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drvatsala35@gmail.com
pgdept@sfgc.ac.in

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Principal
Seshadripuram First Grade College
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dr.sn.venkatesh@gmail.com

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Seshadripuram First Grade College
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vkumarab@gmail.com

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4103 2515 / Fax: 4103 2140
snm@infosys.com

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Email: pgdept@sfgc.ac.in / srf.researchfoundation@gmail.com

Double-Blind Peer reviewed Open Access National Journal, Bengaluru, India

Dr. Muniraju .M

Professor

Department of Commerce

Central College campus,

Bangalore University

Bengaluru, Karnataka – 560001

drmmr2010@gmail.com

Dr. G. Sudarsana Reddy

Professor

Department of Studies and Research in

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Tumkur University, Tumkur- 572101

gsudarshanareddy@gmail.com

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Mysore- 570006

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(Phone) 580.774. 3284

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Professor

Department of Studies in Commerce

Manasagangotri, University of Mysore

Mysore- 570006

nagendrababu280@yahoo.com

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Impact of Financial Sector Reforms on Wealth Tax in India

Mrs. Shamala K.

Assistant Professor, Govt. First Grade College, Davangere University,
Davangere.

Dr. G.T. Govindappa

Professor and Chairman, Department of Commerce, Davangere University,
Davangere-2

Introduction

In mid-1991, the Government of India headed by Mr. P V Narasimha Rao embarked on stabilization and structural adjustment programme. The tax reforms were part of this structural adjustment programme.

As part of fiscal reforms programme, the Government of India appointed a committee under the chairmanship of Dr. Raja j. Chelliah to suggest reforms in the tax system. As per the recommendations of Chelliah committee, far reaching changes were introduced in the wealth tax structure through the Union Budget 1992-93. They changed completely the structure and complexion of wealth-tax in India. They diluted the tax structure. From the Assessment Year 2015-16, wealth tax is not levied in India. This is the gift of BJP Government to the wealthy people of India. The objective of this paper is to examine the reasons for these reforms and the impact of these reforms on direct tax structure in India.

Genesis of Wealth tax in India

Wealth tax was there in India for more than five decades. It was levied since 1957 as per the provisions of Wealth Tax Act, 1957.

The Seventh Schedule to the Constitution of India provides for the levy of a tax on capital value of assets. But the practicality of levy of an annual tax on wealth was examined, for the first time, by the Taxation Enquiry Commission, 1953-54. One of the terms of references to the commission was to make recommendations with regard to fresh avenues of taxation. The Commission made a case, theoretically, for the levy of an annual tax on total wealth at a low rate on the following grounds:

1. That it would complement the income tax;
2. It would secure a better balance in the incidence of taxation among individuals than through the taxation of income alone, particularly in view of the evasion in income tax;
3. The information collected regarding assets and liabilities of individuals would also be of material use as a check on the accuracy of income, inheritance, and gifts reported by the tax payers.

The Commission, however, did not recommend for the imposition of the tax as it felt the valuation of capital assets would pose administrative difficulties.

Subsequently, the government appointed Tax Reforms Commission headed by Prof. Kaldor to investigate into the direct tax system in India. Prof. Kaldor recommended for widening the tax base through the levy of new taxes on wealth, capital gains, gifts, and personal expenditure of individuals. The Government of India accepted the recommendations and the Wealth tax Act, 1957 came into existence for the levy of tax on wealth.

Charge of Wealth tax.

The wealth tax is levied in respect of the “net wealth” of the assessee as it existed on the ‘valuation date’, the last day of the ‘previous year’, i.e., 31st March. Every Individual, Hindu Undivided Family, and company is liable to wealth tax. Partnership Firms and Association of

Persons are not liable to wealth tax. But the partners of a firm or members of an association of persons are liable for their share in the property of the firm or association of persons, as the case may be.

The levy of wealth tax on companies was suspended with effect from the assessment year 1960-61. In 1983, as a measure to check tax evasion, the levy of wealth tax was reintroduced on certain assets of closely held (Private) companies. With effect from 1st April, 1993, wealth tax is chargeable on all types of companies and is now uniformly charged on all the three taxable entities.

Net Wealth.

The concept of 'net wealth' is an important factor in the wealth tax scheme since net wealth is the tax base. Net wealth means the amount by which the aggregate value of all assets (excluding exempted assets), belonging to the assessee on the valuation date, including assets required to be included in his net wealth, is in excess of the aggregate value of all debts owed by him on the valuation date which have been incurred in relation to the taxable assets.

Change in the definition of 'Assets'

Wealth tax was levied on the value of 'Assets' as on the valuation date. Section 2 of Wealth tax Act defined the term 'Assets'. Till 1993, the term "Assets" included property of every description, movable or immovable. It included not only tangible property but also Intangible rights. But it excluded: animals, annuity, and short-term interest in property, agricultural land and agricultural building. This was an inclusive definition. But from 1993, the definition of 'assets' was changed. It was made exclusive definition. Only six assets such as buildings, jewelry, motor cars, aircrafts, boats, yachts, Urban Land, cash in hand in excess of Rs. 50,000 in case of Individuals and cash not recorded in the books of account in case of other assesses were charged to tax. Even out of these six assets, assets held as stock in trade and some assets, subject to certain conditions, were also exempt.

Scheme of exemptions from 1993.

In old set up, besides the assets which are excluded from the definition of assets, section 5(1) specified around fifty exemptions in its various clauses and sub-clauses. These exemptions were given keeping in view two objectives: (i) to avoid hardships in certain cases especially because of the inclusive nature of the definition of assets and the low basic exemption limit, (ii) to channelize savings and investments in a particular direction.

In the beginning in 1957, these exemptions were only twenty one. The 1970-71 and 1972 Finance Acts enlarged this list to give incentive to investment in specified financial assets, and investment in the assets of industrial undertakings. This list was further expanded to include investment in foreign exchange assets. With effect from 1.4.1993, the following assets shall not be included in the net wealth of the assessee: (1) Property held under trust, (2) Interest in the coparcenary property, (3) One building in the occupation of a ruler, (4) jeweler in possession of a ruler, (5) assets of Indian repatriate, (6) one house or part of a house or a plot of land belonging to an individual or Hindu Undivided Family.

The scheme of exemption of assets from wealth tax from 1957 to 1992 was laborious and sometime confusing. The exemptions were too many. But what complicated the matter was too many conditions and prescription of limit for exemption. From 1993, the exemption has been given only to six assets and many of the earlier exemptions remain outside the purview of wealth tax because of change in the definition of assets.

Imposition of Wealth Tax on Companies:

Till these reforms, the companies were not liable to pay wealth tax. But from the assessment year 1992-93, the wealth tax was imposed on companies also; but only on these specific assets. The Government could retain this 50 per cent revenue because it brought companies into wealth tax net. However, due to growth in corporate sector, revenue from wealth tax also picked up. In

fact, the companies became important wealth tax payers. The wealth tax started yielding revenue of more than Rs. 1,000 crore per annum.

The reasons put forth by the Government for the reforms in wealth tax:

When the reforms were introduced in 1993, the government gave the reason that there should be a distinction between the productive assets and non-productive assets; the valuation of certain assets is complicated, and the exemptions provided under the law are far too many. But these reasons looked not genuine and not based on sound reasoning. But the most important hidden reason was to attract Foreign Institutional Investors into the country by excluding the financial assets such as shares, debentures, deposits, etc. from the wealth tax net. This is evident from one of the arguments put forth by the then Union Finance Minister, Dr. Manmohan Singh for wealth tax reforms. The argument was, that, the valuation of certain assets such as shares which presents problems, and the very high market values due to speculative activity can lead to a heavy burden on shareholders who are long-term investors.

But this was not absolutely true as the valuation of shares and debentures which are quoted on a recognized stock exchange did not involve any procedure at all. Just the price quoted on the valuation date that is, March 31st was taken as the value. The other half of the reason that a very high market values due to speculative activity were leading to heavy burden on long-term shareholders is true to some extent. But it could have been remedied by a concessional treatment to such long-term investments. As a result of this change the revenue from wealth tax fell by more than 50 per cent.

But the present Finance Minister, Mr. Arun Jaitley, abolished wealth tax last year. The reason given for this abolition was that the revenue from wealth tax was much less than the expenditure incurred to collect it. This is again not the true reason as there was no separate department to collect wealth tax. Wealth tax was collected by the Income tax Department. It is not so easy to allocate the expenditure of tax collection between income tax and wealth tax.

Even if we accept the reason that the expenditure incurred was much more than the revenue collected, for what purpose the Government spent this money? Obviously, it is spent for paying salary to the staff that is in charge of collecting the tax. Then Rs. 1000 crore worth of work was lost in country every year. But the real reason seems to favour the corporate sector by abolishing wealth tax. Nobody openly asked for abolition of wealth tax. But our honorable finance minister did it. Thus, created an imbalance in the tax structure. Income tax is the only Direct Tax in India today. The Finance Minister Mr. Jaitley also buried, along with the wealth tax, the option for Direct Taxes Code.

What everyone forgot was that the wealth tax was never levied for revenue reasons. It was levied mainly to complement the Income tax, to secure a better balance in the incidence of tax and to curb evasion of income tax. Unfortunately the wealth tax was abolished for all together a different reason which is known truly to our Finance Minister Arun Jaitley.

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An Empirical Study on Human Resource Management of Rural Entrepreneurs

Dr. Meera. H.N.

Lecturer, Seshadripuram First Grade College, Yelahanka.

9880800846

Meerahn08@gmailcom

Abstract

The purpose of this article is to understand the human resource management practice by rural entrepreneurs. In literature on established practices of human resource management or the practice we see in the text books we could see a number of processes such as planning human resource requirements, recruitment, conducting interview, conducting test, selection of candidate, placement, training employees, induction, and performance appraisal and remunerating. These phases are generally followed by the corporate sectors, multi-national companies and industrial entrepreneurs. We need not say that rural entrepreneurs would not follow the human resource management practices of the corporate world. Therefore in this article we are looking into the human resource management practices of rural entrepreneurs. This is an empirical study based on data collected from rural entrepreneurs located in three taluks of Bangalore district and Tumkur district respectively. Villages from Doddaballapura taluk, Devanahalli taluk and Madhugiri taluk were selected for data collection on random sampling method. 90 entrepreneurs were selected based on convenient and snow ball sampling methods. Data was collected from primary and secondary source. Collected data were processed

and tabulated by using the statistical package for social sciences. Using three data analyzing methods the processed data were analyzed. They are – one, univariate analysis, two, bi-variate analysis and three, comparative analysis. The article concludes that human resource management of rural entrepreneurs is not at all comparable to what we read in the text books. Leaving a small fraction of the rural entrepreneurs majority depend on their family members to run the business. Remuneration is done in cash is made on daily basis or weekly basis or monthly basis. Advance payments are also made on the occasion of festival or marriage or birthday or death day.

Key words: *Entrepreneurs, Human Resource Management, Rural Entrepreneur, Recruitment, Remuneration.*

Introduction

The intention of this article is to examine the human resource management practice by rural entrepreneurs. In literature on established practices of human resource management or the practice we see in the text books we could see a number of processes such as planning human resource requirements, recruitment, conducting interview, conducting test, selection of candidate, placement, training employees, induction, and performance appraisal and remunerating. These phases are generally followed by the corporate sectors, multi-national companies and industrial entrepreneurs. In this article we are looking into the human resource management practices of rural entrepreneurs. We need not say that rural entrepreneurs would not follow the human resource management practices of the corporate world. But we do also assume that running a business is not simply confined to dealing with the material. It is more than buying or producing and selling. Big or small all enterprises need to perform certain functions. These functions cannot be performed single handed by the entrepreneur. He or she needs assistance to help him or her in running the business. Our purpose here is to see what the rural entrepreneurs do to get this assistance. Manufacturing sectors are established to take benefit of low-cost labour but also to carry about an integrated rural growth in rural areas. But it is also important to note that majority

of the entrepreneurs of rural areas are not able to find workers with extraordinary skills. Their training is normally a severe problem for the entrepreneurs as they are generally uneducated. They have to be provided with on the job training. They have to be educated in local language which they understand simply.

Experts vary on the issue of human resource management practices of the rural entrepreneurs. Some say human resource management in rural area or in unorganized sector is nothing but discussing the family members and family backgrounds of rural entrepreneurs. The existing literature on human resource management practices focus on family, friends, neighbors and parents of the entrepreneurs. In fact the major supporters for entrepreneurs are family members. Therefore study on support from family is nothing but study on human resource. This article contains firstly, theoretical background of human resource management by rural entrepreneurs. Secondly, analysis of empirical data on human resource management by rural entrepreneurs and finally, discussion on theoretical background and empirical evidences collected for the present study. Rural entrepreneurs who manage alone and who are assisted in management, methods of recruitment of workers by rural entrepreneurs and training and remuneration of workers by rural entrepreneurs are the indicators used to analyze human resource management by rural entrepreneurs.

Problemization

Equipping ourselves with the literature on rural entrepreneurship in general and human resource management practices by rural entrepreneurs in particular is essential to understand the complex scenario of non-farm entrepreneurial activities. Non-agricultural revenues contribute considerably to entire revenues of farming households in developing societies. Unfortunately this part of rural development has not attracted the attention of scholars. Neglect of rural entrepreneurial process has been highlighted by Sarasvathy, when she made an observation that “unfortunately the increasing interest in entrepreneurship in cities has left rural areas under-

researched”.¹ Not only physical capital even social capital and network also plays important role in the formation of non-farm entrepreneurship.

Young believed that “due to tighter associations among residents of rural location business networking becomes easier and more effective. Businesses cooperate based on trust”. For the development of rural firms’ local networks plays crucial role. These local networks together can spread larger markets, increase resilience, and give capacity for every member to take up extra risks. Even globally oriented rural ventures rely severely on their local networks. Social capital and networks work both ways – positively and negatively based on once position in the social hierarchy. For those who are at the lowermost of the social pyramid social marginalization can limit access to non-farm activities. Individuals and households with limit access to social networks may not participate profitably in non-farm entrepreneurial activities. For the purpose of survival strategy in many instances woman-headed households or widows living alone may be forced to find employment in unprofitable occupations. Therefore in a rural setting more than earning profit from business survival itself is a big issue. Hence, rural non-farm activities cannot be understood as one way traffic towards profit. It acts as one of the sources of addition to agriculture income. Thus regional studies and entrepreneurship scholars have established that entrepreneurship is mainly dependent on its background. Biradar expressed the rate of participation of workers in in non-farm sectors depends on the level and quality of their education, which can be considered as a surrogate to human capital. Nanda and Sørensen expressed that “furthermore, individuals are further likely to become successful entrepreneurs if their family members or former work colleagues have entrepreneurial knowledge. Because with the support of family, friends and with their timely assistant one can achieve the goals easily”.

The above literature leads us raise number of questions. What is the significance of human resource to rural entrepreneurs? Whether rural entrepreneurs managing the venture with the or without the help of family members? Do they require outside human resource to run the business? Do they recruit the human resource through formal recruitment process stated in the text book? What are the methods of payment to human resource if they recruit outside human

resource? In order to answer all these questions an extensive and in depth study is needed. This study is an attempt in that direction and attempts to examine human resource management practices of rural entrepreneurs.

Objectives

The main purpose of this article is examining the human resource management practices by rural entrepreneurs in selected areas. The specific objectives are:

1. To understand the theoretical background of human resource requirement for rural entrepreneurs
2. To examine the method of recruitment by rural entrepreneurs in selected areas
3. To identify the payment pattern to employees by rural entrepreneurs in selected areas

Method of Study

This is an empirical study based on data collected from rural entrepreneurs located in two districts of Karnataka. Districts were selected based on their level of development. Two documents produced by the Government of Karnataka were used to decide the level of development. They are - one, High Power Committee for Redressal of Regional Imbalance Report, 2002, and two, Human Development Report, 2014 taking rate of development as the basis these reports have ranked the taluks of the state. Based on these data two taluks (Doddaballapura and Devanahally) were selected from the developed district (Bangalore Rural) and one taluk (Madhugiri) was selected from the backward district (Tumkur). Under random sampling method 23 villages were selected in Devanahalli taluk for data collection. In Doddaballapura taluk 18 villages were selected randomly for data collection. In Madhugiri taluk 19 villages were selected randomly for the purpose of data collection. All the entrepreneurs were selected based on convenient and snow ball sampling methods. In the selected villages the following tiny non-farm activities were considered for data collection. They are provision stores, stationery shops, bakery shops, flower sellers, vegetable sellers, medical shops, mutton shops,

timber sellers, cloth sellers, brick makers, toy traders, beedi manufactures, garage centers, fruit sellers and street vendors.

In order to collect data from the above primary sources schedule method, that is, combination of questionnaire and interview method was used. Questionnaire contained 145 questions and 90 rural entrepreneurs were chosen as samples for the purpose of research. 17 rural entrepreneurs who were engaged in manufacturing units and 73 rural entrepreneurs who were engaged in service units were interviewed to elicit information. In addition to the primary sources, data were also collected from secondary sources. The major secondary sources used were journals, articles, books, research papers, reports, and websites. Collected data were processed and tabulated by using the statistical package for social sciences. Frequencies were found and frequency tables were prepared. Using three data analyzing methods the processed data were analyzed. They are – one, univariate analysis, two, bi-variate analysis and three, comparative analysis.

Operational Definition

Rural entrepreneurs engaged in varied commercial and petty production activities are scattered in villages of the districts. For the purpose of the study tiny unorganized rural non-farm entrepreneurial activities were considered. Tiny non-farm activities were identified using the definition given by the National Commission for Enterprises in the Unorganized Sector, 2007 (NCEUS).⁷ NCEUS considers the following as tiny and unorganized or informal activities – “all unincorporated private enterprises owned by individual or households engaged in the sale and production of goods and services operated on a proprietary or partnership basis and with less than ten total workers. The above definition applies equally to all the sectors of the economy including agriculture. However, statistical operations in India so far have been covering only non-agricultural enterprises in the unorganized sector surveys”. Based on the above definition the concepts like non-farm sectors, non-agricultural sectors, rural self-employment and rural entrepreneurship are considered in the present study.

Discussion

1. Rural Entrepreneurs Who Manage Alone and Who are Assisted in Management

Existing body of literature on the human resources management practices of rural entrepreneurs is very less. Some studies equate human resource to human capital. Human capital denotes to a set of features that provide individuals with more talents, namely, cognition, experience and information which make them more productive, provide an advanced potential for efficiency and improve the development of activities. Shane expressed “Individuals through higher levels of human capital have a higher propensity for entrepreneurial activity as a result of greater levels of self-confidence and decreased concerns over risk”. Sanders and Nee expressed that “In the case of immigrant self-employed prominence of family and friends are comparable to that of highly paid employees. They are the vital supporters in achieving business aims and who look at business survival and development”. Nanda and Sørensen viewed that “Additionally; individuals are more likely to become successful entrepreneurs if their parents or previous work colleagues have entrepreneurial skill. One can achieve the goals easily with the support of family members, friends and with their timely assistant”.

