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on
Contemporary Issues, Challenges and Recommendations on Digitalization
Organized by

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OBJECTIVES OF THE CONFERENCE
- To provide a special forum to present and discuss the issues, challenges and recommendations on digitalization.
- To enhance the knowledge about digitalization in various fields.
To facilitate the exchange of ideas among academicians, researchers, corporate professionals and students in a single platform.
We cordially invite you to attend the International Conference on “CONTEMPORARY ISSUES, CHALLENGES AND RECOMMENDATIONS ON DIGITALIZATION”

Date: Friday, 4th January 2019

Venue
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DECEMBER 2018
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Dr. V. Sureshbabu¹, Mr. G. Rajesh²

¹PG and Research Department of Commerce, Mannar Thirumalai Naicker College, Madurai, India.
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Introduction
The client and society square measure reticulated so, regardless of the company offers to the client encompasses direct concerning the society. Consistent with social selling conception, excluding deciding the requirements, desires and interest of the target market and providing quality product, organizations should additionally facilitate maintain and improve the society’s upbeat. It queries the satisfactoriness of company’s selling efforts towards addressing environmental and economic issues like shortage of resources and increase in world pollution. The social selling conception concerns placing the balance between the company’s profit and also the customer’s desires and societies interest.

Social selling depends on industrial marketing’s abstract framework to guide program development and implementation. This framework places customers at the centre of Associate in nursing exchange method within which they act primarily out of self-interest trying to maximize the power to satisfy desires and desires and minimize the value to try to to therefore. Social selling identifies shopper desires and desires then develops ways that to satisfy them.

Social Marketing Concept
Social promoting may be a shopper orientated method that tailors interventions and programs to serve an outlined target population victimization promoting theory. in keeping with social promoting thought the businesses that act in socially accountable manner gain good will except for reaping profit. The shoppers react unfavorably to firms that they are doing not understand nearly as good company national. This offers sociallyaccountable company a competitive advantage over their competitors.

Social promoting is that the method for influencing human behavior on a bigger scale victimization promoting principles for the aim, of social group edges instead of industrial edges.

Social promoting thought is that the promoting thought whereby a firm believes in giving back to the society by satisfying the requirements, needs and interests of the target markets and delivering the required satisfactions. This should be done a lot of expeditiously to reinforce the shoppers and society’s well being.

Application of Social Marketing
Social selling application includes a large vary of sectors starting from business, education tending and areas as offbeat as relationship selling and data management. The presence of social selling shall be felt within the following vital sectors;

- Healthcare;
- FinancialServices
- Manufacturing;
- Retail;
- Travel&Tourism;
- Banking
- Automobile
- Insurance

Social Markting in Health Care Industry
The health care sector is resorting to social selling to serve the society at giant. The social selling in health care sector consists of

- StrategicPlanning;

Special Issue
Social selling in health care helps to forecast business and increase the name through wonderful client approaches. Additionally, social selling helps Health Care organizations set up and perform medical management campaigns.

Health Services in India
The health services offered in Republic of India broadly speaking comes below the subsequent 2 sectors;

a) Government
b) Private

The Government (both central and state) incorporates a network of establishments at primary, secondary and tertiary levels. These embrace sub-centers, primary health centers, community health centers, rural hospitals and dispensaries in rural areas, sub-divisional and divisional hospitals, medical faculty hospitals and specialized hospitals. However, the govt. is facing plenty of issues in attracting doctors to rural areas. Overall, the govt. facilities also are not adequate as per the population desires and most of those who have an affordable level of buying power, create use of personal health care services.

During the last number of decades, plenty of personal nursing homes, diagnostic centers and specialty hospitals have return up in urban areas, with their major market being middle and high financial gain cluster individuals. The last decade has additionally witnessed the emergence of ‘corporate Hospitals’ in Republic of India.

Medical care is currently rising as an enormous business within the personal sector. This has resulted in some competition and higher availableness of advanced technologies/supplier specialties that were to this point out there in western countries solely. Since massive investments square measure needed for fitting of such hospitals, it absolutely was on the far side the scope of a personal or a little cluster of people and also the most viable different was to own company hospitals. However, most of those recent developments square measure once more in the main targeted at middle and high financial gain teams.

Social Marketing Strategies in Aravind Eye Hospital, Madurai
Aravind Eye Hospital was started in 1976 at Madurai and in its thirty seven years journey; it's big from eleven bed clinic to ten eye care hospitals. This organization is that the largest cataract surgery supplier within the world. Whereas cataract surgery prices 1650 North American country bucks in U. S. hospital, Aravind hospital performs identical quality surgery in Republic of India at ten North American country bucks. This hospital conducts regular eye care screening camp freed from value to rural population.

Each Day at Aravind Hospital
- About 5000 outpatients are treated
- About 600 Surgeries take place
- About three outreach Camps Conducted – where 1000 patients treated and about 300 surgeries conducted.

Social Marketing Pylosophy in Aravind Eye Hospital
Aravind Eye Hospital's goal is to eradicate unnecessary cecity to achieve out the agricultural Tamilnadu Aravind has established its primary eye care facilities named vision centers. The Community eye clinics beware of the ophthalmic wants of a semi urban population. It provides eye care service at the door steps of Community through its stretch programmers. Within the year 2013, camps were conducted through that 554413 patients were screened and 90547 patients underwent surgery. These camps additionally serve to coach the local people on eye care.

the main focus on serving each poor and affluent patients is a vital part of the hospitals strategy. Serving each segments produces synergies, the rich pressure the organization to attain top quality standards and commitments to serve the poor applies constant pressure with server to lower prices. The mixture of those segments leads to a model that's each top quality and affordable in rendering eye care services.

Aravind Eye hospital maintains forty per cent operative margin despite half its being treated freed from price. Compared a number of the attention hospitals started as a listed company have operative margin of
solely twelve per cent. During this hospital the third (1/3) of the patients World Health Organization might afford to purchase the services they received subsidies the remainder (2/3) patients World Health Organization couldn't.

**Conclusion**

The Aravind Eye hospital is adopting low cost-high impact modal that is one among the vital applications of social selling ideas. The hospital provides eye care services on the premise of patient's affordability and accessibility. This hospital is applying social selling ideas simply to come up with volumes within the sorts of patients and for this focus is given to reach programmes that profit poor individuals at massive within the society. The hospital, in course of giving eye care treatments, focuses on educating regarding the importance of eye look after preventing avertable sightlessness among uneducated rural lots.

**References**

An Empirical Study of General Public Opinion on Demonetisation Process

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Abstract: The process of demonetisation involves either introducing new notes or coins of the same currency or completely replacing the old currency with new currency. After the demonetization there is a severe cash shortage because of sudden announcement made by the central government. The general public, particularly the low class and middle class people, are severely affected by demonetisation, the condition becomes worse in the consecutive days. This paper analyses the opinions of the common people's on demonetisation process.

1. Introduction
Demonetisation replaced old currency with new currency. Demonetisation is not new to India; prior to independence, the Govt. of India has demonetized its currency in the first time, on 12 Jan 1946, banknotes of 1,000 and 10,000 rupee were withdrawn. In the second time, the Janata Party coalition government had again demonetized banknotes of 1,000, 5,000 and 10,000 rupee on 16 January 1978. As a third time on Nov 2016, the government of India announced demonetisation of high value notes of Rs.500 and Rs.1000 as legal tender. The move was made with an intention to unearth the black money stashed by tax evaders, drug cartels, traffickers and other illegal entities. The sudden announcement of Govt. halted 85% of cash circulation of currency. This move of the Govt. causes severe cash crisis to general public. This situation has necessitated to study the opinions of the respondents on demonetisation process.

Objectives of the study
The following are the objectives of the paper
1. To analyse the demographic variables and the opinion on demonetisation process of the respondents.
2. To analyse how the demographic variables such as age, gender, marital status, occupation and residence influence the opinion of the respondents.

Selection of Sample
The criteria for selection of the respondents for this paper are general public living in urban and rural areas in Madurai district. The total sample size is 100 comprised of both male and female respondents who were selected by random sampling method.

Tools of Analysis
The Percentage Analysis and Chi-Square Test were administered for the study purpose.

Demographic variables
The demographic variables such as age, gender, marital status, educational qualification, occupation and residential status were presented in Table 1.

<table>
<thead>
<tr>
<th>Demographic variable</th>
<th>No. of Respondents</th>
<th>Percentage</th>
<th>Demographic variable</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 30</td>
<td>18</td>
<td>18</td>
<td>Business</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>30-40</td>
<td>23</td>
<td>23</td>
<td>Employee</td>
<td>31</td>
<td>31</td>
</tr>
</tbody>
</table>
Age of the respondents indicates that majority of the respondents were in the age group of 40-50 years (36%). 23% of the respondents were in between 30-40 years age group and above 50 years age group followed by below 30 years (18%). Gender status shows that 52% of the respondents were male and the rest of the respondents were female (48%). Marital status indicates that majority of the respondents were married (68%) followed by unmarried (32%). Occupation of the respondents indicate that majority of the respondents were employee (31%). Only 13% of the respondents were professional. Residential status of the respondents indicates that majority of the respondents were in urban and the rest in rural.

**Opinion of the Respondents on Demonetisation Process**

The following Table 2 shows the opinion of the respondents on demonetisation process.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you welcomed Demonetisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Announcement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Demonetisation Eradicate Black Money</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>No</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Way of Implementation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfied</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>75</td>
<td>75</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Govt. Response on Death Toll During Financial Crisis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfied</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Whether Demonetisation Served its Purpose</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>No</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Some extent</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

It is inferred from the table that majority of the respondents (89%) were welcomed the demonetisation announcement and only 11% of the respondents were against demonetization announcement. Further it is clear that most of them were in favour of Govt. announcement of demonetisation of currency. The way of implementation of demonetisation process shows that majority of the respondents were dissatisfied (75%) and the rest of the respondents were satisfied (25%). 45% of the respondents were opinion that demonetisation had not served its purpose and 42% of the respondents were opinion that demonetisation served its purpose. 25% of the respondents were opinion that demonetisation served its purpose to some extent.
The majority of the respondents (i.e., 44%) were opinion that demonetisation didn’t eradicate black money followed by the opinion demonetisation eradicate black money to some extent (41%). Only 15% of the respondents were opinion that demonetisation eradicate black money. Majority of the respondents (90%) were dissatisfied with the Govt. response on death toll during financial crisis and 10% of the respondents were satisfied.

**Influence of the Demographic Variables on Opinion of Respondents on Demonetisation Process**

The chi square test was administered in order to test whether there is any significant relationship between demographic variables and opinion of respondents the following null hypothesis were formed “There is no significant relationship between demographic variables and opinion of respondents”

**Demographic Variables Vs Opinion of Respondents on Demonetisation Process**

To analyse whether the demographic variables influence the opinion of the respondents the chi-square test was applied. The results were shown in the Table 3.

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Age</th>
<th>Gender</th>
<th>Marital status</th>
<th>Occupation</th>
<th>Residence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you welcomed Demonetisation Announcement</td>
<td>16.508*</td>
<td>13.390*</td>
<td>5.816*</td>
<td>46.495*</td>
<td>6.088*</td>
</tr>
<tr>
<td>Way of Implementation</td>
<td>53.949*</td>
<td>10.470*</td>
<td>41.422*</td>
<td>33.664*</td>
<td>4.357*</td>
</tr>
<tr>
<td>Whether Demonetisation Served its Purpose</td>
<td>43.577*</td>
<td>12.730*</td>
<td>10.764*</td>
<td>57.851*</td>
<td>7.000*</td>
</tr>
<tr>
<td>Demonetisation Eradicate Black Money</td>
<td>27.322*</td>
<td>35.694*</td>
<td>21.318*</td>
<td>64.634*</td>
<td>35.850*</td>
</tr>
<tr>
<td>Govt. Response on Death Toll During Financial Crisis</td>
<td>13.534*</td>
<td>5.702*</td>
<td>11.184*</td>
<td>35.223*</td>
<td>6.592*</td>
</tr>
</tbody>
</table>

Note: * indicate level of significance at 5%

It is observed from the above table 3 that the demographic variables such as age, gender, marital status, occupation and residence has a significant relationship with all the statements because the level of significance is more than 0.05 (5% level). Hence, the null hypothesis is rejected. The demographic variables such as age, gender, marital status, occupation and residence have a significant influence on the opinion of respondents.

**Major Findings**

1. Majority of the respondents were in the age group of 40-50 years (36%).
2. 52% of the respondents were male.
3. Majority of the respondents (68%) were married.
4. Majority of the respondents (31%) were employee.
5. Majority of the respondents (67%) were in urban.
6. Majority of the respondents (89%) were welcomed the demonetisation announcement.
7. Majority of the respondents were dissatisfied (75%) on the statement “Way of implementation of demonetisation”
8. 45% of the respondents were opinion that “demonetisation served its purpose”.
9. Majority of the respondents (i.e., 44%) were opinion that “demonetisation didn’t eradicate black money”.
10. Majority of the respondents (90%) were dissatisfied with the “Govt. response on death toll during financial crisis”.
11. The demographic variables have a significant influence on the opinion of respondents on all the statements

**Conclusion**
No doubt that sudden announcement of demonetisation of high denomination value currency is the brave action taken by the Govt. of India because demonetisation halts 85 percent of currency circulation. The sudden announcement by the Government was shocking news to the black money holders and to the general public. Though demonetisation was announced with an intention to eradicate black money, fake currency, and to curb funding to terrorism it affects the livelihood of poor and middle class sections of the society and cause severe inconvenience to the public at large. In short it expected that demonetisation will give better results to future but in reality it is severe impact on the Nation's Economy. Even though the aim of demonetisation is good, but the govt. made a blunder mistake in the way of implemented. Govt. fails to consider pros and cons of sudden announcement of demonetisation. It is evident that demonetisation yield better results to some extent but not up to the level of expectations made by general public.

References
4. www.wikipedia.org
A Study on Employees Satisfaction About Remuneration System With Special Reference to Madras Export Processing Zone (MEPZ) in Chennai City

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ABSTRACT: Salary fixation are influenced by the various factors for instance labour market, government policy (both State and Central), labour law, education, skills, talent, age, gender, geographical area, city, union etc. Salary or pay may be in the form of monetary, non–monetary and psychological payments to the employees from the employer. The pay design should be developed by employer to attract of new employees, retaining the existing employees, improving the work performance. The present study explores employee’s satisfaction about remuneration and welfares provided by the companies. The sample is limited to 110 collected from one of the industrial unit at southern Chennai at Madras Processing Zone (MEPZ). Aspects like reward systems, Factors determining earnings of employees and Employees Imbursement Benefits are considered for the study. Result shows employees are modern earner working in lower divisions with an average 3.7 years of experience. An incentive is the most important reward they obtained. Nature and Level of responsibilities is the most important factor determining earnings of employees in MEPZ. Job profile and designation of the employees shows significance of difference in Perquisites Factor and Employee Establishment Factor.

Keywords: Labour, Remuneration, Imbursement, Incentives and Perquisites.

INTRODUCTION

Employees are the backbone of an industry and contribute in national development through modern factories, mines, transportation and plantations resulted in the growth and advancement of industry. During the second half of the 19th century an entirely new class of Indian society, namely the industrial working classes have emerged.

Employee’s efforts are converted into cash or non–cash equivalents. Such efforts may be in the form of physical or mental ability skills. This is called as “Social Exchange”. Social exchange is the relationship between the employees and employer for the motives of mutual benefits for them. Such the pay may be financial rewards or non – financial rewards. Financial rewards comprise wage/salary, allowance, bonus, incentives etc. And Non – financial rewards like as canteen facilities, conveyance facilities, medical care and holiday pay etc.

Salary fixation are influenced by the various factors for instance labour market, government policy (both State and Central), labour law, education, skills, talent, age, gender, geographical area, city, union etc. This is the important component of the employees recognition and social status is significant i.e. distribution of income, consumption, savings employment and prices. Salary or pay may be in the form of monetary, non – monetary and psychological payments to the employees from the employer. The pay design should be developed by employer to attract of new employees, retaining the existing employees, improving the work performance and to make voluntary commitment by the employees. In India ITs has the great brand in global market with cost and quality. We conducted the survey of employee’s satisfaction about remuneration in software industries, BPO, ITs in MEPZ/SEZ of Tambarm, SEZs of Perungalathur, Ramunujam IT Park, solinganallur and sirucheri SEZs and Guindy IEs and Orgadam SEZs in Tamil Nadu.

REVIEW OF LITERATURE

Indermun&SaheedBayat(2013) in their joint article - studied the job satisfaction in the factors of intrinsic rewards, psychological rewards and employees performances. They concluded the employee’s performance depends upon the job satisfaction and also influenced the psychological and physical rewards to the job satisfaction and job performances.

Manzoor(2012) has been analysed the dynamics of recognition and empowerment that effects employee motivation and the relationship between organizational effectiveness and employee motivation. He found that the strong relationship between empowerment and recognition have positive effect on employee motivation and also a positive relationship between employee motivation and organizational effectiveness.
Sandhya and D. Pradeep (2011) in their paper contends the various issues on the retention of employees. They concluded that retention of employees have been influenced by the loyalty between employer and employees, Employees Reward Program (ERP), awards may be money or gifts, recreation facilities, performance based bonus and also the employees considered about career development in future.

Sageeret. al. (2012) Employee’s satisfaction has been considered the factors of organisational variables and personal variables. Organisational variables were such as Organization Development, Policies of Compensation and Benefit, Promotion and Career Development, Job Satisfaction, Job Security, Working Environment & Condition, Relationship with Supervisor, Work Group, Leadership Styles etc., and the personal profile of Personality, expectation, age, education and gender differences. They identified that the employees satisfaction to enrich employee performance and productivity and it help to attain an organisational goals of profits, customer satisfaction as well as customer retention.

Revathy(2016) has been attempted the relationship between the pay or reward and employee performance in to the organisation goals. The author found that the employees performance have been influenced by rewards, social security benefits and organisational environment etc.

OBJECTIVE OF THE STUDY
I. To determine the personal profile of the MEPZ employees.
II. To identify relative importance of Opinion on Rewards and Factors Determining Earnings of Employees in MEPZ.
III. To determined dominant dimensions of Employees Imbursement Benefits variables.
IV. To examine significance of difference among personal profile groups in EIB Factors.
V. To determine influence of Personal profile, types of Reward, FDE on total EIB.

RESEARCH METHODOLOGY
The study is based on primary data collected from 110 respondents working in Madras Export Processing Zone (MEPZ) and Special Economic Zones in Chennai city and Part of Kanchipuram District of Tamil Nadu State on their Remuneration System. A well-structured questionnaire has been adopted to study the employee’s satisfaction on their remuneration system. The questionnaire has three sections, Section A which deals with 8 personal profile of the respondent which includes their Age, Education Qualification, Occupation, Annual Income, Years of Experience, Job Profile, Nature of Appointment, and Designation Hierarchy. 6 Employees rewards followed by aspects of variation in salary and Fringe Benefits were identified and measured using Five point scale of Excellent, Good, Fair, Poor and Very Poor with weightage of 5, 4, 3, 2, and 1. The collected data were subjected to consistency and reliable. In order to check the same Cronbach’s Alpha Reliability Co-efficient test was used to check the accuracy of the scale and the value for the same is 0.776 indicating a good consistency.

STATISTICAL TEST USED
The collected data were tested using percentage analysis, descriptive statistics, Mean Based Ranking, Factor Analysis, Multiple regression and ANOVA.

DATA ANALYSIS AND INTERPRETATION

| Table 1 |
|———|
| **Personal Profile** | **Groups** |
| **Annual Income** | Less than 1Lakh 4(3.6%) | 1 Lakh to 2 Lakh 47(42.7%) | 2 Lakh to 5 Lakhs 51(46.4%) | More than 5 Lakhs 8(7.3%) |
| **Job Profile** | Administration Nil | Technical 11(10%) | Human Resource 9(8.2%) | Other 90(81.8%) |
| **Nature of Appointment** | Contract Based 9(8.2%) | Project Based 3(2.7%) | Regular 98(89.1%) |
| **Designation Hierarchy** | Top Level 3(2.7%) | Executive Level 27(24.5%) | Middle Level 38(34.5%) | Lower Level 42(38.2%) |

Table reveals that maximum number of respondent earning between 2 lakhs to 5 lakhs per annum, majority of them have other type of job profile with regular appointment. Maximum numbers of respondent are working in lower division employees.
Table 2
Descriptive statistics of Age and Year of Experience of Respondent (YER)

<table>
<thead>
<tr>
<th>Descriptive Summary</th>
<th>Age</th>
<th>YER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>28.882</td>
<td>3.738</td>
</tr>
<tr>
<td>Median</td>
<td>25.000</td>
<td>3.000</td>
</tr>
<tr>
<td>Mode</td>
<td>25.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Std. Deviation</td>
<td>4.6269</td>
<td>3.5874</td>
</tr>
</tbody>
</table>

Table 2 shows that the average age of the respondent is 28.882 or 29 years. The minimum age and maximum age is 21 and 48 years respectively. The average year of experience of the respondent is 3.74 years, the minimum and maximum year of experience is less then years to 20 years respectively.

Table 3
Relative Importance of Opinion on Rewards

<table>
<thead>
<tr>
<th>S.no</th>
<th>Opinion on Rewards</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bonus</td>
<td>3.101</td>
<td>1.0866</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Incentives</td>
<td>3.250</td>
<td>0.9843</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Gifts</td>
<td>3.104</td>
<td>1.0866</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Flexible Work Schedule</td>
<td>3.210</td>
<td>0.9843</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Preferred leave Conveyance Facility</td>
<td>3.109</td>
<td>1.0866</td>
<td>6</td>
</tr>
<tr>
<td>6</td>
<td>Medical Care</td>
<td>3.200</td>
<td>0.9843</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 2 explicate relative importance of employee's opinion on types of rewards provided in the organisation. Based on the mean values these rewards have been ranked in the order of their importance. Incentives is the most important reward (Rank 1) followed by Flexible Work Schedule (Rank 2), Medical Care (Rank 3), Bonus (Rank 4), Gifts (Rank 5) and least important one is Preferred leave Conveyance facilities (Rank 6).

Table 4
Relative Importance of Factors Determining Earnings (FDE)

<table>
<thead>
<tr>
<th>S.no</th>
<th>Factors Determining Earnings (FDE)</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nature and Level of Responsibilities</td>
<td>3.545</td>
<td>0.8528</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Educational Qualification and Training</td>
<td>3.455</td>
<td>0.9543</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Mental and Physical Ability</td>
<td>3.509</td>
<td>0.9422</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Conditions of Work</td>
<td>3.482</td>
<td>0.9648</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Length of Experience</td>
<td>3.255</td>
<td>0.9715</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Govt. Legislations are followed</td>
<td>3.136</td>
<td>1.0447</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 3 reveals relative importance of Factors Determining Earnings of an employee's in the organisation. Based on the mean values these aspects have been ranked from highest to lowest one in the order of their importance. Nature and Level of Responsibilities (Rank 1) is the most important one followed by Mental and Physical Ability (Rank 2), Conditions of Work (Rank 3), Educational Qualification and Training (Rank 4), Length of Experience (Rank 5) and Govt. Legislations are followed (Rank 6) is the least important aspect.

DOMINANT DIMENSIONS OF EMPLOYEESIMBURSEMENTBENEFITS VARIABLES (EIBV)
The Employees Imbursement Benefits Variables have been measured using 13 variables, these variables has factorized based on the correlation in them. The latent dominant dimensions have been determined using factor analysis and the results are shown in table 5 to table 7.
Table 5
KMO and Bartlett’s Test and Total Variance Explained

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</th>
<th>0.869</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. Chi-Square</td>
<td>1412.668</td>
</tr>
<tr>
<td>df</td>
<td>78</td>
</tr>
<tr>
<td>P Value</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Total Variance Explained: 74.182%

KMO and MSA values of 0.869 and Chi-square value of 1412.668 with df of 78 and P-Value of 0.000 reveals that factor analysis can be applied for factorization of 13EIBV variables. Two dominant independent EIBV factor together explain 74.182% of total variance which has been extracted out of 13 EIBV variables.

Table 6
Factorisation of Perquisites Factor

<table>
<thead>
<tr>
<th>Factor Names &amp; Total % of</th>
<th>Variables</th>
<th>Factor Loading</th>
<th>MSA</th>
<th>Communalities</th>
<th>Mean</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perquisites Factor</td>
<td>Educational Facilities</td>
<td>0.862</td>
<td>0.829</td>
<td>0.759</td>
<td>3.145</td>
<td>1.082</td>
</tr>
<tr>
<td></td>
<td>Pension</td>
<td>0.861</td>
<td>0.877</td>
<td>0.862</td>
<td>3.155</td>
<td>1.166</td>
</tr>
<tr>
<td></td>
<td>Provision of the Security against the social evils</td>
<td>0.799</td>
<td>0.888</td>
<td>0.708</td>
<td>3.273</td>
<td>0.887</td>
</tr>
<tr>
<td></td>
<td>Additional Financial and Non-Financial Benefits</td>
<td>0.732</td>
<td>0.907</td>
<td>0.795</td>
<td>3.127</td>
<td>1.005</td>
</tr>
<tr>
<td></td>
<td>Gratuity</td>
<td>0.715</td>
<td>0.885</td>
<td>0.589</td>
<td>3.555</td>
<td>0.852</td>
</tr>
<tr>
<td></td>
<td>Workman’s Compensation</td>
<td>0.708</td>
<td>0.900</td>
<td>0.833</td>
<td>3.273</td>
<td>0.966</td>
</tr>
</tbody>
</table>

Eigen Value : 4.907
Total Variance Explained : 37.745

Table shows that factors such as Educational Facilities followed by Pension, Provision of the Security against the social evils, Additional Financial and Non-Financial Benefits, Gratuity and Workman’s Compensation are the factors with higher positive loading on Factor 1 and in their order of importance and relative correlation within it, it has been named as "Perquisites Factor". The Eigen value for the above factor 1 is 4.907 and the percentage of variance explained is 37.745%. Among the 6 Perquisites Factors, Educational Facilities is the most important aspects.

Table 7
Factorisation of Employee Establishment Factor (EEF)

<table>
<thead>
<tr>
<th>Factor Names</th>
<th>Variables</th>
<th>Factor Loading</th>
<th>MSA</th>
<th>Communalities</th>
<th>Mean</th>
<th>S.D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Establishment Factor</td>
<td>Hours of Work</td>
<td>0.881</td>
<td>0.818</td>
<td>0.783</td>
<td>3.691</td>
<td>1.002</td>
</tr>
<tr>
<td></td>
<td>Paid Holidays</td>
<td>0.872</td>
<td>0.879</td>
<td>0.826</td>
<td>3.345</td>
<td>1.136</td>
</tr>
<tr>
<td></td>
<td>Benefits on Non-Business Consideration</td>
<td>0.830</td>
<td>0.844</td>
<td>0.821</td>
<td>3.245</td>
<td>1.093</td>
</tr>
<tr>
<td></td>
<td>Provident Fund</td>
<td>0.697</td>
<td>0.931</td>
<td>0.755</td>
<td>3.591</td>
<td>0.970</td>
</tr>
<tr>
<td></td>
<td>Employee Security</td>
<td>0.639</td>
<td>0.849</td>
<td>0.712</td>
<td>3.100</td>
<td>1.013</td>
</tr>
<tr>
<td></td>
<td>Medical Facility</td>
<td>0.616</td>
<td>0.812</td>
<td>0.546</td>
<td>3.464</td>
<td>1.122</td>
</tr>
<tr>
<td></td>
<td>Canteen</td>
<td>0.604</td>
<td>0.849</td>
<td>0.656</td>
<td>3.309</td>
<td>0.864</td>
</tr>
</tbody>
</table>

Eigen Value : 4.737
Total Variance Explained : 36.437

Special Issue IJRAR-International Journal of Research and Analytical Reviews
Table shows that factors such as Hours of Work followed by Paid Holidays, Benefits on Non-Business Consideration, Provident Fund, Employee Security, Medical Facility and Canteen are the factors with higher positive loading on Factor 2 and in their order of importance and relative correlation within it, it has been named as “Employee Establishment Factor”. The Eigen value for the above factor 2 is 4.737 and the percentage of variance explained is 36.437%. Among the 6 Employee Establishment Factor, Hours of Work is the most important aspects.

**Table 8**

Significance of Difference among Profile Groups in

<table>
<thead>
<tr>
<th>Perquisites Factor</th>
<th>Less than 1 Lakh</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F value</th>
<th>P value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 Lakh</td>
<td>15.500</td>
<td></td>
<td>2.886</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 to 2 lakh</td>
<td>19.489</td>
<td></td>
<td>4.808</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 to 5 lakh</td>
<td>19.431</td>
<td></td>
<td>5.717</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 5 lakhs</td>
<td>22.375</td>
<td></td>
<td>1.995</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19.527</td>
<td></td>
<td>5.141</td>
<td>1.673</td>
<td>0.177</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perquisites Factor</th>
<th>Less than 1 Lakh</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F value</th>
<th>P value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical</td>
<td>22.181</td>
<td></td>
<td>3.188</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Human Resource</strong></td>
<td><strong>25.444</strong></td>
<td></td>
<td><strong>3.574</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>18.611</td>
<td></td>
<td>4.982</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19.527</td>
<td></td>
<td>5.141</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perquisites Factor</th>
<th>Contract Based</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F value</th>
<th>P value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract Based</td>
<td>20.222</td>
<td></td>
<td>5.309</td>
<td>10.379</td>
<td>0.001**</td>
<td>Significant</td>
</tr>
<tr>
<td>Project Based</td>
<td>19.666</td>
<td></td>
<td>8.082</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular</td>
<td>19.459</td>
<td></td>
<td>5.097</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19.527</td>
<td></td>
<td>5.141</td>
<td>0.090</td>
<td>0.914</td>
<td>Not Significant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perquisites Factor</th>
<th>Contract Based</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F value</th>
<th>P value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top level</td>
<td>19.000</td>
<td></td>
<td>1.732</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Executive level</strong></td>
<td><strong>21.222</strong></td>
<td></td>
<td><strong>6.524</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle level</td>
<td>20.578</td>
<td></td>
<td>5.304</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower level</td>
<td>17.523</td>
<td></td>
<td>3.270</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>19.527</td>
<td></td>
<td>5.141</td>
<td>3.939</td>
<td>0.010</td>
<td>Significant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perquisites Factor</th>
<th>Top level</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>F value</th>
<th>P value</th>
<th>Inference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top level</td>
<td>21.666</td>
<td></td>
<td>1.154</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Executive level</strong></td>
<td><strong>27.518</strong></td>
<td></td>
<td><strong>6.271</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle level</td>
<td>24.210</td>
<td></td>
<td>6.617</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower level</td>
<td>21.047</td>
<td></td>
<td>3.793</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>23.745</td>
<td></td>
<td>6.017</td>
<td>7.767</td>
<td>0.001</td>
<td>Significant</td>
</tr>
</tbody>
</table>
Table presents normality of data as mean scores are higher than std. deviations in overall EIB.

1. There is no significance of difference among annual income group in PF and EEF as null hypothesis has been accepted @ 5% level.

2. There is significance of difference among Job profile groups in PF {F: 10.379, P value: 0.001} at 1% level of significance; null hypothesis has been rejected at 1% level. Employees from human resources shows higher satisfaction compare to other job profiles.

3. There is significance of difference among Job profile groups in EEF {F: 6.463, P value: 0.002} at 1% level of significance; null hypothesis has been rejected at 1% level. Employees from human resources shows higher satisfaction compare to other job profiles.

4. There is no significance of difference among Nature of Appointment group in PF and EEF at 5% level of significance; null hypothesis has been accepted at 5% level.

5. There is significance of difference among Designation Hierarchy group in PF {F: 3.939, P value: 0.002} at 1% level of significance; null hypothesis has been rejected at 1% level. Employees from executive groups have higher satisfaction compare to other designation groups.

6. There is significance of difference among Designation Hierarchy group in EEF {F: 7.767, P value: 0.001} at 1% level of significance; null hypothesis has been rejected at 1% level. Employees from executive groups have higher satisfaction compare to other designation groups.

INFLUENCE OF PERSONAL PROFILE, TYPES OF REWARDS AND FDE ON TOTAL EIB

The present study examined the influence of personal profiles, types of Rewards and FDE on total EIB. The multiple regression technique has been used to determine the influence of independent variables on dependent variables. The results are presented in below table.

**Table 9**

<table>
<thead>
<tr>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
</tr>
<tr>
<td>(Constant)</td>
<td>27.351</td>
</tr>
<tr>
<td>FDE</td>
<td>0.943</td>
</tr>
<tr>
<td>Type of Reward</td>
<td>0.690</td>
</tr>
<tr>
<td>Job Profile</td>
<td>-3.424</td>
</tr>
<tr>
<td>Occupation</td>
<td>-0.647</td>
</tr>
</tbody>
</table>

R: 0.843

R²: 0.711

Adjusted R²: 0.700

The table shows that the liner model has goodness of fit for the multiple regression analysis in the liner combination of personal profile, types of reward and FDE which is significantly related to total EIB {F: P <}. The multiple correlation coefficient is 0.843, indicating that approximately 71.1% of the variance explained by these variables in the EIB. The FDE and types of reward significantly and positively influencing total EIB while Job profile and Occupation significantly and negatively influencing total EIB. With higher job profile their seems to be higher employee’s satisfaction similarly with lower occupation and job responsibility their seems higher employee’s satisfaction.

MAJOR FINDINGS OF STUDY

I. Maximum number of respondent earning between 2 lakhs to 5 lakhs per annum, majority of them have other type of job profile with regular appointment. Maximum numbers of respondent are working in lower division employees.

II. Average age of the respondent is 28.882 or 29 years. The minimum age and maximum age is 21 and 48 years respectively. The average year of experience of the respondent is 3.74 years, the minimum and maximum year of experience is less then years to 20 years respectively.
III. Incentives is the most important reward (Rank 1) followed by Flexible Work Schedule(Rank2), Medical Care(Rank3), Bonus(Rank 4), Gifts(Rank 5) and least important one is Preferred leave Conveyance facilities(Rank 6).

IV. Nature and Level of Responsibilities (Rank 1) is the most important factor determining employees earnings followed by Mental and Physical Ability(Rank 2), Conditions of Work (Rank 3), Educational Qualification and Training(Rank 4), Length of Experience (Rank 5) and Govt. Legislations are followed (Rank 6).

V. There is no significance of difference among Annual income group, nature of appointment group in both PF and EFF. Significance of difference has been found among Job profile group, Designation Hierarchy group in both PF and EFF at 1% level of significance.

VI. The FDE and types of reward significantly and positively influencing total EIB while Job profile and Occupation significantly and negatively influencing total EIB. With higher job profile there is higher employee's satisfaction similarly with lower occupation and job responsibility there is a higher employee's satisfaction.

CONCLUSION
Working force at various industrial setups plays a vibrant role in enhancing growth rate of our country. Major part of your GPD is determined by these industrial setups and workforce it holds. The present study lookup satisfaction of employees working in setups with regards to their remuneration systems and welfares the companies provided. The sample is limited to 110 collected from one of the industrial unit at southern Chennai at Madras Processing Zone (MEPZ). Aspects like reward systems, Factors determining earnings of employees and Employees Imbursement Benefits are considered for the study. Result shows employees are modern earner working in lower divisions with an average 3.7 years of experience. An incentive is the most important reward they obtained. Nature and Level of responsibilities is the most important factor determining earnings of employees in MEPZ. Job profile and designation of the employees shows significance of difference in Perquisites Factor and Employee Establishment Factor. The factor determining earnings of employees and types of reward positively influencing Employees Imbursement Benefits while Job profile and Occupation significantly and negatively influencing Employees Imbursement Benefits. It is suggested that employees should be provided training on other type of job profile which could contributes in their career enhancement.

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Corporate Social Responsibility

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DEFINITION OF CORPORATE SOCIAL RESPONSIBILITY
There are several definitions of the term; ‘Corporate Social Responsibility’ (otherwise called CSR). CSR suggests that various things to totally different individuals, and lots of organizations interpret what CSR suggests that to them supported their own peculiar business necessities and also the size of their organization. For a few organizations, they live or appraise their CSR initiative by their company’s allocation or allow CSR. In such an instance, most often, these organizations seek advice from their CSR initiative as CSI (Corporate Social Investment). However, for our want as firms; either recently clench CSR or increasing our existing horizon on the subject; our definition during this guide relies on the connectedness of CSR to massive, small, medium, and macro enterprises. This connectedness is wide and it goes on the far side the particular quantity of cash spent to drive and sustain the method. The connectedness takes into thought the actual fact that there area unit such a big amount of things a business or a corporation will do to drive and sustain its CSR initiatives which can not be financial based mostly. This guide seeks to focus on those activities which each business will have interaction in to drive its CSR initiative which is able to bring returns to the business within the short and long-term.

What is CSR?
Corporate Social Responsibility is that the continued commitment by business to behave ethically and contribute to economic development whereas up the standard of lifetime of the work force and their families further as of the area people and society at large – World Business Council For property development ‘CSR could be a company culture wherever businesses or corporations decide voluntarily to contribute to a more robust society and a cleaner environment’.
Corporate Social Responsibility = Responsibility of Business towards the Society.
In the definition given by the globe Business Council for property Development, we will derive some facts on CSR.
- That there’s expectation from stakeholders that there ought to be continued commitment by business to behave ethically.
- That business must contribute to economic development.
That business must improve the standard of lifetime of the hands and their families.
That business must take active half within the improvement of the standard of lifetime of the native society and also the society at massive.

There is no business which may exist in isolation even supposing business is concerning creating cash, however the property of a business depends on loads additional factors than simply creating profit. CSR is concerning making future worth, and maintaining it. It’s considering understanding the approach your business impacts the broader society and considering however you’ll use that impact to grow your business. It’s a glorious indisputable fact that several businesses struggle to survive once a year or 2. several little businesses fold over once 3 years due to competition, inability to access financial backing or technical support. There area unit several factors threatening the continued property of little businesses. CSR is one sensible initiative which may grow your business each within the short run and within the long-term. This is often as a result of CSR is all concerning making long lasting worth. It's over a compliance demand. It's concerning adopting a accountable perspective, that unremarkably goes on the far side legal compliance or 'tick the box' perspective. CSR affects each side of your business, and thereto extent, it will transform a company culture. If the main focus of all corporations is to make sure property of business, then CSR is what each firm must grow that business, simply by mistreatment what they need to induce what they require. Each business will begin to play a vital role in shaping the CSR spoken communication at native, national and even international levels.

How will Corporate Social Responsibility work?
Corporate social responsibility (CSR) could be a broad term wont to describe a company's efforts to boost society in how. These efforts will vary from donating cash to nonprofits to implementing environmentally-friendly policies within the work. CSR is vital for corporations, nonprofits, and staff alike.

CSR Strategic Objectives:
• To raise awareness concerning the values of company social responsibility;
• To launch and coordinate a property development partnership between the general public and personal sectors;
• To develop a way of community-based responsibility;
• To facilitate business entities apply to and become active players in CSR work systems; and
• To have interaction firms to contribute to community development comes.

Corporate social responsibility (CSR) could be a business approach that contributes to property development by delivering economic, social and environmental advantages for all stakeholders. CSR could be a thought with several definitions and practices.
What is the aim of CSR?
Corporate social responsibility (CSR) could be a broad term wont to describe a company's efforts to boost society in how. These efforts will vary from donating cash to nonprofits to implementing environmentally-friendly policies within the work. CSR is vital for corporations, nonprofits, and staff alike.

MYTHS SURROUNDING CORPORATE SOCIAL RESPONSIBILITY
There are several misconceptions or myths encompassing the thought of company social responsibility. These myths have created several business homeowners or entrepreneurs to develop apathy towards the thought. The list of myths encompassing CSR is in-exhaustive, it includes the following:

CSR isn't for little businesses
A CSR initiative for a giant corporation might involve a huge capital outlay in its implementation, however, for a tiny low enterprise, CSR suggests that creating little cheap changes in your business processes. CSR works for big and tiny organisations.

1. it's too difficult and technical
CSR is all concerning however your business affects your stakeholders, that embody your staff, suppliers, your area people and also the effort your business is creating in conserving your atmosphere. CSR cuts across everything you are doing in your business, and zilch more! It's no more difficult than that. All you wish to try and do to create your CSR work effectively is to stay it easy, and relevant.

2. it's too overpriced
It has been aforementioned that, for large firms, CSR is concerning creating the loudest noise and ensuring that everybody is aware of what you're all concerning. Therefore, several massive firms publicise their CSR comes to induce public attention which reinforces their name in their industries. However, tiny low business owner or manager could not afford. However, a tiny low business owner or manager shouldn't permit this issue to discourage him or her. CSR doesn't have to be compelled to be overpriced to be effective. Studies have shown that once CSR is enforced as a price boost the prevailing business model or strategy, it's going to even be a cost-saving strategy, as an example, wherever your CSR involves inhibiting on your electricity consumption by requesting that each one lights not in use should be turned off by all staff. That easy step contributes to conservation of electricity in your atmosphere, and it'll conjointly scale back your electricity bill at month finish.

3. it's a promoting gimmick
Many people read CSR as a promoting gimmick. It doesn't have to be compelled to be if you're honest concerning your set up, and everybody will see your commitment to your CSR initiative. what's true concerning CSR is that one in every of the advantages of the thought is that the improvement in your business performance ensuing from client satisfaction, employees' sense of commitment to business, and suppliers' future relationship. no matter the dimensions of your business, all of your stakeholders need to relate with a accountable business, and if you position your business to be that business in your community; you'll begin to reap the advantages in terms of recent opportunities.

4. it's a separate company initiative
For your CSR to be relevant, and value effective, you wish to align it together with your business strategy. It doesn't ought to be a separate business or company initiative. Your CSR project might even be a free add-on service you give to your customers. It is a fifty cent you present to a charity organisation for each R1 purchase your customers build in your business. The initiative fits in absolutely into your business set up, and since the number isn't prohibitory, your customers can possibly embrace the thought.

Benefits of CSR
There are several blessings a business might derive from driving a CSR initiative at intervals its structures. These include;

1. Winning new businesses
Many business homeowners area unit forever telling themselves that CSR isn't for them, which they are doing not have the budget to run with a CSR project. However, a CSR project doesn't essentially ought to be
overpriced for it to be effective. As additional individuals and firms are getting additional enlightened on the advantages of CSR, one discovers that each business owner needs to try and do business thereupon business manager or businessperson whose business is well-thought-of and credible. to the present extent, even little businesses that area unit seen to be relevant in their immediate community can begin to draw in new businesses and partners.

2. Increase in client retention
For a business, CSR is all concerning what impact your business is creating in your immediate atmosphere. it's concerning community building, however you treat your stakeholders; staff, customers, suppliers etc. CSR makes each business owner or manager to assume on the far side the margin of profit. It embraces the holistic thought of company responsibility that is extremely essential to the property of each business, massive or little. once your customers see that your business features a 'heart', they keep returning to patronise you, not as a result of they can't get the merchandise cheaper within the different search, however basically as a result of they need return to simply accept your business within the community as a community building driver.

3. increased relationship with stakeholders
As a results of your CSR initiatives, the teams or networks that move with you on a day after day begin to visualize the human facet of your business. Your stakeholders begin to forge an extended lasting relationship with you as a business owner or manager, and additional significantly, they see your business as a venture that desires their support, each virtuously and financially. Your neutral cluster might be your staff, customers or shoppers, your suppliers and even government agencies you move with in your line of business.

4. Attracting, holding and maintaining a contented work force
An adage says; ‘a happy worker could be a loyal employee’. within the same vein, AN sad worker could be a dangerous worker. With CSR initiatives, your staff can begin to visualize the human facet of your business. they're going to begin appreciating the actual fact that your business isn't almost about creating profit, however that you simply as a business owner or manager (is concerned|cares|thinks concerning|worries|is bothered) about their welfare. within the very little, terribly cheap ways in which you show them that you simply care concerning their wellbeing; you successively offer them a way of happiness in your business. The results of this might be a coffee employees’ turnover in your business, reduced absenteeism; you're able to attract, retain and maintain a contented, motivated and consummated work force.

5. Saving cash on energy and operational prices
What is executable, practicable and effective for a business is to include the CSR initiative into their business systems or strategy. This way, the business won’t be pin money that it doesn't have. For such a business, CSR becomes a company culture that everybody breathes and drives at intervals the business. The observe of CSR at intervals the business becomes a phenomenon with each worker within the business structure from the manager or business owner right down to the foremost junior within the line. For the straightforward reason that everybody features a buy-in within the CSR initiative, there's the disposition on the a part of all of your stakeholders to create it work. It becomes ‘our initiative’ instead of 'your initiative'. In terms of operational cost; everybody needs to be seen to be doing the ‘right thing’. This culture becomes entrenched in your business that ultimately has the potential of reducing your overhead and disbursal. additionally, as a results of staff being more practical and in their bid to use scarce resources additional with efficiency, the business price on energy might be reduced significantly.

6. Differentiating yourself from the competition
For many business enterprises; the passing phrase is’ the survival of the fittest’. To survive during a competitive trade, what AN enterprise will do is to deliberately differentiate itself from the competition, you wish to provide your stakeholders a reason or a justification why they need to select your business over the competitor’s. although you are doing not have the money wherewithal {to do|to try to to|to try ANd do} an elaborate advertising for your business, you as a business owner or manager will use the on the market resources you have got to drive a superb CSR initiative that may launch your business into the guts of your immediate community. CSR is concerning the tiny belongings you area unit willing to try and do concerning your atmosphere or towards the betterment of your area people or the society at massive. a true commitment to CSR causes you to stand out even within the face of competition.
7. Enhancing your influence within the trade
When a business takes CSR as a seamless commitment to the society, to behave ethically, legally, by conducing to economic development; that business no matter size is causation out a robust message of wherever it stands once it involves its stakeholders. The business is seen as being committed to up the standard of lifetime of its work force and their families, it’s seen as aspiring to improve the standard of lifetime of its area people and also the society at massive. The daring move to drive a CSR initiative relevant to the business strategy of AN enterprise that at an equivalent time is seen as a positive contribution to the area people will simply enhance the influence of that business not solely in its trade however conjointly within the community within which it’s commercialism.

8. Access to funding opportunities
For many little, medium and small businesses, the survival of their businesses has forever been a serious concern, and given the statistics that a lot of little businesses do come in oblivion in concerning 3 years once incorporation, it's comprehensible that a lot of little businesses don’t concern themselves with the other problems aside from profitableness. However, it’s been tried that CSR will build the name of a business, that successively opens new business opportunities to the business, thereby enlarging the business and up all-time low line of such a business. this implies that atiny low business might profit of the advantages of CSR to grow. additionally, most money establishments area unit getting down to look into different issues in granting money help to businesses, that issues area unit thought-about by the institution; additionally to the same old request for a business set up, money statements, money projections and presumably a collateral facility. Your sensible CSR record might are available handy in such a scenario.

9. Media interest and sensible name
An excellent CSR Policy or initiative can ultimately get you noticed, not solely by your competitors; however conjointly by everybody in your area people, immediate trade and most times, even by the society at massive. That in itself brings you unpaid publicity; the media notices your social contributions and your effort as an organization or business gets advertised for all to listen to or see as a tool to inspire others to try and do an equivalent for the final betterment of the area people of larger society. In effect, the nice subject matter is sweet for business, and it is a superb name booster for your business.

CSR as A Corporate Culture
A culture is outlined as {a approach|how|some way|the way|the simplest way} of doing things over a amount of your time by {a cluster|a gaggle|a bunch} of individuals that has return to be accepted because the norm or the correct way of doing sure things at intervals that group. In essence, a CSR culture implies that everybody within the business features a buy-in; they see it and apply the thought as a 'group concept'. It's not what the manager or the business owner is forcing them to do; it’s not ‘the boss’ idea’ however ‘our idea’ and everybody is committed to creating it work. In essence, each neutral features a sense of happiness in what the business is proposing. The CSR project becomes a bunch project. Since the CSR project is aligned with the company's business strategy, it works out absolutely for everybody. It synchronizes with the employees’ daily activities. basically, that's a way to build your CSR initiative become your business culture; and as new staff be part of your company's use, the CSR culture is one in every of the company matters they'd be inducted on as a part of their induction exercise, so everybody in your company might be carried on as way as your CSR project worries.
Blockchain Technology and Triple Entry Bookkeeping System

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Abstract: In the double entry bookkeeping system, the accountant of a company enters each record, and does whatever actions are essential to serve the stakeholders’ needs. The stakeholders are not ready to agree with the statement which is prepared by the organization. They rely only on audited accounts. The auditors of the company failed to manage users’ expectation. Most of the cases, they have also involving such fraudulent activities. This problem is worse in developing countries like India. The accounting profession a need a perfect system to avoid and remove the financial fraud in the business world that is blockchain technology and triple-entry bookkeeping accounting.

Keywords: Blockchain, Triple-entry bookkeeping

Introduction
Today, in capital market, the trader to transfer the value rely centralized transaction processors that are commercial banks and International Debit or Credit card networks. The Centralized processors maintain their own separate ledger; the capital market traders depend on these processors to carry out their capital market trade accurately and securely. Processors are charging a fee to offer the service. In Present accounting system, the data are stored in a centralized location; the accountant of a company enters each record, and does whatever actions are essential to serve the stakeholders’ needs. If any one of the stakeholders or regulators needs any data on business, the accountant of the company has to retrieve the required data. Generally, only the accountant and auditors of the company have direct control over the accounting information of the company and these are causing fraud like Sathyam scam, Ketan Parekh scam and Saradha Scam. The present accounting system had failed to control and eradicate the financial and accounting fraud and the accounting technique need to modify its structure. The companies need a system to improve efficiency in record entering and maintaining, reduce the error in records, easy reconciliation of data, recording and maintaining accounts at low cost and avoid and prevent the fraud and automation of audit. This is an era of technology, with the help of technology all the above said benefits can be attained and the technology is called Blockchain technology. This paper concentrates on Blockchain in the perspective of Accountancy.

Blockchain
The technology ‘blockchain’ itself describe of how the blockchain system is working. The new business transactions are gather together into a block and added to a chain of all previous transactions, by a cryptographic process that is complex to perform, but which makes it easy to confirm that the history of all transactions is genuine. The Distributed Ledger Technology (DLT) is an accounting name of block. The data will be recorded and stored in distributed ledger and which is generally shared with all stakeholders. Under this system, all the concerned parties have an identical copy of the ledger and each party can access only to the part of the ledger that contains their own business records.

The data which has entered in the blockchain will be encrypted, and the date and time of the transactions will also be entered. It is a collection of records in the form a block and hence, the system is called blockchain. A unique hash string indicating the content of all updated new record and the updated hash will be stored in the new data block. The hash creates a unique digital signature which will be used to verify the entered data to ensure that no entered data have been modified.

Characteristics of Blockchain
- Blockchain system reduces the risk of non-payments
- Blockchain system make the transaction public by the peer-to-peer distributed network
- Blockchain make available a verifiable data of all the business activities
- Blockchain gives monetary reward to the participants to validate new blocks. This means a blockchain continues to grow independently without depends anybody.
Blockchain and Triple Entry Accounting

The joint stock companies and other forms of business organization preparing accounts under double entry book keeping system. The manufacturing and trading organizations adopting double entry book keeping system to maintain accounts for their economic activities to understand behaviour of their business and also the level of income and expenses of the business over any given period of time. The simple ledgers accounts acting as a standard for record keeping for trading and other institutions. In the Globalized era, the trading activities of the organizations became too big and they are not in position to offer any guarantee of genuineness of financial data to the stakeholders.

The managers of the organization completely rely on the double entry system to ensure the accuracy of financial data of the organization and they are making decision without any confusion and doubt. However, because of the legal compulsion, the companies expected to share their financial data with outside stakeholders. The outside stakeholders have some confusion and doubts over the company's financial books, as a result, they hesitate to invest and lend their money to the organization and they prefer for risk-free investments. Hence, the need of an independent public auditor has arisen, Stakeholders are not placed their trust on management, but on the auditors of the company.

The stakeholder expects that the audited financial statements of a company should ensure the followings;

- Balance sheet is true and accurate
- Financial statements exhibit all the economic transactions of the business during the period.
- The value of assets and liabilities which are appear in the balance sheet are genuine
- The valuations have been made as per GAAP

But the problem is, most of the time, the auditors of the company failed to satisfy the stakeholders' expectation. They are not disclosing the limitations of the statement honestly, but sometimes, they have also involved in the fraud. This problem is worse in developing countries like India. If a management prepare and able to issue untrue financial statements then it is very difficult for auditors then they will fail to detect the false statements. (assuming that the most of the auditors are not colluding with the companies outright).

The blockchain technology and triple entry book keeping system are great innovations in the 21st century in the accounting world. Triple entry accounting has developed with the help of blockchain technology to remove the certain drawbacks of prevailing double entry system. In this system, the concerned parties who are involving the transactions will entered the transaction in their own book and the third entry will be entered in a block which will also be cryptographically sealed. These include buying and selling of goods and assets, cash received and paid, tax and expenses and other revenues. The seller debit the cash, when he sell the goods for cash, while a buyer credit the cash in his book when he purchase the goods for cash, but they will entered this transaction in the books separately. There is a possibility of entering the false information about the transaction in the books by the both parties. The auditor may not able to find the fraud because these people will produce fake bills and vouchers. The stakeholders will not get any true and fair information about the organizations. At the juncture, the blockchain technology enters in: rather than entering these transactions separately in their books, they occur in the form of a transfer between wallet addresses in the same distributed, public ledger, creating an interlocking system of enduring accounting records. The third entries are distributed and cryptographically sealed, it is practically impossible to falsifying them in a credible way or destroying them to conceal activity.

The company which adopts the technology can get many immediate benefits.

- The triple-entry accounting system ensures that un-biased record.
- The auditing will consume less time and money
- The geniuses of a company’s financial statements unquestionable.
- Nobody can modify the Income and expense transactions, encrypted signature is required for any alternation and modification and deletion.
- The system would make powerful business enterprises and create opportunities for growth by offering a very low cost way to prove their economic activity to outside stakeholders, such as lenders and conservative investors.
Conclusion
As the globalized economy is transforming into a more and more Competitive one, there is a need to keep their accounting process more transparent and secure. Blockchain technology is one of the parts of the fast digitization of various functions of commerce. The accounting authorities need to study the pros and cons of adoption of blockchain technology in the accounting system. Initially, blockchain technology was used to regulate bitcoins, it turned out to be a successful and most wanted accounting and data keeping process. Four large accounting firms in US, Deloitte, Ernst & Young, KPMG and PwC, are already investing heavily in DLT technology. It can be expected that innovation in this area to be both fervent and fruitful in near future; it is proved that the future accounting is nothing without blockchain technology.

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1. Introduction
In the developed world, ITU statistics show that there are more mobile device subscriptions than people. This dramatic change comes as a direct result of the advantages of using mobile phones as opposed to low prices and landline options as we communicate.

In today’s world, smartphone is a growth enabler, cell phone is a development empowering agent, emphatically affecting different circles of life of an individual and accordingly affecting the advancing learning economy. At present, smartphones associate in excess of 292 million individuals in India, making it the second biggest cell phone advertise in world. Cell phone selection will get further lift empowered by extension of 4G/LTE arranges and from the driving force gave by legislature of India activities like Digital India, e-wallets, make in India, Smart urban communities and Aadhar ventures. The on-going meeting between the service of Electronics and Information innovation and the business pioneers on the guide for one trillion dollar advanced economy proposes expanding on force in gadgets fabricating under hardware approach. This arrangement activity has household cell phone fabricating as one of the key zones for accomplishing India’s vision to end up a worldwide outline and assembling center point.

The interest for the cell phones in India is to a great extent met through import of cell phones. Concerning residential assembling, the general localisation rate for cell phones in 2016 remained at a low of 6.1 %, far underneath the confinement rate in China and Vietnam. By 2019, it is conceivable to accomplish a general nearby esteem expansion of 25.8 % for cell phones, which decipher in Rs 31,000 crore created through neighborhood sourcing and get together.

As of February 2017, BhartiAirtel was the market pioneer, with a 23.25 for each penny share in the remote membership, trailed by Vodafone (17.80 for every penny share) The best 5 players in the area incorporate - BhartiAirtel, Vodafone, Idea, Reliance and BSNL – representing 74.98 for each penny of the remote endorsers in the nation.

The quantity of Internet supporters in the nation expanded at a CAGR of 44.55 for each penny, with the number achieving 342.65 million in March, 2016 from 8.6 million of every 2006 the quantity of web endorsers in the nation will twofold by 2021 to 829 million clients from 342.65 million clients in 2016. General IP activity is relied upon to grow 4-crease amid a similar time of five years at a CAGR of 30 for each penny.

Broadband membership in the nation saw an expansion at a CAGR of 19.18 for each penny amid FY07– 17. The versatile application showcase is evaluated around US$ 245.6 million out of 2015. Indians downloaded more than 6 billion applications in 2016, up from 3.5 billion out of 2015, enlisting a development of 71 for each penny. It is anticipated to achieve 7.7 billion before the finish of 2017 and 20.1 billion by 2020. The fragment’s development is required to be driven by expanding versatile associations and accessibility of low-extent cell phones. Over 100 million applications are downloaded each month crosswise over various stages, for example, iOS, Blackberry, Nokia and Android. As of May 2017, Whatsapp clients in the nation burn through 50 million minutes on visiting through WhatsApp video call highlight every day. The application is accessible in 10 Indian dialects and in excess of 50 unique dialects all around.

The Indian telecom industry is the second biggest on the planet by number of endorsers. The area has seen exponential development in the course of the most recent couple of years essentially determined by moderate taxes, more extensive accessibility, take off of Mobile number compactness (MNP), 3G and 4G, advancing utilization examples of supporters and a favourable administrative condition. Be that as it may, the hyper focused nature of the Indian telecom market and presentation of troublesome levy designs have put administrator edges under strain and brought about solidification by means of mergers and acquisitions. The telecom area winds up in an unenviable position where regardless of falling ARPU the players are
compelled to put altogether in foundation and innovation updates with a specific end goal to keep up competitiveness. Climbing the innovation bend and growing the broadness of scope is foremost for the business to give separated esteem contributions to end clients. Fruitful acknowledgment of the 'Computerized India' vision in a financially savvy way requires basic players in the telecom esteem anchor to team up and work in a synchronous way. Keeping up a helpful and ideal administrative condition is likewise key to guarantee least effect on the general wellbeing of the segment – and lessen weight on TSP asset reports.

**Review of Literature**
Brand faithfulness is a recognition in which one particular item is favored over the other. It doesn't identify with organization yet its items. There are great deals of advantages of brand faithfulness. To begin with it builds the business volume because of which cost is lessened. Second it the promoting costs since clients themselves keep themselves mindful from various sources. Client pay for its ideal items without serious haggling. Faithful clients likewise prescribe those items to others (Grimsley, 2014). makes buy. The three C's are vital to make client happy with the items. These are consistency, consistency, consistency. Be that as it may, it is hard to accomplish (Pulido, Stone, and Strevel, 2014). Consumer loyalty is an aftereffect of procurement desire and the experience after buy. The client may have low, high, or no desires. It relies upon brands significance for client and cost of the mark. On the off chance that client has high buy desire, at that point consumer loyalty will be appeared in the wake of encountering with that item a while later. Fulfilment is a subjective assessment of the utilization encounter. Correlation between expected execution and genuine Execution is connected on client as assessment of item desire demonstrates client foreseen execution. There are different desires markers that client may anticipate from mark execution (Cyr, 2006).

**Problem Statement**
This research relates to the current consumer satisfaction of smart phones in the study area with the specialty of Samsung Mobile. Customer Satisfaction Study Helps customers know who they are, how they respond, and what feedback they use for mobile. Consumers were carefully studied by conducting a survey conducted on consumer satisfaction. This study will help you gain knowledge of the marketplace factors that affect consumers and the issues that you face by using a specific brand and such brands. Mobile phone has gained worldwide popularity and has millions of users. Consumer brand loyalty has been conducted in past environments in the past (Sun, 2010). Continuous growth of new products, changes in technology and design and cell phone life. Feature, Functions, Smartphone changes over time. Therefore, most populations strengthen new models (Li, 2010). Thus, brand loyalty on Samsung Mobile is a wonderful area of research.

**Scope of Study**
The study will help to know the brand awareness among customers about various models of Samsung, which other mobile brands they have used. Factorsthat influence the customer to purchase the mobile phone and it will also help to know the necessary changes required in product features and customers feelings about the Samsung smart phones. From this study, the performance and problems of the customer can be analysed. The study will be useful for the company to make necessary changes in price, designs, apps, etc. The need of the study is to find out the factors that are influencing the brand loyalty for the Samsung mobile users in Bangalore City. The prime focus of research are the younger people who are using Samsung brand and well educated people so that they provide meaningful answers to research questionnaires.

**Objectives of the Study**
1) To study the trends in smart phone industry.
2) To analyse consumer's attitudes toward the brand in general.
3) To analyse the Brand loyalty, Brand experience, Perceived quality & switching costs of Samsung smart phone Customers.
4) To study the major competitors & market share of the Samsung smart phones.

**Research Methodology**
For this research paper the researcher will use quantitative and qualitative research approach to identify the significant relationship between the independent variables to dependent variables with the use of theoretical model. The theoretical model consists the dependent variable i.e. the brand loyalty and different
independent variables such as the brand experience, brand switching cost, customer satisfaction, and customer product involvement.

1) Primary Data
In this study Primary data is gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, independent observations and test results. Primary Data collected from the:

1) Customers of Samsung smart phone.
2) Discussion with the Employees of Samsung at Seema enterprises ltd.
3) By Interviewing Marketing manager of Samsung at Seema enterprises ltd.

2. Secondary Data:
This includes the identification and evaluation the primary data.
For this research paper the research used the following data collection methods:
• Personal observation, Questionnaire, Websites, Annual reports, News papers, Journals, Researches, Magazines.

LIMITATIONS OF THE STUDY
• The survey was limited to limited region of Bangalore city only, so results cannot be generalized to entire Bangalore city and other cities.
• The samples size was limited to 100 customers only.
• Period of the study is one of the major constraints as innovation is very rampant in smart phones and other competitor like Gionee also emerged which could not be studied in particular.

PROFILE OF SAMSUNG ELECTRONICS PVT LTD
Samsung Electronics Co., Ltd. is a global leader in semi-conductor, telecommunication, digital media and digital convergence technologies with 2017 consolidated sales of US $206.49 Billion. Employing approximately 308745 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Tele-communication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world’s most sustainable technology company in the 2016 Dow Jones Sustainability Index.
After selling maximum units in 2017 it has been the largest manufacturer in the world. Samsung India Phones has been named as the world's largest vendor of Smartphones in the year 2017. These phones come in all ranges and provide good services. One can get mobiles from lowest range to the highest ones.

Statement: I feel Samsung phones features fulfil my day to day phone needs
Statement: Samsung products are reliable

Statement: Samsung offers products with excellent features

Statement: Samsung offers phones with good quality
Statement: I think Samsung phones are fashionable and elegant.

Statement: Samsung mobile is very popular

Statement: I think Samsung is one of the top brands among smartphones
Statement: Because of Samsung phones I feel I am part of a smart community.

Statement: Samsung is my first choice among smartphones.

Statement: I am loyal towards Samsung.
Statement: Expectations regarding Samsung mobile is high.

Statement: I am satisfied using Samsung mobile

Statement: Overall Samsung meet my needs
Statement: I am satisfied with the services provision of Samsung mobiles.

Summary of Findings
1. 70% of respondents strongly agree that they feel Samsung phones features fulfil their day to day needs.
2. 76% of respondents strongly agree Samsung products are reliable.
3. 89% of respondents strongly agree Samsung offers products with excellent features.
4. 69% of respondents strongly agree Samsung offers phones with good quality.
5. 79% of respondents strongly agree Samsung phones are fashionable and elegant.
6. 70% of respondents strongly agree with the statement they think Samsung mobile is very popular.
7. 50% of respondents strongly agree that Samsung is one of the top brands among smartphones.
8. 42% of respondents strongly agree because of Samsung phones that they feel that they are part of a Smart Community.
9. 75% of respondents strongly agree Samsung is their first choice among smartphones.
10. 81% of respondents strongly agree that they are loyal towards Samsung.
11. 75% of respondents strongly agree there expectations regarding Samsung mobile are high.
12. 70% of respondents strongly agree that they are satisfied by using Samsung mobile experiences.
13. 60% of respondents strongly agree overall Samsung meets their need.
14. 40% of respondents strongly agree that they are satisfied with the service provision of Samsung mobiles.
15. 92% of respondents strongly agree that they will recommend Samsung mobile phone to their friends.

Conclusion and Future Research
In conclusion, the smartphone has become a necessity in the modern world. The use of a smartphone is not limited to friends, families, and communicating with the business people have a multi-purpose feature such as data storage, camera, multimedia and others. There is a high demand for smartphone technology development. Samsung Mobile is important in smartphone businesses, but the competition always revolves around other brands. Most of Samsung mobile users are young and middle-aged people. They prefer phones which are technologically progressed and prestigious phones are at the cost of the economy.

The mobile phone industry is an instant change industry that has a dynamic market for cell phones. A large number of populations have variable consumer behaviour because of the fastest small life cycle of technological changes and mobile phones. So, understanding the importance of brand loyalty is a key factor in the success of companies in the future.

