct. Profit is not only the element that induces the spirit of competition. Rewards, recognition, appreciation from stakeholders of the organisation also matters. The extent of contribution inculcates the spirit of competition. It is wrong topresume that competition is "unfriendly element" and therefore academic institution need not encourage competition.
- Excellence is a watch word for every organisation. It is ne cessary that academic institution should also strive for achieving excellence. The spirit of excellence demands a fine understanding the strength and weakness of the organisation.

- Excellence is the result of continuous efforts, to achieve the set target. When an academic institutions focus as more on enhancing on strength and limits its weaknesses.
- SWOT analysis is a very useful technique to evaluate strengths and weaknesses of academic institution. It helps not only to enhance performance but also to set the manner to overcome the kind of challenges that the institutions face.
- Rightly conducted SWOT analysis is not just telling how strong we are but also to know what the organisation possess and lacunae in the system. It also helps to know the inherent limitations thatrestrict certain development.

2. An academic institution can rightly understand the challenges it faces and improve its performance through effective implementation of strategy.
   - SWOT analysis is managerial performance evaluation technique. The sole purpose of this technique is to estimate the strength and identify the weaknesses which an organisation may realise while undertaking a particular activity. No organisations can claim to have unlimited resources and limitless opportunities. This shall be a constraint explained of the difficulties and challenges which the organisation faces.
   - One can enlist the constraint and challenges faced by academic institutions which are as follows.
     a. Challenges due to limitations of academic structure: While designing the academic structure every institution accepts certain principles and premises as its foundation. These foundations in the initial stage may become very useful.
     b. Environmental constraints domatters. Environment is very dynamic factor. When the organisation starts its journey it may have a favourable and friendly organisational climate. But the territory limits the moderate scope of activities which help the organisation to survive and grow. However, with the passage of time and acceptance of expansion mode may become challenging.
     c. Expectations of stakeholders may increase various social, cultural and political influenceson the functioning of the organisation. Not only external

factors but also internal organisational factor like enhancement in expectation of teacher & employees also make the organisation to work in more careful way. For this, appropriate application of SWOT analysis help the organisation to decide a right strategy for achieving targets and meet the expectations of all stakeholders.

3. Performance of the organisation is often the result of its ability to face competition and changing environment.
   a. As stated earlier environment is dynamic entity. Organisation has never have a stable environment in which they work. Dynamic is a factor that influence the activities, performance and approach of the organisations.
   b. Availability of resources, expected improvement in the functioning and willingness to overcome challenges are the areas where organisations has to sustain and work in a steady manner.
   c. Until & unless organisation undertake any factors contributing to achieve the set target it cannot work efficient.

For an academic institutions analysis following parameter becomes essential

- Resource analysis:

  Like any other organisation academic institution has also limited resources. Unless & until these resources are utilized effectively; organisation cannot maintain desired level of efficiency. Academic institution often adopts some simple criteria for adopting the resources which are as follows:

  a) The extent to which the resources are utilized.
  b) The frequency of utilizing the assets
  c) Return on investment made by institution.

Resource analysis:

The nature of resources

Type of assets

land and building

library and other resources

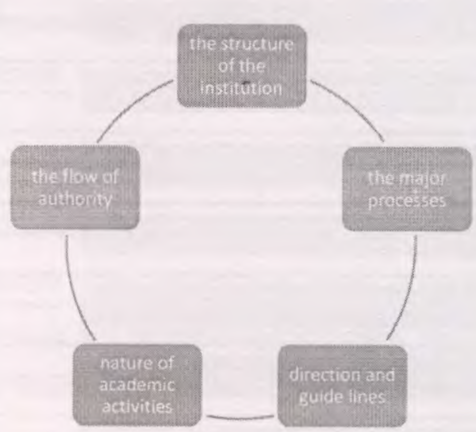
laboratories and equipment

utilities

- Process analysis:

  Success of the organisation depends on how various managerial processesaredesign and framed. In many cases framing of policy is done on the present requirement. However, with the passage of time organisational requirement often change. Enhancement in the area of functioning, development of organisation, improvement in the number of activities, programme, function as well as territory expansion demand new system and structure. Organisation cannot continue with old structures in order to meet the requirement of the expansion, therefore the process analysis should focus on understanding the major processes, identifying the core, relating to implement the processes.

Process analysis



- Value Ana lysis:

  Every organisation work with a set of values and philosophical foundation. No organisation can survive and sustain if fails to adhere to the basic principle and value analysis becomes essential. If an organisation cannot exhibit desired flexibility dynamism philosophy it will faces many threat to survive.

  Values and principles analysis:

  - philosophy of the institution
  - directive principles
  - goals and targets
  - features of work culture

- Philosophical foundation has to be strong but it must have flexible and adaptable to changing environment. Organisation must revisit its mission and vision statement to confirm the appropriateness of vision with the changing environment and expectation.

4. SWOT analysis help the academic institution to enhance its strength and meet the challenging environment.

SWOT for policy formulation:

- gaining insights
- developing new understanding
- Readiness to restructure
- mind set building
- changed approach
- develop new systems
- environment friendly approach
- stake holders acceptance

- A good academic institution is the one which never stops its improvement. It keeps on adding new academic initiatives and programs. From this point of view academic institutions must estimate the challenges ahead. Often these challenges appear in the form of various visible responses form stakeholders like growing expectations of stakeholders, accepting standard, benchmarking as well as ability to stand in global environment. An academic institution when continuously improves its functioning often gets recognition for its achievements developing cutting edge. Research standard and patenting the innovations and ideas that addresses challenges which many academic institutions are facing.

SWOT for institution building:

limitations
weakness
poor performance
weak systems
reasons of downfall
missed opportunities
unused strengths

- These challenges demand the institution to improve its functioning, strengthen the system and exhibit the ability to stand to the new expectations of the stakeholders.
- When the institutions start understanding the challenges ahead it will easily be identifying its weaknesses. A weakness is an area where the institutions fall short to the expectations of the stakeholders. Some of the weaknesses emerge as a result of properly built and unsystematic structure, rigidity in the system and complex method of functioning whereas every academic institution as a policy must adopt SWOT analysis. It may identify the area of potential improvement in the system, program and structure. It may get insights on how new

developmental planscan be formulated& what expectations of stakeholders can be rightly met by upgrading its existing work culture. Necessary and adequate feedback from stakeholder is most useful inputs for this purpose.

- Therefore, it would be appropriate to say the SWOT analysis is one of the key managerial techniques that can be applied for building an academic institution.

Conclusion:

SWOT analysis helps the organisation to know what the organisation possess and lacunae in the system. It helps the organisation to identify the factors that restrict their development. Therefore, having a right SWOT analysis makes the organisation to understand the area where to improve to achieve their set target.