Social networks play important role in fulfilling human resource requirement of entrepreneurs. As stated by Dubini, and Aldrich, “Social network studies of entrepreneurial start-up and performance frequently split network ties into strong ties and weak ties depending on the degree of faith between persons. Strong ties are often simplified to be spouse, parents, other relatives, and close friends while weak ties are business partners, (former) employers and co-workers, and other acquaintances”. Some other studies opined that a “social network mainly containing of strong ties can be efficient for obtaining resources given the high degree of trust. On the other hand such a network can be inefficient given the assumed low diversity and high density, that is, the people share the same features and contacts outside the network”. According to Ostgaa and Birley, “Colleagues or business partners in the personal network positively acts all performance measures while more profitable entrepreneurs are found to have a denser (less

diverse) personal network. However, the individual network size and frequency of communication with the personal network are not found to influence business performance.

In spite of the above importance of social network in fulfilling human resource requirements, small enterprises depend on family members and close relatives. It is because these people are in close circle and it is likely to have more trust with these people and due to these factors relations stay longer term. This human capital movements from a variety of sources, stretching from family background, education, work experience, specific training connected to the new venture, and general human capital as well as key attitudes such as creativity, passion and self-reliance. As quoted by Purna Prabhakar Nandamuri and Gowthami “these skills contribute not only to business start-ups, but similarly to the others who often essential additional revenue sources. The business may also appeal upon family members for paid and unpaid labour, both in terms of front-line operations and back-room support, such as book-keeping, household management and mentoring. Family businesses can provide a personal touch normally not found with superior businesses. In addition, customers may have a priority for family businesses over non-family ones, a preference that can be strengthened through marketing materials in which the family is pictured prominently”.

As per Chrisman et al “growing in a household where one of the relatives and particularly parents run their own venture not only provides an inspiring and supportive environment for entrepreneurship but also helps as an opportunity to learn and experience the challenges of venture. Participation of family in entrepreneurship creates a profound opportunity for understanding how entrepreneurial abilities and perceptions develop among the offspring”. Matthews and Moser emphasized that “family background has been found to be the most prominent aspect that affects early socialization and hence creation of attitude towards entrepreneurship. An entrepreneur parent provides solid inspiration at an early age and help to teach the independent nature of self-employment”. Kolvereid explained like “entrepreneurs tend to have parents with entrepreneurial mind set. Thus entrepreneurs having entrepreneurial parents are more likely to act entrepreneurially and to work with higher entrepreneurial orientation than

other whose parents are job oriented and finally increase firm's entrepreneurial orientation. The successful entrepreneur shapes up through family occupation. Informal relations play very important part in this context especially from family member's side because those whose family members are business oriented their participation is high. Early communication established and imbibed by an individual from the family would impact career choices by inducing individuals to choose a career in which they are viewed positively by society". "Social capital resulting from family background is a non-financial resources and support obtainable by family members to the entrepreneur affects positively the start-up decision making". According to Basu and Virick "It is derived from the experiences gained through early childhood and socialization at home and in school. These experiences form the attitudes of young people towards entrepreneurship". It is since parents act as initial role models and the parents active in a family business influence the future entrepreneurial targets through changing attitudes and beliefs" stated by Krueger, Jr., Reilly, M. and Carsrud.

In Indian context focus on human resource management of entrepreneurship is found in a few studies. For instance, Gadgil and Singer, found that "the joint family provides undivided family property to invest in and expand the family firm". Sharma and Singh, observed that "capital creation and the confidence to administer venture are essential for the development of industrial entrepreneurship and these are easily available with people who have a business or industrial contextual". Family occupation and inter-generational occupational mobility are addressed in a study by Khanka, which shows that "there is a high propensity for the members of the next generation to select an occupation connected to business and industry, if the first generation belonged to the same occupation. By super imposing age and family background one could locate a section of entrepreneurs who have inherited a business legacy through familial relations in terms of tangible and intangible assets, as well as the suitable environment and expertise at a young age". Patnaik and Pradhan found that "high relationship between the occupational background and nature of units promoted in some regions of Orissa. The study

additionally shows that experience had more bearing on the performance of entrepreneurs than the educational qualification on entrepreneurial performance”.

In the above paragraphs we have seen some of the human resources management practices of small entrepreneurs. Most of the studies focused on the assistance by the family members and close relatives. In small enterprises the question of managing hired labourers comes very rarely. So a number of things which we normally discuss under management of human resource in the case of enterprises in the organized sector are irrelevant here. To make things more specific things such as planning the human resource requirements, recruiting, selecting, training, placing, remunerating and disciplining which are found in the case of organized sector units are rarely found in the case of rural entrepreneurs. But as said in the first paragraph of this section rural enterprises alone cannot run the business and they do require some assistance to run the business. In the following table we have given how many of the rural entrepreneurs run their business alone and how many of them take assistance from others. If they take assistance from others from whom they take assistance. In the below given table details of those who run alone and those who take assistance are given.

Table 1. Rural Entrepreneurs who manage Alone and who are assisted in Management (In Percentage)

Indicators	Devanahally	Doddaballapura	Madhugiri	Total
Managing Alone	73	53	53	60
Assisted Management	27	47	47	40
Total	100	100	100	100
Assisted by?				
Husband	10	19	33	19
Wife	45	31	47	41
Children	20	12	13	16
Relatives	05	13	00	06
Parents	20	25	07	18
Total	100	100	100	100

Source: Data Collected from Field Work.

As expected majority of the rural entrepreneurs (60 percent) said that they run the business alone. Only 40 percent of the rural entrepreneurs take the assistance of others to manage their business. It is revealing to know that in developed taluk Devanahally less number of rural entrepreneurs take others assistance and relatively less developed Doddaballapura and in backward taluk Madhugiri more number of rural entrepreneurs take the assistance of others to run the business. When they were asked whose help they take to run the business majority told that they take the assistance of their wives to run the business. As most of the rural enterprises are male owned it is natural to see the answer that they take the assistance of wife. Female owned enterprises are less number so the numbers of rural entrepreneurs who take the assistance of husbands are also less. When 41 percent of the rural entrepreneurs take the assistance of wife to run the business only 19 percent rural entrepreneurs take the assistance of husband to run the business. The data in the above table show that majority depend on either husband or wife or children or parents to run the business. It means only a small minority of the rural entrepreneurs hire outsiders to run the business. In this case in all the three taluks put together 16 percent of the rural entrepreneurs take the assistance of their children and 18 percent take the assistance of their parents to run their business. Among the taluks more entrepreneurs of Devanahally take the assistance of their children and more number of entrepreneurs of Doddaballapura take the assistance of their parents. Only 6 percent of the rural entrepreneurs hire outsiders to assist them to run the business.

In the review of literature we have seen that family plays important role in infusing the spirit of entrepreneurship and also in giving basic lesson on running the business. Growing in a household where one of the relatives and mainly parents run their own business not only provides a stimulating and helpful environment for entrepreneurship but also serves as an opportunity to acquire and experience the challenges of venture. Participation of family in entrepreneurship makes a profound opportunity for understanding how entrepreneurial abilities and opinions develop among the offspring. Entrepreneurs tend to have parents with entrepreneurial mind set. Consequently entrepreneurs having entrepreneurial parents are more

expected to act entrepreneurially and to work with greater entrepreneurial orientation than other whose parents are job oriented and finally increase firm's entrepreneurial orientation. Through family occupation the successful entrepreneur builds up his abilities. Informal relations perform very important role in this background especially from family member's side because those whose family members are business oriented their contribution is high. Initial communication received and imbibed by an individual from the family would influence career choices by inducing individuals to choose a career in which they are regarded positively by society. Income and economic environment is also vital aspect for rural entrepreneurs to choose the family members for business. They have to pay if they appoint non-family members. For instance rural business are not much profit oriented, if they appoint external workers, it is extra burden for entrepreneurs.

2. Methods of Recruitment of Workers by Rural Entrepreneurs

Generally entrepreneurs select the workers through formal or informal methods. It could be from internal source or from external sources. We have already discussed based on the data given in the previous table that rural entrepreneurs generally go for internal source of recruitment and selection. If it is family business it is quite sure that the venture would be continued by successors. It is very rare to see a situation where rural entrepreneurs would appoint external workers for venture either in part time or full time. In manufacturing sectors which are involved in production and distribution entrepreneurs would employ workers or labourers. For retail business external recruitment is not necessary because of low income and low productivity. In the present study rural entrepreneurs were asked whether entrepreneurs employ outside workers, in case they employ outsiders, what are the methods of recruitment and selection they opt for? In the case of big enterprises or corporate operating in organized sector the normal methods of selection of candidate includes the following steps - notification for recruitment, receiving application, scrutinize the application, conducting various tests, conducting interviews, medical test, selection of candidate, issuing offer letter of appointment, conducting training, induction, performance appraisal and related other things. We cannot expect a rural entrepreneur who starts

business to earn his or her basic necessities of life to follow the above lengthy processes of recruitment and selection. But it is also true that some rural entrepreneurs hire outsiders to assist them to run the business. We are interested to know what method they adopted to select those outsiders. In the below given table details of method of hiring outsiders are given.

Table 2. Methods of Recruitment of Workers by Rural Entrepreneurs (in percentage)

Indicators	Devanahally	Doddaballapura	Madhugiri	Total
Customers	30	20	24	25
Family Members	13	00	00	04
Friends Circle	20	04	00	08
Mouth to Mouth	34	33	23	30
Orally	03	00	00	01
Relatives	00	43	53	32
Total	100	100	100	100

Source: Data Collected from Field Work.

It is important to note family relationship and family business and family bandage develops entrepreneurs to build proper structure for business. In addition to rural entrepreneurs who depend on family members there are some entrepreneurs who hire outsiders to assist them to run the business. The above table shows the informal methods of selection of workers by rural entrepreneurs for business in selected taluks. As the table indicates the method of choosing workers for venture by rural entrepreneurs are informing customers, intimating family members or relatives or friends regarding requirements through mouth to mouth, social network, direct oral communication through. In rural areas networking with relatives, friends' circles and customers through oral communication plays an important role. The table shows that putting all the taluks together 32 percent of the rural entrepreneurs recruit and select outside workers with the help of relatives. Relatives may include parents, sisters and brothers and other blood and close relatives. In all the three taluks put together around 30 percent of the rural entrepreneurs using mouth to mouth communication or using social network recruit and select the workers to assist them. Regular customers are also important source of recruitment. In this study also we found more or less 25 percent of the rural entrepreneurs depended on their customers'

recommendation to hire workers to run their business. Distant relatives and friends were not playing important role in recruiting outside workers to the rural entrepreneurs.

Both urban and rural areas for start-ups social network are important. For the purpose of survival most of the rural entrepreneurial ventures are survival strategies social network plays important role. In other words, as mentioned by Aldrich and Zimmer “persons do not make decisions in a vacuum but rather consult and are subtly influenced significantly by others in their environments like family, friends, co-workers, employers, casual acquaintances, and related others. Therefore social networks are not only related to inspiration but also influences access to resources like labour, customers, suppliers, information and capital”.²⁵ The motivation to become an entrepreneur, remain as an entrepreneur, or become a successful entrepreneur is all supposed to be positively connected to having entrepreneurial family or entrepreneurial friends. These individuals can provide access to the essential resources, provide accurate insight into the values, abilities and skills connected with entrepreneurship, and provide given the many ups and downs entrepreneurship can lead to. Social capital leads to business success in rural areas.

Hence selection of workers for venture in rural cannot in be in formal way (phases of recruitment) as per theories. Only informal source and family support and social networks are significant. In fact data produced by this study also tells the same story so far as sources of hiring workers. In less number of cases rural entrepreneurs have gone for outside workers. But even the less number of workers need to be tuned or trained to assist the entrepreneur. So we asked entrepreneurs how do they train or prepare the outside workers to assist them in the works of their business. Answers given by the rural entrepreneurs to the above question are given in the below given table 2. Generally outside selection are very rare cases in rural entrepreneurship. The retail sectors like hotels, bakery shops, furniture shops, mechanic shops and small manufacturing sectors require few workers for help. During selection rural entrepreneurs do not follow strict selection processes. Through social network they will employ helpers from outside. Rural entrepreneurs do not much importance to formal education or skill or training background of the worker. Workers are also come with intention of earning some money to meet their basic needs. As helpers they join the enterprises and they do not have special training program teach

the requirements of the job. On the other hand the outside employees are supposed to learn how to perform by looking at the entrepreneurs work.

3. Training and Remuneration of Workers by Rural Entrepreneurs

Table 3. Training and Remuneration of Workers by Rural Entrepreneurs (in percentage)

Indicators	Devanahally	Doddaballapura	Madhugiri	Total
Training				
On the Job	100	100	100	100
Total	100	100	100	100
Remunerating				
In Cash	100	97	100	99
In Kind	00	03	00	01
Total	100	100	100	100

Source: Data Collected from Field Work.

As shown in the above table out of 90 sample rural entrepreneurs only one entrepreneur said he arranged for formal training for the employee. Rest of the rural entrepreneurs said they trained their hired employees on the job. In the initial phase rural entrepreneurs instruct the hired workers what they are supposed do. Some rural entrepreneurs do not instruct but tell the hired worker to observe their work and follow them. Entrepreneurs were asked suppose the worker failed to perform or made any mistakes during work process, what remedial steps they normally take against the worker? Entrepreneurs told they normally take the following remedies or rectification such as correcting the workers mistakes, explaining workers about the work, giving proper time to learn work, showing the method of work and related other things. It is basically a trial and error process of learning. In the process if a hired worker fails in spite of giving large chances he would be sent home and somebody else would be appointed in his/her place. There are very less literature on rural entrepreneur's selection and training methods. So it is very difficult to compare the findings of the present data with the experiences of other entrepreneurs in other places. In same table we have given data on the mode of payment to workers by rural entrepreneurs.

The above table 3 shows the mode of payment to the workers followed by rural entrepreneurs in selected taluks in the present study. Most of the rural entrepreneurs pay their hired worker salary in cash. But the term salary should not be taken in the sense of salary paid in the organized sectors. In the organized sector salary includes the following – basic pay, dearness allowances, provident fund contribution, travelling allowances, house rent allowances and other allowances. But in the case of rural entrepreneurs salary has only one component that is basic pay. No dearness allowances or other allowances. In this sense the remuneration hired workers get from the rural entrepreneurs may be termed as wages. Most of the rural entrepreneurs make payment to the workers on weekly basis or daily basis or according to the requirement of workers. Sometime during festivals, social gathering like fairs (jathre, santhe) and on occasions like marriage, birthdays and death workers get advance payments. Advance payments may be in the form of loan or in the form of salary advance. If it is in the form of loan worker has to pay back on the agreed time. If it is advance salary it would be adjusted against future salary of the worker. It is important to note that in all the three taluks most of the entrepreneurs pay their workers in cash and not in kind. As shown in the above table 3 in all the three taluks put together 99 percent of the rural entrepreneurs said they make payment to workers in cash mode.

As quoted by India Rural Development Report (IRDP) “a striking feature of non-farm employment is the casualization of labour. Today, two out of three new rural non-farm jobs are casual labour, i.e. unskilled daily wage jobs. Unlike regular salaried jobs, casual labour typically requires little or no education and none of the financial capital that self-employment requires. Casual labour offers no security or benefits, but because it is both perceived and compensated much better than agricultural labour, offers the chance of social mobility. For this reason, the move to casual labour is often not a distress move away from agriculture labour, but rather an intentioned one”.²⁶ World Bank, specified, “over time move from agriculture to casual work has also contributed to a narrowing of the gap between casual non-farm and farm wages, as agricultural labour is becoming scare. The wage gap between regular employment and casual labour has also narrowed. One possible explanation is that the growth in regular jobs has largely

been in lower paying contract-based jobs”.²⁷ According to Planning Commission, “the main demand for casual labour has come from the construction industry, which has now over taken manufacturing as the highest provider of non-farm employment. A majority of the construction workforce is characterized by unskilled workers who secure work on a day-to-day basis through a spot or ‘naka’ market. But the demand for skilled workers in the construction sector has risen from 73 percent in 1995 to 83 percent in 2005”²⁸. So, workers ready to work in small enterprises of the rural entrepreneurs are very less in rural areas. The present study also reflects the same situation from another dimension, from the dimension of rural entrepreneurs depending more on their family members for assistance and less on outside workers. In order to hire outside workers rural entrepreneurs use informal method of recruitment and for training they use on the job training method and through cash rural entrepreneurs remunerate their workers.

Conclusion

In this article we have discussed the management of human resource practices of rural entrepreneurs. Management of human resource of rural entrepreneurs is not at all comparable to what we read in the text books. Leaving a small fraction of the rural entrepreneurs majority depend on their family members to run the business. Among the family members wife, children and parents were the main source of assistance to the rural entrepreneurs. Most of the rural entrepreneurs using family members to run the business with intention of reducing cost of managing business. Small numbers of entrepreneurs hire outsiders to assist them. Even while hiring outsiders rural entrepreneurs do not follow the methods of hiring described in the text book. We in the study found that outside workers were selected based on the information given by customers, friends and relatives. Social network plays important role for the rural entrepreneurs in hiring the outside workers. We also found that that on the job training was the popular form of training to workers. They appoint casual labourers without the protection of salary, employment and social security. Remuneration is done in cash is made on daily basis or weekly basis or monthly basis. Advance payments are also made on the occasion of festival or marriage or birthday or death day.

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Mutual Funds- A Potential Avenue for Investment

Dr. Sumathi. K *

Mrs. Supriya.G.K**

Mrs. Rina Khanum***

Abstract

Mutual funds are successfully mobilizing household savings to manage the funds efficiently so as to provide sufficient return to the investors. Although, the Indian mutual funds have to go a long way in its role play on launching more and more new schemes are aimed at meeting the varied needs of the investing public in order to mobilize more funds. As such launching new schemes serves the purpose only when such schemes have enables to mobilize more and more funds. However the industry is witnessing growth from last decade because of many reasons and meeting the requirements of all the income groups. In this backdrop present study is an attempt to analyze the growth rate and potentials of mutual fund industry and schemes under investment objectives. Further the study taken up to evaluate the factors that affects the investor's preference to invest in various schemes under mutual funds.

