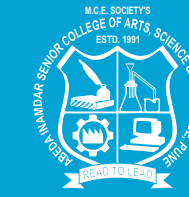


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CONTENTS

Sr. No.	ARTICLES	Page No.
1	A Study On Preference towards Ott With Reference to Viewership Timings And Choice Of Platform <i>Ms. Jui Chitre Ms. Janhavi Mahale Ms. Sahifa Moosa Muradbi Mazgaonkar</i>	1
2	Awareness & Perception of Women Towards Digital Mode of Payment <i>Mrs. Neetu K. Nimbark</i>	11
3	Cultural Conflicts in Ayi Kwei Armah's and Chinua Achebe's Selected Novels: A Comparative Study <i>Dr. Vijay Vishwambahr Gaikwad</i>	19
4	A Study of the Challenges & Opportunities For Capital Market in India <i>Prof. M G Mulla</i>	26
5	Application of Chi-Square Test in Hypothesis Testing <i>Dr. Lavakush Singh Maj. Gen (Dr). Surinder Singh Bhatia</i>	33
6	Growth and Performance of Self Help Group – Bank Linkage Programme in India <i>Dr. Md Masroor Alam Dr. Manzoor Alam Md. Tufail Ansari</i>	41
7	A Study of Determination of Sample Size in Business Research <i>Prof. M G Mulla</i>	53
8	An Analytical Study of Financial Performance of Sanskriti Ltd Pune With Ratio as Tools of Analysis <i>Dr. Lavakush Singh</i>	58

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EDITORIAL

Dear Readers,

Cosmos, a biannual publication of the M.C.E Society's Abeda Inamdar Senior College of Arts, Science and Commerce has come up with the thirteenth volume of its publication. It is one of the premier refereed scholarly Interdisciplinary journals of Commerce, Management and Economics discipline. Since its inception, Cosmos has played a significant role in the dissemination of knowledge grounded in scholarly research, as well as in shaping the content and boundaries of the discipline.

This issue of Cosmos is a compilation of eight research papers on varied topics. The first paper discusses preferences towards OTT with reference to viewership timings and choice of platform. The study attempts to understand the viewership timings that are preferred by audiences to watch OTT, as well as the choice of platforms that are preferred by audiences. The next paper analyses awareness and perception of women towards digital mode of payment which emphasis on Digitalpayment has been extensively accepted by the people of India since demonetization. It gained momentum especially in pandemic period. It's not only used by male population but women have also shown their keen involvement in usability of digital mode payment. While the next paper talks about Cultural Conflicts InAyiKweiArmah's And Chinua Achebe's Selected Novels which is a Comparative study. The paper on "A Study of the Challenges & Opportunities for Capital Market in India" reviews the highlights the process of capital market reforms, Role of capital market, Importance and growth of capital market in India. Last four papers are about application of Chi-square test in hypothesis testing, Growth and Performance of Self Help Group –Bank Linkage Programme in India, A Study of Determination of Sample Size in Business Research respectively and an analytical Study of Financial Performance of Sanskriti Ltd Pune With Ratio as Tools of Analysis.

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A STUDY ON PREFERENCE TOWARDS OTT WITH REFERENCE TO VIEWERSHIP TIMINGS AND CHOICE OF PLATFORM

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Abstract

OTT (Over-the-Top) services can be referred to as services for streaming of video or media, providing viewers access to the same via the internet. OTT services provide their viewers with various sources to view their content using websites, applications, on television sets, as long as a viewer has the subscription for the same.

The study attempts to understand the viewership timings that are preferred by audiences to watch OTT, as well as the choice of platforms that are preferred by audiences. The study was done using analytical research and for the sample of this study, primary data was collected from 307 respondents using a Google Form questionnaire.

The analysis of the data collected was done using the Friedman test to analyze the difference in ranking of respondents.

The result of the study was that the audiences did have a preferred time slot to watch OTT platforms - at night time (9pm to Midnight) and in the choices of platforms - Netflix, Amazon Prime Video and YouTube being the most preferred.

Keywords: OTT, Viewership Time, Choice of Platform

Introduction:

With the introduction of Over-the-Top (OTT) services in the Indian market, consumers now have many more choices of entertainment sources. Over-the-Top (OTT) services, such as Netflix, Amazon Prime, etc. have been used by many people in developed countries long before the COVID-19 pandemic as entertainment services. However, these services have only recently become popular in India and grown since the COVID-19 pandemic. OTT services such as Netflix, Amazon Prime, and Hotstar use the internet and connect directly to consumers, entertainment media is delivered directly toward the consumers bypassing cable and satellite connections. These OTT services have entered the Indian market, and have also drastically changed the preference and behavior of consumers in regards to the consumption of video media entertainment.

Consumer preference in this paper refers to which platform the consumer prefers to use. Consumer preference could influence the introduction or removal of OTT platforms. OTT platforms as well as DTH (Direct to Home) services tailor their content according to what their customers prefer to watch, popular shows might be given more importance while other less important shows could be canceled as a result of what the customers are choosing to watch. Consumer preference plays a very important role in the decisions of entertainment platforms. While consumer preference can be influenced by many factors, this paper will see how consumers in Mumbai have ranked the available OTT platforms and the preferred time in which they used OTT services.

While OTT platforms can create and distribute media, DTH services are merely distributors of media that they receive from production houses. This distinction is what really impacts consumer preferences. The introduction and growth of OTT services in India has changed the market as they are more able to fulfill the wants and preferences of Indian consumers. In this paper, we try to understand the various OTT services available, to understand which of them is the most preferred source and the preferred time of the day spent watching these particular services. According to Ormax Media one in four Indians uses online video entertainment services per month. Considering India's large population size, this means that 25.3% of Indians use online entertainment sources per month (Business Insider- Times Internet Limited, 2021). With the already increased usage and potential for growth exploring the growth and use of entertainment sources is important.

According to Mishra et. al. (2021) the most watched OTT platform is Netflix, followed by Amazon Prime Video, and then Hotstar. The authors also study that the most preferred time to watch OTT platforms is late night, and the least preferred time is during the day. The recent trend in OTT services in regards to preferences and time are researched and discussed in this paper. This study was conducted to understand if there is a significant difference in the choices of OTT preferred by consumers and if the preferred time of day spent watching these sources is different across the different time slots.

Research Question:

1. Would there be significant difference in the ranking of preference for OTT platforms?
2. Would there be significant difference in the ranking of the viewership times of entertainment sources across the different time slots?

Objectives:

This research was undertaken for the following objectives:

1. To understand the preference of respondents among different OTT platforms.
2. To understand the preference of respondents towards different viewership time slots.

Hypotheses of the Study:

1. **Null Hypothesis (Ho)** - There is no significant difference in ranking of respondents' preference across OTT entertainment platforms that influences people's watching decisions.

Alternate Hypothesis (H1) - There is a significant difference in ranking of respondents' preference across OTT entertainment platforms that influences people's watching decisions.

2. **Null Hypothesis (Ho)** - There is no significant difference in ranking of respondents' preferred time to watch entertainment sources.

Alternate Hypothesis (H1) - There is a significant difference in ranking of respondents' preferred time to watch entertainment sources.

Review of Literature:

Kaneenika Jain (2021) discusses which are the top OTT platforms in India and some of the factors that have influenced the rise and expansion of OTT market in India. Her findings coincided with Kumari (2020), and Ota, Ray, and Chandra (2020) about which factors influenced the rise of OTT platforms in India. According to Jain, Disney+ Hotstar, Netflix, Amazon Prime Video, Zee5, SonyLIV, Voot, AltBalaji, JioCinema, MX Player, and YouTube are some of the important OTT platforms in India currently (Jain, 2021, p. 259). Kaneenika Jain's discussion matches that of other papers around the same topic.

Tripti Kumari (2020) attempts to explore the factors of the OTT market in India and its success. Of the 106 respondents, 93 were already using OTT platforms and 13 respondents were not using OTT platforms. From the 93 respondents, 81% were using OTT services that required a paid subscription and 19% were using the free services of OTT platforms. She found that the most preferred platform was Netflix, followed by Amazon Prime, and then Hotstar. She found that most of the respondents preferred to watch OTT platforms at night, followed by afternoon and evening, and the least preferred time was late night (Kumari, 2020, p. 71). Thus, Kumari is able to support her thesis, and exhibits the changing consumer patterns and the factors contributing to the success of OTT services.

Ota, Ray, and Chandra (2020) conducted their research during the COVID-19 pandemic, their research is limited to the geographical area of Jamshedpur Market, Jharkhand and they only consider two OTT services- Netflix and Hotstar. Nonetheless, their findings still largely coincide with Kumari (2020). Their research is based on a pool of 100 respondents, most of which were students, had smartphones and were aware of and already using OTT services. Considering only this data in addition to the results from Kumari (2020) only further proves the high acceptance of OTT services in India. The authors found that Netflix was preferred for watching TV series and movies, whereas Hotstar was used most for live streaming (of sports) by homemakers (Ota, Ray, & Chandra, 2020, p. 198). Ota, Ray, and Chandra (2020) explain that Netflix was preferred by the younger generation because of the availability of foreign series and original content (p. 199). Both articles attribute the emergence of affordable internet to the introduction of Reliance Jio. From this article we can see high acceptability of OTT services in a certain area of India.

Gopi, Faizal, and Vipin's (2021) article is very different from other articles, as their article focuses on how movie releases are negatively impacted by the emergence and growth of OTT services and by the COVID-19 pandemic. The authors had two main arguments. Their first argument was that movies released on OTT platforms will not be able to bring in the same amount of revenue as box office releases (Gopi, Faizal, & Vipin, 2021, p. 6). The authors' second argument was that the experience of watching movies at home through OTT platforms cannot match up to the experience of watching films at the theatre (Gopi, Faizal, & Vipin, 2021, p. 6). However, the authors believe that Indian viewers have been pushed to using OTT services out of necessity as a result of the COVID-19 pandemic.

Patel, Khadia, and Awasya (2020) analysed the impact of OTT services and lockdown on Indian viewership habits, a focus on the impact to theatre halls, in their article. Like all the articles that considered lockdown as a factor, the authors also found that OTT subscriptions rose as a direct result of the pandemic. Most of the authors' data findings match with other articles, such as the younger population is more interested in OTT services for original content, affordable data plans are a major factor in growth of OTT platforms, etc. Patel, Khadia, and Awasya (2020) also state that Indian viewers did not have an alternative to

theatres than OTT services during lockdown, much like Gopi, Faizal, and Vipin (2021). Through the data that was gathered by survey responses, the authors found that 57.3% of their respondents were willing to go back to theatres to watch movies when theatre halls open after lockdown (Patel, Khadia, & Awasya, 2020, p. 20). However, the authors also agree that OTT services will only grow in the Indian market.

Research Design:

Research design is focused on the various research methodologies and frameworks used by the researcher to conduct their research. The design is chosen by a researcher by analyzing which would be the most fruitful for their research.

Study Design and Setting - For this particular research, descriptive and analytical research was used by the researchers. It focused on understanding the choices of OTT platforms preferred by individuals and the viewership timings for the same. The data collection was primary data collection using a Google Form questionnaire to collect the data from individuals. The items in the questionnaire were ranked to understand how individuals would rank the various platforms in comparison to each other and the viewership timings they would prefer.

Demographic, Sample and Sampling Techniques - The demographic chosen ranged from the Boomers to Generation X, Y (Millennials) to Generation Z. The method of sampling for this paper was Simple Random Sampling and the sample size was 307 participants. This research design helped us prove the alternate hypotheses.

Data Analysis Tools and Techniques:

The tools used for this paper were the Friedman test which is a non-parametric test, used to understand the difference in between various groups. This test was used for this particular research to understand the difference in groups had in terms of viewership timings and choice of OTT platforms.

Analysis and Interpretation:

INFERENCEAL ANALYSIS

Inferential analysis are statistical tools which are used to allow one to draw inferences or conclusions from the data, and draw associations between variables. This analysis is specifically used to prove the hypothesis.

Table 1.1*Descriptive Statistics*

	N	Percentiles		
		25 th	50 th (Median)	75 th
Preference to Netflix	307	10.00	12.00	12.00
Preference to Amazon Prime	307	10.00	11.00	12.00
Preference to YouTube	307	10.00	11.00	12.00
Preference to Voot	307	4.00	8.00	10.00
Preference to DisneyHotstar	307	8.00	10.00	11.00
Preference to MXPlayer	307	3.00	7.00	9.00
Preference to VikiRakuten	307	1.00	4.00	9.00
Preference to Apple TV	307	1.00	5.00	9.00
Preference to Zee5	307	3.00	7.00	10.00

Preference to SonyLIV	307	3.00	8.00	10.00
Preference to ALTBalaji	307	1.00	4.00	9.00

Table 1.2

Test Statistics

N	307
Chi-Square	1377.951
Df	10
Asymp. Sig.	<.001

a. Friedman Test

A Friedman test revealed the significant difference in preference ranking of respondents across the choice of various OTT platforms $\chi^2(10, n = 307) = 1377.951, p < .001$. The medians indicated that Netflix, Amazon Prime Video, YouTube – OTT platforms, each were highest in terms of respondents' preference for choice of OTT platforms ($Md = 12, 11, 11$ respectively), followed by lowest being Viki Rakuten and Alt Balaji ($Md = 4$).

Table 1.3

Descriptive Statistics

N	Percentiles
---	-------------

		25 th	50 th (Median)	75 th
Preference of time 1	307	1.00	1.00	2.00
Preference of time 2	307	2.00	2.00	3.00
Preference of time 3	307	2.00	3.00	3.00
Preference of time 4	307	3.00	4.00	4.00

Table 1.4

Test Statistics

N	307
Chi-Square	394.647
Df	3
Asymp. Sig.	<.001

a. Friedman Test

A Friedman test revealed the significant difference in preference ranking of respondents across the viewership timings, $\chi^2(3, n = 307) = 394.647, p < .001$. The medians indicated that the preferred time slot 4, i.e., timing from 9pm to Midnight (Nighttime) was the preferred viewership time and was highest in terms of respondents ($Md = 4$), followed by lowest preferred time slot 1 i.e., timing from 6am to 12pm (Morning time) ($Md = 1$).

Interpretation and Discussion:

The above tables show that there is a difference between preferred viewership time slots and preferred choice of OTT platform. The most preferred OTT service was Netflix, and the least preferred of the same was Viki Rakuten, and the most preferred viewership time is night (9pm to Midnight) and the least preferred time is morning (6am to 12pm).