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A STUDY OF EFFECTS OF SOCIAL ME DIA ON COLLEGE GOING STUDENTS:
A Case study of Abeda Inamdar Senior College, Pune

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Abstract

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. This descriptive, exploratory research study drew a random sample (N=50) of males (n=25) and females (n=25) who were administered a student perception questionnaire on how social media affects college students. Thirty-five percent of the participants were undergraduates and 65% were graduate students, studying at Abeda Inamdar Senior College.. Thirty-one percent of participants have full-time jobs, 30% have part-time jobs and 39% do not have jobs. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media.

Key Words: social media, college students, learning efficiency,Questionnaire, senior College

1. Introduction

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:Social media are interactive Web 2.0 Internet-based applications.User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.Social media use web-based technologies, desktop computers and mobile technologies (e.g., smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of techno self studies.

Social media differ from paper-based media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers). This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites are BaiduTieba, Face book (and its associated FacebookMessenger), Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapc hat, Tumblr, Twitter, Viber, WeChat, Weibo, WhatsApp, and YouTube. These social media websites have more than 100,000,000 registered users.

Observers have noted a range of positive and negative impacts of social media use. Social media can help to improve individuals' sense of connectedness with real or online communities and social media can be an effective communication (or marketing) tool for corporations, entrepreneurs, nonprofit organizations, including advocacy groups and political parties and governments. At the same time, concerns have been raised about possible links between heavy social media use and depression, and even the issues of cyberbullying, online harassment and "trolling". Currently, about half of young adults have been cyberbullied and of those, 20 percent said that they have been cyberbullied regularly. Another survey was carried out among 7th grade students in America which is known as the Precaution Process Adoption Model. According to this study, 69 percent of 7th grade students claim to have experienced cyberbullying and they also said that it is worse than face to face bullying.In America, a survey reported that 84 percent of adolescents in America have a Face book account. Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites.According to Nielsen, Internet users continue to spend more time on social media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011.For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building a reputation and bringing in career opportunities and monetary income.

The definition of social media is "the relationships that exist between network of people" (Walter & Riviera, 2004). In the last ten years, the online world has changed dramatically. Thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. Seventy-three percent of wired American teens now use social media websites (Oberst, 2010). Schill (2011) states that the social media sites encourage negative behaviors for teen students such as procrastination (catching up with friends), and they are more likely to drink and drug. However, every day, many students are spending countless hours immersed in social media, such as Face book, MySpace, World of Warcraft, or Sim City. At first glance this may seem like a waste of time; however it also helps students to develop important knowledge and social skills, and be active citizens who create and share content. At present, whether social media is favorable or unfavorable, many students utilize these sites on a daily basis. As social media sites continue to grow in popularity it is our belief that technology is a vital part of today's student success equation. Many researchers have been diving into a considerable amount of research on how social media influences student retention at colleges. Many parents are worried that their college students are spending too much time on Face book and other social media sites and not enough time studying. Therefore, our research ascertains the relationship between the social media and students' study efficiency.

2. Review of the Literature

College students have great interest in social media. For the purpose of this study, social media was defined as Face book, YouTube, Blogs, Twitter, MySpace or LinkedIn (Martin, 2008). Although, providing a detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences, according to a **Nielsen Media Research study**, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites **(Jacobsen, &Forste, 2011)**. Face book is the most used social network by college students, followed by YouTube and Twitter. Moreover, Face book alone reports that it now has 500 active million users, 50% of whom log on every day. In addition, according to a study by Online PhD, students spend roughly 100 minutes per day on Face book. In 2007, the number of students who used Face book was already enormous: 92 percent of college students had an account.

By 2008, 99 percent of students had an account on Face book. That is quite a large amount considering the service was only opened in 2006 to everyone. On one hand, the positive aspect of online communities is that youths can utilize them for academic assistance and support (Lusk, 2010). Due to the ability of social media to enhance connections by making them easily accessible, social media can yield many benefits for the young, including providing a virtual space for them to explore their interests or problems with similar individuals, academic support, while strengthening online communication skills and knowledge. "Students who may be reluctant to speak up in class are participating in book discussion blogs and writing for real audiences. There are new Web tools emerging all the time that are enhancing learning (Brydolf, 2007)." On the other hand, "Our findings indicate that electronic media use is negatively associated with grades. We also find that about two-thirds of the students reported using electronic media while in class, studying, or doing homework (Jacobsen, &Forste, 2011)." This multitasking likely increases distraction, something prior research has shown to be detrimental to student performance. As social media websites, such as Face book, YouTube and Twitter gain popularity, they are also are be coming increasingly dangerous as they create modes to procrastinate while trying to complete homework. Hence, in a survey of 102 students, 57% stated that social media has made them less productive.

As to the relationship between social media and grades, a study released by Ohio State University reveals that college students who utilize Face book spend less time on studying and have lower grades than students who do not use the popular social networking sites (Kalpidou, Costin, & Morris, 2011). Moreover, according to a new study by doctoral candidate ArynKarpinski of Ohio State University and her co-author, Adam Duberstein of Ohio Dominican University, college students who use the 500 million member social network have significantly lower grade-point averages (GPAs) than those who do not. Nevertheless, another study found no correlation between heavy social media usage and grades. There was no significant difference in grades between those considered to be heavy users of social media and those considered to be light users. Additionally, there was no correlation between grades and the social media platform used. For example, almost the same number of heavy and light users of both Face book and YouTube received the same percentage high and low grades. Regarding the relationship between using social media with the grades of college students, concurrent with past studies that find that online communication is linked to time spent in offline relationships, "our findings indicate that Social Networking Site (SNS) use and cellular-phone communication facilitates offline social interaction, rather than replace it (Jacobsen &Forste, 2011)". Students commonly commented that connect should be invaluable for making friends and supporting each other, especially within the first few weeks after arriving at the University (Oradini& Saunders, 2007). Furthermore, "The relationship between Face book and well-being appears to become positive over the college years, possibly because upper-class students use Face book to connect socially with their peers and participate in college life (Kalpidou, Costin, & Morris, 2011)."

Therefore, "we need to keep in mind that the benefits of this interactive technology far outweigh the risks," says Leri. "When it's used in a positive way, it can be an extraordinary tool (Brydolf, 2007)."

3. Objectives of the study

1. To study the most popular social media site for students.
2. To study amount of time students spend utilizing social media in various academic processes by the students

4.Reserach Methodology

The purpose of collecting data was to perform a group research on how social media affects college students. In this research, an anonymous questionnaire was administered to collect data which was the standard survey collection method. The total number of questionnaires administered were 50. According to the respondents, males (n=25) and females (n=25) were involved in this survey. Thirty-five percent of participants were undergraduates and 65% were graduate students currently studying in abedainamdar senior college. Thirty-one percent of participants have full-time jobs, 30% have part-time jobs and 39% do not have jobs. The number of females who have jobs is higher than that of males. This was one part of our anonymous questionnaire. In the following, other relevant questions were developed to carry out the research. Other questions focused on the lives of students and the feeling of students when they were using different social media. For example, "How many hours a day do you check your social media site?" and "Do you post or respond while completing homework?" Also, at the end of the questionnaire, we asked two open questions about the biggest advantage or disadvantage when college students used social media in studying and looking back to the last time that they used social media. The participants were randomly selected regardless of gender or educational level. These questions related to their lives. There were three different perspectives present in the research which included advantage, disadvantage or not sure. However, other independent variables were tried to decrease the impact on the results.