Key Words: Mutual Funds, Mobilizing Funds, Growth Rate

***Dr. Sumathi. K:** Faculty Member, Institute of Management Studies and Research, Jnanasahyadri, Kuvempu University, Shankaraghatta, Ph.: 9620538545, e-mail sumathi.k02@gmail.com

****Mrs. Supriya.G.K:** Faculty Member, Institute of Management Studies and Research, Jnanasahyadri, Kuvempu University, Shankaraghatta, Ph.: 8970119422, e-mail supriya.sahana.gk@gmail.com

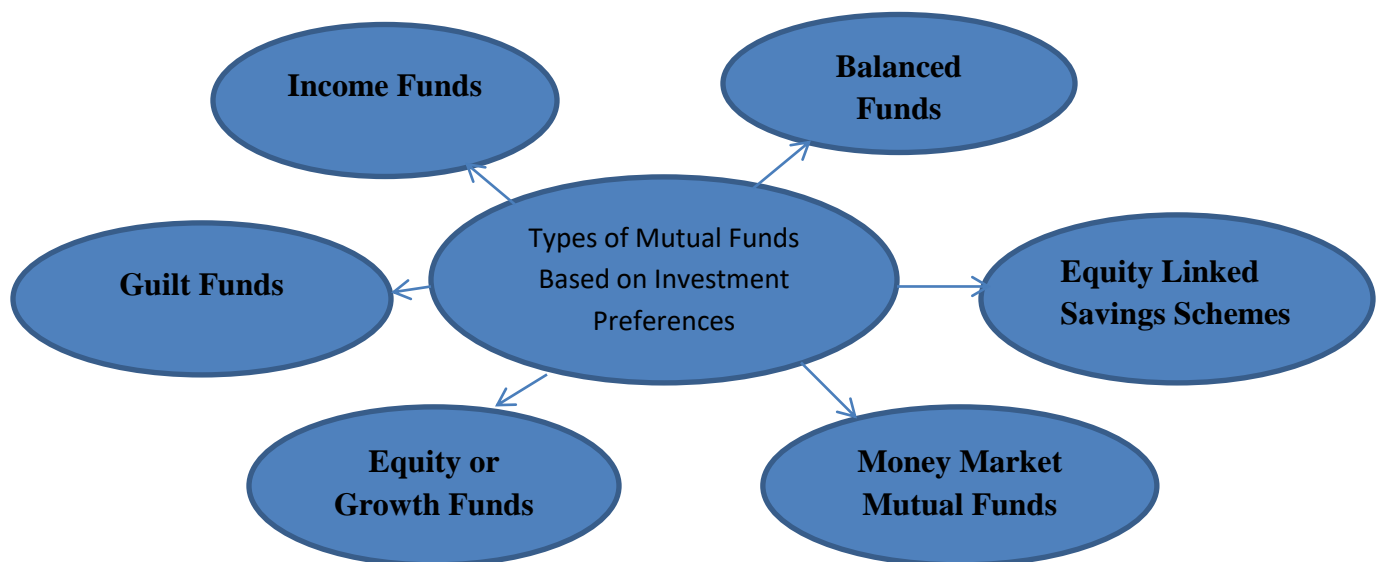
*****Mrs. Rina Khanum** Faculty Member, Institute of Management Studies and Research, Jnanasahyadri, Kuvempu University, Shankaraghatta, Ph.: 7090089342, e-mail rinakhanum1993@gmail.com

1. Introduction:

Mutual Fund Industry showed the satisfactory growth over the past decade. Mutual Fund defined as an institutional investment vehicle through which customers pool their monetary resources towards the common objectives to spread the risk and to ensure steady return. After investing in mutual fund schemes, the investor need not bother about anything because mutual fund is a professionally managed investment option and also having the professional fund management teams that takes the responsibility of investing in stocks and shares after due analysis and research. Mutual fund is a generic term for various types of investment vehicles such as growth option, index funds, tax saving schemes, open-ended investment etc. At Present, there are 42 mutual funds players with several schemes and different options working in competitive market.

1.2 Figure Showing Types of Mutual Funds Schemes in India (Based on Investment)

Mutual Fund schemes are classified into following categories based on the investment preferences which are shown in the following figure.



2. Review of Earlier Work:

Mr. Deepak Agarwal (2011) in his study on '**Mutual Funds in India**' have analyzed that mutual fund contributions to globalization of financial markets and is one among the main sources for capital formation in emerging economics. He analyzed the pricing mechanism of Indian Mutual fund industry in both the fund- manager and fund investor levels. In addition to the growth of mutual fund industry the study also analyzed the investor's choices of different Mutual Fund schemes for investment. Finally the study concluded that most of the people who have their investments in mutual fund schemes are considers the factors like risk, returns and also liquidity.

Ravi Vyas and Suresh Chandra Month (2012) in their study on '**Perception and Behavior of Mutual Fund Investors in Madhya Pradesh**' have highlighted that it is necessary to the mutual fund investors to develop the habit of increasing their savings regularly and to invest regularly in mutual funds so that their little savings can also grow in to big returns. And researcher have also suggested that today's investment market is very volatile in nature therefore the fund manager should collect all possible information before making an investment. A careful and reasonable diversification of investment in Mutual fund should be done on the investor's part to balance the risk involved in Investment.

Dr. S M Taqriq Zafar, Dr. D.S Chaubey, Syed Imran Nawa Ali (2018), in his study on '**A Study on Indian mutual funds equity diversified growth schemes and their performance evaluation**' discussed that Indian mutual fund industry experienced tremendous growth with passing time and it is supported by increasing foreign participation. Also study identified that Mutual funds is a unique instrument especially for the beginners and also it will be a best tool for investment in future because of its unique advantages like professional management, diversification, economies of scale, liquidity etc.,

Edvin J Elton, Martin J Gruber and Christopher R Blake, (1996) in their study on '**The persistence of risk adjusted Mutual fund performance**' have investigated that for the

predictability of growth and performance of mutual funds, fund managers are using risk adjusted returns methods which focuses on modern portfolio theory techniques. Further upcoming risk of mutual funds can also identified by this. Finally the study concluded that on the basis of present performance of mutual funds schemes the future performance and risk can be ascertained, successful funds do not increase their fees composed to less successful funds.

Nicolas P B Bollen (2006), in their study on ‘**Mutual fund attributes and investors behavior**’ proved that investors are very dynamic and sensitive and emotional towards socially responsible funds than conventional. The study also focused on Risk exploration and volatility of monthly flows is also taken into consideration. Finally the study concluded that the investors give much preference to SR funds as they appear to derive utility from being exposed to SR Attribute and SR funds derive positive results.

3. Need for the study

The present study is found to be significant as it has been observed that from the past 16 years the schemes of Mutual funds was preferred among investors and this study is an attempt to evaluate the significance of these schemes in generating positive net investment on their returns. Further the study proved the present status of the schemes in the minds of investors as a potential avenue for investment

4. Objectives of the Study

1. To analyze the growth and development of Mutual Fund industry and its schemes in India.
2. To know the various factors that may affect selection of mutual fund schemes among the investors.
3. To study the relationship between AUM and the investors preference of different schemes of mutual fund schemes in India.

4. Hypothesis tested

H₀: There is no significant relationship between Asset under Management and investors preference in different schemes of Mutual Fund

H₁: There is a significant relationship between Asset under Management and investors preference in different schemes of Mutual Fund

5. Research Design:

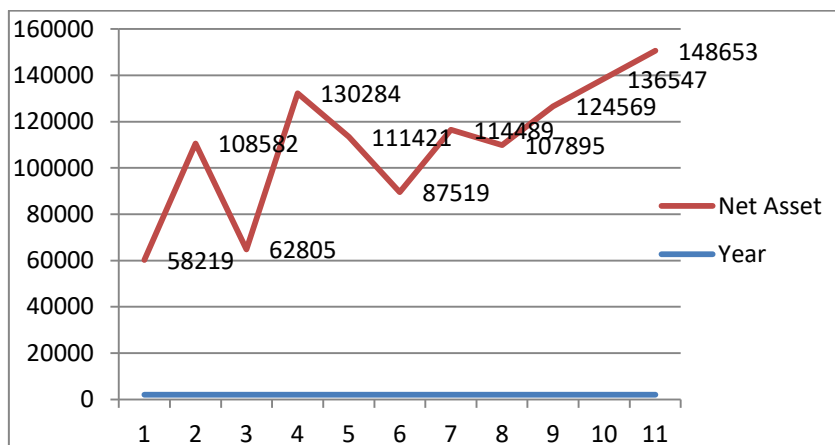
The study is analytical in nature. The scope of the present study is confined to the growth and development of mutual fund schemes under investment preferences in India. The required primary data is collected from 200 investors of different types like Government employees, Private Employees, Self-employed, House wives and students of different income groups in Bangalore City, convenience sampling technique is adopted to collect the required data. Secondary data for the study is collected through published sources like Journals, Books and e-sources. Moreover to analyze the descriptive data simple frequency and percentage methods are used further to prove the set hypothesis Rank Co-relation and t-test has been used.

6. Results and Discussions

Results and discussions are made on the basis of primary and secondary data which have been collected from various sources. And those data are presented in the following tables followed by analysis and interpretation.

Table and Chart: 6.1 Growth of Total Net Assets of Mutual Funds in India

Sl.No	Year	Net Asset
1	2006	58219
2	2007	108582
3	2008	62805
4	2009	130284
5	2010	111421
6	2011	87519
7	2012	114489
8	2013	107895
9	2014	124569
10	2015	136547
11	2016	148653



Source: Investment Company Institute Facts and figures

Interpretation: From the above table and chart 6.1 it can be observed that total net assets of mutual funds in India is increasing year by year till 2010. In the year 2011 it is quite decreased. But after that from the year 2012 total assets of mutual funds are increasing year by year. This is because of many reasons like growth opportunities, growing awareness in the minds of the investors, liquidity and diversified schemes. Moreover both public and private financial institutions are offering variety of schemes to the different income groups. But in the year 2011 the growth is reduced, global financial crunch was also one of the reasons for that. Further in order to analyze the growth potentials of mutual fund schemes, growth rate of different types of mutual funds are also analyzed in the following table followed by analysis.

Table 6.2: Share of different schemes in Asset under Management of the mutual fund industry in (crores) (Growth Rate)

Scheme Year	Income Funds	Balanced Funds	EISS	Money Market	Equity or Growth Funds	Guilt Funds
2001	48863 (54%)	19273 (21%)	2523 (03%)	4128 (4.5%)	13483 (15%)	2317 (2.5%)
2002	55788 (-55%)	16954 (17%)	1768 (1.7%)	8069 (8.2%)	13852 (14%)	4163 (4.1%)
2003	47564 (59.8%)	3141 (4%)	1228 (1.5%)	13734 (7.3%)	9887 (12.4%)	3910 (5%)
2004	62524 (45%)	4080 (03%)	1669 (1.2%)	41704 (29.8%)	23613 (17%)	6026 (0.4%)
2005	47605 (32%)	4867 (3%)	1727 (1%)	54068 (36%)	36757 (25%)	4576 (3%)
2006	60278 (26%)	7493 (3%)	6589 (3%)	61500 (27%)	92867 (40%)	3135 (1%)
2007	119322 (36%)	9110 (3%)	10211 (3%)	72006 (22%)	113386 (35%)	2257 (1%)
2008	220762 (44%)	16283 (3%)	16020 (3%)	89402 (17%)	156722 (31%)	2833 (1%)
2009	197343 (47%)	10629 (3%)	12427 (3%)	90594 (22%)	95817 (23%)	6413 (1.3%)
2010	311715 (-51%)	17246 (-3%)	24066 (-4%)	78094 (-13%)	174054 (-28%)	3395 (-1%)
2011	291975 (49%)	18445 (3%)	25569 (4%)	73666 (13%)	169754 (29%)	3409 (1%)

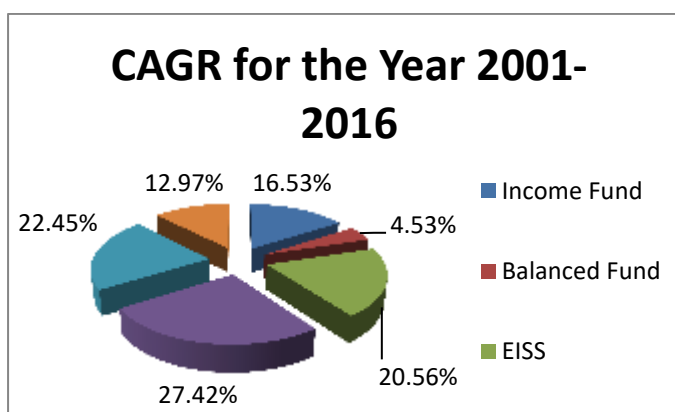
2012	290844 (-50%)	16261 (-3%)	23644 (-4%)	80354 (-14%)	158432 (27%)	3659 (0.62%)
2013	395985 (57%)	16307 (2%)	22731 (4%)	93392 (13%)	149777 (22%)	8074 (1.15%)
2014	460671 (-56%)	16793 (-2%)	22547 (-3%)	133280 (-16%)	165560 (-20%)	6115 (0.74%)
2015	515773 (48%)	26368 (2%)	39470 (4%)	162562 (15%)	305669 (28%)	14614 (1%)
2016	565459 (-46%)	39146 (-3%)	41696 (-4%)	199404 (-16%)	344707 (-28%)	16306 (-1%)
CAGR	16.53%	4.53%	20.56%	27.42%	22.45%	12.97%

Source: www.amfiindia.com (Data Relating to Every Year end March)

Interpretation: The above Table 6.2 highlights the share of different schemes in AUM of the mutual fund industry. Table indicates that over the years, income and growth oriented funds are the investor's first choice. The figures shows that the share of GILT Schemes (Debt Funds) in total AUM has decreased from 2003 to 2006 and the same time figures showed that growth funds (Equity Funds) enjoyed increased share in total AUM. But later on trend changed in favor of debt funds. Due to less risky nature of Debt funds, their growth was not bounded in comparison to Equity funds.

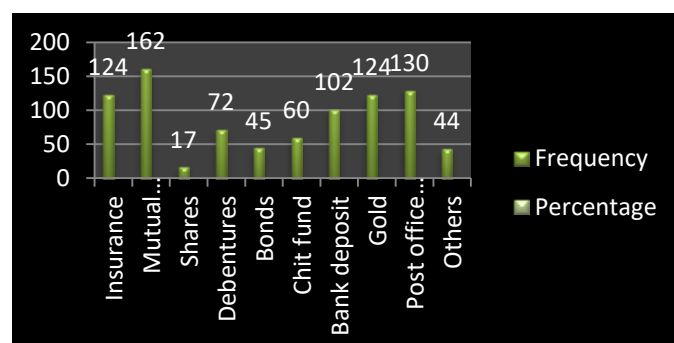
Table and Chart 6.3: Growth of CAGR of different schemes in Asset under Management of the mutual Industry under different schemes

Schemes	CAGR for the Year 2001-2016
Income Fund	16.53%
Balanced Fund	4.53%
EISS	20.56%
Money Market Funds	27.42%
Equity Funds	22.45%
Guilt Funds	12.97%



Interpretation: From the above table 6.3 it becomes obvious that the growth rate of capital asset gearing ratio of Money market mutual fund is very high (27.42%) when compared to other schemes and equity funds (22.45%) are also experienced tremendous growth followed by Equity linked savings schemes (20.56%). Remaining schemes are quite good in growth rate. This may be because the investors are ready to invest in these types of the schemes by taking high risk, whereas these funds can able to fetch high returns.

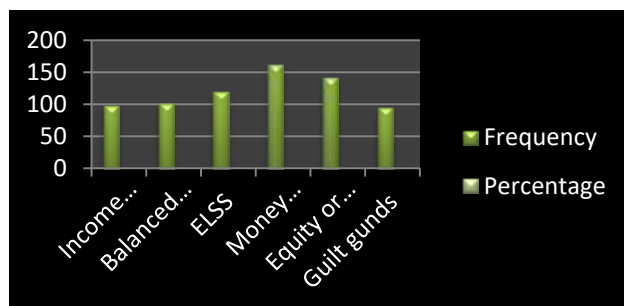
Table and Chart 6.4: Most preferred investment avenues by the respondents



Reference: Survey data

Interpretation: From the above table and chart 6.4 it can be observed that among the available investment avenues **81%** of the respondents prefer mutual funds for their investments, followed by bank deposits, insurance, gold and post office savings schemes. But shares, debentures and chit funds are preferred by very less investors in the study area. Moreover investors invest in different type of mutual fund schemes offered by public and private sector financial institutions. Most preferred types of mutual fund scheme by the investors is presented in the below table followed by the analysis.

Table and Chart 6.5: Most preferred Mutual Fund Schemes by the respondents



Investment avenues	Frequency	Percentage
Insurance	124	62%
Mutual Funds	162	81%
Shares	17	8.50%
Debentures	72	36%
Bonds	45	22.50%
Chit fund	60	30%
Bank deposit	102	51%
Gold	124	62%

Post office schemes	130	65%
Others	44	22%

Source: Survey data

Interpretation: From the above table and chart 6.5 it is interpreted that in the different schemes under mutual fund investment, 81% of the respondents prefer to invest in money market mutual funds as they can fetch high returns in long run, followed by Equity or growth funds and Equity linked savings schemes all other schemes are preferred by very less number of investors as they have less potential for growth and returns but less risk. The reasons behind these preferences are exhibited in the following table with analysis.

Table 6.6: Reasons for preferring available schemes of mutual funds

Reasons	Income Fund	Balanced Fund	ELSS	Money market mutual fund	Equity or growth funds	Guilt funds
Low risk	40	87	76	70	80	70
Liquidity	44	100	124	133	120	70
Low investment	17	23	23	73	43	67
High Returns	44	74	76	142	76	73
Safety	53	74	74	100	82	73

Source: Survey data

Interpretation: From the above table and chart 6.6 it is observed that investors prefer Money Market Mutual Funds for the reason of liquidity and high returns, they prefer equity or growth

funds liquidity safety and low risk, and they prefer ELSS for liquidity and high returns. All other type of funds is also preferred for the other reasons like low investment, safety and low risk.

Table 6.7: Asset under Management in different type of schemes of Mutual Funds and investors preferences

Mutual Fund Schemes	CAGR from the year 2001 to 2016		Investors preference	
	Percentage	Rank	Percentage	Rank
Income Fund	16.53	4	48%	5
Balanced Fund	4.53	6	46%	4
ELSS	20.56	3	60%	3
Money market mutual fund	27.42	1	81%	1
Equity or growth fund	22.45	2	71.50%	2
Guilt Funds	12.97	5	47%	6
Spearman's Rank Co-relation				0.83

From the above table 6.7 it can be concluded that

01. Most (81%) of the respondents have their investment in Money market Mutual Fund at the same time if the CAGR is considered there also 27.42% of the Asset under management is for this schemes only.
02. 71.50% of the respondents have their investment in Equity or growth funds and the Asset under Management is 22.45%.
03. 60% of the respondents have their investment in ELSS and 20.56% of the Asset under Management is in this scheme.
04. The reason behind this is the above schemes have growth opportunities, High returns and also liquidity.