Our finding that Netflix is the most preferred choice of OTT platform also coincides with the finding of Kumari (2020), and Ota, Ray, and Chandra (2020). Mishra, et al. (2021) and Kumari (2020) also find that the most preferred viewership time of entertainment platforms is at night and the least preferred time is mornings and during the day. A possible explanation as to why Netflix is the most agreed upon OTT service could be because of the content available on the platform and that the service also produces its own original content (Patel, Khadia, and Awasya, 2020). The most preferred viewership time could be related to the age of respondents, however that is not considered in this paper. This research exhibits that Netflix and Amazon Prime Video each have a large market share within the entertainment sector of India's market. As mentioned in the introduction, there is still much room for the growth of OTT services in the Indian market.

Conclusion:

The OTT (Over-the-Top) services are provided to the viewers directly over a streaming media and its a standalone product. The OTT services are provided by various platforms which was one of the focuses of this paper, as we focused on understanding which of the platforms is more preferred by audiences and if the same opinion is shared by individuals. Another focus point was the time of day spent watching OTT services and which of the four time slots is more preferred by individuals and if there is commonality in the same.

The findings of the study proved both of our alternate hypotheses, as the analysis showcased that there is a difference in ranking of respondents' preference across OTT entertainment platforms that influences people's watching decisions and an difference in ranking of respondents' preferred time to watch entertainment sources highlighting similar preferences in OTT platforms and the time preferred to watch the OTT platforms.

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AWARENESS & PERCEPTION OF WOMEN TOWARDS DIGITAL MODE OF PAYMENT

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Abstract

Earlier people were using cash for any type of transaction of goods & services. But as time passed electronic payment mode used to be accepted all over the globe. Electronic payment has rootstock since 1870s. Due to offline mode of payment people were facing number of problems such as, there was delay in payment, time consuming method, threat of carry cash from one place to another place. These all caused & boost to use more sources of online mode of payment. Digital payment refers to electronic transaction of funds.

In such type of mode both the parties are having online tools for transaction. It's always reduced our costs, less risk of handling cash, time saving & most important easy way of payment. Digital payment has been extensively accepted by the people of India since demonetization. It gained momentum specially in pandemic period. It's not only used by male population but women have also shown their keen involvement in usability of digital mode payment.

It's not only used by working women but many housewives', girls etc. are thoroughly adopted in their day-to-day work. This article tries to light out how the digital mode of payment impacted the life of women in urban sector.

Keyword: Digital mode of payment, electronic, rootstock, extensively, momentum.

Conceptual framework

1. Digital mode of transaction – by using electronic means & transfer fund from one to another
2. Electronic- related to electronic devices
3. Rootstock – base or origin
4. Extensively – in large
5. Momentum – get speed

Introduction

Number of women are recently using digital mode of payment either she is working or not & in future they can go for more cashless transaction, precisely all mode of transaction were using by some women only. But as demonetization existence & especially pandemic deeply impacted our economy, compelled many working & non-working women to learn & use as many as mode of transaction. In covid-19 the need of online mode of transaction speed up. Nowadays, maximum people link their business with online payment accessories such as shopkeeper, businesses, lorry venders etc.

Women not only deal with household chores. But also go through number of outer world challengers. Currently number of women use digital mode of transaction for number of purposes such as, to purchase grocery, to do online shopping, order online food, to purchase cosmetic, book online movie tickets, book online vehicle, many small entrepreneurs accept transaction online from customer. Digital mode of transaction has their own advantages such as note change issues, cost & time saving process, any time can check balance, open for 24*7, can access from any place ,Speedy & safe transaction etc

Some mode of transaction we can access even through there is zero balance in our A/C such as credit card & number of other modes of transaction. Generally women are using debit card, credit card and smart card, UPI (Gpay, Phonepe), RTG, NEFT, Banking apps, Paytm, E-wallet, Internet banking, WhatsApp money etc. Our study tries to focused on role of urban sector women for usability & accessibility of digital mode of payment.

Objectives

1. To know whether women are aware about digital mode of payment.
2. To know women accessibility to digital mode of transaction.
3. To know how such mode of payment effected their life.
4. To know risk & challenges faced by women while using such mode of payment.

Problem of the Study

- Our country's women are trying to come out from tradition box & making themselves updates as per circumstances.
- The study is basically done to understand awareness & perception of women towards various online mode of transaction.
- How many women are involved into new technology to make transaction system easier. Challenged & risk faced by women while using all modes , why many women still do not access all modes of transaction, which modes of transaction are beneficial.
- The study also wants to focus that what types of measures government can take to create more awareness about different technical updates among working & non-working women.

Limitations

1. The study covers women only.
2. It is confined to urban sector only.
3. It covers limited sample for study.
4. Study covers basic awareness among women toward digital mode of transaction.

Research Methodology

- The sample frames in this study are women of urban sector.
- It is backed by secondary data from journals, reports, research papers, articles news etc. related to topic.
- It is based on primary data. Data is collected from different age group women. A structured questionnaire was used to collect data. The target was 150 respondents from various urban sector areas. They connected through friends, family, colleagues, neighbors, other references, etc.
- In order to gain needed objectives of the study, graphs label, pie chart have been useful for visual presentation of the data.

Significance of Study

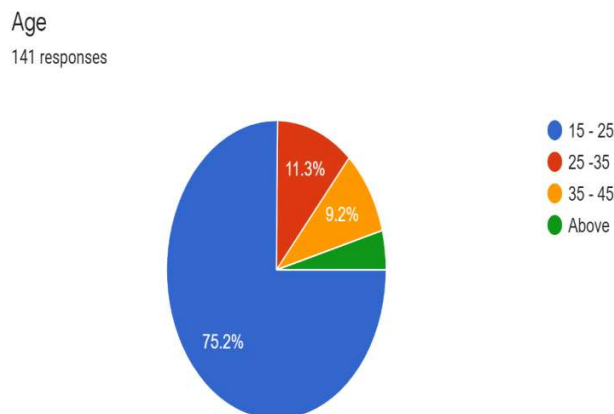
- It is significant to all ladies working or non-working.
- The study & its result may be helpful to create more awareness & clear mindset towards digital mode of transaction.
- This research will help financial institution to create more & more convenient modes of transaction. So, women can access & use all modes more.

Literature Review

- **Dr. C. Malleshar-** according to researches, generally people use online mode of transaction for shopping, payment, to pay bills, etc. But many of them are having threat of fraud, security, network issues, money get stuck, hackers, etc. According to researcher banking, system must take relevant measures so, more banking habits can create in their day-to-day life.
- **According to M. Hanninen 2020** – Digital mode of transaction now a days performing like link a large number of transactions between consumers & independent supplier. In retail market such as Amazon.com, Flipkart, Etsy.com, Snapdeal, Messo. The essence of study is that due to increasing digital transaction, marketing, retails & distribution scholars are having more opportunities.
- **According to international finance corporation** – The mobile industry contributes 42% of world GDP. However 54% ladies of pacific region do not have a phone. According to study, still many women faced socio-economic challenges, many of ladies' do not have their A/C number, how digital financial services covers such women.

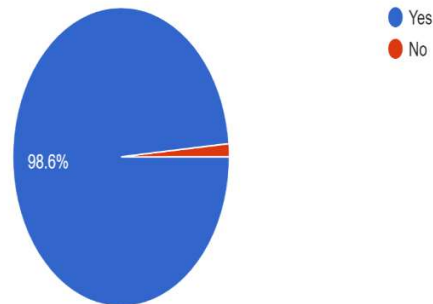
The study also given some tips to get access to all women towards digital mode of transaction such as –

- 1) Sale phones at tower prices (run government scheme for ladies)
 - 2) Build the trust
 - 3) Distribute phone on social level
 - 4) Arrange seminar to give lecture about online mode of transaction.
 - 5) Make compulsory for women to open A/C.
- **According to Dr. Savita Agrawal** - as per study maximum male are having mobile phones compare to female. More than 50% make downloaded mobile application than female such as WhatsApp, Facebook, Instagram, Etc. According to study though a smaller number of women had downloaded application on their phones, but more women compared to men were eager to know & learn application. The FGDs revealed that after training programmer, many ladies are able to access mobile phones digital mode of transaction very efficiently. In urban sector approximately 75% of women especially after pandemic started to access more online transaction mode. It helped them to gain self-confidence& independency toward life.
 - **According to Financial express by Sanjeev Sinha** – UPI transaction has shown growth of 18.7% in March 2021 from February 2021. According to survey two-third of women from urban sector are aware & using online mode of transaction on frequently basis. As per the survey convenience is the biggest reason among women for using more digital modes of transaction. Rewards like cash backs, promotional offers, discount get off, coupons etc. attract them more towards its usability with the online mode of transaction, they can maintain history of transaction and most important many women started their contribution in stock market due to online mode of transaction. According to research Gpay, Phonepe, Paytm, E wallets etc. are most common sources of digital transaction.
 - **Initiative taken by government** to promote more digital transaction :- Government has given proposals to startups & fintech firms to build innovative measure, so that digital mode of transaction can reach to each & every corner of the country. The selected ideas will be funded by governments.



Do you know about Online mode of transaction?

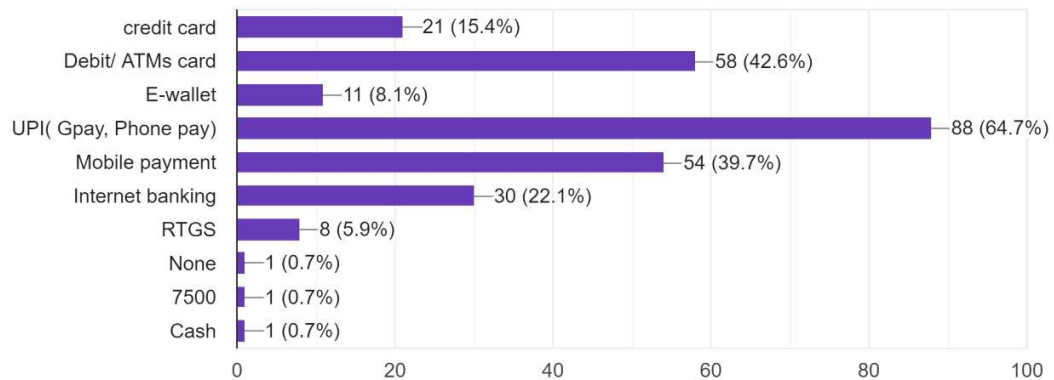
141 responses



As per the interpretation maximum women in urban sector access online mode of transaction.

Which digital mode of transaction do you access more?

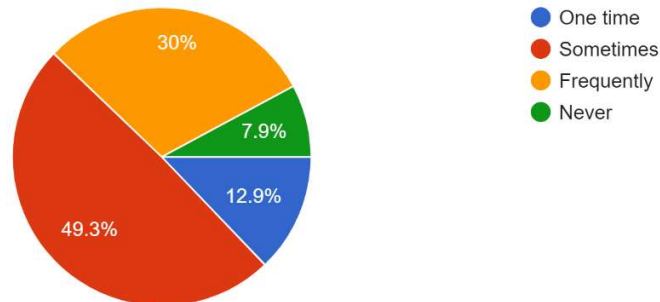
136 responses



As per the study 64% women access online mode of transaction through UPI, 42% access through Debit card, 39% are using mobile banking.

How many times do you use such mode of transaction in a month?

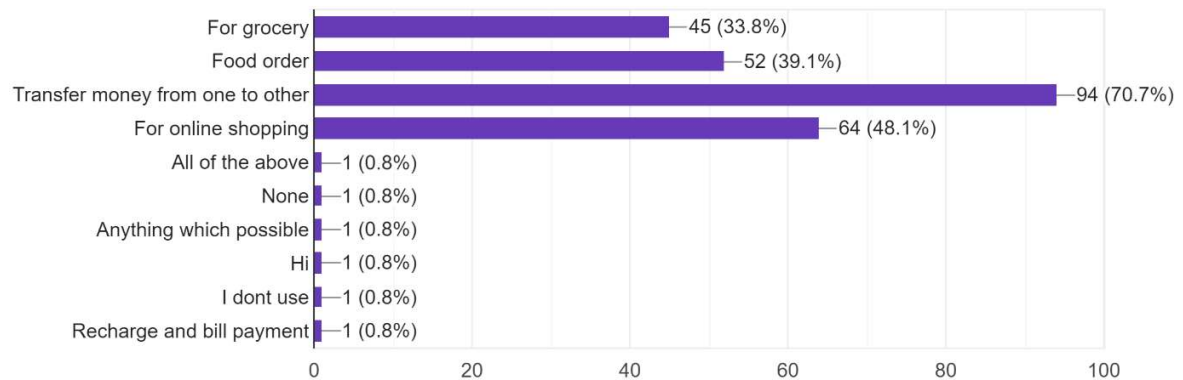
140 responses



As per the interpretation, 49% women sometime use digital mode of transaction, 30% women frequently deal with online mode of payment.

For which reasons do you use more online mode of payment?

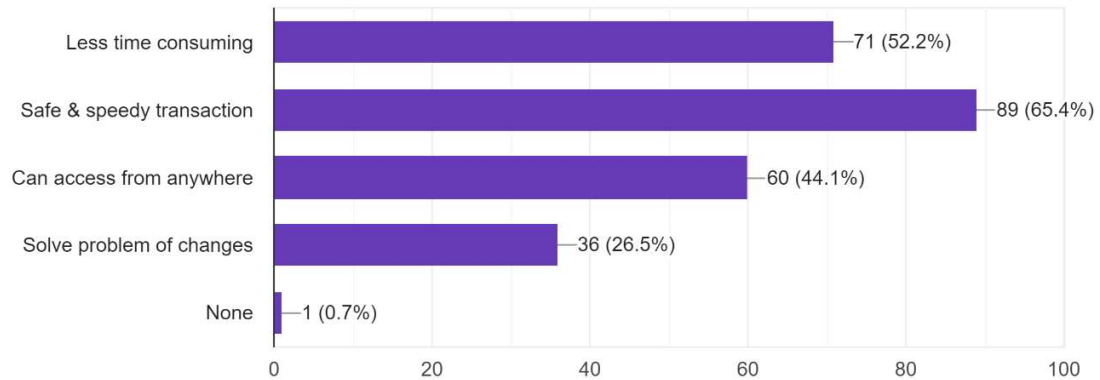
133 responses



As per the interpretation, 70% women access online transaction mode to transfer money from one to other, 48% access for online shopping, 39% for the order food etc.

According to you, what are the uses of digital mode of transaction?