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From Paper to Magnetic chips – The concept of Digitalized India

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ABSTRACT: The paper traces the progression of Independent India from 1947 to Digitalized India in 2019. The positive aspects and the various schemes mobilized by our country to make its citizens financially inclusive and the drawbacks met with are analyzed. The Digital India concept, its impact and the various aspects of it are also brought out in the paper.

1. Introduction
An important move of the developing countries in the second half of the 20th Century was to aid the economically under-privileged and middle class sections of the society to raise their life standards and thereby become self-sufficient in life. To keep up to the above said purpose, the post Independent Government in India drafted the Five Year Plans which targeted at providing basic facilities to even the remote corners of our enhancing country. One another important move of the Indian Government was the Nationalization of Banks, the starting up of many Co-operative Banks, specialized sections in Nationalized Banks for Agricultural loans, Small-Scale industries and several schemes for providing financial assistance to promising entrepreneurs. Such initiatives of the Government resulted in the formation of District Industries Centre (DIC), Special Economic Zones (SEZ) like the Madras Export Processing Zone (MPEZ) and even the Electronic Corporation of Tamil Nadu (ELCOT).

But then the beneficiaries of the initiatives taken by the Government were not exactly the targeted section of society to whom the Government wanted to provide all assistance possible to become self-sufficient. An analysis of the results of these schemes was an eye-opener to the Government that to enhance the self-sufficiency of the downtrodden and underprivileged the under mentioned factors have to be addressed to:

- Basic Literacy for all citizens
- Easy Accessibility to Financial Services
- Basic income should not be fixed as one of the criteria for becoming the beneficiaries of the various Governmental Schemes.

Government’s measures to make citizens financially inclusive:

One of the measures taken by the Government to make its citizens financially inclusive was the setting up of various Insurance Corporations like the Government’s Life Insurance Corporation (LIC), opening of rural development banks like Rural Development Banks Repatriates Cooperative and Finance and Development Bank (REPCO), National Bank for Agriculture and Rural Development (NABARD) and Industrial Development Bank of India (IDBI). All these financial institutions aimed to predominantly focus on the economically weaker sections which needed maximum support. Hence, all banks opened many branches not only in the metropolitan cities and towns but also in the remotest rural pockets of the country. Some of the schemes launched to develop India with financially inclusive citizens were the Pradhan Mantri Jan Dhan Yojana (PMJDY), Atal Pension Yojana (APY) and Start Up Scheme. Thus the various steps taken by the Government has helped people get financial products such as loans, insurance, deposits and various funds transfer services free of cost or at a very nominal cost.

But then some of the procedures and subsidies involved to avail the financial services needed an individual to produce many documents such as PAN Card, Electoral I.D. card, Driving License and Aadhar Card. Besides tribals, many people living in rural areas did not possess such documents or even had the least idea of it. After a careful study of such difficulties the Government and the Reserve Bank of India urged the various financial service providers to go in for “no frills account” which will certainly help many more rural Indians to become financially inclusive. It was the Nachiket MOR Committee, that insisted on a universal bank account for all Indians above 18 years of age by 1st January 2016. The Deepak Mohanti Committee was
constituted by the Reserve Bank of India in July 2015 to study the various strategies adopted by different nations to make its citizens financially inclusive.

Some of the major hurdles in making Indians financially inclusive were:

i) Middlemen, in a few occasions' agents and even authorities misguide the customers for their own gain.

ii) Accessibility to financial service providers was limited for a specific time only (10 a.m to 5 p.m)

iii) Time consuming processes and long waiting hours to get the work done.

**Digital India Scheme:**
In order to rectify all the drawbacks mentioned above and also to make the maximum use of technology in particular the mobile phones, Computers and internet to which most Indian had an access the Digital India Scheme was launched by the Prime Minister Sri Narendra Modi in 2015.

Many fintech companies in India collaborate with various Banks and Non-Banking Financial Companies (NBFC’s) to facilitate rural people to open and transact bank accounts through their mobile phones. Digital payment options like PayTM, use of ATM (Automated Teller Machine), use of Debit cards and Credit cards, Electronic Wallets, Internet Banking options, Unified Payment Interface (UPI), Unstructured Supplementary Service Data (USSD) are some of the facilities that make financial transactions easier, faster and secure.

**Advantages of Digitalized Transactions:**
Electronic wallets or e-wallets on the other hand help customers to carry out daily transactions hassle free. These e-wallets are useful for payment in grocery stores utility bill payments and even in mobile recharges. Such introduction of e-wallets play a major role in the economical progress of the country too. Many service providers in transport sector such as OLA, Fast track, Super markets such as Big Bazaar and Reliance, food suppliers such Zomato order, Uber Eats, SWINGGY, online shopping portals such as Flipkart and Amazon accept payments through debit cards and also use swiping machines in their outlets. Nowadays many of the textile shops and grocery shops run by Indian middle class people also encourage payments through e-wallets. Customers enjoy discount offers, cash back offers and many rewards when they use digital tools during payments.

Though some of the service providers are multinational companies and earn a sizeable amount as profit they in turn increase the job markets in India. The latest regulations by many banks to get the magnetic strip ATM cards by the 31st December 2018 and encouraging the customers to withdrawal up to Rs.20,000 from the ATM’s set in branches rather than from the cash counter will encourage digital banking. Such measures will develop the confidence level of the elders, thereby make them self-sufficient in their financial transactions and not become vulnerable to electronic hawkers.

Setting up of a pan India fibre optic network, provision of wi-fi service, providing digital lockers to all citizens setting up of a number of access points are some of the digital enhancements provided by the Government to make Indians financially inclusive.

Digital financial inclusion has spread far and wide in India and has led people carry less cash and naturally the rate of pick pocketing of cash has decreased. As electronic transactions are properly recorded as messages it is easy to keep a track of the transactions. Even if debit or credit cards are stolen it is possible to block the cards whereas if money is stolen it is not easy to get it back. All electronic transactions are user friendly. This helps as to carry out the transactions without the interference of middlemen.

**Limitations of Digitalized Transactions:**
Every new initiative always has its drawbacks tagged to it. One of the major drawbacks of digital financial inclusion is the risk of identity theft. The theft or loss of your mobile adds to the misery. Under such circumstances all digital data gets stolen. Elders and techno unsavy people face the utmost difficulty. They get cheated by phishing. This sort of a fraudulent activity results in severe psychological collapse and financial turmoil for the victims. Use of credit cards leads to overspending because people are basically calculative when they handle cash rather than with digital transactions.

New high tech fraud called the Sim Swap Fraud where the mobile phone network goes blind and hawkers trap you to press a key and thereby the mobile is hacked and within a second all bank accounts of the individual are emptied. This is a trap for customers having mobile banking accounts.

**Conclusion**
The Indian Government’s initiative of Digital transactions has just made inroads and has miles and miles to go before we reap the maximum benefit out of it. But then people should be aware of the risks associated with all digital transactions and judiciously follow the precautions and safety measures which an individual can take rather than blame the bureaucracy and the financial institutions for the data theft.

References
ABSTRACT: The purpose of this paper is to study the tremendous changes in the transport services. By increase in standard of living people prefer convenient travel in affordable price. With the advancement in technology the concept of transport has been changed from traditional to digital transport were all the booking and payment are done through digital system. Technology enables digital matching supply and demand between drivers and customers. In this paper technological change in the cab services has been discussed.

Keywords: Cab, Digital System, Digital Payment

1. Introduction
The purposes of using cab services is for convenience, but due to inadequate of public transport, has given rise to cab services enormously. The cab aggregator use this gap by connecting customers and cab services provider through mobile app. In traditional cab services the services provider have to wait for the passengers in their taxi stands or in the road side. There is no proper demand and supply for cab services. Now with the advancement in technologies the concept has been changed. Now-a-days customers book cabs from their smart phones or from the cab owner's websites. With these changes cab drivers no need to search for passengers since booking is done through digital mode. Government is focusing in cash less economy and digitization. Cab services provider also digitalized their services in order to attract the customer by providing various digital services. The present cab services provider change the concept of cab services by providing various services like booking through their Apps or websites and also in payments passengers can pay through various e-payment methods like online banking, and by different e-wallets like Paytam etc.

2. Review of Literature
Dr. P. Kishore Kumar and Dr. N. Ramesh Kumar (2016) in their article titled “A Study on Factors Influencing the Consumers in Selection of Cab Services” found that the factors which influence the customers to select the cab services are namely price consciousness, coupon redemption behaviour, and innovativeness. Price consciousness and coupon redemption behavior are found to be positively related.

Dr. Mukund H. Khupse (2017) in his article titled “A Study of Passengers’ Motives for Using Mobile App Based Cabs” stated that the reason for choosing app based taxies are quick availability of the cabs, safety, economical than traditional taxies, attractive cash back and discounts on rides are the most important reasons for using the app based taxies.

V. Hemanth Kumar and K. Sentamilselvan (2018) in their article titled “Customer Satisfaction towards Call Taxi Services A study with reference to Chennai”, Some of the common suggestions provided by the customers are, to maintain cleanliness of the vehicle, the vehicle has to be properly painted, proper grooming of the drivers, vehicle sticker (Brand), Well versed in route, Card payments, Discounts, etc.

3. Objectives of the study
The followings are the objectives of the study;
1) To study the difference between traditional cab services and present cab services.
2) To study the technological advancement in cab services.

4. Traditional cab services verses present cab services.
In initial phase, there was a limited travel agent, who of the cabs and drivers working as salary employee. They incurred high capital cost car loans EMI and high maintenance cost. So they act as a monopoly in price strategy. They have more control over the requirement, repair, etc are taken care by the company. In present phase cab app service, small cab owners or single cab owners comes under one company brand and have to get registered with the company which called as cab aggregates. The driver operates on his own
and gets lead from the company who get paid in the form of commission. The cab aggregators do not own any cars. So they have no control over the cab or driver. The cab drivers feel like an entrepreneurs. Cab aggregators incurred low capital cost, no maintenance cost. The cab aggregators who operates on mobile app have capacity of searching more numbers of customers and covers a large area than traditional one. This helps the drivers to meet the demand and supply gap.

5. Features of present cab services
Indian cab services market stood at around $6.4 billion in 2016 and is forecast to grow at CAGR of 13.7% during 2017-2022, to reach $14.3 billion.

- Real-time tracking the locating of the taxi.
- Make your own choice from auto, mini, sedan, etc.
- Get the drivers and cab details instantly upon booking.
- Know fares and ride features.
- Share your travel plan with family and friends.
- Multiple ways to pay.
- With the leverage of cabs technologies driver and passenger can track each other locations and see the expected arrival time.

6. Issues of cab app services
The followings are issues of cab app services,
- Poor application usage by the drivers.
- Multiple affiliations.
- Customer trip cancelations.
- Surge pricing.

Unintentional common mistakes include cancelling a ride even before it started. Trip cancelation by driver can cause disruption in the passengers plan. Trouble understanding map directions or customers location etc. This ultimately leads to a bad customer experience. Many drivers are affiliated more than one company. They keep searching for customers on both applications. Such drivers are not loyal to a single company. Google maps are full of wrong data especially in Small Indian Cities. Roads that are one way in real life are often shown as two way on maps. Indian traffic rules are more complicated. Some roads do not allow four wheeler in a particular direction. Thus the direction and shortest route computation is often wrong. Surge pricing is a method of pricing in the free market that involves the raising or lowering of prices. Depending on the intensity of demand, the fare increased even doubled or tripled. For an example rush hours, during rain and date of concert events.

7. Conclusion
The service provided by the cab aggregation model is feasible to Indian economic condition and attractive for the customers. This model has low barriers, less surrogate, supplies with less bargaining power and strong customers. The cab aggregator model has innovation and digitalization in their services. Besides some threats like non-standardised fare, this system is accepted by the people.

8. References
Month-of-The-Year Effect in Indian Stock Market – Conceptual Perspective Through Literature Survey

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ABSTRACT: Stock markets form an integral part of the economy of any nation. They play an enormous role in the growth of the industry and commerce of the country eventually affecting its economy to a great extent. They are important from the point of view of both industries and investors because they serve as primary source for raising funds for companies through issue of shares and as an avenue for investment for transferring the private savings thereby providing liquidity to the investors. This study attempts to investigate the existing literature in the field of Calendar Variances in Indian Stock Market that were experimental over time in different stock indices in India. The Variance analysed in this literature survey is the Month-of-the-year Effect.

Keywords: Calendar Variances/Anomalies, Month-of-the-year Effect, Efficient Market Hypothesis, Semi-strong EMH

1. Introduction
The Efficient Market Hypothesis (EMH), popularly known as the Random Walk Theory states that current stock prices fully reflect all available information. According to this theory, stocks always trade at their fair value and thereby the investors cannot purchase undervalued stock or sell stock for inflated prices. Therefore an investor cannot obtain higher returns even by expert stock selection or market timing. The only way to earn higher returns is to purchase high risk investments. The Weak form of the theory claims that all past prices of a stock is reflected in the current day's stock price. The Semi-Strong form assumes that stock prices include all public information. The Strong form suggests that the prices of stock always incorporate all available information i.e., all new information about the company is immediately priced into that company’s stock.

Variances in Indian Stock Market
A market anomaly in a financial market is a price and/or rate of return distortion that seems to contradict the efficient-market hypothesis. Stock market anomalies/variances can be classified as calendar, fundamental and technical anomalies. Calendar variances refer to irregular pattern of stock returns which are based on a calendar year and they are the most discussed issues in the financial literature.

The Calendar Variances can be categorized as follows:
- Month-of-the-year effect
- Day-of-the-Week effect
- Week-of-the-Month effect
- Turn of the Month effect
- Holiday effect
- Intra-Day effect
- January effect
- Monday/Week-End effect
- Tax-Year effect

This paper attempts to investigate only Month-of-the-year effect in the Indian Stock market.

Month of The Year Effect
Month of the year effect examines all months of the year for a specified period for any significant differences in the mean returns for one month compared to the others.
Review of Literature
Month – of – the – Year Effect
The review of literature has been undertaken to examine whether Month of the year effect exists in Indian Stock Market or not.

- Rakhi in the study "Month- of-the-year effect in stock market returns: Evidence from India and China" attempted to investigate the existence of seasonality in return series of BSE Sensex by analysing the monthly closing prices of BSE – Sensex index for the period January 2003 to December 2010. Tools like Descriptive Statistics and Kruskal-Wallis test have been used to study the equality of mean returns. The result revealed that there is no positive January effect in India but a positive November effect is persistent in the Indian stock market.

- Kiran Mehta and Ramesh Chander in their study "Seasonality in Indian Stock Market: A re-examination of January Effect" examined the existence of Month-of-the-Year Effect in Indian Stock Market by analysing various indices i.e., BSE Sensex, BSE -100, 200 & 500 for the period July 1997 to December 1999 using ANOVA. The study revealed that January effect and April effect do not prevail while it confirms the prevalence of December effect. Thus the investors can attain abnormal returns by strategizing their trading activities during the month of December instead of January and April.

- A study made by J. Sudarvel and Dr. R. Velmurugan on "January Effect In Indian Banking Sector with reference to BSE Bank Index" revealed the existence of seasonality in Stock returns in banking sector in India and the existence of January effect also. For the purpose of the study, BSE- Bank Index was collected for the period from January 2002 to June 2015 and the collected data were analysed by making use of Descriptive Statistics and Regression models. The study advised the investors to sell their shares in September, December and April and buy them in February and June.

- Sitaram Pandey and Dr. Amitava Samanta in their study “An Empirical Analysis of January Effect – Evidence from Indian Market” attempted to investigate Calendar anomalies in stock returns which occur due to deviation in normal behaviour of stocks with respect to time periods. The data i.e., S&P CNX Nifty was collected for a period of twelve years April 2002 to March 2014 and divided into two equal sub-periods, one from April 2002 to March 2008 and another April 2008 to March 2014. Tools used for the study were Descriptive Statistics, Cross-correlation, Unit root test and Regression Model. The result of the study provided no support for the existence of January effect except significant negative October effect in the period II (April 2008 to March 2014).

- Dr. Rashmita Sahoo in her study "Month of The Year Effect on Stock Market Return and Volatility" observed Month-of-the-year effect in Stock returns in the Indian primary equity market. Data collected consists of daily closing prices of BSE – 100 index from January 1, 2003 to December 31, 2013. Descriptive Statistical tools, one way ANOVA and Regression analysis were used to analyse the collected data. The result revealed that there is no particular effect of any month in Stock exchange, so investors could not be advised to invest in any particular month.

- Deepa Mangala and S K Sharma in their study “Are there Monthly and Turn-of-the-Month Effects in Indian Stock Market?: Evidence and Implications” examined the existence of monthly effect in Indian stock market by using S&P CNX Nifty Index over the period ranging from January 1994 to April 2005. Tools like Descriptive Statistics were used for the study. The study gives a strong evidence of existence of Monthly effect in Indian Stock Market.

- Archana, S Mohammed Safeer and Dr. S. Kevin in their study entitled “A Study On Market Anomalies in Indian Stock Market” attempted to investigate the existence of market anomalies in the Indian Market by comparing averages of mean of the index values of BSE index from the Year January 2008 to December 2012. T-test was used to analyse the data collected and the study proved the existence of weekend effect. But Turn of the month effect and Turn of the year effect are minimally visible but not statistically proven for the analysed period.

- Som Sankar Sen in his study "The Month-Of-The-Year Effect in the Indian Stock Market: A Case Study On BSE Sensex" sought to address the issue of Month-of-the-year effect by using BSE – Sensex Index for the period ranging from January 2, 2004 to December 28, 2012. The GARCH (1,1) – M model was used to model the conditional volatility. The Study confirmed the Month-of-the-year effect in Indian stock market by indicating the presence of September and November effects during the study period.

- Shilpa Lodha and Prof. G. Soral in their study "Seasonal Patterns in Indian Stock Markets: An Application of GARCH (1, 1) Model" proposed to explore existence of seasonality in Indian Stock market. Average of
daily open, low, high and close prices of BSE Indices including sectoral indices were taken for the purpose of the study. The Indices included were BSE – Sensex, BSE – 100, 200, 500, Midcap, Small Cap, Auto, Bankex, CD, CG. Data were collected from their respective date of launching to 31st May 2013. Tools used for the study were Graphical analysis, Correlogram, ADF Unit Root test, ARIMA modelling, ARCH-LM Test, GARCH (1, 1) Model. The result of the study proved that September and December were providing significant results.

- Gagan Deep Sharma, Sanjiv Mittal and Prachi Khurana in their study entitled "Month of the year anomalies in Stock markets: Evidence from India" attempted to examine whether Month-of-the-year effect exists in the Indian stock market. Two indices S&P CNX Nifty and S&P CNX Nifty Junior and top nine companies (according to market capitalisation) from both the indices had been selected and daily closing prices were analysed using Line charts, Unit root test & Dummy Variable Regression Model. This study also proved the existence of Month-of-the-Year effect in Indian Stock Market and mainly it was found at the end of a quarter for the given period.

- Harish Kumar and Dr. Rachna Jawa in their research "Efficient Market Hypothesis and Calendar Effects: Empirical Evidences from the Indian Stock Markets" attempted to empirically analyse the calendar effects in Indian Stock Market by using daily and monthly returns of NIFTY 50 data from its inception in January 1995 to December 2015. Dummy Variable Multiple Linear Regression techniques was used to assess the existence of calendar effects. ARCH effect and EGARCH Models were also used to correct the volatility. The study revealed the existence of Calendar effects especially "December Effect". The investors can improve their returns by timing their investment in the Indian Stock market.

- Geetha Iyer and Dimple Pandey in their study “Empirical study on efficient market hypotheses- January effect” tested the January effect on the stock prices by analysing the closing prices of 30 companies of BSE- Sensex for a period of 5 years from 2010-2014. Statistical tool used for the analysis is the Runs Test. The analysis asserted that January effect do not exist and market reflects a weak form of efficiency i.e., the stock price changes are random and market is efficient in the weak form.

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Conclusion
Capital market and their working can be better understood by studying stock market efficiency. The Month-of-the-year effect is a seasonal phenomenon where exchange traded equities tend to give abnormal returns during particular months of the year. This study attempts to provide a conceptual framework of Analysis of Calendar Variances in Indian Stock Market with the evidence of several literature. The study is limited only to the available literature on this specific area, but the scope for further investigation is very high. While reviewing literature, the studies relating to the analysis of Month-of-the-year effect alone were chosen. Most of the studies reveal the existence of January Effect while a few contradicted. The indices mostly chosen for the study were BSE – Sensex, S&P CNX Nifty and Indices for selected sectors. The study suggests to investors that the existence of Month-of-the-year effect may provide opportunities to formulate profitable trading strategies so as to earn abnormal return and can adopt a fair return for risk strategy.

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Impact of Cyber Bullying in Social Networking

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ABSTRACT: Whenever provocation, harassment and terrorizing happen on the internet, it’s called cyberbullying. This sort of harassing can be particularly difficult to manage, since it very well may be hard to control and noticeable to a large number of internet users. Chances are the youngster invests a great deal of time on the internet, so it’s vital to ensure you realize what to do if online conduct gets aweful. Being bullied can leave a youngster feeling like there’s nobody out there who can offer help. On the off chance that a teenager is being harassed on the internet, a standout amongst the most essential things is to promise them that there are people who can help. Cyberbullying can be a Crime. This paper is to realize what cyberbullying is, and the way it impacts youths, and get a few hints on how they can be managed.

Keywords: Cyberbullying, teenagers, cyber victims, bully, Social network

1. Introduction

The increased use of social media by teenagers, has led to cyberbullying becoming a major issue. Cyberbullying is the use of information and communication technology to harass and harm in a deliberate, repetitive and hostile manner (Stopbullying.gov, 2014) [1].

The quick increment in the utilization of data and correspondence innovations has pushed harassing into the digital world, in this manner encouraging the rise of cyberbullying.

As per specialists and mentors, the wellsprings of cyberbullying were explicitly identified with new specialized advancements and new examples of utilization, an absence of media proficiency and media instruction, and the absence of proper laws, control and revealing systems. cyberbullying is propagated through the Internet, cell phone and other electronic gadgets that permit, in a plain or otherwise secretive way, the sending of pernicious messages, messages, pictures, recordings and brings so as to harm somebody. The aim is to humiliate, hurt, embarrass, annoy, get exact retribution, have a ton of fun, and/or apply control over others. It includes distinctive subcategories (e.g., messaging, email, and web based life) and modalities (e.g., flaring, denigration what’s more, criticizing, utilizing hostile images, inappropriate behaviour, prohibition, provocation, defaming). Certain modalities are explicit to the digital world: hacking, besieging, excursion, cheerful slapping, and disguising.

Although a different medium is used, physical bullying, verbal aggression, relational harassment, and cyberbullying all share the key elements of bullying: the intentional harm to a victim, the repetition of harmful behavior and the power imbalance between bully and victim Tokunaga RS (2010) [2].

Different elements recognize cyberbullying from traditional bullying, which includes eye to eye contact between the unfortunate victim and menace. Conventional harassing incorporates verbally abusing and embarrassing somebody in broad daylight. The highlights of cyberbullying include:

(a) Cyberbullying can happen anywhere, anytime, anyhow and by anyone.
(b) Information causing someone to feel ashamed and foolish by injuring their dignity and self-respect will spread across spread quickly to an expansive group of onlookers,
(c) Their conduct can be dull or forceful,
(d) Cyberbullies don’t need to confront their unfortunate casualties, because of their secrecy, and in this way feel less regretful
(e) It is harder to find who has completed instances of cyberbullying,
(f) Casualties of cyberbullying think that it’s difficult to manage menaces, all things considered, and
(g) Casualties of cyberbullying experience difficulty associating socially and in this way have fewer companions in contrast to traditional bullying, cyberbullying places a net of anonymity between the victim and bully because it takes place online.

II. LITERATURE REVIEW

A. What is Cyberbullying?

The ubiquity of internet based social networking and online communication has offered ascend to another type of harassment known as cyberbullying.
A cyberbullying is an act which utilizes the innovation to bother, humiliate, threaten, or overawe somebody. Cyberbullying is the incitement or badgering executed through social networking sites, online activity and messaging apps.

According to experts and trainers, new technical developments combined with a lack of media education lead to cyberbullying, the newest form of bullying (Jager, Joao, Matos & Pessoa, 2010)[3].

Cyberbullying behaviors Include:
- Sending messages or Contents that recognize and disgrace Individuals,
- Pictures morphed to debase individuals,
- Photographs or recordings of physical tormenting presented on disgrace the persons.
- Sharing individual data to extort or bother individuals and
- More than once, focusing on other individuals with undesirable demands or messages or requests.

Cyberbullying can begin from various perspectives.
One of the main things that the people fail to recognize is the intention of the bullies. This plays a vital role on the stopping the Bully.

Cyberbullying can be a sign of societal position. Individuals who are well known frequently ridicule persons who are less famous. In the same manner, Persons who are appealing may single out others they feel are ugly. They utilize the Internet to propagate social animosity and exhibit mean behavior.

B. Definition
Definitions of Cyberbullying should "illustrate the forms it takes, the tools that are used to engage in it and ways in which it is understood to differ from traditional bullying" (Shariff, 2008) [4].
Williard (2003)[5] originally defined cyberbullying as language that it "defamatory, constitutes bullying, harassment or discrimination discloses personal information or contains offensive, vulgar or derogatory comments."

C. Consequences of cyberbullying
The commonalities found between the traditional bullying and Cyberbullying is that where a Bully turns into an Bullied and an unfortunate Bullied turns into a Bully. One other similitude is the utilization of verbal and social hostility to dispense hurt. Verbal and social animosity is common in both the type of bullying. The Bullied in the cyberbullying also exhibits the hostile behavior. These sorts of harassing animosity appear to be appropriate to the internet, because of the presence of secrecy and the apparent absence of guardianship, which can loosen up restraints and ordinary social requirements.

On the other hand the use of electronic devices adds properties to cyberbullying that may lead to more detrimental outcomes than those caused by physical or verbal bullying (Campbell MA, Slee PT, Spears B, Butler D, Kift S, 2013).[6]

D. Different types of cyberbullying
A perception of the different types of cyber bullying is very vital. This empowers parents and youths to report cyber bullying and receive measures to counteract it. Following are some of the normal kinds of cyber bullying:
- Making a phony or dreadful webpage about another person
- Activating religious, racist, ethnic or political bitterness online by posting loathe remarks or substance
- Issuing online threats inciting a person to suicide or hurt another person
- Forging a person online to request or post individual or bogus data about somebody
- Distributing a humiliating or dreadful photograph or video
- Posting harmful, awful or mortifying gossipy tidbits or remarks around an individual on the web

E. The bully
Bully always wishes to have power and authority over others. They contemplate that they ought to perpetually succeed. They contemplate that they ought to dependably get what they need. They pursue to embarrass others.
They have inadequate ability to understand or share the feelings of others. They are truly OK with their own conduct and feel entirely great about themselves
They are difficult to recognize in light of the fact.
They may be possess high societal position and may even be seen to be school pioneers.
This truly muddles things in light of the fact that their friends won’t report their forceful misconduct; by doing as such it would undermine their capacity to be a piece of the prominent gathering. These bullies utilize their capacity and status and wellbeing to control the social atmosphere.

It is interesting that those who bully usually have a large group friends and have leadership traits that others are attracted to in a group even though the bully exhibits antisocial and other aggressive behaviors towards others(Underwood.n.d)[7]. They may be focusing on the one who bullied them previously to take revenge. Or they may pick an alternate target. Still others see cyber bullying as a diversion simply a fun activity. By and large, cyberbullies know their target victim, however once in a while they will pick exploited people who are strangers as well. In such circumstances, the cyberbully is singling out somebody dependent on a sort of predisposition or partiality. They may single out individuals dependent on various factors like faith, community, socially and culturally different individuals, gender specific, or individuals who are sensitive.

F. The bullied

An individual who has lower confidence gets more cyberbullying exploitation and execution. Persons with lower ability to share his own or another person’s feelings and emotions, predicts higher levels of cyberbullying harassment.

Bullied are the ones who regularly feel weak and alone, or stressed over what the Bully may do next. The effect of cyberbullying for the bullied can last longer than the cyberbullying itself

Bullied, the Sufferers of cyberbullying can encounter manifestations of wretchedness including bitterness, desolateness, frailty, expressive of hopelessness, poor confidence, poor grasping, sentiments of not having a place, and self-destructive musings and conduct. If they are not addressed, they will suffer unsalvageable harms.

Based upon the previous studies of Oleweus and more current researchers in the field of bullying (Kowalski, Limber & Agaston,2008)[8] place children who are bullied into two categories: passive/submissive victims and provocative victims.

G. The bystander

A bystander an individual who is available at an occasion or episode however does not participate. Coloroso (2003) [9] refers to the bystander as the supporting cast in an act of cyberbullying. This cast can range in numbers from very small to quite extensive, depending upon the setting. How the bullying scene plays out is often decided by the bystanders and whether they take the side of the bully or the bullied.

A Bystander is an individual who observes the act of bullying, yet does nothing to attempt and stop it. Most of the bystanders, especially younger individuals don’t act vindictively, yet are basically unconscious of their capacity to help. Then again, some may deliberately bother the circumstance through inciting the bully energetically by snickering, cheering or quickly participate.

What could be the reasons that the Bullying is not revealed by the Bystanders?

Younger individuals may not report bullying to a grown-up on the grounds that they:

1. are terrified about the encounter
2. fear repercussions from the harasser
3. don’t realize how to report it
4. try not to figure a grown-up can help
5. try not to like or know the objective
6. depend on another person to mediate
7. are companions with the Bully

H. Types of cyberbullying behaviour

Avoidance

It is the conscious demonstration of forgetting or excluding the Individual for the place or the activity. Bully with others having chat or online discussions and tagging different online members however not bullied.

Trolling

Tolling is the purposeful demonstration of inciting a reaction using abuse or terrible dialect on online forum and social communities. The troll will by and by assault the victim and put them down and make they feel great by making others feel terrible.
Taunting
Taunting is the act of sending or posting atrocious information about the victim on the social network, to harm their notoriety or rapport with others.

Airing
Airing is a conscious effort to humiliate or openly mortify the victim through the internet posting of touchy, private or humiliating data without their assent. Airing can occur in different ways and the data revealed can be trifling

Cyberstalking
Cyberstalking is a criminal practice where an individual uses the Internet to efficiently pester or undermine somebody. This wrongdoing can be executed through email, social media, chat rooms, instant messaging clients and any other online medium

Badgering
Badgering is a habitual and persistent, constant and intentional form of bullying involving injurious or compromising messages sent to the victim or to a group. This is an extremely unsafe type of cyberbullying. It can have ramifications on the complacency. The messages are commonly destructive, can affect their confidence and certainty, and can make them frightful. The consistent bullying implies that there is no reprieve from the cyberbully. The cyberbully endeavours to cause dread and agony.

Deceit
Deceit is picking up of the victim’s trust with the goal that they uncover privileged insights or humiliating data that the cyberbully then offers openly on the internet. The cyberbully will become friends with the victim and lead them into an incorrect conviction that all is well with the world before breaking their trust and sending their private data to an outsider.

Fraping
Fraping is the point at which someone sign into your social networking account and mimics the victim by posting improper messages and pictures in their name. Fraping is an intense offense, which numerous individuals accept to be clever and engaging, yet it’s most certainly not. Imitating someone on the internet and destroying their notoriety can have negative outcomes.

Fake Ids
Fake Ids can be made all together for an individual to shroud their genuine character with the aim of cyberbullying the victim. The cyberbully may similarly utilize another person’s email or cell phone to cyberbully them. This would influence it to show up as though another person has sent the intimidation.

III. Conclusion
This Cyberbullying is a major issue, and like any type of harassing it can have long haul consequences for its exploited people. Teenager and parents must cooperate to anticipate cyberbullying and to make the web a more secure place for all. Youngsters ought to be instructed on what to do and who to go to if they experience a cyberbully. The best way to prevent cyberbullying is to increase the awareness among teenagers and provide them the knowledge of how to prevent and respond to cyberbullying. Warnings should be given to cyberbullies and their parents about the negative consequences of cyberbullying with an effective guidance and assessing and monitoring of online activities.

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A Study on Consumer Behavior Towards Crowdturfing in Online Shopping

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1. Introduction

“Change is the only thing that will ever Change” is a famous proverb which suits more to the business world. Marketing field is no exception. First the emphasize was on production then selling and shifted towards marketing. The present day, business men aim at “Consumer’s Delight” rather than consumer satisfaction. Marketing is in brief supplying what the consumers want, when they want, at the place they want, at the price they can afford and thereby resulting in the creation of a satisfied consumers”. India is a country with large number of internet users. The business networks who want to capitalize this idea changed this internet usage into a profitable business venture and this was the story behind the emergence of online shopping.

2. Crowdturfing – An Overview

With the emergent accessibility of social media, most of the consumers listen to and trust opinions of online friends before purchase of goods and services. Most of the people refer information from social networks to categorize interesting movies, restaurants, etc. Some of the leading online service providers want to make use of this opportunity. These companies have introduced crowd sourcing facilities for providing information’s to the consumers about the product, usefulness, quality and availability. Crowdsourcing websites, such as Amazon Mechanical Turks, Clickworker, and CrowdFlower, etc. facilitates customers to post information about jobs, goods and services. Crowdsourcing websites offers various services such as answering surveys, creating good image and spreading updated data about new arrivals. But in recent era, some of the crowdturfing companies want to cheat consumers through negative crowdsourcing activities. These companies used to hire annotators to spread over fake and inaccurate information intentionally to mislead people.

Crowdturfing aims to gain or destroy reputation of people, products and other entities through spreading biased opinions and framed information. Crowdturfing workers use social media accounts to pass information and cheap popularity. Therefore, it is critical to detect crowdturfing on social media effectively. “Crowdturfing is defined as the practice of paying a group of consumers to write positive reviews about a particular product and negative reviews about similar products. Some of the online shopping sites or producers employ these kinds of unscrupulous marketers to spread unethical facts about some products”.

3. Statement of the Problem

In this digital scenario, the producers and service providers rely on innovative strategies such as, Internet marketing and social media marketing to link potential consumers with their services and operations. It is possible to reach out billions of consumers through internet and social media. Now a days, all the stakeholders expect more value added services from the service provider. According to World Trade Report (WTR), 63% of the consumers purchase goods through online and 4 billion of world population is active users of Internet, social media and payment portals. Online shopping sites, such as Amazon and Snap deal, have become popular platforms for digital consumers to find and purchase best products at reasonable prices.

Media plays vital role in the dissemination of breaking news and emerging stories. For these online shopping sites, consumer behavior data and their feedback play an important role in optimization of sales. These internet services enable the users to share content, subscribe and receive information about various brands. Social media allows social interactions between users, where people can follow each other and make friends. So, checking online reviews before buying a product is now part of our consumer culture. So, It is imperative to analyze the consumer attitude and behavior towards crowdturfing. The researchers work is primarily to discover and to lay emphasis on the consumer behavior towards crowdturfing and its impact among online consumer when purchasing products and services through online.
4. Objectives of the Study
The following objectives were drawn to accomplish the goal of the proposed study:
1. To know the conceptual aspects of crowdsourcing and crowdturfing.
2. To study the demographic profile of online shopping consumers.
3. To analyze the consumer behavior in online shopping.
4. To analyze the factors considered for crowdturfing in online shopping.

5. Significance of the Study
E-shopping though it has a lot of implications it has many added advantages like saving time and effort. This kind of latest technology helps consumers to sit at home and order the products which are to be delivered at the door. In such cases, the online shoppers are misguided by crowdturfing. So it is imperative to study these phenomena in this situation. This study paves certain ways to overcome the ill-advising attitude of annotators and properly guides online shoppers.

6. Research Methodology
In this research, the researchers made an attempt to analyze the consumer awareness level on crowdturfing and its impact. The researchers have adopted the Convenience Sampling Method to identify the sample respondents of nearly 100 e-shoppers who prefer online purchase more convenient. Both primary and secondary data have been collected from various sources. For primary data analysis, tools such as CHI-SQUARE TEST, FRIEDMAN TEST have been applied. Based on the results, suggestions and recommendations have been given to overcome the crucial issue called crowdturfing.

1. Chi Square Test: The Chi-Square statistical tool is the most commonly used to evaluate Tests of Independence when using a cross tabulation (also known as a bivariate table). Cross 6 tabulation presents the distribution of two categorical variables simultaneously, with the intersections of the categories of the variables appearing in the cells of the table. The Test of Independence assesses whether an association exists between the two variables by carefully examining the pattern of responses in the cells; calculating the Chi-Square statistic and comparing it against a critical value from the Chi-Square distribution allows the researcher to assess whether the association seen between the variables in a particular sample is likely to represent an actual relationship between those variables in the population.

7. Analysis & Interpretation
The following hypothesis has been framed to analyse the consumer behavior in online shopping:
1. There is no significant mean difference among the demographic profile of the respondents with respect to “Social Influence”.
2. There is no significant mean difference among the demographic profile of the respondents with respect to “Perceived Usefulness”.
3. There is no significant mean difference among the demographic profile of the respondents with respect to “Perceived Credibility”.
4. There is no significant mean difference among the demographic profile of the respondents with respect to “Perceived ease of use”.

<table>
<thead>
<tr>
<th>Dependent Variables</th>
<th>Independent Variables</th>
<th>Unstandardized</th>
<th>Standardized</th>
<th>S.E.</th>
<th>t value</th>
<th>P value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioural Intention</td>
<td>Perceived Usefulness</td>
<td>0.001</td>
<td>0.000</td>
<td>0.082</td>
<td>-.003</td>
<td>0.997</td>
<td>Not Supported</td>
</tr>
<tr>
<td></td>
<td>Social Influence</td>
<td>0.137</td>
<td>0.160</td>
<td>0.046</td>
<td>2.971</td>
<td>0.003**</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td>Perceived Credibility</td>
<td>-.124</td>
<td>-.099</td>
<td>0.074</td>
<td>2.693</td>
<td>-1.670</td>
<td>Not Supported</td>
</tr>
<tr>
<td></td>
<td>Perceived ease of use</td>
<td>.028</td>
<td>.032</td>
<td>0.048</td>
<td>-1.781</td>
<td>0.580</td>
<td>Not Supported</td>
</tr>
</tbody>
</table>

** Significant at 1 percent level
Table 7.1 portrays the causal relationships of the hypothesized model. Table 6.12 depicts the standardized and unstandardized beta value, error value, and t-value corresponding to the above shown causal relationships. An examination of the regression paths are carried out to check the strength and the significance of the relationships between the various constructs. Findings indicated that the standardized path coefficients (β) for the path from “Social Influence” to Behavioural Intention (β=0.160) is statistically significant at the 0.01 level (H1 is supported). The paths from Perceived ease of use to Behavioural Intention (β=0.032), Perceived credibility to Behavioural Intention (β=0.099), perceived usefulness to Behavioural Intention (β=0.000) were found not to be significant.

**Table 7.2: Mean Ranking of Factors Influencing Behavioural Intention of Online Shopping Customers**

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>Factors</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Social Influence</td>
<td>4.01</td>
<td>I</td>
</tr>
<tr>
<td>2.</td>
<td>Perceived Usefulness</td>
<td>3.77</td>
<td>III</td>
</tr>
<tr>
<td>3.</td>
<td>Perceived Credibility</td>
<td>3.89</td>
<td>II</td>
</tr>
<tr>
<td>4.</td>
<td>Perceived ease of use</td>
<td>3.61</td>
<td>IV</td>
</tr>
</tbody>
</table>

It is observed from Table 7.2 that among the four influencing factors, "Social Influence" secured the first rank with the highest mean score (M= 4.01), followed by Perceived Credibility (M=3.89), Perceived Usefulness (M= 3.77) and Perceived ease of use (M=3.61).

**TABLE 7.3: FRIEDMAN TEST- FACTORS CONSIDERED FOR CROWDTEURING IN ONLINE SHOPPING**

<table>
<thead>
<tr>
<th>Features</th>
<th>Mean Rank</th>
<th>CHI Square</th>
<th>P Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>2.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>1.23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prompt Service (Delivery of goods)</td>
<td>3.76</td>
<td>138.002</td>
<td>0.000*</td>
</tr>
<tr>
<td>Mode of Payment</td>
<td>5.42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety</td>
<td>5.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td>3.91</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the results in Table 7.3, the p value of the chi square test is less than 0.01. Hence the null hypothesis is rejected at 1 per cent level of significance. It concludes that there is a significant difference in the rank ordered preferences towards various features considered by the respondents while shopping online. Results of the analysis indicate that there was a significantly more favourable ranking for price (mean rank = 1.23) followed by security (mean rank= 2.66) and prompt service (mean rank = 3.76).

**Classification of respondents based on Factors influencing the behavioural intention of online shoppers**

In this study the five factors such as Social Influence, Perceived Usefulness, Perceived Credibility, Perceived ease of use a behavioural intention is used to classify the respondent’s perception on the said factors. The K-means cluster analysis is applied on these factors by identifying the co-efficient of hierarchical clusters. Based on the mean scores, the classification is obtained. After analysing the percentage variation of the agglomeration coefficient, it was decided to opt for a two-cluster solution. The cluster method used was Ward’s method, and the interval measure was the Squared Euclidian distance. The results, which were validated using non-hierarchical k-means clustering, strongly suggested the presence of two clusters. The final cluster centre and frequency of each cluster is exhibited below.

**Table 7.4: Final Cluster Centers Based on Behavioural Intention Factors**

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Cluster 1</td>
</tr>
<tr>
<td>Behavioural Intention</td>
<td>2.44</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>3.26</td>
</tr>
<tr>
<td>Social Influence</td>
<td>3.85</td>
</tr>
<tr>
<td>Perceived Credibility</td>
<td>3.77</td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>3.81</td>
</tr>
</tbody>
</table>
Table 7.5: No. of Cases in Cluster of Respondents

<table>
<thead>
<tr>
<th>Clusters</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>79</td>
</tr>
<tr>
<td>2</td>
<td>21</td>
</tr>
</tbody>
</table>

It is found from the analysis that the sample respondents based on their perception on behavioural intention factors were classified into two groups, the first group consists of 79 respondents and the second group consists of 21 respondents. From the above Table 7.5, it is identified that the respondents in the first cluster has lower perception on all the dimensions of behavioural factors and is labelled as conservative group. The second cluster has higher perception on all the dimensions of behavioural intention related factors and is labelled as prospective group.

7. Conclusion
The researchers have examined among 100 sample respondents for validating the consumer behaviour towards crowdturfing in online shopping sites and had some interesting findings like price affected a significant group of customers for preferring online followed by the prompt delivery and quality some of the respondents too felt that buying goods through online also affects their social status. Ease of access and convenience also pulled a significant number of people towards online shopping which is an unavoidable trade platform today.

E-Commerce has been the highest game-changer for the Indian economy and it continues to evolve as the rapidly embrace newer technologies. Various facets such as wide range of inventory, ease, convenience, lucrative offers, cash-on-delivery, free shipping, seamless return polices, secure and convenient transaction system, coupled with lucrative offers have caused the spurt of online shopping in the Country.

This research paper has made an attempt to examine the important factors influencing consumer’s online shopping behavior in case of crowdturfing; specifically the influence of four pertinent online factors namely Social influence, Perceived credibility, Perceived ease of use and Perceived usefulness. Further, the present research work evaluated the demographic factors which influenced consumers’ online shopping behavior such as, age, occupation income and education.

The findings of this study focuses a clear insight to the purchasing pattern of online shoppers was influenced by crowdsourcing activity. So, the crowdsourcing companies like Amazon and Flipcart should pass accurate information about the product. They should avoid false crowdsourcing activity and should not misguide consumers. The Government should frame proper guidelines against crowdturfing and accurate data about the product must be passed to consumers with the help of consumer forum.

8. Suggestion
1. Consumer awareness campaign should be organized to inform about false representation of goods by the crowdturfers.
2. The Government should take proper initiatives by framing rules and regulations for online shopping service providers to give accurate feedback or comment about the products or services.
3. Claims against must be properly settled and compensation must be given for the onlineshoppers by the crowdturfers.
Customer Satisfaction Towards Electronic Banking Services of Selected Public Sector Banks in Madurai City

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Introduction
In India, banking can be largely classified into nationalized, private banks and specialized banking institutions. During 1949, the Banking Companies Act was passed to control the working of Indian commercial banks after independence. Mr. Gorwalla, who headed the All India Rural Credit Survey Committee suggested nationalization of a leading commercial bank for providing sufficient finance to priority sector. Accordingly, the imperial bank of India was nationalized and State Bank of India came into existence in May 1955. However, the existing commercial banks were not contributing adequate resources to the priority sector and the public funds were utilized in speculation businesses too. Hence, 14 leading Scheduled banks and 6 more banks were nationalized in 1969 and 1980 respectively. Consequently, the public sector banks have attained a place of prominence and has since then seen tremendous progress.

Benefits of E-Banking
E-Banking, also known as internet banking or online banking, means the conduct of banking electronically. It calls for elimination of paper based transactions and radical change in the banking operations. In traditional banking, the customer has to visit the branch of the bank in person to perform the banking operations. The brick and mortar structure of a bank is essential to implement the banking functions. E-Banking facilitates the customers to execute the basic transactions through computers. Banking products and services such as deposits, remittances, credit cards as well as all important banking information can be made convenient with easy access to customers on internet. Customers can utilize these services with no restricted office hours, no queues, no letters and no waiting. Several network innovations for E-banking can be visualized such as smart card, Electronic Data Interchange and so on. The banking operations have to be secured against unauthorized access by intruders.

Conventional banking is an art. But, E-Banking is something more of a science than art. E-Banking is wholly knowledge based and mostly scientific in using the electronic devices of the computer revolution. When several companies tend to become internet working organizations, banking transactions have to be accessed through E-Banking in the new century.

Statement of the Problem
The Indian banking has moved towards a long way from being a sleepy business institution to a highly proactive and forceful entity. It has certainly worked up to the competitive dynamics of the new Indian market and is addressing the relevant issues to take on the multifarious challenges of globalization. Secured IT solutions are perceived by the banking sectors to be futuristic and proactive players capable of meeting the multifarious requirements of the large customer base. This transformation has been basically accomplished by the large dose of liberalization and economic reforms that allowed banks to explore new business opportunities rather than multiplying revenues from conventional streams. Private Banks have boosted up on the restoring and reorienting their strategies using the internet as medium. But the public sector banks continue to be the dominant lenders in the economy due to their sheer size and penetrative networks which assures them high deposit mobilization. The startup services of E-banking provide many facilities to the customers. Hence, this paper examines and reveals the level of satisfaction of the customers towards E-banking services, which are provided by selected public sector banks in Madurai city.

Objectives of the Study
- To study the level of satisfaction of the customers, those who are using electronic banking services.
- To present the findings and offer suggestions based on the study.
Methodology
Sources of Data
This study is purely based on primary data (Use additional information like location & year). The data has been collected directly from the customers of banks by using questionnaire prepared exclusively for this study.

Sample Design
One hundred customers were selected as samples from the total population for this study. A convenient method of sampling technique is adapted to get the questionnaire filled.

Tools for Analysis
The collected data are classified and tabulated for further analysis. The statistical tools, namely percentage analysis and chi-square test, have been applied for analysis to interpret the valuable solutions.

Limitations of the Study
1) The present study is based on the opinion of the customers of selected four public sector banks namely State Bank of India, Indian Bank, Indian Overseas bank and Canara Bank. All other public sector banks are not included in this study.
2) The period of the study confined during June 2017 to April 2018.
3) The geographical area of the study covers Madurai city only.

Hypothesis
1) Age of the customers does not influence the overall satisfaction about electronic banking services.
2) Gender of the customers does not influence the overall satisfaction about electronic banking services.
3) The residence of the customers does not influence the overall satisfaction about electronic banking services.
4) Educational qualification of the customers does not influence the overall satisfaction about electronic banking services.
5) Income level of the customers does not influence the overall satisfaction about electronic banking services.

Analysis and Interpretation
The social economic variables such as age, gender, residence, educational qualification, and income level of the respondents are analyzed through percentages.

<table>
<thead>
<tr>
<th>Table 1: Socio–economic profile of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Socio-Economic Variables</strong></td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Residence</td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td>Educational qualification</td>
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<td></td>
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<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td>Income level (in Rs.)</td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source : Primary Data.

Special Issue
IJRAR-International Journal of Research and Analytical Reviews
Table 1 reveals that out of 100 respondents, 57% of the respondents belong to 25-35 years of age, 68% are male, 62% are residing in urban area, 38% are college level and 75% of the respondents belong to the income group of Rs.25,000 to 50,000.

The relationship between the socio-economic profile of the respondents and their level of satisfaction towards e-banking services has been analyzed through chi square test. The results obtained from the analysis are shown in Table 2.

**Table 2: Socio economic profile of the respondents and their level of satisfaction towards electronic banking services**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Level of satisfaction</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Table value</td>
<td>Calculated value</td>
</tr>
<tr>
<td>Age</td>
<td>12.592</td>
<td>15.180</td>
</tr>
<tr>
<td>Gender</td>
<td>5.991</td>
<td>1.8407</td>
</tr>
<tr>
<td>Residence</td>
<td>9.488</td>
<td>5.782</td>
</tr>
<tr>
<td>Educational qualification</td>
<td>15.507</td>
<td>19.560</td>
</tr>
<tr>
<td>Income level</td>
<td>15.507</td>
<td>10.984</td>
</tr>
</tbody>
</table>

Source: Primary Data.

From the above table, it is inferred that the variables such as age and educational qualifications of the respondents have influenced towards IT services of banks. Whereas the variables such as gender, residence and income level do not have any influence towards IT services of banks.

**Findings**

The socio economic variables such as age and educational qualification are significantly related to the satisfaction of customers towards e-banking services.

On the other hand, the variables such as gender, residence and income level does not have significant results.

**Suggestions**

As the variable, 'Age' affects the satisfaction of the customers the banks are expected to create the awareness about e-banking services among aged peoples.

The variable 'Educational qualification' also influences the satisfaction of customers the banks are expected to create the awareness about the e-banking services among illiterate peoples.

The banks should make their communications through the local language such as Tamil in order to achieve the strong relationship to the customer.

**Conclusion**

The advancement of electronic Banking functionality would enable the customers connect everything comprehensively than before. With the advent of technology, banking transactions are simplified. Usage of electronic devices and internet are increased to save our time. With this scenario, current electronic banking objectives, like building relationships, reducing cost and achieving new revenue stream will transform to enable new objectives targeting higher level goals such as building brand of the banking organization. Emerging technology and functionalities would enable to create new ways of lead generation, prospecting as well as developing deep customer relationship and the vast electronic banking would achieve superior customer experience with bi-directional communications.

**References**

6. www.ijssdr.org
Digital Financial Inclusion

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ABSTRACT: Financial inclusion means to provide financial services to the underprivileged and low income segment of the society at affordable cost. The purpose of this study is to find out the present scenario of the financial inclusion in India. In this paper technological innovation in financial inclusion has been discussed. Further various initiatives taken by the government and Reserve Bank of India to achieve financial inclusion has been discussed. In order to achieve financial inclusion Pradhan Mantri Jan Dhan Yojana has been launched achievement of PMJDY has been highlighted.

Keywords: Digital Payment, Digital India, Pradhan Mantri Jan Dhan Yojana, Unbanked

1. Introduction
Financial inclusion is the delivery of financial services at affordable costs to the underprivileged and low income segment of the society. The basic objective of the financial inclusion is to provide basic financial services like banking, credit, investment and insurance services to every individual of the country especially to the weaker section of the society. Digital financial inclusion means digital access to and use of formal financial services by excluded and underserved populations. In India most of the people who are living in villages are unbanked people and they are not touched with the financial services. They depend on the money lenders for loan and all other financial activities most of them are exploited by money lender. To stop such type of practices government along with Reserve Bank of India making several efforts and initiative to make available all the financial services to each and every one of the country especially to the low income group and unbanked people.

Indian economy is in developing stage for that the financial inclusion in the need of an hour for the growth and development of economy. Government of India has plan to make countries economy as a cash less economy they are making several efforts and they have launched several program like Digital India, Digital Payment and Financial Inclusion. The main objective of this entire program is to link people with the government and make use of all the services in digital way. Financial inclusion can easily achieve through digitalisation it can be reach each and every part of country.

2. Objective of the Study
The following are the objective of the Study:
1. To analysis the present scenario of financial inclusion in India.
2. To study the recent technological innovation in financial inclusion.
3. To study the various initiative taken for financial inclusion in India.

3. Review of Literature
Alka Singh (2017)¹ in his article titled “Role of Technology in Financial Inclusion” he suggested that in order achieve financial inclusion technology play an important and challenges with reference to technology adoption are lack connectivity, financial and technology illiteracy, lack of technology adoption, etc.

Paramjit Sujlana and Chhavi Kiran (2018)² in their article titled “A Study on Status of Financial Inclusion in India” stated that key for financial inclusion is the number of bank branches the proportion of banks branches in rural area remain the same between 2011-2013 that is 33 percent and has increased by one percent each in 2014 and 2015 that is 34 and 35 percent respectively.

Dr.N.Rajasekaran (2018)³ in his article titled “Including the Excluded: The Scenario of Financial Inclusion in India” has found the several barriers in financial inclusion are financial illiteracy, low and irregular income, inappropriate products, the attitude of employees, and lack of proper documents.
4. Research Methodology
This study is based on secondary data. Data has been collected from the various journals, reports and websites have been referred in order to make the study an effective one.

5. Current scenario of financial inclusion in India
According to the Global Findex Database (2017) in 2017 globally around 1.7 billion adults were unbanked and in 2014 it was 2 billion. China has the world's largest unbanked population, followed by India 190 million, Pakistan 100 million, and Indonesia 95 million.

On 15 August 2014 the Prime Minister of India started Pradhan Mantri Jan Dhan Yojana (PMJDY) this is major Financial Inclusion programme launched in India. In its first day itself 1.5 Crore bank accounts were opened. The Guinness Book of World Records recognised this achievement, stating: "The most bank accounts opened in one week as a part of the financial inclusion campaign is 18,096,130 and was achieved by the Government of India from August 23 to 29, 2014. Ever since the launch of PMJDY the growth rate of financial inclusion is increasing the main reason behind this is all the subsides like LPG and all government financial support will be directly credited to the beneficiaries bank accounts so in order to avail this subsides one must have bank account. This is the part of digital financial inclusion.

Table 1. Progress of PMJDY up to 28 November 2018 (All figures in Crore)

<table>
<thead>
<tr>
<th>Bank Name/Type</th>
<th>Total Number of Beneficiaries</th>
<th>Deposits in Accounts</th>
<th>Number of Rupay Debit Card Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector Banks</td>
<td>26.88</td>
<td>67407.78</td>
<td>21.70</td>
</tr>
<tr>
<td>Regional Rural Banks</td>
<td>5.47</td>
<td>14539.99</td>
<td>3.75</td>
</tr>
<tr>
<td>Private Banks</td>
<td>1.04</td>
<td>2389.60</td>
<td>0.97</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>33.39</strong></td>
<td><strong>84337.37</strong></td>
<td><strong>26.42</strong></td>
</tr>
</tbody>
</table>

Source: https://pmjdy.gov.in/account

From the above table 1 the public sector banks have high number of new account holder which is 26.88 crore followed by Regional Rural Bank 5.47 crore and in Private Banks it has only 1.04 crore. In the span of four years the total number of new bank account opened under PMJDY is 33.39 crore which is a positive sign towards achieving financial inclusion.

Public Sector Bank issued highest number of Rupay debit cards that is 21.70 crore followed by Regional Bank 3.75 crore and from Private Banks 0.97 crore cards were issued. Total number of 26.42 crore Rupay debit cards issued in the span of four years it shows the positive sign towards achieve digital India and financial inclusion. Rs. 84337.37 crore has been deposited in the Jan Dhan Account.

6. Technological Innovation in Financial Inclusion
Technology plays a key role in financial inclusion. With the advancement in technology the concept of banking have been changed banking can be done with our figure tips. Various e-payment methods have been developed. To transfers fund or to make payments various methods can be used like RTGS, NEFT, Mobile Banking, and Internet Banking are available. In order to use this services one should have a good knowledge about these payment methods. In India especially in rural area according to the All India Rural Financial Inclusion Survey of NABARD only 10.5% of male and 8.9% of female have a Financial Literacy.

In India all the major banks like SBI, ICICI, Axis Bank and other banks in which saving account can be opened through online without visiting the banks. To open the account one must have Adhar Card, PAN card and other necessary document with this it will be connivance for the people and lower the cost for bank. Mobile Banking has bright future in India.

7. Initiative taken for financial inclusion in India
To achieve the financial inclusion in India various initiatives has been taken by the government along with Reserve Bank of India some of the important are as follows:

1. **Nationalization of Bank:** In 1969 and 1980 bank were nationalized it was the first steps toward achieving the financial inclusion in India after independence. The main objective behind the nationalization of bank was to shift the focus from class banking to mass banking.

2. **Establishment of Regional Rural Banks (RRBs):** It is also known as Gramin Bank. It was also important step taken by the government for the financial inclusion in rural area. It was started in the
year 1965. The main objective of this bank was to provide basic banking and financial services to the rural areas people.

3. Establishment of National Bank for Agriculture and Rural Development (NABARD): National Bank for Agriculture and Rural Development was established in the year 1982 by the government of India. The basic objective behind the establishment of NABARD was to provide credit facilities for the development of agricultural, cottage and village industry, small-scale industry and for other economic activities in rural area.

4. Self Help Groups Linkage Programme: It is the most important step taken by the government for the financial inclusion especially to the females of rural areas. It was launched in the year 1990. The objective behind this programme was to link all the SHGs with the bank.

5. Swabhimaan: In February 2011, the Government of India and the Indian Banks’ Association (IBA) jointly launched Swabhimaan programme. The main motive behind this campaign was to bring banking services to the rural area.

6. Pradhan Mantri Jan Dhan Yojana (PMJDY): PMJDY was started on 15th August 2014. It is the most important step taken by the government of India to achieve financial inclusion in India. Ever since this programme has started the growth rate of financial inclusion have been significant. The basic objective of this programme is to provide basic savings bank account, access to need based credit, remittance facility, insurance and pension to the unbanked people.

8. Findings

- Financial literacy in rural areas is very low. Only 10.5% of male and 8.9% of female have a financial knowledge.
- Despite the several efforts of the government and RBI India is the second largest unbanked country in the world 190 million adults are unbanked and India is behind the China.
- The Public Sector Bank emerge as major contributors towards financial inclusion 26.88 crore new account were opened followed by Regional Rural Bank 5.47 crore and 1.04 crore by Private Banks.
- In terms of Rupay Debit card issue Public Sector Bank dominates 21.70 crore cards were issued followed by Regional Rural Bank 3.75 crore and 0.97 crore by Private Banks.
- PMJDY have grown tremendously ever since this programme has been lunched. Up to 28th November 2018 33.39 crore bank account has been opened, Rs. 84337.37 crore has been deposited and 26.42 crore Debit card has been issued.

9. Suggestion

- Government should increase number of banks branches in rural areas.
- Government and Banks should make awareness programme about financial literacy, technological advancement in banking sector and different e-payment methods especially in the rural areas people.
- To tackle with unbanked people local authorities like Panchayat and NGOs should take active part and along with government to link them with banking sector.
- Private Bank should not look for profit and they should open the Bank branches in the rural area also since most of their branches are in cities.
- At the time of lunching the PMJDY the way government make publicity about that programme it should be continue in order make awareness about this programme.

10. Conclusion

Financial inclusion plays a major role in the overall development of country especially to the developing country like India. Indian government is making several efforts for the financial inclusion. Several schemas have been lunched to achieve the financial inclusion like PMJDY, Swabhimaan and SHGs linkage programme. Despite this all efforts India is ranked second largest unbanked country in the world. Over the course of time the growth rate of financial inclusion have been increased which is a positive sign.

11. Reference

6. All India Rural financial Inclusion Survey NABARD, 2016-17
Analysis the Gratification Level of GIC Motor Insurance Policy Holders

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ABSTRACT: Customer is an asset of an every organization. In successful business enterprises have to satisfy the needs and wants of the customer. The importance of customer satisfaction has a positive effect on organization profitability. There is an important connection between customer satisfaction, loyalty and retention. Therefore they are all very important for an organization to be successful. And now a days retention of customer is the toughest task because number of competitor are paly in the Indian market insurance industry is not exception from it. General Insurance Corporation is government of India owned enterprises it faced most critical competition from private insurer side. It’s the time to retain the customers of GIC otherwise, fail to loss their policy holders and its earning. Hence the research articles undertaken on “Analysis the gratification level of GIC motor insurance policy holders”.

Keywords: General Insurance Corporation, motor insurance, vehicles types, policies types and Kruskal Wallis test.

Introduction
The entire general insurance business in India was nationalized by General Insurance Business (Nationalization) Act, 1972 (GIBNA). The government of India, through Nationalization took over the shares of 55 Indian insurance companies and the undertakings of 52 insurances carrying on general insurance business. General Insurance Corporation of India (GIC) was formed in pursuance of Section 9(1) of (GIBNA) General Insurance Business (Nationalization) Act, 1972. If was incorporated on 22rd November 1972 under the Companies Act, 1956 as a private company limited by shares. General Insurance Corporation was formed for the purpose of superintending controlling and carrying on the business of general insurance.

Objectives
➢ To evaluate the Theoretical Frame work of motor insurance policy.
➢ To analyze the gratification level of GIC motor insurance policy holders.

Hypotheses
H0=There is no significant difference in the gratification score among the group of indemnity holders based on gender, age, marital status, family size, educational qualification, occupation and monthly income.

Methodology
In this research article, based on both primary and secondary sources. Primary data collected from 593 General Insurance Corporation, motor insurance policy holder in Tamil Nadu. Secondary data were collected from various sources such as articles and Un-Published thesis. Kruskal Wallis hypothetical tools were used for this analysis.

Review of Literature
Devasenathipathi (2007) compared and rated all the life Insurance companies, measured the customer perception, purchase behavior, consumers awareness regarding life insurance industry and also studied the privatization, policy awareness and the life coverage awareness among the consumers. The data had been collected through a questionnaire filled from 500 customers residing in channel. The study was better service, quicker settlement, greater awareness and more choice. The purchasing behavior of the consumer depended on quality, accessibility and promptness of service, which might lead a company acquire the top rank with a huge market share.
Chawla & Singh (2008) in their paper, investigated the service quality factor affecting customer satisfaction levels of the policy holders. The data were collected from 210 policy holders belonging to northern India through a questionnaire. Factor analysis and reliability test were carried out to test the data. The results revealed that the accessibility factor had a higher mean satisfaction as compared to mean satisfaction of
reliability and assurance factor. The comparison of overall mean satisfaction based on various factors expected showed that respondents who had purchased insurance policies before privatization had a higher mean score as compared to respondents who took insurance policies after privatization.

**General Insurance Corporation**

As soon as GIC was formed, Government of India (GOI) transferred all the shares held of the general insurance companies to General Insurance Corporation. Simultaneously, the nationalized undertakings were transferred to Indian insurance companies. After a process of mergers among Indian insurance companies, four insurance companies were left as fully owned subsidiary comprised General Insurance Corporation (GIC).

- The New India Assurance Company Limited
- National Insurance Company Limited
- The Oriental Insurance Company Limited
- United India Insurance Company Limited

The next landmark happened on 19th April 2000 when the Insurance Regulatory and Development Authority Act, 1999 (IRDA) come into. The act also introduced amendment to GIRNA and Insurance Act, 1938. An amendment to GIRNA removed the exclusive privilege of GIC and its subsidiaries carrying on general insurance in India. In November 2000, GIC was refortified as the Indian Reinsures and through administrative instruction; its supervisory role over the four subsidiaries was ended.

With the General Insurance Business (Nationalization) Amendment Act, 2002 (40of 2002) came into force from 21th march 2003. GIC ceased to be a holding company of its subsidiaries. The ownership of the four erstwhile subsidiary companies and also of the General Insurance Corporation of India was vested with Government of India.

**GIC Corporate Management**

![GIC Corporate Management Chart](image)

**Motor Insurance**

Motor insurance got recently a great momentum. In the older times, persons, who were injured or killed through the negligence of the motorists, could not get financial redress either to them or to their legal heirs because no scheme of insurance was present at that time. To mitigate the financial hardship caused to the persons, the Motor Vehicles Act, 1939, as amended from time to time, has made it compulsory for the motorists to insure against the risk of liability to third parties.

**Types of motor vehicles**

- Two wheeler
- Private car
- Commercial car
- Trailer &
- Miscellaneous
  (Tractor, ambulance, fire fighting vehicles, bull dozer etc.,)

**Types of motors insurance policies**

- Third party liability / Act policy &
Analysis the Gratification Level of Motor Insurance Policy Holders

Table 1 shows that the factors influencing the GIC motor insurance policy holders gratification level with the help of Kruskal Wallis test.

## Table 1
Factors influencing the GIC motor insurance policy holders gratification level
(Results of Kruskal Wallis test)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Overall Factors (Service, Human relation, Economic and Comfort)</th>
<th>Critical value</th>
<th>Level of significance</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gender</td>
<td>5.799</td>
<td>0.016</td>
<td>Significant</td>
</tr>
<tr>
<td>2</td>
<td>Age</td>
<td>14.943</td>
<td>0.002</td>
<td>Significant</td>
</tr>
<tr>
<td>3</td>
<td>Marital Status</td>
<td>38.073</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>4</td>
<td>Family Size</td>
<td>188.209</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>5</td>
<td>Educational Qualification</td>
<td>109.358</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>6</td>
<td>Occupation</td>
<td>245.585</td>
<td>0.000</td>
<td>Significant</td>
</tr>
<tr>
<td>7</td>
<td>Monthly Income</td>
<td>1.015</td>
<td>0.798</td>
<td>Not significant</td>
</tr>
</tbody>
</table>

Sources: Computed from Primary Data (Note: Significance level α = 0.05.)