05. Finally Rank Correlation says that there is a positive correlation between Asset under Management in different schemes of mutual funds and investor's preference.

With an objective to further prove these arguments and test the following hypothesis Rank Correlation and t- test is used;

H₀ = There is an insignificant relationship between Asset under Management and investors preference in different schemes of Mutual Fund

H₁ = There is a significant relationship between Asset under Management and investors preference in different schemes of Mutual Fund

$$\text{Test Statistic: } t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Tested at 5% significance level the degrees of freedom is (n-1) = (6-1) = 5.

For 5 def. the table value is 0.73

Between the Ranking for CAGR from 2001 to 2016 for Asset under Management in different schemes of Mutual funds and Investors preference.	$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$ $t = \frac{0.83\sqrt{6-2}}{\sqrt{1-(0.81)^2}}$ $t = 2.98$ $t_{0.05} = 0.73$
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From the above calculations it is clear that the table value is less than the calculated value. Hence the null hypothesis stands rejected and alternate hypothesis is accepted. Therefore it can be concluded that there is a significant relationship between Asset under Management and investors preference in different schemes of Mutual Fund

7. Conclusion:

The Indian mutual fund industry has come a long way since its inception in 1963. The industry has witnessed satisfactory growth from all the parameters like number of fund houses, fund mobilized, assets under management etc. The fund industry in the beginning consisted of UTI mutual fund only, but today the industry is widened to all the three sectors viz. public sector, private sector and foreign fund houses. Moreover the mutual fund industry has recorded significant progress on all fronts. Presently the investors are preferred to invest in various types of mutual fund schemes by considering its growth potentials and other benefits like liquidity, returns and safety. The present study proved that the investors prefer Money Market Mutual funds and Equity Funds, because they feel that these schemes are potential to fulfill the needs like high returns and also liquidity. This can be considered as supportive to the secondary data, since the analysis of secondary data says that AUM is more under these two schemes. Hence it is concluded that though the Mutual Fund industry is having more growth opportunities yet it has not been able to utilize its potential fully under all the schemes. Therefor to overcome from this challenge the Fund Manager need to concentrate on fulfilling the needs and requirements of the investors under all the schemes. However in order to utilize the full potential of the industry the people need to educate about the schemes offered by different companies and their growth and benefit opportunities. The study also evident that from past 16 years AUM in the Mutual Funds under different schemes are increasing that is a positive sign and suggested to small investors to invest in MF's.

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An overview of FCCBs – A special bond issued by Indian corporate sector

Sayyad Ameen Ahammad

Research Scholar

Department of Business Administration
Mangalore University, Mangalagangothri

DK, Karnataka, India -574199

Email id – sameenvittal@gmail.com

Mob-+918722684139

Dr. T. Mallikarjunappa,

Professor

Department of Business Administration
Mangalore University, Mangalagangothri

DK, Karnataka, India -574199

Email id - tmmallik@yahoo.com

ABSTRACT

Foreign Currency Convertible Bonds (FCCBs) are the special version of the convertible bonds which are required to be issued in accordance with the scheme viz., "Issue of Foreign Currency Convertible Bonds and Ordinary Shares (Through Depositary Receipt Mechanism) Scheme, 1993". FCCBs stand unique compare to ordinary convertible bonds because it is to be issued in foreign currency and subscribed by the foreign investors. Indian corporate sector have obtained approval for 317 FCCBs issues from the Reserve Bank of India during 2004 to 2018 Using the data of approval and issue of FCCBs by the Indian corporate sector, this study analyzed the FCCBs issue and approval trend, industry and product classification of FCCBs issuers, maturity period, amount of issue, Route of issue, currency of issue, coupon rate, present status of FCCBs and issuer listing status. Overall this paper is an attempt to present an overall picture of the FCCBs issued by the Indian corporate sector.

Keywords- FCCBs, Maturity period, Coupon rate, Route

Introduction

From the context of Indian corporate sector tapping the debt source for capital from the international market has long history. Even before the liberalization Indian companies used to access the foreign markets for the capital. Reliance industries Ltd was the first company to issue Yankee bond in 1996 and in the year 1997 the reliance Industries Ltd attracted the attention of corporate world by issuing a Yankee bond of \$100 million with 100-years of maturity period. Even in the case of Eurobonds, the Indian companies accessed the foreign market even before the liberalization. The Industrial Development Bank of India (IDBI) had issued euro bond in February 1986 followed by the ONGC (1987) and SBI (1988) etc. Interesting point which was observed regarding euro bonds issues is the bonds which were issued before the liberalization was by the government (public) sector firms with the fixed coupon, fixed maturity period and there was no conversion option attached with the bond. Non-availability of conversion option was not because of the non-willingness of Indian firms or the investors but it was due to the fact that till 1990 there was no ADRs/GDRs Issue by the Indian firms. Therefore, without ADRs/GDRs the overseas investors were not ready to convert the bonds to the equity share of Indian firms as Indian capital market was perceived as the complex setup. But after liberalization i.e. 1992, the corporate sector of India has tapped the Eurobond market by introducing convertible option and altering fixed coupon system. This euro issue was called as foreign currency convertible Eurobonds (FCCBs). These FCCBs were either to be converted to domestic shares or to GDRs/ADRs.

The Foreign Currency Convertible Bonds (FCCBs) is a bond which is issued by an Indian company in foreign market to be subscribed by the foreign investor and the principal, interest and redemption premium related to the FCCBs is also payable in foreign currency. Further, the bonds are required to be issued in accordance with the scheme viz., "Issue of Foreign Currency Convertible Bonds and Ordinary Shares (Through Depositary Receipt Mechanism) Scheme, 1993", and subscribed by a non-resident in foreign currency and convertible into ordinary shares of the issuing company in any manner, either in whole, or in part, on the basis of any equity

related warrants attached to debt instruments. Borrowers can raise FCCB from internationally recognized sources, such as (a) international banks, (b) international capital markets, (c) multilateral financial institutions (such as IFC, ADB, CDC, etc.) / regional financial institutions and Government owned development financial institutions, (d) export credit agencies, (e) suppliers of equipment's, (f) foreign collaborators and (g) foreign equity holders [other than erstwhile Overseas Corporate Bodies (OCBs)].

Literature Review

The studies related to the FCCBs is not familiar in the literature as very few studies have been carried in this area, even in the available literature the theoretical research and law related research holds major portion. **Salvus Capital Advisors PVT. LTD (2011)** in their research report discussed various aspects of FCCBs issued by the Indian firms such as Regulations, Parking of Proceeds, Translational Losses and Major Issues etc. **Malviya (2012)** analyzed the role of Foreign Currency Convertible Bonds (FCCBs), its nature, problems and relevant current issues with respect to foreign investment in India. Similarly **Ekta (2012)** examined some fundamental concepts related to Foreign Currency Convertible Bonds like its nature, regulatory mechanism, tax treatment, advantages and disadvantages. **Nath (2012)** discussed about the foreign currency convertible bonds with regard to redemption and buyback and Restructuring of FCCBs. The above studies discussed FCCBs from the theoretical and conceptual view point.

In one of the study by **Venkataiah (2009)** FCCBs is identified as one of innovative funding tool of Indian corporate sector. Analysis of the study shows that FCCB accounts for 79.60% of the other sources of finance in Pharmaceutical sector, 40.53% in Automobiles and 0.78% in IT sector. As contribution to empirical research in FCCBs area the **Rastogi et al (2012)** analyzed the impact volatility of the stock market and weak rupee on the Foreign Currency Convertible Bond nearing maturity of Indian companies during 2008 to 2012. Further **Singh et al (2013)** examined FCCBs issued by the Indian companies and noted that 65% of the total value of FCCBs which were issued during 2002-12 was converted by investors before maturity. Study

also observed low conversions (about 6% of total conversions) in the first one year. About 83% of the total conversions occur in the second year. Conversions in third and fourth year were about 5% each of the total conversions. The fifth year accounts of the balance of about 1% of total conversions.

Rationale of the study

From the review of literature it's clear that majority of the study on FCCBs are only theoretical in nature. Even though Rastogi et al (2012) and Singh et al (2013) contributed empirical studies in the area of FCCB redemption and conversion, these studies have not provided complete picture of the FCCBs issued by the Indian corporate sector. Therefore in order to facilitate the complete picture of FCCB issued by the Indian corporate sector this study is undertaken.

Objectives of the study

- To analyze the trend of FCCBs approved by the Reserve bank of India.
- To analyze the industry classification and product classification of FCCB issuers.
- To identify and analyses the purpose, currency, route of FCCBs issued by the Indian corporate sector.
- To analyze the active FCCBs out of the total FCCBs issued by the Indian corporate sector.

Methodology

This study is purely based on the secondary data. The data related to the RBI approval of FCCB issue by the Indian corporate sector obtained from **CMIE PROWESS DATABASE and RBI DATABASE** for the year 2004 to 2018 During the period total 211 companies have been taken approval from the RBI which account for 317 FCCB issues. The data related to the actual issue of the FCCBs and active FCCBs were obtained from the **THOMSON REUTERS EIKON DATABASE**. There were 255 FCCBs issues according to the database. The data related to

industry classification, product classification and share market reading and current status are obtained from the CMIE **PROWESS DATABASE**. Trend analysis, percentage and descriptive statistics are employed in this study in order to address the objectives drawn.

Analysis and Discussion

1. FCCBs issues(Approval) trend

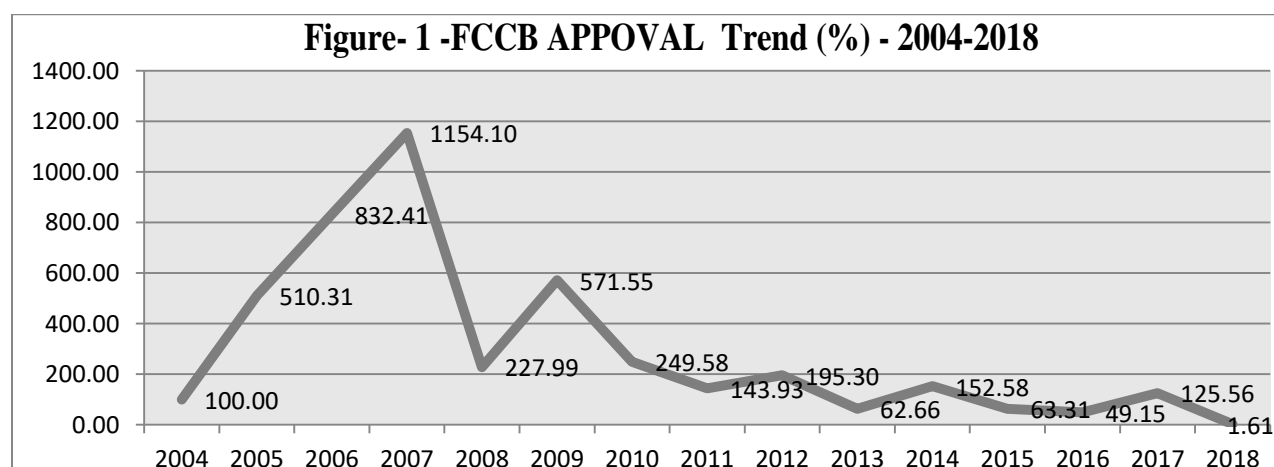
Since the liberalization, the Indian corporate sector actively utilizing the foreign currency convertible bonds for the fund raising purpose. The companies such as Essar Gujarat ,Reliance Industries , Jindal Strips ,SC Sterlite industries, Bharat Forge ,TISCO, ICICI, Ballarpur Industries. SPIC Mahindra & Mahindra, Reliance Petroleum Limited, Global Tele-systems, IPCL, GACL etc. have accessed the foreign market through FCCB during the period of 1993-2003. The FCCB market grew at a spectacular pace from 2004 through 2009; there is a valid reason for popularity of FCCBs during this period, Indian stock market was booming and macro-economic factors promised optimistic future to Indian corporate sector. Most of the companies, which accessed fund through FCCB issue didn't foresee the scenario of paying back the loans. All had assumption that bond holders will opt for the conversion by seeing the better market price than the conversion price (Anupuma -2013). As per the analysis during 2004-2009 US \$ 22114.64 million was the size of FCCBs which was approved by the Reserve Bank of India (RBI), After that it has slowed down and gone into fall mode, it was because of the bearish run of the Indian stock market which resulted in many defaults due to the non-conversion of FCCBs. Overall, considering both up and downs the RBI approved US \$ 28910.26 million FCCBs during the period January 2004 to march 2018.

Table- 1 FCCB approved by RBI (2004 to 2018)

FCCBs APPROVED	
Year	(US\$- Million)

2004	651.125
2005	3322.79
2006	5420.06
2007	7514.66
2008	1484.5
2009	3721.50
2010	1625.06
2011	937.16
2012	1271.65
2013	408
2014	993.48
2015	412.2
2016	320.00
2017	817.58
2018	10.5

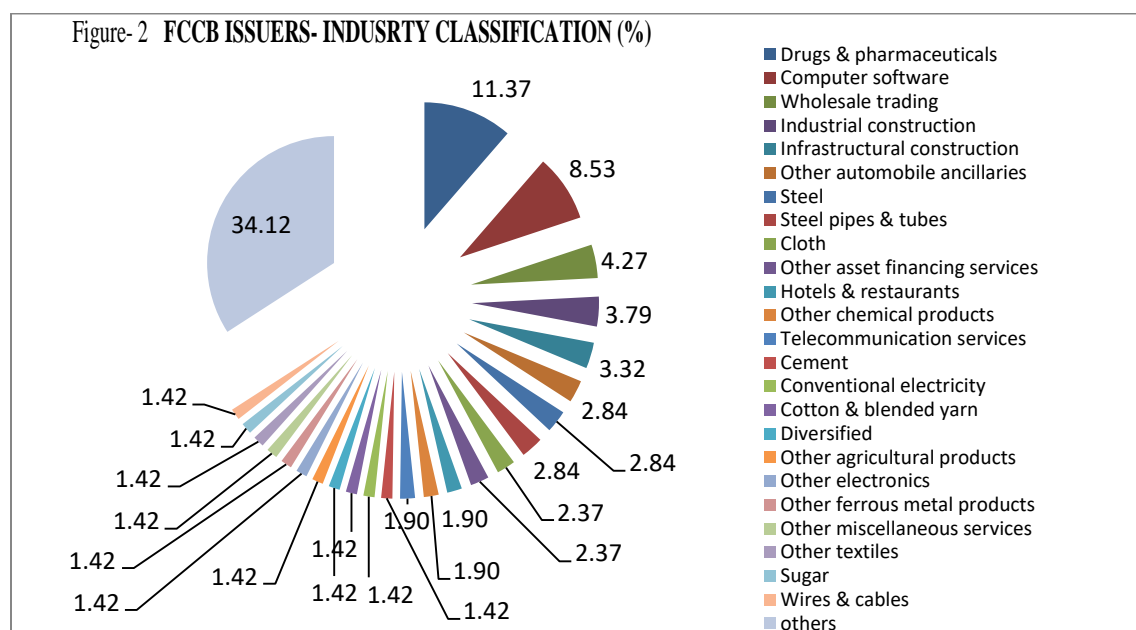
Source: Authors' calculations based on CMIE PROWESS data



Source: Authors' calculations based on CMIE PROWESS data (Base year -2004)

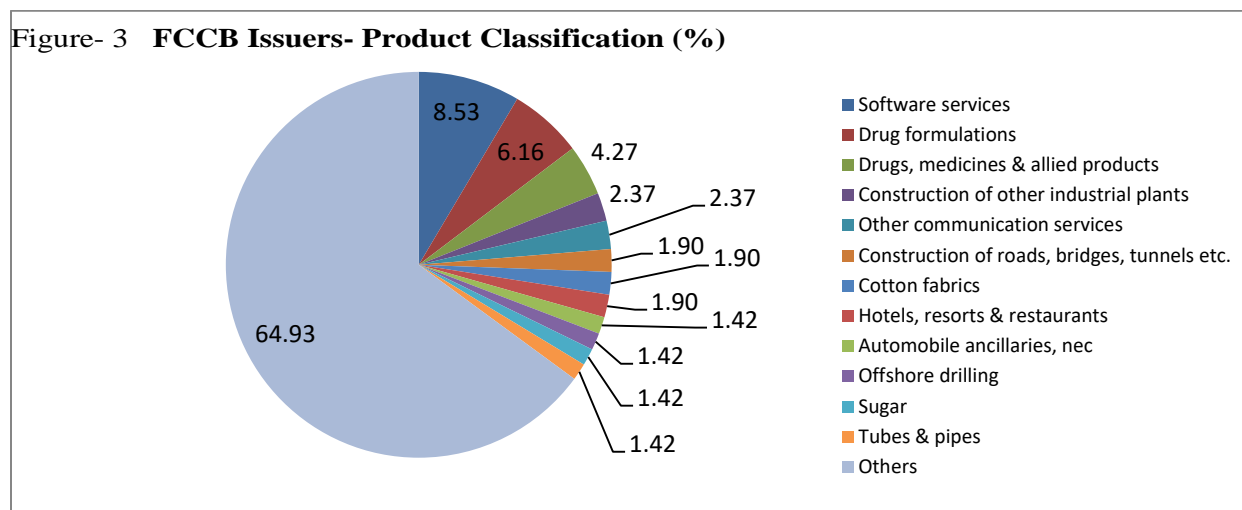
2. FCCBs Issuers – Industry And Product Classification

From the Indian corporate sector around 211 companies issued foreign currency bonds. 24 companies from the Drugs & pharmaceuticals industries issued FCCBs followed by 18 from computer software industry, 9 from wholesale industry, 8 from industrial construction, 7 from infrastructural construction industries and so on. The industrial classification of FCCBs is well diversified as many companies accessed the international fund through FCCBs which belongs to different industrial groups. The detailed classification is represented in the below given figure- 2.