5.Limitations

This study was limited in several aspects.

1. First, the timeframe to collect data was too short. Three to four weeks for the study was not sufficient.
2. Second, a total of 50 questionnaires were administered, so the result may not reflect the real situation for the whole population. With this sample size, the estimated sample

error is 14.4%, so an increase in sample size might yield different results. And, of course these results might be affected by this very large sample error.

3. Third, this research did not consider student's psychological state; perhaps influences and motivations for social networking use.

6.Finding

1. Sixty percent of participants are in favor of Face book, 22% like Skype, 10% prefer Twitter and 8% like My Space.
2. Sixty-eight percent of the sample reported that they primarily used a laptop to check social media sites;
3. while 20% use a cell phone; and only 12% preferred to use a desktop computer. Forty-five percent of the sample admitted that they spent 6-8 hours per day to check a social media site,
4. 23% spent more than 8 hours, 20% spent 2-4 hours and only 12% spent less than 2 hours.
5. The ratio of participants who posted or responded during college hours was 64%;
6. 15% rarely used social media during college hours;
7. 21% were not sure whether they would like to use it.
8. Eighty percent of the sample reported that they posted or responded while completing homework;
9. 8% would never use social media while doing homework;
10. and 2% were not sure. In terms of the benefit of social media, 20% agreed that social media helps with school assignments;
11. 25% agreed that social media helps to make new friends; and 55% just used social media for fun.

7. Conclusion

Our research has revealed that college students were likely to be affected by social media. Social media is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, college students should think more about the balancing equation of social media and academics. Our research indicated that most college students would prefer to use social media and spend many hours checking social media sites. Social networking is definitely affecting students' efficiencies as well as their grades. Hence, educators need to be concerned about these problems and try to find better ways to solve these problems. Although, framed within an academic context, the concepts outlined here can be utilized to investigate the use of communication technology not only at school, however also at home, workplace, and various other settings, and for a variety of different audiences such as teenagers, young adults, the elderly, or families. For future research, it may be more helpful to measure the social presence besides motivation and pressure, examining how a student's psychological state influences motivations for social media use. Also, do social media sites have a positive influence on study and academics and are students leveraging them as cited sources in discipline research?

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Hypothesis in Research ...An Analytical Study

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The Oxford English Dictionary defines hypothesis as, "a proposition or supposition made from known facts as the basis for reasoning or investigation."

A Proposition is a simple observation or statement of concept or even a vague statement. Hypothesis on the other hand is a verifiable and a measurable statement and has to be drafted accordingly. E.g. "Indian entrepreneurs are less innovative" is a proposition, a simple statement. "Less" is a vague concept. It cannot be measured or verified as it does not answer the question, "less than what?" On the other hand if the proposition runs as, "Indian entrepreneurs are less innovative than the Japanese entrepreneurs," it becomes a measurable concept and can become a hypothesis. Here the proposition can be investigated and the outcome can accept or reject the hypothesis. Thus hypothesis is a proposition that is stated in a testable form.

Research is a systematic search for truth or for finding answers to questions. It is an investigation or study of materials and sources for establishing facts, for reaching new conclusions. Research is a systematic investigation because a set of rules and procedures are followed. The knowledge/resu lt thus obtained is reliable and valid as the steps leading to it are repeated.

Hypothesis is a proposition that is put to test in research. It forms the base for reasoning or investigation. It is the starting point for further investigation. It is the lowest load-bearing part or foundation on which the edifice of research is built. It is the centre and circumference of research. It is that proposition around which the entire investigation or study revolves. It occupies a cardinal place in good scientific research. A well formulated hypothesis leads the research in the right direction and makes up the main substance of research.

Some Definitions of the Term, 'Hypothesis'

In order to understand the role of hypothesis in research, it is important to get clarity of the term with the help of some definitions:

Good and Hatt define it as, "It is a proposition, which can be put to test, to determine its validity. It may seem contrary to or in accordance with common sense. It may prove to be correct or incorrect."

According to **Bailey Kenneth,** "a hypothesis is a proposition that is stated in testable form and predicts a particular relationship between two or more variables. "

Webster defines hypothesis as, "a tentative assumption made in order to draw out and test its logical or empirical consequences…… hypothesis implies insufficiency of presently attainable evidence and therefore, a tentative explanation."

The above definitions indicate that a hypothesis is a **tentative statement**. It is a **supposition, proposition, guess or a prediction**. It is a **statement of facts for empirical** investigation. It is **verifiable and measurable**. It assumes certain **relationship between two or more variables and it can be proved or disproved.**

After understanding the characteristic features of a hypothesis, it becomes easier to understand its importance in research.

According to P.V.Young, a well formulated hypothesis:

- Gives definite point/points of inquiry
- Helps in establishing a direction for the study
- Allows a focused search and prevents deviation from the main path
- Offers temporary solution to the research problem and assists in knowledge advancement.
- Its nature helps select the research methodology to be adopted
- Saves time, energy, money and helps avoid an aimless/directionless investigation
- Assists in collecting relevant data and avoiding irrelevant information

Thus one can say that hypothesis plays a vital role in research.

There can be various types of hypotheses. A researcher will do well to understand the classification and formulate the most appropriate one. Following is a brief explanation of the various types of hypotheses:

Working and Research Hypotheses: The researcher many times drafts a preliminary hypothesis. He makes a preliminary guess about the relationship between two variables and drafts this hypothesis. This hypothesis is formulated on the basis of the first impression the researcher has about the research problem and is, therefore, in its crude form. It can be subjected to change. The researcher may find it inadequate and want to modify it after a little investigation. Such a hypothesis which can be changed is called a 'Working Hypothesis'. The modified or changed hypothesis is termed as the 'Final' or 'Research' hypothesis.

Descriptive Hypothesis: This type of a hypothesis has propositions which describe variables. They do not establish any relationship between two variables but explain features of the variables. E.g. Women in business face two types of problems, ones relating to business like marketing, technical, financial etc like their male counterparts and also those not related to business like status of women in society.

Government has taken some steps to help women overcome these problems. However, the efforts have not been adequate.

The above hypothesis highlights three dimensions of problems of women. It does not establish any relationship between variables but explains their features.

It must be mentioned here that there are two opinions or two schools of thought on 'Descriptive Hypothesis'. One school of thought says that such a hypothesis is not a hypothesis. This is because Descriptive Hypothesis narrates facts. It gives a general impression about variables which everyone knows.