Table. 1 thus it is concluded with over all factors vs gender and monthly income are more than the p value of 0.05. So, the null hypothesis that there is no significant difference in the gratification score among the group of motor insurance policy holders based on monthly is accepted. Hence, the monthly income is not influencing the GIC motor insurance policy holders gratification level. Over all factors vs gender, age, marital status, family size, educational qualification and occupation are less than the p value of 0.05. So, the null hypothesis that there is no significant difference in the gratification score among the group of motor insurance policy holders based on gender, age, marital status, family size, educational qualification and occupation is accepted. Hence, the gender, age, marital status, family size, educational qualification and occupation is influencing the GIC motor insurance policy holders gratification level.

### Conclusion
In the present research study to trace out the gratification level of GIC motor insurance policy holders. The following variables are influencing the GIC motor insurance policy holders gratification level gender, age, marital status, family size, educational qualification and occupation. Above are the important variables to retention of motor insurance policy holders and majority of the policy holders suggest, to reduce own damage premium rate, offer high rate no claim bonus, reduce claim procedures and to settle claim amount quickly. This are all ways of satisfied the policy holders of general Insurance Corporation.

### Reference
Adoption of Paytm App for Cashless Transaction in Coimbatore City

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ABSTRACT: Smart phones acting as a third hand in the digital world. Due to advanced technology and introduction of various user friendly apps, majority are depends on smart phone for their day-to-day transactions. Smart phones play an important role in the cashless transaction. In this Paytm App provides wide features to access various payment gateways. The study mainly focuses on use of Paytm by respondents in Coimbatore city.

Keywords: Paytm, Cashless, Smart phone, E-payment, Digital Transaction

1. Introduction
Information technology has brought various changes in cashless transaction. Introduction of smart phones and app based transaction are main reason for digital transactions. Now a day's people are not ready to stand in queues to make payment for various utilities. They want to do everything in one click. Paytm is India's largest leading payment gateway that offers comprehensive payment services for customer and merchants.

Paytm – An Overview
Paytm is one of the digital wallet companies in India. It offers various cashless services such as recharge of mobile phones, payment of various utilities, bookings tickets for movies and events, payment to caps and autos and payment in hotel, restaurant, parking, toll gates through QR code. They offer mobile payment solutions to over 7 million merchants and allow consumers to make seamless mobile payments from Cards, Bank Accounts and Digital Credit among others. They pioneered and are the leader of QR based mobile payments in India. With the launch of Paytm Payments Bank, they aim to bring banking and financial services to half-a-billion un-served and under-served Indians. Today over 7 million merchants across India use this QR code to accept payments directly into their bank account at 3% fee (Bhakta, Pratik, 2018).

Review of Literature
Dr.T.Venkatesan(2018) has studied the “Usage of Paytm –A study in Madurai City”. In the study was conducted in Madurai city to analysed the usage of Paytm. The study is descriptive in nature and 60 respondents were used for analyses. The study finally concluded that the paytm app is satisfied the payment needs of the respondents but it need to do some facilities to overcome various issues.

Prof Trilok Nath Shukla (2016) conducted a study on "Mobile Wallet: Present and the Future". The study covers about use of mobile wallet, working, types and its advantages and disadvantages. The study states that mobile wallets will be used to engage with the customer by the marketers and digital businesses. Irrespective of the market status of these mobile wallets, marketers should take advantage of the emerging opportunities.

FE Bureau (2017) states that According to the RBI: Demonetization has increased the growth of Paytm & Mobikwik which is known as the Digital payment companies.

Research Objectives
The objective of the study is to understand the adoption of Paytm app for cashless transaction by the respondents in Coimbatore city.

Research Methodology
The population of the study is the Paytm users. It is difficult to define the entire population. Hence 70 Paytm users in Coimbatore city were purposively selected for the study. The required data was collected by adopting interview schedule method from 75 respondents. Due to incomplete information the final sample size constitute 70 respondents and collected data were processed through SPSS.
Results and Discussion
The collected data were analysed and presented as Demographic Profile, purpose of using Paytm, frequency of using Paytm and their satisfaction towards various factors related to Paytm.

Demographic Profile of the Respondent’s
Demographic Profile of the Respondent’s plays an important role to understand and behaviour towards any technology and usage of products and services. Table 1 presents the demographical profile such as gender, age, educational qualification and occupation of the respondents interviewed in the study area.

Looking at the profile of the respondents, maximum number of respondent’s (61 percent) using Paytm are from the category of male. It shows the positive attitude of men towards the use of new technology for cash transaction, also reveals the safe play of women towards the app based transaction for making payments. Majority of the respondents are between 31-50 years of age, because this age group of people attracted towards the use of smart phones. 87 percent of the respondents are at graduates level of education, it reveals that majority of the respondents who are well educated are using Paytm for making various payments.

Table 1: Demographic Profile of the Respondent’s

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>43</td>
<td>61.4%</td>
</tr>
<tr>
<td>Female</td>
<td>27</td>
<td>38.6%</td>
</tr>
<tr>
<td>Age (in years)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-30</td>
<td>10</td>
<td>14.3%</td>
</tr>
<tr>
<td>31-40</td>
<td>21</td>
<td>30.0%</td>
</tr>
<tr>
<td>41-50</td>
<td>23</td>
<td>32.9%</td>
</tr>
<tr>
<td>above 50</td>
<td>16</td>
<td>22.9%</td>
</tr>
<tr>
<td>Educational qualification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>school level</td>
<td>9</td>
<td>12.9%</td>
</tr>
<tr>
<td>graduate</td>
<td>61</td>
<td>87.1%</td>
</tr>
<tr>
<td>Occupational status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>employed</td>
<td>54</td>
<td>77.1%</td>
</tr>
<tr>
<td>Non Employed</td>
<td>16</td>
<td>22.9%</td>
</tr>
</tbody>
</table>

Source: Primary Data

It is also understood from Table 1, majority of the respondent are found to be employed in the study area. It is understand from the profile of the respondents that, younger people are technology friendly, hence major portion of the respondents who uses Paytm are below the age of 50 years, have educational qualification at graduate level and major respondents were under employed category.

Purpose of using Paytm
Paytm is a user friendly app, it offers a number of services to the people for cashless transactions and a person can able to book a movie / bus tickets, pay for a toll, utilities and use it a shopping malls and even in a small road side stores.

Table 2: Purpose of using Paytm by the respondents

<table>
<thead>
<tr>
<th>Purpose of using Paytm</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recharge of mobile/DTH</td>
<td>8</td>
<td>11.4%</td>
</tr>
<tr>
<td>Movie ticket booking</td>
<td>9</td>
<td>12.9%</td>
</tr>
<tr>
<td>Payment to taxi services</td>
<td>17</td>
<td>24.3%</td>
</tr>
<tr>
<td>Payment of utilities</td>
<td>17</td>
<td>24.3%</td>
</tr>
<tr>
<td>Shopping</td>
<td>19</td>
<td>27.1%</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 2 reveals the maximum utilised services through Paytm by the respondents. Almost all the respondents utilised all above mentioned services. 27 percent were utilised for the purpose of shopping and nearly 48 percent of the respondents utilised to make payment for utilities and taxi services.
Frequency of using Paytm

Frequency reveals the effective utilisation and continuity of using app by the respondents. Rate of reoccurrence of the event discloses the effective utilisation.

Table 3: Frequency of using Paytm by the respondents

<table>
<thead>
<tr>
<th>Frequency</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>10</td>
<td>14.3</td>
</tr>
<tr>
<td>Weekly</td>
<td>9</td>
<td>12.9</td>
</tr>
<tr>
<td>Monthly</td>
<td>12</td>
<td>17.1</td>
</tr>
<tr>
<td>Whenever required</td>
<td>39</td>
<td>55.7</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

In the study area the respondents have not adopted the regularity in using the Paytm app. Nearly 55.7 percent of the respondents have utilised the app whenever the situation arouses. The Paytm app serves for several purpose, hence the respondents are not followed any frequency in using the app and if have room for payment through Paytm they are using the app to make payments.

Level of satisfaction on various factors related to Paytm

Based on the utility and features of Paytm app, several factors were identified and responses were received though five point scale. For using any new services, the app provides several advantages to the users and also it gives unaccountable benefits and convenience to the respondents. Hence the responses were collected and processed and according the mean score value the factors have been ranked.

Table 4: Level of satisfaction on various factors related to Paytm
Table 4 portraits the influence of several factors for using Paytm, the factor ‘easy to pay’ has been ranked first with the mean score value of 4.41, because by scanning the QR code a person can easily make payment to any type of utility. Hence it has attracted and main factors that influences to use this cashless app for making payments. The second rank has been given to the factor ‘no need to carry cash’, carrying cash to crowded area is unsafe and because of this factor the respondents were attracted towards Paytm for cashless transactions. Paytm offers secured gateway to make a payments, hence the factor ‘secured’ has been given third rank with the mean score value of 4.33. Offers and discounts, privacy, limit KYC and anywhere any time were considered as least factor for using Paytm.

Problems faced by the respondents

Even though the app provides several advantages for cashless transactions, the respondents listed some problems with regards to the app, based the responses the problems were tabulated.

Table 5: Problems faced by the respondents

<table>
<thead>
<tr>
<th>Problems</th>
<th>No. of Respondents</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading QRcode</td>
<td>33</td>
<td>47.1</td>
</tr>
<tr>
<td>Slow in order confirmation</td>
<td>25</td>
<td>35.7</td>
</tr>
<tr>
<td>Deny payment through Paytm</td>
<td>12</td>
<td>17.1</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data

Majority of the respondents stated that, reading of QR code failed for several transactions, so the app developers should take necessary steps to improvise the technology to read the code. Most of the respondents were felt badly for the slow receipt of order confirmation message. Only few respondents were denied by the vendor for making payment through paytm.
Conclusion
The study concludes that, majority of the people prefers to have secured cashless transaction apps to make payments. It is clear from the analyses that Paytm App satisfied the respondents through its feature by its uniqueness and simplicity. Majority of the respondents in the study area are ready to adopt Paytm app for their financial transactions. The Paytm app developers should concentrate on the updation of app and should settle some of the problems stated by the respondents. There are several apps in the competition line like Gpay, PayPal, square cash, etc., so to withstand in the competitive line they should frequently update according to upcoming technological needs.

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4. FE Bureau. "Transfer funds from Paytm wallet to Mobikwik or PayZapp or even bank account soon; here is what is on agenda". 2017. Accessed from https://www.financialexpress.com/economy/transfer-funds-from-Paytm-wallet-to-mobikwik-or-payzapp-or-even-bank-account-soon-here-is-what-is-on-agenda/891046/
Emerging Trends of E-Commerce in India

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ABSTRACT: E-Commerce stands for electronic commerce and caters to commerce in merchandise and services through the electronic medium like net, mobile or the other electronic network. It involves the utilization of data and Information Communication Technology (ICT) and Electronic Funds Transfer (EFT) in creating commerce between shoppers and organizations, organization and organization or shopper and shopper. With the growing use of net worldwide, Electronic information Interchange (EDI) has additionally inflated in humungous amounts thus has flourished e-commerce with the prolific virtual net bazaar within the digital world that is rightly termed as e-malls. E Commerce is 'Using Electronic Platform for Business Transactions'. It is also called a 'Virtual Market Place'. Every individual is searching for one thing that he would love to get or purchase on-line rather than having to travel through a physical group action. Imagine what this means to the business organizations. If they're able to determine and access those individual users WHO have a selected would like or need, they need a prepared client in waiting.

Keywords: Electronic, Business, Transactions, World

1. Introduction
Electronic commerce (EC) describes the way during which transactions manifest itself over networks, principally the web. It is the method of electronically shopping for and commerce product, services and knowledge. Certain Common Market applications, like shopping for and commerce stocks and airline tickets on the web, square measure growing terribly apace, surpassing non-Internet trades. EC isn’t close to shopping for and commerce, it is also concerning electronically human activity, collaborating, and discovering info (sometimes mentioned as e-business). It is concerning e-learning, e-government, social networks, and far a lot of. EC can have a control on a major portion of the globe, poignant businesses, professions, and, of course, people.

History of E-commerce
Development of international organization applications started within the early Seventies with electronic funds transfer (EFT) that refers to the computer-based systems wont to perform money transactions electronically. However, the employment of those applications was restricted to money institutes, massive companies, and a few daring businesses.
Electronic information interchange (EDI) was then developed within the late Seventies to boost the limitation of newt. EDI enlarged the pool of taking Part Company from makers, retailers, services, and others. Such systems were called Inter organizational System
An Inter organizational System allows the flow of information to be automated between organizations to reach a desired supply-chain management system, which enables the development of competitive organizations.
From the Nineties forwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing.
The term 'electronic commerce' was coined within the early Nineties once net became commercial and users began flocking to participate within the World Wide net. EC applications were then rapidly expanded. Possibly international organization is introduced from the phone Exchange workplace.
The earliest example of many-to-many international organization in physical merchandise was the capital of Massachusetts pc Exchange, a marketplace for used computers launched in 1982. The first on-line data marketplace, including online consulting, was likely the American Information Exchange, another pre-Internet online system introduced in 1991.
Dell opposition emerged because the 1st company ever to record sales in several greenbacks in 1997. It was additionally the primary company to sell sizable amount of assembled computers on-line. It is popularly
glorious for its winning business model and within the year 2007, it had been listed because the thirty fourth largest company within the Fortune500 list.

This datum offers data on retail e-commerce sales worldwide from 2014 to 2021. In 2016, retail e-commerce sales worldwide amounted to one.86 trillion USA greenbacks and e-retail revenues are projected to grow to four.48 trillion USA greenbacks in 2021. Online looking is one amongst the foremost well liked on-line activities worldwide however the usage varies by region - in 2016, an estimated 19 percent of all retail sales in China occurred via web however in Japan the share was solely six.7 percent. Desktop PCs are still the most popular device for placing online shopping orders but mobile devices, especially smart phones, are catching up.

E-commerce in India
India’s e-commerce market will grow at a 30% compound annual growth rate for gross merchandise value to be worth $200 billion by 2026, according to investment bank Morgan Stanley. In a report titled India’s Digital Leap–The Multi Trillion greenback chance, Morgan Stanley said this growth in e-commerce will help grow market penetration to 12% in the next nine years, versus 2% today. An increasing variety of web users, all new to e-commerce, will help lead this growth, the report said. “Our analysis of some international e-commerce firms highlights that simple fraction of the expansion in their e-commerce sales happened thanks to new users coming back on-line and looking, while the balance was driven by existing internet buyers shopping for additional oftentimes and/or driving up order values,” the report said. India had sixty million internet buyers in 2016, which is 14% of the internet user base of the country. This will rise to over five hundredth by 2026, the report aforesaid.

E-commerce service
According to web consultants, there are a minimum of four totally different classes of e-commerce that we have a tendency to all ought to perceive before beginning this kind of service.

Business to Business
This type supports businesses commerce with each other – for instance, maker’s mercantilism to their distributors or wholesaler’s mercantilism to retailers. This type of service is crucial to the survival of any business; they rely not solely on your company providing them with the merchandise they have however they trust on this service to keep their businesses up and running. They will demand quick delivery times and ease once shopping for on-line.

Business to Customer
Business to client is that the image that everybody envisions once they think about e-commerce. This is mercantilism to the final public through electronic looking carts, without any human interaction. There are some very popular businesses to customer sites that many people use on a regular basis. It was on this platform that e-commerce got its begin.

Consumer to Business
With client to business, the individual can upload a personal project online and companies interested could bid on the job. This is an excellent platform for several freelance staff World Health Organization doesn’t seem to be related to any specific business. Artists, writers, musicians, and alternative varieties of inventive arts have thrived on this kind of service creating it very talked-about in today’s business world.

Consumer to Consumer
With this sort of e-commerce, customers use on-line classifieds for numerous forums to shop for and sell their personal product. The quaint approach of the used automobile sale or a sales event has gone electronic with this explicit technique of electronic mercantilism. Whether you’ve got one item to sell or a garage jam-packed with them, you’ll use e-commerce to tell, build the dealing and even prepare the delivery while not ever seeing your customers face-to-face.

Advantages of E-Commerce
- Faster Buying/Selling Procedure, still As straightforward to search out product
- Buying/Selling 24/7.
- More Reach to Customers, there’s No Theoretical Geographic Limitations.
- Low Operational Costs and Better Quality of Services.
Disadvantages of E-Commerce

- Any one, sensible or unhealthy, will simply begin a business. And there square measure several unhealthy sites that eat up customers’ cash.
- There is no guarantee of product quality.
- Mechanical failures will cause unpredictable effects on the whole processes.
- As there’s minimum likelihood of direct client to company interactions, client loyalty is usually on a check.

Top ten E Commerce corporations in Asian country – Most worthy & Most Visited

1. Flipkart
Flipkart Valued at US$ eleven Billion as of March 2016. It is most visited on-line searching web site in Asian country. Flipkart conjointly gets the credit to revolutionize the Indian on-line Marketplace. In terms of Trust believability and Market Share also Flipkart super the chart.

2. Amazon India
Global E-Commerce big Amazon launched its Indian version in 2013 and since then it’s absorbing Flipkart on each step. Right now they’re neck to neck particularly when Amazon’s CEO and Founder Jeff Bezos vowed to take a position US$ five Billion to strengthen their market in Asian country. Amazon cluster is presently valued at US$ one hundred seventy five Billion creating it thirteenth Most worthy whole in world.

3. Snapdeal
Ratan Tata and Alibaba-backed E Commerce web site Snapdeal is third biggest on-line searching web site in Asian country. It was valued at half-dozen.5 Billion USD in March 2016, making it one of the most valued Start Ups in India.

4. PayTM
PayTM has grown up considerably in previous couple of years and by next year they’ll begin Mobile Banking service, which they need got the license from run batted in. Valued at US$ three Billion they’re among quickest growing on-line venture in Asian country.

5. Myntra
Myntra is AN ecommerce company for Fashion and mode product that was no inheritable by Flipkart in 2014 for three hundred Million USD. It still runs as a separate entity however sooner or later it’ll be incorporate with Flipkart.

6. Ebay
Ebay is one in all the most important on-line marketplace in world and their Asian country version is one in the entire most important on-line Portal for looking. As of currently EBay has been valued at sixty eight Billion USD.

7. Shopclues
Valued at one.1 Billion USD Shopclues has raised lots of stairs that too very soon. Right now they’re one in the entire most important marketplace in Asian country with over 15000 registered bourgeois on their website.

8. MakeMyTrip
Only second Indian on-line Business that listed on the big apple securities market. Biggest Travel booking web site in Asian country with market cap of 700 Million USD.
9. Quikr
One of the most recent entrant in Indian E Commerce sector. It is among most visited and largest on-line classified in Asian country. Recently they need enabled a feature wherever client should buy used product listed on Quikr directly from website and can receive sill delivery. This could be the primary step towards getting into on-line marketplace of Asian country.

10. Golbibo
Golbibo.com ranks as tenth biggest Indian E Commerce Company. It is a web travel organization based in Jan 2007 by Ashish Kashyap.

Conclusion
In general, today’s businesses should always try to form consequent smartest thing shoppers that buyers that customers can wish as a result of consumers still need their product, services etc. to continuously be better, faster, and cheaper. In this world of recent technology, businesses ought to accommodate to the new kinds of shopper wants and trends as a result of it’ll sway be very important to their business’ success and survival. E-commerce is incessantly progressing and is changing into additional and additional necessary to businesses as technology continues to advance and is a few things that ought to be taken advantage of and enforced. From the beginning of the web and e-commerce, the probabilities became endless for each businesses and shoppers. Creating additional opportunities for profit and advancements for businesses, whereas making additional choices for shoppers but, a bit like anything, e-commerce has its disadvantages as well as shopper uncertainties, however nothing that cannot be resolved or avoided by smart decision-making and business practices.

References
A Study on Retail Marketing of Pharmaceutical Products – Special Reference to Theni District

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Madurai Kamaraj University Constituent College,
Kottur, Theni District, Tamilnadu, India.

Introduction
Among all the major industries in India, textiles and pharmaceuticals are surely the leaders. The Indian government has listed the pharmaceutical industry as an intellectual industry and investment in research and development has been enhanced. The pharmaceutical products account of 8 percent of the global pharmaceutical sales and India is the fifth largest producer of bulk medicines in the world. The Indian pharmaceutical industry today is in the front rank of India’s science based industries with wide ranging capabilities in the complex field of drug manufacturers and technology. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. In this paper, an attempt has been made to highlight the various problems encountered by the retailers in the study area. The researcher has taken into account the major problems faced by the retail pharmaceutical sector, chief the problems relating to location, purchase of drugs, differential price fixing, severe price falling and so on. In order to ascertain the current position, the researcher has drawn 40 sample chemists by using a proportionate random sampling method, according the study area is divided such as urban, semi-urban and rural.

Statement of the Problem
For a pharmaceutical retailer, it is very difficult to retain the potential buyers. Because, the buyers are scattered according to their convenience of purchasing. In order to keep possession of their sales volume, the retailer has to face a stiff competition in the pharmaceutical sector. The emerging retail segment has thrown all marketing techniques haywire. A re-look is required as retail segment is not only emerging as an influencer but also as a potential market. Hence, there is an imperative need to undertake a study of this nature to find out the real causes far the problems in wholesale and retail marketing of pharmaceutical products and to offer suitable solutions to overcome the problems identified.

Scope of the Study
The present study covers Theni District. For the purpose of study, the areas are divided in to Rural, semi urban and urban areas. The researcher has interested to study marketing practice of pharmaceutical products. Regarding marketing of pharmaceutical products, the marketing mix namely 4P’s like Product, Price, Place and Promotion have been covered. Medical Science liaisons play a significant role in Pharm’s sales and marketing practice. It’s main objective is to create a professional standard and ethical code of conduct. Its aim is to increase the market share by influencing prescriber behavior, increasing script yield and ensuring formulary acceptance.

Objectives of the Study
To evaluate the problems relating to the retail marketing of pharmaceutical products.

Methodology
The study requires a selection of suitable place. Hence, Theni area has been selected since the researcher belongs to this area and has interested to study the retail marketing of pharmaceutical products. Moreover, there is a heavy concentration of retail units in Theni District.

Sources of Data
The primary data were collected from the wholesale and retail pharmaceuticals in Theni District through interview schedules. The secondary data were collected from encyclopedia, retail pharmaceutical merchants association reports, magazines, journals, and standard books.
Sampling Design
In the study area, there are only three wholesalers. It is proposed to collect data from all the three wholesalers through interview schedule. Hence, Census method is adopted for collecting data from the wholesalers.

There are 120 retail pharmaceuticals operating in the study area. The whole District is divided into three categories namely, Urban, Semi-urban and Rural area. Accordingly 33% retail shops were selected by adopting proportionate random sampling technique.

The following table represents the retail pharmaceutical outlets.

Size of the sample

<table>
<thead>
<tr>
<th>S. No</th>
<th>Area</th>
<th>No. of retail shops</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Urban</td>
<td>92</td>
<td>30</td>
</tr>
<tr>
<td>2.</td>
<td>Semi-urban</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>3.</td>
<td>Rural</td>
<td>15</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>120</td>
<td>40</td>
</tr>
</tbody>
</table>

Source: Primary Data.

A study of this nature could not be completed unless the attitude of the consumers are ascertained. Since the customers are infinite, the researcher has proposed to adopt convenient sampling method. Hence, 120 customers were selected for the purpose of fulfilment of the study.

Pattern of ownership
Before studying the problems of the retail pharmaceutical sector, it is worthwhile to ascertain the background of the samples. Hence their ownership pattern is analyzed and exhibited in Table-1

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Nature of ownership</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sole trader</td>
<td>26</td>
<td>65.00</td>
</tr>
<tr>
<td>2</td>
<td>Partnership</td>
<td>14</td>
<td>35.00</td>
</tr>
<tr>
<td>3</td>
<td>Joint family</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data.

The above table depicts that 65% of the respondents are sole traders and it reveals the confidence of the retailer in investing in pharmaceutical industry. The remaining is found to be partnership business. It is surprising to note that no joint family concern exists in the study area. It is inferred that majority (65%) of the respondents are sole trader and it shows the confidence of the retailer in investing in pharmaceutical industry.

Educational Qualification
The researcher has also elicited information regarding the acquisition of knowledge by the retailers and it is exhibited in Table-2. The purpose of classifying educational qualification is to know whether the retailers having a sufficient knowledge about the marketing of pharmaceutical products.

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Educational Qualification</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>High School level</td>
<td>3</td>
<td>7.5</td>
</tr>
<tr>
<td>2</td>
<td>Higher Secondary level</td>
<td>3</td>
<td>7.5</td>
</tr>
<tr>
<td>3</td>
<td>UG level</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>PG level</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Diploma in Pharmacy with any one of the above qualification</td>
<td>26</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>
The researcher has analyzed the level of education of the retailers. It is focused that 7.5% of the respondents have studied up to High school level; another 7.5% - higher secondary level; 10% - Graduates; 10% - Post graduates and the remaining 65% of the respondents have studied Diploma course in pharmacy. About 65% of the respondents have got – Diploma in pharmacy. The retailers in the study area are found to have a good educational background.

Prior knowledge on pharmaceutical products
The researcher has brought out the information regarding the acquisition of knowledge by the retailers. The purpose of this classification is made to know the practical knowledge about the marketing of pharmaceutical products.

Table 3: Prior knowledge on pharmaceutical products

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Ways</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Traditional business</td>
<td>15</td>
<td>37.50</td>
</tr>
<tr>
<td>2</td>
<td>Training in other retail shops</td>
<td>20</td>
<td>50.00</td>
</tr>
<tr>
<td>3</td>
<td>Any other</td>
<td>5</td>
<td>12.50</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data.
The above Table-3 clearly brings forth the fact that 50% of the respondents are found to have knowledge by working in other retail shops. About 37.5% of them have as a traditional business.

Location of the shop
The study has brought out the information to identify the location of the retail shop because it plays a significant role in establishing a pharma shop. It provides a favourable condition to easy marketability of the products.

Table 4: Location of the shop

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Location of the shop</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Busy centres</td>
<td>18</td>
<td>45.00</td>
</tr>
<tr>
<td>2</td>
<td>Adjacent to hospitals</td>
<td>12</td>
<td>30.00</td>
</tr>
<tr>
<td>3</td>
<td>Attached to the hospitals</td>
<td>5</td>
<td>12.50</td>
</tr>
<tr>
<td>4</td>
<td>Rural / remote area</td>
<td>5</td>
<td>12.50</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>40</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data.
It is understood from the Table-4 that 45% of the shops have located in the busy centers; followed by 30% nearby the hospitals, 12.5% have attached to the hospital and the remaining 12.5% have located their retail shops at the remote / rural areas.

Hypothesis
The hypothesis formulated is that, there is a significant relationship between the location of shop and sales.

Observed frequency

<table>
<thead>
<tr>
<th>Opinion of the retailers</th>
<th>Busy centres</th>
<th>Nearer to the hospitals</th>
<th>Attached to the hospital</th>
<th>Rural / semi urban areas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales affected</td>
<td>7</td>
<td>8</td>
<td>0</td>
<td>3</td>
<td>18</td>
</tr>
<tr>
<td>Sales not affected</td>
<td>11</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>12</td>
<td>5</td>
<td>5</td>
<td>40</td>
</tr>
</tbody>
</table>

Expected frequency

\[
E_{11} = \frac{R_1 C_1}{N} = \frac{18 \times 18}{40} = 8.1
\]
\[ E_{12} = \frac{R_1 C_2}{N} = \frac{12 \times 12}{40} = 5.4 \]

\[ E_{13} = \frac{R_1 C_3}{N} = \frac{18 \times 5}{40} = 2.25 \]

\[ E_{14} = \frac{R_1 C_4}{N} = \frac{18 \times 5}{40} = 2.25 \]

\[ E_{21} = \frac{R_2 C_1}{N} = \frac{22 \times 12}{40} = 9.9 \]

\[ E_{22} = \frac{R_2 C_2}{N} = \frac{22 \times 12}{40} = 6.6 \]

\[ E_{23} = \frac{R_2 C_3}{N} = \frac{22 \times 5}{120} = 2.75 \]

\[ E_{24} = \frac{R_3 C_4}{N} = \frac{22 \times 5}{40} = 2.75 \]

**Expected frequency in table form**

<table>
<thead>
<tr>
<th>Location of shop</th>
<th>Busy centres</th>
<th>Nearer to the hospitals</th>
<th>Attached to the hospital</th>
<th>Rural / semi urban areas</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales affected</td>
<td>8.1</td>
<td>5.4</td>
<td>2.25</td>
<td>2.25</td>
<td>18</td>
</tr>
<tr>
<td>Sales not affected</td>
<td>9.9</td>
<td>6.6</td>
<td>2.75</td>
<td>2.75</td>
<td>22</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>12</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Observed frequency (O)</th>
<th>Expected frequency (E)</th>
<th>O-E</th>
<th>(O-E)^2</th>
<th>(O-E)^2/E</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>8.1</td>
<td>-1.1</td>
<td>1.21</td>
<td>0.1494</td>
</tr>
<tr>
<td>8</td>
<td>5.4</td>
<td>2.6</td>
<td>6.76</td>
<td>1.2519</td>
</tr>
<tr>
<td>0</td>
<td>2.25</td>
<td>-2.25</td>
<td>5.0625</td>
<td>2.25</td>
</tr>
<tr>
<td>3</td>
<td>2.25</td>
<td>0.75</td>
<td>0.5625</td>
<td>0.25</td>
</tr>
<tr>
<td>11</td>
<td>9.9</td>
<td>1.1</td>
<td>1.21</td>
<td>0.122</td>
</tr>
<tr>
<td>4</td>
<td>6.6</td>
<td>-2.6</td>
<td>6.76</td>
<td>1.0242</td>
</tr>
<tr>
<td>5</td>
<td>2.75</td>
<td>2.25</td>
<td>5.0625</td>
<td>1.841</td>
</tr>
<tr>
<td>2</td>
<td>2.75</td>
<td>-0.75</td>
<td>0.5625</td>
<td>0.205</td>
</tr>
</tbody>
</table>

\[ X^2 = \frac{\sum (O-E)^2}{E} \]

\[ X^2 = 7.0935 \]

Degree of freedom = \((r-1) (c-1)\)

\[ = (2-1) (4-1) \]

\[ = (1) (3) \]

\[ = 3 \]

For 3 degree of freedom @ 5% level is 7.81. Hence, the calculated value is less than the table value. Hence, the hypothesis is accepted.
Results
There is a significant relationship between the location of shop and sales.

Impact of location
Among the 40 respondents, contacted, 13 respondents have opined that the location of shop affect their business and the remaining 27 informants have felt that the location does not affect their business.

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Reasons</th>
<th>No of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less number of Doctor’s prescription</td>
<td>3</td>
<td>23.08</td>
</tr>
<tr>
<td>2</td>
<td>Remote area</td>
<td>7</td>
<td>53.84</td>
</tr>
<tr>
<td>3</td>
<td>More number of medical shops</td>
<td>3</td>
<td>23.08</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>13</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data.
It is clear from the Table-5 that 23.08% of the respondents feel that their business affected due to less number of doctor’s prescription; followed by 23.08% of the informants opined that more number of medical shops and the remaining 53.84% of the respondents said that the shops are located in the remote area.

Conclusion
The present paper captioned "problems relating to retail marketing of pharmaceutical products". Most of the retailers are the sole traders, followed by partnership firm. Fifty percentages of the retailers have adequate knowledge and training by working in other retail shops before establishing their own pharmaceutical shops. Nearly half of the respondents’ retail shops are located in the busy centres and have opined that their location does not affect the business. The major problems faced by the retailers in marketing the pharmaceutical products are inadequacy of funds, stagnation of stock due to completion of expiry date of the drugs and competition, non-availability of drugs, price fixation due to increasing of tax rate imposed by the government, retail shops with in the dispensaries and short supply of drugs in scarcity times. Since pharmaceutical sector is a growing sector, the problems encountered in the study area may reduce in future.

Reference
3. Fang, Chih-Hui. "A Study on Prescriptions Released from NHI Contract Hospitals and Clinics", Unpublished Dissertation, National Univ. of Chen-Gong, Taiwan, 1996,
Consumer awareness of cash to cashless transaction at kanchipuram town

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Sri Sankara Arts & Science College,
Kanchipuram, India.

ABSTRACT: In India introduced cash less transaction and cash less policy reducing cash carrying activities. objectives of this research should be know the level of awareness about the cash less transactions. Those who are living in the town area at kanchipuram partially using the cash less transaction, for buying product and usage of services like petrol and diesel, etc. The required information collected from consumer tested with statistical tools, the result of the research most of the people not aware how they are transaction made in the various places like ATM transaction, mobile transaction, payment of EB bills, Gas bill etc., of the cash less transaction. This study proposes the responsibility person should be give training to consumer how to get the benefits of cash less transaction.

Keywords: cashless transactions, awareness, mobile payments, training to consumers.

1. Introduction
A Cashless exchange portrays the monetary exchange are not directed with cash as physical banknotes or coins, yet rather through the exchange of advanced data between the executing parties. As the managing an account framework developed, it ended up plainly less demanding, sheltered and even profitable to keep ones cash in ledger and it turned out to be still more less demanding and safe to utilize move of cash in financial balances for making installments for the monetary exchange. Cashless transaction is a developmental process of a country. Most of the urban population has been adopted for making cashless transaction but rural population are having low awareness about it. To know the level of awareness about cashless transaction among rural peoples and how they are overcoming the problems faced by them while making cashless transactions.

Review of literature
Preeti Garg, Manvi Panchal in their study (2017) [1] “Study on Introduction of Cashless Economy in India 2016: Benefits & Challenge’s” The point of this investigation is to survey the readiness for the execution of the cashless economy by Indian Government. The finding was it’s critical to reinforce Internet Security from assurance against online extortion. Substantial number of populace is still underneath proficiency rate living in country zones. For smooth execution of trade less framework out India, the accompanying measures are prescribed Government need to acquire straightforwardness and productivity e-installment framework, systems utilized by government and RBI to support cashless exchanges by permitting instalment banks, advancing portable wallets and pulling back administration charge on cards and computerized installments. A money related education crusade ought to be directed by government time to time to make populace Mindful of advantages of electronic installments. Balaji & Balaji, (2017) [2] in their study “A Study on Demonetization and Its Impact on Cashless Transactions”. The point of study was to examine the effect of demonetization on money less exchanges. The development of the cashless exchange framework is achieving new statures. Individuals tend to move to cashless exchanges. It is all in all correct to state that the cashless framework isn’t just a necessity yet additionally a requirement for the general public. Be that as it may, then again, the danger of digital wrongdoing is particularly higher as all the cashless exchanges are done over web. So appropriate and finish mindfulness must be made to the general population to keep their charge and Master cards safe and to utilize the web managing an account and the computerized wallet in a most secure manner. Keeping in mind the end goal to rebuff the digital lawbreakers, the appropriately organized digital police constrain with top of the line legal labs and innovation must be made.

Objectives of the study
- To know the customer awareness of cashless transactions at kanchipuram town.
- To identify the usage level of cashless transactions.
- To find out the problem of consumer while using cashless transactions.
**Scope of the study**
The study is conducted to find the customer awareness towards the cashless transaction. The scope reflects the benefits of going cashless in modern economy and the influenced factors towards awareness level of customers. The study has been done in around the kanchipuram town.

**Research Methodology**
The study is based on primary data and secondary data.

**Data Collection**
Source of data: The primary data is collected through the questionnaire from the customers in kanchipuram town. The secondary data is retrieved from various sources like Books, Journals and Websites.

**Sampling method:**
Tools applied for analysis: The statistical tools used for the study is Simple percentage analysis  Factor analysis

**Sample size:**
Sampling: Sample size taken for the study is 500 respondents using Systematic Random Sampling technique.

**Analysis and Interpretation**

**Table 1:** Inspiration for obtaining cashless transactions

<table>
<thead>
<tr>
<th>Idea About Cashless Transaction</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEFT</td>
<td>10</td>
<td>4.0</td>
</tr>
<tr>
<td>RTGS</td>
<td>16</td>
<td>6.4</td>
</tr>
<tr>
<td>Mobile Money</td>
<td>100</td>
<td>40</td>
</tr>
<tr>
<td>E-transfer</td>
<td>156</td>
<td>62.4</td>
</tr>
<tr>
<td>POS-terminal</td>
<td>18</td>
<td>6.12</td>
</tr>
<tr>
<td>Electronic purses and Wallet</td>
<td>110</td>
<td>44</td>
</tr>
<tr>
<td>Mobile Wallet</td>
<td>68</td>
<td>36.2</td>
</tr>
<tr>
<td>Debit cards / credit cards</td>
<td>500</td>
<td>200</td>
</tr>
<tr>
<td>Electronic Cheque</td>
<td>112</td>
<td>44.8</td>
</tr>
<tr>
<td>Digitized 'E-Cash' Systems</td>
<td>54</td>
<td>21.6</td>
</tr>
</tbody>
</table>

Source: Primary data

The above table shows that all the respondents are having idea about cashless transaction. 4 per cent of the respondents having about NEFT, 6.4 per cent of the respondents having idea about RTGS, 40 per cent of the respondents having idea about Mobile money, 62.4 per cent of the respondents are having idea about E-transfer, 6.12 per cent of the respondents are having idea about POS-terminal, 44 per cent of the respondents are having idea about Electronic purses and wallet, 27.12 per cent of the respondents are having idea about Mobile wallet, 44.8 per cent of the respondents are having idea about Electronic cheque, 200 per cent of the respondents are having idea about Debit or Credit card, 21.6 per cent of the respondents are having idea about Digitized E-cash systems.

Factor Analysis: A total of 10 variables were acknowledged for the purpose of collecting acceptance towards factors determining usage of cashless transactions. In order to reduce the number of variables and to identify the key factors contributing towards the level of acceptance, factor analysis is performed. KMO and Bartlett’s test is conducted to identify the sampling adequacy.

**KMO and Bartlett’s Test**

<table>
<thead>
<tr>
<th>Kasir-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>0.984</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett's Test of Sphericity</td>
<td>Approx. Chi-Square</td>
</tr>
<tr>
<td></td>
<td>DF</td>
</tr>
<tr>
<td></td>
<td>P-value</td>
</tr>
</tbody>
</table>
KMO of sampling adequacy value for the level of acceptance is 1.166 and it indicates that the sample is adequate to consider the data as normally distributed. Rotated component matrix is used to identify the factors after data reduction. The results are shown below.

<table>
<thead>
<tr>
<th>Rotated Component Matrixa</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Our requests are handled promptly</td>
<td>0.634</td>
</tr>
<tr>
<td>Problem solving through instant information</td>
<td>0.636</td>
</tr>
<tr>
<td>Electronic Bills payments</td>
<td>0.562</td>
</tr>
<tr>
<td>Privacy or Confidentiality of the bank</td>
<td>0.144</td>
</tr>
<tr>
<td>Language and information content</td>
<td>0.1344</td>
</tr>
<tr>
<td>User friendly system</td>
<td>0.486</td>
</tr>
<tr>
<td>Convenient hours of operation</td>
<td>-0.086</td>
</tr>
<tr>
<td>Capable of solving complaints adequately</td>
<td>0.216</td>
</tr>
<tr>
<td>Brochures to educate new users</td>
<td>-0.1062</td>
</tr>
<tr>
<td>Special services for the elders and disabled</td>
<td>-01036</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis
5 components extracted

The above table shows about rotated component matrix for factors related to acceptance towards factors determining usage of cashless Transactions. The common factors above 1 adequacy level of taken for decision making process of the study. The factors are acceptance towards Our requests are handled promptly, Language and information content, User friendly system, Convenient hours of operation, Capable of solving complaints adequately.

Problems in using cashless transactions: An attempt has been made to know the problems of the respondents' about using cashless transactions. For the purpose of this study, it has been classified into ten categories viz., Machine out of cash, Machine out of order, Long waiting time in queues, Not giving fast response, Leaving the operation unfinished, Waiting for longtime for conducting of transactions, Lack knowledge of customer service representative, Absence immediate connection to the service, Lack of clear guidelines, Lack of security in transactions. The details are furnished in the following table

<table>
<thead>
<tr>
<th>S. No</th>
<th>Particulars</th>
<th>Problems in using cashless transactions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>N</td>
<td>O</td>
</tr>
<tr>
<td>1</td>
<td>Machine out of cash</td>
<td>218/87.2</td>
<td>228/91.2</td>
</tr>
<tr>
<td>2</td>
<td>Machine out of order</td>
<td>238/95.2</td>
<td>192/96.8</td>
</tr>
<tr>
<td>3</td>
<td>Long waiting time in queues</td>
<td>194/97.6</td>
<td>234/93.6</td>
</tr>
<tr>
<td>4</td>
<td>Not giving fast response</td>
<td>202/80.8</td>
<td>178/71.2</td>
</tr>
<tr>
<td>5</td>
<td>Leaving the operation unfinished</td>
<td>196/78.4</td>
<td>162/64.8</td>
</tr>
<tr>
<td>6</td>
<td>Waiting for longtime for conducting of transactions</td>
<td>218/87.2</td>
<td>148/59.2</td>
</tr>
<tr>
<td>7</td>
<td>Lack knowledge of customer service representative</td>
<td>204/81.6</td>
<td>158/63.2</td>
</tr>
<tr>
<td>8</td>
<td>Absence immediate connection to the service</td>
<td>188/75.2</td>
<td>166/66.2</td>
</tr>
<tr>
<td>9</td>
<td>Lack of clear guidelines</td>
<td>102/40.8</td>
<td>240/96</td>
</tr>
</tbody>
</table>
Lack of security in transactions

<table>
<thead>
<tr>
<th></th>
<th>Freq/ per cent</th>
<th>4 per cent</th>
<th>6.4 per cent</th>
<th>200 per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of security in transactions</td>
<td>144 /57.6</td>
<td>216 /86.4</td>
<td>140 /56</td>
<td>500 /200</td>
</tr>
</tbody>
</table>

Source: Primary data N-Never O-Often, R-Rarely

All respondents are having Aware about cashless transaction but they are not aware about different types of cashless transactions. 4 per cent of the respondents having about NEFT, 6.4 per cent of the respondents having idea about RTGS, 40 per cent of the respondents having idea about Mobile money, 62.4 per cent of the respondents having idea about E-transfer, 16.2 per cent of the respondents having idea about RTGS, 44 per cent of the respondents having idea about Electronic purses and wallet, 27.2 per cent of the respondents having idea about Mobile wallet, 44.8 per cent of the respondents having idea about Electronic Cheque, 200 per cent of the respondents are having idea about Debit or Credit card, 21.6 per cent of the respondents are having idea about Digitized E-cash systems. While analyzing the factors related to usage of cashless transactions, factors determine our requests are handled promptly, language and information content, user friendly system, convenient hours of operation (24X7) are taken for the decision making process of the study.

Suggestions

Customer wants to learn and adopt the cashless transactions. So that they can save an enormous time and they will feel easy in handling cash. Many customer friendly devices have to come for utilising e-payments with a pleasant experience. Hence it is essential that the customer keep updating their knowledge from bankers/service providers as how to operate the cashless transactions. While using various cards, the customers should have present of mind while swiping, otherwise it may be misused. Customers must get confident for using all types of cashless transactions. For that the Government have to take some safety measures and reduce the illegal activities which have been made while transactions take place. When these measures have been made then the number cashless transactions will be increased.

Conclusion

The cashless transaction system is reaching its growth day by day as soon as the market become globalized and the growth of banking sector more and more the people moves from cash to cashless system. The cashless system not only requirement but it is also a need of our modern society. All the online market basically depends on cashless transaction system. The cashless transaction is not only safer than the cash transaction but it is less time consuming and not a trouble of carrying and trouble of wear and tear like paper money. It is also helps in record of the all the transaction done. So it is without doubt said that future transaction system is cash less transaction system.

Reference:

Impact of Mobile Phone In Digital Financial Inclusion

Dr. C. Tharmaraj
Department of commerce, MKUC College, Aruppukottai, India.

I. Introduction:
Financial Inclusion focuses on the timely and adequate credit needed by weaker sections and low income groups at minimum interest and formalities. Digital financial services are important in promoting a financial inclusion. Mobile phones play an important role in financial inclusion. Mobile phone allows users to pay and transfer funds in mobile money and also offer access to other financial products, such as savings or insurance.

II. Objectives of Study
1. To study the current development of digital financial inclusion.
2. To study main programmes and policies of government of India and RBI
3. To study present status of digital financial inclusion in Indian economy.
4. To give suggestions for development of digital financial inclusion.

III. Need for Study
Now a day's digital media play a important role in economic development of India. Financial inclusion also developed rapidly with the help of digital mode especially mobile phones. In this present paper an effort has been made to study impact of mobile phones in financial inclusion.

IV. Digital financial inclusion:
Digital financial inclusion involves using digital means to reach financially excluded and underserved populations with a range of formal financial services suited to their needs, delivered responsibly at a cost affordable to the customer and sustainable for the providers. Women and other marginalised groups can benefit from greater access to mobile money and other digital financial services.

Number of households avail banking services from 35.5 percentage in the year 2001 to 58.7 percentage in the year 2011

V. Digital Financial Inclusion Schemes in India
The Government of India has introduced recently several schemes for the purpose of financial inclusion. Some of the digital financial inclusion schemes in the country:

a. Digital India
b. Aadhaar Unique Identification Authority of India (UIDAI)
c. USSD Based Mobile Banking
d. Demonetisation
e. Direct Benefit Transfer (DBT) and Direct Benefit Transfer for LPG (DBTL)
f. Pradhan Mantri Jan-Dhan Yojana (PMJDY)

VI. Growth of mobile phone technology in India:
Smart phones are playing an increasingly important role in the next generation digital financial services. Smart phone connect in India more than 382 million people. The smart phone usage expected to increase from 239 million to 445 million by 2020.

1 https://financialservices.gov.in/financial-inclusion
VII. Financial Inclusion with the Help of mobile phone Technology

India is the second largest online market in the world. The government of India’s digital India system increased mobile internet usage in India. According to the internet and mobile association of India (IAMAI) mobile internet users increased 17.22% from 2016 to 2017. Urban India increased 18.64% from 2016 to 2017. Rural India increased 15.03% during same period. India has witnessed rapid growth in mobile adoption and today more than 70 per cent of the population owns a mobile phone.

Digital financial services are delivered through mobile phones or the internet. Mobile banking offer several merits including expanding access, lower costs, and increasing the convenience of transactions. Digital channels have become pervasive everywhere and are being used actively for financial products. They have created an opportunity to provide financial services to the underserved segments at scale at a much lower cost.

VIII. Suggestions for Development of Digital Financial Inclusion

Following are suggestions for developing digital financial inclusion.

1. Budged mobile phones, lowest mobile pricing, fast data network are some of the main reasons for developing mobile phone uses.
2. Mobile based internet are user friendly and give some advantages such as time save, easy to access etc.
3. Digital financial inclusion reached successfully rural and urban India through aathar card supported by UIDAI, Direct Benefit Transfer, Retail Banking Banks etc.
4. The government gives cash back offer to make digital cash for fertiliser depots, insurance, petrol pumps, road transport offices, hospitals, colleges, universities, etc.

IX. Conclusions:
Financial technology companies are enabling people in rural areas to apply for loans or open bank accounts by using mobile phones. Several people in Indian rural places have mobile phones and some of them have access to mobile internet and hence, they can make use of financial technical services to get reliable financial services.

Dr. R. Kannan¹, Dr. B. Kothai Nachiar²

¹Professor & Research Guide, Centre for Tourism and Hotel Management, Madurai Kamaraj University, Palkalai Nagar, Madurai, India.
²Assistant Professor, PG & Research department of Commerce, Mannar Thirumalai Naicker College, Pasumalai, Madurai, India.

ABSTRACT: Effective management of human resources is thrilling, complex and challenging function in the present day situation and it is purely depending on adoption of various practices and involvement of management. Significant difference is prevailing among human resource management practices in luxury hotels and profile of employees. Compensation, performance appraisal, teamwork, training and development and recruitment and selection have significant and positive impact on performance of luxury hotels. To enhance performance, luxury hotels should recruit employees immediately when vacancies arise and they must give a sufficient amount of salary and incentives to employees for their better performance. In addition, luxury hotels should provide enough training to their employees and they must consult with their employees before arranging training. Furthermore, luxury hotels should encourage employees to take part in decision making process and they must motivate employees to involve in performance appraisal.

Keywords: Human Resource Management Practices, Luxury Hotels, Performance, compensation, Training

1. Introduction

Human resources are highly valued and unique resources of any organization which affect its performance and competitiveness (Becker and Huselid, 2006). Effective management of human resources is thrilling, complex and challenging function in the present day situation and it is purely depending on adoption of various practices and involvement of management (Armstrong, 2006). Human resource management practices are the set of functions for managing human resources and making sure that those human resources are employed in order to achieve objectives of organization (Wright and Snell, 1991). Human resource management practices attract, motivate, develop and retain employees to assure the execution and existence of the organization and its members and human resource management practices are varying from recruitment to appraisal of employees (Delaney and Huselid, 1996). Human resources have special relevance in dealing with labour intensive hotel industry in which they keep balance in performance and success of hotel due to significant and pleasant interaction among employees and customers of hotel in the service boundary (Kandampully et al 2011). Efficient human resource management practices are influencing productivity, performance and turn over of employees (Datta et al 2005) and performance of luxury hotels. Hence, it is necessary to study impact of human resource management practices on performance of luxury hotels.

2. Review of Literature

Chan and Kuok (2011) found that recruitment, selection, compensation and team work were significantly influencing performance of employees and turn over in hospitality sector. Nakhele et al (2012) concluded that selection, staffing, training, performance appraisal and reward were positive effect on performance of hotels, while, retention of employees and communication had no effect on performance of hotels. Boella and Turner (2013) revealed that, recruitment, compensation, orientation, training and performance appraisal were positively impacting performance of hospitality firms. Chauhan and Patel (2014) showed that recruitment and selection, professional development, working environment, compensation and performance evaluation had positive effect on job performance and in turn on satisfaction of employees. Kannan and Ravichandran (2015) indicated that selection, compensation and reward, training and development and performance evaluation had significant and positive impact on performance of hotel employees. Surywanshi (2016) found that recruitment, compensation, team work and performance assessment were important human resource management practices in hotel industry and compensation and recruitment were positively and significantly related with performance of employees. Gowrishankkar (2017) concluded that recruitment, training and development, compensation and performance appraisal were important human resource management practices adopted by five star hotels. Otoo and Mishra (2018) revealed that training, participation and competencies of employees were positively
and significantly impacting performance of employees, while, performance assessment had no impact on performance of employees.

3. Objectives of the Study
1. To study human resource management practices in luxury hotels.
2. To scrutinize difference among profile of employees and human resource management practices in luxury hotels.
3. To evaluate impact of human resource management practices on performance of luxury hotels.

4. Hypotheses of the Study
1. There is no significant difference in human resource management practices in luxury hotels among profile of employees.
2. There is no significant impact of human resource management practices on performance of luxury hotels.

5. Methodology
The present study is carried out in Madurai district. Employees of luxury hotels are selected by using simple random sampling method and questionnaire method is used to gather data from 275 employees of luxury hotels. Percentages are computed to know profile of employees and mean and standard deviation are worked out for human resource management practices in luxury hotels. t-test and F-test are done to scrutinize difference among profile of employees and human resource management practices in luxury hotels. Multiple regression analysis is used to evaluate impact of human resource management practices on performance of luxury hotels.

6. Results and Discussion
6.1. Profile of Employees
The profile of employees is given in Table-1. The findings disclose that 57.82 per cent of employees are male, while, 42.18 per cent of them are female and 32.00 per cent of them are falling under age category of 31 – 35 years, while, 11.64 per cent of them are falling under age category of 41 – 45 years. The findings clarify that 33.09 per cent of employees are having secondary education, while, 14.91 per cent of them are having diploma and 30.91 per cent of them are having 4 – 7 years of working experience, while, 8.37 per cent of them are having more than 15 years of working experience. The findings exhibit that 37.82 per cent of employees are having monthly income of Rs.15,001 – Rs.20,000, while 13.09 per cent of them are having monthly income of above Rs.25,000 and 69.82 per cent of them are married, while, 30.18 per cent of them are unmarried.

<table>
<thead>
<tr>
<th>Profile</th>
<th>Number of Employees</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>159</td>
<td>57.82</td>
</tr>
<tr>
<td>Female</td>
<td>116</td>
<td>42.18</td>
</tr>
<tr>
<td>Age Category</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 – 25 Years</td>
<td>45</td>
<td>16.36</td>
</tr>
<tr>
<td>26 – 30 Years</td>
<td>63</td>
<td>22.91</td>
</tr>
<tr>
<td>31 – 35 Years</td>
<td>88</td>
<td>32.00</td>
</tr>
<tr>
<td>36 – 40 Years</td>
<td>47</td>
<td>17.09</td>
</tr>
<tr>
<td>41 – 45 Years</td>
<td>32</td>
<td>11.64</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary</td>
<td>91</td>
<td>33.09</td>
</tr>
<tr>
<td>Higher Secondary</td>
<td>78</td>
<td>28.36</td>
</tr>
<tr>
<td>Diploma</td>
<td>41</td>
<td>14.91</td>
</tr>
<tr>
<td>Under Graduation</td>
<td>65</td>
<td>23.64</td>
</tr>
<tr>
<td>Working Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 3 Years</td>
<td>34</td>
<td>12.36</td>
</tr>
<tr>
<td>4 – 7 Years</td>
<td>85</td>
<td>30.91</td>
</tr>
<tr>
<td>8 – 11 Years</td>
<td>72</td>
<td>26.18</td>
</tr>
</tbody>
</table>
The opinion of employees on human resource management practices in luxury hotels are given as below.

6.2.1. Recruitment and Selection
The opinion of employees on recruitment and selection in luxury hotels is given in Table 2.

<table>
<thead>
<tr>
<th>Recruitment and Selection</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury hotels recruit employees through advertisements</td>
<td>3.80</td>
<td>0.99</td>
</tr>
<tr>
<td>Luxury hotels select employees based on competencies</td>
<td>3.88</td>
<td>0.92</td>
</tr>
<tr>
<td>Luxury hotels have clear recruitment and selection process</td>
<td>3.82</td>
<td>0.95</td>
</tr>
<tr>
<td>Luxury hotels recruit employees on the basis of merit</td>
<td>3.85</td>
<td>0.83</td>
</tr>
<tr>
<td>Luxury hotels fill vacancies without any delay</td>
<td>3.34</td>
<td>0.85</td>
</tr>
</tbody>
</table>

The employees are agreed with luxury hotels recruit employees through advertisements, luxury hotels select employees based on competencies, luxury hotels have clear recruitment and selection process and luxury hotels recruit employees on the basis of merit, while, they are neutral with luxury hotels fill vacancies without any delay.

6.2.2. Compensation
The opinion of employees on compensation in luxury hotels is given in Table 3.

<table>
<thead>
<tr>
<th>Compensation</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury hotels provide enough salary</td>
<td>3.38</td>
<td>1.03</td>
</tr>
<tr>
<td>Salary and benefits of this luxury hotel is on par with others</td>
<td>3.83</td>
<td>0.98</td>
</tr>
<tr>
<td>Salary and benefits are linked with performance</td>
<td>3.89</td>
<td>0.94</td>
</tr>
<tr>
<td>Rewards are given to excellent performance</td>
<td>3.81</td>
<td>0.89</td>
</tr>
<tr>
<td>Incentives are provided for better performance</td>
<td>3.36</td>
<td>1.00</td>
</tr>
</tbody>
</table>

The employees agreed with salary and benefits of this luxury hotel is on par with others, salary and benefits are linked with performance and rewards are given to excellent performance, while, they are neutral with luxury hotels provide enough salary and incentives are provided for better performance.

6.2.3. Training and Development
The opinion of employees on training and development in luxury hotels is given in Table 4.
The employees agreed with luxury hotels give variety of trainings to their employees, luxury hotels provide training to develop skills and abilities of their employees and luxury hotels conduct trainings regularly, while, they are neutral with luxury hotels give sufficient training to their employees and luxury hotels arrange training in consultation with employees.

6.2.4. Teamwork
The opinion of employees on teamwork in luxury hotels is given in Table-5.

<table>
<thead>
<tr>
<th>Teamwork</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury hotels promote teamwork</td>
<td>3.92</td>
<td>0.87</td>
</tr>
<tr>
<td>Luxury hotels encourage employees to involve in decision making process</td>
<td>3.39</td>
<td>1.02</td>
</tr>
<tr>
<td>Luxury hotels allow employees to give ideas for improvement</td>
<td>3.90</td>
<td>0.95</td>
</tr>
<tr>
<td>Teamwork enhances performance of employees</td>
<td>3.87</td>
<td>0.97</td>
</tr>
<tr>
<td>Employees have mutual trust among them</td>
<td>3.91</td>
<td>0.89</td>
</tr>
</tbody>
</table>

The employees agreed with luxury hotels promote teamwork, luxury hotels allow employees to give ideas for improvement, teamwork enhances performance of employees and employees have mutual trust among them, while, they are neutral with luxury hotels encourage employees to involve in decision making process.

6.2.5. Performance Appraisal
The opinion of employees on performance appraisal in luxury hotels is given in Table-6.

<table>
<thead>
<tr>
<th>Performance Appraisal</th>
<th>Mean</th>
<th>Standard Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxury hotels carry performance appraisal based on stated objectives</td>
<td>3.77</td>
<td>1.03</td>
</tr>
<tr>
<td>Luxury hotels do performance appraisal for improvement of employees</td>
<td>3.75</td>
<td>1.04</td>
</tr>
<tr>
<td>Employees of luxury hotels interestingly participated in performance appraisal</td>
<td>3.31</td>
<td>1.10</td>
</tr>
<tr>
<td>Luxury hotels communicate outcomes of performance appraisal to their employees</td>
<td>3.78</td>
<td>1.02</td>
</tr>
<tr>
<td>Luxury hotels have fair and transparent performance appraisal procedure</td>
<td>3.35</td>
<td>1.12</td>
</tr>
</tbody>
</table>

The employees agreed with luxury hotels carry performance appraisal based on stated objectives, luxury hotels do performance appraisal for improvement of employees and luxury hotels communicate outcomes of performance appraisal to their employees, while, they are neutral with employees of luxury hotels interestingly participated in performance appraisal and luxury hotels have fair and transparent performance appraisal procedure.

6.3. Profile of Employees and Human Resource Management Practices in Luxury Hotels
To scrutinize difference between profile of employees and human resource management practices in luxury hotels, t-test and ANOVA (Analysis of Variance) test are used and the results are given in Table-7.

| Table 7: Difference between Profile of Employees and Human Resource Management Practices in Luxury Hotels |
The t-values and F-values are explaining significant difference exist in human resource management practices in luxury hotels among profile of employees at one cent level.


To evaluate impact of human resource management practices on performance of luxury hotels, multiple regression analysis is carried out and the results are given in Table-8. R² and adjusted R² are 0.57 and 0.55 correspondingly which imply the regression model has good fit and 55 per cent of variation in dependent variable is shared by independent variables. The F-value of 20.376 is revealing the model is significant at one per cent level.

#### Table 8: Impact of Human Resource Management Practices on Performance of Luxury Hotels

<table>
<thead>
<tr>
<th>Human Resource Management Practices</th>
<th>Regression Co-efficients</th>
<th>t-Value</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>1.019&quot;&quot;</td>
<td>10.295</td>
<td>.000</td>
</tr>
<tr>
<td>Recruitment and Selection (X₁)</td>
<td>.365&quot;&quot;</td>
<td>4.670</td>
<td>.000</td>
</tr>
<tr>
<td>Compensation (X₂)</td>
<td>.591&quot;&quot;</td>
<td>6.862</td>
<td>.000</td>
</tr>
<tr>
<td>Training and Development (X₃)</td>
<td>.437&quot;&quot;</td>
<td>5.176</td>
<td>.000</td>
</tr>
<tr>
<td>Teamwork (X₄)</td>
<td>.482&quot;&quot;</td>
<td>5.965</td>
<td>.000</td>
</tr>
<tr>
<td>Performance Appraisal (X₅)</td>
<td>.546&quot;&quot;</td>
<td>6.334</td>
<td>.006</td>
</tr>
<tr>
<td>R²</td>
<td>0.57</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Adjusted R²</td>
<td>0.55</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>F</td>
<td>20.376</td>
<td>-</td>
<td>.000</td>
</tr>
</tbody>
</table>

** Significant at 1 % level

The findings elucidate that compensation, performance appraisal, teamwork, training & development, recruitment and selection have positive and significant impact on performance of luxury hotels at one per cent level.

### 7. Conclusion

The findings of this study elucidate that recruitment and selection, compensation, training and development, teamwork and performance appraisal are major human resource management practices in luxury hotel. Significant difference is prevailing among human resource management practices in luxury hotels and profile of employees. Compensation, performance appraisal, teamwork, training & development, recruitment and selection have significant and positive impact on performance of luxury hotels. To enhance performance, luxury hotels should recruit employees immediately when vacancies arise and they must give a sufficient amount of salary and incentives to employees for their better performance. In addition, luxury hotels should provide enough training to their employees and they must consult with their employees before arranging training. Furthermore, luxury hotels should encourage employees to take part in decision making process and they must motivate employees to involve in performance appraisal and should keep performance appraisal procedure simple, fair and transparent.

### References

Cashless economy in India advantages and disadvantages – A study

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ABSTRACT: The last decade has witness a pointed rise of cashless transactions not only in the developed countries but also in many of the developing countries. Markets are in a transition phase, from grocery stores, hyper markets to electronic markets. Use of plastic cards, on-line look and electronic payments area unit gathering momentum. Governments are turning into high-tech by introducing on-line facilities to their voters. In coordination with alternative establishments, governments are moving from cash-based to a cashless system so as to extend potency and reduce prices. This has cause the concept of a art movement, cashless society. It took a substantial quantity of your time to start out and move towards this cashless society. Initially, it absolutely was not a considerable success however ultimately it’s emerged. Now, it’s progressing due to the worldwide net accessibility with easy software system and hardware. This paper is an endeavor to know the theoretical conception of a cashless society with the assistance of its SWOT analysis. Although cashless transactions have numerous advantages and disadvantages the journey towards a cashless society is not free of obstacles.

1. Introduction
These days, money determines the social status of an person. Was cash forever a determinant if we tend to return to the primitive age of human history, people had no money. They just had some stone tools for looking and gathering food. As families started settling down in villages, the need for various commodities arose. Then the barter system came into existence, wherever merchandise and services were being changed. Whatever one required would be provided by the opposite person in exchange of the products and services that the opposite person would want. That was a content life, followed by the metallic age when the coins started to be minted. People realised the importance of the shiny golden coins. Currency notes were introduced by China within the seventh century and thenceforth these were used everywhere the globe. People now not required to hold significant baggage of grains just in case they required a try of shoes. They merely had to pay some coins and notes. After the evolution of a industry, for many decades, coins, notes and cheques were the key instruments for money transactions among customers and companies (Akinola, 2012). Usually, customers unbroken these physical currencies in their notecase, though generally it absolutely was not possible to stay all the money in their possession for a chic purchase. Gradually money became a measure for everything. With money, one is a dragon; with No money, a worm. Capitalism crept in and folks started turning into a fashionable man’s chance. Also, with physical currency (coins and notes), several evils arose. Burglary, robbery, bribery and fraud are examples of misconduct and crime.
To safeguard ourselves, neither will we tend to come to the barter system nor will we tend to do away with cash. How, then, will individuals shield themselves during this digital age. The answer is ‘with the assistance of technology’, by developing a ‘Cashless Society’. We area unit all moving quick within the direction of a digital generation wherever ‘paper’ work are going to be obsolete. Oman is a good example of this, where more than 66.6 percent of data is available online (United Nations, 2014). Here, each form of organization, big or small, is keenly motivating everybody to move towards living without cash.

Objectives of the study
• To study about the overview of Cashless transaction in India
• To study about the Advantages and Disadvantages of Cashless in India
• To know the types of cashless transaction in India

Methodology
• Research Type : Descriptive Research
• Data Collection Technique : Secondary Data collected through leading journals, reviews, book chapters etc.
Review of Literature

P Manivannan (2013) in his analysis paper "Plastic cash means that less payment (of cash) of cash checking system" aforesaid that use of plastic money is that the live of a luxury credit card, and the need. The plastic cash and therefore the electronic payments and employed by individuals of upper financial gain class. The extension of this facility isn’t solely meant for patrons in urban areas or cities, but also is for customers who live in rural areas. However, today, with the event of banking system, fixed income group also begins the use of plastic and electronic money payment systems and especially credit cards.

Lowenstein and Hafalir in 2012 conducted a study on “The Impact of Credit Cards on Spending”. The study centered on 2 styles of customers: one World Health Organization carry debts and therefore the one World Health Organization don’t carry debt. The one World Health Organization carry debt area unit called the Revolvers and therefore the one World Health Organization don’t carry debt area unit known as the convenience users. The study measured the impact of payment with mastercard as compared to money by AN insurance underwriterworkers payment on lunch in a very restaurant. It was found that there was amendment with in the payment medium of individuals from money to a mastercard once AN incentive to pay with a mastercard was given. It was then pointed out that credit cards don’t increase payment. However, the employment of credit cards encompasses a differential impact on payment for revolvers and convenience users. Revolvers pay less once evoked to pay with a mastercard, whereas convenience users show the alternative behavior.