Source: Authors' calculations based on CMIE PROWESS data

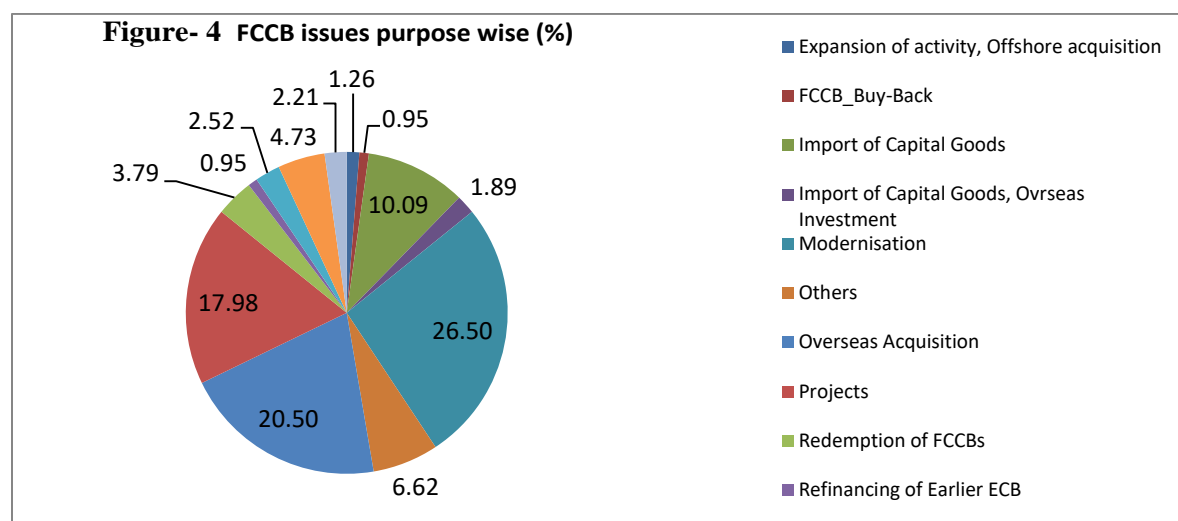
In the product classification the software services represents 8.53% of total issuers followed by the drug formulation, drug, medicine and allied products etc. majority of the products and services is grouped as others categories as it represented unique product and service features . The below figure- 3 shows the percentage wise classification of FCCB issuers on the basis of product and services



Source: Authors' calculations based on CMIE PROWESS data

3. Purpose of FCCB issues

The purpose of the issue in the case FCCBs is very important aspect from the regulatory point of view. Even the reserve bank of India is very keen about the purpose for which FCCBs is issued in order to ensure the healthy economic system in the country. Analysis shows that around 26.50% FCCB issues approval given by the RBI to the Indian corporate sector was for the modernization purpose. 20.50% issue was for overseas acquisition, 17.98% issues were for the projects. Even for the repayment and buyback of FCCBs new FCCBs were issued by the Indian corporate sector. The below fig- 4 presents the purpose wise classification of the FCCBs approved by the RBI.



Source: Authors' calculations based on CMIE PROWESS data

4. Amount and Maturity period of FCCB issues.

Out of the total 317 approved FCCB issues the highest amount approved by the RBI under the approval route was \$1000 million which was for the Tata Steel Ltd during 2009 (only approved actual issue was not by the company), the mean amount approved by the RBI for FCCB issue is US \$ 91.20 million and median, mode of the amount approved is \$ 50 million. Genus Power Infrastructures Ltd. was the company which had taken the approval for the lowest amount i.e. \$ 2.5 million in the year 2006. The maturity period of the FCCBs which was approved by the RBI has the median period of 60 weeks i.e. 5 years duration. G M R Infrastructure Ltd. is the one which have issued the FCCB with longest duration of 60 years. The descriptive statistics of the both amount and duration is presented in the tables below.

Table- 2&3 Descriptive statistics FCCBs Amount and Maturity

<i>FCCB Approved Amount(US \$) - million</i>

Mean	91.20
Median	50
Mode	50
Range	997.5
Minimum	2.5
Maximum	1000
Sum	28910.26

<i>Approved FCCBs Maturity(in Months)</i>	
Mean	63.87
Median	60
Mode	60
Range	684
Minimum	36
Maximum	720

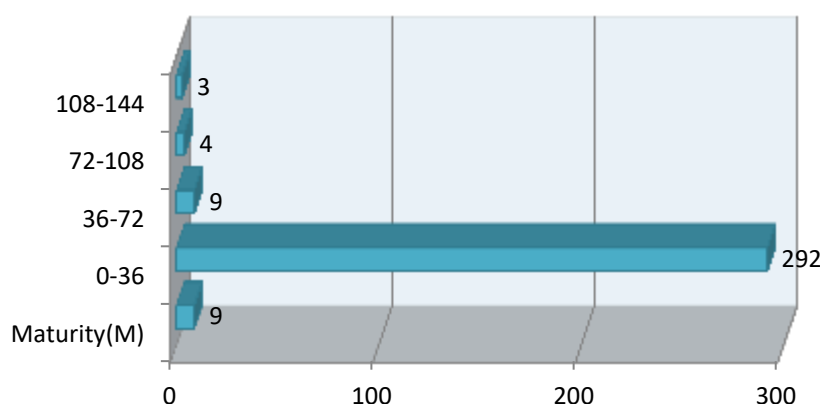
Source: Authors' calculations based CMIE PROWESS data

The numbers of approved FCCBs issues on different maturity period were also analyzed in this study. The available issues were grouped in 3 years group (month-wise), the 36 months to 72 months interval has the maximum number of FCCB issue approval i.e. 292 issues. As discussed above the maximum issues were with 5 years maturity followed by the 3 years maturity. The Below table -4 and Figure -5 graphically presents the FCCB issues on different maturity period.

Table- 4 FCCB issued maturity wise

Maturity(M)	FCCB APPROVED (NUMBERS)
0-36	9
36-72	292
72-108	9
108-144	4
144 & ABOVE	3

Figure- 5 FCCB issues maturity wise



Source: Authors' calculations based on CMIE PROWESS data

5. Route of issue

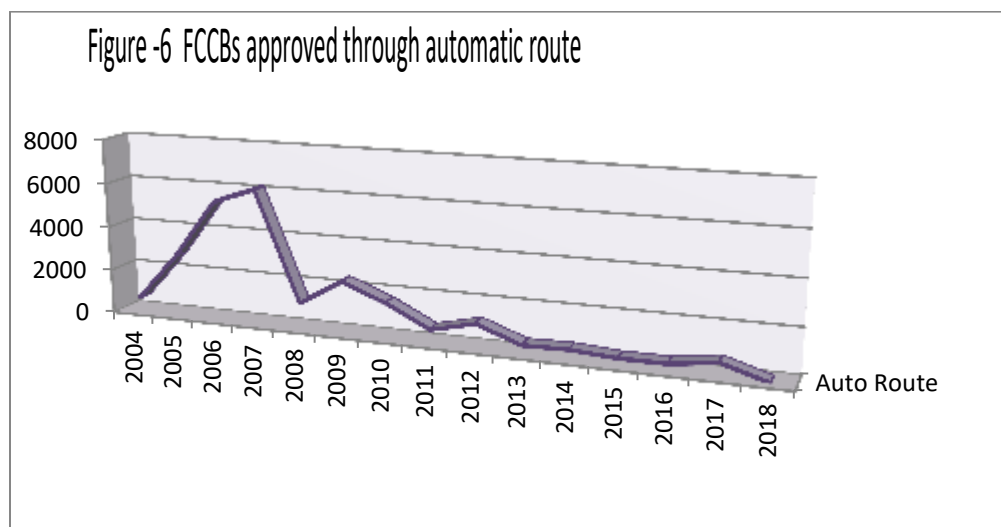
The Regulation of the FCCB issues clearly says that, borrowing funds through FCCB issue can be accessed through two routes, viz., the Automatic Route and Approval Route. The maximum of FCCB issues approval was under the automatic route as only few companies had borrowed the amount more than the US \$ 500 million. The below table shows the year-wise FCCB approval under the automatic and approval route.

Table- 5 FCCB approved by RBI – Automatic route and Approval route

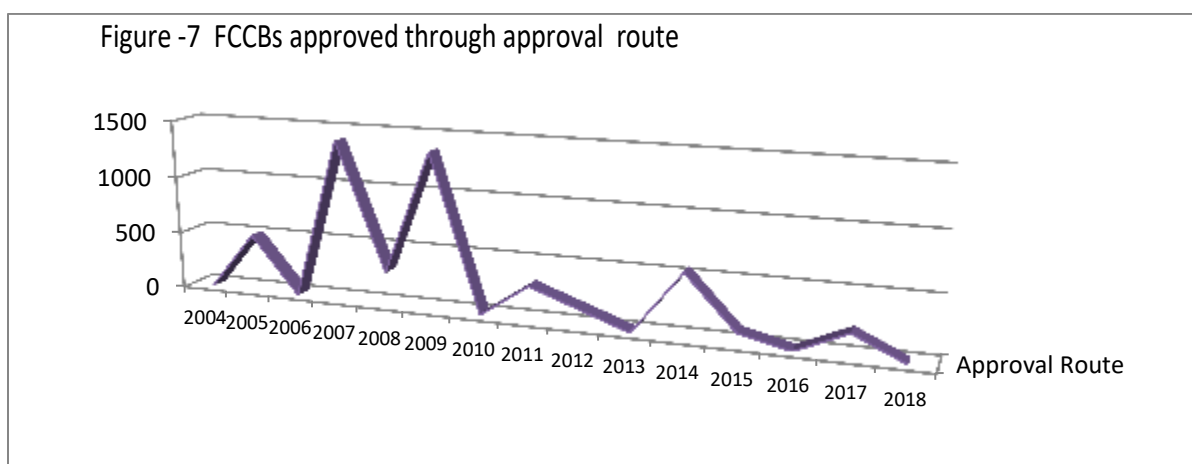
Year	Total FCCBs	Auto Route	Approval Route
2004	651.125	651.125	0
2005	3322.79	2822.79	500
2006	5420.06	5420.06	0
2007	7514.66	6115.27	1399.39
2008	1484.5	1191.5	293

2009	3721.50	2360.5	1361.00
2010	1625.06	1617.52	7.54
2011	937.16	637.26	299.90
2012	1271.65	1121.65	150.00
2013	408	408	0
2014	993.48	446.56	546.92
2015	412.2	315	97.2
2016	320.00	320.00	0.00
2017	817.58	620.34	197.24
2018(till March)	10.5	10.50	0.00

Source: Authors' calculations based on CMIE PROWESS data



Source: Authors' calculations based on CMIE PROWESS data



Source: Authors' calculations based on CMIE PROWESS data

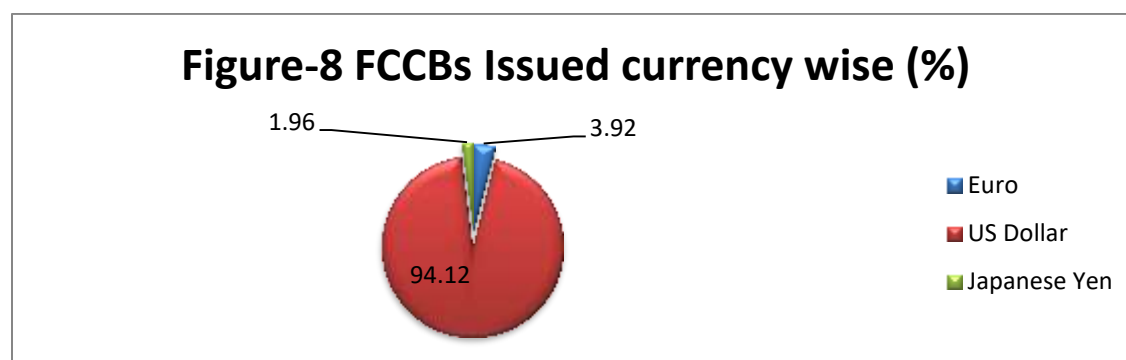
6. Currency of Issue

The analysis shows that the Indian corporate sector accessed the foreign market for the fund in three different currencies that is USD, EURO and YEN. The USD stood as the major currency in which Indian corporate sector have issued the FCCBs, The percentage wise classification is presented below in the table 4 and figure 7.

Table- 6 FCCB issued– Currency-wise

currency	FCCBs Issued (%)
Euro	3.92
Japanese Yen	1.96
US Dollar	94.12

Source: Authors' calculations based on Thomson Reuters Nikon data



Source: Authors' calculations based on Thomson Reuters Eikon data

FCCBs issue coupon wise

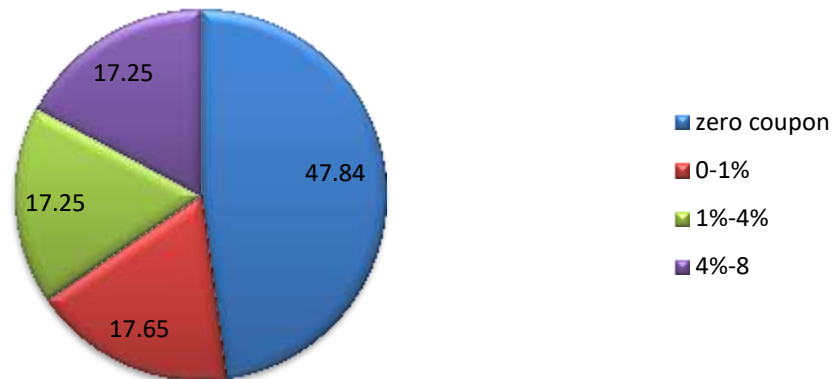
One attractive point from the corporate point of view with regard to the foreign currency convertible bond is its coupon rate. The analysis shows that majority of the FCCBs issued by the Indian corporate sector is of zero coupon. The detailed coupon wise issue is presented below

Table- 7 FCCB issued– Coupon-wise

Coupon (%)	FCCB issues coupon wise (%)
zero coupon	47.84
0-1%	17.65
1%-4%	17.25
4%-8%	17.25

Source: Authors' calculations based on Thomson Reuters Eikon data

Figure-9 FCCB issues coupon wise (%)



Source: Authors' calculations based on Thomson Reuters Eikon data

7. FCCB Issuer stock listing and current status

The listing of FCCB issuer has a very long history. The Tata Power Co. Ltd. for example is one of the FCCB issuer which traded on BSE for the first time in the year 1905 (17/04/1905), followed by Tata steel on 22-04-1905. All the issuer were either listed in BSE or NSE (or both) during the issue as the FCCB are to be converted to the ordinary shares of the company and the conversion price to be decided on the basis of market price of the share. Analysis shows that out of 211 companies which issued FCCBs 32 and 29 companies delisted from the NSE and BSE respectively.

8. Active FCCBs

The issued FCCBs from the year 1993 to 2018 by the Indian corporate sector in different maturity period have been settled either through conversions or buyback or Full redemption or discounted redemption. In few cases due to non-conversion of FCCBs

some the companies end up with default and facing legal cases in different courts. As per the analysis till the end of March 2018, 38 FCCBs issues are still active. In the active FCCBs 17 companies still have not reached to the maturity period in which the 3i InfoTech ltd is has 6 years to expiry i.e. 31-03-2025. Around 21 FCCBs issue are already crossed their maturity period. The FCCBs which still active after the maturity period is due to the default and alternative settlement agreements.

Summary and Conclusion

The study attempt to present the foreign currency convertible bonds issued by the Indian corporate sector at a glance. As per the RBI database and CMIE Prowess database there was 317 FCCBs issue approvals. The pharmaceuticals and software industries are the top among industry wise classification of the FCCBs issuers. Majority of the FCCBs were issued for the modernization purpose and most of the companies borrowed US \$ 50 million through FCCBs issues. In the case maturity period of FCCBs 5 year's maturity and in currency of issue the USD were observed many times in overall issues. Out of the 211 issuers of the FCCBs currently 32 and 29 companies delisted from the NSE and BSE respectively and out of total issue of 1993-2018 the 38 FCCBs are still outstanding in which 21 FCCBs have matured already.

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Farmer's insight towards marketing of Agriculture products

Dr. Vijayakumar A B

Director and Professor

P G Department of Commerce and Management

Seshadripuram First Grade College, Bangalore- 64

Email: vkumarah@gmail.com

ABSTRACT

Majority of the families in India opted agriculture is the preferred profession/employment for living, but today's farmer facing numerous issues and challenges. One of the major issue of agriculture is failed to estimate or fixation of prices for products due to illiteracy, failed estimate demand, lack of awareness about technology, failed to decide what to produce and when to produce, many farmers are seasonal growers, many are depending on monsoon, lack of utilisation of resources, water problems, lack of initiatives by governments and lack of awareness about government schemes, middlemen interference in sales etc.,. The main purpose of marketing information is to support in taking marketing decision and increase marketing efforts of farmers, but many farmers are failed to market their products at proper price. This study focussed on marketing issues of farmers and how Aadhar linking of crops and digitalisation of production details, area wise detail of producers, demand information, fixation of prices in highly transparent manner, warehousing facilities, transportation facilities are help to the farmers come out from all these issues. Government role is very high in find a solution for all these issues, for example maintain transparency in APMC transactions. This study selected 50 farmers from Dodaaballapura taluk and structured questionnaire is employed, simple statistical tools like percentile and one way ANOVA is used.

Keywords: Agriculture, marketing, crops etc.

Introduction:

Agriculture is the most traditional and heritage employment of the nation, 65% of the employment created. 18% of GDP contribution by the Agriculture sector. Majority of population of India lived in rural area and their employment is agriculture, many farmers are depending on monsoon for growing crops very less percentage of the farmers having irrigation facility. Government created many opportunities for marketing of agricultural products but those facilities covered by middlemen and agents. Many farmers are illiterate and not aware about technology, market analysis and prices. Farmers are depending on traditional method of production and which are decided by head of the family. Farmers should think about seasonal growing and small scale production of different crops. with agriculture farmers can run poultry farming, dairy farming and become the commercial farmer will them to come out from financial risk.

Review of Literature:

In recent year, there has been considerable research related to the agricultural marketing. These studies, however, mostly deal with problems, challenges and development of and the government initiatives towards agriculture marketing.

Vikramsorathi, Zakirlaliwala and Sanjay Chaudhary (2005) have suggested on their research paper a model act which is for implementation in all the APMC throughout India, they demonstrate web services based business process management system, developed to aid marketing of agricultural producer to execute a complete trading business process.

Ragendran and Karthikesan (2014) in their study found that in order to avoid isolation of small scale famers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuation, demand and supply concepts with are the core of economy.

K Nirmala Ravi Kumar (2014) in his book he has given detailed information about agriculture marketing in India. He discussed about the major problem involved in the practices of agricultural policies and strategies. Along with this, the role of government for agricultural development is also provided.

Research Gap:

After review of related research studies, researcher came to know that they are done their research on agricultural marketing and they focused on the problems, challenges and government initiatives involved on the agricultural marketing and they covered the Indian agricultural marketing issue and challenges. This study focused on the stability of price and the government role towards taking decisions towards stability in the agricultural products price, this study is covered only Doddaballapura regional area.

Statement of the Problem:

- Lack of transportation facilities, agricultural credit facilities, uniformity in grading and standardization, poor handling, packaging, market information.
- Presence of large number of middleman, lack of farmer's organisation, inadequate research on marketing of agriculture products.
- Lack of estimation of production, and update in agricultural marketing methodology and technology.
- Lack of ware housing and storage facilities
- Seasonal issues and prices.

Objectives of Study:

- To Study the Perception of farmers regarding traditions of Agriculture
- To Identify the major problems of agricultural marketing
- To Know the facilities available for agricultural production.
- To Give suggestions based on Findings

Scope of the Study:

The scope is quite complex and wide. It encompasses the various issues and challenges concerned with agricultural development, farming, agriculture marketing development, lack of technology implementation. The scope can be defined through the functions served by it in achieving the sustainable agricultural marketing development. This study is restricted to Doddaballapura, Karnataka.