However, the second school of thought says that what everyone says/ knows may or may not be true or correct. Hence a scientific investigation becomes necessary. The empirical study will help prove whether the general opinion is correct or not.

Relational Hypothesis: This hypothesis describes a relationship between two variables with respect to some case. E.g. employees feel there is more security of job in public sector companies than in the private sector ones. Here there are three variables viz. employees, companies (private & public) and job security.

Relational Hypothesis is further classified into the following:

(i)Co relational Relationship: This type of hypothesis st ates that two variables occur together but their relationship is weak or there is no sufficient evidence to explain the cause and effect. This type of a hypothesis requires further investigation. E.g. Rise in salary gives more job satisfaction.

(ii) Explanatory Relationship: In this type of hypothesis, one variable affects the other. One is an independent and the other is a dependent variable. E.g. Higher the education, the greater will be the employability.

Statistical Hypothesis: In quantitative research the following two hypotheses are framed:

(i)Null Hypothesis: It is used when a comparison is made between two variables. E.g. when a comparison regarding efficiency is to be made between two gadgets A and B, one can start with a Null hypothesis. Null Hypothesis means, 'no difference'. One can make a proposition that both gadgets have the same efficiency and that there is no difference regarding the same between the two. The Null hypothesis is symbolized as H0. Now if the Null Hypothesis is disproved then the following hypothesis is framed:

(ii) Alternate Hypothesis: This hypothesis is the opposite of null hypothesis. It is taken as an alternate to the null when null hypothesis is disproved. It tests a proposition that is contrary to the null hypothesis. E.g. in the above case, the hypothesis can be, gadget A is more efficient than gadget B or vice versa after the null one is disproved statistically. The Alternate hypothesis is symbolized as H1.

This can be statistically shown as:

Gadget A = X1 and gadget B=X2

With Null hypothesis testing it will be shown as;

H0: X1=X2 which would mean, 'No Difference'

If this is disproved then an alternate one can be formulated as under:

H1: X1 > X2

OR

H1: X1< X2

Conclusion: Hypothesis in good scientific research occupies a cardinal position. The researcher will do well to understand its meaning, its role in research, the different types of hypotheses that can be formulated, which would be most suitable for his kind of study and finally he must understand the characteristics of a good hypothesis which are highlighted as under:

A Hypothesis Must Be:

- Conceptually clear
- Specific/Precise and not vague
- Verifiable/Testable/Measurable
- Testable within a reasonable time
- Free from value judgments
- Socially relevant
- Free from contradictory nature
- Related to body of theory/knowledge
- Related to available techniques of measurement
- Relationship specific with regards to variables

The above characteristics may be explained as follows:

Clarity of Concept: All the concepts used in the hypothesis should be clear. E.g. branded computers are more efficient than the assembled ones. The terms used here like branded and assembled computers should be clearly defined. Similarly the word efficiency should also be explained clearly before the field work is undertaken.

Specific/precise: The hypothesis should not be vague but very precise. E.g. English medium private school children have better communication skills than the counterparts in public schools. This is a vague statement and not a hypothesis. However, a more specific one could be, Children of school A have better communication skills than their counterparts in X school. Here the hypothesis becomes more specific.

Verifiable/Measurable: The hypothesis should not be very broad as it cannot be measured or tested. E.g. Girls are more intelligent than boys will not be a verifiable one as it is very broad. On the other hand if the hypothesis says, the FY girl students of CJM College are more intelligent than the FY boy students of the CJM College then it becomes a testable one.

Testable within Reasonable Time: Research cannot be carried out for an infinite time period of time. Data should be collected within a reasonable period of time and tested. E.g. The financial performance of X Company has been satisfactory in the last Five Years from 2011 to 2016.

Free From Value Judgments: Value judgments should be avoided while formulating a hypothesis as they cannot be empirically tested e.g. all ministers are corrupt or all Indians are lazy must be avoided.

Socially Relevant: The hypothesis should have social significance and relevance. It should have a subject of investigation which relates or which will benefit the society.

Not Contrary in Nature: Hypothesis should not contradict itself. E.g. Training improves the efficiency of IT workers but sometimes training does not improve their efficiency. Such a hypothesis is meaningless because there is nothing to prove and it contradicts its own proposition.

Related to Theory or Body of Knowledge: Hypothesis should be formulated on the basis of some theory or body of knowledge. In fact every hypothesis should have a strong foundation of theory e.g. High salaries to employees in ABC Company Ltd do not guarantee their job satisfaction but ensures that they are not dissatisfied. This hypothesis is based on Herzberg's 'Two Factor Theory'.

Ensure Availability of Te chniques of Measurement: It would be futile to formulate a hypothesis for which techniques of measurement are not available.

Must Mention Specific Relation of Variables: Relational Hypothesis must be very specific about the relation between the two variables in question e.g. an increase in X variable results in an increase in the Y variable or vice versa.

The above characteristics explain how a good hypothesis should be formulated according to its type.It is also **important to understand** from where one can **source an idea** for formulating hypothesis in research. For all practical purposes following can be important **sources for hypothesis**:

Theory/Knowledge/Science: Every social/research proble m is related to some theory, science, or body of knowledge. Researcher can establish a correct link between the two and formulate the hypothesis. Maybe appreciation/re cognition to workers will increase their job satisfaction can find its connection to Herzberg's 'Hygiene Theory'.

Research Done So Far: The subject of research that one wants to undertake will have 'areas of further research' mentioned in the research done by others so far. These can provide vital clues for identifying areas of research and also for formulating the hypothesis.

Discussions: Experts in the field of research or people connected with the subject can be of good assistance. E.g. Discussions with banks on demonetization and demand for credit/debit cards could be useful for sourcing ideas and formulating hypothesis.

Social and Cultural Values: These differ from society to society and impact the life of people in a number of ways. A comparison of these cultures, values and their impact on the social and cultural life of people could be good areas for research and hypotheses formulation.

Experiences and Observations: This can be a very important source for research and formulation of hypothesis. Researcher's own knowledge, observations and experiences can give vital hints for identifying the area of research formulation of hypothesis.

Analogies: An analogy is a comparison between one thing and another in significant respects. It may be explained as a similarity between like features of two things on which a comparison can be based.E.g. There is an analogy between the heart and a pump. An analogy can become a subject of research and hypothesis formulation.

Testing of Hypothesis:

Data collected in research is processed and analyzed with the help of appropriate statistical techniques. . Statistical tools help in test ing the hypothesis in research. The analysis highlights certain results, gives critical indications. With their application, the hypothesis can stand proved or disproved. Testing of hypothesis helps draw vital conclusions and throws light on the findings of the study. These in turn mark the end of the research/investigation work so undertaken. However, they also mark the beginning of new research. The threads of further research are taken up from the findings of the earlier research and the process goes on.