Subhani in 2011 conducted a study on the "plastic money / credit cards for prestige between now and then." The study was based on knowledge of the charisma of plastic and its impact on the choice for the use of money. The research found that the preference for the use of plastic money / credit card has several pros and cons although it is easy to use and affordable. According to the consumer behavior it is stated that plastic money is a form of motivation for a consumer to spend. The study suggests that the preference to use plastic money to have a positive relationship with the easiness of use because the principle of a credit card has been linked to usage with psychological phenomena that people tend to spend less with a credit card and spend more with the same amount of cash in hand.

Advantage & Disadvantages of Cashless Indian Economy

On the night of 8th November 2016, the honorable Prime Minister of India, Shri Narendra Modi made an announcement that the Rs 500 and Rs 1000 notes in circulation would stop to be monetary system from time of day forwards. Thus, with one announcement the Prime Minister remodeled regarding eighty six of the currency notes within the Indian economy to mere items of paper. The prime objectives of the daring move that the NDA government at the centre has taken is to curb the black cash that forms a parallel economy within the country and eliminate the circulation of faux currency from the Indian economy. Terrorist funding is another main issue that prompted the govt. to travel ahead with the demonetisation move.

The move has by and large received the support of the Indian public despite the hardships being faced by them. A lot has been same and written regarding the theme with each support and criticism running in from several quarters. The parliament remains unfit with the opposition and therefore the government in serious disagreement over the difficulty. The government is currently making an attempt to maneuver ahead towards a cashless economy and has launched a campaign to encourage individuals to shun liquid cash altogether. Cashless group action means that exploitation debit cards, credit cards, internet banking, e-wallets, etc for making payments and purchases instead of using hard cash.

Let’s have a glance at a number of the benefits and downsides of Cashless Economy.

Advantages

Cashless group action is just potential with white cash that renders the sector indefensible. Black cash may be a major drawback in Republic of India and therefore the undeniable fact that but five-hitter of all payments within the country area unit created electronically has not helped matters. The number of tax evaders in Republic of India is exceptionally high. Cashless transactions will help India get rid of this perennial problem because in financial institution based economy there are always transaction trails which make it extremely difficult to avoid taxes. Real Estate costs would drop significantly as a result of an enormous share of black cash is invested with during this sector that inflates the costs within the realty market. The expenditure incurred by the tally in printing notes would be significantly reduced. In the year 2015, the RBI spent Rs 27 billion in issuing and managing currency notes.
Prostitution, drug trafficking, terrorist financing, money laundering and many such activities are carried out only in cash. Cashless transactions would create the operation of such businesses not possible for the criminals. This is one among the key blessings for a criminal offense ridden Republic of India.

Cashless transactions may be simply monitored by the govt. which can enhance revenue assortment and consequently increase the funds to hold out biological process activities.

The voters would now not need to carry liquid money with them. It would be adequate to hold mobiles, cards or tablets. Digital transactions area unit being created accessible in even standard mobile phones that mean that it's not necessary to own solely smartphones for digital transactions.

The majority of election funding in Republic of India is formed through black cash cutting across the political spectrum. Cashless transactions would make it impossible for the political parties to spend thousands of crore of unaccounted money for their election expenditures. The deplorable observe of shopping for the votes by distributing money and alcohol to the individuals would even be eliminated. True democracy would be finally at work.

The welfare programs that suffer with the chronic drawback of corruption and non-implementation would be greatly benefited. The money would be directly transferred to the beneficiary's account and may even be simply derived by the govt.. The individuals would now not be at the mercy of the corrupt administration UN agency have exploited the poor for a lot too long.

Counterfeit currency that's pumped-up into Republic of India to wage Associate in Nursing economic war by the enemy countries would be eliminated by a cashless society.

Disadvantages
Many poor people do not have bank accounts. Although the January Dhan theme launched by the govt. succeeded in delivery millions into the industry, the process is not complete and many of the accounts are non-functional. The government needs to rectify this drawback and convey the whole poor and marginalized section into the industry.

The small retailers in Republic of India deal solely in money and haven’t been ready to invest within the digital infrastructure.

The taxes, surcharges and therefore the fees charged on digital transactions have to be compelled to be created liberal so as to encourage the individuals to adopt the observe. Otherwise the general public wouldn't be willing to maneuver towards a cashless society.

Hacking and cyber larceny area unit grave dangers that plague the digital world. Hackers will steal info and cash from anywhere within the world. The challenge before the govt. is to place sturdy security systems in situ to guard the net transactions from the hackers. Researchers have shown that it is easy to crack the PIN number and gain access to the virtual wallet by using software, if the cyber criminal gets possession of the victim's phone.

The Indian public isn't abundant educated with regards to the advantages of exploitation cards or on-line payment ways. A vast majority like exploitation money as a convenient technique of payment. Even the cardboard holders think about money to be a fast technique and simple technique.

The government of Republic of India needs to address several challenges to fulfill the target of a cashless society. The headache is on the Narendra Modi junction rectifier dispensation and therefore the general public to with success meet all such challenges.

Conclusion
Using cashless transactions is sweet, easy and very convenient, but you should also know more about how digital payments work. If you're not alert on the safety measures of your banking details, then it will destroy the whole money balance.

Reference
2. https://shodhganga.inflibnet.ac.in/bitstream/123456789/4111/3/03_liteature%20review.pdf
3. file:///C:/Users/CME/Downloads/Chapter5.pdf
Consumer Perception of LED Television at Thiruvannamalai District

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Kanchipuram, India.

ABSTRACT: This research paper is about consumer perception of LED Television. It highlights which brand awareness to consumer of Thiruvannamalai district. Primary objective is to find out the reason of changing previous used and present using LED TV. The consumer perception and brand awareness towards LED TV, with special reference to Thiruvannamalai District. The survey was conducted 400 respondents by using questionnaire method in this study percentage analysis and Correlation and Chi-square test. The suggestion provided on the basis of test result, the information collected from major town like Cheyyar, Arani, Vandavasi and Thiruvannamalai town. The conclusion is most of the consumer using in the district for Samsung LED TV.

Keywords: Consumer perception, previous and present LED TV Usage level, Correlation and Chi-square Test.

1. Introduction
Tamil Nadu is the one of the fast developing states. In the Tamil Nadu state, thiruvannamalai district peoples are playing vital role for ‘value for money’ driven. The thiruvannamalai district consumers are aware of what is available and looks for value addition in the products. They are like to change is life styles and buying rabbits of new product. The people are now spending more literally that before, but they report to what can be termed as ‘conscious – spending’.

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behaviour they show during searching, purchasing and disposing the product.

Consumer
Any individual person who purchases goods and services from the market for his/her end use is called a consumer. in similar words a consumer is one who consumes goods and services available in the market.

Consumer Perception
The term consumer perception is defined as the perception that consumer display in searching for, purchasing using, evaluating and disposing of products and services that they expect will satisfy their needs.

Nature of Consumer Perception:
1. The research deals with issues related to cognition, affect and perception in consumption, against the backdrop of individual and environmental determinants. The individual determinants pertain to an individual’s internal self and include psychological components like personal motivation and involvement, perception, learning and memory, attitudes, self-concept and personality, and, decision making.
2. Consumer perception is dynamic and interacting in nature. The three components of cognition, affect and behavior of individuals alone or in groups keeps on changing; so does the environment. There is a continuous interplay or interaction between the three components themselves and with the environment. This impacts consumption pattern and behavior and it keeps on evolving and it is highly dynamic.

Kinds of Consuming Consumer
Personal Consumer
Personal Consumer à Buys goods and services for his or her own use, for the use of the household or as a gift for a friend. The products are bought for final use by individuals, who are referred to as end users or ultimate consumers.
Organizational Consumer
Organizational Consumer Includes profit and non-profit businesses, government agencies (local, state, national) and institutional (e.g. schools, hospitals, and prisons), all of which buy products, equipment, and services in order to run their organizations.

**Objective of the Study**
- To know the consumer perception level of LED TV at Thiruvannamalai District
- To find out the satisfaction level of present and previous Television.
- To know about the awareness of consumers regarding their LED TV.

**Statement of the Problem**
A lot of brands of LED Television are available in the market, but the consumer prefers a particular brand of LED TV.
- In a modern business world due to the development of technology, many new brands have been introduced in the market every year. The consumer preference find out for searching the LED Television.
- Now a day’s Led television using multi purposes.
- In this generation without the television not living at home, the consumer feel it is one of the necessary items.

**Scope of the Study**
This research paper is mainly focuses on the leading brand preference for LED Television and the attitude of customers belongs to low, middle, and high income groups are taken in Cheyyar, Arani, Vandavasi and Thiruvannamalai town.

**Research Design**
Research design means the exact nature of research work in a systematic manner. It involves the information about the research work in view of the framework of the study, availability of various data, observation, analysis, sampling etc.,

**Descriptive Research**
The researcher has followed the descriptive research by using primary and secondary data collections. Descriptive studies try to discover answers to the questions who, what, when, where and sometimes how the researcher attempts to describe or define a subject, often by creating profile of a group of problems. People of events such studies may involve the collection of data and the creation of distribution of the number of times the researcher observes a single event or characteristics or they may involve relating the interaction of two or more variable.

**Methods of Sampling**
The researcher has used to collect the information of stratified Random sampling from the various places of Thiruvannamalai district.

**Sampling size**
The research paper has clearly specifies the problems and developed an appropriate design and data collection instruments, the next step in research process is to select those elements from which the information will be collected.
Sample size of this study was 400 & random sampling method adopted for sampling. It’s truly representative of population characteristic without any bias so that it may result in valid and reliable conclusions.

**Sources of data**
**Primary data**
The information collected through questionnaire methods, some basic question asked (related with marketing) to consumer about preference of the LED Television, It is useful to provide suggestion of the study.
Secondary data
Secondary Data has been collected from Books, Past research paper and Internet.

Sample units
The sample unit is 400. The information collected from four major area of thiruvannamalai district like Cheyyar, Arani, Vandavasi and Thiruvannamalai, on the basis of average method the information collected 100 respondent from each town areas.

Study Area
The research consists of the following areas

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Town</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cheyyar</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td>Arani</td>
<td>100</td>
</tr>
<tr>
<td>3</td>
<td>Vandavasi</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Thiruvannsmlai</td>
<td>100</td>
</tr>
</tbody>
</table>

Statistical tool used
Correlation
The statistical tools analysis of Karl _Pearson's Correlation are used in this present study is to explain the nature of the sample and the variables selected.

Review of Literature
Harsha de Silva, (2011), generally shows that adoption of (primarily) mobile telephones has significant benefits not just to the adopter, but to the community at large. In this context, the objective of the current article is to examine, from a user perspective, the influences (as well as the interplay of these influences) on mobile phone adoption by the poor in a selected set of countries in the emerging Asian region.

Brenda, Mak, Robert Nickerson and Henri Isaac (2009), investigates the factors affecting the attitudes towards the social acceptance of mobile phones in public places and how this attitude affects its usage Results of the analysis indicate that the attitudes about mobile phone use in public places depend on country, and age factors. This attitude in turn significantly affects the usage frequency of mobile phones. In addition, usage frequency also is affected by gender and work status.

Descriptive Analysis of Table

<table>
<thead>
<tr>
<th>S. NO</th>
<th>Present LED Tv</th>
<th>No. of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Samsung</td>
<td>128</td>
<td>32%</td>
</tr>
<tr>
<td>2</td>
<td>Sony</td>
<td>88</td>
<td>22%</td>
</tr>
<tr>
<td>3</td>
<td>LG</td>
<td>80</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>Micromax</td>
<td>64</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>40</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>400</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source : primary data

Inference
The above table shows that the consumer using of present LED TV. 32% of the consumers using Samsung TV , 22 % of the consumers using SonyLED TV , 20 % of the people using LG LED TV , 16% of the respondents using Micromax LED TV and remaining 10 % of the consumers using other LED TV like pillips, panasonic etc.,
Table No 2: The Consumer Used in the Previous LED TV

<table>
<thead>
<tr>
<th>S.No</th>
<th>Previous LED TV</th>
<th>No.of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Samsung</td>
<td>48</td>
<td>12%</td>
</tr>
<tr>
<td>2</td>
<td>LG</td>
<td>120</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Micromax</td>
<td>56</td>
<td>14%</td>
</tr>
<tr>
<td>4</td>
<td>Sony</td>
<td>104</td>
<td>26%</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>32</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: primary data

**Inference**
The above table shows that the consumers used in the previous LED TV. 40% of the consumers used previously LG LED TV, 12% of the respondents used previously Samsung LED TV, 26% of the people used previously Sony LED TV, 14% of the consumers used Micromax LED TV and remaining 8% of the consumers used other TV.

Table No 3: Consumer Causes to Leave Previously Used LED TV

<table>
<thead>
<tr>
<th>S. No</th>
<th>Causes to leave</th>
<th>No.of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Software problem</td>
<td>128</td>
<td>32%</td>
</tr>
<tr>
<td>2</td>
<td>hardware problem</td>
<td>88</td>
<td>22%</td>
</tr>
<tr>
<td>3</td>
<td>operational problem</td>
<td>112</td>
<td>28%</td>
</tr>
<tr>
<td>4</td>
<td>Others</td>
<td>72</td>
<td>18%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>400</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: primary data

**Inference**
The above table explain that the consumers causes to leave previous used LED TV. 32% of the consumers causes to leave because of software problem, 22% of the people leave because of hardware problem, 28% of the people leave because of operational problem and remaining 18% of the respondents causes to leave because of other problem.

**Null Hypothesis**: There is no association between number of years using the current LED TV and present using LED TV

Table No 4: Chi-square test for association between Number of years using the current LED TV and present using LED TV

<table>
<thead>
<tr>
<th>Number of years using the current LED TV</th>
<th>Consumer using the LED TV</th>
<th>Total</th>
<th>Chi-square value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Samsung</td>
<td>LG</td>
<td>Sony</td>
<td>Micro Max and other</td>
</tr>
<tr>
<td>Below 2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>64</td>
<td>40</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(52.0%)</td>
<td>(32.5%)</td>
<td>(2.4%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[27.1%]</td>
<td>[20.4%]</td>
<td>[11.5%]</td>
<td></td>
</tr>
<tr>
<td>2-4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>69</td>
<td>73</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(41.1%)</td>
<td>(43.5%)</td>
<td>(4.8%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[29.2%]</td>
<td>[37.2%]</td>
<td>[30.8%]</td>
<td></td>
</tr>
<tr>
<td>4-6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>59</td>
<td>46</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(51.8%)</td>
<td>(40.4%)</td>
<td>(0.9%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>[25.0%]</td>
<td>[23.5%]</td>
<td>[3.8%]</td>
<td></td>
</tr>
<tr>
<td>Above 6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>44</td>
<td>37</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(40.7%)</td>
<td>(34.3%)</td>
<td>(13.0%)</td>
<td></td>
</tr>
</tbody>
</table>

Special Issue

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Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, concluded that there is association between numbers of year using and present using LED TV. The above table indicate as per row percentage, the respondents who are use below 2 years, 52% opinion are Samsung, 32.5% opinion is LG, 2.4% opinion is Sony and 13% opinion are Micro Max and other TV. The consumer using 2-4 years, 41.1% opinions are Samsung, 43.5% opinion are LG, 4.8% opinion are Sony and 10.7% opinion are Micromax and others. The consumers are using 4-6 years, 51.8% opinions are using Samsung, 40.4% opinions are using LG, 0.9% opinion are Sony and 7% opinion are using Micromax and other LED TV. The respondents who are using 6 years and above, 40.7% opinion are using Samsung, 34.3% opinion are LG, 13% opinion are Sony and 12% opinion are using Samsung LED TV.

**Correlation co-efficient between consumer using in the previous LED TV and consumer used in the previous LED TV**

**Table No 5:** Pearson Correlation co-efficient between consumer using in the previous LEDTV and consumer used in the previous LED TV

<table>
<thead>
<tr>
<th>Causes of employee turnover</th>
<th>Previous LED TV</th>
<th>Present LED TV</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Samsung</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.282(**)</td>
<td>0.067</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.00</td>
<td>0.128</td>
</tr>
<tr>
<td>N</td>
<td>513</td>
<td>513</td>
</tr>
<tr>
<td><strong>LG</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.330(**)</td>
<td>-0.053</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.00</td>
<td>0.227</td>
</tr>
<tr>
<td>N</td>
<td>513</td>
<td>513</td>
</tr>
<tr>
<td><strong>SONY</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.435(**)</td>
<td>0.107(*)</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.00</td>
<td>0.015</td>
</tr>
<tr>
<td>N</td>
<td>513</td>
<td>513</td>
</tr>
<tr>
<td><strong>MICRO MAX</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>-0.594(**)</td>
<td>-0.046</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.00</td>
<td>0.299</td>
</tr>
<tr>
<td>N</td>
<td>400</td>
<td>400</td>
</tr>
</tbody>
</table>

Note: 1. **Correlation is significant at the 1% level.**
2. *Correlation is significant at the 5% level.

The correlation co-efficient between Samsung and previous LED TV is -0.282 which indicate 28 percentage Negative relationships between Samsung and Previous LED TV and is significant at 1% level.
The correlation co-efficient between LG and Previous LED TV is -0.330 which indicate 33 percentage Negative relationships between LG and Previous LED TV and is significant at 1% level. The correlation co-efficient between LG and Present using LED TV is -0.053 which indicate 5 percentage Negative relationships between LG and Present LED TV and is significant at 1% level.
The correlation co-efficient between Sony and Previous LED TV is -0.435 which indicate 43 percentage Negative relationships between LG and Previous LED TV and is significant at 1% level.
The correlation co-efficient between Impact of LG and Previous LED TV is -0.435 which indicate 43 percentage Negative relationships between Impact of LG and Previous LED TV and is significant at 1% level.
The correlation co-efficient between Micromax and Previous LED TV is -0.594 which indicate 59 percentage Negative relationships between Micromax and Previous LED TV and is significant at 1% level. The correlation co-efficient between Micromax and Present LED TV is -0.046 which indicate 5 percentage Negative relationships between Micromax and Present LED TV and is significant at 1% level.
Findings of the Study

- The 32% of the consumers using Samsung TV, the second and third place covered Sony and LG LED TV respectively.
- 40% of the consumers owned previously LG LED TV, 12% of the respondent used Samsung LED TV and least 8% of the people owned previously other brand LED TV.
- The highest 23% of the consumers expecting from new LED TV is advanced technology

Suggestions of the Study

- Most of the consumers presently using branded LED TV especially Samsung brand got first place among the other brands. So the consumers are advised to buy some of other LED TVs also because with reasonable price and better quality of the LED TV available in the market.
- The new LED TV companies will create awareness to consumer about the product future and facilities, a good communication channels bridge between the consumer and seller of the LED TV product.
- Reputation plays an important role of buying a LED TV. So the TV Company create good name to the public.

Conclusion

The successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer Perception is gate way to success in market. In this project exposed most of the consumer preferable to buy the Samsung LED television, in the future they are like to buy advanced model TV due to technology and generation development. In this project studied by the researcher the company should be known about the consumer preference and expectations in the LED TV. The project developed through help of the questionnaire. In this research found that most of the consumer at the time of buying the LED TV influenced the factor of cost and model. I concluded that the company manufacturing the LED TV for reasonable cost, better quality and new technology model of LED TV.

References

1. Asia1 Harsha de Silva2, Dimuthu Ratnadiwakara3 and Ayesha Zainudeen Social Influence in Mobile Phone Adoption: Evidence from the Bottom of Pyramid in Emerging
3. www.Consumer behavior library.com
A Study on Factors Influencing the Quality of Work Life on Job Satisfaction of Self Financing College Teachers in Dindigul District.

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¹Assistant professor of commerce, Arulmigu palaniandavar college of arts and culture, Palani, India.
²Assistant professor of commerce, Sakthi College of Arts and Science for Women, Oddanchatram, India.

ABSTRACT: Quality of work life and quality of life has a significant association in teaching environment. Quality of academicians, particularly in the self financing colleges, is not in a better condition. Job satisfaction is a feeling of employees towards their work and place of work. If the quality of work life is improved by the management then the effectiveness and efficiency of self financing college teachers will be increased and it is realized that they are satisfied in their job and work place. The main objectives of the study are to examine the factors influencing the quality of work life on job satisfaction of self financing college teachers and to found the various factors affecting their work performance. The sample of the study comprised of self financing college teachers in Dindigul District. By using proportionate random sampling method 120 teachers in self financing college has been considered as final sample for the study. In this study it is founded that there is no significant relationship between factors influencing quality of work life and job satisfaction of self financing college teachers in Dindigul District. The study also reveals the various factors influencing the self financing college teachers such as attitude, work Environment, Opportunities, Nature of Job, Stress Level, Career Prospects, Challenges, Growth and Development, Risk Involved and Reward and founded that if the management of self financing colleges take care of these factors they can maintain a loyal and faithful teachers with high level of quality of work life on job satisfaction of self financing college teachers in Dindigul District the study has also given a suitable suggestion on the basis of findings.

Keywords: xyz, word.

1. Introduction
Quality of work life comprises of different features of work place environment that assists improvement of human resources of institutions effectively. Factors such as Nature of Job and remuneration are biasness for growth and job security issues are affecting the relationship with management and teachers of self financing college, dissatisfaction regarding leave flexibility etc, are responsible for low quality of work life of respondents. A study revealed that there are various factors influencing between job satisfaction and quality of work life dimensions. Quality of work life significantly contributes towards increasing the job satisfaction or dissatisfaction depending upon the employee’s negative or positive perception of quality of work life dimension. So we have to find out the factors which affect their work performance in their profession and QWL is one of the most important factors affecting the satisfaction of teachers as they are motivated to perform at high levels and are more willing to relay with their management if they are experiencing a high quality of work life.

II. Statement of the Problem
The present study is based on the factors influencing the quality of work life and job satisfaction of self financing college teachers in Dindigul district. Work place conditions are influencing the performance of their work and it consists of all the factors which act and react on the body and mind of employee. Quality of work life may be affected by personal character exhibited by an employee. Personal characteristics can affect a work place through how it is perceived or how job duties are performed. The depression and stress of the teachers is also the factors that influence their performance in the job. Quality of working life can affect on staff job satisfaction and also life out of work environment such as family life, social life and leisure time. If the teachers demands at work are not met, they will get stressed which can cause negative consequences on their welfare, performance and satisfaction.

III. Objectives of the Study
- To examine the factors influencing the quality of work life on job satisfaction of self financing college teachers.
- To determine the factors associated with job satisfaction and attributes how they affect quality of work life of self financing college teachers.
- To give the suggestion on the basis of findings of the study.
IV. Review of Literature

Mohammad Baitul Islam (2012) In his study he analyzed Seven factors through quantitative research. He founded at the end of the research that six out of seven factors (work load, family life, transportation, compensation policy and benefits, working environment, working condition and career growth) have significant influence on quality of work life. The study concluded that an appropriate organization culture, compensation policy, career growth and relative facilities can lead to a satisfied employee mindset which ensure the overall organization productivity.[1]

Suvija V. S and Subymon S.S (2017) The study reveals to known the factors that influence QWL of employees in selected Self-financing colleges in Thiruvananthapuram district of the coastal state of Kerala. They selected independent variables as work load, compensation and benefits, colleagues and supervisor, working environment, working condition and career growth, family life and motivation. In there research they founded that six out of seven factors have significant influence on quality of work life and the remaining factor has no significant influence on quality of work life.[2]

Sulbha Waghmare and Dr. Vijaykumar Dhole (2017) In their study they focused on Quality of Work life and factors of Quality of Work Life that contribute to employee job satisfaction. They founded that factors such work environment, job facets, remuneration and career development are given little more care, so that organization can maintain good employees with high level of quality of work life, job satisfaction, organizational commitment and involvement.[3]

V. Research Methodology

The study is based on both primary and secondary data primary data for the study were collected from self financing college teachers in Dindigul District through questionnaire and descriptive research method where used for analysis. The data was collected from the sample respondent through method by administering questionnaire develop for the purpose. The study analyzed the finding through a statistical tool anova, weighted average mean score and simple percentage analysis.

VI. Sampling Technique

By using proportionate random sampling method 120 self financing college teachers were considered as final sample for the study. The data was collected from the sample respondents through survey method by administering questionnaire developed for this purpose.

VII. Findings of the Study

1. Anova-Factor affecting the Quality of Work life and Job Satisfaction

<table>
<thead>
<tr>
<th>1. Attitude</th>
<th>Variables</th>
<th>Sum of Squares</th>
<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
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<td>0.680</td>
<td>0.357</td>
<td>0.700</td>
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<tr>
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<td>222.507</td>
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<td>1.902</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>223.867</td>
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</table>

2. Work Environment

<table>
<thead>
<tr>
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<th>Variables</th>
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<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
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</thead>
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<tr>
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<tr>
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<td>0.553</td>
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</tr>
<tr>
<td></td>
<td>66.792</td>
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3. Opportunities

<table>
<thead>
<tr>
<th>3. Opportunities</th>
<th>Variables</th>
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<td>1.705</td>
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<tr>
<td></td>
<td>199.967</td>
<td>119</td>
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</table>

4. Nature of Job

<table>
<thead>
<tr>
<th>4. Nature of Job</th>
<th>Variables</th>
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<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
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</thead>
</table>

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### 5. Stress Level

<table>
<thead>
<tr>
<th>Variables</th>
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<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Group(combined)</td>
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<td>0.014</td>
<td>0.019</td>
<td>0.981</td>
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<tr>
<td>Within Group(combined)</td>
<td>84.564</td>
<td>117</td>
<td>0.723</td>
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<td></td>
<td>84.592</td>
<td>119</td>
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### 6. Career Prospects

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<tr>
<th>Variables</th>
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<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
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<tbody>
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<td>0.519</td>
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</tr>
<tr>
<td>Within Group(combined)</td>
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<td>0.488</td>
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</tr>
<tr>
<td></td>
<td>57.467</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 7. Challenges

<table>
<thead>
<tr>
<th>Variables</th>
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<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Group(combined)</td>
<td>0.238</td>
<td>8</td>
<td>0.119</td>
<td>1.507</td>
<td>0.226</td>
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<tr>
<td>Within Group(combined)</td>
<td>9.229</td>
<td>117</td>
<td>0.079</td>
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<tr>
<td></td>
<td>9.467</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 8. Growth & Development

<table>
<thead>
<tr>
<th>Variables</th>
<th>Sum of squares</th>
<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Group(combined)</td>
<td>0.152</td>
<td>2</td>
<td>0.076</td>
<td>0.602</td>
<td>0.549</td>
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<td>Within Group(combined)</td>
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<td>0.126</td>
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</tr>
<tr>
<td></td>
<td>14.925</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

### 9. Risk Involved and Reward

<table>
<thead>
<tr>
<th>Variables</th>
<th>Sum of squares</th>
<th>Degree of freedom</th>
<th>Mean square</th>
<th>Frequency</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Group(combined)</td>
<td>0.633</td>
<td>2</td>
<td>0.317</td>
<td>1.968</td>
<td>0.144</td>
</tr>
<tr>
<td>Within Group(combined)</td>
<td>18.83</td>
<td>117</td>
<td>0.161</td>
<td>19.467</td>
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<tr>
<td></td>
<td>19.467</td>
<td>119</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

It is founded from the above table that there is no significant relationship between factors affecting quality of work life and job satisfaction of self financing college teachers. In statistical analysis it is founded that the factors such as attitude, work Environment, Opportunities, Nature of Job, Stress Level, Career Prospects, Challenges, Growth and Development, Risk Involved and Reward is not significant hence the hypothesis that there is no significant relationship between factor affecting quality of work life and job satisfaction.

II. Weighted average score for the factors associated with job satisfaction and attributes how they affect quality of work life of self financing college teachers

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factors Affecting Quality of Work Life and Job Satisfaction</th>
<th>Weighted Average Scores</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ATTITUDE</td>
<td>2.321</td>
<td>7</td>
</tr>
<tr>
<td>2.</td>
<td>WORK ENVIRONMENT</td>
<td>2.157</td>
<td>9</td>
</tr>
<tr>
<td>3.</td>
<td>OPPORTUNITIES</td>
<td>2.423</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>NATURE OF JOB</td>
<td>2.812</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>STRESS LEVEL</td>
<td>2.712</td>
<td>3</td>
</tr>
<tr>
<td>6.</td>
<td>CAREER PROSPECTS</td>
<td>2.723</td>
<td>3</td>
</tr>
<tr>
<td>7.</td>
<td>CHALLENGES</td>
<td>2.507</td>
<td>6</td>
</tr>
<tr>
<td>8.</td>
<td>GROWTH &amp; DEVELOPMENT</td>
<td>3.535</td>
<td>1</td>
</tr>
<tr>
<td>9.</td>
<td>RISK INVOLVED AND REWARD</td>
<td>2.624</td>
<td>4</td>
</tr>
</tbody>
</table>

The above table shows the weighted average scores of factors affecting quality of work life and job satisfaction of self financing college teachers in dindigul district it is founded that Growth and development factor have highest average score followed by the nature of job with the second highest average score and the stress level of self financing college teachers average score has also been increased and placed in third position.
III. RESULTS OF JOB SATISFACTION LEVEL OF RESPONDENTS AND FACTORS AFFECTING QWL

| S.NO | Factors affecting quality of work life and job satisfaction | LOW | | | | | MEDIUM | | | | | HIGH | | | | | TOTAL | | | | | | Count | % | Count | % | Count | % | Count | % | Count | % |
|------|------------------------------------------------------------|-----|--|--|--|--|--|--|--|--|---|---|---|---|---|---|---|---|
| 1.   | ATTITUDE                                                  | 15  | 12.5 | 60  | 50 | 45  | 37.5 | 120 | 100 |
| 2.   | WORK ENVIRONMENT                                         | 7   | 6    | 83  | 69 | 30  | 25  | 120 | 100 |
| 3.   | OPPORTUNITIES                                            | 9   | 8    | 71  | 59 | 40  | 33.3 | 120 | 100 |
| 4.   | NATURE OF JOB                                            | 8   | 7    | 92  | 76.6 | 20  | 16.7 | 120 | 100 |
| 5.   | STRESS LEVEL                                             | 12  | 10   | 83  | 69 | 25  | 21  | 120 | 100 |
| 6.   | CAREER PROSPECTS                                         | 11  | 9    | 73  | 61 | 36  | 30  | 120 | 100 |
| 7.   | CHALLENGES                                               | 10  | 8    | 80  | 67 | 30  | 25  | 120 | 100 |
| 8.   | GROWTH & DEVELOPMENT                                     | 6   | 5    | 105 | 88 | 9   | 8  | 120 | 100 |
| 9.   | RISK INVOLVED AND REWARD                                 | 5   | 4    | 83  | 69 | 32  | 27  | 120 | 100 |

The level of job satisfaction of the respondents affected by the various factors of quality of work life it is analyzed that out of 120 respondents attitude of 45 respondents have high level and 60 respondents at medium level and 15 respondents have low level of factor which affecting Qwl in job satisfaction, work Environment of 30 respondents have high level and 83 respondents at medium level and 7 respondents have low level of factor which affecting Qwl in job satisfaction, Opportunities of 40 respondents have high level and 71 respondents at medium level and 9 respondents have low level of factor which affecting Qwl in job satisfaction, Nature of Job of 20 respondents have high level and 92 respondents at medium level and 8 respondents have low level of factor which affecting Qwl in job satisfaction, Stress Level of 25 respondents have high level and 83 respondents at medium level and 12 respondents have low level of factor which affecting Qwl in job satisfaction, Career Prospects of 30 respondents have high level and 61 respondents at medium level and 11 respondents have low level of factor which affecting Qwl in job satisfaction, Challenges of 30 respondents have high level and 80 respondents at medium level and 10 respondents have low level of factor which affecting Qwl in job satisfaction, Growth and Development of 9 respondents have high level and 105 respondents at medium level and 6 respondents have low level of factor which affecting Qwl in job satisfaction, Risk Involved and Reward of 32 respondents have high level and 83 respondents at medium level and 5 respondents have low level of factor which affecting QWL in job satisfaction.

VIII. Suggestion

The study suggest that the management of self financing colleges need to concentrate on better working conditions to increase the quality of work life of teachers and job satisfaction by reducing impacting factors in work environment.  

- The management of private educational institutions have to provide new opportunities for promoting the growth of teachers in their profession and they have to reduce the factors which affecting the work life of self financing college teachers.  

- The government has to impose a rule to self financing colleges that they have to adopt Qwl programmes to create a excellent work conditioned job for teachers and to increase their job satisfaction.

IX. Conclusion

Based on the above discussion it is concluded that, there is no significant relationship between job satisfaction and the factors such as attitude, work Environment, Opportunities, Nature of Job, Stress Level, Career Prospects, Challenges, Growth and Development, Risk Involved and Reward of quality of work life of self financing college teachers. Also the study reveals that working environment has more impact on the quality of work life. Therefore the study concluded that the factors affecting QWL is connected with job satisfaction and it influence the teacher’s mentality and affect their work life performance.
REFERENCE


Customer Relationship Management (CRM) Practices in Banks (A Study with Special Reference to Theni District)

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Part-Time Ph.D. Research Scholar,
Madurai Kamaraj University,
Madurai, India.

ABSTRACT: Customer Relationship Management systems are being wide across various sectors and have emerged as a popular business strategy in today’s competitive environment in companies. At this point, close relationship with customers will require strong coordination between IT and marketing departments to provide long-term retention of selected customers. This paper deals with the role of Customer Relationship Management in the banking sector and the need for Customer Relationship Management to increase customer value by using some analytical methods in CRM applications. It has been view as a process aimed at collecting customer data, find profiles of customers and use customer knowledge in specific marketing activities. The most profitable product to the most profitable customer. Customer relationship management (CRM) systems have been adopted to have better relationships with customers by having detailed knowledge of their requirements by using different information technologies. Implementing CRM systems strongly can provide many of benefits both for the customers and to the business as well. Banks have large numbers of customers and to fulfil their customer requirements most banks have adopted CRM systems.

Keywords: Customer, Management, Banking sector, CRM.

1. Introduction
Customer Relationship building with customers is now accepted as overriding goals of marketing and the business as a whole. In service industries, it is especially emphasized since a repeat customer is believed to cost merely a fraction of what needs to spend in servicing a new customer is a service transaction. It is believed that relationship flourishes when marketers play the book, meet customer's core expectations and exceed in respect of other features of their total offering. Service firms have been the pioneers in adopting the practice of customer's relationship management practices.

The banking sector is entering a new world, and existing developments are changing the face of banking. The banking operations along with heightened competition, deregulation and technological advancement have significantly altered the scope of retail banking. The last decade has witnessed a sea change in the economic and banking environment all over the world. With economic and financial sector reforms introduced in the country since the early 1990s, the operative environment of banks has also undergone a rapid change. The entry of new generation private sector banks which provided technology aided like Internet banking, Mobile banking, Inter - Branch Network, etc., have electrified the banking environment in India and has passed a new dimension to automation in Indian banking.

Customer satisfaction and loyalty are the elements of business success and profitability. When customers' become loyal and satisfied which ensures more durable connection. The company stands to make more profits and higher market share.

Objectives of the Study
1. To highlight the significance and developments of CRM practices in general and banking sector in particular.
2. To study the profile of sample bank customers, employees and selected banks took for the study.
3. To know the perception and opinion of respondent customers and their level of satisfaction on CRM practices followed by banks in the study area.
4. To analyze the attitude and opinion of respondent-bank employees towards the soundness of CRM practices followed in their banks.

Review of Literature
M.V.S. Srinivasa Rao (2012) in his article entitled, “Customer Relationship Management in India: An Empirical Analysis on Implementation of Selected Industries” has observed that CRM implementation differed from organization.

Lehal Manbeena (2012) work on Customer Relationships and Information Systems as a competitive strategy in the banking sector: A theoretical framework described that a bank could enjoy competitive advantage from its customer.

Al-Refaie & Bata (2014), banking sector plays an role for the economy of every country, to attain the position in banking sector three things are core components end users, technology and its devoted clients. Banks are on the basics of proper dealings, communication and relationship management.

**CRM Concept**

The Concept of Customer Relationship Management is the establishment, development, maintenance, and optimization of a long-term mutually valuable relationship between consumer and the organizations. Successful customer relationship management focuses on understanding the needs and desires of the customers and is achieved by placing these needs of the business by integrating them with the organisation’s. Organization strategy, people, technology and business processes.

So the concept of product is giving way to the customer focusing on the development of products and services that anticipate the future need of the customers and creating additional services that extend existing customer relationship beyond transaction.

**Features of CRM**

1. Customer Needs
2. Customer Response
3. Customer Satisfaction
4. Customer Loyalty
5. Customer Retention
6. Customer Service
7. Customer Complaints.

**Benefits of CRM**

1. Increased sales revenue
2. Increased Win Rates
3. Increased margins
4. Improved customer satisfaction ratings; and
5. Reduction in general sales and marketing administrative costs
6. Improved Customer Retention.
7. Boosted Sales
8. Increased Productivity
9. Efficient Communication

**Need of CRM in the Banking Industry**

1. Intense Competition
2. Well Informed Customer
3. A Decline in Brand Loyalty.

**Role of CRM in Banking**

CRM signifies comprehensive approach for creating, maintaining and expanding customer relationship. CRM is not confined merely to sales and marketing. It is not the sole responsibility of the customer service group, nor is it the brain-child of the IT team. While any one of these areas may be the internal champion for CRM in any organization, CRM, in fact, must become a way of doing business that touches all areas. When an area is left out of CRM planning, the organization put at risk the very customer relationship that it seeks to maintain.

**Conclusion**

The implementation of sound CRM practices in banks; give them a competitive edge in the era of liberalization and privatization. Banks of To-day, public or private are well aware of the significance of
maintaining relationships beyond banking. Depending on their requirement, banks may follow their own CRM strategy. But it is needed that banks should always review time to time and modification be carried out whenever necessary.

In this regard, the present study is an attempt to probing the effectiveness of CRM practices followed in banks located in a district. The findings of the present study and the suggestions given would be of immense help to the management of banks when they are striving to achieve greater customer loyalty by delighting their customers with their services.

References
A Study on Consumer Awareness and Usage of E-Banking Services with Reference to Madurai City

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ABSTRACT: Electronic banking or E-banking is the term that describes all transitions takes place among companies, organizations and individual and their banking institutions. First conceptualized was in the mid-1970’s some banks offered customer electronic banking in 1985. The emergence of E-Banking has enabled the banks to offer real-time transactions and integrate all customers' related functions. Indian Banks are utilizing the new technology to provide better technology and convenient access to its customers and India is thus poised to for a huge growth in the world of electronic banking. The impact of E-banking on profitability has been ignored which can give a good platform for future research.

Keywords: E-banking, New technology

1. Introduction
Online banking, also known as internet banking, E-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. E-Banking refers to the banking services provided by the banks over the internet. Some of these services include paying of bills, funds transfer, viewing account statement, etc. Banks also deliver their latest products and services over the internet. Internet banking is performed through a computer system or similar devices that can connect to the banking site via the internet. Nowadays, you can also use internet banking on your mobile phones using a Wi-Fi or 4G connection. Banking is now no more limited in going and visiting the bank in person for various purposes like depositing and withdrawing money, requesting for account statement, stop a payment, etc.

Review of literature
- Sunil Kumar (2015) has done a study on consumer awareness and usage of E-banking services. The result of this research was found to be that, the consumers are not frequently using these services but they have strong desire to use these services in future. The present study is being undertaken to analyze how the banks have been exploring the feasibility of using mobile phones as an alternative channel of delivery of banking services.
- Dr. Shams her Singh (2014) Researched on customer perception of E-banking. The Internet technology is regarded as the most important wave of revolution after the agricultural and industrial revolution. This paper has examined the adoption and impact of E-banking among the customers of different banks. The banks in India are racing to use this latest technology to reduce their operational costs and increase customer base. E-banking is a term used for performing balance checks, account transactions, payments etc.
- R. Elavarasi, Dr. S. T. Surulivel (2014) examined that mean age of E-banking users were mostly men as compared to women. The major finding is that there is an increasing change in technology world and it leads to improve E-banking services in various banks. As today's human life has become machine oriented and they don't have enough time to visit bank branch like before. And they could access it anywhere at anytime, if they have internet connection.

Statement of the problem
E-banking offers various services to the customer's, and the facilities of internet banking services can be carried out from their comfort of their home/ office with only the usage of Internet. The E-Banking services help to check the accounts and do all the transactions through online 24*7 without any hassle. They can transfer funds to other accounts maintained with any bank in the world, hence this study focuses on the different services of E-banking and customer's convenience towards it.
Objectives of the study
To identify the awareness of E-banking and how frequently it is used by the respondents.

Research Methodology
Data Source
Primary data has been used for the study. Primary data was collected by means of questionnaire and analysis has been made on the basis of response received from the customer's.

Tools and Techniques
The data was analysed with the help of statistical tools such as Percentage analysis, Chi-square test, ANOVA.

Period of the study
The survey to know about the awareness and usage of customers who use E-banking service has been done only for 2 months from November to December 2018.

Sample Design
A sample size of 100 respondents has been taken for the study by adopting convenience sampling techniques. The study has been undertaken only in Madurai City.

Limitations of the study
❖ The sample size of only 100 was taken from the large population.
❖ The study is limited to areas of Madurai City only.

Analysis and interpretation
Relationship between annual income and knowledge of banking service
Hypothesis ($H_0$): There is no significant difference between annual income and knowledge of banking services.
Hypothesis ($H_1$): There is a significant difference between annual income and knowledge of banking services.

Table 1

<table>
<thead>
<tr>
<th>System variable</th>
<th>Source of variation</th>
<th>Sum of Squares</th>
<th>Degree of freedom</th>
<th>Mean Square</th>
<th>F ratio</th>
<th>F-Limit</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank branch</td>
<td>Between Groups</td>
<td>1.580</td>
<td>3</td>
<td>.527</td>
<td>.385</td>
<td>.764</td>
<td>Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>131.420</td>
<td>96</td>
<td>1.369</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>133.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banking service</td>
<td>Between Groups</td>
<td>.372</td>
<td>3</td>
<td>.124</td>
<td>.099</td>
<td>.961</td>
<td>Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>120.618</td>
<td>96</td>
<td>1.256</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>120.990</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: computed
At 5% significance

The above table shows that there is no significant difference between annual income and knowledge of banking services.

Relationship between Gender and Ability to use
Hypothesis ($H_0$): There is no significant difference between gender and ability to use.
Hypothesis ($H_1$): There is a significant difference between gender and ability to use.
Table 2

<table>
<thead>
<tr>
<th>System variable</th>
<th>Source of variation</th>
<th>Sum of Squares</th>
<th>Degree of freedom</th>
<th>Mean Square</th>
<th>F ratio</th>
<th>F- Limit Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile phone</td>
<td>Between Groups</td>
<td>5.046</td>
<td>3</td>
<td>1.682</td>
<td>1.529</td>
<td>.212 Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>105.594</td>
<td>96</td>
<td>1.100</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>110.640</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATM machine</td>
<td>Between Groups</td>
<td>.680</td>
<td>3</td>
<td>.227</td>
<td>.190</td>
<td>.903 Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>114.230</td>
<td>96</td>
<td>1.190</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>114.910</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>Between Groups</td>
<td>1.295</td>
<td>3</td>
<td>.432</td>
<td>.190</td>
<td>.903 Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>118.015</td>
<td>96</td>
<td>1.229</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>119.310</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Debit card</td>
<td>Between Groups</td>
<td>.603</td>
<td>3</td>
<td>.201</td>
<td>.135</td>
<td>.939 Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>143.397</td>
<td>96</td>
<td>1.494</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>144.000</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepaid card</td>
<td>Between Groups</td>
<td>.521</td>
<td>3</td>
<td>.174</td>
<td>.101</td>
<td>.959 Accepted</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>165.039</td>
<td>96</td>
<td>1.719</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>165.560</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: computed
At 5% significance

The above table shows that there is no significant difference between gender and factors like Mobile phone, ATM machine, internet, debit card and prepaid card.

Conclusion
Most of the services through E-banking/Internet banking performed by both public and private are beyond the expectations of the customer’s. It has been observed that even the customers who know about Internet banking channel are not using this facility due to misconception and lack of information. These customers should be targeted by the bank and must be convinced to use the same. The result of the study shows that customers are using only few facilities of various E-banking services.

References
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A Study on the Problems and Prospects of Fire Insurance in Sivakasi Taluk

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Coimbatore, India.

1. Introduction
The Public Sector is good for public. It plays a vital role in the country's development, and General Insurance Corporation has grown into a living reality. This transformation has not come about overnight. A breakthrough has been achieved on the strong foundation laid down by the people of this great institution, which provided confidence and inner strength to explore new frontiers through the programme of massive decentralization, development, expansion and diversification undertaken in recent years. The organization today is on the point of opening up of new vistas striving and straining to reach new heights and surging ahead in quest of excellence.
For the economic growth of the country, insurance provides a strong base and mind, protection against loss of property and adequate capital to produce more wealth. The insurance has also reduced the inflationary pressure. The insurance by extracting money in supply to the amount of premium collected and by providing sufficient funds for production narrow down the inflationary gap. The two main causes of inflation, which is increased money in supply and decreased production, are properly controlled by insurance business.
In India, General Insurance business has a bright future and the fact that India has launched upon many programmes for industrialization. The General Insurance Companies have introduced many schemes which provide ample scope for expansion. Thus, insurance provides the services an essential part of the economy in general and protects the risk of every individual in particular. In the present paper an attempt is made to understand the problems and prospects of fire insurance in Sivakasi taluk.

Statement of the Problem
The main aim of General Insurance Corporation of India is to protect the belonging on goods by undertaking the risk. At present most of the people particularly living in villages are not aware of the concept and benefits of the General Insurance Policies.
In recent years General Insurance Corporation is subject to public criticism, since it finds it difficult to achieve the objectives for which it was primarily established. The emergence of public criticism is mainly due to scientific inventions like fire extinguisher, gas cylinders and control mechanism. Moreover, the businessman avoids keeping more stock in the godown. There is a general feeling that, the services of the General Insurance Subsidiary Companies are not up to the satisfaction of the public. Therefore the present study emerged to evaluate the problems of clients and the agents in dealing with fire insurance.

Review of Literature
In order to fill the research gap the researcher has referred the books, journals and relevant theses to make the present study more meaningful.
Mrs. Margaret Ratna Beevi in her thesis entitled "Role of New India Assurance Company in providing Rural Insurance Schemes" has highlighted the performance of Rural Insurance Schemes in Tirunelveli District.
Dr. A. Vijayakumar in his article titled, "Marketing of Insurance in India- Issues and Challenges" says that the success of the insurance industry will primarily depend upon meeting the rising expectations of the consumers who will be the real king in the liberalized insurance market in future.
Professor, S.Chandrasekar in his research work entitled "Customer service in United India Assurance Company Limited". A study with reference to Madras city has examined the degree of customer satisfaction among the policyholders of United India Assurance Company.
Scope of the Study
Sivakasi is known for its three major industries namely Match industry, Fire Works and Printing industry. There is chance for fire accidents. The industrialists are very particular in minimizing the risk by insuring the properties against the loss of fire. The study focuses is attention on services extended and problems faced by clients and agents.

Objectives of the Study
The main objectives of this study are:
1. To evaluate the problems of agents in dealing with Fire Insurance business
2. To analyse the attitude of the clients towards the Fire Insurance Schemes.
3. To suggest appropriate remedial measures to overcome the shortcomings of Fire Insurance.

Hypotheses
The following hypotheses have been formulated to fulfill the objectives of the study.
1. There is relationship between the age of the agents and the number of fire policies.
2. There is a relationship between the educational level of agents and marketing of fire policies.

Methodology
For the systematic and scientific study of any research work the methodology is very important, because it deals with the choice of selecting sample, research work design, data to be collected and the technique to be used for the collection and analysis of data.

(A) Sources of Data
To fulfill the objectives of the study the researcher has used both the Primary data and Secondary data. Primary data were collected by means of a protested interview schedules. A separate interview schedules is prepared for the clients and agents of the four subsidiaries of General Insurance Corporation. The secondary data were collected from the records of the general insurance companies, books, magazines, journals and other relevant documents.

(B) Sampling Design
At present all four subsidiaries of General Insurance Corporation are working in Sivakasi. They are New India Assurance Company Ltd., Oriental Insurance Company Ltd., United India Insurance Company Ltd., and National Insurance Company Ltd. Each company is functioning as per the direction of the Head Office. The Census method is used to collect information from the four subsidiaries of General Insurance Corporation in Sivakasi Taluk. The agents are the intermediary between the corporation and clients. The researcher has used a simple random sampling technique to collect information from the agents. The sample size of agents is 25 Out of 50 agents, 25 agents are selected on a simple random sampling method and there are 150 clients have taken the fire policies. Here 75 (50%) clients are selected on a simple random sampling method. As the study is intended to evaluate the opinion of the respondents with regard to the policies, an empirical survey is undertaken through a questionnaire for the personal interview with a selected group of respondents.

(C) Statistical Tools/Design
The statistical tools used for analysis are Correlation analysis, Regression analysis, Trend analysis and Scaling techniques; Chi-square test was administered to test the efficiency of hypotheses.

Problems Faced by an Agent
Age Group of the Agents
In order to study the age group of the agents in the study area, the following table- 1 shows the age group of agents involved in the General insurance business.

<table>
<thead>
<tr>
<th>Age</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 25</td>
<td>03</td>
<td>12</td>
</tr>
<tr>
<td>26-35</td>
<td>06</td>
<td>24</td>
</tr>
</tbody>
</table>

Table 1: Age Group of the Respondents
It is inferred from the above table that majority of the agents are in the middle age group (36-45) entering into the agency service.

In this context the researcher wants to evaluate the relationship between the age group of agents and the number of fire policies. To test these two variables Chi-square test is administrated.

**Observed Frequency Table**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Fire Policies</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Below 25</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>26-35</td>
<td>12</td>
<td>16</td>
</tr>
<tr>
<td>36-45</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>46</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>59</td>
<td>51</td>
</tr>
</tbody>
</table>

**Expected Frequency Table**

<table>
<thead>
<tr>
<th>Age group</th>
<th>Fire Policies</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>Below 25</td>
<td>12.19</td>
<td>10.54</td>
</tr>
<tr>
<td>26-35</td>
<td>15.34</td>
<td>13.26</td>
</tr>
<tr>
<td>36-45</td>
<td>18.09</td>
<td>15.64</td>
</tr>
<tr>
<td>46</td>
<td>13.38</td>
<td>11.56</td>
</tr>
<tr>
<td>Total</td>
<td>59.00</td>
<td>51.00</td>
</tr>
</tbody>
</table>

Chi-square Value = 3.224, Table value = 16.9, Chi-square is < Table value
Hence, the hypothesis is accepted.

It is concluded that there is relationship between the age of agents and the number of fire policies.

**Educational Level of Agents**

Having seen the age group of the agents, further analysis has been made on the basis of their level of education possessed for the agency service.

**Table 2: Educational Level**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Educational level</th>
<th>No.of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>S.S.L.C</td>
<td>05</td>
<td>20</td>
</tr>
<tr>
<td>2.</td>
<td>H.S.C</td>
<td>02</td>
<td>08</td>
</tr>
<tr>
<td>3.</td>
<td>Graduate</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>4.</td>
<td>Post Graduate</td>
<td>06</td>
<td>24</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

It is clear from the above table that majority of the respondents (48%) have studied upto graduate level, 24% of them had education upto Post graduate level, 20% of them had their education upto S.S.L.C level and the remaining 8% of them have studied only upto H.S.C level. Therefore it is noted that most of the agents are graduates.

In order to establish the relationship between the educational level and marketing of fire policies, the researcher has used Chi-square test.
Observed Frequency Table

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Special</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.S.L.C</td>
<td>10</td>
<td>8</td>
<td>3</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>H.S.C</td>
<td>14</td>
<td>8</td>
<td>2</td>
<td>5</td>
<td>29</td>
</tr>
<tr>
<td>Graduate</td>
<td>25</td>
<td>18</td>
<td>6</td>
<td>8</td>
<td>57</td>
</tr>
<tr>
<td>P.G</td>
<td>16</td>
<td>13</td>
<td>5</td>
<td>5</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>65</td>
<td>47</td>
<td>16</td>
<td>22</td>
<td>150</td>
</tr>
</tbody>
</table>

Expected Frequency Table

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>Special</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.S.L.C</td>
<td>10.83</td>
<td>7.83</td>
<td>2.67</td>
<td>3.67</td>
<td>25</td>
</tr>
<tr>
<td>H.S.C</td>
<td>12.57</td>
<td>9.08</td>
<td>3.09</td>
<td>4.25</td>
<td>29</td>
</tr>
<tr>
<td>Graduate</td>
<td>24.70</td>
<td>17.86</td>
<td>6.09</td>
<td>8.33</td>
<td>57</td>
</tr>
<tr>
<td>P.G</td>
<td>16.90</td>
<td>12.22</td>
<td>4.16</td>
<td>5.72</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td>65.00</td>
<td>47.00</td>
<td>16.00</td>
<td>22.00</td>
<td>150</td>
</tr>
</tbody>
</table>

Chi-square value = 1.3105, Table value = 16.9
Chi-square value is < Table value,
Hence, the hypothesis is accepted.
So, it is found that there is a relationship between the educational level and marketing of fire policies.

Preference of Policy

There are different fire policies, which are marketed by the agents. There are A, B, C and Special policies. In order to know the preference of the fire policies an attempt has been made by the researcher to analyse the preference of the fire policies in Sivakasi. The following table shows the preference of the fire policies which are easily marketed by the agents.

Table 3: Preference of Policy

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of agents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A&amp;B Policy</td>
<td>12</td>
<td>48</td>
</tr>
<tr>
<td>2.</td>
<td>C Policy</td>
<td>05</td>
<td>20</td>
</tr>
<tr>
<td>3.</td>
<td>Special Policies</td>
<td>08</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data

It is observed from the above table that, the A & B fire policy are preferred by 48% of the total respondents have liked C Policy, and 32% of them preferred the special policies. A and B policies are easy to administer and further more protection to the clients. Therefore A and B policies are more popular in the study area.

Problems in Getting Commission

The main source of income for the agents is commission. The commission is paid on the basis of the amount of premium collected by the agents of General Insurance Corporation. While interviewing the agents they have revealed the problem of getting commission. The following table shows the problem of getting commission.

Table 4: Problems of Getting Commission

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Problems in getting Commission</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td>2.</td>
<td>No Problems in getting commission</td>
<td>11</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>25</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary data
The above table shows that 56% of the agents are facing the problem of getting commission from the general insurance corporation and the remaining 44% of the respondents have no problem of getting commission for their service. It is noted that the majority of the agents are having the problem of getting commission.

**Attitude of the Policyholders Towards Fire Insurance**

Many organizations and more especially the more successful ones appear to suffer from a sense of complacency saying to themselves, “By and large the insurance business is doing a good job; most of the customers are quite satisfied with the business. The successful organization’s consumers are generally satisfied with the service. Almost all fire insurance policyholders especially in Sivakasi, are not having any direct contact with General Insurance corporation for their dealings pertaining to the types of policy, payment of premium etc.,

**Awareness of the Policy**

The policyholders are not having detailed knowledge about the fire insurance policies. They have got knowledge from various sources such as development officers, agents, bankers, friends and relatives. The following table shows the number of respondents having awareness about the fire insurance policies in the study area.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Agents and development officers</td>
<td>38</td>
<td>50.7</td>
</tr>
<tr>
<td>2.</td>
<td>Through banks</td>
<td>16</td>
<td>21.3</td>
</tr>
<tr>
<td>3.</td>
<td>Through friends and relatives</td>
<td>21</td>
<td>28.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

It is well known from the above table that, the majority (50.7%) of the respondents have taken policy from the agents and development officers. While obtaining loan from the banks, they are advised to take fire insurance policy. About 21.3% of the respondents have understood the fire insurance policy from the bankers. The remaining 28% of the respondents have received knowledge from friends and relatives.

**Opinion About Rate of Premium**

Since, the premium rates are fixed by the Tariff Advisory Committee, the insurance Companies can't frame their rating structure of premium on their own accord. So, all the General Insurance subsidiaries are in a position to follow the same rating structure framed by the Tariff Advisory Committee.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>High</td>
<td>30</td>
<td>40.0</td>
</tr>
<tr>
<td>2.</td>
<td>Nominal</td>
<td>35</td>
<td>46.7</td>
</tr>
<tr>
<td>3.</td>
<td>Low</td>
<td>10</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>75</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

From the above table, it is clear that 46.7% of the respondents felt that the premium amount is nominal, 40% of the respondents opined that the rate of premium is high and the remaining 13.3 of the respondents expressed that it is low. It is understood that the rate of premium amount is within the reach of the policyholders.

**Settlement of Claims**

A service sector is expected to deliver the right service to the right customers at the right time. The amount of loss is assessed by a surveyor. On the basis of the report given by the surveyor the amount of settlement...
is made by the General Insurance Corporation. The following table shows the opinion of the respondents on the settlement of claim in the study area.

Table 7: Settlement of Claims

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Prompt in settlement of claim</td>
<td>06</td>
<td>37.50</td>
</tr>
<tr>
<td>2.</td>
<td>Delay in settlement of claim</td>
<td>10</td>
<td>62.50</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>16</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary data

It is disheartening to note from the above table that, the most of the respondents (62.5%) not able to get their claim amount quickly. Only 37.5% of them have received the claim amount on time. It shows an unhealthy trend about the style of settlement of claims.

Reasons for Delay in Settlement of Claim
For getting compensation for the loss of fire, the policyholders should fulfill certain conditions prescribed by the corporation at beginning stage of insurable interest on the property i.e. they should be in a position to take some benefits out of these properties.

Table 8: Settlement of Claims

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Delay in inspection</td>
<td>04</td>
<td>66.7</td>
</tr>
<tr>
<td>2.</td>
<td>Delay in sanctioning the amount</td>
<td>02</td>
<td>33.3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>06</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary data

It is evident from the above table that 66.7% of the respondents are not satisfied with the settlement of claim due to the fact that the surveyors are taking more time to compute the loss of property by fire. The remaining 33.3% of the respondents said that there was an undue delay in sanctioning the claim. It is suggested that the General Insurance Corporation should take steps in providing better and quick service to the policyholders.

Suggestions

(A) Agents
1. The four subsidiaries of General Insurance Corporation should take steps to appoint full time agents.
2. The authorized agents should give periodical counselling to the industrialists of Sivakasi. It is suggested that the GIC should fix the number of authorized agents on the basis of area, which may avoid unhealthy competition among agents. Further it is suggested to take effective steps to control dummy agents.
3. It is suggested to take steps to enhance the percentage of commission structure.
4. At present there is no promotion for the agents in General Insurance Corporation. The corporation should take further steps to promote the agent on the basis of their performance.
5. It is also suggested to establish separate Agency Cell in every General Insurance Subsidiaries to solve the problems of agents.
6. To motivate the agents the General Insurance Corporation’s may offer the Incentive systems like loans, advances, bonus, increments, etc,

(B) Policyholders
1. Fire premium is collected through the banks instead of agents. It is collected by the agents it may create better understanding among them.
2. To ensure quick disposal of claims, every divisional office shall have a separate Verification Cell. The assessment cell should assess the fire losses without any bias.
3. It is suggested that the surveyor should be appointed without any delay to assess the loss of fire.
4. Generally the properties are insured against fire for a period of one year. The period is very short and the clients are unable to remember the time of lapse of policies. Therefore it is recommended to insure the property for a minimum period of 5 years.

Conclusion
Insurance is a service not a commodity. The insurance market comprises of intermediaries on the one side and the perspective buyers on the other hand. The utility and benefits of the relationships between the client and the agents are depending upon mutual understanding. The claim is rightly said to be Shop Window of an insurance company. The claim section is surrounded by many difficulties and complications in handling the claims. No body raises an eye brow on the huge number of fire claims annually settled by the General Insurance Corporation, but non settlement of a single claim some times plays havoc which may immediately affect the business relationship with the client. Further, the spin off effects is that a dissatisfied customer takes away then others with him. The absence of continuous training programme also affects the communication system. It is certain that the future of Fire insurance business in India is bright and the act that it will launch many insurance schemes for industrial safety.

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A Study on Organic Farming in India

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ABSTRACT: This study brings different issues of recent development for organic farming in India. The aftermath of green revolution encouraged farmers to take up this type of unique farming. This paper covers an overview of organic farming, highlight the comparison of conventional farming and organic farming and problems of organic farming. The aim of organic farming is to maintain optimum soil health and sustaining and increasing productivity by improving soil health and overall improvement of agro ecosystem and avoid pollutions. It gives quality organic food and also helps to restore soil fertility on long term basis. This research was based on secondary data.

Keywords: organic, conventional, soil fertility, eco system

Introduction
Organic Cultivation is not new in India. The term organic farming was first used by Lord North Bourne in the book of Look of the Land. Organic Agriculture in India started long back 1900 by village of the North India. Organic farming first coined by North Bourne in 1946. The state of Sikkim and Uttaranchal declared organic state. Organic farming organization established in 1972. Organic farming is a production system that sustain the health of soils, ecosystems, and people. So organic farming is better to our environment. As per the definition of the United States Department of Agriculture (USDA) term of refers to “Organic Farming is a system which avoid or largely excluded the use of synthetic inputs such as fertilizer, pesticides, hormones, food additives etc. and to the maximum extent feasible rely upon rotations, crop residue, animal manures, off- term organic waste, mineral grade rock additing and biological system of nutrient mobilization”.

Objective of the study
1. To study on overview on organic farming in India.
2. To highlight the comparison of conventional farming and organic farming.
3. To Study the problems of organic farming.

Methodology
This research article is based on secondary sources such as research article books, websites etc.

On overview of organic farming India
Organic farming is not new in India. An integrated farming system that strives for sustainability, the enhancement of soil fertility and biological diversity whilst, with rare exceptions, prohibiting synthetic pesticides, antibiotics, synthetic fertilizers, genetically modified organisms and growth hormones. Organic farming is more efficient than conventional farming. Conventional agriculture requires large amount of oil to produce, transport and apply fertilizers and pesticides. The extra energy required for fertilizer production and farm fuel use in conventional system. Also contributes to greenhouse gas emissions (GHG). Organic farming is better because environment benefits of organic food production because avoid all synthetic chemicals.

Major product produced in India by organic farming:
Commodity: Tea, Coffee, Paddy, Wheat, Sugarcane.
Spices: cardamom, Black pepper, White pepper, Ginger, Turmeric, Vanilla, Tamarind, Chili, Clove, Cinnamon.
Pulses: Red gram, Black gram
Fruits: Mango, Banana, Pine Apple, Orange, Cashew nut, Walnut.
Vegetable: Brinjal, Garlic, Onion, Tomato, Potato, Okra.
Oil seeds: Mustard, Sesame, Castor, Sunflower, Cotton, Herbal extracts.
Environmental benefits of organic farming

**Soil:** Building practices such as Crop rotations, Inter cropping, Symbiotic associations, cover crops, organic fertilizers and minimum tillage and control to organic practices.

**Water:** In many agriculture areas, pollutions of groundwater courage with synthetic fertilizers and pesticides is major problem.

**Air climate:** Organic agriculture reduced non-renewable energy use by decreasing agro chemical needs. And contributes to mitigating the greenhouse effect and global warming through its ability to sequester carbon in the soil.

Comparison of organic farming and conventional farming

Organic farming is ecological orientations whereas conventional farming is on economical orientation. Pears, Hillpanana, Lemon, Orange, Plums, Beans, Brinjal, Potato, Radish, Garlic, Coffee were the crops cultivated both in organic farming and conventional farming. Chowchow, cauliflower, cardamom, paper, were crops covered only in conventional farming.

The per hectare expenditure on all the crops in conventional farming more than in organic farming. Labour constituted the major share of expenditure for both farming. Chemical fertilizers and pesticides formed the next major expenditure for conventional farming whereas manure constituted next major share for organic farming.

The crop wise yield of the main product of conventional farming was more than organic farming for all crops. The gross income & net income of each crop in conventional farming more than organic farming. The Cost – Benefit ratio for all the crops expects pears, beans, and radish were higher in conventional farming than in organic farming.

In the overall economic comparison conventional farming did better than organic farming in short run. Conventional farming is more economic than organic farming. It will not environmentally friendly and sustainable as compared in long run. It is expected that organic farming will have positive impacts on soil, animal stock, farm economy and social justice, negative impact primarily on the chemical and machinery industrial.

Problems of organic farming

Unlike conventional farming, personal presence and a thorough knowledge of organic farming practices are necessary. Production of traditional varieties of seeds, generation of organic manure, bio-fertilizer, bio-pesticides and botanical pesticides are some of the major challenges organic farming has to face. These problems can be overcome by sustained efforts of the farmers and with the help of the organic farmer’s cooperatives, Government as well as the Non-Governmental organizations. As organic farming practices are location specific, Decentralized research should be carried out in the farmers’ fields.

In the first two to three years after the introduction of organic farming, there will be a decline in the yield. Farmer’s co-operatives could offer a helping hand in this regard for the first two to three years. In order to get better prices for organic farming products, Special Markets should be established in appropriate places. All the State Agricultural Universities should be encouraged to take up experiments on the performance of organic farming. The state agricultural universities recommends the government extension agencies to promote organic farming, wherever possible.