Limitation of Study:

- Study is based on primary and secondary data, collected from farmers and secondary sources.
- Scope of the study is wider but sample size is limited to only 50 members and area covered Doddaballapura taluk only.
- The study is limited to 10days.

Research Methodology:

Data collection:

Primary data collected from farmers and APMC members through structured questionnaire..

Secondary data composed by internet, newspaper, magazines.

Samples size: samples size is 50 farmers are selected for the study, which includes both men and women farmers.

Sample method: Simple random sampling is used for data collection.

- Table showing analysis

Variables	Particulars	Percentage
Kind of Farmers	Subsistence farmer	25%
	Commercial farmer	25%
	Crop farmer	40%
	Dairy farmer	10%

Years of practicing agriculture	below 5years	5%
	6 -10years	30%
	11-15years	5%
	15years above	60%
Hector of land having	Below 1 hectore	20%
	3 hectors	50%
	5 hectors	20%
	Above 10 hectors	10%
How do you decide to growing crops?	Self-decide	45%
	Traditional	20%
	Market analysis	15%
	Demand of products	20%
Do you know about government schemes?	Yes	30%
	No	70%
How do you sell your crops?	Own selling	60%
	national selling	35%
	local selling	5%
Do you know about online marketing?	Yes	15%
	No	85%
What share of your production do you sell?	Every thing	30%
	Most of	30%
	half	25%
	Less than half	15%
Do you have warehouse facilities?	Yes	35%
	No	65%
Do you have transportation facilities?	Yes	35%
	No	65%
Do you have satisfaction with the agriculture?	Yes	40%
	No	60%
Through the middleman do	Yes	65%

you sell the goods?	No	35%
Do you take subsidies from the government?	Yes	55%
	No	45%
Loan facilities	Yes	69%
	No	31%
Awareness of present pricing of the goods	Yes	70%
	No	30%
Do you need any changes in agricultural marketing?	Yes	90%
	No	10%
Whether the only in agriculture is your source of income.	Yes	73%
	No	27%

Source: Survey Data

Majority of the respondents are crop farmers so many farmers are interested in crop farming only few are engage with Dairy farming.

Majority farmers are practicing agriculture from 15 years and more

Majority 50% of the farmers having 3 hectors of land and only 10% of farmer having above 10 hectors land.

From the above observed that the majority of the respondents are self -decide to growing crops and very few members follow market analysis to growing crops.

Above table status that 30%of farmers are aware of government schemes and 70% of farmers are unaware of farmers.

Only 35% of farmers sell crops by their own, 60% through local selling and only 5% national selling.

Only 15% of farmers are aware online marketing and remain they unaware about the online marketing.

30% of the farmers are sell their whole production and 15% of farmers sell production less than half.

In above table it shows that only 35%farmers have the warehouse facilities and remaining 65% are don't have warehouse facilities.

Table shows that 35% of the farmers have the transportation facilities and 65% did not have transportation facilities.

The above table shows that majority of the farmers 73% are depend on agriculture source and 27% are gain from other sources.

From the above table show that a majority 65% of farmers are sell their crops through middle man, only 35% of the farmers sell their crops without middlemen.

From the above table show that the 55% of the farmers are enjoyed subsidies from the government and 45% are not aware.

In the above table show that the 69% of the farmers are depending on loan and 31% they did not take loan.

The above table shows that the 70% of the farmers are have awareness about present pricing of the goods and 30% are did not aware about pricing.

Study highlights that most of the farmers wants change in the agriculture marketing.

The above table shows that the 40% farmers are satisfied with agriculture and 60% farmers are not satisfied.

Findings:

- Study analyse that the many farmers are not satisfied with agriculture because they did not have proper information about market condition they are growing crops without proper information and demand.
- This imbalanced the supply side and demand side in the market, causes for changes in price.
- Only few farmers follow market analysis for growing crops, majority are followed traditional way to grow.
- Many farmers are practicing olden and outdated technology for agriculture
- They are not updated to scientific and systematic methods of farm

Conclusion:

The agriculture sector is of vital importance for the region.it is undergoing a process of transition to market economy, with substantial changes in the social, legal, structural productive and supply setups. These changes have been accompanied by a decline in agriculture production for most states and have also affected to the national agriculture market.

The government has to take more initiative's in supporting farmers with providing proper information about crops growing and those crops has to the marketed directly with customer.

Suggestions:

- Using technology to record demand and supply of crops can help for deciding what to grow, when to grow and where to sell.
- Creation of one crop growing website in that farmers has to update crops with the identification of their aadhar number and also update their quantity of growing crops and place of the agriculture land, this helps the farmers to which crops are already grown and which crop has to be grown.

- Create website has to be linked with the customer aadhar or mobile phone this helps to direct selling.
- Farmer has to aware about government facilities provided to agricultural sector many farmers are not aware about those facilities

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Women Entrepreneurship – Problems and Prospects in Malnad Region

*Lakshmidivi.B.V

**Dr.K.R.Manjunath

Abstract

Malenadu a rich geographical landscape carries a rich potential for providing economic and social transformation; be it natural resources, geographical diversities, potential manpower etc. Essentially driven by rich resources carries landscapes which are suitable for more agricultural activities and is observed that a larger production of Areca nut and Coffee are reported in this region. It also carries a good infrastructure suitable for major business activities. Major part of its resources even to date are found to be underemployed either due to lack of focus or due to policies which are not so conducive for taking up economic activities; living these section of the economy isolated from opportunities for growth. The new language for economic or socio transformation in the system that can ensure optimal employment of resources is Entrepreneurship – “Self-Employment or Self - Empowerment”

Entrepreneurship is said to plays a major role for employment generation, reduction of regional imbalance and economic development of this region. “It is time for not only women empowerment but for women led development” - Shri Narendra Modi (Honorable PM GOI), where women would be part of the mainstream of Entrepreneurship. Women entrepreneurship is comparatively very less in this region despite the policy support given by the Government for development of Women Entrepreneurship – even when they are having access to education, information, betterment in social and economic status.

This research intends to make a comparative study of women entrepreneurship in this region with other parts of Karnataka. It also intends to study the scenario of women entrepreneurship nationally and globally. It further intends to study the causes for the region lagging behind in women entrepreneurship.

Key words: Malnad Region, Women Entrepreneurship, Economic development, Policy Framework

***Research Scholar, Department of Management Studies, Kuvempu University, Shankaraghatta - 577451, Shivamogga. bvlakshmigopi@gmail.com, m: 9740760061**

****Assistant Professor, Department of Management Studies, Kuvempu University, Shankaraghatta - 577451, Shivamogga. manjurajappa@gmail.com, m: 9480012101**

Introduction

Malenadu is a region of Karnataka which covers Belagavi, Shivamogga, Hassan, Chikkamangaluru, Kodagu and parts of Udupi, Dakshina Kannada and Uttara Kannada Districts. Arecanut and Coffee are major plantations of the region. Sagara, Sirsi, Yellapur, Sringeri, Koppa, Teerthahalli, Siddapura, Sakaleshpura, Moodugere, Balehonnur, Narasihmarajapura, Aldur are major business centres of the region. Chikkamangaluru, Madikeri and Somavarapete towns are situated in the coffee growing Region.

Entrepreneurship plays a major role for employment generation, reduction of regional imbalance and economic development of this region. As Sri Narendra Modi the Prime Minister of India has rightly said “It is time for not only women empowerment but for women led development”, the development of any region is possible when women also become the part of mainstream of Entrepreneurship. Though Women education is gaining importance and we see more and more women into higher education, Women entrepreneurship is comparatively very less in this region despite the policy support given by the government for development of women entrepreneurship

Problem Statement

India, a country with abundant natural and human resources provides a large scope for development of entrepreneurship. Malnad Region of Karnataka is one of the regions in India with abundance of such resources. Entrepreneurship being the need of the hour for providing sustainable economic growth also is the answer for many major problems such as unemployment, regional imbalance etc. Though lots of programmes and schemes have been brought into force by the Union and the State Government and many private partners and NGO's are actively participating in implementing the same the growth of entrepreneurship has not yet taken the required phase. Women who has play the role of major drivers of economy are not taking part in entrepreneurship at an expected rate. They being the major target of these programmes have not joined the mainstream of entrepreneurship at a considerable rate.

Purpose of Inquiry and Inquiry Questions

Women Entrepreneurship and women empowerment has become the need of the hour for inclusive growth and economic development of Malnad Region. But the number of women owned enterprises is low compared to other regions of Karnataka. This research intends to do a comparative study of the scenario of women entrepreneurship globally, nationally, in Karnataka and in Malnad Region. So the research questions are:

1. What is the global scenario of women entrepreneurship?
2. What is the national scenario of women entrepreneurship?
3. What is the scenario of women entrepreneurship in the state of Karnataka?
4. What is the scenario of women entrepreneurship in Malnad Region?
5. What are the schemes available from State and Central Government for development of women entrepreneurship?

Significance of the Inquiry

This conceptual paper is significant because it explores the scenario of women entrepreneurship at different levels and does a comparative study of the same. It also provides information on various schemes of government the awareness of which is low in rural areas and make recommendations for further research.

Limitations of the study

The study is limited by the factor that it is based on primary data along with secondary the data published by government sources. Another major limitation is that all the literature pertaining to the topic could not be studied due to limitation of time.

Analysis and discussion of literature

This sections studies various literature on women entrepreneurship and governmental efforts to enhance the same. The implications of the literature will be later summarised.

Literature Analysis

Women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown because of the adventurous spirits she possesses. (Medha, 1997). Women entrepreneurs represent a group of women who have been broken away from the beaten track of exploring new avenues of economic participation (Gopalan, 1981).

Gender inequality is now receiving greater attention. Women and children constitute 67% of Indian population. Women, better known as half of the humanity, have long been neglected in their role as beneficiaries in the process of development. Though they contribute 2/3rd of the world work hours earn only 1/3rd of the total income and own less than 1/10th of worlds resources (Indira and Rao, 2005). Women have to face problem under various circumstances solely and shoulder the increasing responsibilities. Emotional incompatibility with husband, in-laws and relatives, generation gap and gender discrimination create role conflicts even now and then and on every step of their career. In general educated women have internalized their roles and their resultant positions. They are ready to pay the price for the benefits of economic independence, equal status and position of self-respect. (Renuka Devi, 2005)

Women's economic empowerment is absolutely essential for raising their status in the society. Women's prime aspiration for independence motivated them to take up entrepreneurship. The significant interactions with rural and urban women and questioning them about their needs always elicited the same answer give us finance and we can do the rest and best (Renuka Devi, 2005)

The first National Convention of women entrepreneurs held in new Delhi in November, 1981 recommended to give more priority to women entrepreneurship particularly in allotment of lands, sanction of power supply, industrial licenses adequate .In 1986 the national policy of education highlighted the significance of education as a strategy for achieving a basic change in the life of a women (Sukumar 2005).

Think BIG Conference 2016

The world's largest women entrepreneur's conference "Think Big" held at Bangalore on 14th and 15th November 2016 addressed various issues regarding women in Business in current scenario. The conference was organised by Government of Karnataka in partnership with WE Connect International India and Think through consulting to promote women entrepreneurship in Karnataka. The summit was a platform for women entrepreneurs to learn from their peers, to showcase their business, to generate business leads, to interact with corporates. 2000 delegates from 19 states were able to interact and network with 54 companies and their procurement heads in the two days summit. The women entrepreneurs had the opportunity to interact with delegates from 15 different countries who shared their views. It was a unique platform wherein 300 industry leaders, 400 businesses and 35 top banks were brought together to develop a thriving business ecosystem. Women entrepreneurs from various business sector participated in the summit. The sectors included food processing ,handicrafts, IT consultants, electronics, waste management, manufacturing, financial consultants, web designing portal and websites, eco-friendly products, social enterprises ,fashion and grooming, wellness and healthcare etc. Many participants were from rural India which was unique by itself as access to rural women entrepreneurs to such summit is a rare phenomenon. The speakers were also from variety of sectors such as corporates, women associations, financing and consulting, social and development, government bodies and so on.

The hon. Chief Minister of Karnataka who inaugurated the summit announced key initiatives and assistance for women owned businesses including reimbursement of WE connect

certification charges for 3 years in a phased manner, development of 4 tech parks for women owned business. We display exhibition from women owned businesses was the highlight of the summit.

Many panel discussions were held in the conference. They were

1. Access to markets:

The panelists of the session included C.E.O's and procurement heads from various retail brands like Amazon, Shop clues, Nectar Fresh, Intel, IBM, Accenture, Walmart, Mother Earth. The session was moderated by WEConnect International. The session concluded by a core message that bringing all stakeholders in a meaningful manner is the only way to increase sourcing from women entrepreneurs.

The panelists stressed on three key areas women entrepreneurs have to concentrate onto reach bigger markets nationally or internationally. They are:

a. Competitiveness

b. Scalability

c. Traceability.

They stressed that the women owned business should be competitive both in terms of quality and costs, adhere strictly to the quality standards, and have product differentiation and value addition.

They also asked women owned businesses to be ready to meet the increase in demand .i.e. Scalability.

They emphasized on the need to comply by the existing laws and regulations and to do business in an ethical manner.

2. Access to Effective Entrepreneurial Ecosystem:

The panellists of this session were Mr. Pankaj Pande, {C.E.O Karnataka Industrial Board), Jennifer Daubenny, (Canadian Consul general), Ragini Choudary, (UK Aid), Clement Chauvet (UNDP), Jennie Griser (Walmart), Vandana Varma (IKEA Foundation) and Katrina Quehn (GIZ). The session was moderated by Mr. Anil Sinha (Chairman Think through Consulting).

The session concluded with the opinion that the greatest barrier to women was lack of information on services and opportunities. The recommendations of the panellists was multilateral and bilateral organisations with the corporate sector .Join hands to provide intensive high quality skill building and to provide training to women entrepreneurs to make their product/service unique and finally to develop modalities on how to match them with the market needs.

3. Access to Finance:

The panellists of this session were Chetana Sinha (Mann Desi Bank), Upasana Taku (Mobikwick), Vijay Ganapathy (Think through consulting), Bhadresh Patak (Yes Bank), Wenchi Yu (Goldman Sachs) and P.V.Bharathi (Canara Bank). The session was moderated by Sharmila Hardy (IFC).

The session emphasized on various challenges faced by women entrepreneurs such as lack of awareness of government subsidies and schemes, overcoming the unconscious bias of the underwriters etc. and means to overcome these challenges.

4. Access to Technology.

The panellists of this session were Luna Samshuddoha (Dohatech New Media), Jitendra Chadda (Intel India), Adam Purvis (The power of youth), Srikanth Rao (ASAP) and Monika Panpalia (Boeing India). The session was moderated by Parul Soni (WEConnect international in India and TTC). Many questions were raised in the session regarding the high cost of technology which has made it difficult for women owned SME's to adopt and hence women were daunted

by technology. The app driven features of technology has raised questions as to how women can improve their efficiency and decision making by upgrading their skills.

The summit was so designed to generate leads and networking for women owned business. It brought government representatives, corporates, financial institutions on a single platform. It helped them interact with each other. Most of the queries of women entrepreneurs were related to access to finance. Most of the queries were regarding various government schemes such as mudra, startup stand up, etc. many entrepreneurs explored the opportunities to start franchisees to various institutions. Many potential entrepreneurs also participated in the summit. NSIC, KUM, KSSIDC answered the queries of potential entrepreneurs.

The summit also provided platform for women business associations to interact with their peers from different states. About 45 associations participated to explore the opportunities to develop leads to their members. A B to B meet was organised between corporates and women entrepreneurs to know how to associate with these corporates. The corporates such as Amazon, Intel, Walmart, and Goldman Sachs collected the details from women entrepreneurs.

More than 200 women entrepreneurs showcased their products in the exhibition stalls.

We Challenge was the highlight of the summit. Women owned start-ups were invited to introduce their business through online platform. Women owned business with diverse and unique products from various parts of the country pitched their businesses through online platform. There were 30 semi-finalists. The finalists evolved from various industrial sectors such as the only women owned health and wellness consultation site, tactile books for visually impaired green disposables, organic food, one spot shop for children, online fashion advice portal, health apps etc. Ultimately 5 winners were selected.

The Summit was very successful in achieving its objectives.

WBENC Conference

Women owned Business National Council (WBENC) in U S holds women entrepreneurs conference every year .WBENC conference 2015 was held in Austin, Texas in the month of June. The WBENC National Conference and Business Fair 2015 offered an opportunity to connect with 1000 fortune businesses,3000 small business owners, WBENC corporate members ,Regional Partner Organisations, procurement representatives and buyers federal ,state and local government officials, supplier diversity professionals etc. who wanted to business. Women owned businesses whose business was certified as women owned small business (WOSB) by recognized certifying agencies were provided opportunity to network with government representatives. The three day business conference provided opportunity to women business owners to expand their marketing opportunities by participating in workshops, business sessions, trade fair, networking events, matchmaker events etc. WBENC is the largest third party certifier of businesses owned, operated and controlled by women. This non- profit organization has partnered with 14 organisations in the country to provide its world class standard for certification of women owned businesses in US. WEConnect International is one of its partner which operates in India and certifies women owned businesses in India. WBENC National Conference 2016 was held in Orlando and 2017 is scheduled to be held in Las Vegas.

GLOBAL SCENARIO OF WOMEN ENTRPRENEURS

There are 812million women living in developing countries with potential to contribute to the economy of their country as per International Labour Organization

Table: 1 Women Entrepreneurs across the globe

Country	Percentage
India	31.6
USA	45
UK	43
Canada	42

Indonesia	40
France	38
Sri Lanka	35
Brazil	35

Source: World Bank Report 2010-11

Though compared to other countries the percentage of women into entrepreneurship is low in India it has been increasing continuously. It was 14.2% in 1970-71. It raised to 31.6% in 2010-11. In developing countries women entrepreneurship is one of the major solutions for poverty reduction. It not only empowers women but also their families and their communities. Gender Global Entrepreneurship and Development Index (GEDI) released recently was of the opinion that the conditions for women entrepreneurship and business growth are not favourable.