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AN ANALYTICAL STUDY OF CUSTOMER RELATIONSHIP MANAGEMENT IN REAIL SECTOR

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Abstract

Retailing is the largest private industry in the world. It is also India's largest industry accounting for over 10% of the country's GDP and around 8% of the employment. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. In the city like Udaipur these organized retail store and firms are concentrating and targeting the consumer from the different segments like rural, urban, low, middle and high income segments etc. The research paper attempts to evaluate the CRM practices of the retail stores in Udaipur city. CRM is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The results of this research paper shows that the customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the CRM of the organization which will compel the customers to visit the retail outlet again and again. CRM is accepted and practised as the most effective tool of marketing to retain customers. It involves the commitment of the organisation to align its people, process and technology to serve the customers. This research paper is intended to find the relevance of CRM as a tool for maintaining and retaining customers in Indian retail sector.

Key words- CRM, Customer perception, Competitive advantage, Organised retail

1. Introduction

CRM is a combination of policies, processes, and strategies implemented by an organization to unify its customer interactions and provide a means to track customer information. It involves the use of technology in attracting new and profitable customers, while forming tighter bonds with existing ones. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. Customer relationship management is high on the corporate agenda. Recent research carried out by Business Intelligence reveals that six out of ten companies have already started out on the CRM journey. CRM needs a deep understanding of the customer expectations, attitude &behaviour through a well-organized& maintained customer database & innovative customer strategies. The goal of CRM is to ensure customer satisfaction & delight at every level of interface with the company (Pahuja&Verma, 2008)The Indian retailing sector is a booming one accounts for over 20% of the country's GDP and contributes 8% to total employment. The current estimated value of the Indian Retail sector is about 500billion USD and expected to reach 1.3trillion USD by 2020. The contribution of modern retail is currently 5% is expected to increase from 27billion USD in 2020. The Indian retail sector is expected to grow at a CAGR of 15 to 20%. In this dynamic and competitive business environment understanding the perception of Indian consumers became the biggest challenge and very crucial in designing retail strategies.

Building and maintaining relationship with the customers and maintaining loyalty of the customers has been identified as a major source of competitive advantage in the retail sector(CHANG & TU,2005). So in this competitive business environment Customer Relationship Management (CRM) is emerging as one of the most important business activities to market the products and services. Now retailers are more focussed on customer retention by concentrating on providing more value to their best customers using targeted promotion and services. This shift in attitude of the retailers is supported by research studies that it costs three to six times more to sell the products to the new customers than to existing customers that small increase in customer retention can lead to dramatic increase in profits. So the retail managers are required to identify the significance of CRM as a tool in influencing consumer perception and decision making.

2. Review of Literature

The concept of CRM was first propounded by Pine Peppers and Roger (1993) in an article published in Harvard Business Review where they defines CRM, as "customer whether consumers or business do not want more choices. They want exactly what they want, when, where and how they want it and technology now makes it possible for companies to give it to them."

Fox and Stead (2001) have described customer relationship management as the establishment, development, maintenance and optimization of long term mutually valuable relationship between customer and organizations. They emphasized that successful CRM focuses on the understanding of the needs and desires of the customers is achieved by placing these needs at the heart of business by integrating them with the organisation's strategy, people, technology and practices. The scope of CRM is very vast and includes different aspects like customer satisfaction, service quality, quality of relationship, trust, loyalty, commitment, customer retention etc.

Levitt (1986) introduced the concept augmented product which emphasise on the fact that consumers are interested in the total buying experience not just the core product. Srinivasan and Moorman (2005) have indicated that increased expenditure in CRM leads to more customer satisfaction. Customer satisfaction is also linked with increase in customer loyalty and reduction in customer complaint **(Boltone and Forenell,1992)** and shareholders value **(Anderson et al, 2005).**

Ramanakumar, KPV(2008) writes about the Customer Relationship Management or Relationship Marketing. He refers to all marketing activities directed towards establishing, developing and maintaining relational exchanges successfully. According to V. Ramanathan (2008), Customer Relationship Management is an emerging tool that enables retail marketers to maintain their presence in the dynamic market environment. In early days CRM was the tool preferred by the manufacturers in order to motivate and retain retailers. Now retailers are applying this very same tool in order to retain customers.

Pahuja, Anurag(2012) opines that customer relationship management encompasses certain characteristics aspects. He says that business necessity regardless of whether one sells to end - consumer or to enterprise customers.

According to **Pradeep K Deb (2009)**, customer loyalty programs are the in - thing in today's retail world and Foodlands in Mumbai is one of the pioneers in this field in western India

There is a rapid change in customer expectations. Fuelled by new technology and large scale availability of advanced product features and services customers expectations are changing on daily basis. Customers want value for money whether they are budget shoppers or high spenders they are less willing to make compromises in product or service quality. So cooperative and collaborative relationship with customers seems to be most effective ways to keep track of their changing expectations and influencing it properly. **(Sheth and Sisodia,1995)**

In India the share of organised retail accounts for only 5% which suggests for potentiality and growth. There are many factors contributing to the growth of modern organised retail. The demographic profile like emergence of young population, rising income level and its influence on aspirations and lifestyle, increasing number of working women, double income families etc. modern retailers are using sophisticated and technologically updated clues to attract and hold shoppers. A retail store experience involves activities such as browsing, price comparisons, search for merchandise, evaluation of product variety and quality and interaction with store personnel **(Terblanche and Boshoff, 2001**).

Indian retail sector is dominated by traditional retailers but modern formats are also emerging. In comparison to traditional outlets the new format retail stores are pre engineered retail outlets characterized by ambience, product display, self service, designed layout, value added services, technology based operations etc. They have more power to attract and influence young minds by satisfying both hedonic and utilitarian needs **(Jain and Bagdare, 2009)**. CRM is able to attract the attention as an effective tool because of its applicability in the service industry. (Jain and Jain, 2005) emphasized that behavioural dimensions play a critical role in determining the effectiveness of CRM programmes. The purpose of this research paper is to find out the effectiveness of CRM in Indian Retail sector.

3. Objectives of TheStudy

1. To Study Customer Relationship Management as an effective instrument in Indian retail sector.

2. To understand the perception of customers about Customer Relationship Management

3. To Study the effects of Important retail features on Customer Relationship Management

4. Research Methodology

Thestudy was carried on in Pune, during may –June 2017. The respondents were the customers of both organised and unorganised retail. Total 187 customers were interviewed out of which 150 complete responses were kept for the study. Five variables were considered regarding product attributes and 15 factors were identified under store and retail attributes on the basis of literature review of related studies to identify important factors affecting customer perception in choosing a particular store. The interview was conducted through a structured questionnaire using 5-point Likert scale from strongly disagree to strongly agree. The final results have been calculated using weighted ranking method.