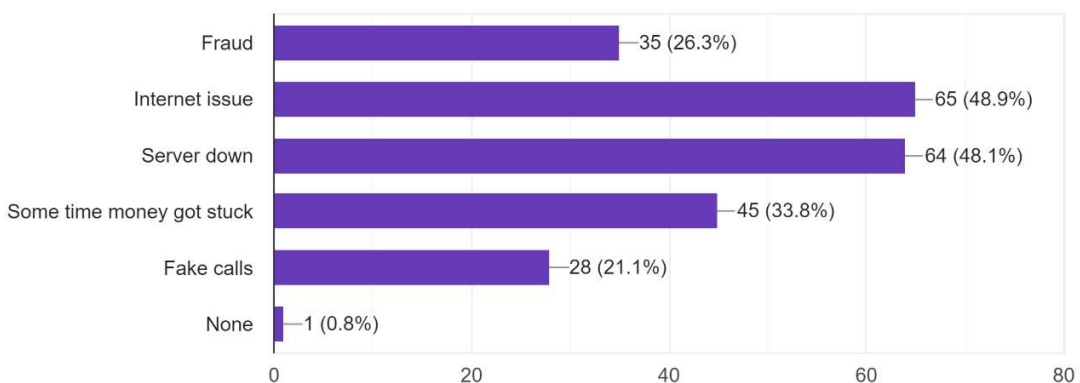
136 responses



As per the study 65% women access online mode of transaction due to safe and speedy transaction, 52% access because it is less time consuming, 44% access because access can anywhere.

What type of risk & challenges faced by you while using such mode of transaction.

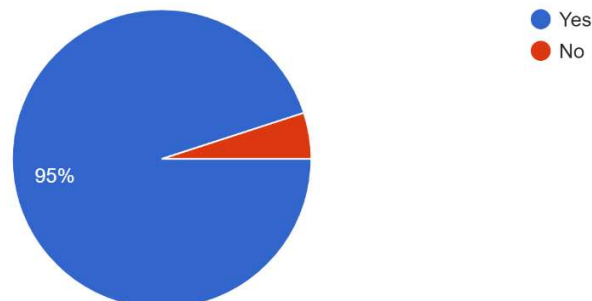
133 responses



As per interpretation, 48% faced internet issue, 48% server down problem, 33% faced money stuck problem while access digital mode of transaction.

Do you suggest other women to access digital mode of transaction in day to day life?

140 responses



As per study 95% suggest that women should access digital modes of transaction.

Conclusion

However, the growth in digital payment is accelerating but the goal is still very far away. It is noted that during pandemic period, digital payments have been keeping the economy on track & helping public to reduce contact with any virus, but more work get done via digital mode of payment. In urban sector generally women are working & very social, so they learn and accept such technical advances easily.

As per survey, it concluded that due to online apps of shopping UPI and Paytm used an access level, banking system are also making available all banking services digital way, so digital mode of transaction flourished more. Many women are still aloof from such mode but in near future maximum women can access online mode of transaction. Government also declared in budget 2021-22, to spend some share on GDP on digital instructors, fintech that can boost more accessibility & usability of digital mode of transaction. The survey or research concluded that it is estimated that there would be further boost in digital payments especially in semi-urban & rural areas where internal facility, availability & usage of phones are still low.

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CULTURAL CONFLICTS IN AYI KWEI ARMAH'S AND CHINUA ACHEBE'S SELECTED NOVELS: A COMPARATIVE STUDY

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Abstract

Cultural conflict is a type of conflict that occurs when different cultural values and beliefs clash. The Conflicts of Cultures in African society attract attention of the researchers to highlight the terrible suffering of the black people. It is observed during the course of this research that the black people are socially, economically, and politically subjugated as well as psychologically dominated. The researcher has selected the novels of Chinua Achebe and AyiKweiArmah for research because they represent numerous elements of ethnicity like cultural issues, national experience, ancient and modern heritage, mythical aspects, historical records, native language of the people, symbolical codes, religious conflicts, art and architecture, dressing style of people, and social and political background of Africans. In comparing Achebe and Armah, a common trait in both writers is that they delineate conflicts of culture between traditional African values and imported western culture. Both the novelist truthfully speaks out for and on behalf of their communities, with an unbiased mind and their aims and objectives are equally similar. The researcher has selected the two novels for the research study. AyiKweiArmah's novel, 'The Beautiful Ones Are Not Yet Born', and Chinua Achebe's novel, 'Things Fall Apart' are selected for the study.

Key Words: Cultural conflicts, ethnicity, subjugated, symbolical etc.

Introduction

The present research paper aims at exploring the cultural conflict in AyikweiArmah and Chinua Achebe's selected Novels. Cultural conflict is a type of conflict that occurs when different cultural values and beliefs clash. It happens because of misunderstandings or conflict between different nationalities, religion or ethnic groups, cultural ignorance and insensitivity, lack of awareness about different values and beliefs. The thesis also aims at to find out gender and class conflict in Chinua Achebe and AyiKweiArmah's selected Novels.

Culture is defined as socially inherited, shared, and learned ways of living possessed by persons by virtue of their membership in social groups but in the present century, culture is connected to high art, advanced education, superior knowledge and social status. Hofstede defines culture in his book as:

“Culture is the collective programming of the mind which distinguishes the members of one group or category of people from another.” (Hofstede 5)

There is a misconception that culture is possessed only by the upper class and people living in developed countries. Everyone has culture and yet this is another reason why the concept is complicated. The term ‘culture,’ is derived from Latin word ‘cultura’, which originally meant the development of the soul or mind. Culture is the defining phase of a person, a group, and an entire nation. Culture is an integrated structure of learned behavior patterns that are characteristic of the members of society.

Cultural conflict is based on the idea that dissimilar cultures have different values and goals. When these different cultures with different insight of life and the social structure come simultaneously, they will always clash against one another. In further terms, it is the constant clash between cultures due to different sets of values and way of life. Conflict recommends that human behaviour in social contexts results from conflicts between enemy groups. Conflict theory invented with the work of Karl Marx in the mid-1800s. Marx implicates human society in words of conflict between social classes, notably the conflict in capitalist societies between those who owned the means of economic manufacture (factory or farm owners, for example) and those who did not (the workers).

The cultural conflict between the white master and the natives Africans is presented in a number of ways in the literary work of African authors. The native Africans won't be allowed observing and celebrating their social and cultural customs and festivals under an excuse that it breaks the boundary of law implemented by the white masters. Adam Storlorow in an interview said:

Postcolonial concerns are about the encounter of cultures. As the editors of The Postcolonial Studies Reader state in the introduction to their collection, post colonialism —addresses all aspects of the colonial process from the beginning of colonial contact. (Ashcroft, Griffiths and Tiffin 2)

Therefore, we could say it begins with the cultural conflict. The native population would like to observe their customs and celebrates their festivals at any cost, even by opposing the white men's law. Cultural conflict in case of African continent does not mean simply the conflict between the white men and the black population. That conflict is to be found at two levels. The first level presents the conflict between colonizer and the colonized and second level of conflict prevails among various tribes of the colonized natives' community. This second level of conflict proved to be a boon to the colonizers. It was unfortunate that the native community could not understand the disadvantage of their internal conflict.

Literature Review

African culture was marginalized as an effect of colonial rule. It is studied that African literature is a literature of resistance, anger, protest and hope. It explores the history so as to plan for the future and it is reflected in the writings of Chinua Achebe and AyiKweiArmah. According to the critics of African writing in the first stage, the Europeans acquired knowledge over native cultures through translations, commentaries and academic study

before either destroying it or modifying native systems of thinking. In the second stage, they announced the native literature and cultures were primitive, irrelevant and completely out of date. Few African authors believe that colonial rulers convinced native people with the help of indoctrination method that English language and white culture alone could ensure equality, liberty, development and modernization. The researcher has studied few cultural theories which has depicted the cultural conflict in the novels of Chinua Achebe and AyiKweiArmah.

Objectives of the study

- ❖ To explore the conflicts of cultures in the selected novels of AyiKweiArmah and Chinua Achebe.
- ❖ To highlight the terrible suffering of the Africans at cultural level.
- ❖ To find out the racial and ethnical issues between black and white men and women in African tribes.

Research Methodology

The researcher has used explorative, evaluative, and analytical methods for the research work. The researcher has used the primary and secondary sources of data collection. The primary sources are the original texts and the secondary sources are the reference books, research articles, magazine, authors' interviews, and material available in the different libraries and on internet. The problem selected for investigation gives rise to a method which suits the research.

Things Fall Apart

Things Fall Apart is concerned with the conflict involving the two cultures African and the European. This novel also focuses on the socio-economic problems created by the authority of colonial forces into the African society. Achebe's first novel *Things Fall Apart* acknowledged a respectable amount of critical attention. It is also measured as "the first novel of unquestioned literary merit from English speaking West Africa." (Lindfors 47)

Things Fall Apart is in print in 1958. It is translated into thirty languages. The title of the novel is borrowed from W. B. Yeats' poem "The Second Coming." W. B. Yeats believes in the continuity of human civilization. Achebe's novel *Things Fall Apart* is place in a village named Umuofia in the eastern region of the Nigeria the time covered in the novel is between "1850 and 1900." This is the era during which the white men came to West Africa. The long-established life of Ibo Society is also vital before we continue to analyze the cultural conflict in the novel. The smallest unit of clan is a village. It is a farming community. People here depend on nature for agriculture, they follow astronomical calendar. They have "harvest months", "hunting months", "weeding months" and "hot months" etc.

The community has its own structure to reward and punish a member of the society. Ibo society has a committee of elders to direct the affairs of the society. In Ibo's the survival of

the fittest was the rule. High ranks and positions were not inborn. Men who work for the betterment of society have a special place in the community. Ibo's also have moments of amusement like folk tales, songs, dance and music. War was undertaken only when it was supposed to be necessary. The novel throws light on the strengths and weaknesses of the Ibo culture.

Achebe also presented the superstitious way of life among the tribe in his novel *Things Fall Apart*. One such superstitious belief is 'Osu'. 'Osu' is a person devoted to god and he cannot wed a free born. He is an outcaste and even his children are 'Osu' after him when he dies he will be buried by other 'Osu' in the evil forest. (It is called 'bad bush' by the colonizers). Those who die of diseases like leprosy and smallpox are buried in it. It is because of this reason, group of 'Osu' embraced Christianity.

The situation of Umuofians becomes confused because of the arrival of the White Man. The colonial attack into their land has shaken their spiritual rites and cultural practices. Achebe writes: "Umuofia was like a startled animal with ears erect, sniffing the silent, ominous aim and not knowing which way to run." (Things Fall Apart 139) Okonkwo, the protagonist of the novel symbolizes the African culture. He is a very important man in his village, Umuofia. He is always ready to work for the betterment of his tribe. He always takes part in all the activities of the clan. He is also a warrior. The interference of Christian missionaries into the matter of his tribe makes him impatient. Throughout the novel we find him restless. He insists on his clansmen to support him in his fight with the colonial forces. He desires to uproot the new religion and the new culture but he fails.

Ibo people are proud of him. The clan has selected Okonkwo as their most important leader to battle against a neighboring enemy clan, Mbaino. Ogbuefi Udo is Okonkwo's clansman. Inhabitants of neighbouring clan kill Udo's wife under unknown circumstances. They have to give a virgin and a young boy to compensate the murder. They treat Okonkwo "like a king" (Things Fall Apart 20) when he arrives at Mbaino. They had offered him a virgin and a young boy of fifteen. The virgin is given to Udo to replace his wife but the seniors of the clan decide to send young boy, Ikemefuna under the care of Okonkwo for a while. Thus Okonkwo wins the confidence of the whole clan. We can find two contradictory qualities in Okonkwo's personality. In a reality, Okonkwo is a gentleman but he does not want to show his tenderness because he thinks that tenderness stands for weakness. On one hand he is a man who triumphs over poverty by hard work. He is a brave fighter. In spite of all this fear of failure disturb him. Achebe mentions that:

... his whole life was dominated by fear, the fear of failure and of weakness. It was deeper... Okonkwo's fear was greater than these. It was not external but lay deep within himself. (Things Fall Apart 9-10)

The Beautiful Ones Are Not Yet Born

The present novel records the disintegration of native culture under the domination of foreign culture. Armah has presented the conflict between the native people and native leaders who are representatives of their former masters. On the contrary, it also explores the different

social malpractices such as corrupt social classes, problem of unhygienic society and environmental issues. Armah uses this first novel to criticize what is wrong in Africa and with African people. He also mentions the cultural issues of the African people. People in Africa are rigid who do not change according to time and situation. Their blind belief about their culture leads to the bone of content for cultural clash.

Most of the people follow the example given by the government, and corruption becomes a natural part of their lives. The novelist knows that if changes were to come in the future, someone had to lay the groundwork for it. Realizing the situation, he burns midnight oil to reform the social conditions. Armah uses this first novel to criticize what is wrong in Africa and with African people. Most of the people follow the example given by the government, and corruption becomes a natural part of their lives. Armah uses the cultural conflict with the character of Teacher :

... I used to see a lot of hope. I saw men tear down the veils behind which the truth had been hidden. But then the same men, when they had power in their hands at last, began to find the veils useful. They made many more After a youth spent fighting the white man, why should not the president discover as he grows older that his real desire has been to be like the white governor himself, to live above all blackness in the big old slave castle?" (*The Beautiful Ones Are Not Yet Born*, 92)

Therefore, the novel begins with the man riding a bus to work in the darkness of dawn. He describes the other people on the bus as the walking corpses who go through this same routine day in and day out. They are riding a rusty, rattling, shuddering bus driven by a surly conductor whose main concern is cheating his passengers. The conductor could easily represent people placed in power who have no true leadership ability. They seek leadership positions for their own profit. The people on the bus could represent the masses of people who are being taken for a ride. The passengers seem to have no control, no hope and no power over what happens to them. They take this ride every day and don't ask any questions.

Armah has presented the conflict between the native people and native leaders who are representatives of their former masters. It is true that the change is no change in effect; the exploitation of the people is carried on in another name and another form. The independence is wasted in the process, along with inspiration which it has brought in its wake. The people are caught irredeemably in a vicious circle of manipulation and hopelessness. It is equally true that the revolutionary conditions do not exist and yet, the margin for hope is not totally lost, first indicated in the suggestive title itself, the "not yet" implying possibilities of the beautiful ones of future. The man's stubborn refusal to participate in the all-round phenomenon of cutting corners, and eating the fruits of fraud is a positive feature of the novel.

A Comparative Study

The present research paper delineates the conflicts of cultures in Ayi Kwei Armah's and Chinua Achebe's select novels. Both the author belongs to the different countries but their

literary views regarding culture, tradition, ethnic groups, and colonial experiences are similar with each other. They have minutely observed the cultural clashes between two cultures, worst colonial experience and isolation of modern man. The novels of Chinua Achebe and AyiKweiArmah present the similar theme and tone of commonwealth literature. Commonwealth studies must help to establish a close similarity and mutual understanding between the manifestations of Chinua Achebe and AyiKweiArmah and those of a number of authors of Commonwealth Literature. The authors in the Commonwealth are many though, they express in one language, i.e., English.