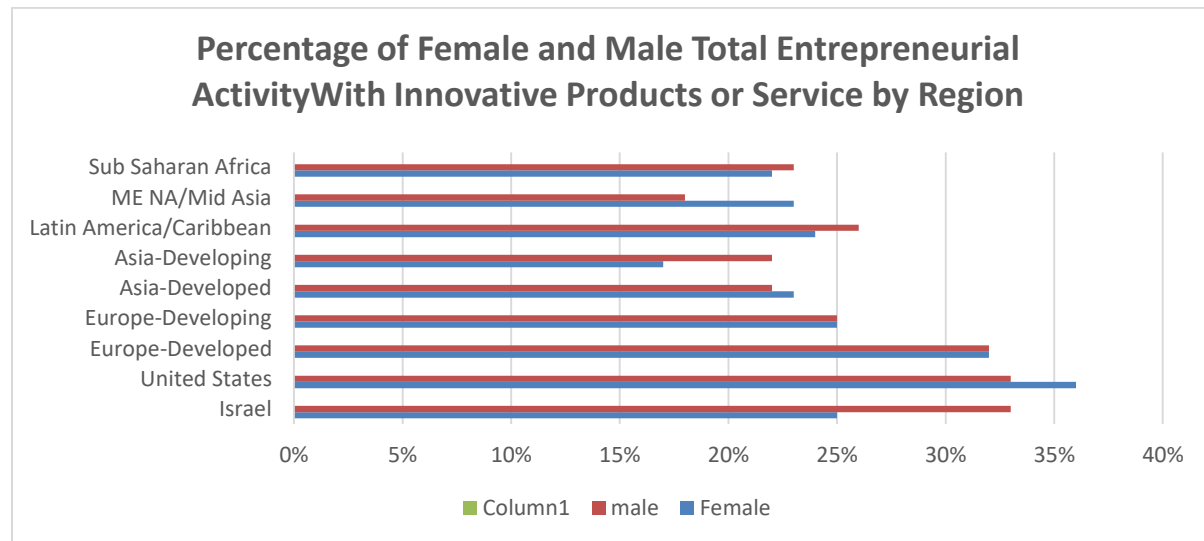
Thus to engage women into entrepreneurship and to support them requires a global movement in a big way. Insufficient ambition, innovation, participation are some of the reasons for some of the advanced countries to miss the benefits of entrepreneurship.

Annual assessment of entrepreneurial activity, attitudes and aspirations around wide range of countries is conducted by The Global Entrepreneurship Monitor. Business environment of 144 countries has been comprehensively assessed by GEM. Fear of failure was less seen in African economies and they showed highest ability to perceive and peruse the entrepreneurial opportunities in contrast to European Union Nations which are less optimistic and hence look for fewer opportunities. The uncertainties about their skills and actions to be an Entrepreneur is also more in these nations.

In formal sector women owned entities represent 37% of enterprises globally. This constitutes a market worthy of attention by business and policy makers. The GEM data also reveals that globally 126 Million women are starting or running business. Around 98 Million women business are already established. This shows that global economy is impacted by 224 million

women .Moreover of the 188 economies recognized by the World Bank this survey has counted only 67 economies.

Figure: 1 Percentage of Female and Male Total Entrepreneurial Activity



Source: Global Entrepreneurship Monitor (GEM) 2012

With all this except for 7 countries in the world women entrepreneurship lags behind men. Perceptions play a major role in this linking with entrepreneurial activities. Many women have lower perceptions of their capabilities and with the whole gamut of opportunities they limit themselves to a few sectors .Insufficient capacity creation is also linked to lack of access to credit and markets.

WOMEN ENTREPRENEURSHIP-INDIAN SCENARIO

Globalization has provided vast opportunities in India. Many policy initiatives have been undertaken to tap potential women entrepreneurship.

“Gender Budgeting” has been adopted by government of India as a tool for women’s empowerment. The initiatives taken by the government include a wide range of activities from

advocacy, training and capacity building to strengthening partnership and strategy sessions. Hence Gender Budget Cells have been set up by 56 Ministries/Departments. The number of Ministries reflecting their schemes and programmes in Gender Budget Statement has increased from 9 in 2005-06 to 28 in 2010-11.

Women Entrepreneurship in India

Table: 2 Women Entrepreneurship in India

States	Total No of Units Registered	No.of Women Enterprises	%
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UT's	14576	4185	28.71
Total	57452	18848	32.83

Source-CMIR Report 2011

In India Uttar Pradesh stands first (39.84%) in enterprises owned by women entrepreneurs followed by Gujarat (39.72%), Kerala (38.91%) and Punjab (33.77%). Karnataka's contribution is limited to 26.84% as per CMIR report.

Number of Registered Enterprises Managed by Women

The statistics available from the fourth all India MSME census 2006-07 shows that there were 15.64 lakh registered enterprises in the country. The table below gives the details of enterprises managed by men and women.

Table: 3 Number of registered enterprises managed by women

Number of enterprises managed by	Number in lakhs	%
Male	13.49	86.28
Female	2.15	13.72
Total	15.64	100
No of rural enterprises	7.07	45.23

Source: Annual Report 2013-14, Ministry of MSME, Government of India

Employment generated by Gender in registered units

The registered MSME's employed 93.09 lakh individuals all over the country. The following tables shows its classification into micro, medium and small and also the classification based on gender.

Table: 4 Employment Generated

Employment (Lakhs)			%
Category of enterprises	Total	93.09	100
	Micro Enterprise	65.34	70.19
	Small Enterprise	23.43	25.17
	Medium Enterprise	4.32	4.64
	Male	74.05	79.55
	Female	19.04	20.45

Source: Annual report 2013-14, Ministry of MSME, Government of India

The employment generated was 70.19% (65.34 lakh) in micro enterprises, 25.17% (23.43 lakh) in small enterprises and 4.64% (4.32 lakh) in medium enterprises out of which 79.55% (74.05 lakh) were male and 20.45% (19.04) were female employees.

Women Enterprises in Registered and Unregistered Enterprises

The following table gives the classification of total 361.76 registered and unregistered units. It further gives the classification of the same into manufacturing, services along with the number of women enterprises.

Table: 5 Total number of working enterprises

	In lakh			Percentage distribution		
	Regd.	Unregd.	Total	Regd.	Unregd.	Total
Manufacturing	10.49	104.51	115.00	67.07	26.15	28.60
Services +Repairing & Maintenance	5.15	241.61	246.76	32.92	73.85	71.40
Total	15.64	346.12	361.76	100	100	100
Number of Women Enterprises	2.15	24.46	26.6	13.75	7.06	7.35

Source: Annual Report 2013-14, Ministry of MSME, Government of India

Women Entrepreneurs-Karnataka Scenario

As per the recent census of 2011 women comprise 49% of the total population which means around half of the population is women. Karnataka being the home for many companies and multinationals is also a preferred destination for setting up industries. Being the technology cluster of the country the growth rate is very fast. With a complete ecosystem of facilities like required land bank, good man power supply, several top educational institutes, good connectivity

through roads and air, excellent climatic conditions, political stability, emphasis of government on development it is attracting industrialists from all over the world.

Entrepreneurship is gaining popularity and importance in the past decade. With more and more women ambitious to stand on their own who want to create jobs rather than seek jobs both in rural and urban area entrepreneurship is gaining more thrust. In addition to his technology support is available for small scale papad making to high-tech IT and BT. this is playing a major role in promoting entrepreneurship.

Women are into business in 2 ways. One is managing their husband's business and the other is starting their own initiative. Starting their own venture is a burning necessity for some and some do it out of passion. Women take up entrepreneurship to achieve and accomplish being their own boss and there by balance family and work life. It also helps them increase their economic capability and standard of living.

Karnataka's growth in women entrepreneurship is a result of many general and specific factors. They are:

1. Increase in sex ratio, change in attitude towards a girl child and increased women literacy has been one of factors that has influenced women entrepreneurship. There is an upward trend in literacy in Karnataka as per the 2011 census. The total literacy rate is 75.36% out of which male literacy stands at 82.47% and female literacy stands at 66.01%.
2. There has been a considerable increase in workforce participation rate. Around 25-30% of total labour force comprises of women in rural areas and there has been a considerable increase in employment growth of urban women.
3. The demographic indicators such as fertility, decline in maternal mortality rate and decline in child mortality rate are favourable.
4. There are a huge number of Entrepreneurship Development Programmes, Skill Development Programmes, incubation centres undertaken and operated by the

government and non –governmental organisations leading to the expansion of economic and social base of entrepreneurial class.

Karnataka's Industrial Growth

Karnataka is one of the top 5 industrialized state in India. .The GDP of Karnataka has grown at an average of 7.4% between 2004-05 and 2013-14. The sectorial averages have been 4% in agriculture, 6% in industry and 8% in services. Due to global economic slowdown industrial growth had resulted in declined growth rate in industry between 2006-07 and 2008-09.It again gained momentum in the last couple of years. Industry growth rate in the past 7 years (2005-06 to 2013-14) has been less considered to the all India industrial GDP growth rate. While the absolute size of industrial sector increased from 54, 716 crores in 2005-06 to Rs 85,138 crores in 2013-14.The relative contribution of the industrial sector to GSDP decreased marginally from 30% in 2005-06 to 27% in 2013-14.

As per the advanced estimates of Karnataka GSDP in 2013-14 the contribution of various sectors within the industrial sector was as follows: Manufacturing (registered and unregistered) sector-15.96%, Mining-0.40%, Construction and Electricity-8.84%, Gas and Water- 1.88%.The strong growth sector has been manufacturing and it has the second highest share in the industrial sub-sectors. First place was occupied by Real estate, Ownership of Dwellings and Business Services in the sectorial composition of GDP. The contribution from manufacturing sector has declined marginally from 17.21% in 2005-06 to 15.96% in 2013-14.The share of Mining, Construction and Electricity has also declined marginally. The fourth Census Report indicates that there are 26,647 units owned and managed by women entrepreneurs. It accounts to 12.39%.These units are of manufacturing and service sector. Manufacturing units consists of food processing, textiles, ornaments making etc. Service sector units consists of beauty parlor, silk twisting etc. Total number of MSME units registered in Karnataka in the period 2007-2014 are 1, 37,513. The total investment is Rs 11,18,922 lakh and the employment created is to 9,02,166 persons. The district wise detail is given below: -

Table: 6 Statement showing registration of total MSME units and women MSME from 2007-2014.

Sl No	Districts	Total MSME			Total Women MSME		
		Units	Inv.	Emp.	Units	Inv.	Emp.
		(No's)	Rs (in lakhs)	(No')	(No')	Rs (in lakhs)	(No's)
1	Bagalkot	3110	15311.92	16959	984	3669.83	4781
2	Bangalore (Urban)	30622	475087.22	35172 7	5264	51441.40	45732
3	Bangalore (Rural)	1893	44889.13	21698	507	4425.28	3280
4	Belgaum	10694	60621.75	49152	2616	5357.75	8250
5	Bellary	6729	67967.95	40886	1641	7087.65	7913
6	Bidar	850	10085.19	6489	134	759.90	901
7	Bijapur	3390	6846.83	10715	855	633.72	2020
8	Chamaraja-nagar	1420	3329.13	6218	819	673.71	2623
9	Chickballa-pura	1695	8186.93	8818	658	1278.72	2902
10	Chickmang-alore	3413	7643.26	11202	1155	941.88	3386
11	Chitrdurga	3131	10086.32	11914	1111	1755.59	3884
12	Dakshina Kannada	8231	27988.25	31926	2699	3765.43	6544
13	Davanagere	3366	11599.28	12921	1138	1233.81	3603
14	Dharwad	6490	47709.39	36878	2700	6087.08	10610
15	Gadag	1887	4737.26	9606	703	926.59	2977
16	Gulbarga	4474	21705.36	17411	1230	3406.19	4466
17	Hassan	4220	11466.73	14305	1353	2491.10	3802
18	Haveri	3186	9576.35	10733	1213	1359.87	2999

19	Kodagu	595	3816.33	3951	224	499.52	1228
20	Kolar	2511	27028.42	17079	1055	3625.90	3888
21	Koppal	2867	26157.51	14715	877	5981.78	3929
22	Mandya	2886	12901.65	13301	845	2089.56	3302
23	Mysore	6039	42405.55	34394	2272	4937.72	7594
24	Raichur	1936	26734.72	9275	742	2979.83	2368
25	Ramnagara	2813	35732.90	23451	834	2299.68	4688
26	Shimoga	5748	17996.22	32585	2166	2660.42	8601
27	Tumkur	6101	43489.04	36878	1731	5642.13	8517
28	Udupi	3208	25370.28	27661	1051	4376.05	6876
29	Uttara Kannada	3142	9951.96	16172	724	1838.78	3967
30	Yadgir	866	2697.15	3128	503	683.81	1295
	Total	13751	1118921.9	90216	3980	134712.6	176926
		3	7	6	4	4	

The fourth Census Report indicates that there are 26,647 units owned and managed by women entrepreneurs. It accounts to 12.39%. These units are of manufacturing and service sector. Manufacturing units consist of food processing, textiles, ornaments making etc. Service sector units consist of beauty parlor, silk twisting etc.

Total number of MSME units registered in Karnataka during the period 2007-2014 are 1,37,513. The total investment is Rs 11,18,922 lakh and the employment created is to 9,02,166 persons. The district wise detail is given below.

Statement showing registration of total MSME units and women MSME from 2007-2014.

Out of the registered MSME Units, The share of women enterprises are 39,804 (29%) units with an investment of Rs134712.64 lakh by providing employment of 176926 persons. The top 7 districts are 1) Bengaluru 2) Belgaum 3) Dakshina Kannada 4) Bellary 5) Dharwad 6) Tumkur District 7) Mysore District

Table: 7 Statement showing registration of total MSME units and women MSME from 2007-2014 in Malnad Region.

Sl.No	District	Total MSME			Total Women MSME		
		Units	Inv.	Emp.	Units	Inv.	Emp.
		No's	Rs in lakhs	No's	No's	Rs In lakhs	No's
1	Belgaum	10694	60621.75	49152	2616	5357.75	8250
2	Chickmangalore	3413	7643.26	11202	1155	941.88	3386
3	Dakshina Kannada	8231	27988.25	31926	2699	3765.43	6544
4	Hassan	4220	11466.73	14305	1353	2491.10	3802
5	Kodagu	595	3816.33	3951	224	499.52	1228
6	Kodagu	595	3816.33	3951	224	499.52	1228
7	Shimoga	5748	17996.22	32585	2166	2660.42	8601
8	Udupi	3208	25370.28	27661	1051	4376.05	6876
9	Uttara Kannada	3142	9951.96	16172	724	1838.78	3967

The above table clearly shows that women entrepreneurship has still to grow in Malnad Region of Karnataka.

Challenges faced by women entrepreneurs

The number of problems women face while stepping towards entrepreneurship is critical. They may be listed as follows:

- Traditional gender inequality in male dominated society.
- Lack of access to external finance.
- Unequal opportunities for women enterprises to exploit external resources, managing firms with confidence and courage.
- Lack of awareness/information on the schemes/programmes of GOI/GOK/other boards and corporations.
- Lack of opportunities/to interact with successful entrepreneurs.
- Lack of technical know.
- Lack of available skills.
- Lack of awareness about the laws of the land.
- Lack of guidance about steps to establish enterprise.
- Face problem in marketing the products.
- Face problem due to not having fixed assets in their name.

Despite several problems women are entering into field of business. The struggles they have to put up makes their arrival and achievements significant. They have to face a lot of frustration and overcome many handicaps at entry stage of entrepreneurship and to subsequently attain success in their business.

Many factors lead women towards entrepreneurship .They may be listed as follows:

- Economic independence.
- Establishing their own creative idea.
- Establishing their own identity.
- Achievement of excellence.
- Building confidence.

- Developing risk taking ability.
- Motivation.
- Equal status in society.
- Greater freedom and mobility.

Schemes of State Government

The schemes of state government for MSME's are as follows:

- Investment Promotion Subsidy.
- Exemption from stamp duty.
- Concessional registration charges.
- Reimbursement of land conversion fees.
- Exemption from entry tax.
- Investment subsidy for micro enterprises.
- Exemption from tax on Electricity Tariff.
- Interest subsidy on technology up-gradation loan.
- ISO series certification.
- BIS certification.
- Technology Adoption.
- Technology Business Incubation Centre.
- Reimbursement of cost of preparation of project reports.

Schemes of Government of India for MSME's

- Credit Guarantee Fund Trust for MSE's.
- Credit linked capital subsidy scheme for technology up-gradation.
- ISO 9000/14000/HACCP certification.
- Cluster development programme.

- Entrepreneur clubs.
- Market Development Assistance International Trade Fairs
- Scheme for capacity building/Seminars for Industry Associations
- Awards.

Findings

- Though compared to other countries the percentage of women into entrepreneurship is low in India it has been increasing continuously.
- Karnataka with 26% of enterprises owned by women has the lowest participation of women into entrepreneurship when compared to other States.
- Except for Dakshina Kannada other regions of Malnad lag behind in women entrepreneurship.
- Women face various challenges in their journey of Entrepreneurship.
- Both Government of Karnataka and Government of India have taken many steps and schemes to support MSME,s especially women owned MSME's.

Conclusion and Suggestions

- Women Entrepreneurship in India and Karnataka is lagging behind when compared to other Nations and States respectively.
- Women Entrepreneurship in Malnad region also needs a boost.
- More awareness about the schemes and programmes of the government is necessary for development of women entrepreneurship.
- Both Government and Non- Governmental organisations have to take steps to disseminate information about the schemes and programmes to the grass root level.
- The support from the society is also necessary for more and more women to walk the path of Entrepreneurship.

- Only when there is increase in participation of women in ownership and management of enterprises inclusive growth and development of the economy and society as a whole is possible.

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“The Changing Role of Commerce Education since 1996”

Gajendra

Assistant Professor, Department of Commerce and Management
Government First Grade College of
Arts, Science and Commerce, Sira

Abstract

The changing role of commerce education since 1996 prior to or after 1996 the commerce education in PU course level, degree level and PG level was very low. Because of industrialization, globalization rapid changes in economic, business and social environment and academic system may induce the students towards commerce education. Nowadays to bring uniformity in preparing books of accounts, accounting discipline backed by developing logic and sound accounting theory, emerging as a needed discipline with sound principles in satisfying the legal requirements and various other aspects and different users of Accounting Information for taking rational decision at right time. Updation of syllabus, applicability, employability, wide scope and requirements by the business concerns made help in emerging commerce education to grow faster. In commerce education, management, commerce and so many courses are opened up. Now, the strength for commerce education exhibits its need, scope, present and future positions. All these factors point to the need and faster change in commerce education which is emerging course to satisfy the requirements of present business or economic world.

Key words: Commerce, Education etc.

Introduction

In olden days, accounting was relating to recording, classifying, summarizing of business transactions/activities or economic events in a disciplined manner to prepare books of accounts to interpreting the results of operation of business entities. But now, it functions in so many ways to satisfy the requirements at present scenario, accounting work in all the way to satisfy the various users of direct and indirect interest users. Everywhere it is a compulsory needed subject, so it is developing as an emerging discipline. Accounting has evolved and emerged has have medicine, law and most other fields of human activity, in response to the social and economic needs of society. Book keeping and accounting appeared not as chance phenomenon, but distinctly in response to a world need.