5. Analysis and Findings

The analysis of demographic variables suggest that 64% of the respondents are female. The purchase patterns of male and females are also different. Men prefer to save time and effort but women are choosy, they take time to compare various items and also look for other items on display. Regarding income most of the respondents belong to the income category of >2.5lakh rupees/annumand are educated and of high occupation. They enjoy shopping experience. Most of the respondents are young and are under 35years which indicates the emergence of young shopping class. Most of the respondents prefer organised retail and 65.97% of customers prefer to pay through credit or debit cards.

Table. 1, Effects of Product Attributes on CRM

Product Attributes	Not Important	Least Important	Somewhat Important	Very Important	Extremely Important	Position weight	Rank
	1	2	3	4	5		
Product	0	0	10	65	75	665	1
Pricing	01846668 6329 [illegible]						
Assortment	4	8	37	55	46	581	5
Quality	0320553 6331 [illegible]						
Availability	2	8	36	48	57	603	4

Peter Drucker has rightly said that business exists to satisfy customers. Therefore it is essential to understand the need of the customers and what is the perception of the consumers regarding the product attributes. The retailer is required to identify the factors which influences the purchase along with the place of purchase from where they purchase the product. The present study has identified five factors- product, price of the product, availability of the product in the store, product assortment in the outlet and quality of the product. The respondents were also asked regarding the importance of factors which affect their choice in order of preference.

It is found from the study that product and its originality is the most preferred attribute followed by price, quality, availability and assortment. Indian consumers are price conscious and they want value for their money.

Table.2,Customer Perception regarding store attributes

Sl. no	Description	Strongly disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Position Weights	Rank
		1	2	3	4	5		
1	Value Delivery	10	27	26	52	35	525	5
2	Location Convenience	5	10	45	57	33	553	4
3	Ambience	43	12	27	49	19	439	13
4	Information about the Product	35	13	31	51	20	458	12
5	Customer relationship maintenance	10	30	27	51	32	515	6
6	Parking facility	23	15	31	55	26	496	10
7	Special offers	4	9	37	49	51	574	3
8	Provision of customer Service	10	2	15	61	62	613	1
9	Behaviour of Store Personnel	31	12	32	53	22	473	11
10	Understanding customer Requirements	13	33	26	50	28	507	8
11	Speed delivery	20	22	26	53	29	499	9
12	Loyalty Schemes	4	8	38	51	49	583	2
13	Window display and Catalogues	11	30	26	52	31	512	7
14	Advertising and other medium of Communication	54	17	24	44	11	401	15
15	Handling of customer Complaints	44	11	29	48	18	435	14

Increasing competition and continuously growing retail business has forced many retailers to rethink on the strategies they should follow. In this value driven world competing and winning requires the retailers to understand the expectations and perceptions of the customers on various retail attributes. So the study identified fifteen variables for the measurement of store and retail attributes which are very essential and the basic requirement for designing the retail strategies.

The analysis indicates that customer service is the most preferred factor followed by loyalty schemes, promotional offers and discounts, location, value delivery and customer relation management, catalogues, speed delivery etc. the research has unveiled the dimension that retailers have better understanding regarding customer expectations because they are in direct contact with them. Availability of parking fac ility, better handling of customer complaints, behaviour of in store personnel, location of the outlet, advertising and ambience are getting back seat in the list of customer preference but these factors should also be taken in to consideration.

Changing Consumers

The customers are getting smart. They are aware, informed, demanding and well equipped with latest developments and want to have best experience. As a result of which they try to associate many things with the products and services which leads to augmentation. Levitt also has emphasised on the fact that customers are interested in local buying experience not just the core product. This has led to the requirement of more emphasis on relationship marketing. The retail customers are more concerned on an ongoing relationship with the store and reduce perceived risk, save time and effort. Customer satisfaction is an important component of CRM which depends upon customer's perception of service quality. (Panda,2003) has emphasized that delivering a product after understanding the type and nature of customer and their buying pattern increases the return on investment and makes the marketing strategy more scientific and value driven. Another dimension of CRM which needs to be focussed is building customer trust. The processes and practices developed and implemented by the company in value delivery to the customers build faith of the customers on company's efforts. Some other elements which the customers look for in a service are responsiveness, behaviour of the store people, promptness in service delivery, keeping promises, understanding the expectations of the customers, communication, accessibility and continuous interaction with the customers. The role of the employee is very crucial in retaining the customers as they are the face of the organization. In order to maintain long term relationship with the customers proper check on customer touch points is necessary. The customer touch points are the points where the customers come in contact of the organisation. With the experience they get they make their perception about the organization.

6. Conclusion

To compete successfully in the competitive world the retailers must focus on managing the buying experience of consumers. Sustainability of the fittest and the fastest is the secret rule of success in the game. So to be successful the retailers must understand the perception of customers and reach to the customers with speed and update themselves with the latest trends, ideas and services in building long term relations with customers.

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The Marketing of Higher Education: A Review of the Literature

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Abstract

The role played by the Globalisation and Information Technology (IT) revolution in altering our socio-economic scenario esp. higher education cannot be denied. The process of globalisation has brought about rapid developments and changes in our lives, which make a review of the higher education system of our country necessary. The higher education system has further become complicated due to the emerging private/profit oriented, degree granting higher education options now more easily available to Indian students and parents. The paper tries to understand the literature available of the subject of marketing of higher education that may prove valuable to academics while understanding this change and lessons Indian higher educational institutes esp. undergraduate colleges could learn from the world of marketing.

Keywords: *higher education; globalisation; marketing; change; ethics; value for money; competition.*

Introduction

The transformations sweeping over the higher education system in India present a mixed bag of changes both welcome and otherwise. The most dynamic and relevant developments include emergence of privately-held and "for-profit" degree-granting higher education bodies; this presages towards more radical changes that will become an integral part of the future higher education system. In India, education which used to be held by the government as part of their social welfare function, opened up to the private sector only to cope with the growing demands of a young nation. The private sector, both not for profit and for profit, now account for 65% of overall enrollment (AISHE 2015).

India possesses a large young population and an abundance of natural resources which are an advantage for it as a developing country. Knowledge is considered to be a crucial aspect of the increasingly transformed globalized economies and presents opportunities as well as challenges. Education being a key aspect of human capital promotes economic growth when combined with the process of globalisation which has made its presence felt in social, economic as well as cultural corners of every society (Jain, 2011).

Tilak (2005) explains how the economic reforms introduced in developing countries within the last century were accompanied by a drastic reduction in public expenditures with respect to higher education and an encouraging of market mechanism in higher education.Against this background, where undergraduate colleges cannot take their enrollments and hence futures for granted, it is necessary to study if these colleges can possibly learn from the marketing experiences of other nations and of the corporate sector to help face the future more confidently.