Scope and Limitations of the Study:

The scope of the study is limited to Chinua Achebe and AyikweiArmah's novels. The present research paper essentially rest upon the availability of primary and secondary sources, study material in the library. The film, television or theatre versions of these novels may not be studied. The interviews may not be practically conducted and survey or field work will not be undertaken. It has some inescapable limitations. The study has certain limitations because of setting of the texts and code of conduct of the African tribes. The novels and books in any other languages other than English will not be selected. However, the present research paper is useful for those research scholars who have keen interest and zeal for learning African culture and conflict.

Conclusion

The novels of Chinua Achebe and AyiKweiArmah deal with the age-old ghastly problem of conflicts of cultures which has been deep roots in African society. Their literary writing manifests the problems of struggle, social injustice, and cultural conflict of the Africans. The novels of Chinua Achebe and AyiKweiArmah are the voices against the inhuman treatment given to the blacks, against the denial of right to happiness to the downtrodden, against the exploitation of the underprivileged and unjust system. It is the genuine effort to awaken the conscious of the people of the world against this injustice and exploitation of the black people in rank or class-that is subordinate on basic of colour, gender and religion. Their novels are the appeal for healthy human values and a radical transformation of the miserable blacks and the have-not. The texts help to build a conflict less society on basic of the principles of fraternity, peace, love, and justice.

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A STUDY OF THE CHALLENGES & OPPORTUNITIES FOR CAPITAL MARKET IN INDIA

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Abstract

Capital market is a market for long term funds. It refers to all facilities and institutional arrangements for borrowings and lending of medium term and long term fund. It deals not capital goods but concerned with rising of money capital for investment. In the capital market the supply of funds largely from individual savings, corporate savings, banks, insurance companies, specialized financing agencies and Government. The demand for long term capital comes mainly from private sector industries and Government. The researchers have presented Introduction and investment, Role of investment in economic development of the nation, Developments in the Indian capital markets, SEBI and the regulation of , Report of the committee under the chairmanship of Justice D.P. Wadhwa with an aim to know the role of capital market in India. This paper deals with and highlights the process of capital market reforms, Role of capital market, Importance and growth of capital market in India.

Keywords: Capital Market, SEBI, Investment, Securities Market, Market Reforms

1. Introduction

Capital market refers to the market for long-term funds for investment purposes. The capital market is the source of funds for corporates, governments and provides opportunities to savers to park their long-term savings. The capital market comprises of two segments- the primary and the secondary markets. The primary market allows the flow of long-term funds from the surplus sector to governments, corporates, banks and NBFCs. It helps in the creation of net fixed assets. Initial public offers (IPOs), private placements, rights issues, preferential issues are the important instruments of the primary market. In recent years, there is a considerable widening and deepening of the primary market with PSBs, financial institutions, PSUs, mutual funds entering the markets as borrowers and the merchant banks, investment and consulting agencies and registrars to the issues as the managers. Broad term describing any market place where buyers and sellers participate in the trade of assets such as equities, bonds, currencies and derivatives. Financial Markets are typically defined by having transparent pricing, basic regulations on trading, costs and fees and market forces determining the prices of securities that trade. In economics, typically, the term market means the aggregate of possible buyers and sellers of a certain good or service and the transactions between them. The term "market" is sometimes used for what are more strictly exchanges, organizations that facilitate the trade in financial securities, e.g., a stock exchange

or exchange in Finance, Financial Markets facilitate: The raising of capital (in the Capital Markets) The transfer of risk (in the Derivatives Markets) The transfer of liquidity (in the Money Markets) International trade (in the Currency Markets) Capital market is the key driver of wealth creation and growth in many countries. The regulators financial institutions and most importantly the investors keep track of the development in the global capital markets. It is estimated that the growth of global financial stock is estimated to \$ 200 trillion by 2010. It is observed that the United States, Europe and Japan are the major contributors to the global financial stock. Due to the increasing depth in financial markets, both businessmen and investors are enthusiastic to enter capital markets and make profits. The U.S led the race with 37 percent share followed by the U.K, Japan and other developing countries. Capital market is a market for long term funds. It refers to all facilities and institutional arrangements for borrowings and lending of medium term and long term fund. It deals not capital goods but concerned with rising of money capital for investment. In the capital market the supply of funds largely from individual savings, corporate savings, banks, insurance companies, specialized financing agencies and Government. The demand for long term capital comes mainly from private sector industries. Capital markets have observed volatility of capital flows, contributing of financial developments in India have played a critical role is promoting industrialization, facilitating the mobilization of capital for large investments. A financial market consists of investors or buyers, sellers, dealers and brokers and does not refer to physical location. The participants are linked with formal trading rules and communication networks for originating and trading of financial services. Financial investments can be used to raise resources in the capital market. High net worth individuals, investors and corporate entities are engaged in purchase and selling of financial instruments in the capital market

2. Objectives Of The Study

- I. To Highlight the Role and Importance of Capital market in India
- II. To know the Factors Responsible for Growth and Development of capital market
- III. To know the Process of Reforms in the Indian capital market

3. Research Methodology

This study is based on secondary sources of information from Publications of various Institutes, Organisations, published newspapers, journals-online & printed, magazines, web sites, books. The information is collected from libraries and websites. The literature is cross checked and validated to gives the latest information.

4. Role And Importance Of Capital Market In India

Capital market has a crucial significance to capital formation. For a speedy economic development adequate capital formation is necessary. The significance of capital market in economic development is explained below:-

a. Mobilisation of Savings and Acceleration of Capital Formation

In developing countries like India the importance of capital market is self-evident. In this market, various types of securities helps to mobilise savings from various sectors of population. The twin features of reasonable return and liquidity in stock exchange are

definite incentives to the people to invest in securities. This accelerates the capital formation in the country.

b. **Ready and Continuous Market**

The stock exchange provides a central convenient place where buyers and sellers can easily purchase and sell securities. Easy marketability makes investment in securities more liquid as compared to other assets.

c. **Technical Assistance**

An important shortage faced by entrepreneurs in developing countries is technical assistance. By offering advisory services relating to preparation of feasibility reports, identifying growth potential and training entrepreneurs in project management, the financial intermediaries in capital market play an important role.

d. **Raising Long - Term Capital**

The existence of a stock exchange enables companies to raise permanent capital. The investors cannot commit their funds for a permanent period but companies require funds permanently. The stock exchange resolves this dash of interests by offering an opportunity to investors to buy or sell their securities, while permanent capital with the company remains unaffected.

e. **Foreign Capital**

Capital markets makes possible to generate foreign capital. Indian firms are able to generate capital funds from overseas markets by way of bonds and other securities. Govt has liberalised Foreign Direct Investment (FDI) in the country. This not only brings in foreign capital but also foreign technology which is important for economic development of the country.

f. **Easy Liquidity**

With the help of secondary market investors can sell off their holdings and convert them into liquid cash. Commercial banks also allow investors to withdraw their deposits, as and when they are in need of funds.

g. **Revival of Sick Units**

The Commercial and Financial Institutions provide timely financial assistance to viable sick units to overcome their industrial sickness. To help the weak units to overcome their financial industrial sickness banks and FIs may write off a part of their loan.

h. **Promotion of Industrial Growth**

The stock exchange is a central market through which resources are transferred to the industrial sector of the economy. The existence of such an institution encourages people to invest in productive channels. Thus it stimulates industrial growth and economic development of the country by mobilising funds for investment in the corporate securities.

i. **Reliable Guide to Performance**

The capital market serves as a reliable guide to the performance and financial position of corporates, and thereby promotes efficiency.

j. **Proper Channelization of Funds**

The prevailing market price of a security and relative yield are the guiding factors for the people to channelize their funds in a particular company. This ensures effective utilisation of funds in the public interest.

k. **Provision of Variety of Services**

The financial institutions functioning in the capital market provide a variety of services such as grant of long term and medium term loans to entrepreneurs, provision of

underwriting facilities, assistance in promotion of companies, participation in equity capital, giving expert advice etc.

1. Development of Backward Areas

Capital Markets provide funds for projects in backward areas. This facilitates economic development of backward areas. Long term funds are also provided for development projects in backward and rural areas.

5. Factors Responsible For Growth And Development Of Capital Market

a) Growth of Development Banks and Financial Institutions

For providing long term funds to industry, the government set up Industrial Finance Corporation in India (IFCI) in 1948. This was followed by a number of other development banks and institutions like the Industrial Credit and Investment Corporation of India (ICICI) in 1955, Industrial Development Bank of India (IDBI) in 1964, Industrial Reconstruction Corporation of India (IRCI) in 1971, Foreign Investment Promotion Board in 1991, Over the Counter Exchange of India (OTCEI) in 1992 etc. In 1969, 14 major commercial banks were nationalised. Another 6 banks were nationalised in 1980. These financial institutions and banks have contributed in widening and strengthening of capital market in India.

b) Setting up of SEBI

The Securities Exchange Board of India (SEBI) was set up in 1988 and was given statutory recognition in 1992.

c) Increasing Awareness

During the last few years there have been increasing awareness of investment opportunities among the public. Business newspapers and financial journals (The Economic Times, The Financial Express, Business India, Money etc.) have made the people aware of new long term investment opportunities in the security market.

d) Growing Public Confidence

A large number of big corporations have shown impressive growth. This has helped in building up the confidence of the public. The small investors who were not interested to buy securities from the market are now showing preference in favour of shares and debentures. As a result, public issues of most of the good companies are now over-subscribed many times.

e) Credit Rating Agencies

Credit rating agencies provide guidance to investors / creditors for determining the credit risk. The Credit Rating Information Services of India Limited (CRISIL) was set up in 1988 and Investment Information and Credit Rating Agency of India Ltd. (ICRA) was set up in 1991. These agencies are likely to help the development of capital market in future.

f) Growth of Mutual Funds

The mutual funds collect funds from public and other investors and channelize them into corporate investment in the primary and secondary markets. The first mutual fund to be set up in India was Unit Trust of India in 1964. In 2007-08 resources mobilised by mutual funds were Rs. 1,53,802 crores.

g) Development of Venture Capital Funds

Venture capital represents financial investment in highly risky projects with a hope of earning high returns. After 1991, economic liberalisation has made possible to provide

medium and long term funds to those firms, which find it difficult to raise funds from primary markets and by way of loans from FIs and banks.

h) Growth of Multinationals (MNCs)

The MNCs require medium and long term funds for setting up new projects or for expansion & modernisation. For this purpose, MNCs raise funds through loans from banks and FIs. Due to the presence of MNCs, the capital market gets a boost.

i. Legislative Measures

The government passed the companies Act in 2013. The Act gave powers to government to control and direct the development of the corporate enterprises in the country. The capital Issues (control) Act was passed in 1947 to regulate investment in different enterprises, prevent diversion of funds to non-essential activities and to protect the interest of investors. The Act was replaced in 1992.

6. Reforms In Capital Market Since 1991

The government has taken several measures to develop capital market in post-reform period, with which the capital market reached new heights. Some of the important measures are:

a. Dematerialisation of Shares

Dematerialisation of shares has been introduced in all the shares traded on the secondary stock markets as well as those issued to the public in the primary markets. Even bonds and debentures are allowed in demat form. The advantage of demat trade is that it involves Paperless trading.

b. Screen Based Trading

The Indian stock exchanges were modernised in 90s, with Computerised Screen Based Trading System (SBTS), It cuts down time, cost, risk of error and fraud and there by leads to improved operational efficiency. The trading system also provides complete online market information through various inquiry facilities.

c. Establishment of Securities and Exchange Board Of India (SEBI)

SEBI became operational since 1992. It was set with necessary powers to regulate the activities connected with marketing of securities and investments in the stock exchanges, merchant banking, portfolio management, stock brokers and others in India. The objective of SEBI is to protect the interest of investors in primary and secondary stock markets in the country.

d. Establishment of National Stock Exchange (NSE)

The setting up to NSE is a landmark in Indian capital markets. At present, NSE is the largest stock market in the country. Trading on NSE can be done throughout the country through the network of satellite terminals. NSE has introduced inter-regional clearing facilities.

e. Investor Protection

The Central Government notified the establishment of Investor Education and Protection Fund (IEPF) with effect from 1st Oct. 2001: The IEPF shall be credited with amounts in unpaid dividend accounts of companies, application moneys received by companies for allotment of any securities and due for refund, matured deposits and debentures with companies and interest accrued there on, if they have remained unclaimed and unpaid for a period of seven years from the due date of payment. The IEPF will be utilised for promotion of awareness amongst investors and protection of their interests.

f. Trading In Central Government Securities

In order to encourage wider participation of all classes of investors, Including retail investors, across the country, trading in government securities has been introduced from January 2003. Trading in government securities can be carried out through a nationwide, anonymous, order-driver, screen-based trading system of stock exchanges in the same way in which trading takes place in equities. Various credit rating agencies such as Credit Rating Information services of India Ltd. (CRISIL– 1988), Investment Information and credit Rating Agency of India Ltd. (ICRA – 1991), etc. were set up to meet the emerging needs of capital market. They also help merchant bankers, brokers, regulatory authorities, etc. in discharging their functions related to debt issues.

g. Buy Back Of Shares

Since 1999, companies are allowed to buy back of shares. Through buy back, promoters reduce the floating equity stock in market. Buy back of shares help companies to overcome the problem of hostile takeover by rival firms and others.

h. Derivatives Trading

Derivatives trading in equities started in June 2000. At present, there are four equity derivative products in India Stock Futures, Stock Options, Index Futures, Index Options. Derivative trading is permitted on two stock exchanges in India i.e. NSE and BSE. At present in India, derivatives market turnover is more than cash market.

i. Accessing Global Funds Market

Indian companies are allowed to access global finance market and benefit from the lower cost of funds. They have been permitted to raise resources through issue of American Depository Receipts (ADRs), Global Depository Receipts (GDRs), Foreign Currency Convertible Bonds (FCCBs) and External Commercial Borrowings (ECBs). Further Indian financial system is opened up for investments of foreign funds through Non-Resident Indians (NRIs), Foreign Institutional investors (FIIs), and Overseas Corporate Bodies (OCBs).

j. Mutual Funds

Mutual Funds are an important avenue through which households participate in the securities market. As an investment intermediary, mutual funds offer a variety of services / advantages to small investors. SEBI has the authority to lay down guidelines and supervise and regulate the working of mutual funds.

k. Internet Trading

Trading on stock exchanges is allowed through internet, investors can place orders with registered stock brokers through internet. This enables the stock brokers to execute the orders at a greater pace.

7. Conclusion

Capital market is playing its important role in the development of Indian economy. Indian capital market suffered bruises in the last part of the nineties owing to the manipulative trade practices of unscrupulous brokers and other participants; it has been witnessing fine times in the recent past, thanks to many favorable conditions contributing to it. With the kind and the quality of human skills possessed by India's financial Industry, it is quite imperative that there is need to provide sound capital foundation for the stock market. However, it is important to note that the stock trading is not a panacea for all that ails the Indian stock

market if the recent experience of some of corporate and banks abroad is of any indication. It is to be noted with happiness that Government of India has successfully introduced the derivative trading in the stock exchanges. There are very many issues, which require immediate and urgent attention of the planners concerned.