Accounting thus has gone through many phases: Simple double entry book keeping, enterprise, government and cost and management accounting and recently towards social accounting. The end of the 19th Century was marked by the most extraordinary expansion of the business.

Commerce Education

The term commerce has a vast meaning, it helps to business activities in removing various hindrances occur/ will occur in business field. It provides from basic facilities to all the facilities till end. It has a wide scope, even though somebody called it as a daughter of economics, daughter grew very tall and as it became demanded subject including all relevant disciplines to meet the present society. It includes major activities and major disciplines so; it is becoming a major subject at present scenario and even for future.

Objectives of Commerce Education

1. To improve the adaptability, credibility by bringing uniformity in the preparation of effective financial statements.
2. To prepare the general purpose financial statements.

3. To meet the demands of the business world.
4. To grow the skills to face the Challenges.
5. To determine the accountability, responsibility of management in improving business and to take right decision.
6. Reform in recent commercialization, accounting theory and practice.
7. To provide the candidates having multi faced knowledge.
8. To produce the candidates having multi-faceted knowledge.

The changing role of commerce education since 1996

In 1996 or its before in Sira taluk only in GFGC Sira, only Twenty students were studying commerce in Pre University. In Tumkur district, then only three College were famous for commerce education at graduation level. They are;

1. Government First Grade College of arts, science and commerce, Tumkur, now it remained as University taken over college.
2. Pallagatti Adavappa College, Tiptur. Known as 'Kalpataru College'
3. T.V.V College, Madhugiri.

In that period commerce students were not allowed to join TCH and B.Ed. education. After SSLC students were not joining for commerce education because of the above-mentioned reasons. In Sira PU college was started with a combination of Arts, Science and Commerce in January 1997. But no students admitted for commerce then. Students were willing to join only arts education. Even in Degree College there were only 30 students who were studying I B.com, II B.com and III B.com courses respectively. In entire Karnataka it was same situation. After the year 2000 students began to join commerce course till 2008, it began to emerge as a major course than other courses. Before the establishment of Tumkur University, M.com education was available only in department of commerce and management Central College, Bangalore University, Bangalore. Admission was opened only for 60 students for M. Com courses, for Bangalore Rural, Bangalore urban, Chikkaballapur, Kolar and Tumkur regions. But nowadays

everywhere M.com PG courses are available. From the above points we can conclude that commerce education plays major role at present situation.

In 2008, Government First Grade College Sira had only three sections of B. Com students consisting of 80 students in each section of I B. Com, II B. Com and III B. Com courses respectively. In that period demand created for Management education, B.B.M courses were opened in Sira College, GFGC Bukkapatna, GFGC Badavanahalli, GFGC Huliya. But now in rural area management education is declining and most of the students are preferring commerce education. The strength for commerce education is increasing year by year.

In 2019 there are 400 students in I B. Com, 300 students in II B. Com and also 300 students are in III B.com are studying in GFGC Sira. In I B.B.M there are only 20 students, II B.B.M 20 students and in final B.B.M 18 students are studying. This shows that students interest towards commerce education.

Challenges

1. Physical facilities and infrastructure, required number of permanent faculty, effectiveness of teaching learning processes, are still not available.
2. Lack of rich and dependable seminar libraries, seminar halls, lack of well-equipped computer labs, lack of modern electronic audio visual teaching aids etc.
3. Lack of institution industry interface and internet facilities.
4. Lack of effective implementation of Indian accounting standards at UG and PG level teaching.
5. Non-availability of journals and magazines which are related to subject.

Suggestions

1. We should create awareness among the students about commerce education and its scope especially in rural areas.

2. It is necessary to introduce statistics, mathematics, business studies and accountancy combination in PU level to get potential commerce students.
3. Effective teaching is needed in PU level to lay good foundation.
4. Updation of syllabus and it should be globally relevant.
5. Develop some skills able to face challenges in complex situations.
6. Concerted efforts both at government and private level must be made attract the best of the talents with sound compensation package along with perks, amenities and recruitment of sufficient teaching staff are need in urgent.

Conclusion

For any economy to achieve exponential economic growth, it is essential to gear up skill based activities through a potential, vibrant and dynamic commerce education system. In higher education, commerce education should play important role in reducing inflation, how to reduce devaluation of rupee value and in framing effective financial and banking policies at top levels, to develop Indian economy. Looking at the deficiencies in most of the key areas of higher commerce education system of India like accessibility, quality, financing and governance, a strategic paradigm shift in the policy, framework and overall functioning is needed to meet growing expectations and societal needs implementation of companies act 2013 and GST made commerce education more effective. Banks should give preference to the commerce students during recruitment.

Socio-Economic Empowerment of Women and Micro Financing of SHGs: An Empirical Analysis in Bengaluru

Dr. S N Venkatesh

Principal and Professor

Seshadripuram First Grade College, Yelahanka, Bengaluru- 64

Abstract

The SHG movement has become a socio economic movement only because of its unique features of inclusiveness in designing development and implementation of social schemes and economic schemes added with Government patronage. The women folk have gain a lot from these SHGs. The rural women in particular who were longing for economic liberalizations have successfully got it through SHGs the immediate result bear of this strengthening of their social status. This study is undertaken to assess the socio economic empowerment of women. In order to obtain the survey is conducted by research in Bengaluru district with the total sample size of 119. The Questionnaire was tailor – made to meet the objectives of the study. The close ended questionnaire helped to get a clear idea about the women empowerment. The sources of data from the primary and secondary data included journals, magazines and related websites etc and clearly endorsed that above views.

Keywords: *SHGs, Women Empowerment, Microfinance and Social Status*

Introduction

The initiatives on SHGs were first mooted by Mohamed Yunus, a noble laureate hailing from Bangladesh. The SHGs were started in 1975. Women have been the most underprivileged and discriminated strata of the society not only in India but the world over. In the recent times, microfinance has been emerging as a powerful instrument for empowering women particularly, the rural women. Apart from the informal sector of finance the formal and semi-formal sectors like commercial banks; NGOs etc. are taking interest in providing microfinance to women considering it to be a profitable commercial activity. Women are also participating in the microfinance movement by availing the microfinance services being provided by the various financial channels.

Self-Help Group or in-short SHG is now a well-known concept. It is now almost two-decade old. It is reported that the SHGs have a role in hastening country's economic development. SHGs have now evolved as a movement. Mainly, members of the SHGs are women. Consequently, participation of women in the country's economic development is increasing. They also play an important role in elevating the economic status of their families. This has led boost to the process of women's empowerment. Women empowerment is one of the most important issues that have been in the focus of various policies and programs initiated by the Govt. and the non-govt. organizations. Microfinance is one such effort that has been emerging as a powerful tool of women empowerment.

Financial inclusion and provision of easy access to credit have always been the thrust areas of interest of Government of India. The success of SHGs movement is well recognized and it has provided a pathway for broader issues of empowerment and growth among various communities and societies. Rural women in India suffer from being both economically and socially invisible. Individually, poor rural women can overcome economic deprivation by Co-operation. Community approach is a viable setup to disburse credit to rural women. The arrangement for credit supply to the poor through SHGs is fast emerging as a promising tool for promoting

income generation and economic empowerment for women in rural areas. The essence to empower rural women lies in catalyzing opportunities for them to even higher income in order to improve their standard of living.

Statement of the Problem

Socio economic empowerment can be achieved through different means such as provision of employment, encouraging self entrepreneurship, provision of training on life skills, direct transfer of economic incentives, provision of social security through populist schemes by Government and financial inclusion through SHGs and other microfinance. Among all these tools of socio economic empowerment micro financing assume centre stage in India, because of her typical socio-economic system. Inequalities in distribution of income and wealth, divergent culture, heterogeneous social groups, deep rooted social stigma, self restrained move towards adaptation to changes hinder the women populace in their bit to come to lime light.

Government and non-government organization are striving hard to remove these hindrances. Yet women folk tend to respond to the changes in a slow and steady pace. However, the world is changing fast. Women need to adapt the changes quickly. Excessive protectionism-personal and social manifested in Indian women community makes the problem further aggravated. A self realization is the panacea but the question is when the women realize themselves about their own socio-economic empowerment. The SHGs provide good platform for this noble endeavor. Here again dominance by few women is reported only to uphold the truth in the say “woman is enemy of woman”. There is a need for relooking into the functioning of SHGs so that all woman contribute to their collective empowerment.

Scope of the Study

The study is conducted to appraise the working of SHGs on empowerment of women in Bengaluru District.

Objectives of the Study

1. To study the performance of self help groups in Bengaluru District
2. To evaluate the effectiveness of SHGs in socio-economic empowerment of women
3. To analyze the changes on social conditions of the SHGs members
4. To suggest the economic empowerment of women regarding SHGs

Hypotheses of the Study

H1. There is significant and positive relationship between socio economic conditions of the beneficiaries.

H2. Microfinance is an instrument in encouraging thrift among its beneficiaries is positively correct.

Research Methodology

This study used the descriptive and exploratory research design. Analysis of Secondary data combined with shared thoughts of researcher's academic peers, social leaders and experts in financial services has given solid based for descriptive analysis, the perceptual analysis to explore the opinion of members of SHGs about socio economic empowerment through SHG. 119 respondents selected in simple random sampling. Pilot tested structured questionnaire was administered 192. 126 responses were collected of which 119 were used. The response percentage is 62.

Data Collection

For this study primary and secondary data were used. For collecting primary data a well structured questionnaire is important factor. The questions that ask the respondent to select an answer from a list of options are called closed-ended questions. They provide a uniformity of

response and are relatively easy to analyze. Secondary data is obtained from the published sources namely, annual reports and monthly bulletin of NABARD and RBI.

Limitations of the Study

- Limitation of data availability has confined the study only to the human side of micro-financing system.
- The study relies on primary data, which could be biased and this study sample size only 119 respondents.
- This study is limited to 119 respondents of SHGs and district covered only Bengaluru.

Perceptual Analysis

Table No.1: Profile of the Respondents

Sl. No.	Contents	No. of Respondents	Percentage
1	Age		
	18 – 25	23	19.33
	26 – 35	19	15.97
	36 – 40	26	21.85
	41 – 50	29	24.37
	51 & above	22	18.49
2	Occupation		
	Housewife	40	29.85
	Daily Wages	37	27.61
	Part time job	30	22.39
	Others	27	20.15
3	Education		
	Primary & below	37	27.60
	SSLC	46	34.33
	PUC	28	20.90
	Graduate & Diploma	08	06.72

Source: Field Survey

Table no.1 showing the details of socio-economic profile of the respondents in Bengaluru district, in this table covered age of the respondents, education and occupation of the respondents. Majority of the respondents' education and occupation is average level of economic empowerment.

Table No.2: Respondents influences to join Women SHGs

Sl. No.	Particulars	No. of Respondents	Percentage
1.	SHG Leader	52	43.68
2.	Family	11	09.24
3.	Neighbors	20	16.81
4.	Friends	26	22.14
5.	Others	10	08.13
	Total	119	100.00

Source: Field Survey

The above table represents the influence to join the beneficiary on women SHGs. 43.68% of the respondents are influenced by SHG Leader. 09.24% of the respondents are influenced by Family. 16.81% of the respondents are influenced by Neighbors. 22.14% of the respondents are influenced by Friends and Lastly 08.13% of the respondents are influenced by other peoples. To Conclude majority of the respondents are influenced by SHG Leader.

Table No.3: Respondents No. of years with Women SHGs

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Less than 2 Years	40	33.57
2.	2 to 4 Years	35	29.29
3.	4 to 6 Years	28	23.57
4.	More than 6 Years	16	13.44
	Total	119	100.00

Source: Field Survey

The above table represents the respondent's number of year with women SHGs. 33.57% of the respondents are in less than 2 years, 29.29% of the respondents are in 2 to 4 years, 23.57% of the respondents are in 4 to 6 years and 13.44% of the respondents are in the scheme more than 6 years. To conclude majority of the respondents are in the scheme of less than 2 years.

Table No.4: Respondents Maximum Loan Aailed Details

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Less than 25,000	29	24.37
2.	25,001 to 40,000	40	33.57

3.	40,001 to 75,000	28	23.57
4.	75,001 to 1,00,00	14	11.76
5.	More than 1,00,000	08	06.72
	Total	119	100.00

Source: Field Survey

The above table shows the amount of loan taken by the respondents. 24.37% of respondents were found to be taken amount of 25,000/- Rs in loan, 33.57% of the respondents were found to be taken amount of 25,000/- to 40,000/- Rs in loan, 23.57% of the respondents were found to be taken amount of 40,000/- to 75,000/- Rs in loan, 11.76% of the respondents were found to be taken amount of 75,000/- to 1,00,000/- Rs in loan and lastly only 06.72% of respondents taken above 1,00000/- Rs in loan .

Table No.5: Reasons for borrowing Loan

Sl. No.	Opinion	No. of Respondents	Percentage
1.	Consumption	20	16.81
2.	Agriculture	03	02.52
3.	Animal Husbandry	17	14.29
4.	Income Generating Activities	50	42.02
5.	Asset Building	04	03.36
6.	Others	25	21.00
	Total	119	100

Source: Primary Data- Survey

Table no. 5 showing reasons for borrowing loan with special reference to women empowerment. 42.02 percent of the respondents are more prefer to borrowing loan for income generating activities, 21.00 percent of the respondents prefer for other purpose namely: children education purpose, marriage purpose and so on. 16.81 percent of respondents for consumption purpose and 14.29 percent of respondents are using animal husbandry purpose.

Table No.6: Interest rate for micro credit

Sl. No.	Opinion	No. of Respondents	Percentage
1.	High	05	04.20
2.	Reasonable	55	46.22

3.	Low	59	49.58
	Total	119	100

Source: Primary Data- Survey

Table no. 6 showing interest of micro credit. Majority of the respondents means 49.58 percent are agree low rate for micro credit, 46.22 percent of respondents are agree reasonable rate of interest and only 4.20 percent of respondents are agreed high rate of interest.

Table No.7: Level of Income of the SHG Members

Sl. No.	Income Level (in Rs)	Before Joining SHGs		After Joining SHGs	
		No. of Respondents	Percentage	No. of Respondents	Percentage
1.	< 3,000	47	39.50	18	15.13
2.	3,001 – 5,000	23	19.33	31	26.05
3.	5,001 – 8,000	19	15.97	24	20.17
4.	8,001 – 10,000	16	13.44	26	21.85
5.	10,001 & above	14	11.76	20	16.80

Source: Primary Data- Survey

Table no.7 showing level of income of SHG members of before and after joining of self help groups, this is the table clearly stated the level of socio economic empowerment of woman in Bengaluru District after the joining of SHGs. Majority of 39.50 percent of respondents are income level of monthly Rs. less than 3000 but after the joining of SHGs, the income level is increased. 26.05 percent of respondent's income of three to five thousand and also the ten thousand above income respondents are also increased. In this after analyze that there is a significant increased income per month of the respondents after joining SHGs.

Table No.8: Sources of Savings

Savings	No. of Respondents	Percentage
Post Office	03	02.50
RRBs	45	37.80
Co-Operative Banks	10	08.40

Commercial Banks	61	51.30
Total	119	100

Source: Primary Data- Survey

Table no.8: showing sources of savings of respondents. Majority of 51.30 percent respondents are sources of savings in commercial banks, 37.80 percent of respondents prefer to savings in regional rural banks, 8.40 percent of respondents are prefer to cooperative banks and only 2.50 percent respondents are prefer to savings in post office.

Table No.9: Savings per Month

Sl. No.	Savings Level (Rs)	Before Joining SHGs		After Joining SHGs	
		No. of Respondents	Percentage	No. of Respondents	Percentage
1.	< 200	15	12.61	23	19.33
2.	201 – 500	19	15.97	42	35.29
3.	501 – 1,000	10	08.40	30	25.21
4.	1,001 & above	-	-	24	20.17

Source: Primary Data- Survey

Table no.9: showing respondent's savings per month of before joining SHGs and after joining of SHGs. In these clearly stated respondents are aware to savings in an every month. Only few respondents are the habit of savings in a different agency of before joining of SHGs but after the joining of SHGs majority of respondents are savings pattern is increased.

Table No. 10: Elevation of Social Status on being member of SHG

SL No.	Particulars	No. of Respondents	Percentage
1.	Strongly Agree	32	26.89
2.	Agree	49	41.18
3.	No Objection	30	25.21
4.	Disagree	08	06.72

	Total	119	100
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Source: Primary Data- Survey

Table no.10: showing respondent's social aspect details of after joining self help groups. In this table stated 41.18 percent of respondents are agree, 26.89 percent are strongly agree, 25.21 percent of respondents are normal and only 6.72 percent of respondents are disagree. Social aspect is important aspect of woman.

Table No.11: Suggestions to improve the SHGs

Sl. No.	Suggestions	No. of Respondents	Percentage
1.	To improve the credit facility	31	26.05
2.	Need for well planning	24	20.17
3.	To reduce interest	39	32.77
4.	To improve savings	15	12.60
5.	Coordination	10	08.40
	Total	119	100

Source: Primary Data- Survey

Table no.11: shows suggestions from the respondents to improve the SHGs. 32.77 percent respondents are suggest to reduce of interest, 26.05 percent of respondents are suggest to improve the credit facility, 20.17 percent of respondents are suggest need for well planning, 12.60 percent respondents suggest to improve savings pattern and 8.40 percent of respondents are suggest coordination with SHGs members.

Major Findings of the Study

- All the respondents have developed the able of with the activities of SHGs
- Study reveals that majority of the members being to agricultural family
- 42.02 percent of the respondents are more prefer to borrowing loan for income generating activities
- Majority of the respondents means 49.58 percent are agree low rate for micro credit
- Majority of 51.30 percent respondents are sources of savings in commercial banks
- After joining the SHGs the member's income have increased considerably

- The main purpose of savings of the members for the children education and marriage purpose
- After joining SHGs with they have got self confident and living with community
- Socio economic status of the respondents has increased in the form of family recognition, literacy and education on becoming members of SHGs

Suggestions

- Group activity needs to be encouraged in the interest of building up of strong SHGs. Selection of leader needs to be done carefully.
- Should provide self employment loan for individual SHGs members
- The training for the members is essential to successfully run the SHGs. Skill development of women will enable them to take up enterprises and thereby contribute more to their family income.
- The government should make budgetary allocation for training for the SHGs members.

Conclusion

Study on Socio-economic Empowerment of women through Micro financing – A Study of Women SHGs in Bengaluru District has clearly brought out most consigning issue of women empowerment through financial inclusion. This empirical study has clearly emphasized that SHGs have played significant role in women empowerment in rural area. Yet certain packets in the rural area need extra attention in as much as women empowerment is concern. The social stigma yet married women shall not come to lime light on public platforms is still acting as a block in women empowerment. The SHGs along with the political reservations and increased education level of women would undoubtedly emancipate them from the social economic shackles.

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