Impact of globalisation and competition

Globalisation can be seen to be a powerful tool of change and if accepted in the education sector can promote quality education through the exposure that Indian teachers as well as students will achieve (Mohammed, 2012). A developing economy like India when exposed to globalisation forces inevitably experiences sweeping changes. The sudden availability of increased consumer choice leads to an increased awareness of all possible products and their relative benefits. This leads to the beginning of a viable and strong, new upwardly mobile, upper middle and middle class segment for all products including higher education options. Education will likely be seen as the new passport to a better life. Globalisation therefore is likely to provide new challenges and opportunities for the higher education sector which may view education as a product to be marketed. Malaysia is an excellent example of an economy that faced a dramatic impact of globalisation in education (Arokiasamy, 2012).

Nicolescu (2009) expresses the concern with respect to the recent changes in policy, structure, governance along with the changes in structure and status of higher education that are occurring at a global level. Environmental changes which pertain to diversification, privatization, internationalization, decentralization, and increasing competition in higher education have been acommon phenomenon today for majority of the countries. These rapid changes create an impact on the operation of higher education institutions operate and are often considered as a major force that promotes marketization of higher education (Maringe, 2006).

Chattopadhyay(2009) discusses an objective of the Eleventh Five-Year Plan (EFYP) for inclusive and all round education which is a challenge. A fragile social fabric exists in the country due to increasing discontent. Education is an essential component if a country has to achieve inclusive growth; hence the need for marketing to achieve inclusivity. But with the changing landscape of education in this era of globalisation, educators must understand the changing higher education market and its implications. The market failures of higher education, the freedom of consumers, the freedom of producers and the incompatibilities between market and equity need to be understood.

Chattopadhyay highlights the work of Patnaik (2007) who had raised an important concern regarding the process of teaching-learning and whether such an activity should ever be treated as marketing. Patnaik tries to understand and solve the problem of applicability of commercial market logic to the market of higher education. This issue dons importance as it has critical policy implications at this crucial point in time in India where many have the view that marketization is synonymous with commodification, the more higher education is considered as a public consumption good, it loses its essence in contributing to make a humane, democratic and inclusive society. Access to higher education suffers due to privatization which increases the education cost and money power is preferred to merit. An absence of a strong and alert regulatory authority has led to poor quality of education at all levels. Despite ample safeguards for the economically weaker, adopting market-oriented reforms would discourage the process of establishing an inclusive society and attaining excellence in higher education.

Recovering costs of higher education from students is a strategy adopted in a few countries accompanied with increase in resources through non-governmental channels. There has also been a public unconcern with respect to higher education, which has tilted the balance in favour of private education (Tilak, 2005).

Doran and Natale (2011) explain how business techniques today permeate the administration and approach of higher education to increase competition and branding based on the acceptance of education as a commodity and not merely an academic process.

According to Morey(2004) globalisation and the revolution in technological communications are major forces of change in higher education. This kind of environment along with the increasing demands by adult learners and the increasing costs of providing tuition at traditional universities and colleges have resulted in for profit and degree granting higher education pattern of the US. Some higher educational institutes may have to adopt new roles and present a different positioning towards their students who are the customers. In conclusion, Morey believes that, higher education has undergone dramatic shifts since the mid-twentieth century. It has gone from an elite, mainly private system to an open, public system of mass education. One important shift has been the entrance of non-traditional students, including adult students and those from underrepresented groups. The rapid growth in knowledge, the onset of the information age, and the need for education for career mobility has resulted in education becoming a lifelong necessity.

Das (2007) highlights the ever evolving and complex structure of the Indian higher education while providing a glimpse of the various challenges and limitations that the Indian higher education system faces.There is no doubt, that globalisation has improved some or the other aspect of our lives, but there is always a danger of our culture, history and literature becoming subordinate to the western consumerist philosophy. We need to adapt to the changing times and needs but we also need to make sure that external factors do not uproot our basic foundations. And finally, those who are associated with the Indian higher education system also have their duty towards being a part of a bigger democratic viewpoint which will strengthen and sustain the secularity and democracy of the Indian federation to promote a balanced growth of higher education.

Concept of marketing in higher education

Marketing principles and marketing ideas can be applied to the higher education sector, but not in the same way as in the business sector. The variations in products/services offered, opportunityfor target markets and the organizational structure of certain marketing activities that exists between business and higher education sectors leads to concepts of marketing being partially applicable to the latter sector.Approaches from other sectors or from commercial marketing are not readily transferable to higher education (Temple &Shattock, 2007). However, there are lessons that higher education can learn from the business sector and it is up to the higher education sector to use the marketing concepts to the extent to which it makes sense and provides useful results.

Research by the Marketing staff of the Ohio University (1965) is critical as it highlights the lack of uniform clarity, or the diversity of understanding, in the application of the marketing philosophy. As the world population increases marketing will become increasingly significant, by developing better strategies of enlarging and servicing markets, thereby enabling our economy to produce more and better goods and services. It takes a broad view of marketing and suggests that an understanding of marketing will lead to equal consideration of consumer or social welfare, maximization of profit, efficiency in enterprises, and relationships between social and acquisitive efficiency.

Gibbs and Murphy(2009) explain that the competitiveness of the diverse higher education sector has resulted in universities increasingly relying on marketing to establish themselves within their main stakeholder groups. In doing so, the use of marketing techniques developed for the service industry are being adopted at strategic and tactical levels with little research to support such action. Theauthors debate issues which pertain to the amalgamation of marketing with the moral leadership of the university in an environment which is commercial and competitive. They also attempt to offer practical actions to ensure that marketing remains a service to the institution and does not convert the mission of all institutions to one of consumerisation.

The developing higher education scenario can be understood as a system transforming academic institutions into "entrepreneurial universities" and "commercial institutions", with the primary objective of increasing resource base (Raines and Leathers 2003). According to Kirp (2003), this "higher education bazaar" is marking its presence in both developed as well as developing countries. The emerging private higher education systems are creating serious problems with respect to equity, quality and access of higher education.

Rogers (1985) highlighted the increased use of marketing concepts in the higher education sector, despite the resentment that academics and education administrators present towards marketing.Various management concepts are being applied to colleges and universities with marketing concepts being the most difficult to apply. Academics struggle with concepts of marketing due to the fear that it threatens fundamental values as well as traditional prerogatives. Colleges and universities consider themselves as agents of values and knowledge and values that go beyond the commercial market place. The values of higher education and marketing concepts often conflict as the former is believed to be altruistic, with the latter as commercial. The traditional view describes the educational system as a system that inculcates essential values which need to be protected from the marketplace. Marketing measures demand, and thus it responds to human beings as per their ability to demand (or consume). Academia has its built-in measures to protect itself from the marketplace; however, no higher educational institute is immune to marketplace activities. There have been systematic and conscious marketing activities on part of every academic, directly or indirectly. Often the reason that has been cited for academia's objection to marketing is that the traditional prerogatives of the academics are threatened.