Conclusion

From the past experiences it is understood that only Organic Farming can bring sustainable development in the long run. As all the State Agriculture Universities and Government Extension agencies are reared to promote the conventional farming practices, Organic farming practices was not very much encouraging and exclusive organic farming were very difficult to find. Production of traditional varieties of Seeds, Bio-fertilizer, Bio-pesticides and Botanical Pesticides are major challenges. So Government and Non-Government organizations provide financial inclusion to these famers.

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1. Introduction
The changes after economic liberalization and globalization process, initiated since 1991, have significant impact on the financial institution. Information Technology revolution is of entirely changing the way financial business is done and has considerably widened the range of products and increased the expected demands of the customers. Financial sector reforms and banking sector reforms are the part and parcel of economic reforms, which strengthen the economic reforms.

IT Act of 2000 gave new dimension to the Indian financial sector. IT has created transformation in banking sector: banking structure, business process, work culture and human resource development. It affected the productivity, profitability and efficiency of the banks to a large extent. Strengthening the financial sector and improving the functioning of financial market have been the core objective of the financial sector reforms. It was in June 1999 that an IT revolution actually appeared in the Indian financial institutions specially banking sector when the world of IT seemed too wide open with introduction of Indian Financial Net. The Indian Financial Network initially comprised only the public sector banks but was later on opened up for participation by other categories of members including foreign banks as well. It was the payment system, which was the first segment of banking system, benefited a lot from the introduction of the new technology. This segment being the lifeline of a bank was later on fully mechanized with the introduction of Automated Teller Machines (ATM). This facility was further enhanced by the internet facility, which was an also significantly influenced delivery channel of the banks. Internet has emerged as an important medium for delivery of banking products and services. Detailed guideline of RBI for Internet Banking as prepared the necessary ground for growth of Internet Banking in India. In addition to this the IT Act, 2000 has provided more enhancement by giving a legal recognition to creation, transmission and retention of an electronic data. The IT Act, 2000 also provide for this electronic data to be treated as a valid proof in a court of law in most of the cases, except those cases, which continue to be governed by the provisions of the Negotiable Instrument Act, 1881.

RBI has also stressed the implementation of centralized funds management system, which facilitates a centralized viewing of balance positions of the account holders across different accounts maintained at various locations of Reserve Bank of India. This process was divided in two parts. The first part made the centralized funds enquiry system available to the customers and the second part arranged for a centralized funds transfer system by the end of 2003. Further recognizing the need for technology based payment products a pilot project for multi-application smart cards in combination with a few banks, under the guidance of the Ministry of Communications and Information Technology, Government of India, has been initiated.

All this technological advancement has changed the face of Indian Banking System. As explained above a number of technologically advanced measures are provided to every single customer of present day banks. But of a close analysis is made then one thing will come up that the present day banking is made available to the customer at the finger tips by the most valuable contribution of information technology is the Automatic Teller Machine Card of ATM. It will not be wrong if it is asserted that the biggest agent of change of the face of the banking system today is ATM. Internally, the first ATM was installed on June, 1974 by Barclay Bank, London. In India, the ATM service was introduced in 1987. There are about 16, 00,000 ATMs throughout the world. This ATM card could be used at the ATMs of other banks also.

BANK TRANSFORMATION AND INFORMATION TECHNOLOGY
The term transformation in Indian Banking Industry related to intermediately stage when the industry is passing from the earlier social banking era to the newly conceived technology based customer-centric and competitive banking. The activities of banks have grown in multi-directional as well as in multi dimensional manners. During transformation, all known parameters of the earlier regime continuously change. The virtual financial services can be largely categorized as follows:
A. Automated Teller Machines
Cash withdrawals
Details of most recent balance of account
Mini statement
Statement ordering facility
Deposit facility
Payments to third parties.

B. Remote Banking Services
Balance enquiry
Statement ordering
Funds transfer (payment) to third parties
Funds transfer between customer's different accounts
Order traveler's cheques and other financial instruments.

C. Smart Cards
(i) Stored value cards
(ii) As a replacement for all types of magnetic stripes cards like ATM Cards, Debit Cards, Charge Cards etc.
One smart card to carry out all these functions
One smart card can contain the functionality of several different types of cards issued by different banks while running different types of networks Smart card a truly powerful financial token, giving user access STM
Debit facility
Credit facilities
Electronic purse facilities at National and International level

D. Internet Banking
The latest wave in IT is Internet banking. It is becoming more obvious that the Internet has unleashed a revolution that is affecting every sphere of life. Internet is an interconnection of computer communication networks spanning the entire globe, crossing all geographical boundaries. Touching lifestyles in every sphere the Net has redefined methods of communication, work, study, education interaction, health, trade and commerce. The Net is changing everything, from the way we conduct commerce, to the way we distribute information. Being an interactive two way medium, the net, through innumerable website, enables participation by individual in B2B and B2C commerce, visits to shopping malls, books stores, entertainment sides, and so on cyberspace.

E. Interbank Mobile Payment Service (IPMC)
IPMC is an instant internet electronic fund transfer service through mobile phones. The customers can use mobile phone devices as a channel for accessing their bank accounts, remitting funds from the accounts and making payments at shops and commercial establishments. This is envisaged as a safe, secure, 24 x 7, convenient payment mechanism for Indian for domestic transactions. The customer, who is a remitter, should enroll for Mobile Banking service with the bank where he/she has an account.

BENEFITS OF IT IN BANKING SERVICES
The following are the benefits extended to the various parties with the use of IT:

A. To the Individuals:
- Anytime banking - e banking providers 24 hours, all days service to the customers for cash withdrawal from any branch.
- Anywhere banking – no matter wherever the customer is in this world, on line banking is used to get the services.
- Online purchase of goods and services and payment can be arranged for various purposes through cards.
Customer can also make some permitted transactions from his office or house or while traveling via mobile phone.

Customers can receive relevant and detailed information in seconds, rather than days or weeks.

B. To the Merchants, Traders etc.

- Assured immediate settlement and payment to the various transactions made by the traders.
- Providing various services to the businessmen at par with the international standards with low transaction cost.
- Avoid all the cost and risk problems involved in handling cash, which are very high in business transactions.
- Development of global and local clients’ base can be possible with the development of the IT in Banking.
- Other benefits include improved image, improved customer service, eliminating paper, reduced waiting costs and increased flexibility.

C. To the Banks

- E-banking provides competitive advantage with unlimited network to the banks.
- Online banking – an effectiveness medium of promotion of various schemes of the bank, and indeed acts as a marketing tool.
- By connecting ATM and PO terminals, risk of over-drawal of cash can be eliminated in case of ATM credit and debit cards.
- E-Banking site can act as a revenue earner through promotional activity by the consumer corporate.
- Help in establishing better customer relationships, attracting and retaining the customers.

D. To the Nation

- Globalization of trade can be achieved effectively through e-banking.
- Provision of global market to the domestic products and services is easy with the development of e-banking.
- E-banking promotes more exports so that the flow of foreign exchange increases.
- E-banking provides more transparency in business transactions and creates good business relations among nations.

Major Issues With It in Banking Services

Security, legal issues, building up of skilled personnel and educating people about technological banking products are some of the major issues or problems in the use of Information Technology. Security: Internet Banking could result in the siphoning off money by perpetrators of computer crime. Therefore, banks need to put place of computer security-related hardware and software such as firewalls, encryption programs and virus protection software.

Legal Issues: Legal issues arising out of siphoning off cash electronically by computer criminals will pose a major challenge to Indian banks. IT Act provides the security and legal framework for e-commerce transactions.

Conclusion

The banking industry has implemented information technology for improving different areas like customer services and CRM, managing its operation, house-keeping, monitoring and controlling, risk management, managing its human resource etc. The transformation in banking services is providing various advantages to customers with anytime, anywhere access to their accounts as well as power to operate their accounts. Although the change is good but still banks in India are required to address the important issues to get the full benefits of information technology implementation.

References

A Study of Robotic Process Automation in BPO Industry

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ABSTRACT: In this modern era, it is vital for business to focus on the ever increasing demand of the customers at a minimum operating cost without compromising on the quality of the product delivered. This is where the business organizations look forward to embrace the latest technologies or process thereby increasing the product or service quality and quantity with minimum human intervention so that the companies can deliver goods or services with minimum defects. On this onset, the Robotic Process Automation is the answer to the corporate crave. Robotic process automation (RPA) is the application of technology that allows employees in a company to configure computer software or a “robot” to capture and interpret existing applications for processing a transaction, manipulating data, triggering responses and communicating with other digital systems. I have specifically selected the BPO Industry because, the actions are consistent, with the same step being performed repeatedly. The BPO work is template driven, with data being entered into specific fields in a repetitive manner and also it is rules-based, to allow decision flows to alter dynamically. In such situations the employee sits in the middle, having oversight for the robotic performance without wasting time on the manual tasks involved. In India, Business Process Outsourcing (BPO) is the fastest growing segment of the ITES (Information Technology Enabled Services) industry. Factors such as economy of scale, business risk mitigation, cost advantage; utilization improvement and superior competency have all lead to the growth of the Indian BPO industry. This paper will concentrate on the Robotic Process Automation on the BPO sector which has the youngest workforce across the country and also it is a vital area where companies will be looking to capitalize the advantage it gives with respect to the revenue and growth of the business.

Keywords: RPA – Robotic Process Automation
BPO – Business Process Outsourcing
ITES - Information Technology Enabled Service

Literature Survey
The term Robotic Process Automation (RPA) was first used in 2012 and was created by marketing director Patric Geary, who worked for the RPA software company, Blue Prism (Hindle, Lacity, Willcocks, & Khan. RPA is a newly developed technology and there is no proper research from the early stages of use. RPA began to gain popularity in 2014 and 2015 when companies started to announce considerable savings due to automation. The market for RPA back-office automation was becoming more significant by early 2016, but it was still relatively small-scale during this time. According to Horses for Sources Research and Everest Group research, the global RPA market which includes both RPA services and RPA software increased by about 64% from 2016 to 2017 (from $271 million to $443 million). Research reported a 42% increase in the market from 2017 to 2018 and an expected increase around 94% from 2018 to 2021.

Robotic Process Automation
Robotic Process Automation (RPA) is a methodology where computer software is used to complete a specific process that was previously done by a human. Robotic automation software does not replace systems. Instead, it works with the system and performs a particular task in the same way as it has been asked to complete. RPA interacts with a computer system the same way a human would, but much faster and at a lower cost. Instead of using a salary-paid employee to do a repetitive task on the computer, RPA can be used to do the processes that includes the typing and clicking the same way as a human. RPA does not require changing old systems. RPA can be integrated with any software used by humans and it can be implemented in a short period of time for the purpose of carrying out operational procedures. Some processes are better suited for robotic automation than others. RPA automation potential increases with more routine and more manual processes. Non-routine tasks with little recurring patterns are not well-suited for automation. The below figure explains the characteristics of few processes for which RPA can be deployed.
Business Process Outsourcing
The term Business Process Outsourcing or BPO as it is popularly known, refers to outsourcing in all fields. A BPO service provider usually administers and manages a particular business process for another company. BPOs either use new technology or apply an existing technology in a new way to improve a particular business process. India is currently the number one destination for business process outsourcing, as most companies in the US and UK outsource IT-related business processes to Indian service providers.

BPO & RPA Connect
A classic scenario for RPA implementation would be one where three key characteristics are fulfilled, normally within an end-to-end process that crosses multiple applications:
1. That the actions are consistent, with the same step being performed repeatedly;
2. That it is template driven, with data being entered into specific fields in a repetitive manner;
3. That it is rules-based, to allow decision flows to alter dynamically.
In such situations the employee sits in the middle, having oversight for the robotic performance without wasting time on the manual tasks involved.
On the ground the need can be anywhere in the organization, and BPOs have used RPA solutions to unlock value for a host of multinational organizations in a wide range of areas that include Data entry and validation, File and data manipulation, Automated formatting, Multi-format message creation, Web scraping, Text mining, Uploading and exporting, Downloading and importing, Workflow acceleration, Currency/Exchange rate processing and Reconciliations.

Conclusion
Going forward, automation is going to be the mantra in all the business in future. If companies want to cut the cost and increase their revenue, this RPA is the most suitable technology for implementation not only in large organizations but also in small and medium enterprises. Since most of the process in the BPO industry
is mundane and rules driven, it will be easy to implement the RPA in the BPO sector. Also, this is one sector wherein the attrition rate is too high due to a very young workforce. By implementing the RPA, organizations will not only control the attrition at the same time the human workforce can be used in other creative areas of the field. Who knows, time may come when the organizations will start functioning without even an iota of human interference and that day is not near.

References
Impact of Demonetization on Indian Economy

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ABSTRACT: Demonetization for us infers that Reserve Bank of India has pulled back the old Rs 500 and Rs 1000 notes as an official strategy for portion. Demonetization is the showing of stripping a money unit of its status as authentic sensitive. In an imperative move, the Government of India declared that the five hundred and one thousand rupee notes will never again be legal fragile from midnight, eighth November 2016. The RBI will issue Two thousand rupee notes and new notes of Five hundred rupees which will be put accessible for use from tenth November 2016. Notes of one hundred, fifty, twenty, ten, five, two and one rupee will remain legal sensitive and will remain unaffected by this decision. This measure has been taken by the PM attempting to address the assurance against pollution, dull money and phony notes. This move is depended upon to cleanse the formal money related structure and discard dull money from the equal. Its reasons are as under: This article has made an undertaking to assess how the contraption of Demonetization can be used to pulverize parallel economy. Demonetization is one of the colossal advances begun by Government in keeping an eye on the diverse issues like dim money, counterfeit cash, degradation, mental persecution, etc.

Keywords: Demonetization, Indian economy, Black cash, Tax avoidance, Swiss bank, defilement

1. Introduction
In renowned discourse, the casual economy goes by the name of dim money and the expert of white money. High complexity are in like manner distinctively substituted by number two and number one, unaccounted and accounted, unreported and uncovered, unrecorded and recorded, and so on... "It is stripping a money unit of its status as legal sensitive. Demonetization is the old unit of cash must be surrendered and displaced with another money unit". Money is the presence blood of every economy. With the advancement of advancement and mankind, the prerequisites of individuals extended. To fulfill individuals limitless requirements exchange structure rose. Nevertheless, over some unclear time span, the making of money transformed into a strong section to manufacture an economy. Money exchange has every one of the reserves of being more profitable than deal since it obstructs the "twofold chance of requirements" and is fit for supporting commonly complex economy. Money exchange empowers straightforwardness of cooperating, supports assess gathering and national compromise. All activities, for instance, age, exchange, assignment, organizations, etc shape an economy. It is called formal economy. An easygoing economy is neither money related activity/practices that is neither depleted nor monitories by Government, emerged from a formal economy. Proximity of degradation, dull money, counterfeit cash, poor organization, etc advances and sets up parallel economy.

Reasons of Demonetization
- To destroy fake cash
- To Eliminate dark cash
- To battle debasement
- To battle expansion
- Crackdown on fear mongering and Naxalism
- To advance a cashless economy asons of Demonetization:

Meaning
The word reference significance of DEMONETIZE is "To deny (a metal) of its ability as a money related standard" or "To pull back from use as cash" So, demonetization is the demonstration of stripping a money unit of its status as legitimate delicate. It is the demonstration or procedure of expelling the lawful status of money unit. A cash on which Governor of RBI in the interest of Central Government ensures by making articulation "I guarantees to pay the carrier, the aggregate of cash ... " which enables it a lawful status. From the date of demonetization, every old cash which are demonetized will stop to be a legitimate delicate. Such
cash can’t be utilized as cash to do any exchange from this time forward, however to supplant with another money.

History around the World
Demonetization isn’t new to India or to the outside world. Different Governments over the world have chosen to boycott money note available for use, rendering immense measure of money pointless overnights, because of plenty of reasons. These incorporate battling forging, ceasing fear exercises, doing combating dark cash and so on. Numerous nations have received this procedure of demonetization to conquer hyperinflation, to control dark cash, to bring monetary security, to expel fake money and so forth. Truly outstanding and ongoing instances of demonetization is that of selection of Euro money among the countries of European Union. So as to change to the Euro cash, experts originally settled trade rates for the fluctuated national monetary standards into Euros. At the point when the Euro was presented, the old national monetary standards were demonetized. In any case, old monetary forms stayed convertible into Euros for some time with the goal that a smooth change through demonetization would be guaranteed.

To think about the experience of effect of demonetization in different nations in past years;
To break down the current the quick effect of demonetization on Indian economy;
To exercise the plausible outcomes of the demonetization.

III. Research Methodology
The paper depends on auxiliary information. The information has been gathered from web.

Objectives of Demonetization
The main objectives of demonetization are:
1. To annihilate dark cash
2. To evacuate fake money
3. To battle against fear based oppression
4. To stop illegal tax avoidance exercises
5. To relieve debasement, etc

Procedure for Exchange Old notes
The Reserve Bank of India set out an itemized methodology for the trading of the demonetized banknotes with new Rs.500 and Rs.2000 banknotes of the Mahatma Gandhi New Series and Rs.100 banknotes of the previous Mahatma Gandhi Series. Following are the key focuses:
Natives will have until 30 December 2016 to delicate their old banknotes at any office of the RBI or any bank office and credit the incentive into their individual ledgers.
Money withdrawals from financial balances will be confined to Rs.10,000 every day and Rs.20,000 every week from 9 November 2016 till 24 November 2016.
For quick money needs, the old banknotes of significant worth up to Rs.4000 per individual can be traded for the new Rs.500 and Rs.2000 banknotes and additionally Rs.100 banknotes over the counter of bank offices from 10 November 2016 by topping off a demand shape alongside a substantial ID confirmation.
All ATMs will apportion monetary orders of just 50 and 100 rupee groups.

History in India
India had an affair of demonetization of its money twice previously. The first was when Rs. 1000, Rs. 5000 and Rs 10000 notes were removed from dissemination on twelfth January 1946, a 1 ½ year before the Independence. The most elevated category note at any point printed by RBI in India was Rs. 10000 note presented without precedent for the year 1938. Anyway every one of the three of Rs. 1000, Rs 5000 and Rs. 10000 notes were again reintroduced in 1954. The second period of demonetization was done on sixteenth January 1978 when a statute was proclaimed to eliminate notes with group of Rs. 1000, Rs 5000 and Rs. 10000. On twelfth January 1946 demonetization was turned to however the Direct Tax Enquiry Committee in its between time report watched, "Demonetization was not fruitful at that point, on the grounds that just a little extent of aggregate notes available for use were demonetized in 1946 and its value was Rs. 1,235.93 crores". On sixteenth January 1978, demonetization of high category notes was presented. The high demonetization notes as on that day added up to Rs. 146 crore and aggregate notes offered to RBI added up to Rs. 125 crore according to information accessible till August 1981.

Russia: On its last legs, the country under Mikhail Gorbachev in January 1991 withdrew large-ruble bills from circulation in a move to take on the black economy. The reform failed to halt inflation, and instead served mainly to accelerate a slide in public confidence in the government. As political infighting combined
with economic collapse, Gorbachev faced a coup attempt that August which destroyed his authority and led to the Soviet break-up the following year. Learning lessons, Russia’s 1998 redenomination of the rouble, when it removed three zeroes, went altogether more smoothly.

**North Korea:** In 2010, the regime of then-dictator Kim Jong-II mounted a reform that knocked off two zeroes from the face value of the old currency in an effort to tighten control of the economy and close black markets. Combined with a poor harvest, the measure left the country with severe food shortages, according to reports at the time. Surging rice prices stoked unrest that prompted an unusual apology from Kim, and -- reports suggested -- the execution of the ruling party’s head of finance.

**Zaire:** Dictator Mobutu Sese Seko faced increasing economic disruptions in the early 1990s, when his administration mounted successive banknote reforms. A plan to withdraw obsolescent currency from the system in 1993 saw a surge in inflation and a collapse in the exchange rate against the dollar. After a civil war, Mobutu was ousted in 1997.

**Myanmar:** In 1987, the country’s military junta invalidated as much as 80 per cent of the value of money in circulation, according to reports at the time -- as in other such initiatives, it was directed at curbing the black market. One result was the first student demonstrations in years. Deepening economic unease helped trigger mass protests across the nation the following year that led to a government crackdown that killed thousands of people.

**Principles of Tackling Black Money 12**

The first principle is that remove the systemic pain that leads to creation of black money in the first place. Blame lies with the tax department. Black money is nothing but money generated in legitimate transactions which are hidden from government so as to avoid paying the transaction cost (usually tax) in the legitimate economy his is usually done by using physical cash. This cash thereafter must be processed to convert into consumption or investment. Black economy refers to various activities, transactions etc. that help process this physical cash, create returns on this cash, facilitate consumption using this cash etc. The second principle has two parts. First, not all cash transactions are necessarily black money transaction. They become black money transactions only if they are hidden from the legitimate economy. Thus, a shopkeeper who does not give receipt but declares the sale (it’s only hypothetical) does not create black money. Conversely, a shopkeeper who gives a receipt but discloses other receipt book to the tax authorities (happens all the time) creates black money transaction. Second, the black money must at some time or other be plugged into legitimate economy. Thus, it cannot be done using user created currency that cannot be exchanged with local currency. So it depends on legal tender. It means somewhere down the chain there must exist a person for whom part of this black money is legal cash income which he can use for his own consumption in legitimate channels. Usually, this is the construction worker, or other poorest of the poor who will give certain services and his income will remain under the government radar. It can also be illegal traders in gold or diamonds etc. who can convert this into precious items that have quasi legal tender status. The third insight is that black economy is continuously fed by parts of white economy that go underground. Quite a few people who do not want to promote black money contribute to it. They are either coerced say developer forcing buyer to pay him in cash or government officer seeking bribes in cash. Therefore, preventing white money from becoming black the starting point. The recommendations of Report titled Measures to tackle Black Money in India and Black economy depends on black money financiers. These are money lenders earning like 2% per month on their investments for financing the activities in black money friendly sectors. Film financing, construction financing, retailers, dance bars, alcohol, etc. These financiers also need enforcement mechanism to ensure their money is safe. Naturally they ally with criminal elements. Al Capone, the famous Chicago mobster, was previously an enforcer but later a financier.

**Other Black Money Creators**

There are other basic components in dark cash chain or dark economy. These components speak to transforming littler measure of white cash into dark by conglomeration and distortion. For instance, take NGOs. A portion of the NGOs existing just on paper. Their model is consequently. These NGOs gather authentic sums from natives and push it into causes like creature covers, young lady tyke, therapeutic guide to poor and so on. The fundamental issue is that the expenses of these NGOs is preposterously high. They likewise submit extortion by distorting number of creatures and sort of offices and so on making a wellspring of dark cash for the advertisers who get pay or potentially benefits like vehicles and drivers from the NGOs. Agreeable banks are another bit of the riddle. These acknowledge littler stores from people and
credit to originators and executives. The procedure is illicit and gets away from the law simply because it isn’t controlled by the RBI however by Politicians who are themselves executives in such institutes. Government helped/perceived schools, universities and organizations which look harmless and have no genuine educators, understudies or foundation yet essentially utilizing endorsements from complicit training officers make a chain wherein authentic cash transforms into dark cash. Others establishments have legitimate frameworks yet use the executives standard to pool understudies’ cash into dark cash pools for the organizers. Some utilization the two systems. Such elements are naturally not the same as SMEs which exist to benefit the requirements of an affluent dark cash holder or make dark cash through banks. These components will be hit significantly by the demonetization and their advertisers will be compelled to announce these sums or demolish them. Notwithstanding, the issue is that they can keep on making dark cash sources since their model has not been disassembled.

Role of Religious And Other Public Trusts
The model of trusts is somewhat extraordinary yet they are as vital components in handling dark cash as SMEs and others recorded previously. The trusts are the two repositories and clients of dark cash. They are not makers. Some enable lovers to make little however various gifts while spending generous sums on consumptions identified with their advertisers. Others are made out of unknown dark cash gifts with explicit recipients. Their inclination makes them a hot-potato issue where they appear to be distant by any administration, religious substances being ensured by constitution.

So Will Demonetisation Eliminate Black Money
Not without anyone else’s input. It is only one move of one piece in the chess leading body of dark cash. To registration the dark cash ruler, you need to win the board. There are different advances required as point by point above. Government can play every one of these moves and still fall flat on the off chance that they play inappropriately. Everything we can say is that Administration is playing great. Be that as it may, will it succeed? The endeavors will bring enormous measures of money into the keeping money framework – an advantage in itself. When the cash is in the authentic channels, it should be better used and income will be produced from its utilization. On the off chance that that is achievement enough, yes.

Strategies for tackling Black money
The refining of different methodologies can be abridged as under: Build up character of people (through Dish Card, Aadhar Card and so forth.) working in the nation subjects and outsiders. Empower low the cost coordinate bank exchanges (Usage of NEFT/IMPS/RTGS and different configurations) including direct exchanges of sponsorships to the recipients under the Aadhar conspire. Empower electronic enroll of benefits (In progress through electronic land records, digitisation of income records) Change assess framework with the goal that cost of consistence is lower than expense of tax avoidance. (through activities, for example, Saral frames, e-documenting, self assertion and so on.) Roundabout assessment framework through disentanglement (GST). Enlarge the net for divulgence by documenting Pay Government form. (auto handling returns for assessment discounts) Directions that expansion costs for dark cash making exercises. (Aversion of Defilement Act and so forth.) Make attribution chain for assets entering and leaving the nation, (for example, through P-Notes, FDI, Counteractive action of Illegal tax avoidance Act and so forth.) Make e-trails of the two earnings and consumption. Control on holding of money and physical cash including Indian and remote cash. (FEMA, late demonetisation)

Semantics of the current Demonetisation
Demonetisation is the instrument by which the administration states to pull back the cash which is present lawful delicate. The legislature being sovereign can take such choice. The impact of this declaration is that the cash notes available for use will presently stop to be legitimate delicate and must be traded at the banks. Demonetisation of higher category notes as a thought has been around. There are two imperative issues as for the present demonetization. Government helped/perceived schools, universities and establishments which look harmless and have no genuine instructors, understudies or framework yet essentially utilizing endorsements from complicit training officers make a chain wherein authentic cash transforms into dark cash. Others foundations have appropriate frameworks however use the board standard to pool understudies’ cash into dark cash pools for the originators. Some utilization the two components. Such
substances are innately not the same as SMEs which exist to benefit the necessities of an affluent dark cash holder or make dark cash through banks. These components will be hit generously by the demonetization and their advertisers will be compelled to announce these sums or decimate them. Nonetheless, the issue is that they can keep on making dark cash sources since their model has not been destroyed.

**Conclusion**

Focal government’s ongoing choice to demonetise the high esteem cash is one of the significant advance towards the annihilation of dark cash in India. The demonetization drive will influence some degree to the overall population, yet for bigger enthusiasm of the nation such choices are inescapable. Likewise it may not control dark cash completely, but rather unquestionably it has real effect in checking dark cash to substantial degree.

**References**

The Growth and Development of Banking Sector in India

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ABSTRACT: No nation can have a good economy without a sound and efficient system of banking. The Banks always persist in being the chief participants of the system on financial in any country. The Banking sector provides opportunities and various facilities to their customers and, consequently, it should be able to fulfill the posing of new challenges by other internal and external factors and technology. In India, with the set up of the first Bank by British, the Banking sector has created quick progress in several phases. Before the set up of banks, the activities on financial were managed by individuals and money lenders and because of that people had to depress a lot due to ignorance and some other reasons. To overcome such difficulties the organized sector on Banking was set up and it was fully controlled by the government. In India as from the origin of sector on banking, regularly the growth is completely evident. Nowadays the system of Indian banking is serving very effectively. This paper attempts on the growth of sector on Banking by residing upon its development in several phases. This paper is a simple article of contribution to the prevailing wide knowledge of industry on banking and which will be very useful for Industrialist, bankers, researchers, and policy maker.

Keywords: Growth of Banking, Regulations, RBI & functions, IBA & functions, HRM & retention of employees and customers, social, ethical and environmental aspects.

1. Introduction

A bank is an institution of financial services which offers banking and other financial services to their customers. It is generally understood that the bank an institution which gives the services of fundamental banking such as acquiring deposits and granting loans. But there is also an existent of non-banking institutions that produce certain banking services without fulfilling the definition of a bank. Throughout the day, a banking system is also mentioned as a system bring forth by the bank which provides services on cash management for customers and informing the transactions of their portfolios and accounts. The system of Banking in India has made various achievements as outstanding to its credit for the past three decades. The main participants of the financial system in India are the Banks. The Sector on Banking provides various opportunities and facilities to their customers. All the banks secure the money and offer some basic facilities like credit, loans, and other services on payment involving money orders, checking accounts, and cashier's cheques. In addition to that, banks also provide investment and insurance for products. India cannot have a good economy without a sound and efficient system of Banking. The banking system should be a problem free and ready to fulfill the new challenges produced by the other factors of internal and external and technology.

The system of Banking in India has earned various achievements as outstanding to its credit in the past three decades. In India, it is no longer limited to metropolises or cities. In fact, the system of Indian banking has attained even to the secluded areas of the country. This is one of the main aspects of India's growth story. It is one of the main features of the story of the growth of banking sector in India. The government’s ruling policy has paid rich dividends with the nationalization of 14 major private banks in 1969. Nowadays Banking has become favorable and giving immediate response with the account holder. They would not wait for many hours at the bank counter for receiving a draft or for withdrawing money from his account.

Need of the Banks

Before the setting up of banks, the money lenders and individuals handled the financial activities. The interest rates were very high at that time. There were no safeguard for the savings of public and no uniformity regarding loans. To overcome such difficulties, the organized banking sector was set up and it was fully controlled by the government. The following factors express the necessity of the Bank and its significance:

1) To offer the security to the customers' savings.
2) To regulate the providing of money and credit.
3) To motivate the confidence of public in the serving of the financial system, increase of savings rapidly and effectively.
4) To evade focus of powers on financial in the hands of institutions and a few individuals.
5) To arrange the equal norms and conditions (i.e. rate of interest, period of lending etc) or as equal to the various customers.

Different Types of Banks in India
Banks are separated in various different groups in India. Each group has its own welfare and controls in its operations. Each one has its own devoted to the target market. Some of them serve in the sector of rural while others serve both in rural as well as urban areas. Many banks are operating in cities only. Some banks are of Indian in origin and some others are foreign players. Banks in India can be divided into:
1) Public Sector Banks
2) Private Sector Banks
3) Cooperative Banks
4) Regional Rural Banks
5) Foreign Banks
It is to be noted that the number of Foreign banks are increasing in India. The RBI has shown certain enthusiasm to involve more foreign banks. This step dealt with the way for a few more banks from Foreign to start their business in India.

Growth of Banking
Zhao, Casu and Ferrari (2008) utilized a data set of a balanced panel dealing with the period of 1992-2004 and involved a Data Envelopment Analysis (DEA) based Malmquist Total Factor Productivity (TFP) index. The study on empirical marked that, after the phase of an initial adjustment, the industry of Indian banking experienced sustained productivity growth, which was operated mainly by the progress of technology. The structure of Banks' ownership does not appear to matter as much as increased competition of the growth of TFP. Foreign banks seem to have served as the innovators of technology when the increasing of competition, which provided additionally to the competitive pressure in the banking market.
Finally, results also demonstrate an increase in the behaviour of risk-taking, together with the whole nonintervention process. It was shown in the study of Goyal and Joshi (2011) that the small and local banks face the difficulty in attempting the force of global economy consequently, they want support and it is one of the reasons for unification. A few of the private banks utilized mergers as a tool of strategy for explaining their horizons. There is vast potential in the markets of rural in India, which is not yet examined by the major banks. So ICICI Bank Ltd. has utilized mergers as their describing of strategy in the market of rural based areas. They are succeed in doing their presence in rural India. It enhances their network across geographical boundary, improves customer base and market share.

Regulations for Indian Banks
At present, in most area of authority, commercial banks are controlled by the entities of government and need a special bank license to perform. Generally the description of the banking business for the aim of managing is extended to involve the acquirement of deposits, even if they are not repayable to the order of customers although lending of money, by itself, is usually not included in the description. Unlike most other organized industries, the manager is typically also a person who takes part in the market, i.e. a government-owned (Central) bank. Central banks also usually have a ownership on the business of providing banknotes. Nevertheless, in some of the countries this is not the case. For example, in UK, the Financial Services Authority licenses banks, and some commercial banks (such as the Bank of Scotland) provide their own banknotes in addition to those provided by the Bank of England, the UK government’s central bank. Some types of Institutions on financial, such as building societies and credit unions, may be partly or fully excluded from the requirements of bank license, and so controlled under segregated rules. The requirements for the issue of a bank license change between jurisdictions but typically consider:
1) Minimum capital
2) Minimum capital ratio
3) Fit and Proper requirements for the bank’s controllers, owners, directors, and/or senior officers
4) Approval of the bank’s business plan as being sufficiently prudent and plausible.
Reserve Bank of India (RBI)
The central bank of the country is the Reserve Bank of India (RBI). It was established in April, 1935 with a share capital of 5 crores on the basis of the recommendations of the Hilton Young Commission. The share capital was divided into fully paid shares of 100 rupees each, which was entirely owned by private shareholders in the beginning. The government held shares of nominal value of 220,000 into its custody. Now, as it is already mentioned that the RBI commenced its operation on April 1, 1935, under the Reserve Bank of India Act, 1934. The Act (II of 1934) under which it was constituted provided the legislative basis for the functioning of the Bank. The bank was constituted to meet the following requirements:

1) Regulate the issue of currency notes
2) Maintain reserves with a view to securing monetary stability
3) Operate the credit and currency system of the country to its advantage

Functions of the RBI
The Reserve Bank of India Act of 1934 had authorised all the following significant functions of a central bank to the Reserve Bank of India. The list of the functions is as following:

Bank of Issue: Under Section 22 of the Act, the Bank has the sole right to issue currency notes of all denominations. The distribution of one-rupee notes and coins and small coins all over the country is undertaken by the Reserve Bank as an agent of the government.

Banker to the Government: The second important function of the RBI is to act as the government’s banker, agent, and adviser.

Bankers’ Bank and Lender of the Last Resort: The RBI acts as the bankers’ bank. Since commercial banks can always expect the RBI to come to their help in times of banking crisis, the RBI becomes not only the banker’s bank but also the lender of the last resort.

Controller of Credit: The RBI is the controller of credit, i.e., it has the power to influence the volume of credit created by banks in India. It can do so through changing the Bank rate or through open market operations.

Custodian of Foreign Reserves: The RBI has the responsibility to maintain the official rate of exchange. Besides maintaining the rate of exchange of the rupee, the RBI has to act as the custodian of India’s reserve of international currencies.

Supervisory Functions: In addition to its traditional central banking functions, the RBI has certain non-monetary functions of the nature of supervision of banks and promotion of sound banking in India. The Reserve Bank Act, 1934, and the Banking Regulation Act, 1949, have given the RBI wide powers of supervision and control over commercial and co-operative banks, relating to licensing and establishments, branch expansion, liquidity of their assets, management and methods of working, amalgamation, reconstruction, and liquidation.

Indian Banks’ Association (IBA)
The Indian Banks’ Association (IBA) was formed on September 26, 1946, with 22 members. Today, IBA has more than 156 members, such as public sector banks, private sector banks, foreign banks having offices in India, urban co-operative banks, developmental financial institutions, federations, merchant banks, mutual funds, housing finance corporations, etc.

Functions of IBA
1) Promote sound and progressive banking principles and practices.
2) Render assistance and to provide common services to members.
3) Organize co-ordination and co-operation on procedural, legal, technical, administrative, and professional matters.
4) Collect, classify, and circulate statistical and other information.
5) Gain expertise towards common purposes such as cost reduction, increased efficiency, productivity, and improving systems, procedures, and banking practices etc.
6) Project good public image of banking through publicity and public relations.
7) Encourage sports and cultural activities among bank employees.

Conclusion
Over the years, it has been observed that clouds of anxiety and decrease of growth are two crucial development of market, which frequently diverse in different sets of conditions. The era of pre and post liberalization has identified with several environmental changes which directly influence the aforesaid
phenomena. It is obvious that the era of post liberalization has extent the new colors of development in India, but at the same time it has also posed some challenges. This article reflects the various challenges and opportunities like transparency, growth of banks, management of risks, customer expectations, and growth in banking sector, global banking, social, ethical issues, human factor environmental concern, and employee and customer retentions. Banks are attempting to combat the competition. As per the above discussion, we can say that the biggest challenge for the industry of Banking is to work for the mass market of India. Companies have changed their focus from product to customer. The better we understand our customers, the more successful we will be in satisfying their necessity. In order to mitigate above mentioned challenges Indian banks must dropped down their cost of their services. Another feature to meet the challenges is product variation. Apart from traditional banking services, Indian banks must follow some product innovation therefore that they can challenge in range of competition. The grading up of technology is an unavoidable feature to face challenges. The level of consumer awareness is importantly higher as compared to past years. Today they are in need of mobile banking, internet banking, and ATM services. Expansion of branch size in order to increase market share is another tool to challenge competitors. So, Indian nationalized and private sector banks must spread their wings towards global markets as some of them have already done it. Indian banks are trustworthy brands in Indian market; therefore, these banks must use their brand equity as it is an invaluable property for them.

References
Prospects and Issues of E-Banking System in India

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ABSTRACT: Recent technological advancement plays a vital role in the growth of the banking sector. Now-a-days banks are not restricted to traditional methods of banking, but banks have adopted new technological innovation in their banking system and so the banks, these days have transformed from brick and mortar to 24*7 system. A revolution takes place in the banking sectors such as introduction of E-banking facilities like mobile banking internet banking and other money transfer facilities like NEFT, RTGS, ATM etc, gradually converts the customers from the use of cheques and drafts, so it becomes a compulsion to renovate the banking sector with e-banking facilities which in turn improves efficiency and operational effectiveness and also helps to build strong customer relationship. Adoption of new innovation in the existing conventional methods of banking system become an opportunity as well as become a threat to the banking sectors. Some of the threats of e-banking are lack of awareness, poor communication systems, availability of human capital and fear of virtual money transfer and also with regard to security and privacy of transactions,so this paper mainly focused on the prospects and issues of e-banking in the Indian banking sector.

Keywords: Traditional methods, brick and mortar, innovation, conventional methods

1. Introduction
Digitalization of banking sector enhances the banks to perform its function effectively and efficiently. It paves the way for the growth and development of the economy. The customers were benefitted by the implementation of e-banking facilities in the banking sectors and also it helps the customers, as well as the bank professionals with respect to time consumption, maintenance of accounts, money transfers and so on. Finland was the first country in the world took a lead in E-banking In India, it was ICICI bank which initiated E-banking as early as 1997 under the brand name Infinity. Electronic banking is defined as “Delivery of bank’s services to a customer at his office or home by using electronic technology, can be termed as Electronic Banking. Online Banking or Internet Banking or E-banking allows customers to adopt technology in their banking operations.

The E-banking services include:--
Automated Teller Machines (ATM)
Credit Cards
Debit Cards
Smart Cards
Electronic Funds Transfer (EFT) System,
Mobile Banking
Internet Banking
Telephone banking
Electronic Clearing Services

The role of E-banking facilitates the delivery of banking services and products through electronic channels, such as the telephone, the internet, the cell phone, etc. It facilitates effective payment and accounting system thereby, enhancing the speed of delivery of banking services effectively. Several initiatives were taken by the government of India, as well as the Reserve Bank of India (RBI), for the development of E-banking in India. The government of India enacted the IT Act, 2000, which provides legal recognition to electronic transactions and other means of electronic commerce. Banking with internet access does not have any boundary, so it becomes an anywhere and anytime banking.

Prospects of e-banking
The banks can mobilise savings through the digitalization of its operation and it leads to the reduction of manual employees to manage their branches. Customers have adopted themselves to e-banking services, because it is cheaper to make transactions over the Internet. The Internet allows banks to reach anywhere.
Nowadays banks become more efficient than already by providing Internet access for their customers. The Internet provides the bank with an almost paper less system.

Customer Service and Satisfaction-
Banking through the Internet allows the customer to have full range of services available to them and also allows them some services not offered at any of the branches. The person does not have to go to a branch where that service may or may not be offered. A person can print off information, forms, and applications via the Internet and be able to search for information efficiently instead of waiting in line and asking a teller. With more better and faster options a bank will surely be able to create better customer relations and satisfaction.

Electronic Fund Transfer
Electronic banking takes place through electronic fund transfer EFT. The EFT uses computer and electronic technology as a substitute for cheque and other paper transactions. EFT's are initiated through devices like cards or codes that let account access happen. For this purpose banks use ATM or debit cards and personal identification numbers Pins. In addition digital signature or scan is also used to access the account.

Automated Teller Machine
Automated teller machine or 24 hours tellers are the electronic terminals that allow round the clock access to banking services. It helps the customer of a bank to withdraw cash, make deposits or transfer of funds between accounts by simply inserting an ATM card.

Electronic cheque conversion is a type of e-banking service provided by banks in foreign countries. It converts a paper cheque into an electronic payment. This could happen at the point-of-sale or in situations, where a company receives cheque.

Electronic data exchange EDI is yet another facilitating factor in the use of technology. EDI facilitates transfer of information data across different communities in the economy. EDI is the base for functions such as just-in-time processing manufacturing companies and also has deep roots in electronic commerce and electronic trade. The government has taken up step through reserve bank and Indian banks association, with respect of the implementation of EDI in the banking sectors. This is to attain benefit from the EDI for the export importer of the community.

The ELPS is aimed at causing a decrease in the volume of paper instruments through MICR clearing and an improvement in customer service by ensuring prompt and secure interest/dividend payments to the beneficiaries. ELPS works on the strength of electronic clearing service.

ECS credit refers to a series of electronic payment instructions that are generated to replace paper instruments. The system works on the basis of single debit transaction triggering a large number of credit entries. These credits or electronic payment instructions which possess details of the beneficiaries account number, amount and bank branch, are communicated to the bank branches for crediting the accounts of the beneficiaries either through magnetic media duly encrypted or through hard copy.

E-banking Challenges
The challenges were emanate from high growth in the volume of financial and banking transactions. Thus there arise need for technology upgradation and also integration of technology in the general way of functioning of banks. Some of the challenges of e-banking are as follows:

- Need for standardisation of hardware, operating systems, system software, and application software to facilitate interconnectivity of systems across branches.
- Need for high level of security
- Need for communication and networking-use of networks which would facilitate centralized data base and distributed processing.
- Need for technology plan with periodical up gradation.
- Need for business process re-engineering
- Need to address the issue of human relations in a computerized environment
- Sharing of technology experience.
- Issues of e-Banking
Traditional Banking Habits
It is very difficult to convert customers from traditional banking methods because many people are used to it, so it can take time for them to break their habits. So, online banking marketers should focus on ways to convince traditional banking users to start using online banking services.

Security
Security was an extremely difficult prospect that involved a lot of danger with online banking, cyber criminals simply need to ascertain certain personal information to break into a person's account and steal their money. It can be done anonymously. Marketing professionals in the online banking sector need to focus on demonstrating and explaining the security of online banks to overcome this challenge.

Transaction Difficulty
Time consumption to deposit or withdraw money from an online bank took longer time because online banks have fewer ATM's than their traditional counterparts, and also can simply take longer time for deposits to be processed and put into a bank account.

Technical Issues
A single technical issue that causes a bank to be down for a day could cost the bank millions in losses. Most of the consumers are using mobile banking app. So, it is key not just for banks to have their online platforms running smoothly, but also, their mobile apps. A loss of funds or data due to a crash is something that can be very worrisome for bank customers.

Small Budgets
Obviously budget can be a major challenge to start up e-banking functions. The inbound marketing strategies of creating a search engine optimized website, making accounts for all of the biggest social media networks (Facebook, LinkedIn, Twitter, etc) and starting a blog should all be prioritized.

Conclusion
Online banking is one of the most significant developments for the banking industry in its long history. However, despite the many benefits the online banking provides to customers, there are also a number of challenges in the online banking sector.
Traditional banking habits, security, technical issues, transaction difficulties, and small marketing budgets are all major challenges that online banking marketers will have to reconcile in order to succeed in this field. However, demand for this industry continues to be very strong. So it is likely that online banks will only grow more advanced and successful as they strive to resolve their marketing challenges.

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ABSTRACT: Cyber space is a broad technique of modern fast emergent wireless communication technology by using the Internet and the various services. The available technology network has offer a number of advantages such as e-government, e-commerce, e-education, e-health and e-environment etc. At the same time, the boundaries of cyber crimes, actually, are not so clear to most of the people. Cyber crimes have become a real threat today in front of us. Government has taken a number of legal, technical and administrative measures to prevent cyber crimes. But, as compare to 2016 statistical data number of cyber crime cases registered an increase of 26.54 times more from 2008 data. At the same time cyber crime personnel were arrested also an increase of 21.42 times more. It indicates a threat and need more concentration to nation cyber security against cyber crimes. Because it is believed that in 2021, about 52% of Indian population expected to have internet access and about two million devices are expected to be connected on the network.

Keywords: Cyber Crime, Cyber Security, Offence under IT Act 2000, Cyber Crime in Banks, Cyber Security Programme

Introduction
Today computer, iPad, smart phone, Android Tablet, WhatsApp, Twitter, Facebook, internet mediums like Google, Yahoo, email etc and other smart communication technology devices have become an integral part of our life. These common tool are used by citizens, civil society, businesses and Governments for communication and scattering of information. It brings social groups together in one virtual place for interface in real time. By using of modern information and communication technology, human being is able to receive and transmit any form of information just by the click of a button. As technology progress, more and more parts of life are becoming digital. But by using of computer with internet, normally people think little, how securely his data being transmitted or sent to the other person safely, without any leakage of information. Nowadays Information security is critical because of dishonour in cyber security in money transaction and vital data storage. Since, last two decade Internet is the fastest growing infrastructure in everyday life. At the same time cyber-crimes are increasing day by day because of emerging technologies are unable to safeguard our private information in a very effective way.

Objectives
The core objective of the present study is focused:-
(a) To know about Cyber Security
(b) To analyze last 10 years Cyber Crimes Registered in India
(c) To know number of personnel arrested against Cyber Crime cases in India
(d) To bring out necessitate for Cyber Security awareness to E-Consumers.

Methodology
The present paper gives an importance on Cyber Crime Act, Cyber Crime cases in India and preventive actions by government. For research, both primary and secondary sources are used. Most of the primary sources data have been collected from National Crime Records Bureau (NCRB), Crime in India Statistics and Compendium reports of Ministry of Home Affairs of India.

Internet User by Indians
According to May 2018, KPMG International Cooperative statistic data, India with over 450 million internet users, is the 2nd largest online market behind China.1 70% of Indians spend 200 minutes Average time spent per day mobile internet time on social media, entertainment.2 About 52% of country population expected to have internet access and about two million devices are expected to be connected on the network by 2021.3 This trend, largely driven by government’s put towards digital initiatives since August, 2015.4 By using of modern internet, vital data security is critical, because cyber-crimes are increasing day by day. In the majority of the cases, the cyber criminals would introduction an attack with a clear cut objective, for that they use some of the most effective methods. Some common ways effective methods like Email spoofing, malicious files applications, social engineering, cyber bullying, cyber grooming, Identity theft, job fraud,
banking fraud, online transaction fraud like debit card, credit card, net baking transmitting virus, cyber warfare, cyber trafficking, online gambling, cyber crime Hacking, Voice Phishing etc.

Cyber Law

Cyber Crime is the darker side of technology and it is a new class of crimes rapidly increasing due to extensive use of Internet and Information Technology (IT) enabled services. Cyber attack is done for the purposes of Money, Companies Data, Access to customer's data, Curiosity and Revenge. The battles against Cyber Crime, Indian government implemented herself with the ‘Information Technology Act 2000’ in 17th October 2000. The Principal Act was amended through the IT (Amendment) Act, 2008 in October 2009 to include provisions for new forms of cyber crimes like cyber terrorism, identity theft, child pornography, breach of confidentiality and leakage of data by intermediary and e-Commerce frauds. The Amended Information Technology Act is not only effective than the previous Act, it is more powerful and stringent than the previous one. The cyber crimes Act contain three major heads.

1. An offence registered under the Information Technology Act, 2000 pertaining to various sections is as under:-

(a) **Section 65** Tampering Computer Source Documents.
(b) **Section 66** Computer Related offence.
(c) **Section 66A** Sending offensive messages through communication service.
(d) **Section 66B** Dishonestly receiving stolen computer resource or communication device.
(e) **Section 66C** Identity theft.
(f) **Section 66D** Cheating by personation by using computer resource.
(g) **Section 66E** Violation of privacy.
(h) **Section 66F** Cyber terrorism.
(i) **Section 67** Publishing or transmitting obscene material in electronic form.
(j) **Section 67A** Publishing or transmitting of material containing sexually explicit act, etc. in electronic form.
(k) **Section 67 B** Publishing or transmitting of material depicting children in sexually explicit act, etc. in electronic form.
(l) **Section 67 C** Preservation and Retention of information by intermediaries
(m) **Section 68** Power of Controller to give directions.
(n) **Section 69** Powers to issue directions for interception or monitoring or decryption of any information through any computer resource.
(o) **Section 69A** Directions for blocking for public access of any information through any computer resource.
(p) **Section 69B** Monitor and collect traffic data or information through any computer resource for Cyber Security.
(q) **Section 70** Protected system.
(r) **Section 70A** National nodal agency.
(s) **Section 70B** Indian Computer Emergency Response Team to serve as national agency for incident response.
(t) **Section 71** Penalty for misrepresentation.
(u) **Section 72** Breach of confidentiality and privacy.
(v) **Section 72A** Disclosure of information in breach of lawful contract.
(w) **Section 73** Publishing electronic Signature Certificate false in certain Particulars.
(x) **Section 74** Publication for fraudulent purpose.

2. **Cyber Crimes under Indian Penal Code (IPC)**

(a) **Section 193 & 204** Fabrication of False Evidence/Destruction of Electronic Records for Evidence.
(b) **Section 379 to 381** Data Theft.
(c) **Section 406, 408 & 409** Criminal Breach of Trust/Fraud.
(d) **Section 420 IPC** Cheating.
(e) **Section 465 to 477A** Forgery.
(f) **Section 489A to 489E** Counterfeiting.
(g) **Section 499 IPC** Sending defamatory messages by email.
(h) **Section 500 IPC** Sending abusive message by email.
(i) **Section 503 IPC** Sending threatening messages by email.
3. Cyber Crimes under the Special and Local Laws Acts
   (a) Copyright Act, 1957.
   (b) Trade Marks Act, 1999.

Cyber Crimes cases Registered in India During the last nine years statistical data, Cyber Crimes cases Registered under Information Technology Act, crime under related sections of IPC and crime under Special and Local Laws (SLL) from 2008 to 2016 are given Table 1.

Table 1, Total No of Cyber Crimes Registered in India from 2008 to 2016

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</thead>
<tbody>
<tr>
<td>IT Act</td>
<td>288</td>
<td>420</td>
<td>966</td>
<td>1791</td>
<td>2876</td>
<td>4356</td>
<td>7201</td>
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<td>IPC Act</td>
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<td>276</td>
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<td>422</td>
<td>601</td>
<td>1337</td>
<td>2272</td>
<td>3422</td>
<td>3518</td>
</tr>
<tr>
<td>SLL Act</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>149</td>
<td>125</td>
<td>186</td>
</tr>
<tr>
<td>Total in India</td>
<td>464</td>
<td>696</td>
<td>1322</td>
<td>2213</td>
<td>3477</td>
<td>5693</td>
<td>9622</td>
<td>11592</td>
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<table>
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<tr>
<th>Tamilnadu Alone Crime Cases Registered Under</th>
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<tbody>
<tr>
<td>IT Act</td>
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<tr>
<td>IPC Act</td>
</tr>
<tr>
<td>Total</td>
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</table>

As can be seen from the Table 1, during the year 2016, a total of 12,317 cases were registered under the cyber crimes in India, which includes the cases under Information Technology Act, crime under related sections of IPC and crime under Special and Local Laws (SLL). At the same time, only 464 crime cases were registered in the year 2008. As compare from 2008 to 2016 statistical data, an increase of 26.54 times more cyber crime cases registered. While 2016 statistical data, Uttar Pradesh has reported the highest number of crimes accounting 2,639 cases out of 12,317 cases. Followed by Maharashtra (2,380 cases), Karnataka (1,101 cases), Rajasthan (941 cases) and Assam (696 cases) registered in India. During 2016, 48.6% of cyber-crime cases reported for illegal gain, 8.6% for revenge, and 5.6% for insult to the modesty of women.

Persons Arrested under Cyber Crimes in India
According to last 9 years statistical data in India, personnel arrested under cyber crime cases under IT Act, IPC Act and SLL Act from 2008 to 2016 are given Table 2

Table 2, Persons Arrested under Cyber Crimes in India from 2008 to 2016

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</tr>
</thead>
<tbody>
<tr>
<td>IT Act</td>
<td>178</td>
<td>288</td>
<td>799</td>
<td>1184</td>
<td>1522</td>
<td>2098</td>
<td>4246</td>
<td>5102</td>
<td>5964</td>
</tr>
<tr>
<td>IPC Act</td>
<td>195</td>
<td>263</td>
<td>394</td>
<td>446</td>
<td>549</td>
<td>1203</td>
<td>1224</td>
<td>2867</td>
<td>1785</td>
</tr>
<tr>
<td>SLL</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>282</td>
<td>152</td>
<td>241</td>
</tr>
<tr>
<td>Total in India</td>
<td>373</td>
<td>551</td>
<td>1193</td>
<td>1630</td>
<td>2071</td>
<td>3301</td>
<td>5752</td>
<td>8121</td>
<td>7990</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Tamilnadu Alone Arrest under Offences</th>
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</thead>
<tbody>
<tr>
<td>IT Act</td>
</tr>
<tr>
<td>IPC Act</td>
</tr>
</tbody>
</table>

As can be seen from the Table 2, during the year 2016, a total of 7990 cases were registered under the cyber crimes in India, which includes the cases under IT Act, IPC Act and SLL Act. At the same time, only 373 personnel were arrested in the year 2008 as compare from 2008 to 2016 statistical data, an increase of 21.42 times more cyber crime personnel were arrested. According to the above statistical data, only six personnel are arrested under cyber crimes in 2008, in Tamilnadu. At the same time the personnel arrested under cyber crime cases are increased upto 96 in 2016 in Tamilnadu.
Cyber Crime in Banks

Indian customers are increasingly in favour of online services because of simplicity, economy and speediness of online transactions. Therefore, the banking sectors have enjoyed the journey of growing technology to undergo important change. Banks are among the biggest beneficiary of the IT revolution and have largely adopted Information Technology solutions for representation the banking services to their customers. The explosions in online transactions are enlarging on technologies like Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Electronic Clearing System (ECS), and mobile transactions.

At the same time with financial cyber crime in India has been steadily increasing over the years. As per Reserve Bank of India (RBI) an amount of Rs. 38 Crore, Rs. 68 Crore and Rs. 78 Crore was involved in the cyber frauds related to Credit Cards, ATM/Debit Cards and Internet Banking during the year 2011-12, 2012-13 and 2013-14 respectively. In addition, Central Bureau of Investigation (CBI) has also registered 46 cases relating to Cyber Crime in various parts of the country during the 3 years i.e, 2012, 2013, 2014 and 2015. In these cases 34 persons have been arrested. An amount of Rs. 90 Crore, Rs. 158 Crore and Rs. 6 Crore was involved in these cases registered during the year 2012, 2013 and 2014 respectively. Also Reserve Bank of India has informed that over the period from April 2014 to June 2017, the amount involved in frauds in credit cards is Rs. 130.57 Crore, in ATM/debit cards is Rs. 91.37 crore and in internet banking is Rs. 30.01 Crore, totalling Rs. 251.95 Crore.

Indian Computer Emergency Response Team With the passage of Information Technology (Amendment) Act 2008, Indian Computer Emergency Response Team (ICERT) has been designated as Nodal agency for coordinating all matters related to cyber security and emergency response. It is now assigned with the task of oversight of the Indian cyber space for enhancing cyber protection, enabling security compliance and assurance in Government and critical sectors and facilitating early warning & response as well as information sharing and cooperation. In order to have the optimum uptime and support 24x7 operations of ICERT, initiatives have been taken to setup a Disaster Recovery site at C-DAC, Bengaluru. As per the information reported to and tracked by Indian Computer Emergency Response Team (CERT-In) a total number of 155, 164, 199 and 161 Government websites belonging to Central Ministries/Departments and State were hacked during the year 2014, 2015, 2016 and 2017 (upto November 2017) respectively. Further, As per the information reported to and tracked by National Informatics Centre (NIC), a total number of 57, 41, 81, and 69 Government websites hosted on NIC-NET were hacked during the year 2014, 2015, 2016 and 2017 (till November) respectively.

Budget Allocation for Cyber Security Programme

The budget allocation for Cyber Security Programme has steadily increased from Rs.36.06 crores during 2012-13 to Rs. 85 crores during 2015-16. The budget allocation during 2012-13, 2013-14, 2014-15 and 2015-16 were 36.06 crores, 42.37 crores, 62.0 crores and 85.0 crores respectively. The budget includes funds for measures and initiatives for tackling cyber crimes effectively. An allocation of Rs. 85 crores has been made during 2015-16 for regular operational requirements of Indian Computer Emergency Response Team (CERT-In) and Cyber Appellate Tribunal (CAT) and Cyber Security Research and Development (R&D). In addition, the Government has initiated action to create a national level mechanism to generate necessary situational scenario of existing and potential cyber security threats and enable timely information sharing for proactive and protective actions by individual entities. For this purpose, a financial outlay of Rs. 775 crores over a period of five years has been projected.

Government Actions against Cyber Crimes

Cyber security policies are a vital component in the battle against cyber crime. Government has taken a number of legal, technical and administrative measures to prevent cyber crimes. These inter alia, include:

(i) Enactment of the Information Technology (IT) Act, 2000 which has adequate provisions for dealing with prevalent cyber crimes.
(ii) Cyber Crime Cells have been set up in all States and Union Territories for reporting and investigation of cyber crime cases.
Government has established National Critical Information Infrastructure Protection Centre (NCIIPC) as per the provisions of Section 70A of the IT Act, 2000 for protection of critical information infrastructure in the country.

The Indian Computer Emergency Response Team (CERT-In) issues alerts and advisories regarding latest cyber threats and countermeasures on regular basis. CERT-In has published guidelines for securing IT infrastructure, which are available on its website (www.certin.org.in).

Government has set up cyber forensic training and investigation labs in the States of Kerala, Assam, Mizoram, Nagaland, Arunachal Pradesh, Tripura, Meghalaya, Manipur and Jammu & Kashmir for training of law enforcement personnel and Judiciary in these States.

RBI, vide its circular on "Cyber Security Framework in Banks", has advised banks to report all unusual cyber security incidents to RBI. RBI reviews cyber security developments and threats on an ongoing basis and takes necessary measures to strengthen the cyber-resilience of banks. RBI has also advised banks to take necessary preventive and corrective measures address various types of cyber-threats. Caution advices are also issued as and when necessary for preventing and controlling frauds.

Government has formulated Cyber Crisis Management Plan for countering cyber attacks for implementation by all Ministries/ Departments of Central Government, State Governments and their organizations and critical sectors. Regular workshops are conducted for Ministries, Departments, States & Union Territories and critical organizations to sensitize them about the cyber security threat landscape and enabling them to prepare and implement the Cyber Crisis Management Plan.

Government has launched the Cyber Swachhta Kendra (Botnet Cleaning and Malware Analysis Centre). The centre is providing detection of malicious programs and free tools to remove the same for banks as well as common users.

Cyber security exercises are being conducted regularly to enable assessment of cyber security posture and preparedness of organizations in Government and critical sectors. 30 such exercises have so far been conducted by CERT-In wherein organisations from different sectors such as Finance, Defence, Power, Telecom, Transport, Energy, Space, IT/ITeS etc. participated.

Ministry of Electronics & Information Technology (MeitY) has been mandated to develop a Framework for Data Protection Law for protection of online personal data. In this regard, the Government of India has constituted a Committee of Experts under the Chairmanship Former Judge of Supreme Court of India comprising of members from Government, Academia and Industry.

Historically, the introduction of computer-related services or Internet-related technologies have given increase to new forms of offence ‘cyber crime.’ For preventing the battles against Cyber Crimes, Indian government implemented herself with the ‘Information Technology Act 2000’ and upgraded it gaps through the IT (Amendment) Act, 2008 in 2009. Also Government has taken a number of legal, technical and administrative measures to prevent cyber crimes. But, as compared to 2016 statistical data number of cyber crime cases registered an increase of 26.54 times more from 2008 data. At the same time cyber crime personnel were arrested also an increase of 21.42 times more. It indicates a threat and need more concentration to nation cyber security against cyber crimes. Because it is believed that in 2021, about 52% of Indian population expected to have internet access and about two million devices are expected to be connected on the network. Also very highly protective cyber security measures needed for banking fraud, online transaction fraud like ATM debit/credit cards cheating, trains booking, cyber warfare, cyber trafficking, online gambling, cyber crime Hacking etc. Hence, more defensive measures should be necessary against the cyber crimes with rigid law and hard punishment.

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29. Parliament debates in Lok Sabha, Unstarred Question No. 467, Answered by Shri Ravi Sankar Prasad, Minister for Communications and Information Technology dated 22nd April, 2015.

30. Parliament debates in Lok Sabha, Unstarred Question No. 3675, Answered by Shri S.S. Ahluwalia, Minister of State for Electronics and Information Technology dated 8th August, 2018

Purpose of Research
Quality of Work Life in an organization is essential for the smooth running and success of its employees. The Quality of Work Life can affect such things as employees’ timings, work output, available leaves, etc. Quality of Work Life helps the employees to feel secure and like they are being thought of and cared for by the organization in which they work. An organization’s HR department assumes responsibility for the effective running of the Quality of Work Life for their employees.

The purpose of this research is to explore the experiences of employees with respect to the quality of their work life and there were no previous research has been conducted on quality of work life in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE. This research is needed to know about the employees’ quality of work life in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE. The research also helps the organisation to identify the most related factors of quality of work life like adequate and fair compensation, working conditions, social integration etc.

Scope of the Research
The research entitled “Impact of Quality of Work life on Job Satisfaction among expatriates” is to be conducted in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE. Work is an integral part of our everyday life, be it our livelihood or career or business.

The research focuses on the quality of work life which is existing in the organisation. Various authors and researchers have proposed dimensions of quality of work life, which include a wide range of factors. This research focuses on the factors proposed by Walton model of quality of work life such as adequate and fair compensation, working conditions, opportunity for continued growth and security, social integration, opportunity of use and develops human capacities, constitutionalism, work and life space, social relevance of work life. This research also helps to analyse the impact of quality of work life on job satisfaction among the employees in the organisation.

Review of Literature
Kasi Raman and Geetha (2017) concluded that the quality of work life factors namely adequate and fair compensation, safe and healthy working environment, opportunities for growth, security, social relevance in work life, social integration and cohesiveness have a significant positive impact on job satisfaction among the employees. There is no significant relationship exists between years of experience and improvement of productivity & overall quality of working life of Tamil Nadu State Transport Corporation.

Alzalabani (2017) concluded the study of work environments is very important because it may differentiate between high and low performers among organizations. However, it also examines the relationships between environmental factors and job satisfaction. The result reveals that the level of Quality of Work Life of the population is high. This study contributes to the understanding of quality of work life and job satisfaction in a significant area that is, among employees of organizations in Yanbu Industrial City.

Shanmugam & Ganapathi (2017) shared the better (QWL) is important for any industrial organizations to continue to absorb and hold workers. The compensation, working conditions, development and social integration are the important quality of work life dimensions for construction workers. The results indicate that there is significant difference between socioeconomic status of workers and quality of work life dimensions for construction workers. Besides, compensation, working condition, social integration and development are positively and significantly influencing job performance of construction workers.

Kawaljit Kaur and Dhiraj Sharma (2016) viewed that there are few factors, which create aversion among employees both sectors are; too much workload, conduct of top management, long travelling hours and internal politics. Although vast literature exists about quality of work life in different sectors but, yet, hardly
very few studies have been conducted in India to investigate QWL in higher education sector particularly in Punjab.

Kawaljit Kaur (2016) identified the factors affecting quality of work life on university teachers and to study the impact of quality of work life on overall job satisfaction level and motivational level among teachers of universities. Major findings of the study showed that public sector employees are motivated if supportive work environment is provided. Public Sector University teachers were found to be satisfied with co-workers behaviour and job security.

Geetha and Mani (2016) stated that the individual employee's freedom to design his job functions to meet his personal needs and interest. Quality of work life is the corroboration between the employees and their organization. It improves the family life as well as work life of the individual.

Pothigaimalai et al., (2014) analyzed the favourableness (or) unfavourableness of the environment by the organization, to identify the Quality of Work Life by the employees and to study the working conditions that are excellent for people as well as for economic health of the organization. The study is carried out by adopting an exploratory, descriptive and diagnostics.

Objectives of the study
- To study the impact of quality of work life on job satisfaction among expatriates in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.
- To study the socio-demographic factors of the employees in the organization.
- To examine and assess the factors related to quality of work life in the organization.
- To analyse the impact of the factors related to quality of work life on job satisfaction among employees in the organization.
- To provide the level of job satisfaction among employees in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.

Research Methodology

Meaning
Research methodology is a process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Research Design
A research design is a framework or blueprint for conducting a research project. The research design used for this project is a descriptive research design.