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APPLICATION OF CHI-SQUARE TEST IN HYPOTHESIS TESTING

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Abstract

A chi-square test is basically a data analysis on the basis of observations of a random set of variables. It is a comparison of two statistical data sets. It is represented as χ^2 symbol. This test was introduced by Karl Pearson in 1900 for categorical data analysis and distribution and hence called as Pearson's chi-squared test. The chi-square test is used to estimate how likely the observations that are made would be, by considering the assumption of the null hypothesis as true. Chi-squared tests are usually created from a sum of squared falsities or errors over the sample variance. Chi-square test is applicable only for categorical data, such as men and women falling under the categories of Gender, Age, Height, etc. A chi-squared test, also written as χ^2 test, is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof. Pearson's chi-squared test is used to determine whether there is a statistically significant difference between the expected frequencies and the observed frequencies in one or more categories of a contingency table. In the standard applications of this test, the observations are classified into mutually exclusive classes. If the null hypothesis that there are no differences between the classes in the population is true, the test statistic computed from the observations follows a χ^2 frequency distribution. The purpose of the test is to evaluate how likely the observed frequencies would be assuming the null hypothesis is true. This research Paper describes in detail what is a chi-square test, on which type of data it is used, the assumptions associated with its application, how to manually calculate it and how to make use of an online calculator for calculating the Chi-square statistics and its associated P-value.

Key Terms: Sample Variance, Categorical Variable, Chi Square Test, P Value

Introduction:

In statistics, the Chi Square definition is explained as a test used by researchers for testing the relationships between categorical variables in the same population. The chi-square statistic is represented by χ^2 . The tests associated with this particular statistic are used when your variables are at the nominal and ordinal levels of measurement – that is, when your data is categorical. Briefly, chi-square tests provide a means of determining whether a set of

observed frequencies deviate significantly from a set of expected frequencies. Chi-square can be used at both univariate and bivariate levels. In its univariate form –the analysis of a single variable – it is associated with the ‘goodness of fit’. Goodness of fit is used to determine whether sample data are consistent with a hypothesized distribution.

When used for bivariate analysis – the analysis of two variables in conjunction with one another – it is called the chi-square test of association, or the chi-square test of independence, and sometimes the chi-square test of homogeneity.

In the 19th century, statistical analytical methods were mainly applied in biological data analysis and it was customary for researchers to assume that observations followed a normal distribution, such as Sir George Airy and Professor Merriman, whose works were criticized by Karl Pearson in his 1900 paper.

At the end of the 19th century, Pearson noticed the existence of significant skewness within some biological observations. In order to model the observations regardless of being normal or skewed, Pearson, in a series of articles published from 1893 to 1916, devised the Pearson distribution, a family of continuous probability distributions, which includes the normal distribution and many skewed distributions, and proposed a method of statistical analysis consisting of using the Pearson distribution to model the observation and performing a test of goodness of fit to determine how well the model really fits to the observations. In 1900, Pearson published a paper on the χ^2 test which is considered to be one of the foundations of modern statistics. In this paper, Pearson investigated a test of goodness of fit.

Chi Square Method

There are basically two types of chi square method.

1. Test of Independence

2. Goodness of Fit

1. The test of independence: The chi-square test is applied when you have two categorical variables from a single population and it evaluates whether there is a significant association between the categories of the two variables. The chi-square test of independence is used to analyze the frequency table (i.e. contingency table) formed by two categorical variables. This test raises question based on relationships such as “Is There a relationship between Gender and BBA Final year Graduation Score”?

For this test, the data must meet the following requirements:

1. Two categorical variables
2. Relatively large sample size
3. Categories of variables (two or more)
4. Independence of observations

Example of Categorical Variable are explained below

Table 1: Categorical Variable

Category of Professionals	Localities of Professionals			Total
	Mumbai	Kolkatta	Amritsar	Total
Doctors	5,600	1,400	2,000	9,000
Engineers	6,400	1,600	1,000	9,000
Professors	8,000	2,000	600	10,600
Chartered Accountants	7,000	1,000	400	8,400
Lawyers	5000	1000	1000	7000
Total	32,000	7000	5000	44,000

Step1: State the null and alternate hypothesis

H₀: The values are evenly distributed

H_a: The values are not evenly distributed

Rule: Acceptance criteria for the null value is for large p-Value. Rejection criteria is when p-value is low.

Step2: Create the contingency Table

Days of Week	Observed	Expected	(O-E)	(O-E) ²	$\chi^2 = \sum (O - E)^2 / E$
Sunday	25	27	-2	4	0.1481
Monday	26	27	-1	1	0.037
Tuesday	27	27	0	0	0
Wednesday	28	27	1	1	0.037
Thursday	29	27	2	4	0.1481
Total					$\sum (O - E)^2 / E = 0.3727$

Step 3: Calculate the Expected Value

The expected value corresponds to the mean of the samples and has been calculated as 27.

Step 4: Calculate the Difference

This is given by the formula Observed Value – Expected Value (O – E) for each of the observations.

Step 5: Calculate the Squared Difference

This is the square of the value calculated in Step 4. The values are shown in Table 3.

Step 6: Calculate the Component

This is given by the chi-square formula

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Table 3: Final Chi-Square Table

Step 7: Calculate the Chi-Square Statistic

You can easily find this value by taking the sum of the last column.

Chi-Square test statistic = 0.37.27

Step 8: Find the p-Value

You can find the p-value using the calculate chi-square statistic and the degrees of freedom

Degrees of freedom is given by N-1

$df = 5 - 1 = 4$

where N is the number of observations in this case

Step 9: State the Conclusion

In chi-square, the null-hypothesis is accepted if the p-value is very large, say 90% to 100% and we reject the null hypothesis for small values of p-value.

In this case, the p-value is between 90% and 95%. Therefore, we accept the null hypothesis.

Example 1: Voting Preference & Gender

1. Priyanka Singh a PhD researcher scholar and wants to know if gender is associated with political party preference in a Pune city and hence surveyed 18,000 voters and recorded their gender and political party preference.
2. The Researcher can perform a Chi-Square Test of Independence to determine if there is a statistically significant association between voting preference and gender.

Table 2: Gender and Voting Preferences for Political Parties

Gender	Voting preference for Political Parties			Total
	BJP	Congress	NCP	Total
Male	5600	1400	2000	9000
Female	6400	1600	1000	9000
Total	12,000	3000	3000	18,000

Table 3: Contingency Table

Result				
Gender	BJP	Congress	NCP	Total
Male	5600 (6000.00) [26.67]	1400 (1500.00) [6.67]	2000 (1500.00) [166.67]	9000
Female	6400 (6000.00) [26.67]	1600 (1500.00) [6.67]	1000 (1500.00) [166.67]	9000

Column Totals	12000	3000	3000	18000 Grand Total
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The chi-square statistic is 400. The p-value is < 0.00001.

The result is significant at $p < .05$.

Example 2: FavoriteColor&Favorite Sport

1. Sanskriti Singh a Ph.D research Scholar and wants to know if Students favoritecolor is associated with their favorite sport and hence She surveyed 200 people and asked them about their preferences for both.
2. She can perform a Chi-Square Test of Independence to determine if there is a statistically significant association between favorite colour and favorite sport.

Table 4: Sport and Colour Association

Favourite sport	Favourite colour			Total
	Blue	Yellow	Red	Total
Cricket	50	40	110	200
Hockey	150	160	90	400
Total	200	200	200	600

Table 5: Contingency Table

Result				
Groups	Blue	Yellow	Red	Row Totals
Cricket	50 (66.67) [4.17]	40 (66.67) [10.67]	110 (66.67) [28.17]	200
Hockey	150 (133.33) [2.08]	160 (133.33) [5.33]	90 (133.33) [14.08]	400
Column Totals	200	200	200	600 (Grand Total)

The chi-square statistic is 64.5. The p-value is < 0.00001. The result is significant at $p < .05$.

Example 3: Education Level & Marital Status

1. Priyamvada Singh is a Researcher scholar and wants to know if education level and marital status are associated so that she collect data about these two variables on a simple random sample of 1600 people.
2. They can perform a Chi-Square Test of Independence to determine if there is a statistically significant association between education level and marital status.

Table 6: Marital Status and Educational Level

Marital Status	Educational Level			Total
	Graduate	Post Graduate	PhD	Total
Married	560	140	200	900
Unmarried	640	160	100	900
Total	1,200	3,00	300	1,800

Table 7: Contingency Table

Result				
Marital status	Graduate	Post Graduate	PhD	<i>Row Totals</i>
Married	560 (600.00) [2.67]	140 (150.00) [0.67]	200 (150.00) [16.67]	900
Unmarried	640 (600.00) [2.67]	160 (150.00) [0.67]	100 (150.00) [16.67]	900
Column Totals	1200	300	300	1800 (Grand Total)

The chi-square statistic is 40. The p-value is < 0.00001 . The result is significant at $p < .05$.

3. **The goodness-of-fit test:** This test raises question like “if a coin is being tossed 16 times, is there any chance of 8 time heads and 8 times tails?”

You should use the Chi-Square Goodness of Fit Test whenever you would like to know if some categorical variable follows some hypothesized distribution.

Here are some examples of when you might use this test:

Example 1: Counting Patients

- Prakash singh is a MBBS Doctor and has a Clinic in Varanasi and He wants to know if an equal number of patients visit his clinic each day of the week, so he counts the number of patients who come in each day during a random week.
- He can use a Chi-Square Goodness of Fit Test to determine if the distribution of patients follow the theoretical distribution that an equal number of patients visit each day in a week.

Table 8: No of Patients visiting a clinic in Varanasi

Days of week	Observed	Expected
Monday	50	50
Tuesday	60	50
Wednesday	40	50
Thursday	47	50
Friday	53	50

Example 2: Testing if a Die is Fair

- Priyamvada Singh is research Scholar who would like to know if a die is fair. She decides to roll it 16 times and record the number of times it lands on each number.
- She can use a Chi-Square Goodness of Fit Test to determine if the distribution of values follows the theoretical distribution that each value occurs the same number of times.

Example 3: Counting Basketball

Suchi Singh want to know if the percentage of basketballs that come in a bag are as follows: 20% yellow, 40% blue, 10% red, 30% Pink. To test this, She opens a random bag of Basketballs and count how many of each color appear.

She can use a Chi-Square Goodness of Fit Test to determine if the distribution of colors is equal to the distribution she specified.

Chi-Square Goodness of Fit Test: Example with hypothesis Testing

Mrs Suchi Singh an owner of Beauty Parlour in Manduadeh Varanasi claims that an equal number of customers visit her shop each weekday. To test this hypothesis, an independent researcher Prakash Singh recorded the number of customers that visited the Beauty parlour on a given week and found the following:

- **Monday:** 100 customers
- **Tuesday:** 120 customers
- **Wednesday:** 80 customers
- **Thursday:** 94 customers
- **Friday:** 106 customers

Using the following steps to perform a Chi-Square goodness of fit test to determine if the data is consistent with the Mrs Suchi Singh's claim.

Step 1: Define the hypothesis

- **H₀:** An equal number of customers come into the shop each day.

- H_A : An equal number of customers do not come into the shop each day.

Set Level of significance(alpha) =0.05

Step 3: Calculate $(O-E)^2 / E$ for each day.

There were a total of 500 customers that came into the shop during the week. Thus, if we expected an equal amount to come in each day then the expected value “E” for each day would be 100.

- **Monday:** $(100-100)^2 / 100 = 0$
- **Tuesday:** $(120-100)^2 / 100 = 4$
- **Wednesday:** $(80-100)^2 / 100 = 4$
- **Thursday:** $(94-100)^2 / 100 = 0.36$
- **Friday:** $(106-100)^2 / 100 = 0.36$

Step 4: Calculate the test statistic X^2 .

$$X^2 = \sum(O-E)^2 / E = 0 + 4 + 4 + 0.36 + 0.36 = 8.72$$

Step 5: Calculate the p-value of the test statistic X^2 .

According to the Chi-Square Score to P Value Calculator the p-value associated with $X^2 = 8.72$ and $n-1 = 5-1 = 4$ degrees of freedom is 0.068492

Step 6: Draw a conclusion.

Since this p-value is not less than 0.05, we fail to reject the null hypothesis. This means we do not have sufficient evidence to say that the true distribution of customers is different from the distribution that the Mrs Sushi Singh claimed.

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GROWTH AND PERFORMANCE OF SELF HELP GROUP –BANK LINKAGE PROGRAMME IN INDIA

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Abstract

Over the decades of planned development, the shift of emphasis of women's programmes from purely welfare-oriented approach to a more pragmatic and development oriented, one has recognized woman as a productive worker and contributor to the economy. The formal financial institutions have failed to perform their role of supplying institutional credit to the women folk in our country for undertaking the income generating activities. SBLP has several positive features, though it also faces several challenges for its continued growth and development. SHGs have been an important means of bringing some financial services to poor sections of the rural population. The programme has brought millions of poor into contact with mainstream banking, and 80 per cent to 90 per cent of SHG members are women. There is a consensus that by joining SHGs, saving regularly and availing loans, women members have been able to reduce their dependence on money lenders and have realized empowerment benefits and also modest economic benefits. SHGs linked in the region consistently account for more than 50 per cent of the total SHGs linked in the country followed by the eastern-region with 22.09 per cent in the year ended March 2012. It can be noticed from the available data that three categories of agencies are playing a significant role in financing the SHGs in India apart from the MFIs. MFIs are also financed by the banks in order to enable them to on lend to the deserving SHGs.

Key Words: SHGs, MFI, Financial System

Introduction:

Indian economy continues to suffer from the problems of poverty, sectoral divergences in growth and employment opportunities and a poor progress of various socio-economic indicators, despite of higher economic growth in recent past. Attaining the objective of hundred per cent financial inclusion is one of the biggest challenges for Indian formal banking system. Greater financial inclusion shall be a catalyst for accelerating the pace of economic growth with equity. Financial inclusion can be relied upon to achieve inclusive growth which was one of the major objectives of Eleventh Five year plan.

Over the decades of planned development, the shift of emphasis of women's programmes from purely welfare-oriented approach to a more pragmatic and development oriented, one has recognized woman as a productive worker and contributor to the economy. The formal financial institutions have failed to perform their role of supplying institutional credit to the women folk in our country for undertaking the income generating activities. As a result, a large segment of poverty stricken people and particularly the women who constitute a significant number still remain outside need for the emergence of a new institution to tackle the situation.