Litten (1980) on the other hand, highlights how the higher education sector has always been involved in developing services including promotional activities, which can be called as Marketing from a business perspective. Institutions have been promoted through student recruitment, public relations, lobbying and fund raising activities; all these efforts have been taken to make the institutions more attractive to the public. Marketing research is not new to the world of academia. The principles and concepts of marketing can promote decentralization and healthy competition. The promotion of be neficial competition and the maintenance of diversity could be spillover benefits of quality marketing and market research in higher education. Positioning, market segmentation and accountability are a few marketing concepts that can help in achievement of these benefits.

Academics turned administrators often fail to understand what marketing means and thus fail to put it to a beneficial use for their institutions (Litten 1980). They must understand the concepts of marketing and evaluate which marketing technique would suit their institute best. This will now be virtually impossible to ignore as students are now very interested in the economic aspects and implications of their education.

Krachenberg (1972) highlights why the concept of marketing is not very well implemented in higher educational institutes? The author observes that colleges finally have started adopting a management revolution to be more effective and efficient; two main implementations in higher education have been on the general administration and specific operational fronts. However, marketing still lacks representation and is being implemented without the required understanding of all its concepts.

Krachenberg insists that universities must take the time to understand and recognize their unique market. Universities have many markets – the most important being students, yet most universities do not take the time to subdivide these students into multiple segments, each having specific needs and each requiring different products and programmes to satisfy their needs. Other markets include alumni, government (municipal, state, and national), and the general public.

Though simply knowing the market is not enough, universities should be researching targeted questions to learn more about these markets. However, a university must also be aware of its role as an organization in a free market that provides leadership and direction when it comes to the development of new programmes, courses, or teaching philosophy.With more market information, colleges have a greater opportunity todevelop better programmes, 'sell' these programmes more convincingly to students and parents, expect better support from all other stakeholders and finally, 'market' its programmes more sustainably.

Lessons from abroad

Gamage and Mininberg (2003) presented some key issues of the American and Australian educational systems, such as, higher education costs to students, technology and instructional delivery, faculty roles and rewards and current trends that are likely to dominate these systems.

In May 1998, *The Glion Declaration:The University of the Millennium* was drafted in Switzerland by European and American leaders in higher education. This document makes a strong case for renewed investment in higher education. This encourages a new system of faculty roles and rewards which acknowledges that our institutions and our constituencies are very different places today, and faculty have different talents and different interests at different points in their careers.

In 1999, the Australian Government released a discussion paper on *New Knowledge and New Opportunities*, and the *Final Report of the Strategic Review of the Health and Medical Research(The Wills Review)*. The Wills Report recommended an increased level of public investment, better management of research, greater involvement with industry, and education and training of medical research personnel.Universities were strongly encouraged to seek overseas students, as an independent source of income, in a climate of declining public funding, while their Higher Education Contribution Scheme (HECS) and student fees were rising. This saw the boom of a new industry of educational institutes to prepare foreign students for their entry into Australian universities.

Davidson-Harden and Majhanovich (2004) considers how privatization affects public education systems in Canada and focuses on the commoditization and marketization of education. They also examine issues of equity and the viability of universally accessible and publicly funded education systems.

As Canadian critics in the NGO-sector have pointed out, 'edupreneurs' are not content to sit by while an estimated $2 trillion annual industry goes 'untapped' (Guttman,2000). The Government of Canada's own website concerning the education industry (Industry Canada 2001) maintains a buoyant sort of enthusiasm about the economic potentials of this growing sector. These characterizations of education- blind as they are to issues of social equity and cohesion, educational access or even efficiency- continue to beg a response. Neoliberal education policies include privatization, such as, increasingly viewing education as a commodity, and further economizing in general of welfare-state achievements. It needs to be accentuated that as scholars and citizens it can be made possible to handle this scenario through harmony.

Bray (1991) studies Hong Kong and Macau and their process of funding higher education. Hong Kong and Macau have many cultural, economic and political similarities; their higher education systems display considerable differences. Hong Kong has a well-established system and a strong tradition of government control. Macau's system is smaller and younger, and commenced operation as a private enterprise.

Brunner (1993) presents the higher education policy issues that are debated in Chilean society which primarily revolve around the question of the type of relations that should connect the higher education system with the state and society. During 1980-1990, the higher educational system of Chile witnessed drastic changes due to the military government which came to power. The three main objectives to be achieved were: (i) to expose and have an opened up the higher educationalsystem, (ii) to distinguishthe institutional arrangements, and (iii) to partially diversifying the funding of educational institutes by transferring the cost borne by statefinanced institutions to the students and/or their families.As a result of the 1980 reforms, both the institutional composition and the financing of higher education experienced dramatic changes and new institutes mushroomed.

Carter (2005) describes the work of Lee Schulman, Alexander McCormick, Hugh Davis Graham and Nancy Diamond and highlights how different universities have adopted various marketing techniques to establish a strong standing. Universities have tried to uphold their values while implementing these marketing practices, there have been some success stories while others have faced challenges. Hemsley- Brown and Gonnawardana (2007) focus on brand architecture and found evidence of a move towards corporatization, based on the pressure for UK universities to align with the notion of "a British Education", promoted through the British Council. However, the process of brand harmonization raises concerns about the potential impact on the marketing positioning and the academic autonomy of colleges.

Conclusion

The literature review reveals that more extensive research is required with relation to specific problems faced by undergraduate colleges offering general degrees. The focus of the review was to indicate the need for considering marketing for increasing the perceived value of the academic programmes being offered and the total quality and number of enrollments by drawing on experiences others across the world have had.

Mazzarol and Soutar (1999) draw together theories of competitive advantage developed by industrial economics and management theory, with literature relating to services marketing. While examining the theory of sustainable competitive advantage with respect to exports/services, the authors present a model which explains the process to achieve it and seeks explanation of the strategic decision making environment where in the education 'exporter' operates, and the outcome is favorable for gaining competitive advantage. This is importantas it offers aprospect to fill the gap of our understanding on how education institutions will be able to develop a competitive advantage in international markets.This is perhaps not surprising, as services and international marketing are relatively new academic fields and were not given serious consideration prior to the 1970s (Terpstra, 1987; Berry and Parasuraman, 1993) and academic interest in international education marketing is even more recent. With the private sector and unaided education even in public sector colleges growing in India, this is of prime importance.

Hemsley- Brown and Gonnawardana (2007) highlight that universities today are increasingly competing for international students in response to trends in global student mobility, diminishing university funding and government-backed recruitment campaigns. This particular development has led to universities focusing on clearly expressing and developing their brand, and improving brand construction.

Such a study would provide potential glimpses of existing perceptions and best practices of marketing in international as well as national higher education. Future research should focus on case studies from different nations at different stages in economic development. Countries *similar to India could offer valuable lessons on how higher education sustains itself, evolves with the changing demands of societies and industry (to whom they supply graduates as* 'workforce').

It has great significance to nations like India who can position themselves as educational hubs within Asia and offer education as a national product with great potential. Education has great soft power in diplomatic circles and has the potential to play a huge competitive role in maintaining relations with countries within the neighborhood.

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