Sampling Method
- Census sampling: Complete Enumeration Survey Method wherein each and every item in the universe is selected for the data collection.

Sampling Unit
The researcher considered the employees who are permanently working in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.

Population
The population for this research is 154 employees of Project department in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.

Sources of Data
- Primary Data: The primary data are those which are collected afresh and for the first time, and thus happen to be original in character.
- Secondary Data: The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process.

Statistical Tools used for analysis:
- Uni-variate Percentage analysis
- Weighted average analysis
- Chi-square analysis
Factor analysis

Research Hypothesis
- There is a relationship between years of experience and authentication to participate in decision making.
- To test the most inducing factors towards quality of work life in SOS International LLC, Abu Dhabi, UAE.

Data Analysis and Discussion

<table>
<thead>
<tr>
<th>Table 1.1: ‘Demographic Profile of Expatriates’</th>
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<tbody>
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<td>36 - 40 Years</td>
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<td>5-7 years</td>
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<td>More than 3 members</td>
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<td>2</td>
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<tr>
<td>3</td>
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<tr>
<td>More than 4 members</td>
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</tbody>
</table>

Source: Primary Data
Demographic Profile of expatriates

- 88% of the respondents were male in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.
- Majority of the respondents were Indians (46%) who worked in the organization.
- Majority of the respondents were aged 26-30 years (41%) followed by 31-35 years (21%), 36-40 years (18%), 18-25 years (16%) and above 40 years (4%)
- Majority of the respondents were undergraduates (61%) who worked in the organization.
- Majority of the respondents were earning between 5001-7500 AED (35%) in the organization.
- Majority of the respondents were having 3-5 years of experience (30%) who worked in the organization.
- Majority of the respondents were semi skilled (74%) who worked in the Corporation.
- Majority of the respondents household size were three (46%) and number of dependants were two (38%) with the respondents who worked in the Corporation.

Table 1.2: Uni – variate Percentage Analysis

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness about Organizational goals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>148</td>
<td>96</td>
</tr>
<tr>
<td>No</td>
<td>06</td>
<td>04</td>
</tr>
<tr>
<td><strong>Perception towards Organizational goals, objectives</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Excellent</td>
<td>09</td>
<td>06</td>
</tr>
<tr>
<td>Very Good</td>
<td>53</td>
<td>36</td>
</tr>
<tr>
<td>Good</td>
<td>73</td>
<td>49</td>
</tr>
<tr>
<td>Average</td>
<td>12</td>
<td>08</td>
</tr>
<tr>
<td>Fair</td>
<td>01</td>
<td>01</td>
</tr>
<tr>
<td><strong>Satisfaction towards Quality of HR Policies &amp; Practices</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Completely Satisfied</td>
<td>10</td>
<td>07</td>
</tr>
<tr>
<td>Satisfied</td>
<td>75</td>
<td>49</td>
</tr>
<tr>
<td>Neutrally Satisfied</td>
<td>64</td>
<td>42</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>05</td>
<td>03</td>
</tr>
<tr>
<td>Completely Dissatisfied</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Existing HR practice maximizing efficiency of Expatriates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>12</td>
<td>08</td>
</tr>
<tr>
<td>Agree</td>
<td>77</td>
<td>50</td>
</tr>
<tr>
<td>Uncertain</td>
<td>62</td>
<td>40</td>
</tr>
<tr>
<td>Disagree</td>
<td>03</td>
<td>02</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>04</td>
<td>03</td>
</tr>
<tr>
<td>Agree</td>
<td>96</td>
<td>62</td>
</tr>
<tr>
<td>Uncertain</td>
<td>46</td>
<td>30</td>
</tr>
<tr>
<td>Disagree</td>
<td>07</td>
<td>05</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Discrimination among Expatriates</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Based on caste, religion &amp; lifestyle</td>
<td>20</td>
<td>13</td>
</tr>
<tr>
<td>Negative commentaries about ethnicity</td>
<td>54</td>
<td>35</td>
</tr>
<tr>
<td>Based on unsocial issues related to language-communication</td>
<td>38</td>
<td>25</td>
</tr>
<tr>
<td>Based on culture</td>
<td>10</td>
<td>07</td>
</tr>
<tr>
<td>Not getting enough recognition</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td><strong>Ways of Discrimination existing in the Organization</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Completely Satisfied</td>
<td>02</td>
<td>01</td>
</tr>
<tr>
<td>Satisfied</td>
<td>90</td>
<td>58</td>
</tr>
<tr>
<td>Neutrally Satisfied</td>
<td>57</td>
<td>37</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>04</td>
<td>03</td>
</tr>
<tr>
<td>Completely Dissatisfied</td>
<td>01</td>
<td>01</td>
</tr>
<tr>
<td><strong>Satisfaction towards Participative Management system</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extremely Satisfied</td>
<td>09</td>
<td>06</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>87</td>
<td>56</td>
</tr>
<tr>
<td>Moderately Satisfied</td>
<td>58</td>
<td>38</td>
</tr>
<tr>
<td>Slightly satisfied</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Not at all satisfied</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td><strong>Overall satisfaction towards QWL in Job Satisfaction</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Inference

Based on the Uni-variate analysis, the researcher infers that

- Majority of the respondents (96%) are aware about organizational goals and objectives.
- Majority of the respondents (49%) are perceived as good towards organizational goals, objectives and outcomes.
- Majority of the respondents (49%) are satisfied with the quality of HR policies and practices followed in the organization.
- Majority of the respondents (50%) are agreed that existing HR practices would maximize the efficiency of Quality of working life.
- Majority of the respondents (62%) are strongly agreed that discrimination among expatriates existing in the organization.
- Majority of the respondents (35%) are agreed that discrimination in the form of negative commentaries about ethnicity present in the organization.
- Majority of the respondents (58%) are satisfied with the participative management system followed in the organization.
- Majority of the respondents (56%) are very satisfied towards quality of work life provides individual job satisfaction and fulfilment in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.

**Table 1.3: Weighted Average Analysis**

**Weighted Average Mean – Respondents’ opinion towards factors influencing Job Satisfaction**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Work Assignments</td>
<td>3</td>
<td>74</td>
<td>50</td>
<td>6</td>
<td>1</td>
<td>554</td>
<td>3.59</td>
</tr>
<tr>
<td>2</td>
<td>Working Environment</td>
<td>10</td>
<td>84</td>
<td>50</td>
<td>7</td>
<td>3</td>
<td>553</td>
<td>3.59</td>
</tr>
<tr>
<td>3</td>
<td>Job security</td>
<td>14</td>
<td>64</td>
<td>52</td>
<td>22</td>
<td>2</td>
<td>528</td>
<td>3.42</td>
</tr>
<tr>
<td>4</td>
<td>Organizational/work culture</td>
<td>7</td>
<td>66</td>
<td>60</td>
<td>18</td>
<td>3</td>
<td>518</td>
<td>3.36</td>
</tr>
<tr>
<td>5</td>
<td>Safety, health &amp; welfare measures</td>
<td>10</td>
<td>67</td>
<td>53</td>
<td>16</td>
<td>4</td>
<td>525</td>
<td>3.41</td>
</tr>
<tr>
<td>6</td>
<td>Learning &amp; development opportunities</td>
<td>3</td>
<td>65</td>
<td>67</td>
<td>16</td>
<td>3</td>
<td>511</td>
<td>3.32</td>
</tr>
<tr>
<td>7</td>
<td>Career advancement opportunities</td>
<td>5</td>
<td>65</td>
<td>70</td>
<td>10</td>
<td>3</td>
<td>518</td>
<td>3.36</td>
</tr>
<tr>
<td>8</td>
<td>Relationship with colleagues, subordinates &amp; superiors</td>
<td>8</td>
<td>81</td>
<td>54</td>
<td>10</td>
<td>1</td>
<td>547</td>
<td>3.55</td>
</tr>
<tr>
<td>9</td>
<td>Participative management</td>
<td>2</td>
<td>47</td>
<td>68</td>
<td>35</td>
<td>2</td>
<td>474</td>
<td>3.08</td>
</tr>
<tr>
<td>10</td>
<td>Grievance handling</td>
<td>4</td>
<td>45</td>
<td>72</td>
<td>27</td>
<td>6</td>
<td>476</td>
<td>3.09</td>
</tr>
<tr>
<td>11</td>
<td>Salary &amp; benefits</td>
<td>4</td>
<td>62</td>
<td>67</td>
<td>18</td>
<td>3</td>
<td>508</td>
<td>3.29</td>
</tr>
<tr>
<td>12</td>
<td>Social relevance of work</td>
<td>10</td>
<td>53</td>
<td>65</td>
<td>21</td>
<td>5</td>
<td>504</td>
<td>3.27</td>
</tr>
</tbody>
</table>

Source: Primary Data

**Weightage**

5 – Extremely satisfied  4 – Highly Satisfied  3 – Moderately satisfied
2 – Slightly satisfied  1 – Not at all satisfied

Inference

From the above table it is inferred that, Most of the respondents are moderately satisfied towards factors that influencing job satisfaction in SOS International Mechanical Equipment LLC, Abu Dhabi, UAE.

**Table 1.4: Chi – Square Analysis**

1.4.1 – Relationship between years of experience and authentication to participate in decision making in the organization
Null Hypothesis (H₀): There is no relationship between years of experience and authentication to participate in decision making in the organization.

Alternative Hypothesis (Hₐ): There is relationship between years of experience and authentication to participate in decision making in the organization.

<table>
<thead>
<tr>
<th>Years of Experience</th>
<th>Authentication</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td>Less than one year</td>
<td>0</td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>17</td>
</tr>
<tr>
<td>3 – 5 years</td>
<td>25</td>
</tr>
<tr>
<td>5 – 7 years</td>
<td>21</td>
</tr>
<tr>
<td>Above 7 years</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>16.020*</td>
<td>8</td>
<td>0.042</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>17.311</td>
<td>8</td>
<td>0.027</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>9.731</td>
<td>1</td>
<td>0.002</td>
</tr>
</tbody>
</table>

The critical value is smaller than significant value i.e. (0.042 < 0.05)
Hence the Null hypothesis is rejected.

**Inference**
There is relationship between years of experience and authentication to participate in decision making in the organization.

**Major Recommendations**
- The organization shall extend the application to improve the awareness and perception about human resource policies as well as existing practices among all expatriates. Thus, the organization might increase the level of satisfaction towards human practices followed and applicable to the higher extent.
- The organization might prolong the applicability of human resource practices to maximize the efficiency among expatriates for improving their perception which reflects on quality of work life. Thus, the organization might offer programmes for expatriates to perceive the higher efficiency of applicable human resource practices and benefits.
- The organization might necessitate measures to eradicate the discriminatory base among expatriates in terms of ethnicity, and social relevance of communication. Thus, the organization offers adequate orientation programmes for expatriates with others to adapt socialization in higher order with the organization.
- Based on the findings, the respondents are mostly perceived job uncertainty and attrition as main issue faced in the organization. Thus, the organization would make necessary initiatives to stabilize positive mindset among expatriates, which turns for improving the goodwill of the organization.
- The organization could analyze the important functions such as grievance handling, participative management, compensation and social relevance of expatriates, which is more mandate to enrich the job satisfaction leads to long term sustainment of employees.

**Conclusion**
All over the world people are craving for their human dignity and respect. Besides their aspirations and expectations are rising along with rapid changes in times and technologies. Better quality of work life leads to increased employee morale. It minimizes attrition and checks labour turnover and absenteeism. It enhances the brand image for the company as that, in turn, encourages entry of new talent into the organization.

As a research in impact of quality of work life concludes that the perception of expatriates is above average in SOS International LLC, Abu Dhabi. The research might be a good attempt to analyse the living and employability nature of expatriates in abroad. As a researcher, this research plays a vital role in improving...
quality of work life especially among expatriates in the organization and finally turns as a whole in the near future.

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Customer Relationship Management - A Digitalisation

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1. Introduction
CRM, the technology, along with human resources of the company, enables the company to analyze the behavior of customers and their value. CRM includes all business processes like sales, marketing and service that serve the customer in everyday business activities. It implementation as on value to both customer and company and it also serves to bring about process, organization and technical change. It is an process that mange to achieve the optimal balance between organizations investment and customer satisfaction which leads ultimately to maximum profit. Customer Relationship Management is gaining importance as a management tool globally and is ranked second to strategic planning.

Web-Based eCRM application also provides organizations with online access to customer database and enables customers to contact organizations via web or chat and e-mail. It provides multiple channels to customers to interest with the company. There are different levels is Foundational services, Customer-centered services, Value-added services.

Classifications of CRM
1. Operational CRM
Operation CRM means supporting the “front office” business processes, which include all customer contact (sales, marketing and services). Tasks resulting from these processes are forwarded to employees responsible for them. Delivers personalized and efficient marketing, sales, and services through multichannel collaboration. Enables a 360-degree view of your customer, while you are interacting with them.

i) Sales force automation
SFA automates some of the company critical sales and salesforce management function, for example, lead account management, contact management, quote management, forecasting, sales administration, keeping tracks of customers preferences, buying habits, and demographics, as well as performance management. SFA tools are designed to improve field sales productivity.

ii). Customer services and support (CSS)
CSS automates some services requests, complaints, product return, and information requests. Traditional internal help desk and traditional inbound call centre support for customer inquiries are now evolved into the “customer interaction centre” (CIC), using multiple channels (web, phone/fax, face-to-face, kiosk, etc).

iii) Enterprise marketing automation (EMA)
EMA provides information about the business environment, including competitors, industry trends, and macro-environment variables. It is the execution side of campaign and lead management.

2. Analytical CRM
Analytical CRM is one of the industry buzzwords. As today companies collect more and more customer data, they seek technologies that allow them. Analytical CRM analyzes customer data for a variety of purposes: Designing and executing targeted marketing campaigns. Designing and executing campaigns, Analyzing customer behaviour in order to make decision relating to products and services, Management information system,
Successful analytical CRM implementation are always built on a solid, customer-centric transaction database that integrates information from all customer touch points-call centres, branch office and websites.

3. Collaborative CRM
Collaborative CRM include a suite of customers interaction software such as e-mail management and conferencing tools. Collaborative CRM takes things a stage further and provides points of interaction
between customer, staff and business partners, through new and traditional ground web technologies. The application of collaborative services. The various departments of company like the sales, technical support, and marketing, share the information they collect about customer.

The objectives are to improve the quality of customer services and increase customer loyalty. The customer viewpoint is taken care of at every transaction level, thus, enabling better services to the customer. Collaborative CRM also reduces web services costs by enabling web collaboration.

**CRM in e-Business**

**Customer** demand for more online interaction with organizations is a driving force behind the use of eCRM. Technology is also used to:

- Give managers online access to analytical reports.
- Allow efficient identification of profitable customers.
- Provide access to enterprise statistics from remote locations.
- Integrate analytics across the enterprise.

As the internet is becoming more and more important in business life, many companies consider it as an opportunity to reduce customer-service costs, tighten customer relationship and most important, further personalize marketing messages and enables mass customization.

**Different levels of eCRM**

In defining the scope of eCRM three different levels can be distinguished:

**Foundational services:** This includes the minimum necessary services such as websites effectiveness and responsiveness as well as security/trust.

**Customer-centres services:** These services include order tracking, product configuration and customization as well fulfillment.

**Value-added services:** These are extra services such as online auctions and online training and education.

Self-services are becoming increasingly important in CRM activities. The rise of the internet and eCRM has boosted the options for self-services activities. A critical success factor is the integration of such activities into traditional channels.

**Digital Transformation in CRM**

**Encage customers and make relationships**

Fundamentally revisualize how you encage with customers create modified marketing, sales, and service experiences using data and cleverness to improve every interaction.
Optimize operations
Improve service, drive competence, and reduce costs with intelligence and regulatory guidance infused all through your business processes.

Empower employees
Create a center of attention, hire, and engage the best talent and set free them to do their best work with data and insights surfaced right where they work.

Transform products and services
Use data as a strategic asset identify new market opportunities, produce innovative products, and create outstanding customer experiences with a wide-ranging view of your customers and operations.

Advantages of CRM
Systems provide businesses with abundant strategic advantages. Improved receptiveness and understanding among the business employees results in better customer service. This decreases customer campaigning and builds on their devotion to the business.

1. Better client relationships. This enables you to forge a much stronger connection and a deeper relationship with your clients.
2. Improved ability to cross-sell. The more you know about your clients' needs and wants the improved ability you are to provide the explanation to their next problem.
3. Increased teamwork. This is where many firms who fail to require their executives to use the CRM fail to reap the benefits of the CRM. The success of CRM where the management team deliberation it was a good idea.
4. Improved efficiency in serving clients. Again, the more you know about clients, the better able you are to serve them. If everyone is using the CRM to record their customer relations, every client interaction.
5. Greater staff satisfaction. It helps to gather more knowledge of you employees and empowered them. Having up-to-date information to access and helps employees solve client problems. So that more employees make them happy.
6. Increased revenue and profitability. Once everyone learns, and uses, the CRM productivity increases, sales cycles decrease, and it also to provide additional products and services to customers satisfaction.
7. Cost savings. While the start-up of a CRM software is expensive and protracted, over time the benefits far outweigh the costs. Members of the sales team are able to better schedule meetings with prediction in the same geographic area. Client-service reps are better able to resolve a client's apprehension.
8. Less client attrition. When a client is engaged with only one member of a specialized services firm, the risk of abrasion is maximum percentage. When the minimum percentage of partners is involved in a client relationship, the risk of attrition falls to less than 5%.

Disadvantages of CRM
Customer relationship management is best sorce of business. However, there are some difficulties for your business.

1. CRM costs
One of the greatest challenges to CRM accomplishment is cost. There are multiples of software options available and many pricing plans that go with them. To work out how much does CRM software actually cost, make sure that you consider the total cost of possession including. Software contribution or purchase fees, quality upgrades, IT resources needed, hardware or software necessities, staff guidance and up skilling.

2. Business culture
A lack of commitment or resistance to cultural change from people within the company can cause major difficulties with the CRM implementation. Customer relationships may break down and result in loss of revenue, unless everyone in the business is committed to viewing their operations from the customers' perspective.
3. Poor communication
To secure buy-in and make CRM work, all the pertinent people in your business must know what information you need and how to use it. Make sure to communicate addition needs in go forward if other teams need to assist on the implementation, payroll staff.

4. Lack of leadership
Weak leadership could cause harms for any CRM accomplishment plan. Management should lead by example and push for customer focus on every project. If a planned diagram is right for your customers, but it may prove a perilous approach.

Conclusion
It is clear from the above conversation that electronic customer relationship management is a murmur word of today's corporate world and a firm will be better known by the quality of services, it provides rather than its market share or earnings capacity. In order to be sure that they are really deliver the best services, business houses should first know clearly what the customer expects and ensure that the service delivered. This would have a get bigger effect on the business as it would spread the good words around. In this way the customer base can be widened to a great extent. It is for not anything that one says a satisfied customer is the maximum brand civil servant.
Demonetization and Its Impact on Business and Economy

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ABSTRACT: Demonetization implies the difference in money status as a lawful delicate, which implies supplanting old notes or coins in to new ones. The inverse of demonetization is remonetization which implies reestablishing the demonetized cash as a legitimate delicate. Demonetization which was made by the administration was extremely a masterstroke. It helps in battle against defilement, dark cash, swelling and tax avoidance. The principle objective of demonetization was to expel the phony cash from the market which is utilized in tax avoidance, defilement and financing in some enemy of social exercises. It is a careful assault on dark cash. It demoralizes money subordinate economy and to encourage exchange. In this paper, we will examine about how India confronted demonetization, it has been over couple of months Government demonetized 500- and 1000-rupees notes. It was a noteworthy choice which impacts on all areas of the general public. Individuals rushed the banks and remained in long line in front of ATMs and banks to draw the cash. Much the same as a coin has flip side, demonetization has its benefits and faults. The primary favorable position of demonetization encourages the legislature to recognize the mass measure of unaccounted money. It discovers the general population who kept in crores of rupees in their financial balance as dark cash. This puts an end for dark cash which may actuate to perform unlawful exercises. The negative mark of demonetization influences the association spending plan 2017-18. It influences independent company which may prompt money related misfortunes. Furthermore, the way toward changing over the old cash in to new one outcome in gigantic costs to the Government. The fundamental point of the Government for demonetization is social building. It is a gadget of reconnaissance. It has influenced numerous parts, for example, correspondence, development, saving money, land, transport, retail exchange, neighborliness and other partnered segments. We examine about how demonetization and different plans help the association spending plan 2017-18 and its effect on our nation and economy all in all.

Keywords: Black cash, Demonetization, lawful delicate, social designing, reconnaissance.

1. Introduction
Demonetization is a fundamental piece of changing the old money unit to new one. It happens at whatever point there is a difference in national cash. Before heading off to the point profoundly, we should have an unmistakable thought regarding the idea of demonetization. On November eighth 2016, India's PM made an unscheduled declaration to the country that all the Rs.500 and Rs.1000 bank rupee notes as invalid. It is successful from the midnight around the same time. The new issue of Rs.500 and Rs.1000 monetary orders of Mahatma Gandhi arrangement in return for the old notes. There are numerous purposes behind this why the legislature of India all of a sudden took the choice to demonetize their neighborhood unit of cash. The significant purpose behind this is to annihilate swelling, defilement and different wrongdoings, tax avoidance, forging, to demoralize the money subordinate economy and to encourage exchange (said by our executive Narendra Modi). After the official declaration made by the administration of India that the old cash was not to be being used, the Reserve bank of India's Governor Urjitpatel and Economic undertakings Secretary Shaktikanta Das clarified in public interview expressed that the supply of new categories of all expanded by 40% between 2011-2016, yet the new money of Rs.500 and Rs.1000 certified receipts expanded by 76-109% individually amid the limited capacity to focus time. This consequences of include in store fear-based oppressor exercises against India. To dispose of such sort of exercises the administration of India took this choice before a half year, the printing of Rs.500 and Rs.1000 had just been begun. Be that as it may, the best authorities and the national bank knew about the move. Yet, media had broadcasted in October 2016 that the presentation of new Rs.2000 notes after the declaration of RBI. This announcement drives an extraordinary discussion, in light of the fact that the save bank representative was Raghuram Rajan that time, while the new certified receipts have the mark of recently designated Governor, Urjit patel.

Demonetization's History
The whole nation confronted the demonetization when Prime Minister of India reported on November eighth 2016, that all the Rs.500 and Rs.1000 will be invalid from mid-night. It is a sudden and startling assault to a great many Indians. Be that as it may, with the exception of this other Rs.10, Rs.20 and
Rs.50 notes is substantial. Furthermore, he reported Rs.2000 and Rs.500 notes will be accessible in the blink of an eye in limited capacity to focus time. This demonetization does not occurred first time in India, where as it happened first time in the year 1946-1978. It previously had twice in India. The main money boycott was occurred on 1946, that time the high section note of Rs.1000 and Rs.10, 000 was prohibited. It doesn't have colossal effect on society, in light of the fact that these high group notes were not utilized much by everyday citizens regularly. It was utilized once in a while. Rs.500 and Rs.1000 notes were presented in 1934, following four years Rs.10, 000 notes were presented. Following couple of years, the notes were re acquainted furthermore with it Rs.5000 notes was presented. The second boycott of money occurred in 1978, where all the Rs.1000, Rs.5000 and Rs.10,000 notes was expelled from flow. The fundamental point of this boycott is to destroy the dark cash from the nation and to maintain a strategic distance from the general population the individuals who are including in doing sick legitimate exercises that makes hurt the nation. The similitudes somewhere in the range of 1978 and 2016 cash boycott is to dispense with the dark cash and the principle thought process is to bring the advancement of our country and to create the inspirational frame of mind among individuals. In this way, this demonetization demonstration was executed. It has been broadcasted in all news channels and radios over the world. It was stayed silent classified. The real contrasts in 1978 and 2016 cash boycott is to expel the capacity of cash as dark cash. No single individual can store the cash as dark cash too prolonged stretch of time. This boycott gave a major stun to the whole country. In 2016 boycott, it was discovered that there is a major buzz that littler groups of Rs.50 and Rs.100 will likewise be supplanted by new structures and highlights. This episode reminds us the mid 1950’s the place gigantic individuals hurried towards the bank to pull back the monetary standards as a result of bits of gossip.

Affect of Demonetization
It is the procedure of depreciating the money to zero. The significant area which influenced by demonetization is little retail shops which does not have notwithstanding swiping machines, much stream of money including the little merchant who moves vegetables and natural products in the city. By it influences barely the land area. It is the one relies upon whole money. Individuals who were prepared to put their speculations previously November eighth were simply halted their concept of putting resources into land since this will have most likely a decline in value in light of demonetization.

Effects of Demonetization
Our leader made the move to separate out the demonetization from our nation soon. So all of a sudden he reported that the 500 and 1000 rupees notes are not legitimate from November eighth midnight. It enables the general population to part of not include in sick legitimate exercises, for example, money seize, illegal tax avoidance and so on... dark cash holders are attempting to secretive it in to white cash. In numerous nations like Gujarat, Delhi the rate of gold has expanded from almost 20% - 30%. A gigantic pack loaded with notes were dumped and tossed on the waterway Ganga close mirzapur and the cash was gliding on it. Experts of Sri Jalankanteshwarar sanctuary at Vellore found 4.4 million rupees from the sanctuary Hundil after the idea of demonetization reported by our executive. Numerous individuals are associated with various bank exchanges to change over the dark cash in to white cash. so as to maintain a strategic distance from that administration had declared that on November seventeenth 2016, the trade exchanges limit has been decreased to Rs.2000 and it very well may be made just once by individual. So as to maintain a strategic distance from dark cash, individuals having diverse records in different bank offices under same name can't take cash twice in multi day, the sum total of what this has been ceased by the administration so as to have a real cash. It had influenced the railroad ticket appointments. On November ninth, 2016, individuals reserved for 1A 27,237 and 69,950 were reserved the tickets under 2A. Later on, November thirteenth 2016, 1209 were reserved under 1A AND 16, 999 were reserved the tickets under 2A. It was decreased after the demonetization idea came in to impact. The railroad service and the rail route load up reported that just crossing out and discount of tickets should be possible if it’s an incentive above Rs.10,000 using any and all means which includes money. The railroad load up declared numerous confinements to book or drop the tickets, so the quantity of individuals booking the tickets descended after November ninth, 2016. The administration permitted to make good on regulatory expenses and progressed charges with the demonetized notes of Rs.500 and Rs.1000. this is the main advantage that give by the administration to the general population to make good on the exceptional government expenses. For that installment of assessments likewise they settle a few dates to make the monetary forms substantial till that specific day.
Positive Impact on Demonetization

World Bank CEO Kristalina Ivanova Georgieva said in Hindustan times: that Prime priest of India's concept of boycott high esteem cash division will have a positive effect to wash out the debasement in the country. She likewise said that this move caused some troublesome for the general population to live in income economy at present, however it will make a free autonomous, spotless and current digitized economy. She thought about the demonetization of head administrator’s choice with European Union, which is confronting high section charges over quite a while. She likewise said that it will help the monetary consideration programs, advanced installments and direct endowments to encourage poor people. She valued that India is splendid nation in the present worldwide economy and she visited the greatest ghetto zone individuals there ready to pay more for enhanced administrations and better live. She additionally said that individuals have much desires here. On November eighth, 2016 midnight our nation lost almost 86% of its financial base because of sudden declaration made by our Prime clergyman that all the Rs. 500 and Rs.1000 notes were invalid. All the social medias, open valued the sudden idea of our executive which made our nation to haul out the debasement, fear financing and fake the cash. The notoriety and distinction of leader has improved because of the thought he conveyed to the country. The prospect of demonetization was great however this does not thoroughly annihilate the misrepresentation exercises. All put the dark cash through acquiring the gems, land and so forth... The act of keeping the dark cash influences the GDP of our economy.

Advantage of Demonetization

- It causes the legislature to demolish debasement, tax avoidance and dark cash.
- It backs off the unaccounted money which was kept by the general population in their financial balances.
- It puts a conclusion to the general population who include in doing sick lawful exercises, for example, betting and had a plan to gain dark cash, and use it for some other reason as funds, or place it in other significant significations, for example, gold, land and include in other undesirable social wrongs.
- The greatest advantage of demonetization is that individuals store their different salaries in ledgers; this is utilized to give a decent measure of assessment, foundation, healing centers, instructive establishments, and numerous offices for poor people and aids for the advancement of the general public.
- People saved in excess of 3 lakh crore rupee in their financial balances, this helped the legislature so as to dispose of the parallel economy.

Disadvantage of Demonetization

- It principally influences individuals in country territories where there is absence of ATM machines, individuals need to remain in long lines in front of banks and ATMs to pull back cash for their day by day utilisations.
- It influences the private venture firms to cause colossal monetary misfortunes incidentally.
- Due to deficient supply of notes, individuals confronted parcel of issues and issues, they confront troubles in disposing of this, due to demonetized notes.
- The way toward printing new money notes rather than old cash includes much cost; this expense must be bear by the administration. On the off chance that the expense of printing the new money is higher than old cash, than there is no utilization in presenting the idea of demonetization in our nation.
- People who put their cash as different resources like land, gold, etc. does not influence from demonetization. They don’t have used the money as dark cash.
- New 2000 rupees notes look like toy notes, whereas old notes are extremely wonderful and appealing commonly.
- The two arrangement cash notes ought not be changed in the meantime, according to RBI Act, 1934, so it is sick lawful movement.
- It is sick legitimate to utilize Devanagari numeral in notes as opposed to utilizing Devanagari Script.
- Some co agent banks don’t enable open to pull back their lawful limit additionally and it doesn’t acknowledge the demonetized cash. positive and negative effects of demonetization It is a transient agony and long-haul gain said by the administration of India. Transient torment alludes to negative impacts. The agony which felt by our nation at present is as under: negative effects
- RBI in its announcement pronounced that on December thirteenth 2016, the GDP incline has moved downwards to 0.5%, from 7.6% to 7.1%. our GDP is 125lakh crore, in quantitative terms it got decreased to 62500 crores as indicated by a few market analysts.
Joblessness has been accounted for in numerous parts, for example, farming, little and medium assembling units, disorderly segments like retail, land and so on...

Revenue insights of November and December 2016 can measure the misfortune.

Loss of income as backhanded expenses, for example, VAT/CST to state and local Governments pursues retreat sought after.

The note boycott hits hard to the state Andhra Pradesh at about 40% says serve.

More than 100 passing's caused because of the cash boycott in our nation, made a colossal human and social misfortune.

Loss of beneficial worker hours caused by long lines at banks and ATMs.

If money and request retreat is probably going to proceed after the long stretch of December 2016, open feel anxious and thus numerous political gatherings began to endure.

Positive Effects
Legislature of India forced out of the blue a firm standard as the Rs.500 and Rs.1000 money has not been substantial. It is by all accounts exceptionally troublesome for the nationals to acknowledge it all of a sudden, yet it helps a ton for the future advantage of the country. This has a positive effect for the improvement of society. Along these lines, even it is difficult to shoulder, all natives of our nation should remember about the future development and advancement of the nation.

Black money
It shakes the base of Indian economy. The supply of dark cash in the nation has been ceased at a stretch by the Government of India. With this sudden move of Indian government all dark cash must be stored in their own financial balances or other's ledger or it ought to be obliterated.

Economy
In the event that the dark cash from the nation has been cleared, the perfect/white cash will turn the economy great. It will diminish the loan fees and brings down the salary impose. It enhances the country's GDP. Fortify Indian keeping money framework: More sums are being stored in funds and current record because of this demonetization, this will build the liquidity position of the banks, which can be used for loaning reason.

Note bank politics
The boycott of old cash notes of Rs.500 and Rs.1000 declared by the head administrator of India made an extraordinary stun in all the state races like Gujarat, Uttar Pradesh, Punjab and Goa. For all the political gatherings, dark cash filled in as a base and help. This choice made by the head administrator of India ruined the whole conviction of political gatherings who had chosen to buy the votes from the general population for trade of notes.

Real estate cleansing
It is the segment which dependably relies upon dark cash. As indicated by a gauge 40% of land in Delhi (NCR) are in dark. This should be changed by the idea of demonetization.

Hawala transactions
It is the strategy in which the cash can be exchanged with no real development of the cash. It is the procedure of dread financing and illegal tax avoidance. The rackets keeps running based on hawala is through dark cash. After the demonetization came in to impact this sort of exchanges has been vanished and arrives at an end. As per India Today report one of the hawala administrators in Mumbai wrecked the cash notes worth Rs.500 crores.

Counterfeit currency
Our nation has counterfeit cash inside and outside. Demonetization is the best approach to fake the money. It recognizes the genuine estimation of Indian cash. So by demonetizing the most elevated cash noticed our nation could nullify 100% of phony money out of aggregate dissemination in a solitary stroke. An examination led by Indian Statistical Institute (Kolkatta) for National Investigation Agency propose that Fake Indian cash notes adding up to Rs400 crores are available for use in the nation at some random
purpose of time and in that Rs70 crore are faked notes are to be found in Indian economy consistently. The estimation depends on recuperation and seizure by different offices. Be that as it may, the genuine figure must be bigger. One India report citing an Intelligence Bureau dossier, counterfeit Indian cash gliding is Rs.12lakh crore in Indian money related framework. The vast majority of the phony money in India was Rs.500 and Rs.1000. The aggregate cash course in India is Rs.17 lakh crore. Pakistan has been printing counterfeit Indian cash as its administration printing press in Quetta and security press in Karachi. The foe country pipes the fake money through the outskirts of Jammu and Kashmir and by means of India’s permeable fringe with Bangladesh and Nepal. The choice made by the executive of India is that supplant the old Rs.500 and Rs.1000 in to new money. It has been slowed down the dissemination of fake the Indian cash. Specialists said that the new money more likely than not accompany extra security highlights which are impractical to recreate. So, this made the Pakistan no choice however to close the shops of its doing counterfeit Indian money.

Terror financing
Counterfeit cash flow in the nation worked through different courses which was finished by hawala exchanges. It includes vast system of individuals who includes in betting, carrying of medications, opium and so forth.... this action is finished by psychological oppressors through hawala exchanges. Fake and hawala exchanges process halted the whole fear financing has been ceased in our nation.

Maoism
According to Maoists, black money is the oxygen to breathe for them. They manage to raise Rs.300 to Rs.400 crores annually through donations, levies and extortions. By introducing demonetization by Government of India all this came to an end. All the ill legal money is reduced to paper scrap.

Impact of Demonetization in Various Sectors
It affects various sectors like agriculture, real estate, commodity market like gold etc.... Agriculture: It is the last stage we are in the demonetization as announced by our Government of India. It has been at the crucial stage in the agricultural operations. The harvest of kharif was almost over and the Rabi sowing was just begun. This sector shows a growth forecast of at least 4% in 2016-2017. The agricultural growth is unlikely to be affected by demonetization. However, it hardly hits the farmers. The kharif food grain production was increased from124 million tons in the year 2015-2016, to 135million tones in the year 2016-2017. It increased to 9% when compared with previous year history. There is a huge increase can be found in the production of pulses (57%). Food prices showing a decline. The overall food inflation based on consumer price index has come down from 6% in December 2015 to 2% in November 2016. Rabi and kharif production started to increase in the last week of October and extends till December. As per the latest estimates, there is 10% decline in perishable commodities like fruits and vegetables.

Real Estate
This sector has always been watched and it is most sensitive sector in the Indian economy. It reflects the changes in the economy policy changes. It reflects without a doubt when the stock market shrinks and interest rate cuts. Due to this demonetization there will be delay in delivering ongoing projects. This is the third time demonetization concept was faced by common public, which was made by Indian authorities. This sector definitely be affected by demonetization exercise, as it has traditionally seen a high involvement of cash transactions and black money. The overall impact of the sector is from the past one year there is a positive and potential changes because of introducing the real estate regulation act (RERA), benami transaction act and finally now the demonetization acts the sector lost its historic taint and be more transparent.

Gold
On November 9th 2016, in Mumbai jewelers sold 15 tons of bars and gold worth 5000 crores, after the currency ban of 500 and 1000, said Surendra Mehta national secretary of India bullion and jeweler's association (IBJA). It has 2500 jewelers registered with it across India. After demonetization of currency declared there will be a heavy decline in sales of gold bars and ornaments in jewel shops.

Impact of Demonetization
Government's preparation of union budget 2017-2018 nearing its climax and its expectations are being raised. Predictions are made. Whatever may be the predictions and hope for this budget cannot be analyzed without the impact of demonetization on it. It has already affected many industries and its financial impact has mostly been adverse for them. Communications, construction, real estate, transport, retail, hospitals and
other allied sectors have been affected by demonetization. Many government officials have reported that revenue collection in the form of tax had come down due to demonetization. All this will be seen in the union budget. Let’s see the adverse effect of demonetization affects the economy in preparation of budget. — Commercial vehicles and two wheelers show a decline in sales by over 10% this year when compared to last year. — Retail and jeweler sector show a poor performance which affected the collection of factory duty tax negatively. — The government has also partially postponed its plan to hike wages of its 10 million employees and pensioners to bring down its expenses. — The sale of stake in big companies made the government to miss the revenue target of Rs.56,500 crores big margin. — Commercial tax collection wasRs.1267 crores in October, came down to Rs.1167 crores in November and further fall in December as 1094crores. — The government had set a revenue target of Rs.3300 crores to be collected through excise duty. However, high authorities have predicted it is most likely to miss due to liquor consumption in post demonetization. — In the same way, mines department is going to miss the revenue target of Rs.6700 crores for current fiscal years by a huge margin as it has collected only Rs.2900 crores by the end of December. — Own tax revenue collection fall by 11% in December and it may fall further in the month of January and February. — Infrastructure and other social sectors affect by demonetization, which affect the revenue generation in making delay in further projects. — Fiscal year’s economic growth rate is expected to go below the previous year revised estimate of 7.1%. — It has estimated by the Government that only 5-10% of cash will be worthless which raised the question of entire exercise which was billed as a attack of parallel economy. — The GST (goods and service) tax which affects the business largely, where the objective is to replace all the tax levied by the federal government and the states with one central tax. What the economy has gained financially from this demonetization

- During the fiscal year, the government and other related efforts have resulted in overall increased tax collection.
- VAT and CST collection till December has been reported to be Rs.8759 crores for the ongoing fiscal year which is 13.3% higher than the collection during the same period last year. The fiscal deficit is lying 2% which is comfortably below the permissible limit of 3.5%.
- Another positive effect of demonetization is observed as the state debt to GSDP ratio which is currently at 14% is well below the permissible limit of 25%. Demonetization and other schemes boost the union budget 2017-2018.

Conclusion

This paper reflects the policies and strategies that the government has been pursuing in the context of recent initiatives or need to take up in future, in order to address the further issue of demonetization, black money and corruption in public life. Demonetization process is like a two face of a coin. It has both sides, positive as well as negative. The positive will benefit the nation and the other will create some temporary and long-term problems. A single person cannot fight for the nation’s good. Everyone should cooperate and put hands together in abolishing the black money and parallel economy. Benefits for the nation are as under

- To stop the fake currency used for terror activities.
- To eliminate the black money and corruption.
- Move towards digitized economy so that it brings transparency in the system and allows the foreign countries to invest.
- Digital payment mode is easy to monitor the cash flow in nation.
- Less chance of avoiding the taxes.

Drawbacks to the nation are as follows

- Losses to the small vendors trade because of cash crunch (article 19 of Indian constitution)
- Many people died due to hospitals denied to accept the old notes and hesitate to perform the treatment.
- In rural and hilly areas, many people do not have bank accounts and ATM cards.
- Lots of daily wages labours removed from the work.

In order to bring more transparency and accountability in the system, it is necessary to go with more modern and digital economy. But we can’t fully depend on only digital economy for all purpose; we need some percentage of money for our daily use. By this, we cannot say that India is a poor nation, Infact
India is amongst the richest nation if stashed black money is brought back and converted white money and fresh generation of black money is put to an end.

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Role of Banking Functions through Monetary Policy in-between Financial Institution and Economic Growth of the society – A Study

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ABSTRACT: The paper discusses the main functions of monetary policy of banks and their role in the growth of the nation. Banking segment operates as a backbone of contemporary business. A well organized banking system is essential for the economic development of the society. Financial institutions are not only acting as the custodian of the wealth of the country but also as assets of the nation, which are essential for the financial growth of a country. Any financial system requires the existence of a banking system which able to ensure the mobilization of available cash and guiding them towards the chase of well-organized monetary activities so that this system plays an important role in the development of the economy. Financial institutions rendering their service which reduce the cost of moving funds between borrowers and the lenders, leading to a more efficient allocation of resources and faster economic growth. Thus, banks are considered to be necessary constituent for making fiscal policy and steady position in influencing a monetary enlargement towards maintenance of price constancy.

Keywords: Economic Growth, Financial Development, Bank Lending, Employment Opportunity, Stabilize the price and wages.

1. Introduction
Money is the life blood of trade, commerce and industry these days banking Sector act as a back bone of modern business development of any country, which mainly depends up on the banking system. Bank operates by accepting deposits or borrowing in the money markets. Bank borrows from individuals, businesses, financial institutions and government’s surplus funds. The primary role of bank is connecting those funds from such as investor and depositors to those who were seeking funds such as individuals or businesses needing loans. A bank acts as intermediary between people having surplus money and with the people who were in need of money salaries to prevent social problems such as strike actions. Furthermore, it highlights the need to make more public other indicators such as unemployment and poverty to give a better indication of the welfare of Ghanaians.

Review of Literature
Fessler and Fritzer (2016) estimate the distribution of Austrian household-level inflation and show a strong and stable negative relationship between income and inflation that reflects the differences in consumption bundles along the income distribution (2010–2012). Inflation decreases as education levels increase. It is particularly high for blue-collar worker households and extremely low for farmer, households and shows a u-shaped relationship with age. Their findings question the exclusive focus of economic policymakers on the consumer price index based on a mean consumption bundle in times of diverging price developments. They advocate monitoring inflation of a broader range of real household level consumption bundles, 62 such as inflation across the entire range of household incomes. They use the Austrian consumer survey (2009-10) as well as disaggregated price data to calculate inflation for given consumption bundles at the household level.

Jacobs (2014) look at increases in the cost of living for Australian households over the past decade. Inflation as measured by changes in the CPI overstates ‘true’ increases in the cost of living due to a number of inherent conceptual differences and measurement issues. Even so, other actions of cost of living have been amplified by same amount to the CPI over the past decade. Measured inflation has been elevated for some households and socio-economic groups than for others, though the differences have generally not been large and have tended to even out over time. Although cost-of-living inflation has been moderate across most households, there are 61 a number of reasons why some households might have perceived inflation to be higher than it actually was.
Otopea (2013) explains how standard of living in Ghana is affected as inflation changes from time to time. Employing a quantitative framework, the research uses regression and sensitivity analyses to explain the theoretical relationship between inflation and standard of living in Ghana, as well as determine the sensitivity of standard of living to inflation. Using data for the period of 1980-2012 mostly obtained from the World Databank, the analyses performed establish that there is a significant negative statistical relationship between inflation and standard of living in Ghana. They also prove that standard of living increases in sensitivity to inflation as inflation rate rises. The study asserts that it is important to maintain a low stable rate of inflation in Ghana. The study also recommends indexing of salaries to prevent social problems such as strike actions. Furthermore, it highlights the need to make more public other indicators such as unemployment and poverty to give a better indication of the welfare of Ghanaians.

Methodology
The study presented in this paper is exploratory one and it is based on secondary sources of information, this data are collected from various published books, journals, periodically reports newspaper and websites.

Monetary Policy
Monetary policy is a powerful instrument of economic management, where government takes various steps to promote economic development. It influences supply of money credit policy, rate of interest. It also control the banking system so as to meet credit requirements of nation. It creates favorable environment for saving and investment.

Monetary policy is formulated and executed by Reserve Bank of India to achieve specific objectives. Under monetary policy the central bank of the country makes use of instruments to regulate money supply and bank credit so as to influence the level of aggregate demand for goods and services. The availability and costs of credit are regulated to influence the level and nature of economic activities in the country. The monetary policy which affects the demand for and supply of credit is, therefore, very important for business and industry.

Objectives of monetary policy and helps for growing the economics of the nation
The main objectives of monetary policy are economic growth as well as price and exchange rate stability, there and other aspects that it can help with as well.

Promotion of saving and investment: Since the monetary policy controls the rate of interest and inflation with the counting, it can impale the savings and investment of the people. A higher rate of interest translates to a greater chance of investment and saving, hereby, maintaining a healthy cash flow within the economic.

Controlling the imports and exports: By helping industries secure a loan at a reduced rate of interest, momentary policy helps export oriented unit to substitute imports and increase exports. This in turn, helps improve the condition of the balance of payments of nation.

Regulate the aggregate demand: Monetary policy can control the demand in an economic, it can be used by monetary authorities to maintain a balance between demands and suppling of goods and service when credit is expanded, it allows more people to secure loans for the purchase of goods and service.

Generation of employment: As monetary policy can reduce the interest rate, small and medium enterprise can easily secure a loan for a business expansion. This can lead to greater employment opportunities for everyone.

Helping with development of infrastructure: The monetary policy allows concessional funding for the development of infrastructure within the opposing this also helps to make growth of the society.

Evaluation of the Monetary Policy in India
During the reforms though the monetary policy has achieved higher success, it is not free from limitations or demerits. It desires to be evaluating on an appropriate level.

1) Failed in Tackling Budgetary Deficit: The higher level of the budget deficit has made the monetary policy unproductive. The Fiscal Policies in India113 automatic monetization of the deficit has led to high monetary expansion.

2) Limited Coverage: The fiscal policy covers only banking system leaving other non- bank institutions untouched which limits the nation's effectiveness of the monetary policy.

3) Unorganized Money Market: There is huge size of the unorganized money market in our country and it won't come under the control of the RBI. Thus, any tools of the monetary policy do not affect the unorganized money market making monetary policy less affective.
4) **Prevalence of Cash Transaction:** In our country, still there is enormous preeminence of the cash in total money supply. It is one of the main obstacles in the effective implementation of the fiscal policy, because it operates on the bank credit rather on cash.

5) **Enlarge Volatility:** As fiscal policy has adopted alteration in accordance to the changes in the external sector in India, which could lead to an elevated amount of the volatility.

**Types of Monetary Policy**

**Inflation Targeting:** In this policy approach the aim has been set to remain rise in price, under a specified definition such as Consumer Price Index (CPI), at an exacting stage. The inflation target is achieved through making the episodic adjustments in the Central Bank interest rate. The Interest rate is generally the inter-bank rate at which banks provide to each other over night for cash flow purposes. Depending on the nation this exacting interest rate might be called the cash rate. The change in the interest rate target depends upon the responses of different market indicators which is an attempt to forecast economic trends and in doing so keep the market on track towards achieving the defined inflation target.

**Price Level Targeting:** It is similar to inflation targeting except that CPI growth in one year is offset in following years such that over time the price level on cumulative does not move.

**Monetary Aggregates:** In the 1980's many countries used an approach based on a constant development in the money supply, which was refined to include dissimilar classes of money and credit (MO, M1 etc). This approach is also sometimes called monetarism. While the very monetary policy focuses on a price indication of one form or another, this approach is focused on monetary quantities.

**Fixed Exchange Rate:** Fixed Exchange Rate policy is based on maintaining a fixed exchange rate with a foreign currency. Central bank buys and sells the currency on a daily basis as to achieve the target exchange rate. This policy somewhat renounces the responsibility for monetary policy to a foreign government. The gold standard is a system in which the price of the national currency as measured in units of gold is kept constant by the daily buying and selling of base currency. This process is called open market operations.

**Mixed Policy:** Mixed policy approach is most like "inflation targeting". However consideration is also given to other objectives such as economic growth, joblessness and asset bubbles. The Federal Reserve used this type of policy in 1998.

**Monetary Policy and Banking Soundness**

Y.V. Reddy pointed out some special links between monetary policy and banking soundness.

First, the banking system continues to be, and will continue for quite some time, especially in developing countries, as the main vehicle for monetary policy signals.

Second, the banking system enables the transmission of monetary policy. So, transmission channels, especially the credit channels are important.

Third, the payment system is critical to monetary policy, and crisis of the banking system spills over to the payments system.

Fourth, those banks which are in an unsound position are unable to respond to signals.

Fifth, while ideally, monetary policy on the one hand and regulation or supervision on the other should operate independent of each other, in practice, the two often get intertwined.

Thus, monetary policy initiatives, such as tightening liquidity, credit conditions and interest rates may, on occasions take into account the impact on bank's profitability, especially fragile banks.

Sixth, unsound banks could become captive to insolvent debtors and their response to market signals could get perverse.

Seventh, as already mentioned, managing capital inflows, the exchange rate and the monetary base is facilitated or hampered by banks which are sound or not solvent.

Eighth, it is possible that the credit channel is chocked due to non-economic or institutional rigidities usually ascribed to principal agent relationships in banks. The effectiveness of monetary policy and perhaps even the regulatory or supervisory regime could be influenced by such non-economic factors.

Ninth, monetary policy has to recognize the strains of deregulation on the banking system. Also, the data needs keep changing with transition, apart from the importance of timely and reliable data from banks if monetary policy has to cope with fast changing realities and markets.
Finally, and as a sum-up there is a clear two-way cherished interrelationship between monetary policy and banking soundness. The process of monetary policy in our country had traditionally been largely interior with the end manufactured goods of actions being made public. The process has eventually become more consultative, participative and eloquent with external orientation. The interior work processes have also been reorganized to attention on technical analysis, harmonization, horizontal management and more market direction. The process leading to fiscal policy events entails a wide range of inputs involving the internal staff, market participants, academics, financial market experts and the Bank’s Board.

**Conclusion and Recommendations**

Central bank plays a vital role in ensuring economic growth and monetary stability. They conduct monetary policy to achieve low and stable inflation in the wake of the global financial crisis, central bank has expended their toolkit to deal with risk to financial stability and to manage volatile exchange rates. The bank needs a clear framework to attain their goals. Operational process tailored to each country’s circumstances enhances the effectiveness of the central policies. The IMF ropes countries around the world by providing the policy recommendation and technical aid. Monetary authority of a nation controls the supply of money, often targeting an inflation rate and to ensure price stability by general rust in the currency by monetary policy. Further objectives of a monetary policy are economic growth and stability, to inferior unemployment, and to maintain unsurprising exchange rates with other currencies. Monetary policy is referred to as either being expansionary, where by an increase in the total supply of money in the economy more quickly than customary and concretionary policy enlarges the supply of money slowly than usual or even contracts it. Expansionary policy is usually used to try to battle unemployment in a depression by lowering interest rates in the hope that easy credit will attract businesses into expanding. Concretionary policy is intended to slow inflation in order to avoid the resulting distortions and deterioration of asset value.

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**ABSTRACT:** Government needs funds for various purposes for maintenance of law & order, defence, social/health services and the like. Government gets funds from various sources, out of which one main source is taxation. The Honourable Justice Holmes of US Supreme Court, has, long ago, rightly said that “Tax is the price which we pay for a civilised society”.

India has a three-tier federal structure, consist of the Union Government, the State Governments and the Local Government. The power to impose taxes and duties is distributed among the three tiers of Governments, in accordance with the provisions of the Indian Constitution. GST brings benefits to all the stakeholders of Industry, Government and the Consumer. GST has subsumed multiple indirect taxes like Excise duty, Customs duty, Service tax, Value Added Tax, Central Sales Tax, Luxury tax, Entertainment tax, Entry tax and the like. Central Government generates total tax revenue from Direct taxes about 56 per cent and 44 per cent from Indirect taxes.

The introduction of Goods and Services Tax on 1st July 2017 was a very significant step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax, the aim was to mitigate cascading or double taxation in a major way and pave the way for common national market. The Honorable Finance Minister of Union Government of India, Mr. Arun Jaitley said that, “At present GST imposes on 1216 goods. GST is imposed at four different rates. They are 5 per cent, 12 per cent, 18 percent and 28 per cent. Previously the tax rate was 31 per cent”. GST also makes Indian products competitive in the domestic and international markets. GST brings a positive impact on economic growth. Goods and Services Tax Network (GSTN) which provide shared IT infrastructure and service to both central and state governments including tax payers and other stakeholders.

1. Introduction
The Honourable Justice Holmes of U S Supreme Court, has, long ago, rightly said that “Tax is the price which we pay for a civilised society”. India has a three-tier federal structure, consist of the Union Government, the State Governments and the Local Government. The power to impose taxes and duties is distributed among the three tiers of Governments, in accordance with the provisions of the Indian Constitution. The Constitution of India is the supreme law of India. It consists of Preamble, 25 parts containing 448 Articles and 12 Schedules GST is a path breaking indirect tax reform which create a common national market. Central Government, raising total tax revenue from direct taxes is about 56 per cent and 44 per cent from indirect taxes.

The introduction of Goods and Services Tax on 1st July 2017 was a very significant step in the field of indirect tax reforms in India. By amalgamating a large number of Central and State taxes into a single tax, the aim was to mitigate cascading or double taxation in a major way and pave the way for common national market. The Honorable Finance Minister of Union Government of India, Mr. Arun Jaitley said, at present GST impose on 1216 goods. GST is imposed at four different rates. They are 5 per cent, 12 per cent, 18 percent and 28 per cent. Previously the tax rate was 31 per cent. The Honorable Prime Minister of Union Government of India, Mr. Narendra Modi said, now only 1 per cent or 0.5 per cent of luxury items is outside the 18 per cent slab. GST also makes Indian products competitive in the domestic and international markets.

GST is truly a game changer for Indian economy as it has replaced multi-layered, complex indirect tax structure with a simple, transparent and technology driven tax regime. It integrates India into a single, common market by breaking barriers to inter-state trade and commerce. By eliminating cascading of taxes and reducing transaction costs, it enhances ease of doing business in the country and provides a thrust to ‘Make in India’ campaign. GST result in ‘One Nation, One Tax, and One Market’.
Origin of Goods and Services Tax in India

It has now been more than a decade since the idea of national Goods and Services Tax was mooted by Kelkar Task Force in 2004. The Task Force strongly recommended fully integrated 'GST' on national basis.

Origin of Goods and Service Tax

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Month / Year</th>
<th>Particulars</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2006</td>
<td>Announced of GST for the first time was made by the Union Finance Minister, during budget of 2006-07 that it would introduced from 1st April 2010</td>
</tr>
<tr>
<td>2.</td>
<td>2009</td>
<td>First Discussion Paper was released by the Empowered Committee</td>
</tr>
<tr>
<td>3.</td>
<td>2011</td>
<td>Constitution (115th Amendment) Bill introduced and subsequently lapsed</td>
</tr>
<tr>
<td>4.</td>
<td>2014</td>
<td>The Constitution (122nd Amendment) Bill was introduced in the Lok Sabha</td>
</tr>
<tr>
<td>5.</td>
<td>August 2016</td>
<td>The Constitution (101st amendment) Act was enacted</td>
</tr>
<tr>
<td>6.</td>
<td>September 2016</td>
<td>1st GST Council Meeting</td>
</tr>
<tr>
<td>7.</td>
<td>March 2017</td>
<td>GST Council Recommends the CGST, SGST, IGST, UTGST and Compensation Cess Act</td>
</tr>
<tr>
<td>8.</td>
<td>April 2017</td>
<td>CGST, IGST,UTGST and Compensation Cess Acts passed</td>
</tr>
<tr>
<td>9.</td>
<td>May 2017</td>
<td>GST Council recommends all the rules</td>
</tr>
<tr>
<td>10.</td>
<td>30th June 2017</td>
<td>All States except J &amp; K passed their SGST Act</td>
</tr>
<tr>
<td>11.</td>
<td>1st July 2017</td>
<td>GST launched</td>
</tr>
<tr>
<td>12.</td>
<td>8th July 2017</td>
<td>SGST Act passed by J&amp;K, CGST and IGST Ordinances promulgated to extend GST to J&amp;K</td>
</tr>
</tbody>
</table>

Source: The Institute of Chartered Accountants of India, Final Course (Revised Scheme of Education and Training) Study Material (Modules 1 to 4).

GST Collection

The gross collection of Central Goods and Services Tax (CGST), State Goods and Services Tax (SGST), Integrated Goods and Services Tax (IGST) and Cess for FY 2017-18 and FY 2018-19 are as under:

<table>
<thead>
<tr>
<th>SL. No.</th>
<th>MONTH</th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>April</td>
<td>-</td>
<td>1,03,459</td>
</tr>
<tr>
<td>2.</td>
<td>May</td>
<td>-</td>
<td>94,016</td>
</tr>
<tr>
<td>3.</td>
<td>June</td>
<td>-</td>
<td>95,610</td>
</tr>
<tr>
<td>4.</td>
<td>July</td>
<td>-</td>
<td>96,483</td>
</tr>
<tr>
<td>5.</td>
<td>August</td>
<td>95,633</td>
<td>93,960</td>
</tr>
<tr>
<td>6.</td>
<td>September</td>
<td>94,064</td>
<td>94,442</td>
</tr>
<tr>
<td>7.</td>
<td>October</td>
<td>93,333</td>
<td>1,00,710</td>
</tr>
<tr>
<td>8.</td>
<td>November</td>
<td>83,780</td>
<td>97,637</td>
</tr>
<tr>
<td>9.</td>
<td>December</td>
<td>84,314</td>
<td>-</td>
</tr>
<tr>
<td>10.</td>
<td>January</td>
<td>89,825</td>
<td>-</td>
</tr>
<tr>
<td>11.</td>
<td>February</td>
<td>85,962</td>
<td>-</td>
</tr>
<tr>
<td>12.</td>
<td>March</td>
<td>92,167</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>89,885</td>
<td>97,040</td>
</tr>
</tbody>
</table>

Source: www.caclubindia.com

Goods and Services Tax Network (GSTN)

Goods and Services Tax Network (GSTN) is a non-profit and non-government company, which provide shared IT infrastructure and service to both central and state governments including tax payers and other stakeholders. The Front-end services of registration, Returns and payments to all taxpayers, is provided by GSTN. It helps interface between the government and the taxpayers. GSTN is partly owned by Central Government (49 per cent) and partly by Private players (51 per cent) which include Banks and Financial Institutions. Since the Central Government holding is much larger than any individual Private holding, it ensures a complete control by the Government over the governing body of this institution. It also ensures data safely by preventing any misuse of taxpayer's data. GSTN helps India
fulfill its dream of paperless transactions where the compliances related to GST can be performed digitally with maximum provision of automation. GSTN is providing the technology backbone for collection of taxes and filing of returns in the new indirect tax regime and Infosys has developed the software for the same.

**Equity Structure of Goods and Services Tax Network**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Contributors</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Central Government</td>
<td>24.5</td>
</tr>
<tr>
<td>2.</td>
<td>State Governments</td>
<td>24.5</td>
</tr>
<tr>
<td>3.</td>
<td>HDFC</td>
<td>10</td>
</tr>
<tr>
<td>4.</td>
<td>HDFC Bank</td>
<td>10</td>
</tr>
<tr>
<td>5.</td>
<td>ICICI Bank</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>NSE Strategic Investment Corporation</td>
<td>10</td>
</tr>
<tr>
<td>7.</td>
<td>LIC Housing Finance Limited</td>
<td>10</td>
</tr>
</tbody>
</table>

**Mission of Goods and Services Tax Network**

The mission of Goods and Services Tax Network are listed below:

- Provide common and shared IT infrastructure and services to the Central and State Governments, taxpayers and other stakeholders for implementation of the Goods and Services Tax.
- Provide efficient backend services to the tax departments of the Central and State Governments on request.
- Provide common registration, return and payment services to the tax payers.
- Develop Tax Payer Profiling Utility (TPU) for Central and State Tax Administration.
- Partner with other agencies for creating an efficient and user-friendly GST Eco-system.
- Assist tax authorities in improving Tax compliance and transparency of Tax Administration system.
- Encourage and collaborate with GST Suvidha Providers (GSPs) to roll out GST Applications for providing simplified services to the stakeholders.
- Carry out research, study best practices and provide training and consultancy to the tax authorities and other stakeholders.

**Values of Goods and Services Tax Network**

The Values of GSTN are Inclusiveness, Efficiency, Transparency, Commitment, Collaboration, Excellence, Innovation and Accountability.

**Major Functions of Goods and Services Tax Network**

The major functions of the GSTN includes Facilitating registration of vendors, E-filing & forwarding the returns to Central and State tax authorities, Computation and settlement of IGST, Matching of tax payment details with banking network, Providing various MIS reports to Governments, Analysis of taxpayers’ profile and Running the matching engine for input tax credit.

**GST Identification Number (GSTIN)**

GSTIN is similar to the existing TIN number (Tax Identification Number). A taxable person even though already registered under GST would have to apply for registration of GSTIN at free of cost. People can apply for GST registration in Form GST REG-06 for principal place of business and for additional place of business that is available on a common portal. Every taxpayer upon registration with GSTN common portal is given a unique 15-digit, alpha-numeric id known as GSTIN. This registration is valid for all places of business in a state.

**Format of GSTIN Number**

On approval of application, a Goods and Service Tax Identification Number (GSTIN) is assigned, based on the following format:

- First two character for the State Code
- Next ten characters for the PAN or the Tax deductions and Collection Account Number
- Next two characters for the entity code
- Last digit is a check sum character

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Development Of New Return Filing System By GSTN

GSTN focuses on the development of new return filing, further improving the user interface, and Business Intelligence and Analytics. Improvement in User Interface on the basis of feedback is a continuous process. Few important initiatives/improvements made for better user experience are:

- Questionnaire for filing GSTR-3B to avoid errors by taxpayers.
- Option to generate pre-populated Challan by the system to avoid depositing Cash in wrong Head by the taxpayers.
- Introduction of one click nil return filing.
- Suggested utilisation of ITC informed to the taxpayer for discharging tax liability.
- Contextual help for GST transactions like Registration, Returns, Payment, etc.

GSTN has started work on BI & Analytics. Different scenarios of BI have been identified on which work is going on such as Persona based Analysis, Predictive Analysis, Fraud/Anomaly Detection, Statistical Scoring, 360 degree view taxpayers, Circular Trading & Network Analysis etc. Further, GSTN has started sharing data with tax authorities on the Mismatch between figures reported in GSTR-1 & GSTR-3B, Mismatch between figures reported GSTR-3B and that computed by the system in GSTR-2A and Taxpayers who have generated e-way bill but not filed tax returns.

Harmonised System of Nomenclature (HSN)

The Harmonised System of Nomenclature which was developed by the World Customs Organization (WCO) with the vision of classifying goods all over the World in a systematic manner.

Classification of Goods & Services and Rate Structure of GST

<table>
<thead>
<tr>
<th>Classification of Goods</th>
<th>Based on HSN Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Turnover below 1.5 Cr --- No HSN</td>
</tr>
<tr>
<td></td>
<td>Turnover from 1.5 Cr to 5 Cr --- 2 Digit HSN</td>
</tr>
<tr>
<td></td>
<td>Turnover from 5 Cr --- 4 Digit HSN</td>
</tr>
<tr>
<td></td>
<td>Total Chapters --- 84</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classification of Services</th>
<th>Services Accounting Code</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Headings --- 31, further divided into sub.</td>
</tr>
</tbody>
</table>

| Rate Structure | Nil Rated / Exempt Supplies |
|               | Zero Rated |
|               | Rates: 5%, 12%, 18%, 28% & Compensation Cess on specified commodities |

Exclusion from GST

CGST on supply of specified items which includes Petroleum crude, High speed diesel, Motor spirit (commonly known as petrol) and Natural gas has not been levied immediately. It shall be levied with effect from such date as may be notified by the Government on the recommendation of the GST council.

Conclusion

The implementation of GST has been successful in India. However, based on the various representations received from various stakeholders including the trade and industry for improving compliance and enhancing ease of doing business, a number of procedural changes have been recommended by the GST Council from time to time by way of issuance of notifications and circulars. The Honorable Prime Minister of Union Government of India, Mr. Narendra Modi said that prior to the implementation of GST in July last year, registered enterprises numbered 6.6 million, now that has risen to 12 million. The Honorable Prime Minister, Mr. Narendra Modi said that the Government is making efforts to keep 99 per cent of goods used by common man at 18 per cent GST slab or less; indicates that 28 per cent slab will soon be restricted to a few select luxurious items. Last but not the least, this tax, because of its transparent and self policing character, would be easier to administer.

References

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Digital Marketing Strategies of Life Insurance Providers

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²Professor of Commerce (Relieved), Tamil Nadu Open University, Chennai, India

ABSTRACT: Digital represents a continuous form of disruption to existing or new business models, products, services or experiences enabled by data and technology. Effectively leveraging digital innovation can allow life insurance companies to reduce customer service costs while increasing both customer satisfaction and retention. The study aims to find out the digital marketing strategies of Life Insurance Corporation of India and SBI Life Insurance Company Ltd.

Keywords: Digital Marketing strategies, LIC of India, SBI Life Insurance Company

1.1 Introduction
The life insurance companies deals in intangible product. With the entry of private companies, the competition is becoming intense. At present, there are 24 Life Insurance Companies operating in India with 1 (Life Insurance Corporation of India) as public sector and the balance 23 Life Insurance Industry is private sectors. Digital marketing strategies of life insurance play a vital role in the penetration of respective markets. In order to satisfy the customer well, every insurance company is trying to implement the digital marketing programmed very well.

1.2 Statement of the Problem
The entry of a large number of private life insurance companies has changed the market from a seller's market to a buyer's market. Because of this, insurance companies have begun to provide better customer services. Here the researchers aim to know the marketing strategies of Life Insurance providers.