The SHG movement in India took shape in the 1980s as several NGOs experimented with social mobilization and organisation of rural poor into groups for self-help. The SHG-bank linkage programme (SBLP) under the leadership of National Bank for Agriculture and Rural Development (NABARD), the apex bank for agriculture and rural development in the country, which built upon these experiments, completed two decades of existence in February 2012. The role of SHGs as financial intermediaries emerged from a pilot programme, with NABARD support, to link 500 SHGs to the banking system in 1992. It is now a major global microfinance programme with an outreach to nearly 7.5 million SHGs having saving accounts with banks as on 31st March 2011. Over the years SHGs have both been lauded for their role in enabling women to participate in income generating activities and to take up leadership roles in the community, as well as berated for involving women as an instrumentality of the state in a limited service delivery agenda. Thus, the role played by SHGs and other stakeholders in the provision and extension of financial services to the poor, along with addressing other wider objectives, merits a thorough investigation.

SBLP has several positive features, though it also faces several challenges for its continued growth and development. SHGs have been an important means of bringing some financial services to poor sections of the rural population. The programme has brought millions of poor into contact with mainstream banking, and 80 per cent to 90 per cent of SHG members are women. There is a consensus that by joining SHGs, saving regularly and availing loans, women members have been able to reduce their dependence on money lenders and have realized empowerment benefits and also modest economic benefits. Besides, the programme has shown impressive rates of loan recovery by banks at well over 90 per cent, which is higher than recoveries under other components of their loan portfolio. However in recent years these levels of performance are being found to be difficult to sustain.

There are concerns that SBLP has been confined mainly to the southern region of India and has not expanded uniformly to the resource-poor regions, though some eastern states are now picking up. Also, it is widely accepted that apart from the major government programmes, funds for SHG promotion are relatively scarce. Related to this is the question of the quality of SHGs that have been promoted and their ability to undertake the increasingly large number of responsibilities that are often thrust upon them. Besides, SHGs are now largely promoted under government programmes for delivering credit with only limited focus on savings. A major issue has been the effect of government subsidies under the Swarnajayanti Gram Swarozgar Yojana (SGSY), the asset-based poverty alleviation programme, and Interest subsidies provided by the several state governments in respect of SBLP. In fact, the Rangarajan Committee on Financial Inclusion (GOI, 2008) was of the opinion that subsidy on interest rates cuts at the every root of the self-help character of the SHGs, and would be better redirected towards capacity building input and marketing support to SHGs.

India's SHG movement has many of the elements, such as "saver graduation" and a built-in tendency towards membership expansion that have been identified as key to make micro-finance sustainable. Indeed, a large and growing literature discusses SHGs' evolution, their role in the broader financial system (Basu and Srivastava(2005), Sinha(2006), and recent innovative practices (Nair 2005). However, even within India, the geographical focus of SHGs was concentrated in few states; in fact 70 to 80per cent of SHGs are in the four southern states of Andhra Pradesh, Karnataka, Tamil Nadu and Kerala and therefore, there is considerable scope for expansion. To justify such expansion, an in-depth quantitative assessment of the impact of the SHG model for micro-credit on key household level outcomes, in particular of its economic effects would be warranted.

Review Literature:

The basic idea of microfinance is to provide credit to the poor people who otherwise would not have access to credit services. Micro-credit programme extend small loans to very poor people for self-employment projects that generate income and allow them to take care for themselves and their families. This programme is working in many developing countries. There is no dearth of literature related to microfinance. In order to find the impact of microfinance programme, impact assessment studies have been done by many authors in different countries like Bangladesh, India, Pakistan, Nepal, Thailand, Ghana, Rwanda, Peru and many other countries of South Asia and Africa. The literature on microfinance offers a diversity of findings relating to the type and level of impact of the programme. There are various studies which confirm that microfinance programme has a significant positive impact in increasing employment and reducing poverty. A number of studies show that the participant households enjoy higher standard of living as compared to the non-participants. The programme reduces consumption as well as income vulnerability among its beneficiaries. Some of the studies also confirm that the programme is helpful in attaining millennium development goals by reducing poverty, hunger, infectious diseases and through women empowerment. There are a number of studies which explain that participation in the programme has led to greater levels of women empowerment in terms of increase in knowledge, self-confidence, economic, social and political awareness, mobility, development of organisational skills etc.

Hossain (1988)in his study made a comparison between the Grameen Bank members and eligible non-participants in Grameen Bank situated villages. It was found that participation in Grameen Bank's microfinance programme had a positive impact on various economic activities of members and helped in alleviating poverty. The average household income of Grameen Bank members was 43 per cent higher than that of target non-participants, and 28 per cent higher than eligible non-participants. Grameen Bank members spent 8 per cent more per capita on food and 13 per cent more on clothing than target non-participants and 35 per cent more on food and 32 per cent on clothing than target households in comparison villages.

Hoff and Stiglitz (1990) identified direct and indirect mechanisms by which market failure in credit markets can be addressed. Direct mechanisms depend on lenders expending resources to service applicants and enforce loans, a good example being development financial institutions. Indirect mechanisms depend on designing contracts with borrowers so

as to influence behaviour in credit markets, a good example of the above explanation is microfinance institution.

Pitt and Khandker (1998) studied the impact of microfinance on poverty in Bangladesh. Data was collected through a survey in 1991-92 containing 1798 households (1538 participants and 260 non-participants) in three Bangladeshi programmes, i.e. Microfinance Programmes of the Grameen Bank, Bangladesh Rural Advancement Committee (BRAC) and of Bangladesh Rural Development Board (BRDB). For finding the impact borrowers were compared to the people in non-programme villages. Results showed that for every Taka (currency of Bangladesh) lent to a female member, the consumption increased by 18 Taka and for men this figure was 11 Taka. Further, the study showed that the poverty rate of BRAC members fell by around 15 per cent for moderate poor and 25 per cent for ultra-poor. Similar results were found for the other two programmes. This rate of poverty reduction appeared to decline with the duration of membership and with cumulative loan size. Thus, the reduction of level of poverty was variable and declined with the passage of time.

Sheokand (2000) discussed the evolution of Indian banking and its failure to provide credit facilities to poor people. NABARD started Self Help Group – Bank Linkage Programme in 1992, which was considered as a landmark development in banking with the poor. It was observed that Regional Rural Banks' security-oriented individual banking system was replaced by the delivery of credit to focused groups. According to him the government sponsored programmes had occupied much of the economic space but did not achieve the objective of alleviating poverty. Self Help Group- Bank Linkage Programme had been proved very successful for the socioeconomic empowerment of hard core poor, providing financial services to them and preparing them to take up economic activities for poverty alleviation.

Gurumoorthy (2000) explained the Self Help Group (SHG) as a viable alternative to achieve the objectives of rural development and to get community participation in all rural development programmes. It was an organised set up to provide micro-credit to the rural women on the strength of the group savings without insisting on any collateral security for the purpose of encouraging them to enter into entrepreneurial activities and for making them enterprising women.

Raghavendra (2001) evaluated the contribution made by microfinance programme initiated by SahyadriGrameen Bank in Thyagarthi village in Shimoga district of Karnataka. The income generating economic activities and women's empowerment in rural areas was studied. For the purpose of study, three SHGs were personally interviewed and data was collected for the years 1994-1995 to 1999-2000. Out of these three SHGs first group was run by a forward community, second was run by SC/ST and the third was run by a backward community. The analyses revealed a significant change among the group members in diversifying income generating economic activities.

Chen and Donald (2001) in their study compared the impact on the clients who borrowed for self-employment and the clients who only saved with Self-Employed Women Association (SEWA) Bank without borrowing to the non-clients of Ahmedabad and Gujarat states of India where SEWA was based. The study was conducted in two rounds, i.e. in the years 1997 and 1999. It was observed that repeated borrowing was especially important, compared to one time borrowing. Repeated borrowers had greater income spent on food,

household improvements and consumer durables and more likely to had girls enrolled in primary schools. Income of participant was over 25 per cent greater than that of saver and 56 per cent higher than the non-participant income. Savers too enjoyed household income 24 per cent greater than that of non- participants. These findings indicated that microfinance was quite effective.

Nedumaran et al. (2001) conducted an empirical study on the impacts of SHGs in Tamil Nadu. Two districts of Tamil Nadu, namely, Erode and Tiruchirapalli were selected. One hundred and fifty members from 30 SHGs promoted by two NGOs – MYRADA and LEAD were surveyed. Primary data was collected through personal interview method during March-April 2001. The study showed that the average amount of group loans availed was positively associated with the group age. The study also indicated a considerable improvement in the social conditions of SHG participants after joining the group activities.

Manimekalai and Rajeswari (2001) studied the socio-economic background of self-help group women in rural micro-enterprises in Tamil Nadu and examined the factors which had motivated the women to become SHG members and eventually as entrepreneurs. The researchers analysed the nature of economic activities and the performance in terms of growth indicators such as investment turnover, employment, sources of finance, product marketing and other related aspects and identified the problems faced by SHG women in running the enterprises. The SHG women were employed both in agricultural and non-agricultural activities. The study found that women SHGs earned the highest profit from agriculture, followed by trade related activities and catering services. A majority of sample units did not market their products outside the districts but sold these directly to the customers.

Puhazhendi and Badatya (2002), in a study commissioned by NABARD surveyed 115 SHG members from 60 SHGs in eastern India, concluded that institutional credit had deepened and widened among the rural poor, while there had been substantial reduction of loans from money-lenders and other informal sources. The findings of this study showed that 52 per cent of sample households registered 23 per cent rise in annual income and 30 per cent increase in asset ownership in post-SHG situation. About 72 per cent of the bank loan was used for income generating purpose and the remaining 28 per cent was for consumption and other social functions and contingency purposes.

Harper (2002) studied the differences, outreach and sustainability of the SHG banking system and Grameen banking system of providing microfinance. SHG bank linkage and Grameen banking systems dominated the microfinance markets in India and Bangladesh respectively. It was also found that both systems were best suited to their prevailing environments. SHG bank linkage system was more flexible, independence creating and imparted freedom of saving and borrowing according to the member's requirements, so was suitable in the Indian context.

Aghion and Morduch (2005) in their study pointed out that the enterprises of the poor are typically under-capitalised. When capitalised they should be able to generate higher returns compared to enterprises that are already capitalised. This implies that they should attract more capital. However, when one compares enterprises promoted by the poor with other enterprises, a number of factor such as education and technology often work against the poor, reducing their rates of return. Hence in practice poor do not attract capital. They point out that a broader term of 'microfinance' came to be used interchangeably with microcredit.

The recent literature however explicitly recognizes that the latter denotes provision of only credit while the former denotes provision of wider range of financial services including savings and insurance.

Kabeer and Noponen (2005) in their study set out the findings of a socioeconomic impact study of PRADAN's microfinance programme carried out in Jharkhand, one of the poorest states in India. The study was carried out in Godda, Dumka and Banka districts of Jharkhand. In order to study the impact of microfinance programme 400 SHG members were compared with 104 non-members in these three districts. The major objective of the study was to find out the impact of microfinance on the capacity of the participants to meet basic needs, livelihood base, asset position, saving and debt position and women's choice and agency. The findings of the study showed that as far as basic needs were concerned, the members had reported a more favourable overall food situation in terms of adequacy and diversity of diet as compared to non-members. They had better access to clean drinking water, improved housing with more rooms and doors.. Overall, the study showed that members were in a better position than non-members and the process of women empowerment had been initiated through the microfinance programme.

Growth and Performance:

Table 1: Overall Progress under SHGs-Bank Linkage (All India)

Year (End March)	Number of SHG financed Assistance (by Banks)		Rupees Loan (Rupees Crore)		Refinance (Rupees Crore)	
	During the Year	Cumulative	During the Year	Cumulative	During the Year	Cumulative
1992-93	255	255	0.29	0.29	0.27	0.27
1993-94	365	620	0.36	0.65	0.19	0.46
1994-95	1502	2122	1.79	2.44	1.67	2.13
1995-96	2635	4757	3.62	6.06	3.53	5.66
1996-97	3841	8598	5.78	11.84	4.99	10.65
1997-98	5719	14317	11.92	23.76	10.74	21.39
1998-99	18678	32995	33.31	57.07	30.70	52.09
1999-00	81780	114775	135.91	192.98	98.04	150.13
2000-01	149050	263825	287.89	480.87	250.61	400.74
2001-02	197653	461478	545.47	1026.34	395.76	796.50
2002-03	255882	717360	1022.33	2048.67	622.30	1418.80
2003-04	361731	1079091	1855.53	3904.20	705.40	2124.20
2004-05	539365	1618456	2994.26	6898.46	967.80	3092.00

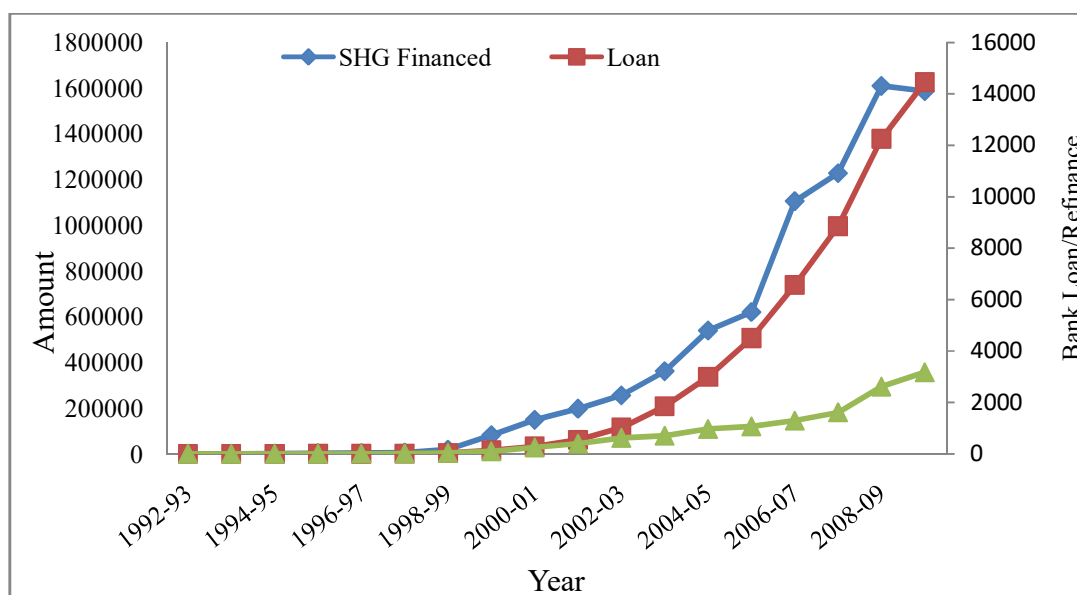
2005-06	620109	2238565	4499.00	13397.46	1067.70	4159.70
2006-07	1105749	3344314	6570.00	19967.50	1292.86	5452.56
2007-08	1227770	4572084	8849.26	28816.70	1615.50	7068.06
2008-09	1609586	6181670	12253.51	41070.20	2620.03	9688.09
2009-10	1586822	7768492	14453.30	55523.50	3173.56	12861.65

Source: NABARD (2010); Reserve Bank of India (2010-2011)

Notes: Data for 2009-10 are provisional. Data relate to Commercial Banks, RRBs and Cooperative Banks. From 2006-07 onwards, data on number of SHGs financed by banks and bank loans are inclusive of 'Swarnajayanti Gram Swarozgar Yojana' (SGSY).

