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Seshadripuram Educational Trust (SET), a public charitable Trust was established in the year 1980 by the Seshadripuram Educational Association. The parent body Seshadripuram Educational Association was registered in the year 1944. The Seshadripuram Group of Institutions was founded originally in 1930 by two educational enthusiasts of Seshadripuram, viz. Smt. Anandamma and Smt. Seethamma who started a primary school with about 20 children in two rooms in the present main Campus of Seshadripuram.

The institution has grown from strength to strength and today the total student strength is about 22,000. The Trust runs in all about 32 educational institutions from kindergarten to postgraduate courses. The institution has about 1,500 employees including supporting and part-time staff.

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Title of the paper – “A Study on the Investment Pattern of Academicians across Seshadripuram Educational Trust”

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Executive Summary –

A Nation's Productive Capacity depends upon a healthy capital formation. Robust Savings rate coupled with good capital mobilization are the key Macro-Economic Variables, which play a significant role in economic growth. A nation's Savings and Investment propensities also play a key role in achieving dynamic stability in the capital market. Per Capita Income (PCI) in India has been on the rise since all of the last decade. With growth in the PCI, Savings and Investment in the country too has shown a northbound movement. At the same time, there has been a phenomenal rise in the youth population. This has made India the youngest nation with a demographic dividend appearing to be a reality. But the youngsters who are indulging in finances are the same people who are given the academic guidance by their virtue of educational guidance. Hence, the perspective of the same Educationalists/Academicians is of utmost importance to understand where they stand in terms of Investment and Savings pattern. They educate the students (youngsters) regarding the various sources of avenues through which they can become much better in their financial standing. In Economics, Investment is generally held to mean formation of capital. As such, from a pure economics point of view, the formation of physical assets is important when considering Investment. However, this study focuses on what is referred to as Financial Investment i.e. Investment in Shares and securities aimed primarily at earning income rather than enhancing production – which is provided by Academicians and

Educationalists in their formal education. By virtue of this, the words Savings and Investment come closer in meaning than traditionally seen. However, a slight difference still remains which is that while Savings is simply setting aside funds for future, Investment also involves mobilizing them so that somebody else may use it for productive purposes. And how they might go about utilizing and mobilizing the same depends upon how their guidance of it has been from the perspective of a guiding hand, which in this study was undertaken from the point of view of Academicians/Educationalists.

With respect to the same as mentioned above, this study is limited to the purview of Academicians in Seshadripuram Educational Trust, Bengaluru.

Key Words: *Academicians, Investment Pattern, Savings, Funds, Physical Assets.*

Meaning and Definition of Investment

Meaning of Investment

Investment is the employment of funds on assets with the aim of earning income or capital appreciation. In other words, Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in the future. Thus, it is a reward for waiting for money. Saving of the individuals are invested in assets depending on their risk and return demands, safety money, liquidity, the available avenue for Investment, various financial institutions, etc. For the achievement of above goals appropriate decisions have to be taken.

Introduction –

The developing countries in world, like India face as seen the enormous task of finding sufficient capital to utilize in their development efforts. Most of countries find it difficult at stage to get out of the vicious circle of poverty that is prevailing of low income, low saving, low Investment, low employment etc. and the list goes on. With high capital output ratio, many educationalists are

providing the same guidance of Investment Pattern dividing into 3 aspects – Safe/Low Risk, Medium Risk, and High-Risk Investments as per Empirical Studies through Market Knowledge.

The major features that are seen in an Investment are safety of principal amount, liquidity, income and its stability, appreciation and lastly easy transferability. A different variety of Investment avenues in abundance and types are available such as Shares, bank, companies, gold and silver, real estate, life insurance, postal Savings. All the investors invest who wish to invest, invest their surplus money in the above-mentioned avenues that are available based on their risk-taking at attitude and capacity bearing.