1.3 OBJECTIVES OF STUDY
1. To study the various digital marketing strategies of LIC of India and
2. To study digital marketing strategies of SBI Life Insurance Company Ltd.

1.4 Review of Literature
1. Gupta and Shameem, (2012) in their research article with the caption “Marketing Strategies in Life Insurance Services” have tried to understand the marketing strategies followed by life insurance companies in India and they have concluded that life insurance industry requires new strategies in order to survive.
2. Srivastava, A. and Tripathi, S., (2012) in their article on "Indian Life Insurance Industry – The Changing Trends" have tried to compare the new products launched by Life Insurance Corporation of India during different phases.
3. The article by Dash, G., (2012) titled, “An Empirical Study on the Importance of ’People’ (Of 7p's) in Life Insurance Marketing Mix” is a study in Odisha state of India among executives of Life Insurance Corporation of India and it was found out that the positive perception of the executives has an impact on people.

1.5 Digital Marketing of LIC of India
LIC has the facility for payment of premium through various alternate channels to enable the customer to pay the premium anytime and anywhere in the country. The alternate channels include - a) Standing instructions to bank, b) Credit/Debit Cards, c) Net Banking facility, d) IMPS, e) Payment in cash or by cheque by walk-in customers at authorized collection centres. For the year 2015-16, 48.26 per cent of total renewal premium transactions were collected through alternate channels. The various alternate channels for the collection of premium are as under:

A. Offline Payment Channels:
Electronic Clearance System (ECS)
This facility is presently available at all 90 centres enabled by RBI for ECS and at all locations through Regional ECS (RECS) in Tamil Nadu, Andhra Pradesh, Karnataka, Kerala, Gujarat, Rajasthan, Punjab,
Direct Debit
Through this facility all the account holders of ICICI Bank, Corporation Bank, Axis Bank and SBI in India can pay premium through a standing instruction to the bank.

Automated Premium Payment System (APPS)
Investors of LIC Mutual Funds can pay their LIC premium through their LICMF Systematic Withdrawal Plan (SWP) by giving standing instructions to LICMF. Premium collection facility for all (excluding ULIP and Health Insurance) in-force policies other than monthly mode and salary savings scheme is available under EBPP, APPS and through ATMs. Receipts will be sent to the registered email-ids if opted for e-receipts, else the same will be sent through ordinary post.

B. Online Payment Channels

Customers' Portal Payment Gateway
Premium can be paid online on LIC Website, www.licindia.in with the help of Net Banking Facility of 50+ major Banks, VISA/ Master Credit and Debit domestic Cards, American Express Credit cards, Rupay Debit Cards and through IMPS.

Policy Payments through NEFT
During 2015-16, LIC has settled 2.96 Crore policy payments by NEFT (National Electronic Fund Transfer) for an amount of Rs 1,06,639.48 Crore which is 88.87 per cent of the total payments.

LICHELP
This initiative of LICHELP has gained popularity in recent times. The policyholders need to send SMS by keying "LICHELP <policy no> to "9222492224" or "567678777". An acknowledgment SMS with a reference number will be received by the policyholders and customer zone employees will contact the customers for the resolution of complaints/queries. At each stage of complaint resolution, the policyholders will be updated through SMS/e-mail.

LIC's e-Services
LIC's e-Services was inaugurated on 1 February 2016 wherein LIC provides Basic as well as Premier Services as specified in the Revised Guidelines dated 29 May 2015, issued by IRDAI in this regard.

1.6 Digital Marketing of SBI Life Insurance
The SBI Life Insurance Company continues to focus on improving customers’ experience of SBI Life at every touch point. The Company introduced many initiatives in the areas of customer service delivery, process automation, business process and quality improvements. At present, the Company has introduced some new initiatives and process improvements to further reduce the turnaround time (TAT) and simplify the customer services with specific focus on customer self-service. Some of these initiatives are described below:

A. Policy Serving
Premium Collection through Digital Medium
Now the policyholders can pay the renewal premiums through SBI Buddy, Jio Money, Airtel Money, m-Pesa, UPI, and so on.

Revival Mela: Two special revival campaigns were launched during the Financial Year 2016-17 with the motive of reviving of lapsed policies and rebuilding the relationship with their policyholders.

B. Customer Engagement
The second year of the Customer Engagement Department has been an exciting journey which saw the advent of multiple strategic initiatives to connect with their customers in a much professional, yet personal manner. Apart from the customer awareness campaigns that the company executed through email and SMS to spread awareness on Life Insurance policies.
C. Underwriting

Creation of Regional Underwriting Units: Regional Underwriting Units (RUUs) have been created as per Risk Management Committee recommendations. Training was imparted to RUU underwriters regularly throughout the year both through class room training at RUU locations. In-house diary module was built with the help of IT for effective distribution and assignment of cases.

Proposal Tracker: The user can check the status of proposals introduced by him. Apart from the status of the proposal (In-force / Postpone / Decline / Cancelled), they are also able to see the open requirements both medical and non-medical.

Document Upload Facility: For non-medical requirements, the user will have an option to upload the images of required documents. Physical document can be submitted subsequently for record purposes.

Facility to Broadcast Information: One pager abridged guidelines is issued on financial underwriting and made available on Smart Advisor for the ready reference of the sales teams.

D. Group Operations

Group Corporate Portal
Enabled Group Corporate Portal (Dew Drops) in SBI Life website for master policy holders of Kalyan ULIP wherein the master policyholders can view the details of contribution, claims paid and fund balance
Enabled Group Corporate Portal for master policy holders of Sampoorn Suraksha (Group term Insurance) policies wherein the master policyholders can view the member wise policy details and settlement of claims.

Group Customer Portal
- Facility for online generation of PMJJBY Certificate of Insurance and renewal premium receipts to the customers.
- Facility for the nominee/claimant to check the PMJJBY claims status.
- The portal was revamped and additional information and additional facilities like generation of Certificate of Insurance etc. was made available to the Group Customers.

E. New Business

Image Flow: The scanning software used by the vendor at branch offices was upgraded with Image Flow. Image Flow is a software developed in-house and has additional features compared to the one used by the vendor. The software is user friendly and has the feature of auto indexing and image quality sliders to improve the effectiveness of scanning.

ePolicy Bond: The Policy Documents is now available to our policy holders in electronic form and it can be downloaded from the SBI Life website. The softcopy of the policy document can be downloaded by feeding the policy number and date of birth of the proposer. A One Time Password (OTP) would be sent to the customer's registered mobile number which should be used to view and download the soft copy of policy document.

Customer Grievance Redressal
The policyholders can approach the Company through any medium like letters, emails, phone calls, text messages, toll free numbers or directly approach any of the SBI Life branches for the redressal of grievances. If the customer is not satisfied with the resolution provided by the branch, the policyholders can contact the customer care desk at SBI Life Regional Office. The policyholder can also seek redressal with Head–Client Relationship at SBI Life Central Processing Centres. The contact details are provided in the policy documents and on the SBI Life website.

Claim Presence on Digital Platform
Smart Advisor Mobile App - Enhancement of Living Benefit (LB) Dues Alerts are incorporated in Smart Advisor Mobile App. This will enable Advisor’s / CIF’s to track their respective customers’ dues in advance and will help us to get the requirements on time leading to increase in LB Settlement Ratio.

Claims Corner Link (Containing the process of claim forms to be used and so on from our web page) has been enabled on Easy Access and Smart Advisor Mobile Applications.

Information Technology
Technology innovations at SBI Life is aligned to the pace with change in technology globally and focused to deliver convenience for customer services with omni channel experience. Some of such major enhancements initiatives already taken up and in progress are given below:
As a part of IT modernization, replacement of Core PMS (Policy Management System) Project has been initiated with Ingenium for which SBI has partnered with an established technology provider. Phase 1 was successfully implemented during the year 2016-17 and the implementation of Phase 2 is still in progress.

**Process Area**

New CRM System implementation process is in progress which will provide a 360 degree view of the customers at SBI Life Branch Offices. This will help the branches to serve the customers better. As a part of digitization of new business process Work Flow Implementation was taken up and is targeted for the second quarter of the next financial year. This will improve scalability of operations through automation and manage growth with a reduced processing time. This entails the use of Intelligent Technology to ensure that a substantial volume of new business would be processed through technology without much human intervention.

Website refresh projects will enable web experience management of online customers. It will enable our marketing teams and business users to easily create and manage contextually relevant social and interactive online experiences across multiple channels on a global scale to drive sales and loyalty. This website refresh is targeted for the second quarter of the next financial year.

**1.7 Conclusion**

LIC and SBI Life Insurance Companies prefer to offer technology-based and innovative services. On the other hand, LIC offers more innovative products to all the segments of the public like business, rich, poor and weaker sections of the society where as SBI life insurance company offer innovative products to the public, mostly for the high income groups.

The companies should always try to create new innovative products to satisfy the customers' new life style. The companies should have flexible strategies and be ready for any unpredictable changes in the consumers' purchase pattern.

SBI life insurance companies sell highly priced products only. The companies should try to offer the lowest price and high quality products in their services in order to attract more customers.

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Impact of E-Banking on Traditional Banking Services

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ABSTRACT: In south India, a kind of application that has been developed for a well-established for regional bank operation that is called E-Banking. In this competitive world, for the past four year Indian banking systems have been computerizes. This process is emerging as e-banking which is going to convert all banking operation into digital form. In customer service the system of electronic banking is 24-hour access to cash available by an Automated Teller Machine (ATM) or Direct Deposit of paychecks in operating savings bank account system. Many different types of transactions are found in electronic banking method. As a substitute, Electronic banking which is also known as Electronic Fund Transfer (EFT), for checks and other paper transactions, this uses electronic and computer technology. Through devices like cards or codes EFTs is initiated or those you have power to access can access particular account. For this purpose Personal Identification Numbers (PINs) are used by many financial institutions in operating ATM or debit cards. In this e-banking card based transaction are following bar type scanning method as well as Radio Frequency Identification (RFID) method which is used in contactless card transactions. The federal Electronic Fund Transfer Act (EFT Act) covers electronic consumer transactions.

Keywords: E-Banking, Functions, Traditional banking services.

1. Introduction

Any user with a personal computer and a browser can be connected to his bank through bank website to operate any of the virtual banking functions which is called as the E-banking (Electronic Banking) or online banking. The bank contains a centralized database in internet banking system which is web-enabled. In menu all kinds of services of bank will be displayed. Selection of any service will be guided through the nature of electronic banking system. ATM network offers a vast kind of alternative transaction system instead of the traditional branch model banking. To establish the process of anytime and anywhere banking, all the branch offices are directly connected with satellite link to maintained limitless electronic transactions. Intranet is the network that connects the different locations and connects to the central office within the limit of organization. These networks are limited to organizations for which they are set up. SWIFT is a live example of intranet application. e-banking facility is available for all customers. D-MAT, VISA Transfer, Fund Transfer, RTGS, NEFT, Mobile Recharges, are different operative methods. The main objective of study is about customer awareness of e-banking facilities, convenience of online banking than branch operation and types of services of banks and the major problems which are all faced by customer.

History of E-Banking

The modernized form of banking based on internet that covers e-banking that started from the early 1980s. In late 1980s, the term online got popularized and it was referred to a banking medium of using a terminal, keyboard and monitor to access the banking system through a phone line. By using videotex system by Citi Bank in 1981, in New York, home banking service was offered through e- banking. This is also offered by Chase Manhattan Bank, Chemical bank and manufacturers Hanover bank. Except in France and UK, home Banking was not able to gain popularity due to failure of videotex system. UK’s first home online banking service was offered in 1983 by Bank of Scotland for the banking customers who were from Nottingham Building Society. Based on Prestel system of UK, this online banking service was done by a keyboard connected to the telephone and television system. This system was called Home link and it enabled customers to view their bank statements online, online fund transfer and online bill payment. To pay bills or transfer funds, customers need to send a written instruction having details of intended transaction to Nottingham Building Society who set the details upon the Home link system. Electric company, Gas Company, telephone companies and other banks were the usual recipients of this service. The account holder has to provide details of the payment through Prestel into Nottingham Building Society system. Then, a cheque of payment amount has to be send by Nottingham Building Society to the payee and an instruction giving details of the payment was send to the account holder. To transfer the payment directly BACS was used later.
The first financial institution which provided internet banking facility to its all members was Stanford Federal Credit Union in October, 1994.

**Meaning of E-Banking**

E-bank is the electronic bank that provides the financial service for the individual client by means of Internet.

**Definition of E Banking**

Electronic banking, also known as electronic funds transfer (EFT), is simply the use of electronic means to transfer funds directly from one account to another, rather than by cheque or cash. You can use electronic funds transfer to:

- Have your paycheck deposited directly into your bank or credit union checking account.
- Withdraw money from your checking account from an ATM machine with a Personal Identification Number (PIN), at your convenience, day or night.
- Instruct your bank or credit union to automatically pay certain monthly bills from your account, such as your auto loan or your mortgage payment.
- Have the bank or credit union transfer funds each month from your checking account to your mutual fund account.
- Have your government social security benefits check or your tax refund deposited directly into your checking account.
- Use a smart card with a prepaid amount of money embedded in it for use instead of cash at a pay phone, expressway road toll, or on college campuses at the library's photocopy machine or bookstores.

**Functions of E Banking**

1) Bill Payment through Electronic Banking
2) The Electronic Shopping Mall.
3) Effecting Personal Investments through Electronic Banking.
4) Investing in Mutual funds.
5) Initial Public Offers Online.

**Various Forms of E Banking**

**Internet Banking**

With the help of personal computers user can check balance, mini statement, pay bills through internet that is connected with the system. Whatever the request is sent by the customer, it will be operated by the computer which is connected with the main branch host through internet. By a customer service representative, the system has the ability to detect the customer service requests which are capable of automated fulfillment and those requests which require the process of handling. Since the personal computers are connected with the host server of the bank, any customer of any territory can access their account and it can be remote operated.

**Automated Teller Machines (ATM)**

An Automated Teller Machine or Automatic Teller Machine (ATM) is a secure method of communication to access their bank accounts, order or make cash withdrawals (or cash advances using a credit card) and check their account balances without the need for a human bank teller (or cashier in the UK). This is an electronic computerized telecommunications device that allows a financial institution's customers to directly use this method.

The process of doing deposit cash or cheques, transfer money between their bank accounts done by ATMs and this allows to buy postage stamps and to top up their mobile phones' pre-paid accounts. With a magnetic stripe or a plastic smartcard with a chip that contains his or her account number, most modern ATMs, identify by those cards.

The customer then verifies their identity by entering a pass code, often referred to as a PIN (Personal Identification Number) of four or more digits. Upon successful entry of the PIN, the customer may perform a transaction.
Tele Banking

Financial transactions from the convenience of customers chosen place anywhere across the GLOBE and any time of day and night is undertaken by a host of banking related services including through on-line Tele banking services. Customer can access his account and by following the user-friendly menu by dialing the given Telebanking number through a landline or a mobile from anywhere else and the whole process of banking can be operated through Interactive Voice Response (IVR) system. Customer call will hardly fail though with sufficient numbers of hunting lines made available. The system is bi-lingual and has following facilities offered:

- Automatic balance voice out for the default account.
- Balance inquiry and transaction inquiry in all.
- Inquiry of all term deposit accounts.
- Statement of account by Fax, e-mail or ordinary mail.
- Cheque book request.
- Stop payment which is on-line and instantaneous.
- Transfer of funds with CBS which is automatic and instantaneous.
- Utility Bill Payments.
- Renewal of term deposit which is automatic and instantaneous.
- Voice out of last five transactions.

Smart Card

A smart card usually is made by an 8-bit microprocessor (a kind of computer chip) that has a contact pad under the side of the card. Microprocessor is a replacement against the usual magnetic stripe which is available on a credit card or debit card. The microprocessor on the smart card is there for security purpose only. The data on the card is accessed by the microprocessor. Many kinds of transactions are done through the chips. To authenticate a user, Smart cards can also be used with a smart card reader attachment to a personal computer. In Europe and in the U.S Smart cards are much more popular. The health insurance and banking industries use smart cards extensively in Europe. For health insurance, every German citizen has a smart card. Smart cards exist in their modern form for ten years, in the U.S smart cards are just starting to disappear.

Debit Card

By their way of operation, Debit card and Credit card are basically different. Like mobile phone pre and post paid system. Debit card is for on the spot of transaction and Credit card is to pay after the particular period of transaction. Grocery stores, retail stores, gasoline stations, and restaurants accept Debit cards. This system is an alternative method instead of checkbook.

E-Cheque

- An e-Cheque is the electronic version or representation of paper cheque.
- The Information and Legal Framework on the E-Cheque is the same as that of the paper cheques.
- It can now be used in place of paper cheques to do any and all remote transactions.

Other Forms of Electronic Banking

1) Direct Deposit.
2) Electronic Bill Payment.
3) Electronic Check Conversion and
4) Cash Value Stored, Etc.,

Advantages of E Banking

1) **Account Information:** Real time balance information.
2) **Fund Transfer:** Manage your Supply-Chain network, effectively by using our online hand transfer mechanism. We can effect fund transfer on a real time basis across the bank locations.
3) **Request:** Make a banking request online
4) Downloading of account statements as an excel file or text file.
5) Customers can integrate the System with his own ERP.
Limitations of E Banking

1) Safety situations around ATMs.
2) Abuse of bank cards by fraudsters at ATMs.
3) Danger of giving your card number when buying on-line.

Impact of E Banking on Traditional Services

E-banking transactions are much cheaper than branch or even phone transactions. This could turn yesterday's competitive advantage - a large branch network - into a comparative disadvantage, allowing e-banks to undercut bricks-and-mortar banks. This is commonly known as the "beached dinosaur" theory.

A lot of new entrants will arrive by simplified E-bank system. So traditional systems will disappear after new entrants. E-banking gives consumers much more choice. Consumers will be less inclined to remain loyal. Traditional banks will be unable to grab additional capital from the stock market. But the situation for Internet firms can easily attract investment. Via a new delivery channel, E-banking is offered and another service is simply given to consumers as the methodology of ATM.

Traditional banks are starting to fight back. The start-up costs of an e-bank are high. Establishing a trusted brand is very costly as it requires significant advertising expenditure in addition to the purchase of expensive technology (as security and privacy are key to gaining customer approval).

E-banks have already found that retail banking only becomes profitable once a large critical mass is achieved. Consequently many e-banks are limiting themselves to providing a tailored service to the better off. E-Banking transaction needs some interface to communicate with banking customer. All the electronic transaction performs through some interfaces. The electronic devices which perform interact with customers and communicate with other banking system is called electronic banking delivery channels.

Conclusion

E-banking is a borderless entity permitting anytime, anywhere and anyhow banking. This facilitates us with all the functions and many advantages as compared to traditional banking services. During this step of the process, controls that could mitigate or eliminate the identified risks, as appropriate to the organization's operations, are provided. The goal of the recommended controls is to reduce the level of risk to the IT system and its data to an acceptable level.

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Customer attitudes towards usage of Paytm in Sattur town

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ABSTRACT: Smartphone has become an essential part of daily life. Due to technology, Digital wallets are quickly becoming mainstream mode of online payment and mobile users can nowadays use their Smartphone to make money transaction or payment by using applications installed in the phone. One such application is PayTm. The present study tries to study the usage of PayTm by Smartphone users. Apart from this, the study also attempts to find out the various problems faced by PayTm users.

1. Introduction
In today-world, Smartphone has become an essential part of daily life. India will exceed 200 million Smartphone users, topping the US as the world's second largest Smartphone market by the end of 2018 due to increasing penetration of affordable smart mobile devices in the country. Shoppers are adopting digital wallets at an incredibly rapid pace, largely due to convenience and ease of use. PayTm made its way into the e-commerce market in the year 2014. PayTm now offers multiple products ranging from primary mobile recharges to buying apparels or electronics enabling customers to get everything at one place. Thus, over a period of time, it has become both a payment platform as well as the marketplace. It has even obtained the license from Reserve Bank of India to run a Payments Bank. The aim of this research paper is to analyze the usage of PayTm by users for which respondents were categorized on the basis of age, frequency of usage, purpose of usage and average monthly spending on PayTm.

SIGNIFICANCE OF STUDY
The research was conducted to analyze the usage of PayTm by users and to study the satisfaction level of PayTm users based on different parameters. A digital wallet refers to an electronic device that allows an individual to make electronic transactions. It is also referred to by other names like mobile money, mobile money transfer, and mobile payment generally represents a payment services operated under financial regulation and are performed from or via a mobile device. This can include purchasing items online, using a computer or using a Smartphone to purchase something at a store. An individual's bank account can also be linked to the digital wallet. In other words, mobile money transfer refers to any method of monetary exchange that utilizes the facility of a mobile device with authorized support facility and conformance to defined and explained legal policy.

PAYTM
PayTm, as its abbreviation states, Pay through Mobile was launched in 2010 by One97 communications as a prepaid mobile and DTH recharge company. Gradually, it made its way into the e-commerce market in the year 2014 and further added bus ticketing to its kitty in 2015. PayTm now offers multiple products ranging from primary mobile recharges to buying apparels or electronics enabling customers to get everything at one place. Thus, over a period of time, it has become both a payment platform as well as the marketplace. This strategy not only enables PayTm to serve multiple needs of the customers, giving them a holistic experience by saving their time and efforts but is also expected to be helpful in cross-selling and up-selling and thus increasing the overall profitability of the organization. It has even obtained the license from Reserve Bank of India to run a Payments Bank. As a result, PayTm is amongst the top 7 e-commerce companies in India to have billion-dollar valuation and transformed the business model of PayTm from a recharge web site to a payment cum e-commerce marketplace. It has 100 million PayTm Wallet users that carry out over 75 million transactions every month. China's Alibaba Group with its affiliate Ant Financial invested $680 million in PayTm in September 2015 to raise their stake to 40%, taking its valuation at somewhere around $4 billion. On account of higher valuation, PayTm had resources to stitch Rs.203 Crores worth of deal with Board of Control for Cricket in India for 84 matches. Considering the quantum of following that cricket has in India, this association with BCCI for primary sponsorship rights is sure to get a lot of visibility to PayTm brand and likely to catapult it as a national brand with significantly high brand recall amongst all sections of society.
Significance of the Study
The research was conducted to analyze the usage of Paytm by users and to study the satisfaction level of Paytm users based on different parameters namely,
- Easy to Download Paytm App
- Ease to use
- Convenience
- Less Transaction Time
- Secured and Privacy
- Cash Back Discounts
- Pricing for Products
- Customer Service

Objective of the Study
To study the satisfaction level of Paytm users in Sattur town based on different parameters.

Methodology
Research Sites and Respondents
Research sites are Paytm users in Sattur town and respondents are Paytm users in Sattur town.

Data Collection
Primary data and secondary data are used in this study. A simple questionnaire has been used to collect data from respondents. 50 samples are selected for this study.

Data Analysis
The collected data are analyzed with the help of Excel. The statistical tool of Weighted average method and Garret Rankings used in this research to identify the satisfaction level of Paytm users in Sattur town. The study used descriptive method in order to get the statistic result from respondents. Results The results of the collected data are based on the following analyses.

Gender of the Respondent
The gender of the respondents is included as one of the profiles in the present study. Since the gender shapes knowledge and ability to deliver Paytm services and also their expectations of the Paytm services, it is included as one of the profiles. The classification of the respondents based on gender is shown on figure 1.

Figure 1: Gender of the Respondents

From the above figure 1, 76 percentage of the respondents are male, remaining 24 % of the respondent are female in use of paytm.

Educational Qualification of the Respondent
Education Qualification has been identified as one of the important factor to influence the use of paytm wallet. Figure 2 shows the educational qualification of the respondent.
Figure 2: Educational Qualification of the respondent

It indicates from the figures 2 that a majority of the respondent (36%) are possess the qualification of post graduation to use paytm wallet.

Frequency of Paytm usage
The frequency of usage of Paytm by the respondents has been measured through the views of the respondents. The frequency of usage of Paytm is classified as only once, upto 5 times, 5 to 10 times and more than 10 times. The distribution of respondents is presented in figure 3.

It is observed from the above figure 3 that the predominant frequency of Paytm usage as viewed by the respondents is only once which constitute 64 per cent to the total. The least usage of Paytm is come under category. More than 10 times which constitutes 3 per cent to the total.

Purpose of using Paytm
The Purpose of using Paytm by the respondents in the present study is classified as recharge, ticket booking, bill payment and shopping.
In the total respondents, 56 percent are used Paytm for the purpose of recharge of their mobiles followed by 30 percent using for bill payment, 10 percent using bill payment and 8 percent using ticket booking.

**Devices on which Paytm is used**

Paytm can be used only after it is downloaded in the devices used by the respondents. The devices on which Paytm is used by the respondent in a month is classified into mobile, tablet and PC/Laptop.

It is observed from the figure 5 that the predominant frequency of devices used for Paytm usage as viewed by the respondents is mobile which constitute 60 per cent to the total. The least frequency of devices used for Paytm usage is come under category PC/Laptop which constitutes 8 per cent to the total.

**Difficulties in Paytm**

As the difficulties in usage of Paytm influence their views on its usage listed in Figure 6.

This figures 6 explain total respondents, 16 are worried about lack of knowledge to use Paytm followed by 17 who are worrying about Problem with Barcode detection which make 32 and 34 per cent respectively. The least difficulties in Paytm is failure in payment gateway which constitutes 10 per cent to the total.
Garrett’s Ranking Technique

Table 1 Garret ranking method is used to rank the factors influencing the respondents for using of the paytm

<table>
<thead>
<tr>
<th>Particulars</th>
<th>N. R</th>
<th>H.S(5)</th>
<th>N. R</th>
<th>S(4)</th>
<th>N. R</th>
<th>N(3)</th>
<th>N. R</th>
<th>D.S(2)</th>
<th>N. R</th>
<th>HDS(1)</th>
<th>T.SCORE</th>
<th>M.SCORE</th>
<th>RANK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time saving</td>
<td>8</td>
<td>40</td>
<td>23</td>
<td>92</td>
<td>10</td>
<td>30</td>
<td>4</td>
<td>8</td>
<td>5</td>
<td>5</td>
<td>175</td>
<td>3.5</td>
<td>VI</td>
</tr>
<tr>
<td>Easy to use</td>
<td>4</td>
<td>20</td>
<td>10</td>
<td>40</td>
<td>23</td>
<td>69</td>
<td>8</td>
<td>16</td>
<td>5</td>
<td>5</td>
<td>150</td>
<td>3</td>
<td>IX</td>
</tr>
<tr>
<td>Security</td>
<td>7</td>
<td>35</td>
<td>8</td>
<td>32</td>
<td>25</td>
<td>75</td>
<td>6</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>158</td>
<td>3.16</td>
<td>VIII</td>
</tr>
<tr>
<td>Convenient</td>
<td>9</td>
<td>45</td>
<td>21</td>
<td>84</td>
<td>15</td>
<td>45</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>182</td>
<td>3.64</td>
<td>IV</td>
</tr>
<tr>
<td>Main service</td>
<td>8</td>
<td>40</td>
<td>14</td>
<td>56</td>
<td>16</td>
<td>48</td>
<td>2</td>
<td>4</td>
<td>10</td>
<td>10</td>
<td>158</td>
<td>3.16</td>
<td>VIII</td>
</tr>
<tr>
<td>Fast service</td>
<td>6</td>
<td>30</td>
<td>20</td>
<td>80</td>
<td>14</td>
<td>42</td>
<td>8</td>
<td>16</td>
<td>2</td>
<td>2</td>
<td>170</td>
<td>3.4</td>
<td>VII</td>
</tr>
<tr>
<td>Cash back</td>
<td>18</td>
<td>90</td>
<td>12</td>
<td>48</td>
<td>10</td>
<td>30</td>
<td>6</td>
<td>12</td>
<td>4</td>
<td>4</td>
<td>184</td>
<td>3.68</td>
<td>III</td>
</tr>
<tr>
<td>Offer</td>
<td>19</td>
<td>95</td>
<td>11</td>
<td>44</td>
<td>8</td>
<td>24</td>
<td>6</td>
<td>12</td>
<td>6</td>
<td>6</td>
<td>181</td>
<td>3.62</td>
<td>V</td>
</tr>
<tr>
<td>Shopping</td>
<td>15</td>
<td>75</td>
<td>20</td>
<td>80</td>
<td>10</td>
<td>30</td>
<td>3</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>193</td>
<td>3.86</td>
<td>II</td>
</tr>
<tr>
<td>Own Interest</td>
<td>13</td>
<td>65</td>
<td>18</td>
<td>18</td>
<td>19</td>
<td>57</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>194</td>
<td>3.88</td>
<td>I</td>
</tr>
</tbody>
</table>

Source: Computed Primary Data.

From Table 1 shows the Garret scores and the average scores. The average scores are ranked according their importance. The first rank is given to “Own interest” the second rank has given “Shopping” the third rank is given to “Cash back”, “Convenient” is the fourth rank, fifth rank goes to offer and sixth rank is given to time saving and the least rank given to the respondent easy to use.

Conclusion

From the above study the author concluded that, Paytm is the best advanced method for cashless payment. From the 50 respondents the study conclude that most the people like to adopt this mechanism due to the urge of the cashless transaction and the time saving, convenient etc.

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A Study on Customers Preference for E-Banking Services in Madurai City

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1. Introduction
Internet banking is changing the banking industry, having the major effects on banking relationships. Banking is now no longer confined to the branches were one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service. The net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services. This research paper will introduce you to e-banking and giving the reason for choosing e-banking services in Madurai city. It will also show the impact of e-banking services and finally the result documentation.

Statement of the Problem
For every bank service excellence is an important strategy for a survival, profitability and growth of banks. But it is not so easy to provide excellent service to the customers, because of stiff competition among the banker. Today all banks are offering same type of services, and facilitator to the customers. Now-a-days customers are becoming very conscious of their rights and they are demanding services more than ever before. But the quality of banking services has not seeing any remarkable change. The bank who wants to compete with other banks has to depend more on the efficient services and cordial relationship with their customers. So, the only way to provide good services to customer is they must keep the various issues in their minds and try to solve and include the customer service level. Whenever a bank wants to distinguishes from other banks they must provide good customer service like electronic banking services that service may be customer friendliness. This is an important factor that influences the customer choices of the bank. The success of the banking industry is generally depends on the quality of customer services, because customer is the king and also they are part and partial of the bank. Therefore the banks should be customer oriented to meet challenges to today's competitive environment. As a banker we are not doing them a favour by serving them. They are doing as a favour by giving us an opportunity to do so. So, it is the time for Indian banks to innovative new products like various e-banking services and also refines the existing traditional services.

Review of Literature
Smith and Chaffey, (2001), describes that e–marketing is described as the achievement of marketing objectives through the use of electronic communications technology. It is further identified that the key success factors in e–marketing is achieving customer satisfaction through the electronic channel in terms of the ease of use, performance and quality of service.
Singhal and Padhmanbhan, (2008), opined that the internet banking, however, is now used as the term for new age banking system. Internet banking is defined as the use of the Internet to deliver banking activities such as funds transfer, paying bills, viewing current and savings account balance, paying mortgages and purchasing financial instruments and certificates of deposits.
Rajni Sinha, (2016), in his study, he concluded that E-Banking or internet banking does not make novel danger bunches, but rather to a certain degree attracts perceived risks that few financial foundations faces and risk management controls have not created at fundamentally the same as force and heaps of organizations, especially the less imperative ones, have been weakened in their drive to coordinate online money transactions risk management inside their present risk management plans. The dangers ought to be founded on the class of customer, the association's value-based capacities, the significance and worth of the
amassed information to the association and customer, the straightforwardness of utilizing the plan and with
degree and extent of exchanges. It is broadly suggested that banks that practices online banking services
should clarify the authenticity of transactions and convey it to their customers described that the
advancements in computing and telecom have revolutionized the financial industry. Banks are developing
alternative channels of delivery like ATM, tele banking, remote access, internet banking etc.,

Scope of the Study
The present study is confined to analysis the reason for preferring e-banking services from banks in Madurai
city. A study does not cover other district banks in Tamil Nadu and India. The study concentrates on the
various e-banking services provided by the e-banks.

Objectives of the Study
The following are the important objective of the study.

- To analyses the socio economic characteristics of the customers of E-banks in Madurai City.
- To study the reason for preferring e-banking services in Madurai City.

Methodology
The present study is based both primary and secondary data. The primary data has been collected through
structured interview schedule from the customers of the E-banks. The secondary data have been collected
from unpublished records of banks, journals, periodicals, reports and lead bank report of Madurai District.

Sampling Design
Since, the study was concerned with attitude of customers towards reason for preferring e-banking services
in Madurai City. The researcher obtains the list of customers from the e-banks in Madurai City. A sample size
taken up for the study is limited to 150 customers of e-bank. However care was taken that all classes of
customers such as salaried employee, businessman, professional, house wives, retired person (pensioners),
agriculturist, students and the like are covered by using convenient sampling under non-random sampling
method. The sample customers are to be selected proportionately from branches of both public sector and
private sector e-banks operating in Madurai City of Tamil Nadu.

Period of the Study
The primary data for this study has been collected from sample customers in Madurai city during the period
from October 2018 to December 2018.

Analysis and Interpretation
The analysis and interpretation of the sample customers based on personal factor and reason for preferring
e-banking services availed.

Classification of Respondents According to Socio Economic Factor
The following table shows classification of customers according to socio economic factor of selected
respondents and also given in table 1.

Table 1: Gender - wise Classification of Sample Customers

<table>
<thead>
<tr>
<th>Gender</th>
<th>No. of Customers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>105</td>
<td>70.00</td>
</tr>
<tr>
<td>Female</td>
<td>45</td>
<td>30.00</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age (in years)</th>
<th>No. of Customers</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 30</td>
<td>46</td>
<td>30.67</td>
</tr>
<tr>
<td>30 to 40</td>
<td>33</td>
<td>22.00</td>
</tr>
<tr>
<td>40 to 50</td>
<td>54</td>
<td>36.00</td>
</tr>
<tr>
<td>Above 50</td>
<td>17</td>
<td>11.33</td>
</tr>
<tr>
<td>Total</td>
<td>150</td>
<td>100.00</td>
</tr>
<tr>
<td>Married</td>
<td>94</td>
<td>62.67</td>
</tr>
<tr>
<td>---------</td>
<td>----</td>
<td>-------</td>
</tr>
<tr>
<td>Unmarried</td>
<td>56</td>
<td>37.33</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>150</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

**Educational Qualification**

| Illiterate | 11 | 7.33 |
| Up to HSC | 34 | 22.67 |
| Graduate | 51 | 34.00 |
| Post Graduate | 25 | 16.67 |
| Professional | 12 | 8.00 |
| Diploma/Technical | 17 | 11.00 |
| **Total** | **150** | **100.00** |

**Occupation**

| Business | 21 | 14.00 |
| Agriculturist | 11 | 7.33 |
| Employed (Govt.) | 26 | 17.33 |
| Employed (Private) | 43 | 28.67 |
| House Wife | 13 | 8.67 |
| Retired Person | 18 | 12.00 |
| Student | 8 | 5.33 |
| Professional | 10 | 6.67 |
| **Total** | **150** | **100.00** |

**Type of Family**

| Joint Family | 57 | 38.00 |
| Nuclear family | 93 | 62.00 |
| **Total** | **150** | **100.00** |

**Size of Family**

| Up to 2 members | 14 | 9.33 |
| Up to 3 members | 26 | 17.33 |
| Up to 4 members | 58 | 38.67 |
| Above 4 members | 52 | 34.67 |
| **Total** | **150** | **100.00** |

**Monthly Income of Family**

| Less than Rs.10000 | 19 | 36.67 |
| Rs.10000-Rs.20000 | 43 | 28.67 |
| Rs.20000-Rs.30000 | 48 | 32.00 |
| Rs.30000-Rs.40000 | 28 | 18.66 |
| Above Rs.40000 | 12 | 8.00 |
| **Total** | **150** | **100.00** |

The above table shows that out of 150 customers, 105 customers are male and 45 customers are female. Majority of the sample respondents are male customers. It can be concluded that 36 per cent of the respondents belonging to the age group of 40 to 50 years and only 11.33 per cent of the respondents belonging to the age group of above 50 years. This table presents that more than 60 per cent of the respondents are married and the rest of 37.33 per cent of the respondents are unmarried. It is concluded that nearly 35 per cent of the respondents had their education qualification as graduate level. It reveals that more than one-third of the respondents are working in public and private organizations. Nearly 62 per cent of the respondents are from nuclear family. It is clear from above table that nearly 39 per cent of the respondents’ family size has four members. It reveals that more than 36 per cent of the respondents are in the income group of from less than Rs.10000 and only 8 per cent are come under above Rs.40000 income category.

**Reasons for Preferring E-Banking Services**

There are various factors which influence the customers for preferring e-banking services; the researcher identified six important factors which induce the customers for preferring e-banking services. They are Time
saving, Easy and convenient access, Cost saving, Social status, Security, and Speed, accordingly the respondents were asked, to identify and rank them in order of performance.

To find out weighted arithmetic mean, the following scores were given:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Rank</td>
<td>6 Points</td>
</tr>
<tr>
<td>II Rank</td>
<td>5 Points</td>
</tr>
<tr>
<td>III Rank</td>
<td>4 Points</td>
</tr>
<tr>
<td>IV Rank</td>
<td>3 Points</td>
</tr>
<tr>
<td>V Rank</td>
<td>2 Points</td>
</tr>
<tr>
<td>VI Rank</td>
<td>1 Point</td>
</tr>
</tbody>
</table>

Table 9 and 10 brings out the reasons for having account in the public and private sector commercial banks.

**Reasons for Having Opened an Account in Public Sector Banks**

Table 9 shown the various reasons for having the account in public sector banks

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Reasons</th>
<th>Rank</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost Saving</td>
<td>25</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>Social Status</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>3</td>
<td>Easy and Convenient Access</td>
<td>43</td>
<td>32</td>
</tr>
<tr>
<td>4</td>
<td>Speed</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Security</td>
<td>29</td>
<td>37</td>
</tr>
<tr>
<td>6</td>
<td>Time Saving</td>
<td>18</td>
<td>14</td>
</tr>
</tbody>
</table>

**Table 9: Reasons for Having Opened an Account**

Source: Primary Data

On the basis of the points given and ranks obtained. The total score thus derived was divided by the total number of respondents for each factor to arrive at the mean score. Among the six factors is given, the one which had the highest mean score was identified as the most important factor influencing the respondents to prefer e-banking services.

The weighted arithmetic mean has been calculated for various reasons, the following table 10 shows the weighted arithmetic mean for various reasons.

**Table 10: Weighted Arithmetic Mean for the Ranks**

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Reasons</th>
<th>Weighted Average Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cost Saving</td>
<td>3.58</td>
</tr>
<tr>
<td>2</td>
<td>Social Status</td>
<td>3.77</td>
</tr>
<tr>
<td>3</td>
<td>Easy and Convenient Access</td>
<td>2.97</td>
</tr>
<tr>
<td>4</td>
<td>Speed</td>
<td>3.99</td>
</tr>
<tr>
<td>5</td>
<td>Security</td>
<td>2.96</td>
</tr>
<tr>
<td>6</td>
<td>Time Saving</td>
<td>3.73</td>
</tr>
</tbody>
</table>

Above table has revealed that among six factors Speed is the most important factor influencing respondents to have open account with banks followed by service is cheap.

**Findings of the Study**

✓ Majority of the sample respondents are male customers.
✓ More than 36% of the respondents are 40 - 50 years.
✓ Nearly 62% of the respondents are married.
✓ Majority of the respondents have studied graduate level.
✓ One-third of the respondents are working in public and private organizations.
✓ Majority of the respondents are from Nuclear family.
✓ Majority of the respondents, family size are up to 4 members only.
✓ Majority of the respondents belonging to less than Rs.10000 income category.
✓ Speed of the e-bank is the most important factor for preferring e-banking services by customer of banks.

Suggestion of the Study
✓ To motivate the illiterate people for use e-banking services in banks.
✓ More attention should be focused on agriculturist for using e-banks.
✓ To improve the security level of e-banking services for customers.
✓ Give up more cheap e-banking services to customers.
✓ To create more awareness among customers to use e-banking services.
✓ To encourage customers to use e-banking services regularly.

Conclusion
E-banking is a borderless entity permitting anytime, anywhere and anyhow banking. This facilitates us with all the functions and many advantages as compared to traditional banking services. During this step of the process, controls that could mitigate or eliminate the identified risks, as appropriate to the organization's operations, are provided. E-banking has become important phenomenon in the banking industry and it will continue as more progress is made in information technology. The financial industry thus is gradually experiencing transformation from cash based system to a “paperless” system that is more convenient and reliable.

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E - Banking – Ease of Access, Secure Transactions

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ABSTRACT: Advancement in technology provides fast innovative changes in people's routine life. The most significant recent technical advancement that drastically transformed the entire scenario of providing services is the use of internet facility in service delivery. E-banking offers ease of access, secure transactions and 24-hour banking options. Banks have always played an important position in the country's economy. E-banking can improve a bank's efficiency and competitiveness, so that existing and potential customers can benefit from a greater degree of convenience in transactions. This increased level of convenience offered by the bank, when combined with new services, can expand the bank's target customers beyond those in traditional markets. E-banking offers ease of access, secure transactions and 24-hour banking options. Hence, this paper explains E-banking – ease of access and secure transactions.

Keywords: E-banking, Advancement, Innovative, Transformed, Efficient, Access

1. Introduction
When every day is a race against time in our busy lives, we are looking at saving time everywhere possible. Various alternative modes of providing banking products are evolved and gained popularity in recent past, such as, tele-banking, Automated Teller Machines, ebanking, credit & debit cards. The most recent one is e-banking that has major impact on the financial market. The numbers of E-banking services are offered to the customers in the form of internet banking services, mobile banking and ATM services. Internet banking services are provided to a large extent by all the banks. Over the last few decades technology has changed everything around us including banking. It has made possible internet banking. The customer can do all banking activities on the internet without physically going to a bank or any human interaction. All of the bank’s data and the information is stored on servers. So there are services that the bank provides to the customer online and in real time. Customers can see their account statements, transfer funds, apply for loans, pay their bills all online. Hence, this paper explains E-banking – ease of access and secure transactions.

Importance of E-Banking System
E-banking an account gives numerous points of interest to banks and client’s. E-banking has made life substantially less demanding and saving money considerably speedier for the two clients and banks.

- It saves time spent in banks
- It gives approaches to universal managing an account.
- It gives managing an account during the time all day, every day days from wherever have internet access.
- It gives efficient money administration to internet optimization
- It gives accommodation as far as capital, work, time every one of the assets expected to make an exchange.
- Exploiting integrated banking services administrations, banks may contend in new markets, can get new clients and develop their piece of the overall industry.
- It gives some security and protection to clients, by utilizing best in class encryption and security advances.

Types of E-Banking
There are many electronic banking delivery channels to provide banking service to customers. Among them ATM, POS, mobile banking and internet banking are the most widely used.

ATM
Automated Teller Machine (ATM) is a machine where cash withdrawal can be made over the machine without going in to the banking hall. It helps various facilities like transfer funds, accessed 24 hours/7 days, account balance enquiry etc.
Internet Banking
Internet banking allows customers to conduct financial transactions on a secure website operated by the institution, which can be a retail or virtual bank, credit union or society. It may include any transactions related to online usage.

POS
Point of sale (POS) also sometimes referred to as point of purchase (POP) or checkout is the location where a transaction occurs. A ‘checkout’ refers to a POS terminal or more generally to the hardware and software used for checkouts, the equivalent of an electronic cash register. A POS terminal manages the selling process by a salesperson accessible interface. The same system allows the creation and printing of the receipt.

Mobile Banking
Mobile banking is used for performing balance checks, account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). The earliest mobile banking services were offered over SMS, a service known as SMS banking. Mobile banking is used in many parts of the world with little or no infrastructure, especially remote and rural areas.

Conclusion
Today e-banking is the most popular delivery system in banking industry. It is the need of hour to extend e-banking services to banking customers so that bank can maximize the benefits for banks as well as for its customers also. The importance of e-banking is growing day by day as it maximizes the advantage for banks and its clients. Banks started adopting more and more technological advancements and that resulted in enhancement of its efficiency. Nowadays internet banking is becoming integral part of banking services. E-Banking has transformed not only the banking relationships but transformed the whole banking industry. Through e-banking, customers can process any banking transaction without even visiting bank branch at any time anywhere and this is known as “anywhere banking”. Providing e-banking is no more considered as an additional feature of a banking institution, but now it is became an essential feature of a bank. E-Banking is one of the latest approaches to provide comfort to the client regarding monetary transactions.
The Impact of Information Technology in Commerce

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1. Introduction
The growth of “information technology” is changing its roles day by day. Today’s best technology to manage and process data is information technology. Information technology is the technology used to store, manipulate, distribute or create information. It helps in improving the quantity of information processed and in increasing the speed of presenting the information. The type of information or data is not important to this definition. The technology is any mechanism capable of processing this data. As it is widely known to perform a calculation of any type manually is very cumbersome and time-consuming. But if we could develop efficient programs written in many languages and get them thoroughly tested for every function it is expected to perform before putting to use could save a lot of efforts and time. Also, the chance of human errors that could occur when things are done manually could also be avoided provided the programs are developed keeping in mind the exact requirements that are sought after and developed properly to address the issues correctly without problems. Information technology works based on these simple concepts. As we know its applications in our lives is extremely wide-ranging from simple addition, subtraction to flying an aircraft through autopilot and controlling a spaceship which has landed in Mars from the ground of the earth. Electronic databases now can store huge volume of data which can be used very easily and the internet can be accessed for any information on any field of activities.

People’s trust are sometimes bridged when information technology which ought to be seen as a medium or a tool for facilitating online transactions and the delivery of online goods and services within the twinkle of an eye is perceived as a conduit for online extortions and manipulations of all sorts via the internet in the name of online transaction of goods and services. Arguably, some factors for this recurring menace could be accompanied to the advert of the Internet and information technology revolution. Before we explore the numerous impact and benefits of information technology on commerce, let’s define what information technology and commerce really is. According to Gharegozi et al (2011) Information Technology is the design, creation, utilization, support and management of computer-based information systems in fostering the transactions of information product and services. Better still, Information Technology could be seen as a tool that improves the form of information product and services. The form of information product may include the activities of the information life cycle. Some of these activities are information creation, processing, dissemination, storage and disposal.

It is imperative to say that information technology has become the pivot on which the operation of commerce rest on. Be that as it may, the commerce is one of the fastest growing industries worldwide, which is as a result of the pivotal role information technology has to play in the commerce industry. At this juncture, commerce could mean the whole system of an economy that constitutes an environment for business. The system in question could include legal, economic, political, cultural, and technological systems that are in operation in any country. Nevertheless, commerce is a system or an environment that affects the business prospects of an economy. In other words, commerce is said to be seen as business activities and components, functions and institutions involved in transferring goods from the producer to the consumer. This report shall extensively dwell on both the positive and negative impact of information technology on commerce. Taking into consideration some of the positive impact of information technology to include: global reach, convenience, quicker delivery, information density, customer satisfaction and Supply chain efficiencies meanwhile, information technology has posted some negatives impact on commerce such as concerns over Privacy, security, payment, and contact, delay in the time of delivery of physical products, and uncertainty of product delivery

Positive Impact of Information Technology on Commerce
Global Reach
E-commerce technology permits commercial transactions to cross-cultural and national boundaries far more conveniently and cost-effectively than is true in traditional commerce. Here the traditional physical market
is discarded as a result, of a wireless society, which was made evident by the internet. As a result, the potential market size for e-commerce merchants is roughly equal to the size of the world’s online population. In other words, information technology has help bridge the physical transportation barrier that would have existed if not for the emergence of information technology in the developmental sector of commerce. At this juncture, we could say that information technology has made it essential for commerce across cultural and across national boundaries, around the earth. National boundaries seamlessly and without modification.

**Information Density**
The Internet and the Web vastly increase information density that is to say the total amount and quality of information available to all market participants, consumers, and merchants alike. In like manner E-commerce technologies reduce information collection, storage, processing, and communication costs. At the same time, these technologies increase greatly the currency, accuracy, and timeliness of information—making information more useful and important than ever. As a result, information becomes more plentiful, less expensive, and of higher quality. Basically, in e-commerce markets, prices and costs become more transparent. Price transparency refers to the ease with which consumers can find out the variety of prices in a market; cost transparency refers to the ability of consumers to discover the actual costs merchants pay for products.

**Convenience**
This is seen as one of the biggest advantages if information technologies in commerce, in that customer have the access to a host of services literally at the tip of their fingers. Nevertheless, customers can buy whenever they want, from more location at any time of the day. This increases their choice. When customer is exposed with numerous choices, they can decide on a product with better features at a more competitive price.

**Quicker delivery**
Information technology enables quicker delivery of online products such as software, games, music, which can be downloaded. Quicker delivery is one of the enormous impact of information technology on commerce which makes it imperative for consumers who want to use the product immediately as opposed to waiting longer.

**Customer satisfaction**
With information technology, consumer can receive more information a product via the internet and make a more informed decision. Greater information leads to more confidence to make a purchase decision. More information also leads to enhanced consumer satisfaction because the consumer has a better idea about how to use the product. More so, information technology enables customization of products so that customers can have a product that suits their exact needs.

**Supply chain efficiencies**
The use of information technology in commerce can lead to a reduction in the inefficiencies relating to supply chain. Some of the benefits are reduced inventories, reduced delivery delay, and efficient e-procurement. Also in the field of commerce, information technology has fosters collaborative and stronger relationships with suppliers. This includes streaming and automating the underlying business process, enabling areas such as direct marketing, selling, customer service (call centers), fulfillment and information management.

**Negative Impact of Information Technology On Commerce**
*Privacy, security, payment, and contact*
This is the greatest challenge bedeviling online business. Privacy of information, security of that information and payment details whether or not payment details such as credit card detail will be misused, identity theft, contract, and what lawsand legal jurisdiction apply, are some of the more serious issues on-line trading. The fact that credit card fraud and identity theft are a reality makes this issue more prominent and pronounced.
Delay in the time of delivery of physical products

When purchases are made in physical stores, the customer gains possession of the product immediately on purchase. This is not possible over the internet. There are ways to get around the problem by substituting products such as books and CDs into downloadable e-books and files. However, this cannot be done with every product.

Uncertainty of product delivery

One of the implications of information technology on the customer viewpoint is trust of the delivery of a physical product. Nevertheless, in some e-commerce purchases are made on trust. This is because, firstly, customer not having had physical access to the product, a purchase is made on an expectation of what that product is and its condition. Secondly, because supplying business can be conducted across the globe, it can be uncertain whether or not they are legitimate businesses and are not just going to take your money. Thirdly, even if the item is sent, it is easy to start wondering whether or not it will ever arrive.

Conclusion

It is imperative to note that The impact of information technology has facilitated business transactions of goods and services, taking into consideration the “death of space’ in the field of commerce, transactions can be carried out anytime, anywhere and at any place with the coverage of the internet. However, the essential problem of e-commerce is internet/data privacy which is at risk in a high-security environment, threatening the current operation of the online transaction of goods.

References

A Study on Customer Satisfaction Towards Mobile Banking

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ABSTRACT: This paper justifies customer satisfaction towards mobile banking. Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a mobile phone or tablet. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Transactions through mobile banking may include obtaining account balances, list of latest transactions, electronic bill payments, and funds transfer between a customer’s or another’s accounts. Some apps also enable copies of statements to be downloaded and sometimes printed at the customer’s premises and some banks charge a fee for mailing hardcopies of bank statements. Above all it helps customers of banks to ensure about the service sophistication.

Keywords: Mobile banking, Customer satisfaction, Banks, Transactions, Sophistication.

1. Introduction

This paper is going to describe customer satisfaction towards mobile banking. Mobile banking is a quite popular banking system in the world. Many banks are started to provide the mobile banking services. It is a financial transaction conducted by logging on to the bank’s website by using a hand phone or cell phone. There are a lot of services that offer by mobile banking such as mini-statement and checking of account history, access to loan statement and card statement, status on cheque, stop payment on cheque, ordering cheque books, bill payment processing and so on.

It is an electronic banking that uses mobile phone technology or other wireless devices to deliver electronic financial services to customers. Mobile banking services form an important innovation in the banking sector and it has the potential in the market. It is because mobile banking brings lots of benefits to customers compared to traditional banking. Mobile banking is fast, convenient and time-effective. It also provide 24 hour service availability, location free access and service access speed represent concrete attributes of electronic channels whereas concepts like time savings and easiness-to-use represent more the benefits or consequences deriving from the use situation.

For the past three decades, India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India’s growth process.

Statement of the Problem

This research explores and examines the important elements that will affect the customers to use the mobile banking. It is because bankers should understand the needs of the customers so that they can improve the inadequate and insufficient of the services. This also can increase the customers’ usage intention of mobile banking services. By using mobile banking, some of the problem might occur. Some customers will think that mobile banking is difficult to utilize and it’s complicated. Mobile banking services might make the customers difficult to use because it is a new technology service.

In addition, some customers also will think that the mobile banking is not secure and they will meet risk. They will worry that hacker will forgery their information and takes out their money without notify the customers. They will also doubt that their money is still in their account or not. Sometimes, customers will feel helpless when they are using mobile banking services because there will might occur some errors during the transaction. Furthermore, there is also lack of communication it is because mobile banking does not have assistance can explain or help them to do the transaction. So, in this research, researcher can know the customers’ perception toward mobile banking. Banks also can solve the problem and shortcoming of the mobile banking and improve the customers’ satisfaction.
Review of Literature
Avinandan M., Prithwiraj N., (2003)¹ "A model of trust in online relationship banking" observed that shared value is most critical to developing trust as well as relationship commitment. Communication has a moderate influence on trust, while opportunistic behaviour has significant negative effect. Also finds higher perceived trust to enhance significantly customer’s commitment in online banking transaction. An important contribution concerns how trust is developed and sustained over different levels of customer relationship in online banking.

Suoranta M., Mattila M. (2004)², "Mobile banking and consumer behaviour: New insights into the diffusion pattern" concluded that an indication of the characteristics of potential subsequent adopters of mobile banking and of differences between user segments and also the authors are able to comment on the influence of certain demographic characteristics and the preferred communication mode of customers on the adoption and future usage of mobile banking services.

Sylvie L., Xiaoyan L., (2005)³ "Consumers attitudes towards online and mobile banking in China", the results showed the issue of security was found to be the most important factor that motivated Chinese consumer adoption of online banking. Main barriers to online banking were the perception of risks, computer and technological skills and Chinese traditional cash-carry banking culture. The barriers to mobile banking adoption were lack of awareness and understanding of the benefits provided by mobile banking.

Traynor P., Amrutkar C., Rao V., Jaeger T., McDaniel P., Porta T.L(2011)⁴, "From mobile phones to responsible devices" highlighted that Mobile phones have evolved from simple voice terminals into highly-capable, general-purpose computing platforms. Through such vectors, mobile phones introduce a variety of new threats to their own applications and the telecommunications infrastructure itself.

Yang A. S., (2009)⁵, "Exploring adoption difficulties in mobile banking services" showed that factors associated with adopting and resisting mobile banking technologies were investigated among university students in Taiwan. Adoption factors included the belief that mobile banking helps fulfill personal banking needs, provides location-free conveniences, and is cost effective. The primary factors associated with resistance included concerns over system configuration security and basic fees for mobile banking web connections.

Objectives of the Study
In this research itself, researcher can identify that which service that offer by mobile banking is most prefer by the customers. Besides, customers also can improve their knowledge of mobile banking. The following are the important objectives,
1. To analyses customer satisfaction level by using mobile banking services.
2. To offer findings and suggestions of the study.

Significance of the Study
The significance of study on this research is to contribute a better understanding of mobile banking to customers. This research is important because, we can determine the customers’ perception toward mobile banking. Besides, this research also contributed to give customers to better understand about mobile banking. From the questionnaire, customers will know better about the features and characteristics of the mobile banking. Customers also will know that mobile banking service not only can help them to ease their life but also can help them to improve their living standard.

Sampling Design
Convenience sampling method was used this research work. For conducting this research, a structured questionnaire is prepared and a sample of 100 customers is taken from Madurai city. The respondents belong to different age group.

Framework of Analysis
This work has been substantiated with statistical techniques like percentage analysis and chi-square test.

Methodology
This research work is majorly carried out through primary data. The questionnaire was used to collect primary data from respondents in order to analyze the customer satisfaction with respect to Madurai city. The researcher was also used secondary data from journals, magazine, internet and etc.
Hypothesis
a) Ho: There is no significant different between the occupation and mobile banking usage.
H1: There is a significant different between the occupation and mobile banking usage.
b) Ho: There is no significant different between the facilities provided offered for Mobile banking service and customer gender.
H1: There is significant different between the facilities provided offered for Mobile banking service and customer gender.

Scope of the Study
The study area is restricted to only Madurai city. Therefore different classes of customers were taken into consideration to justify the study.

Limitation of the Study
1. There may be some bias in the responses of the respondents which cannot be ruled out fully.
2. The study is limited to areas of Madurai city only.
3. People were reluctant to go in to details because of their busy schedules.
4. Due to continuous change in environment, what is relevant today may be irrelevant tomorrow.

Analysis and Findings
Findings of the Study
Percentage Analysis
1. The result shows that 62 percent of the respondents are male and 38% are the female.
2. Regarding distribution of respondents according to their age, about 35 Percent of the respondents are of 20-30 years.
3. It is concluded from the table that about 26 Percent of the respondents are business person.
4. About 56 percent of the respondents annual income level is Rs.1 Lakh.
5. About 35 Percent of the respondents are holding account in other banks.
6. About 34 percent of the respondents are between 3-5 years holding account with bank.
7. The result exhibits that 48 percent of the respondents are having saving bank account.
8. The result explains that 88 percent of the respondents are aware of the mobile banking service offered by the bank.
9. About 36 Percent of the respondents are aware about ATM service.
10. It is concluded from the table that about 40 percent of the respondents tried balance enquiry.
11. About 45 percent of the respondents have used this service below 1 year.
12. The result reveals that about 42 percent of the respondents used this for other purposes.
13. About 45 percent of the respondents have rated service is Good.
14. About 35 percent of the respondents felt that the mobile banking service is excellent.
15. Large majority of the respondents are recommending the mobile banking services.

Chi-Square Analysis
Aim
To test the relationship between customers usage of mobile banking service towards their occupation.

<table>
<thead>
<tr>
<th>Occupation USAGE</th>
<th>Business</th>
<th>Govt. Employee</th>
<th>Retired</th>
<th>Private Sector</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>26</td>
<td>8</td>
<td>5</td>
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</tr>
<tr>
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<td>4</td>
<td>9</td>
<td>38</td>
</tr>
<tr>
<td>Total</td>
<td>26</td>
<td>15</td>
<td>23</td>
<td>24</td>
<td>12</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data

Result
There is a significant difference between the Occupation and the mobile banking usage.
Aim
To test the relationship between the facilities provided offered for mobile banking service towards customer gender.

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
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Source: Primary Data

Result
There is no significant difference between the facilities provided offered for mobile banking service and the customer gender.
1. In chi-square analysis the result exhibits that there is a significant difference between the Occupation and the mobile banking usage.
2. In chi-square analysis the result shows that there is no significant difference between the facilities provided offered for mobile banking service and the customer gender.

Recommendations and Suggestions
1. Banks should obey the RBI norms and provide facilities as per the norms, which are not being followed by the banks. While the customer must be given the prompt services and the bank officer should not have any fear on mind to provide the facilities as per RBI norms to the units going sick.
2. Mobile banking facility must be made available in all Banks.
3. Each section of all Banks should be computerized even in rural areas also.
4. Personalized banking should be given a thrust as more and more banks are achieving in usual services.
5. Covering up the towns in rural areas with ATMs so that the people in those areas can also avail better services.
6. Prompt dealing with permanent customers and speedy transactions without harassing the customers.
7. Fair dealing with the customers. More contributions from the employees of the bank. The staff should be co-operative, friendly and must be capable of understanding the problems of the customers.
8. Give proper training to customers for using Mobile banking.
9. Create a trust in mind of customers towards security of their accounts.
10. Provide a platform from where the customers can access different accounts at single time without extra charge.

Conclusion
This study attempted to identify key quality attributes of mobile banking services by analyzing mobile banking customers and their comments on banking experience. The findings of this study showed that despite of many advantages of mobile banking People still consider it as an alternative for analyzing their bank records. The main factors which persuade people to use mobile banking are comfort, convenience and the facility which attracts them most is quality and quantity of information. Banks are providing free Mobile banking services also so that the customers can be attracted. It is a successful strategic we upon for banks to remain profitable in a volatile and competitive marketplace of today. Moreover proper training should be given to the customers to access their accounts in a free manner. In future, the availability of technology to ensure safety and privacy of mobile transactions and the RBI guide lines on various aspects of mobile banking will definitely help in rapid growth of Mobile banking in India.

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Human Resource Management in Hospital Service

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ABSTRACT: The management of human resources in healthcare institution is essential to enable the delivery of efficient and effective medical services and to achieve patient satisfaction. This study aims to investigate human resources management in hospital service on the quality of healthcare service and achieving patients' satisfaction. The descriptive methodology was applied to demonstrate and analyze the previous literatures. The study shows that effective human resources management has a strong analyze functions of human resource performance of hospital's staff. The study suggests the need to measure the performance of the managers of human resources department in the hospital before starting performance development process as well as continuous development and training of staff performance.

Keywords: Human Resources Management (HRM)

1. Introduction
Human Resource for health is most significant categories of health system. Health care system worldwide, increased attention is being focused on human resources management (HRM). Human Resource Management is the organizational function that deals with issues relating to people such as compensation, hiring, performance management, safety, benefits, employees motivation, communication, administration and training. Specifically, human resources are one of three principle health system inputs, with the other two major inputs being physical capital and consumables. Human resources, when pertaining to health care, can be defined as the different kinds of clinical and non-clinical staff responsible for public and individual health intervention. As arguably the most important of the health system inputs, the performance and the benefits the system can deliver depend largely upon the knowledge, skills and motivation of those individuals responsible for delivering health services. As well as the balance between the human and physical resources, it is also essential to maintain an appropriate mix between the different types of health promoters and caregivers to ensure the system's success. Due to their obvious and important differences, it is imperative that human capital is handled and managed very differently from physical capital. The relationship between human resources and health care is very complex.

Both the number and cost of health care consumables (drugs, prostheses and disposable equipment) are rising astronomically, which in turn can drastically increase the costs of health care. In publicly-funded systems, expenditures in this area can affect the ability to hire and sustain effective practitioners. In both government-funded and employer-paid systems, HRM practices must be developed in order to find the appropriate balance of workforce supply and the ability of those practitioners to practice effectively and efficiently. A practitioner without adequate tools is as inefficient as having the tools without the practitioner.

Statement of the problem
The hospital service face the problem to manage the employees efficiently and effectively depends on the part of the individual which comprised of satisfaction, dissatisfaction, perceptions and attitude, etc. The concept of satisfaction is not only associated to monetary and motivational mechanism. It is also interconnected with HR functions like recruitment, selection, induction, and training and performance appraisal and so on.
This paper investigate had carried out with respect to the impact of the satisfaction levels of employees varies with an organized or unorganized implementation of HRM practice.
Organizational Chart

Categories of Employees and Functions:
Hospital Services are classified four categories in Human Resource Management

1. Doctors/Consultants/Surgeons – These peoples are highly qualified & professional.
2. Nurses – They were participate in patient care, relationship maintain to patients, ward management and education.
3. Administrative staff – These peoples are involved overall management of the hospital. It also includes assisted support services are Kitchen, Laundry, Engineering, CSSD Security and Human Resource Dept. and Finance Dept.
4. Paramedical Staff – It includes all technicians, Pharmacist and so on.,

Role of Human Resource Management in Hospitals
The Hospital an organization treated to the attention of human suffering, the treatment of human illness and the feel better growth of health of the society, had to took cared of the welfare of those who run it, its personnel. Every individual involved in the singular service of promoting the cause and mission of a hospital is a important link in its overall chain, be skilled surgeon or an unskilled sweeper. The lower level of hospital staff should never be marked as employee in trade union terms. They should be, in fact, considered as significant to hospital functioning as a physician or a staff nurse.
Recent trends indicate that employees can no length be viewed as a product. The socialistic pattern of society, the advent of communication by the state and overall idea of a welfare state must make the alert manager recognize the importance of human relations and his actions must result in social justice workers today are more improve in their outlook. They are better organized today through trade unions. These factors highlighted the need to motivate them in the right direction, to develop their morale and contribute to better management – employee relations.

Functions of human resource management in Hospitals:
The general human resource management functions are planning, organizing, directing and controlling. These basic functions that are carried out by all the clinical and managerial functions in the hospital. Planning involves selecting missions and objectives, and the necessary course of action to accomplish them; it requires decision-making that is, choosing future courses of action from among alternatives. Organizing is a function that involves establishing an intentional and specific structure of roles for people in organizations. Directing people is influencing them so that they will contribute effectively to organization and group goals. It has to do predominantly with the interpersonal aspect of managing. Controlling is identifying, measuring and correcting the individual and organizational performance against goals and plans, showing where deviations from standards exist, and helping to correct them.

Conclusion
The Human Resource Management practices are significant for the growth and development of hospital service. These practices have important in the hospital service. The hospital service especially multi
specialty and specialty hospitals are nowadays placing a greater emphasis on the HRM practices which includes recruitment, selection, performance appraisal, training and development, compensation, career planning, etc. Apart from this the sector is facing some problems healthcare to its human resource like lack of skill, lack of formal education in retailing, workforce attrition, threat of poaching and complicated human resource environment. It means that the HRM practices in the hospital industry needs greater attention in the near future to make it more competitive.