Table 1 shows the overall progress of SHGs- Bank linkage during 1992-93 to 2009-10. During 1992-93 the number of SHG financial assistance by banks was 255 and increased to 1586822 during 2009-10. There has been a persistent rise in the number of SHG finance assistance by banks during 1992-93 to 2009-10 during the same period. Rupees loan was also continuously increased and it was Rs. 0.29 crore in 1992-93 and reached at Rs. 14453.30 crore during 2009-10. On the other hand refinance was also increasing continuously and it was increased from Rs. 0.27 crore to Rs. 3173.56 crore. The above explanation is clearly depicted in figure 1. It shows the overall progress of SHG Bank Linkage during the year 1992-93 to 2009-10.

Figure 1: Trends in SHG-Bank Linkage Programme



Source: Table 1

Table 2 : Overall Progress under SHG-Bank Linkage (Last three years)

(Rs. Crore)

Particulars		2010-11		2011-12		2012-13	
		No.of SHGs (lakh)	Amount (Rs)	No.of SHGs (lakh)	Amount (Rs)	No.of SHGs (lakh)	Amount (Rs)
SHG Savings with Banks as on 31 March	Total SHGs	74.62 (7.3per cent)	7016.30 (13.2per cent)	79.60 (6.7per cent)	6551.41 (-6.7per cent)	73.18 (-8.1per cent)	8217.25 (25.4per cent)
	of which SGSY groups	20.23 19.4	1817.12 40.6	21.23 5.0	1395.25 -23.2	20.47 -3.6	1821.65 30.6
	per cent of SGSY Groups to Total	27.1	25.9	26.7	21.3	28.0	22.2
	All women SHGs	60.98 14.8	5298.65 17.8	62.99 3.3	5104.33 -3.7	59.38 -5.7	6514.86 27.6
	per cent of Women Groups to Total	81.7	75.5	79.1	77.9	81.1	79.3
Loans Disbursed to SHGs during the year	Total SHGs	11.96 -24.6	14547.73 0.01	11.48 -4	16534.77 13.7	12.20 6.3	20585.36 24.5
	of which SGSY groups	2.41 -9.9	2480.37 12.8	2.10 -12.9	2643.56 6.6	1.81 -13.8	2207.47 -16.57
	per cent of SGSY Groups to Total	20.1	17.0	18.3	16.0	14.8	10.7
	All women SHGs	10.17 -21.4	12622.33 1.6	9.23 -9.2	14132.02 12.0	10.37 12.4	17854.31 26.3
	per cent of Women Groups to Total	85	86.8	80.4	85.5	85.1	86.7
Loans Outstanding against SHGs as on 31 March	Total SHGs	47.87 -1.3	31221.17 11.4	43.54 -0.9	36340.00 16.4	44.51 2.2	39375.30 8.4
	of which SGSY groups	12.86 3.4	7829.39 25.2	12.16 -5.4	8054.83 2.9	11.93 -1.9	8597.09 6.7
	per cent of SGSY Groups to Total	26.9	25.1	27.9	22.2	26.8	21.8
	All women SHGs	39.84 2.2	26123.75 13.4	36.49 -8.4	30465.28 16.6	37.57 2.9	32840.04 7.8
	per cent of Women Groups to Total	83.2	83.7	83.8	83.8	84.4	83.3

Source: Microfinance Report 2012-13, NABARD

Note: (Figures in the parenthesis indicates growth/decline over the previous year)

Loans disbursed to SHGs in which total number of SHGs has increased from 11.96 lakh to 12.20 lakh out of which 2.41 lakh to 1.81 lakh under SGSY during 2010-11 to 2012-

13. Women SHGs was 10.17 lakh in 2010-11 and increased to 10.37 lakh in 2012-13. Total loan disbursed to SHGs increased from Rs. 14547.73 crore to Rs. 20585.36 crore during 2010-11 to 2012-13. Amount of women SHG has increased over the period of time but under SGSY the amount of loan disbursed declined from Rs. 17 crore to Rs. 10.7 crore during 2010-11 to 2012-13. The percentage share of women groups in total SHGs has increased marginally.

During 2010-11 to 2012-13 the loan outstanding amount was increased from Rs 31221.17 crore to Rs. 39375.30 crore and the number of SHGs has declined from 47.87 lakh to 44.51 lakh. Groups under SGSY declined but the amount of loan disbursed has increased from Rs 7829.39 crore to 8597.09 crore over the period of time. The number of women SHG has declined from 39.84 lakh to 37.57 lakh but the amount of loan disbursed has increased from Rs. 26123.75 crore to Rs. 32840.04 crore, and the per cent of women SHGs were around 84 per cent.

Table 3: State – wise Outreach of SHGs

State/UT	No. of SHGs	Per cent of Total
Andhra Pradesh	1466225	19.65
Tamilnadu	943098	12.64
Maharashtra	760161	12.64
West Bengal	666314	10.19
Karnataka	564545	8.93
Orissa	521152	7.57
Kerala	493347	6.98
Uttar Pradesh	470157	6.61
Bihar	248197	6.30
Assam	245120	3.33
Rajasthan	233793	3.28
Gujarat	192834	3.13
Madhya Pradesh	153817	2.58
Chhattisgarh	118167	1.68
Jharkhand	87205	1.17
Himachal Pradesh	53113	0.71
Uttarakhand	44295	0.59
Punjab	40919	0.55
Haryana	35319	0.47
Tripura	34312	0.46
Pondicherry	22081	0.30
Manipur	10306	0.14
Meghalaya	10653	0.14

Nagaland	9866	0.13
Goa	7926	0.11
Arunachal Pradesh	7079	0.09
Jammu & Kashmir	5569	0.07
A & N Islands (UT)	4750	0.06
Mizoram	4592	0.06
New Delhi	3095	0.04
Sikkim	2811	0.04
Chandigarh	964	0.01
Lakshadweep	164	0.00
Total	7461946	100.00

Source: Status of Microfinance in India 2010-11, NABARD

Table 5: Pearson Correlation Matrix (Sample Size, N=16)

	Amount of Loan Disbursed	Amount of Saving	Amount of Loan Outstanding	SHG saving linkage	Per Capita Income	Literacy Rate
Amount of Loan Disbursed	1					
Amount of Saving	.949** (.000)	1				
Amount of Loan Outstanding	.992** (.000)	.957** (.000)	1			
SHG saving linkage	.838** (.000)	.921** (.000)	.871** (.000)	1		
Per Capita Income	.140 .604	.086 .753	.081 (.767)	-.027 (.922)	1	
Literacy Rate	-.207 (.442)	-.133 (.623)	-.236 (.380)	-.048 (.858)	.621* (.010)	1

Source: Authors own calculation

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

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

The Pearson correlation coefficient has been constructed to show the degree of association among the set of variables used in the study. From the matrix table, it is evident that correlation between amounts of loan disbursed and amount of saving, loan outstanding and SHG saving linked is very high and statistically highly significant. However, amount of loan disbursed is not statistically significantly correlated with per capita income and literacy rate. The amount of saving is also found to be statistically highly correlated with loan outstanding and SHG saving linked. Though the amount of saving is negatively correlated

with literacy rate but is not statistically significant. The correlation coefficient between loan outstanding and SHG saving linkage is 87 per cent which is statistically significant at one per cent level. However, loan outstanding is not significantly correlated with per capita income and literacy rate. SHG saving linkages has negative association with per capita income and literacy rate but they are not statistically significant. On the other hand, per capita income and literacy rate has a correlation of 62 per cent at one per cent level of significance. Which implies that the variables which are significantly correlated, move or change with respect to change in respective variable in specified direction.

Conclusion:

Microfinance growth since inception in India has been skewed in favour of southern region. SHGs linked in the region consistently account for more than 50 per cent of the total SHGs linked in the country followed by the eastern-region with 22.09 per cent in the year ended March 2012. It can be noticed from the available data that three categories of agencies are playing a significant role in financing the SHGs in India apart from the MFIs. MFIs are also financed by the banks in order to enable them to on lend to the deserving SHGs. It is observed that exclusive women groups constituted 32, 77,355 having been financed with Rs. 18583.54 crores. In terms of proportion of women groups to that of total groups accounted for 77.58 per cent in terms of number of groups and 81.93 per cent in terms of amount of loans extended. Since financial inclusion through the SHGs-Bank Linkage programme is vogue in India since 1992, the period of two decades of existence is more than adequate to capture the relevant aspects intended to be covered in the study. Accordingly, a beneficiary who joined the financial inclusion programme either through the microfinance approach or through No-Frill accounts approach of banks was considered for sampling.

Trend analysis of SHGs saving linked, loan disbursed and loan outstanding to commercial bank, cooperative banks and regional rural banks in major states of the country during 2006-07 to 2012-13 has been done. In 2012-13 the percentage share of number of SHGs under commercial bank saving was very high in the state of Andhra Pradesh (24.53 per cent) followed by Tamilnadu/Pondicherry (15.97 per cent), Kerala (11.36 per cent), Maharashtra and Karnataka having almost same percentage share that was around 7.5 per cent. West Bengal and Orissa having somehow better participation in comparison with the states like Bihar, UP and Madhya Pradesh. As far as percentage share of amount of saving, number of SHGs loan disbursed and loan outstanding and its percentage share of amount is concerned the situation is same as discussed above. Southern states have better participation than hindi speaking northern states. Number of SHGs saving linked under cooperative banks in Maharashtra and Andhra Pradesh was 25.06 per cent, Tamilnadu/Pondicherry it was 17.41 per cent, West Bengal and Orissa share lies between 6-10 per cent and the participation in the amount of saving linked to SHGs under cooperative banks was high in above discussed states. Southern states like Andhra Pradesh, Tamilnadu/Pondicherry, Karnataka and Kerala have better participation in SHGs saving, loan disbursed and loan outstanding with commercial banks, cooperative banks and regional rural banks. It is due to keen interested in the functioning of the programme by the lower and vulnerable section of the society, high literacy and homogeneous society. The other reason of success story of SHGs-Bank linkage programme in southern states is the good concentration of bank branches in the region.

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A STUDY OF DETERMINATION OF SAMPLE SIZE IN BUSINESS RESEARCH

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Abstract

This research paper deals with determination of sample size in business Research .As entire population study requires lot of time and money ,hence sample study becomes important .There are certain conditions those to be followed to determine sample from population . The concepts of sample sampling size were extensively reviewed. And the sample size calculation such as Yamane 1967, Cochran 1977 and Ralp et al 2002) were highlighted. And the study concluded that researchers have the right to select appropriate sample size calculation for their studies.

Keywords: Sample, Sample Size. Sampling Techniques, Population

1.Introduction

The essence of research in Management science is to drawn conclusion from the sample of a population. Sample size calculation for a study, from a population has been shown in many books e.g. Cochran (1977), Mark (2005) and Singh and Chaudhury (1985). A common goal of survey research is to collect data representative of a population. The researcher uses information gathered from the survey to generalize findings from a drawn sample back to a population, within the limits of random error Bartlett, Kotrlik, &Higgins(2001). However, when critiquing business education research, Wunsch (1986) stated that “two of the most consistent flaws included (Ary, Jacobs &Razavieh , 1996) disregard for sampling error when determining sample size, and (Cochran, 1977) disregard for response and non-response bias. Within a quantitative survey design, determining sample size and dealing with non-response bias is essential. One of the real advantages of quantitative methods is their ability to use smaller groups of people to make inferences about larger groups that would be prohibitively expensive to study” (Holton & Burnett, 1997,). In management research, determination of sample size has been a major a problem to researchers. It is of this note that this study wants to look at sample size determination Business research

2. Objective:

1. To study the concept of Sampling
2. To study the method of sample determination in Business Research

3. Conceptual Framework

➤ **SAMPLE**

A sample is any subgroup or subset of the population under consideration. It can simply be referred to as a part or fraction of a whole (Olateju, 2013). Since it is often difficult and cumbersome to access the entire population, a sample or subset is taken to obtain information about the population. It is important to be able to infer the required information about a population from the sample drawn from it.

➤ **.Sampling**

Sampling is the method or the procedure of collecting information from a population. It is difficult to enumerate an entire population, due to some constraints such as in- accessibility of the population, time frame factor, cost, inadequate resources etc. Based on all these factors, there is a need to take sample so as to minimise these constraints. In order for the result of the analysis of the sample to be reliable, the sample taken must be a representative sample of the population. Sampling can therefore be referred to as a process of obtaining representative sample from a population.

On the other hand, sampling frame is a list of all the members or items in a population from which a sample is to be drawn. A book that contains the list of all the pupils in a class of a school and the relevant details (class register) is an example of sampling frame.

➤ **Sampling Techniques**

A. Probability Sampling Technique: Probability sampling technique is a selection technique that is based on the use of existing probability law where each element in the population is known (Olateju, 2013). These techniques include simple random sampling technique, stratified random sampling technique and systematic sampling technique

- i. Simple random sampling technique: This is a sampling technique in which every possible sample (items) of size n taken from the population size N has equal and independent chances of being chosen. The selection is not biased.
- ii. Stratified random sampling technique: This sampling technique is used when the population is divided into homogeneous groups or classes called strata; then simple random sampling technique is then used to draw the numbers of the sample from each of the stratum proportion of the size of that group, in the entire population. This type of technique is used when members of the population are from various economic and social groups. In this technique, the various groups forming the total population must be known and at what proportion.
- iii. Systematic sampling: This is a sampling technique where a complete list of the population from which sample is to be drawn is available and complete from the population. Select a random number between 1 and k in to the sample and every k th element thereafter. Here, there is a need to take a decision, in advance, about the pattern to be used in selecting a sample from the population.