1. HRM Practices – A Critical study – with special reference to hospital organization in pune metropolitan region
The Role of Corporate Social Responsibilities in India

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

Definition
CSR has been defined under the CSR rules, which includes but is not limited to:
- Projects related to activities specified in the schedule
- Projects related to activities taken by the company boards as recommended by the CSR committee, provided those activities cover items listed in the schedule.

Corporate Social Responsibilities in India
TATA Group
The Tata Group company in India carries out various CSR projects, most of which are community improvement and poverty alleviation. Through self-self groups, it is engaged in women empowerment activities, income generation, rural community development, and other social welfare programs. In the field of education, the Tata group provides scholarship and endowments for numerous institutions. The group also engages in healthcare projects such as facilitation of child education, immunization and creation of awareness of AIDS. Other areas include economic empowerment. Through agriculture programs, environment protection, providing sport scholarships, and infrastructure development such as hospitals, research centers, educational institutions, sports academy, and cultural centers.

Methodology of corporate social Responsibilities:
CSR is the procedure of assess an organization’s impact on society and evaluating their responsibilities. It begins with an assessment of the following aspect of each business.
- Customers
- Suppliers
- Environment
- Communities
- Employees
The most effective CSR plans ensure that while organizations comply with legislation, their investment also respect the growth and development of marginalized communities and the environment. CSR should also be sustainable involving activities that an organization can uphold without negatively affecting their business goals.

Examining the Scope for SMEs
Organization in India have been quite sensible in taking up CSR initiatives and integrating them into business processes. It has become increasingly projected in the Indian Corporate setting because organization have recognized that business growing their business, It is also important to shape responsible and supportable relationship with group of people at large.
Most of the time these programmes are based on well-defined social beliefs and are carefully aligned with companies' business domain.

**CSR trends in India**

FY 2015-16 witnessed a 28 percent growth in CSR spending in comparison to the previous year. Listed companies in India spent USD 1.23 billion (Rs 83.45 billion) in various programs ranging from educational programs, skill development, Social Welfare, health care, and environment conservation. The Prime Minister's Relief Fund saw an increase of 418 percent to USD 103 Million (Rs 7.01 billion) in comparison to USD 24.5 million (Rs 1.68 billion) in 2014-15.

The education sector received the maximum funding of USD 300 million (20.42 billion) followed by healthcare at USD 240.88 million (Rs 16.38 billion), while programs such as child mortality, maternal health, gender equality, and social projects saw negligible growth. In terms of absolute spending, Reliance Industrials spent the most followed by the government-owned Natural Gas (ONGC). Projects implemented through foundations have gone up from 99 in FY 2015 to 153 in FY 2016, with an increasing number of companies setting up their own foundations rather than working with existing non-profits to have more control over their CSR spending. 2017 CSR spending further rose with corporate firms aligning their initiatives with new government programs such as Swachh Bharat (clean India) and Digital India, in addition to education and healthcare, to further inclusive growth.
Talent Retention Strategy in I.T Sector

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ABSTRACT: The paper explores to identify the main factors of retention management strategies in organizations. Employee retention is a big problem in I.T. sector. Employee retention must be an ongoing process, not a program. Approaches to employee retention that focus on external things, i.e., things that the company can do to or for the employee, generally are not successful. The truth is that employee retention processes must focus on what the employee gets out of the job. The retention processes must be ongoing and integrated into the daily culture of the company. Retention of employees is an important function of the HRM. Unless there is a deliberate and serious effort from the management towards this direction, the competitors in the industry are likely to attract and snatch the talent already nurtured in the company over a period of time. Careful strategies for crafting and implementing employee retention strategies are a skill and should be given top priority by the management. This paper discusses the issues and solutions to talent retention in I.T sector.

Keywords: Retention management, IT Sector Strategy

1. Introduction
Human Resource is one of the vital resources for the success of any organization. With industry dynamics changing and the corporate work culture undergoing transformation globally, appointing and retaining the right talent has become immensely significant for the industries. Across the globe, more so for the Information technology sector. This paper focuses to know the importance of talent management in corporate sector and to know the talent management strategies of I.T. Sector in India.

Talent is the ability, skill, knowledge of employees to perform the job effectively to achieve the organizational goals. In a globalized era managing and developing talent became the crucial factor in the success of the organization. Talent Management is not limited to acquiring the right candidate but beyond it extends to identifying the untapped and unusual qualities of our employees to develop and retain them to get the desired results.

Talent Management defined as ‘the systematic attraction, identification, development, engagement, retention and deployment of those individuals with high potential who are of particular value to an organization.

Our retention research helps us gain important insight into the issues that drive retention like employee support, connection to the mission of the organization, how employees feel about supervisors, co-workers, and their personal career development. Poor scores on these items produce high turnover and skyrocketing internal costs. Work Institute workforce consultants work with and our teams to develop a solid action plan to maximize our employee retention and minimize our internal costs. Simply asking employees what could be improved is not enough. Companies must make changes to demonstrate that employee feedback and specific concerns have been heard. We work with employee to help make the positive changes and we need to increase our employee retention rates.

2. Retention Starts From Hiring
Retention starts right from the application process to screening resumes to selecting the one for interviewing. The recruiting are sowing the seeds of our success and reputation. A good recruiting process focuses and aligns recruiters to deliver the best to the organization. Hiring the right person results in the provision of better quality service with better skills, lead to job satisfaction and moreover, create an effective and motivated workforce.

2.1 A clear job description: A crystal clear picture of what employers want in an employee and what a candidate perceives of his job role must be presented in the job description, in a self-explanatory way.
2.2 **Emphasize professional development and learning**: Candidates must be aware of the opportunities provided in the field of learning new things and developing skills. This demonstrates potentially what they can offer in long-term and not just what they can do for the company now.

2.3 **Identify Cultural Fitness**: Introducing psychometric system at the time of recruitment could be an apt tool to ensure that employee's beliefs and behaviors are in alignment with their employer's core values and company culture.

Talent retention management is also known as Human Capital Management. Talent retention management can be a discipline as big as the HR function itself or a small bunch of initiatives aimed at people and organization development. Different organizations utilize talent management for their benefits. The benefits are:

- Suitable person in the job
- Supportive environment to the employees
- Retaining the top talent
- Effective acquisition
- Better alignment of employees to organization goals
- Better professional development decisions

3. **Most Effective Points in Retention Management**

**Employee retention** not only saves the cost but also work as an internal marketing strategy. If an employee leaves the company for the wrong reason it creates suspicion and uncertainty in another employees mind and they also started searching for other opportunities. If we retain our good employees for a longer period in our organization it will certainly create a *positive impact* on other employees mind and the whole culture of the company.

The survey suggests that more engaged employees are less likely to switch the jobs. So for any company first priority will be to *increase engagement among the employees* so that they stick with the companies. The following are the steps that can be followed on building strategies that are right for a company.

3.1 **Clear career path**

Many companies promote people from outside of the organization and don’t offer education ongoing training for their workers. By promoting from within and implementing a training program, or by leveraging outside resources and tools (such as workshops, books, online courses, etc.), you can create a powerful incentive for your team members to stay over a long time.

3.2 **On-boarding**

A well-executed on boarding program gets employees engaged early, raises retention and improves productivity of employment. A company with a structured, well-executed on boarding program creates the impression it is well run and values its employees, whereas a company without a program, or with a poorly executed one, comes across as disorganized and in different to employee success.

3.3 **Company's culture**

An annual appraisal based on employee assessment is sometimes not enough to keep our team member motivated. Everybody loves a pat on the back every now and then. There is a sense of accomplishment when our work is appreciated by your seniors and coworkers. **Appreciations** can be circulated within the company’s culture with mentions in fortnightly or monthly newsletters. It can be the appreciation of an individual or a team. Good work when rewarded results in more good work.

3.4 **Reward and recognition**

While being allowed to voice their opinions can help employees to feel valued, they may still begin to feel under-appreciated if their efforts often go unnoticed. HRIS makes it possible to recognize employees’ efforts in front of the whole organization with the click of a button in only a few seconds time. Providing and broadcasting incentives may also encourage other employees motivation and cognition.

3.5 **Work-life balance**

Many organizations have high expectations for their employees. But for workers, this can mean less time devoted to personal care, leisure activities, and family. When our team members are well-rested and have adequate time to care for themselves and their families, they will also perform better at work. Establishing
3.6 Training and development
No one wants to feel excluded in an organization they are a part of. They want to feel like they were hired for a reason, and that they are playing a key role in helping the business to achieve its objectives.

3.7 Feedback and Communication
We all know that employees need feedback to improve and to do their best work – both positive and constructive advice. Positive feedback should be given regularly to motivate employees and to give them the determination they need to do their best work. But constructive and corrective feedback is also important, particularly when there is an urgent issue that needs to be abort.

3.8 Arrange exit interview:
Exit interview are one of the best tools that an organization has for understanding why employees wish to leave, but employees often skip exit interviews or fail to cite real reasons for leaving when exit interviews are held face to face. Conducting exit interviews through HRIS as part of off boarding takes some of the pressure off employees, so they may feel more compelled to give honest answers and go into greater detail about the reasons for leaving. HRIS can also help to keep track of exit interviews so that employers can easily spot patterns of discontent.

3.9 Compensation
Compensation can have a direct impact on employee retention. While employers may use employee incentives and monetary rewards to retain employees, there are ways to complement compensation that have a much greater impact. Based on the type of compensation, along with the terms and conditions of an employee compensation package, an employer can boost employee retention.

The proper employee retention strategies is key in order to retain employees. In order to foster an environment that motivates employees, managers need to incorporate motivation-building practices into their corporate culture. These practices include listening to employees and respecting their opinions, basing rewards on performance, and being available to them for everything from listening to their ideas and concerns to assisting them with their career advancement.

Employees need to feel valued and appreciated, be given feedback, provided with growth opportunities, be given work-life balance options, and have trust and confidence in their leaders. All of these retention strategies are beneficial when an employer wants to keep employees within an organization and keep costs of turnover low.

Conclusion
There are staff shortages in radiology because enough people are not entering the profession; too many people are leaving the profession for retirement, higher-paying jobs or jobs with less stress; and there are not enough opportunities for career advancement. The retention strategies, which effectively satisfy the needs of all employees consequently enhances the ability for companies to adapt more effectively to ongoing organizational change..Retention factors incorporating the needs and desires of employees at any age enhance levels of individual job satisfaction, loyalty, and commitment.

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Demontization

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ABSTRACT: Demontization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency. The current form or forms of money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaces the old currency with new currency. This paper deals with impact of Demontization on Economy. It outlines the effects of demontization on GDP growth and impact of demontization on business. This paper makes a special note on merits of demontization. This paper concludes with some interesting finding along with policy suggestions.

1. Introduction

Demontization announced in India

On 8 November 2016, prime Minister of India Narendra Modi announced the demontization in an unscheduled live televised address to the nation at 20:15 IST.

Definition of ‘Demontization’

Demontization is the act of stripping a currency unit of its status as legal tender. It occurs whenever there is a change of national currency: The current form of forms money is pulled from circulation and retired, often to be replaced with new notes or coins. Sometimes, a country completely replaced the old currency with new currency.

The opposite of demontization is demonetization, in which a form of payment restored as legal tender.

Meaning

Demontization is the act of stripping a currency unit of its status as legal. It occurs whenever there is a change of national currency: the current form of forms money is pulled from circulation and retired with new notes or coins.

History

The French were the first to use the word Demontize, in the year between 1850-1855. Since then many countries have used the word and the policy with immense restriction and discomfort, for it disrupts economics and population at large.

India has demontized before: first time on 12 Jan 1946 (Saturday), second time on 16 Jan 1978 (Monday), third time on 8th November 2016 (Tuesday).

In the first time

The measure did not succeed, as by the end of 1947, out of a total issue of Rs.143.97 crores of the high denomination notes, notes of the value of Rs.134.9 crores were exchanged. Thus, notes worth only Rs.9.07 crores were probably ‘demonetized’, not having been presented. The result of the demontization measure were summed up by sir Chintaman, in Dadabhai Naoroji Memorial Prize Fund Lectures, delivered at Bombay in February 1957.

In the second time

The finance Minister H.M. Patel in his budget speech on 28Feb 1978 remarked. The demontization of high denomination bank notes was a step Primarily aimed at controlling illegal transaction. It is part of a series of measures Which Government has taken and is determined to take against anti-social elements.

As the FM did not say anything about the success of the exercise, one can almost guess that it did not create much impact in 1946.

In January 1946 banknotes of 1000 and 10000 rupee were withdrawn and new notes of 1000, 5000 and 10000 rupee was introduced in 1954. The Janata Party Coalition government had again demontized
banknotes of 1000, 5000 and 10000 rupee on 16 January 1978 as a means to curb counterfeit money and black money.

BREAKING DOWN 'Demonetization'
There are multiple reasons why nations demonetize their local units of currency:

- To combat inflation
- To combat corruption and crime (counterfeiting, tax evasion)
- To discourage a cash-dependent economy
- To facilitate trade

Advantages
The government of India recently took a bold step to demonetize Rs.500 and Rs.1000 currency, which means that the legal tender of currency units is declared invalid from the specified date. Demonetization of currency means discontinuity of the said currency from circulation and replacing it with a new currency. Most of the people hailed the Modi’s strong decision, while poor were shocked by the move. The overnight decision changed the life of many black money holders who were worried about the pile of cash they were sitting on. Many poor daily wage workers were left with no job and income as owners were unable to pay their daily wage.

Black Money tracking
This move will help the government to track unaccounted black money or cash on which income tax has not been paid.

Individuals who are sitting on a pile of cash usually do not deposit the amount in the bank or invest anywhere as they would be required to show income or submit PAN for any valid financial transaction. They would hide it sometime and use it as and when necessary.

Banning high-value currency will impact people who will have no option, but, to declare income and pay tax on the same or destroy the cash somehow.

Reduction in illegal activity
Banning high-value currency will halt illegal activity as the cash provided for such activities has no value now. Black money is usually used to fund the illegal activity, terrorism, and money laundering.

Fake currency circulation will come to a halt as a single shot. Corrupt officers, money launderers are under threat as income tax department is taking all the measures to track such people.

Tax Payment
Most of the businessmen who have been hiding some income are ready to pay advance tax as current year’s income. Tax payers who have been hiding some income can come forward to declare income and pay tax on the same.

Individuals are required to submit PAN for any deposit above Rs 50,000 in cash, which will help tax department to track individuals with high denominations. Also, deposit up to Rs 2.5 lakh will not come under income tax scrutiny.

Jan Dhan Yojana
Now individuals are depositing enough cash in their Jan Dhan account which they were reluctant to do so a few days back. The amount deposited can be used for the betterment of the country.

Disadvantages of Currency Demonetization
It may cause inconvenience for initial few days for those who have to start running to the banks to exchange notes, deposit amount or withdraw the same. The situation can turn chaotic if there is a delay in the circulation of new currency.

Individuals who have an upcoming wedding are the once who have to make alternative arrangements to make payment. However, the government has given higher withdrawal limit in such cases.
Cost of Currency Destruction
After the news, we have seen that many individuals have burnt their cash and discarded the same, which is a loss to the economy. The government has to bear the cost of printing of new currency and its circulation. It makes sense when benefits of demonetization are higher. The cost of currency printing is a burden on the payers and is one many disadvantages of de-monetization.

New notes now in circulation
We now have new notes in circulation with denomination of Rs 2,000 For the very first time. There are also new Rs 500 notes in Circulation, which are vary thin and have great security features. So now there is whole lot of new currency that is in circulation. There are also plans to include new Currency in other smaller denominations, especially Rs 100. In any case, nobody seems to be unduly worried now that the entire demonetization episode and the time frame to exchange the old notes now stands completed. RBI on demonetization.

Conclusion
There are more advantages of demonetization in the long term. The government is taking all the necessary steps and actions to meet the currency demand and ensure the smooth flow of new currency.
ABSTRACT: Majority of Indian population lives in rural area. In our country Rich are becoming Richer but Poor are becoming Poorer. This paper attempts to explain how the government is trying to uplift the poor and disadvantaged people by providing them the modified the financial product and services. The context was introduced by Y. Venugopal Reddy, the then Governor of RBI. More than 60 countries have adopted digital Financial Inclusion for uplifting the underprivileged society. The digital Financial Inclusion enabling financial services through mobile phone, Biometric ATMs, FinTech, Smartcards and point of services, Internet enabled kiosks and personal computer are included in India. The significance of digital Financial Inclusion lies with the fact that poor customers are moving from exclusively cash based transaction to formal financial services. This paper also analyses the G20 high level principles for Digital Financial Inclusion, Fin tech Financial Inclusion

Keywords: Digital Financial Inclusion, Digital financial services, G20 high level principles, Fin tech Financial Inclusion

1. Introduction
"Digital financial inclusion" can be defined as digital access to and use of formal financial services by excluded and underserved populations. Such services should be suited to the customers' needs and delivered responsibly, at a cost both affordable to customers and sustainable for providers. Financial services can be divided into four broad groupings based on the party holding the contractual relationship with the customer: (i) a full-service bank offering a "basic" or "simplified" transactional account for payments, transfers, and value storage via mobile device or payment card plus point-of-sale (POS) terminal; (ii) a limited-service niche bank offering such an account via mobile device or payment card plus POS terminal; (iii) a mobile network operator (MNO) e-money issuer; and (iv) a nonbank non-MNO e-money issuer. All four models function via three components: a digital transactional platform, an agent network, and the customer's access device. With these components in place, payments and transfers, as well as credit, savings, insurance, and even securities, can be offered digitally to excluded and underserved customers.

2. Digital Financial Inclusion-Key Components
"Digital financial inclusion" can be defined broadly as digital access to and use of formal financial services by excluded and underserved populations. Such services should be suited to customers' needs, and delivered responsibly, at a cost both affordable to customers and sustainable for providers. There are three key components of any such digital financial services: a digital transactional platform, retail agents, and the use by customers and agents of a device – most commonly a mobile phone – to transact via the platform.

- A digital transactional platform enables a customer to use a device to make or receive payments and transfers and to store value electronically with a bank or nonbank permitted to store electronic value.
- Retail agents armed with a digital device connected to communications infrastructure to transmit and receive transaction details enable customers to convert cash into electronically stored value and to transform stored value back into cash. Depending on applicable regulation and the arrangement with the principal financial institution, agents may also perform other functions.
- The customer device can be digital (e.g., mobile phone) that is a means of transmitting data and information or an instrument (e.g., payment card) that connects to a digital device (e.g., POS terminal).

3. Digital Financial Inclusion of the Horizon For Policy Makers
Digital financial inclusion introduces new market participants and allocates roles and risks (both new and well-known) in different ways compared to traditional approaches to retail financial service delivery. The three key components of digital financial inclusion models correspond to the three main triggers of new or shifting risks:
The new parties and arrangements involved in the digital transactional platform, and specifically in the management and storage of account data and the holding of customer funds; The technology used by the device and the digital transactional platform; and The use of agents as the principal customer interface.

These triggers, as well as the typical profile of the financially excluded or underserved customers in question, introduce operational risks, consumer-related risks, and financial crime risks, among others. Understanding and mitigating these risks will be the key to achieving the game-changing potential rewards of digital financial inclusion.

4. G20 High-Level Principles for Digital Financial Inclusion
The G20 stands at an unprecedented time when our leadership has the potential to drive the growth of inclusive economies by promoting digital financial services. Two billion adults globally do not have access to formal financial services and are excluded from opportunities to improve their lives. While tremendous gains in financial inclusion have already been achieved, digital financial services, together with effective supervision (which may be digitally enabled), are essential to close the remaining gaps in financial inclusion. Digital technologies offer affordable ways for the financially excluded—the majority are women—to save for school, make a payment, get a small business loan, send a remittance, or buy insurance. The 2010 G20 Principles for Innovative Financial Inclusion spurred initial efforts and policy actions. These 2016 High-Level Principles for Digital Financial Inclusion build on that success by providing a basis for country action plans reflecting country context and national circumstances to leverage the huge potential offered by digital technologies.

Rule 1: Promote a Digital Approach to Financial Inclusion:
Promote digital financial services as a priority to drive development of inclusive financial systems, including through coordinated, monitored, and evaluated national strategies and action plans.

Rule 2: Balance Innovation and Risk to Achieve Digital Financial Inclusion Balance:
Promoting innovation to achieve digital financial inclusion with identifying, assessing, monitoring and managing new risks.

Rule 3: Provide an Enabling and Proportionate Legal and Regulatory Framework for Digital Financial Inclusion:
Provide an enabling and proportionate legal and regulatory framework for digital financial inclusion, taking into account relevant G20 and international standard setting body standards and guidance.

Rule 4: Expand the Digital Financial Services Infrastructure Ecosystem:
Expand the digital financial services ecosystem—including financial and information and communications technology infrastructure—for the safe, reliable and low-cost provision of digital financial services to all relevant geographical areas, especially underserved rural areas.

Rule 5: Establish Responsible Digital Financial Practices to Protect Consumers:
Establish a comprehensive approach to consumer and data protection that focuses on issues of specific relevance to digital financial services.

Rule 6: Strengthen Digital and Financial Literacy and Awareness:
Support and evaluate programs that enhance digital and financial literacy in light of the unique characteristics, advantages, and risks of digital financial services and channels.

Rule 7: Facilitate Customer Identification for Digital Financial Services:
Facilitate access to digital financial services by developing, or encouraging the development of, customer identity systems, products and services that are accessible, affordable, and verifiable and accommodate multiple needs and risk levels for a risk-based approach to customer due diligence.

Rule 8: Track Digital Financial Inclusion Progress:
Track progress on digital financial inclusion through a comprehensive and robust data measurement and evaluation system. This system should leverage new sources of digital data and enable stakeholders to analyze and monitor the supply of—and demand for—digital financial services, as well as assess the impact of key programs and reforms.

These eight rules are based on the rich experience reflected in G20 and international standards and guidance. They also recognize the need to support innovation while managing risk and encouraging development of digital financial products and services.

5. Fintech and Financial Inclusion
Fin Tech is a new term for a long-standing phenomenon: the application of technology in finance. With the advent of cloud computing, smart phones and high-speed internet, the sector has expanded dramatically...
over the last decade. Today, Fin Tech describes a new era of digital finance around the world that extends from the application of artificial intelligence and machine learning to big data, and from the use of biometric identification to block chain technology. However, the real opportunity Fin Tech affords is the development of an entire digital financial ecosystem that meets the needs of both individuals and SMEs. This is the essential next phase in the journey to comprehensive financial inclusion and vital to digital economic development and broader financial sector development. Based on experiences to date, we suggest a framework for FinTech for financial inclusion based on four major pillars. Together with supporting infrastructure and an enabling policy and regulatory environment, these maxim provide a foundation for an evolving digital financial ecosystem and help economies maximize the financial inclusion benefits from FinTech while also balancing financial stability, consumer protection and financial integrity. These four maxims are:

Maxim I: Digital id and e-kyc for identification and simplified account opening
Maxim II: Open electronic payment systems, infrastructure and an enabling regulatory and policy environment that facilitate the digital flow of funds from both traditional financial intermediaries and new market entrants
Maxim III: Account opening initiatives and electronic provision of government services, providing vital tools to access services and save
Maxim IV: Design of digital financial market infrastructure and systems support value-added financial services and products and deepen access, usage and stability.

6. Centre for Digital Financial Inclusion (CDFI)
CDFI advances the following objectives, all of which are aimed at poor, rural, or otherwise excluded population segments

- Drive payments made to excluded population segments onto digital platforms
- Work with commercial providers to test and scale new digital payment innovations
- Develop and scale new digital payment use cases
- Analyse policy / program implementation frameworks to help create an enabling environment for digital financial inclusion
- Create public goods to accelerate diffusion of best practices

One of the centre's flagship projects also is being used in implementing the Pradhan Mantri Matru Vandana Yojana, the first new DBT scheme to be implemented using a digital platform. The Centre has supported mobile-based continuous literacy tools for deepening digital, financial and domain literacy.

In addition, The centre has initiated and conducted research studies/digital experiments, and rolled out programme support projects to understand the financial inclusion space and how technology can be leveraged to transform lives. The centre has set up a Digital Innovation lab at IIM Bangalore to promote development and scaling of new digital payment use cases and encourage research. Playing the role of an innovator collaborator and thought leader in bringing together stakeholders from diverse sectors, centre for Digital financial inclusion, in less four years since its inception, is bringing about a change in financial inclusion space through technology in the country.

7. Benefits of Digital Financial Inclusion
Digital financial inclusion has some benefits. Digital financial inclusion promises to help banks lower costs by reducing queuing lines in banking halls, reduce manual paperwork and documentation and to maintain fewer bank branches. With digital financial inclusion, large number of depositors can easily switch banks within minutes; forcing banks to provide quality service or risk losing depositors to rival banks. For financial and monetary system regulators, digital financial inclusion also helps to reduce the amount of physical cash in circulation and is instrumental in reducing high inflation levels in developing and poor countries. Digital financial inclusion can improve the welfare of individuals and businesses that have a reliable digital platform with which to access funds in their bank accounts to carry out financial transactions. The expected benefits of digital financial inclusion can be fully realised if the cost of obtaining a digital transactional platform by poor individuals is negligible or low, where a digital transactional platform refers to mobile phones, personal computers and related devices.
8. Conclusion
There is only medium Financial Inclusion in Tamil Nadu when compared to other state like Kerala, Maharashtra and Karnataka. It involves the deployment of digital means to reach financially excluded and underserved populations with a range of formal financial services suited to their needs, delivered responsibly at a cost affordable to customers and sustainable for providers. "The term "digital financial services" includes financial products and services, including payments, transfers, savings, credit, insurance, securities, financial planning and account statements. Digital financial inclusion can help governments ensure that social security payments reach their intended recipients, and help merchants accepting digital payments gain new business intelligence and access lines of credit. Financial Inclusion is yet to develop in India.

9. Reference
1. www.centrefordigitalfinancialinclusion
2. www.fintechfinancialinclusion
3. www.google.com
Demonetization in India and Its Impacts

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1. Introduction
The historic demonetization move by the government is seen as a war on parallel economy, corruption, money laundering and to stop financing aid enjoyed by the terrorists. We expect this to have a direct impact on parallel economy and cash transactions. Along with the introduction of GST this constitutes a far reaching reset of the Indian economy. The size of high denomination notes: As on Mar-16, Rs 500 and Rs 1000 notes accounted for 85.2% of total notes which is nearly Rs.15 trn worth currency in the economy. As such, potentially a maximum of Rs 15 trn worth currency could be deposited into banks until Mar-17. Estimating the size of ‘parallel economy’: Conservatively assuming current parallel economy to be 25% of India’s GDP (World Bank estimated parallel economy to be 23.7% of India’s GDP in 2007), we estimate that the total size of unaccounted economy in cash would be around Rs 35-40 trn. Impact on Markets: We believe government’s move to demonetize higher denomination currency would have a far-reaching impact on Indian economy. It might have short-term pain but sure long-term gains. Apart from flushing liquidity in the banking system, demonetization could create short-term disruption in consumption and lead to behavioral changes in household’s saving and consumption demand.

Current Scenario of the Demonetization Impact on Key sectors
Demonetization is a generations’ memorable experience and is going to be one of the economic events of our time. Its impact is felt by every Indian Citizen. Demonetization affects the economy through the liquidity side. Its effect will be a telling one because nearly 86% of currency value in circulation was withdrawn without replacing bulk of it. As a result of the withdrawal of Rs 500 and Rs 1000 notes, there occurred huge gap in the currency composition as after Rs 100; Rs 2000 is the only denomination. Absence of intermediate denominations like Rs 500 and Rs 1000 will reduce utility of Rs 2000, Effectively, this will make Rs 2000 less useful as a transaction currency through it can be a store value denomination. Demonetization technically is a liquidity shock; a sudden stop in terms of currency availability. It creates a situation where lack of currencies jams consumption, investment, production, employment etc. In this context, the exercise may produce following short term/ long term/, consumption/ investment, welfare/growth impacts on Indian economy. The intensity of demonetization effects clearly depends upon the duration of the liquidity shocks.

Following are the main impacts
Demonetization is not a big disaster like global banking sector crisis of 2007; but at the same time, it will act as a liquidity shock that disturbs economic activities.

1. Welfare loss for the currency using population: Most active segments of the population who constitute of the ‘base of the pyramid’ uses currency to meet their transactions. The daily wage earners, other labourers, small traders etc. Who reside out of the formal economy uses cash frequently. These sections will lose income in the absence of liquid cash. Cash stringency will compel firms to reduce labour cost and thus reduces income to the poor working class. There will be a trickle up effect of the liquidity chaos to the higher income people with time.

2. Liquidity crush (short term effect): liquidity shock means people are not able to get sufficient volume of popular denomination especially Rs 500. This currency unit is the favourable denomination in daily life. It constituted to nearly 49% of the previous currency supply in terms of value. Higher the time required to resupply Rs 500 notes, higher will be the duration of the liquidity crunch. Current reports indicate that all security printing press can print only 2000 million units of Rs 500 notes by the end of this year. Nearly 1600mn Rs 500 notes were in circulation as on end March 2016. Some portion of this were filled by the new
Rs 2000 notes. Towards end of march approximately 1000mn units will be printed and replaced. All these indicate that currency crunch will be in our economy for the next four months.

3. Loss of Growth momentum: India risks its position of being the fastest growing largest economy; reduced consumption, income, investment etc. may reduce india’s GDP growth as the liquidity impact itself may last three- four months.

4. Consumption will be hit: When liquidity shortage striked, it is consumption that is going to be a adversely affected first.

Consumption ➔ Production ➔ Employment ➔ Growth ➔ Tax revenue

5. Impact on bank deposits and interest rate: Deposit in the short term may rise, but in the long term, its effect will come down. The savings with the banks are actually liquid cash people stored. It is difficult to assume that such ready cash once stored in their hands will be put into savings for a long term. They saved this money into banks just to convert the old notes into new notes. These are not voluntary savings aimed to get interest. It will be converted into active liquidity by the savers when full-fledged new currency supply take place. This means that new savings with banks is only transitory or short-term deposit. It may be encashed by the savers at the appropriate time it is not necessary that demonetization will produce big savings in the banking system in the medium term. Most of the savings are obtained by biggie public sector banks like the SBI. They may reduce interest rate in the short/medium term. But they can’t follow it in the long term.

6. Impact on blank money: Only a small portion of black money is actually stored in the form of cash. Usually, black income is kept in the form of physical assets like gold, land, buildings etc. Hence the amount of black money encountered by demonetization depend upon the amount of black money held in the form of cash and it will be smaller than expected. But more than anything else, demonetization has a big propaganda effect. People are now much convinced about the need to fight black income, Such a nationwide awareness and urge will encourage government to come out with even strong measures.

7. Impact on counterfeit currency: The real impact will be on counterfeit/fake currency as its circulation will be checked after this exercise.

Demonetization as a cleaning exercise may produce several good things in the economy. At the same time, it creates unavoidable income and welfare losses to the poor sections of the society who gets income based on their daily work and those who doesn’t have the digital transaction culture. Overall economic actives will be dampened in the short term. But the unmeasurable benefits of having more transparency and reduced volume of black money activities can be pointed as long term benefits.

Impact on Key Sectors

India’s Economic Growth

Growth in the Indian economy remained solid in the quarter from April to June 2016 (the latest available). In India, a financial year begins in April and ends in March of the following year. The previously mentioned quarter is the first quarter of fiscal 2016-2017. During that period, the GDP (grows domestic product) rose 7.1%, while the GVA (gross value added) rose 7.3%. The relationship between the GDP and GVA is:

GDP = GVA + taxes on products – subsidies on products

The base year for calculating the GVA is 2011-2012. The fall in economic activity due to demonetization could last from two to three quarters as a result, GDP and GVA growth in the quarters from September to December 2016 and January to March 2017 could be significantly lower than previous years. Some bounce back should be seen in the first quarter of fiscal 2017-2018. In the medium term, the Indian economy can grow considerably after curbing the debilitation caused by counterfeit money and an increase in economic activity.

Impact India’s inflation

The demonetization that has been in effect since November 9 is expected to have a negative impact on inflation. Consumer spending activity fell to a near halt. Consumers are refraining from making any purchases except essential items from the consumer staples, healthcare, and energy segments. Activity in the real estate sector, which includes a lot of cash and undocumented transactions, slowed down significantly. Metropolitan and Tier 1 cities reported up to a 30% fall in house prices. Food item inflation, measured by changes in the consumer food price index. Accounts for 47.3% of the overall CPI. Due to 86.4% of the value
of the currency notes in circulation going out of the financial system and re-monetization being slow, the supply and demand of food items fell. It will exert more downward pressure on inflation.

India’s Financial Markets Fell Due to Demonetization
Equities Fall, but prospects are Better

Indian equity markets have been on a near secular falling trend since the government demonetized the 500 rupee and 1000 rupee currency notes after midnight on November 8, 2016. The two benchmark equity indices - the Nifty 50 and the S&P BSE Sensex fell on each trading day since the demonetization except for November 10 and November 22. While the Nifty 50 fell 6.3% from November 8 until November 22, the S&P BSE sensex fell 5.9% during the same period. Due to the rise in the US dollar, the dollar equivalents of the sensex and the Nifty fell more than 8% each.

Conclusion
The demonetization undertaken by the government is a large shock to the economy. It is a major decision and it impacts all the citizens of the country because overnight all the money you have become a piece of paper which has no value if you do not exchange it with new currency units or deposit it in the banks. The impact of the shock in the medium term is a function of how much of the currency will be replaced at the end of the replacement process and the extent to which currency in circulation is extinguished. While it has been argued that the cash that would be extinguished to set right the perverse incentive struture in the economy, the government has to re-consider the Demonetization policy and take appropriate measures for the welfare of the citizen of India.
India Drive Towards Cashless Mode

Dr. V. Kanagavel¹, Dr. T. Vijayaragavan²

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ABSTRACT: The Digital India programme is a flagship programme of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy. “Faceless, Paperless, Cashless” is one of professed roles of Digital India. India's Demonetization drive is the largest ever undertaken anywhere in the world. The government's intention is to mop up huge amounts of idle cash, much of it unaccounted and undeclared wealth and channelize it into the formal banking system thereby increasing liquidity, reducing inflation and of course, reducing the dependence on cash-only money. Digital transactions will help bring transparency into the system. This government is a transformative government, designed to make India an economic power. Moreover, demonetization is a part of a transformative programme which is aimed at stronger and more movable digital economy. The ambitious mission of government of India is to drive India towards a cashless economy. This paper explains drive India drive towards cashless mode.

Keywords: Cashless, Demonetization, Drive, India, Digital, Transparency

1. Introduction
A system where no physical cash is in circulation is a cashless system. Payments are made through credit and debit cards, bank electronic fund transfers or virtual wallets. In simpler words no liquid money or paper currency will be used by the people in a given country. The new policy of demonetization and the stress of the government on cashless transaction is a clear message towards the good economic growth in the country. The introduction of cashless economy with the help of information technology these days is fully supported by the national government in India. This initiative has not only helped the fast transactions but at the same time it has saved lot of time and money in the country. Going cashless in not only eases one's life. But also helps authenticate and formalize the transactions that are done. Though there are the matters of concern, the government or the financial institutes need to address them to create a strong cashless economy. When a nation is taking a step towards a cashless economy, a boost in the economic growth can be expected. This paper explains drive India drive towards cashless mode.

Popular Methods of Mobile Cashless Transactions
Cashless transactions via mobile, commonly referred to as “mobile payments. Thus, instead of paying with cash, cheque, or credit card, a consumer can use a mobile phone to pay for services or goods. There are numerous enablers in the mobile payment space, the most popular of these models of mobile payments are described below.

Mobile Wallets
Mobile Wallets enable consumers to make 1-click payments via a mobile phone because the user's card information has already been stored securely in the cloud. In this model, a consumer only has to enter their credit card information once. Some of the major players in this space include PayTM, Apple Pay, Android Pay or Google Wallet, Paypal, Samsung Pay, Square Wallet, and Capital One Wallet.

Mobile Banking APPS
Most of the larger banks offer mobile banking apps on popular mobile platforms like iOS, Android, Windows Phone, etc. In addition to enabling consumers to view their balance and transaction history, transfer money between accounts, and make credit card payments, these apps also allow consumers to pay their utility bills and generate One-Time-Password (OTP) for some online purchases. These apps also have some useful features like locating banks or ATMs, contacting banking personals, changing PINs, etc.

Card-Based Payments
In this model, retailers offer a mobile app that integrates with payment gateways (e.g., PayPal, Authorize.net, Securepay, etc.) and enables consumers to enter their credit card details to make purchases. If a payment vendor can automatically (and securely) recall a consumer's card information, it provides the customer with
a simple click-to-buy experience, which increases conversion rates for additional payments. Most of the eCommerce mobile apps support this model.

**Carrier Billing**

Consumers can also make purchases on an eCommerce or mobile app using mobile billing, or carrier billing. Based on a two-factor authentication process involving a PIN and an OTP, carrier billing charges purchases to the consumer’s account (i.e., the carrier pays the charges and passes along the charges to the consumer’s next mobile service bill).

**Contactless / Near Field Communications (NFC)**

With contactless payment, a consumer inputs their credit card information into their smartphone (e.g., Apple Pay), where it is securely stored on the embedded smart chip for future use. When the consumer wants to make a purchase at a store, they simply hold up their phone to the mobile payment reader at the point-of-sales (POS) terminal.

Near field communication (NFC) technology works by bringing together two electronic devices, typically a mobile device such as a smartphone and a reader of some kind. NFC always involves one initiator that generates an RF field to power a passive target. In terms of payment technology, the reader is the initiator and the smartphone (which contains the credit card information) is the target.

**Impact of Cashless Economy**

**Cost Reduction**

Cashless system brings down the cost associated with printing, storing and transporting of cash.

**Risk Reduction**

The risk of money getting stolen or lost is minimal. Even if the card is stolen or lost it is easy to block a credit/debit card or a mobile wallet remotely. It is also a safer and easier spending option while travelling.

**Convenient**

The ease of conducting financial transactions is probably the biggest motivator to go digital. With the advent of digital modes, one can avoid queue for ATMs, transact 24*7 and save time. Additionally for service providers, with the emergence of e-KYC, it is no longer necessary to know your customer physically as the payments model has overcome limitations related to physical presence.

**Tracking Spends**

Spending done via mobile or computer applications can be easily tracked with a simple click. This allows users to keep a track of all their spending and manage their budget effectively.

**Increase in Tax Base**

Traders, small businesses, shopkeepers, and consumers regularly use cash as a means to avoid paying service tax, sales tax, etc. However, in a cashless economy where all transactions will be done through organized channel, through banks and financial institutions, they can be monitored by the government and proper actions could be taken against the evaders. This will result in more transparent transactions which in turn lead to fall in corruption in the economy of the country.

**Containment of Parallel Economy**

In a cashless economy it is easier to track the black money and illicit transactions unlike cash based economy in which money does not come into the banking system. In case of digital transactions it is easy to track and monitor suspicious transactions as all the records are available with the banks.

**Financial Inclusion**

At present, India’s low-income households access credit through informal systems, through relatives or private lenders. Forcing them to shift to cashless payment platforms instantly formalizes this world of informality and includes them in formal economy.
Discounts
A lot of ecommerce websites offer huge incentives in terms of discounts, cash back, loyalty points to the customers for making digital transactions for shopping online.

Conclusion
The ease of conducting financial transactions is probably the biggest motivator to go digital. Cashless India is important because it will decrease the tax avoidance and the money laundering cases subsequently resulting in the benefits for the customers. The Government of India’s “Cashless India” initiative — a major step towards making India a digitally empowered and cashless economy. A digital, cashless economy has several benefits in terms of transparency, security, efficiency, and convenience. A cashless or a digital economy will require all the residents to have a bank account. This will lead to higher financial inclusion rates and will also help build a bridge gap also. Also, since digital transactions can be easily tracked, and in the long term will help the common people in terms of better implementation of government policies.
A study on customer satisfaction towards E-banking services of TMB bank in Tirunelveli city

*S.Palavesakrishnan & ** Dr. P.Abraham
* Research scholar, St.Johns College, palayamkottai.
** Asst. Professor in Commerce, st.Johns College, palayamkottai

ABSTRACT: Information technology has contributed to the significant changes in the banking sectors. Indian banks, using the latest technological advances, have introduced the modern banking system called electronic banking. Although all banking sectors offer electronic banking services to their clients, they must also focus more on their satisfaction. The main objective of this study, in particular, is to analyze the level of customer satisfaction with electronic banking services in the city of Coimbatore. The electronic banking services taken for the study are online / online banking, telephone banking, mobile banking and debit and debit cards. The main tool used for data collection is the questionnaire. For the purposes of the study, the required primary data and secondary data were collected and various statistical tools were used to extract the result.

Keywords: e-banking, satisfaction, service, customer.

Introduction
The banking scenario in India has undergone major changes following the implementation of the new economic policy that has stimulated the high-speed economy following the drastic changes in monetary transactions. immensely equipped with the help of IT development to better unleash services to its consumers in such a context, several studies have been carried out to find out the client's customer satisfaction of the bank in order to improve the service, most of the studies revealed that IT development has a greater impact on service delivery, but the proposed study aims to cover all areas of banking services in assessing service delivery and customer satisfaction, so it is very imperative to explore the consumer satisfaction at a multidimensional level.

OBJECTIVES OF THE STUDY
1. To Study the performance of TMB bank from 2017 -2018
2. To analyze the level of Customer Satisfaction towards Services provided by TMB Bank Ltd.

REVIEW OF LITERATURE
1. Gaile-Sarkane, Elina; Jureviciene, Diva; Skvarciany, Viktoria; Iljins, Juris v9 n1 p46-58 (2017) The banking sector has developed and extended usage of different services at a distance using the internet in the last decade. Internet-based banking services dominate over other historically provided alternatives.
2. Gillespie, Michelle v40 n5 p501-513 (2018) in 2012, government changes to higher education shifted Australia to a demand driven funding model. The consequential increase in student numbers, along with greater focus on retention and student satisfaction, resulted in rising customer expectations. There are now strategic imperatives to change administrative cultures to focus on delivering service excellence.
### Table No. 1
**BALANCE SHEET AS ON 31ST MARCH 2017**

<table>
<thead>
<tr>
<th>SCHEDULE</th>
<th>AS ON 31.03.2017</th>
<th>AS ON 31.03.2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPITAL &amp; LIABILITIES:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital</td>
<td>1425115</td>
<td>2845</td>
</tr>
<tr>
<td>Reserves &amp; Surplus</td>
<td>30815270</td>
<td>29413940</td>
</tr>
<tr>
<td>Deposits</td>
<td>321901495</td>
<td>303688650</td>
</tr>
<tr>
<td>Borrowings</td>
<td>Nil</td>
<td>3331991</td>
</tr>
<tr>
<td>Other Liabilities and Provisions</td>
<td>15701781</td>
<td>16225698</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>369843661</td>
<td>352663124</td>
</tr>
<tr>
<td><strong>ASSETS:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and balances with Reserve Bank of India</td>
<td>14582046</td>
<td>13978201</td>
</tr>
<tr>
<td>Balances with Banks and Money at Call and Short Notice</td>
<td>4875549</td>
<td>2010672</td>
</tr>
<tr>
<td>Investments</td>
<td>115044766</td>
<td>88647069</td>
</tr>
<tr>
<td>Advances</td>
<td>219723197</td>
<td>225777127</td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>1543865</td>
<td>1563924</td>
</tr>
<tr>
<td>Other Assets</td>
<td>140723719</td>
<td>20686131</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>369843661</td>
<td>352663124</td>
</tr>
<tr>
<td>Contingent Liabilities</td>
<td>117682391</td>
<td>116290436</td>
</tr>
<tr>
<td>Bills for Collection</td>
<td>14868838</td>
<td>9733638</td>
</tr>
<tr>
<td><strong>SIGNIFICANT ACCOUNTING POLICIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notes form part of Accounts</td>
<td>140723719</td>
<td>20686131</td>
</tr>
</tbody>
</table>

The Schedules referred to above form an integral part of the Balance Sheet.

### Table No. 2
**Age-wise classification**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>241</td>
<td>68.9</td>
</tr>
<tr>
<td>Female</td>
<td>109</td>
<td>31.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>350</td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 3 revealed the gender wise distribution of the respondents. In the total respondents 68.9 percent of the respondents were male and 31.1 percent were female. In short, majority of the respondents were male in the study area.
Age as an important demographic variable not only determines an individual’s physical and mental maturity but also depicts his or her life experiences.

### Table No.4 Opinion of the respondents about the working Hours of the bank

<table>
<thead>
<tr>
<th>Source</th>
<th>Satisfied with present</th>
<th>Want Sunday banking</th>
<th>Favour to 24*7 banking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>343</td>
<td>98</td>
<td>298</td>
</tr>
<tr>
<td>No</td>
<td>7</td>
<td>2</td>
<td>52</td>
</tr>
<tr>
<td>Total</td>
<td>350</td>
<td>100</td>
<td>350</td>
</tr>
</tbody>
</table>

Table 4 illustrates the opinion of the working hours of the bank. 98 percent of the people have satisfied with the current working hours of the bank, merely 2 percent of the respondents have not felt satisfied with the working hours, 85.1 percent of the respondents need Sunday banking, 14.9 percent felt that there is no need for Sunday banking, 86.9 percent of the respondents opined that they are favor to 24*7 banking, and 13, 1 percent are not favor to 24*7 banking. It could be inferred from the above empirical evidence that respondents have very much satisfied with the working hours of the bank and the aspiration to expect more from the bankers.

### Table No.5 Opinion on various Service charges of the TMB bank

<table>
<thead>
<tr>
<th>Service</th>
<th>Very high</th>
<th>High</th>
<th>Moderate</th>
<th>Low</th>
<th>Very low</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>64</td>
<td>71</td>
<td>68</td>
<td>85</td>
<td>62</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td>18.3</td>
<td>20.3</td>
<td>19.4</td>
<td>24.3</td>
<td>17.7</td>
<td>100</td>
</tr>
<tr>
<td>DD commission</td>
<td>65</td>
<td>60</td>
<td>91</td>
<td>92</td>
<td>42</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td>18.6</td>
<td>17.1</td>
<td>9.1</td>
<td>26</td>
<td>11.2</td>
<td>100</td>
</tr>
<tr>
<td>Telegraphic</td>
<td>78</td>
<td>66</td>
<td>75</td>
<td>98</td>
<td>33</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td>22.3</td>
<td>18.9</td>
<td>21.4</td>
<td>28</td>
<td>9.4</td>
<td>100</td>
</tr>
<tr>
<td>Mail</td>
<td>80</td>
<td>70</td>
<td>69</td>
<td>97</td>
<td>33</td>
<td>349</td>
</tr>
<tr>
<td>%</td>
<td>22.9</td>
<td>20</td>
<td>19.7</td>
<td>27.7</td>
<td>9.4</td>
<td>99.71</td>
</tr>
<tr>
<td>Bill</td>
<td>92</td>
<td>52</td>
<td>97</td>
<td>81</td>
<td>11</td>
<td>333</td>
</tr>
<tr>
<td>%</td>
<td>26.3</td>
<td>14.9</td>
<td>27.7</td>
<td>23.1</td>
<td>3.1</td>
<td>95.14</td>
</tr>
<tr>
<td>Cheque</td>
<td>80</td>
<td>74</td>
<td>87</td>
<td>89</td>
<td>20</td>
<td>350</td>
</tr>
<tr>
<td>%</td>
<td>22.9</td>
<td>21.1</td>
<td>24.9</td>
<td>25.4</td>
<td>5.7</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Table 5 illustrates the opinion on various service charges of the TMB bank. It is evident that the respondents are most satisfied with the New service, followed by the DD commission and the Telegraphic service. On the other hand, the respondents are least satisfied with the Cheque service, followed by the Bill and the Mail service.
<table>
<thead>
<tr>
<th></th>
<th>ATM</th>
<th>%</th>
<th>Safety</th>
<th>%</th>
<th>Demat</th>
<th>%</th>
<th>Travelers</th>
<th>%</th>
<th>Minimum</th>
<th>%</th>
<th>other</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very high</td>
<td>70</td>
<td>20</td>
<td>99</td>
<td>28.3</td>
<td>98</td>
<td>28</td>
<td>48</td>
<td>13.7</td>
<td>51</td>
<td>14.6</td>
<td>95</td>
<td>27.1</td>
</tr>
<tr>
<td>High</td>
<td>95</td>
<td>27.1</td>
<td>61</td>
<td>17.4</td>
<td>69</td>
<td>19.7</td>
<td>116</td>
<td>33.1</td>
<td>97</td>
<td>27.7</td>
<td>73</td>
<td>20.9</td>
</tr>
<tr>
<td>Moderate</td>
<td>99</td>
<td>28.3</td>
<td>83</td>
<td>23.7</td>
<td>99</td>
<td>28.3</td>
<td>98</td>
<td>28</td>
<td>76</td>
<td>21.7</td>
<td>81</td>
<td>23.1</td>
</tr>
<tr>
<td>Low</td>
<td>59</td>
<td>16.9</td>
<td>71</td>
<td>20.3</td>
<td>51</td>
<td>14.6</td>
<td>55</td>
<td>15.7</td>
<td>75</td>
<td>21.4</td>
<td>71</td>
<td>20.3</td>
</tr>
<tr>
<td>Very low</td>
<td>27</td>
<td>7.7</td>
<td>36</td>
<td>10.3</td>
<td>33</td>
<td>9.4</td>
<td>33</td>
<td>9.4</td>
<td>51</td>
<td>14.6</td>
<td>30</td>
<td>8.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 5 exemplifies the respondents opinion on the service charges levied by the bank for the new cheque book. 24.3 percent of the respondents considered as low, 17.7 percent opined it was very low, 20.3 percent of the respondents opined it was high and 18.3 percent felt it was very high, and 19.6 percent of the people considered it was moderate, regarding DD 26.3 percent and 12 percent felt it was low and very low respectively, 17.1 percent and 18.6 percent opined high and very high respectively, 26 percent felt it was moderate charge, regarding telegraphic transfer 28.0 percent and 9.4 percent felt it was low and very low respectively, 18.9 percent and 22.3 percent opined high and very high respectively, 21.4 percent felt it was moderate charge, for mail transfer 27.7 percent and 9.4 percent felt it was low and very low respectively, 22.9 percent and 20.0 percent opined high and very high respectively, 19.7 percent felt it was moderate charge.

<table>
<thead>
<tr>
<th></th>
<th>Faced any problem in TMB bank</th>
<th>%</th>
<th>was it represented</th>
<th>%</th>
<th>Receive The complaint</th>
<th>%</th>
<th>problem developed</th>
<th>%</th>
<th>found the remedy</th>
<th>%</th>
<th>problem solved within the expected time</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>150</td>
<td>42.9</td>
<td>298</td>
<td>85.1</td>
<td>323</td>
<td>92.3</td>
<td>21</td>
<td>6</td>
<td>341</td>
<td>97.4</td>
<td>305</td>
<td>87.1</td>
</tr>
<tr>
<td>NO</td>
<td>200</td>
<td>57.1</td>
<td>52</td>
<td>14.9</td>
<td>27</td>
<td>7.7</td>
<td>329</td>
<td>94</td>
<td>9</td>
<td>2.6</td>
<td>45</td>
<td>12.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
<td>350</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 6 exemplifies the opinion of the respondents about the problem found in the bank and the process to solve the problem. 42.9% of the respondents faced the problem in the banking transaction, while 57.1% of the respondents did not had problems during the transaction, related to the purpose of filing a complaint, 92.3 percent of people said that the authority immediately available to receive customer compliance, only 7.7 percent of respondents said that the authorities could not receive the complaint quickly, 6% of the people accepted that the problem was magnified, while 94% of the respondents denied the statement that the problem was magnified, 97.4% of the respondents said having obtained the remedy for the problem solved, only 2.6% of people did not get the remedy, 87.1 The percentage of respondents said they had obtained the remedy or expected times, while 12.1% of people revealed that I did not have the remedy within the scheduled time frame. The general view of the problem and the solution research process are
very cordial and favorable for the client in general. Therefore, it can be inferred that the majority of customer complaints can be resolved at the branch manager and accountant level. Here, the diplomacy, patience and focus of senior branch employees are important factors to make a dissatisfied customer feel satisfied. It was also found that a sensible change in the attitudes of customers in launching complaints as a result of knowledge and also the ability of bankers to respond to complaints seems good. As far as possible, a bank must find a solution to credit in a short period and in the most satisfactory way for the client, otherwise it will influence the image of the bank.

**Hypothesis**

Ho: There is no significant influence of determinants on customer satisfaction of TMB bank.

### Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.991(a)</td>
<td>0.982</td>
<td>0.968</td>
<td>10283.786</td>
<td>2.081</td>
</tr>
</tbody>
</table>

a Predictors: (Constant), Physical facilities, Interest rate, working Hours, service charges, Redressal of Complaints, Bank staff Attitude, on-financial services,

B Dependent Variable: Customer satisfaction

### ANOVA (b)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>58020786</td>
<td>8</td>
<td>7252598372/4</td>
<td>68.578</td>
<td>.000(a)</td>
</tr>
<tr>
<td>Residual</td>
<td>10575625</td>
<td>10</td>
<td>105756254.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>48.895</td>
<td></td>
<td>524.526</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>59078349</td>
<td>18</td>
<td>524.526</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Summary of findings**

Most respondents preferred their branch because of the quality of service. The convenience and popularity of the branch were given after preference. While 52% of customers estimated proximity, 71% of respondents were in favor of proximity.
There was a very positive opinion about the common problem encountered by customers in banks, 13% of respondents thought there was a delay in branch service, 12.8% of respondents were not satisfied with the service on personal, 4% were not satisfied with the delay in penalties for loans, initially the percentage of problems is relatively low, so it has been shown that there have been very few problems in transactions.

**Conclusion**

The above analysis empirically verified the various dimensions of the services rendered by the TMB bank and customer perceptions on the services have been exhibited in the above analysis.

**References**


Digital India - A tool for increased internet connectivity and broadening the base for E-commerce transaction.

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¹Assistant Professor, Department of Corporate Secretaryship, Alagappa University, Karaikudi, Tamil Nadu, India.
²Principal, Kingston Academy Degree College, Kolar, Karnataka, India

ABSTRACT: The E-Commerce is prospered and stands for booming growth in Rural India. Their success depends on the understanding of the market, quantity of consumers and offering various features. This paper gives an impact of digital India in the future of E-Commerce in Rural India; represent the various opportunities for vendors, consumers, E-Commerce Industries and factors influencing trust in rural Indians. We found that the Overall E-Commerce will increase drastically coming years in the emerging market. While rural area availability of internet or broadband is lower as compare to urban area but Government’s dream project Digital India will control or fixed this gap which increases the mass of consumers for E-Commerce world through spreading business using social commerce (Facebook Commerce, Twitter Commerce), mobile commerce etc. with adopting Digital India project features like creation of digital infrastructure and digital literacy. Combination of E-Commerce and Digital India project make easier contact can be made to anywhere in the world in seconds. By online trading, businesses open themselves in global marketplace. Indians should call Digital India Vision or Digital Bharat Vision or Digital Hindustan Vision projects moving forward. This paper is concerned with current scenario of internet users in India, how government campaign ―Digital India‖ can connect maximum number of rural Indians to all over the world through Internet and how E-Commerce Industries can convert this mass of rural Indians for trading.

Keywords: E-Commerce, Rural and Urban India, Digital, Internet Access, Government, Growth

1. Introduction
Indians are conceived industrialists and India is one of the biggest shopper showcases on the planet, yet the amount of customer and seller in India demonstrates gigantic variety regarding urban – rustic purchaser or merchant training level and offices in provincial territory.

Pilot, the pastor of state for interchanges and data innovation says “India is a nation which has in excess of 600,000 towns and interfacing these regions with web broadband will have a change in outlook. Low transfer speed, Interrupted web availability and low salary are a few reasons of poor Internet Access in provincial zone. Indian Government is endeavouring to encourage country Indians through some aspiring efforts like e-administration, Digi locker, e-basta and so forth. Through web India have great chance to accomplish the better financial status and E-Commerce development.

Digital India is one of the Indian governments Project which ensuring the government services are available to citizens electronically by reducing paperwork. And also includes connect rural areas with high-speed internet networks. Digital India Advisory group chaired by the Ministry of Communications and IT will monitor and control this scheme. Digital infrastructure for providing high speed secure Internet in rural area of India.

E-Commerce

E-Commerce or electronic commerce, deals with the purchasing and selling of Products and services over an electronic platform, mainly the internet. E-Commerce has various categories such as Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B) and Consumer to Consumer (C2C)

E-commerce is an ability to allow business to communicate and to perform transaction anytime and anyplace. The power of e-commerce allows geophysical barriers to vanish, making all consumers and businesses on earth potential customers and suppliers. eBay and Amazon E-Commerce companies are good example of e-commerce businesses are able to post their items and sell them around the Globe or world.

The E-Commerce sector growth was based on rapid technology adoption like increasing use of devices like smartphones and access to the internet via broadband, 3G, etc. which led to an increased online consumer base which helps to this growth.
Infrastructure: Broadly E-Commerce requires for connectivity- Telecommunication infrastructure and for Electricity- Power infrastructure. At present scenario shows rural area lacking from internet or connectivity facilities as well as Electricity.

**E-Commerce Infrastructure**

Rising Technologies: There are five innovations (Roggio, Armando, Could these 5 Technologies Change Ecommerce? 2014) depicts exceptional change how, when, and why customers make e-shopping.

**E-Commerce Technologies** (Source: Armand Roggio, Armando, Could These 5 Technologies Change Ecommerce? 2014)

An E-Commerce company uses different ways to increase number of customers and vendors. IAMAI (Internet and Mobile Association of India) states that E-Commerce industry is fast raising, changes can be seen in year. The e-com sector in India has grown by 34% (CAGR) since 2009 to touch 16.4 billion USD in 2014. The sector is expected in the range of 22 billion USD in 2015. With the new strategies of government business confidence has significantly improved.

**ANALYTICAL STUDY OF INTERNET ACCESS SCENARIO**

In connection with its populace, altogether low just 19% Indians utilize the web yet quickly developing web populace of 243 million of every 2014 is a marker of the division's colossal development. This demonstrates through the web use in India the potential development of the E-Commerce industry will likewise increment. It is apparent that in total terms India's web clients are short by just 36 million as looked at US and higher than Japan, Brazil and Russia.

You have mentioned that analytical study of Internet Access but there is no data related to that

---

**Top Five Countries of Internet Users (in Millions)**

Rural India has been assuming an indispensable job in generally monetary development, social development and E-Commerce development of India. Globalization in data innovation speaks to the achievement in this advanced world. More than 69 % of the Indian lives in country zone, so the contribution of rustic individuals may influence the development of E-Commerce related ventures. Web based business ventures need to apply different techniques to impact or pull in the rustic clients and to get profits by a colossal measured undiscovered market.

**Include the chart or table for recent data related to the study concept**

**Distribution of internet users geographically in India (million)**

Online business in India quickening development paper states solid development of country Indian web clients are presently progressively getting to web either on their cell phones or PCs. It is clear the clients of web are going to upgraded fundamentally as contrast with earlier years it is a decent sign for the E-Commerce in India.

**E-Commerce Industries Dynamic Alterations and Rural Area of India**

The rural areas are consuming a large number of industrial and urban manufactured products. E-Commerce industries would be reviewed and made alterations of their techniques or models. According to slide presentation on —Using E Commerce to Fuel Rural Growth in India‖ by Sohag Sarkar(www.slideshare.net) proposed 5-Star model:

**5-Star Model**

Enterprises have dependably been intrigued by rustic India, however because of absence of web get to provincial market not building up appropriately. In most recent couple of years some huge organizations like ITC, Tata and so on demonstrated their essence in country zones to get preferred standpoint of huge open door in E-Commerce. Provincial India likewise snatches the advantages of this medium by giving Internet Facilities.

**E-Commerce and Digital India (Empowering India Through Online Media)**

As indicated by the Forrester worldwide online populace estimate for 2014 to 2019, in 2013, 206 million online clients in India, about half are versatile just Internet clients. This number will just increment later on
as more individuals in country India get to Internet through their cell phones first. For execution of the foundation, advances and model rustic India must have the office of web.

Computerized India is a fantasy venture of the administration favouring for the residents and Industries of India could help in associating the different over a wide span of time tasks to convey India to a worldwide stage. Through this undertaking taxpayer supported organizations are accessible for urban and rustic subjects carefully or electronically. It will help to advanced development and make constructive effect in the general population lives country and urban. It will pull in interest in all item producing ventures. Andhra Pradesh is the principal State to have picked this usage.

As per the report of Suresh Venkatachari in Budget: Incentivise innovations to drive Digital India cost-effectively the Union Cabinet provide Rs.1 lakh crore to take it forward and complete by 2019, connecting the rural areas and bringing all under the same network. This programme is expected to provide Broadband services to 2.5 lakh villages and 4 lakh public internet access points. Mobile Phones are used as a backbone to make this program successful. Rural area requires consumer or vendor understanding, product customization, relevant pricing, and innovative modes of advertising and promotion—increase consumption and open up new markets. Companies have to choose some innovative strategies that can influence the rural markets electronically. E-Commerce companies can attract rural Indians through mobile apps or website in regional or rural languages through Digital India Facilities. In 2013 only 5% of the E-Commerce transactions were made through a mobile device but today more than 13% of all E-Commerce transactions happen using mobiles, which is not only develop convenience of customer but also building customer loyalty for various brands or products.

Online business site gives Information catalogs the rundown and sub headings of item and administrations to make it simple for genuine data searcher to discover the prerequisite of the client and sellers. Web based business sites need to make instalment modes simple as workable for clients for expanding changes and deals. Through Digital India provincial Indians will likewise make instalment through either web managing an account or versatile keeping money or plastic or money down effectively.

Through Digital India Rural Citizens will enter in E-business world there they will get Global Market and Companies will get a ton of buyers and sellers. Two tasks under advanced India - Mobile One anticipates tickets booking administrations. E-Education increments computerized proficiency ventures builds Consumers just as merchants. Online business is pulling in clients from Tier 2 and 3 urban communities, where individuals have constrained access to brands and web however have high desires. As per E-Commerce organizations, these urban areas have seen a 30% to half ascent in exchanges.

**Pillars of digital India**

It's a great opportunity to make a carefully enabled Society: Digital India. At the point when these activities Broadband parkways, Public Internet Access, E-Kranti, E-Governance, IT Jobs, Electronic Manufacturing and Information for all (www.chaptersfrommylife.com) will achieve the rustic India, we will see a radical innovation in our nation. With the ascent of Digital India handling defilement is likewise going to be significantly simpler.

**Supporters of Vision of Digital India**

- Intel-World's biggest and most astounding esteemed semiconductor chip creators.
- Google, Nokia, Facebook and Microsoft are only few of the enormous organizations supporting.
- According to vc circle article dependence ventures contribute 39b-computerized space|| Reliance Ventures to put $ 39 B in computerized space. Amid a dispatch of Digital India week, MukeshAmbani has declared to put over $39 billion in the computerized space, including remote broadband framework and assembling of mobiles, Aditya Birla gathering ($7 billion), Bharti Enterprises ($16 billions), Delta ($ 500 million) are likewise giving a promising note to make India advanced.

NIELIT has been attempted different exercises in Information and Communications Technology with Snapdeal. Rapid web will be made accessible in all gram panchayats, advanced character, and government divisions. It gives not just easy access through regular administration focus inside their area yet in addition Safe and secures the internet in the nation. Computerized assets/administrations are accessible in Indian dialects.
Wrong Claims, Bad Maths and Digital India - Broadband users increase by 63% report state that through Digital India Mission growth rate Broadband users increase by 63% on one year.

Digital Future
Report of Serving India's Digital Consumer (2013) CII - AT Kearney White Paper on Serving India's Digital Consumer states some happenings in a digital India estimated by 2020-
- 600 Million Mobile Internet Users
- 200 Million Broadband Connected Devices
- 300 Million of users of instant messaging Services
- 900 Million monthly app downloads
- 80 Million annual m-commerce purchases
- 40%-50% Smartphone Penetration

Conclusion
The Digital India program are looking encouraging and will revolute the E-Commerce segment through the web and broadband to remote corners of India. It’s not just expand exchange, effective warehousing and will likewise investigate a gigantic market for item purchasing and moving. The vast majority of the items devour and sold by country subjects in neighborhood advertise that implies the items may not get a compelling cost because of absence of interest for the items in the constrained nearby market. Restricted interest infers a low turnover coming about low salary for the E-Commerce ventures, as these shoppers are not aware of the quality.
To pull in the mass of rustic region E-Commerce Industries, need to dispatch versatile applications to impact them just as merchants for purchasing and moving items/Services through portable web. Provincial Indians perceive the contrasts between the open doors accessible to them through which they can mindful about new items and administrations accessible in E-Market.
In the wake of actualizing the fantasy Project —Digital India‖ India would turn into an incredible in the advanced world. Advanced India Project enhance provincial India and enormous transformation in E-Commerce world nationwide; along these lines, they can associate with E-trade ventures effortlessly. The whole situation of India is changing through E-Commerce businesses that ought to be conveyed to the global stage by accomplishing the Digital India Project, however this all relies upon the achievement usage of this Project else it bound to fall.

Website
2. Sarkar, John, Snapdeal logs onto rural India.