B.Non-Probability Sampling Techniques: Non-probability sampling techniques are the sampling techniques that are not probabilistic in estimating and interpreting the representative from the population (Olateju, 2013). Non- probabilistic sampling includes judgement sampling or purposive sampling, quota sampling technique, convenience sampling and volunteer sampling technique

- i. **Judgement Sampling Technique:** This is a sampling method in which the choice sample is dependent, exclusively, on the discretion of the researcher. The researcher decides on what items to be included in the sample, based on what he thinks is most useful or needed.
- ii. **Quota Sampling Technique:** This is a form of judgment sampling. In a quota sampling, the population is broken down into groups based on some established characteristics related to the population such as income groups, age, sex, race, geographical location, etc.; each interviewer is then required to interview a certain number of persons which constitute the quotas. The selection of sample items depends on personal judgement.
- iii. **Convenience Sampling Technique:** This is a sampling method carried out with convenience. For example, if a researcher wishes to carry out investigation on the effect of motivation on performance in water producing company; if he/she decides to use a company close to his/her house, he/she has used convenience method of sampling
- iv. **Volunteer Sampling Technique:** Here, sampling is done without any compulsion.

➤ **Sample Size Criteria**

In addition to the purpose of the study and population size, three criteria usually will need to be specified to determine the appropriate sample size: the level of precision, the level of confidence or risk, and the degree of variability in the attributes being measured (Miaoulis and Michener, 1976). Each of these is reviewed below.

➤ **The Level of Precision**

The level of precision, sometimes called sampling error, is the range in which the true value of the population is estimated to be. This range is often expressed in percentage points, (e.g., ± 5 percent), in the same way that results for political campaign polls are reported by the media. Thus, if a researcher finds that 60% of farmers in the sample have adopted arecommended practice with a precision rate of $\pm 5\%$, then he or she can conclude that between 55% and 65% of farmers in the population have adopted the practice.

➤ **The Confidence Level**

The confidence or risk level is based on ideas encompassed under the Central Limit Theorem. The key idea encompassed in the Central Limit Theorem is that when a population is repeatedly sampled, the average value of the attribute obtained by those samples is equal to the true population value. Furthermore, the values obtained by these samples are distributed normally about the true value, with some samples having a higher value and some obtaining a lower score than the true population value. In a normal distribution, approximately 95% of

the sample values are within two standard deviations of the true population value (e.g., mean).

In other words, this means that, if a 95% confidence level is selected, 95 out of 100 samples will have the true population value within the range of precision specified earlier. There is always a chance that the sample you obtain does not represent the true population value.

4.SAMPLE SIZE DETERMINATION

Taro Yamane (1967) formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Desired sample size
 N = Population of the study
 e = precision of sampling error (0.05)

Ralph, Holleran&Ramakrishman (2002)formular

$$n = \frac{\log B}{\log P}$$

Where n= sample size

B= Level of Precision

P= Proportionate

Cochran (1977) formular for finite population

$$n_0 = \frac{z^2 pq}{e^2}$$

Where,

n_0 = the sample size,

z =selected critical value of desired confidence level,

p = estimated proportion of an attribute that is present in the population,

q= 1-p,

and e= the desired level of precision.

Cochran formular (1977) for infinite population

$$T \quad n = \frac{n_0}{1 + (n_0 - 1) / N}$$

5.CONCLUSION

This study has indentified techniques for determining sample size techniques in management research. Ralp et al. (2002), Yamane (1967), and Cochran (1977) have been highlighted as techniques for sample size determination in management science. It is researcher's choice to select the appropriate sample size formula for calculating the sample of his or her study for his or her study.

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AN ANALYTICAL STUDY OF FINANCIAL PERFORMANCE OF SANSKRITI LTD PUNE WITH RATIO AS TOOLS OF ANALYSIS

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Abstract

The present study is based on secondary data from records, reports and profile of the Sanskriti Ltd Pune. The Ratio analysis is the process of identifying the financial soundness and cost effectiveness of the firm by establishing relationship between the items of balance sheet and profit and loss a/c. The present study has thrown major concentration in ratio analysis, from the 5years balance sheet and profit and loss a/c. An objective of the study includes the profitability, cost of goods sold and other experience company overall financial performance of the company. Short term-long term position of the company. Based on the five years balance sheet and profit and loss a/c suitable suggestion were given by the researcher for a better soundness and cost effectiveness of the company.

Key Terms: Balance Sheet, Profit & Loss Account, Short term Position, Financial Soundness & Cost effectiveness

1. Introduction

SANSKRITI Ltd is a company based on assumed data . It deals in woodbased Products such as chair ,table and it has branches in 6 states of India.The company has sestablished one of its branch in Indonesia

2. Review Of Literature

Robert W. Smith and Thomas D. Lynch :Ratio is any strategic or tactical advantage, and as a verb, means to exploit such an advantage, just as the use of a physical lever gives one an advantage in the physical sense.Ratio is a very popular business term .In the world of finance, Ratio is the use of borrowed money to make an investment and the return on an investment.

Ethan Coquette: Which an investor or business is utilizing borrowed money. Companies that are highly lRatio may be at risk of bankruptcy if they are unable to make payments on their debt; they may also be unable to find new lenders in the future. Ratio is not always bad, however; it can increase the shareholders' return on their investment and often there is tax advantages associated with borrowing.

3. Research Methodology

The researcher adopted the analysis of data in a manner that to combine relevance to purpose with economy in procedure. Research design is the basis of defining the research problem. The preparation of the design of the project is popularly known as research design. It was used in primary data was collected for the first time. The project data has been collected through discussion with accounts manager of the company. Secondary data that are already collected and analyzed by someone else such as annual reports, internal records, journals, magazines and newspapers. The study depends mainly in company's report, books and company's profile. The tools are used ratio analysis in five year period of the study 2009-2013.

4. Objectives if The Study

1. To measures important ratios from the data given in Financial Statements of Sanskriti Ltd Pune

5. Measurement of Important Ratios

Formula : Current Ratio = Current Assets/Current Liabilities

Table 1: Current Ratio

Year	Current Assets in Rs Crores	Current Liabilities (RsCrores)	Ratio(%)
2016-2017	40257368.34	25209924.40	1.60
2017-2018	167979380.52	38774695.23	4.33
2018-2019	156197744.19	60092442.95	2.60
2019-2020	228981358.82	60116161.38	3.81
2020-2021	224360290.10	68932830.58	3.25

Source: Companywebsite

Interpretation: During 2016 -2017, the current ratio is below standard 2:1 whereas from 2017 to 2021 the current ratio of the company has been fluctuating beyond standard current ratio it shows lot of amount is blocked in current assets in the form of stock and cash .

Formula : Absolute Liquid/Cash Ratio = Liquid Assesst/Liquid Liabilities

Table 2: Absolute Liquid Ratio

Year	Absolute Liquid Assets(Rs in Crores)	Current Liabilities(Rs in Crores)	Ratio
2016-2017	49209.72	25209924.40	0.0020
2017-2018	101573.02	38774695.23	0.0026
2018-2019	71663.31	60092442.95	0.0012
2019-2020	2014420.86	60116161.38	0.0330
2020-2021	16664084.91	68932830.58	0.2417

Source : Company websites

Interpretation: Absolute liquidity ratio of the company is far below standard ,it shows company is unable to pay its liquid liability in time

Formula : Acid Test Ratio = liquid Assets/Current Liabilities

TABLE 3: ACID TEST RATIO

Year	Liquid Assets(Rs Crores)	Current Liabilities(Rs in Crores)	Ratio (%)
2016-2017	15047443.94	25209924.40	0.60
2017-2018	129204685.29	38774695.23	3.33
2018-2019	96105301.24	60092442.95	1.60
2019-2020	108865197.44	60116161.38	2.81
2020-2021	155427459.52	68932830.58	2.25

Source: Secondary data

Interpretation: During 2016-2017 , the acid test ratio was below standard and barring 2018-2019 , it was far ahead of standard ratio.

Formula : Inventory Stock Turnover Ratio = Cost Of Goods Sold/Average Inventory

Table 4: Inventory Turnover Ratio

Year	Sales (Rs Crores)	Inventory(Rs Crores)	Ratio
2016-2017	180901425.79	25324162.41	7.14
2017-2018	257354530.45	35987603.25	7.15
2018-2019	296527140.88	74535121.26	3.98
2019-2020	258451522.23	16182173.49	15.97
2020-2021	453326218.00	25239597.49	17.96

Source : Company website

Interpretation: Inventory turnover ratio during 2020 -2021 was the best , followed by 2019 -2021 .it shows company is able to consume its stock very fast.Barring 2018-2019, the inventory turnover ratio has been far superior.

Formula : Debtors Turnover Ratio= Credit Sales/Average Debtor
Table Showing Debtors Turnover Ratio

Year	Total Sales (Es in Crores)	Debtors(Rs In Crores)	Turnover Ratio
2016-2017	180901425.79	5780936.84	31.29
2017-2018	257354530.45	13600093	18.92
2018-2019	296527140.88	7664480.14	38.69
2019-2020	258451522.23	16182173.49	15.97
2020-2021	453326218	25239597.49	17.96

Source : Company website

Interpretation: During year 2016-2017 , the Debtor Turnover ratio is 31.29, that is after 11.66 days money can be collected from debtors, so it is very good during 2018-219 , the debtor turnover was better than all other years

6. Analysis & Interpretation of Data

- During 2016 -2017, the current ratio is below standard 2:1 whereas from 2017 to 2021 the current ratio of the company has been fluctuating beyond standard current ratio it shows lot of amount is blocked in current assets in the form of stock and cash .
- Absolute liquidity ratio of the company is far below standard ,it shows company is unable to pay its liquid liability in time
- During 2016-2017 , the acid test ratio was below standard and barring 2018-2019 , it was far ahead of standard ratio
- Inventory turnover ratio during 2020 -2021 was the best , followed by 2019 -2021 .it shows company is able to consume its stock very fast. Barring 2018-2019, the inventory turnover ratio has been far superior.
- During year 2016-2017 , the Debtor Turnover ratio is 31.29, that is after 11.66 days money can be collected from debtors, so it is very good during 2018-219 , the debtor turnover was better than all other years

6.Suggestions: Key suggestions are as follows

1. Company Should Make Available Ready Cash For Paying Its Liquid Liabilities In Time.
2. Some Portion Of Debtor Collection Amount Must Be Kept Aside For This Purpose
3. Debtor Turnover Ratio Is Very Favourable Hence Company Should Purchase Raw Material From Market In Large Quantity At Affordable Prices.

7. CONCLUSION

The study conducted on ratio analysis at “Sanskriti Ltd Pune gives a view of analysis evaluation of liquidity position of the company. Based on the tools used analysis and interpretation have been made giving way for useful and constructive suggestions. Thus the ratio analysis of the company is satisfactory. The company should enhance its performance for meeting challenges and exploiting opportunities in future. The project will guide to the management to interpret its weakness and problems this will certainly help the management to taking financial decision. However more efforts need to be taken to improve the financial position for the growth of the company.

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www.sanskriti.org

APPENDICES

**SANSKRITI Ltd Pune
Balance Sheet**

PARTICULARS	2016-2017	2017-2018	2018-2019
1.SOURCE OF FUNDS			
(a)shareholders fund			
i)share capital	26348000.00	26348000.00	26348000.00
ii)Reserve and surplus	1975899.43	111810934.43	111810934.43
(b)loan fund			
i)secured loans	509655.46	6694630.10	7769086.21
ii)unsecured loans	278130115.18	218412623.90	184723587.52
TOTAL	306963670.07	363266188.43	330651608.16
2.APPLICATIONS OF FUNDS			
a)Fixed Assets			
i)Gross Block	211113843.97	218851732.32	224080485.36
ii)Less: Depreciation Reserve	105211537.18	116899927.18	132615046.67
iii)Net Block	105902306.79	101951805.14	91465438.69
iv)capital WIP	6815954.23	-	2776588.23
TOTAL	112718261.02	101951805.14	94242026.92
b)Investment	100.00	100.00	100.00
c)Current Assets, Loans &Advances			
i)Inventories	25324162.41	35987603.25	74535121.26
ii)sundry debtors	5780936.84	13600093.00	7664480.14
iii)cash and bank balance	49209.72	101573.02	71663.31
iv)other current assets	8442328.07	6276981.71	5946182.11
v)Loans Advances	860731.30	104175899.65	16782622.68
vi)Inter-sub unit office current a/c	-	-	-
vii) Inter- unit office current a/c	-	7837229.89	51197674.69
TOTAL (A)	40257368.34	167979380.52	156197744.19
LESS			
Current liabilities Provision			
i)Current liabilities	25209924.40	38774695.23	60092442.95
ii)Provision	31101247.00	35565300.00	34794861.00
iii)Inter sub office current a/c	-	105066.00	-
TOTAL (B)	56311171.40	74445061.23	94887303.95
Net current assets/liabilities (A-B)	16053803.06	93534319.29	61310440.24

Miscellaneous expenses	-	-	-
Inter unit current a/c	35366346.70	-	-
d)Profit & loss a/c			
(Balance as per annexed a/c)	245665458.81	167779964.00	175099041.00
TOTAL	306963670.07	363266188.43	330651608.16

PARTICULARS	2019-2020	2020-2021
I.EQUITY AND LIABILITIES		
1.Shareholders funds	-	-
a)Share capital	26348000.00	26348000.00
b)Reserve & Surplus	245634591.74	170102543.37
SUB TOTAL(1)	219286591.74	143754543.37

2.Non current liabilities		
a)Long term Borrowings	906771806.60	667078307.52
b)Deferred tax Liabilities	-	-
c)Other Long term liabilities	-	-
d)long term provisions	34458665.00	34297550.00
SUB TOTAL(2)	941230471.60	701375857.52
3.Current liabilities		
a)Short term borrowings	-	-
b)Trade payable	15115857.24	32177631.32
c)Other current liabilities	40148325.14	35604878.26
d)Short term provisions	4851979.00	1150321.00
e) Inter-sub unit office current a/c	-	-
f) Inter- unit office current a/c	-	-
SUB TOTAL(3)	60116161.38	68932830.58
TOTAL(1+2+3)	782060041.24	626554144.73
II.ASSETS		
1.Non current asset		
a)Fixed assets		
i)Tangible assets	142415994.40	138675341.82
ii)Intangible assets	-	-
iii)Capital WIP	397117086.53	209782663.61
iv)Intangible assets under development	-	-
SUB TOTAL(a)	539533080.93	348458005.43

b)Non current investment	100.00	100.00
c)Deferred Tax assete(net)	-	-
d)Long term loans & advances	13533501.49	53480583.20
e)other non current assets	12000.00	255166.00
SUB TOTAL(1)	553078682.42	402193854.63
2.current assets		
a)Current investment	-	-
b)Inventories	115599800.75	128068985.61
c)sundry debtors	16182173.49	25239597.49
d)cash and bank balance	2014420.86	16664084.91
e)Short term Loans Advances	5739655.98	3163115.61
f)other current assets	8326298.56	6988572.56
g)Inter-sub unit office current a/c	-	-
h) Inter- unit office current a/c	81119009.18	44235933.92
SUB TOTAL(2)	228981358.82	224360290.10
TOTAL(1+2)	782060041.24	626554144.73

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