Review of Literature –

“An Empirical Study on an Investment Pattern of Individual Investors in Pune City, IICMR Research Journal I4, Vol 10, Issue 1, and March 2016” The diversification of the financial services sector has provided the individual investor with a wide range of opportunities to invest. Savings are the mantras that any Investment advisor will recite. Savings are the difference between the amount investor earns and the amount investor spends. One reason could be that there are certain materials goals that they want to save for. Indian investor’s behavior has been changing drastically in the post-economic reforms’ era in Investment activity, preferences in selecting various financial instruments, evaluating and in analyzing the Investment avenues.

Research Paper - “A STUDY OF SAVING AND INVESTMENT PATTERN OF SALARIED CLASS PEOPLE WITH SPECIAL REFERENCE TO PUNE CITY (INDIA)”

Conference: IJMER, At Mumbai, Maharashtra India

Shanmugasundaram and Balakrishnan (2011) conducted research to analyze the factors influencing the behavior of investors in capital market. They concluded that demographic factors influence the investors' Investment decisions. Jaakko and Tickner (2011) in their study on “Individuals’ Affect-Based Motivations to Invest in Stocks: Beyond Expected Financial Returns and Risks” found that most investors had affected based extra motivation to invest in stock, over and above financial return expectations. The more positive an individual's attitude towards the

company was, the stronger was his extra Investment motivation. Suman Chakraborty and Sabat Kumar Digal (2011) found from their work that, Saving is significantly influenced by demographic factors such as age, occupation and income level of investors. It was found that female investors tend to save more in a disciplined way than the male investors. Paper attempts to explore whether dichotomy of the popular believes that men are more pro-risk than women.

Manish Mittal and R. K. Vyas (2007) study on “Demographics and Investment Choice among Indian Investor” shows that based on gender, men prefer Equities as their first choice and women prefer post office deposits as their first choice. The investor of age group 18-25 first choice is Equities and above 45 years first choice is Derivatives. Less income group prefers post office deposit and high-income group prefers Derivatives as their first choice. Post graduates prefer Mutual Fund and Professionals prefer Equity. Service as occupation people prefers Equity whereas housewife prefers Real estates and Bullions. Verma (2008) studied the effect of demographics and personality on Investment choice among Indian investors and found that mutual funds were popular amongst professionals, students and the self-employed. Retirees displayed their risk aversion by not investing in mutual funds and equity Shares. It was also found that higher the education, higher was the level of understanding of Investment complexities. Graduates and above in qualification preferred to invest in equity Shares as well as mutual funds.

Research Gap –

From the review of literature, it was inferred that various studies on Investment pattern and preferences provide only glimpses of Investment pattern of youth. The study conducted focuses on factors influencing academicians in the field of finance with respect to their portfolios, the knowledge and experience which they will be sharing with their students out of their personal experience.

Statement of the Problem –

“In spite of several studies being done on Investment Pattern and Behavior, there is ambiguity during portfolio construction of an individual with respect to risk, return, marketability etc., This study is focusing towards finding solutions for the ambiguity through questioning whether the investors (academicians) are not aware about the risk levels or they do not have proper financial planning , or is it because they are theoretically sound but do not have the personal experience regarding lucrative Investments.”

Objectives –

- a) To study the various avenues of investments in the Indian Financial System.
- b) To know the factors that is influencing Investment behavior of the Academicians/Educationists.
- c) To study the Investment Preference among the academicians of Seshadripuram Educational Trust, Bengaluru.
- d) To know the mode of Investments of Academicians/Educationists in various Investment avenues.

Hypothesis –

H0: “There is a significant relationship between Awareness and Investment Behavior among Academicians”

H1: “There is no significant relationship between Awareness and Investment Behavior among Academicians”

Scope of the Study –

The study was conducted among the Academicians/Educationists employed under Seshadripuram Educational Trust, Bengaluru under the wings of Under-Graduate Colleges and Post-Graduate Colleges. The Sample Size is 50.

Research Methodology –

Data Collection – Primary Data, Structured Questionnaires.

Secondary Data, Published articles and journals.

Sampling Design: -

Sampling Size – 50

Sampling Technique – Non-Probability Sampling.

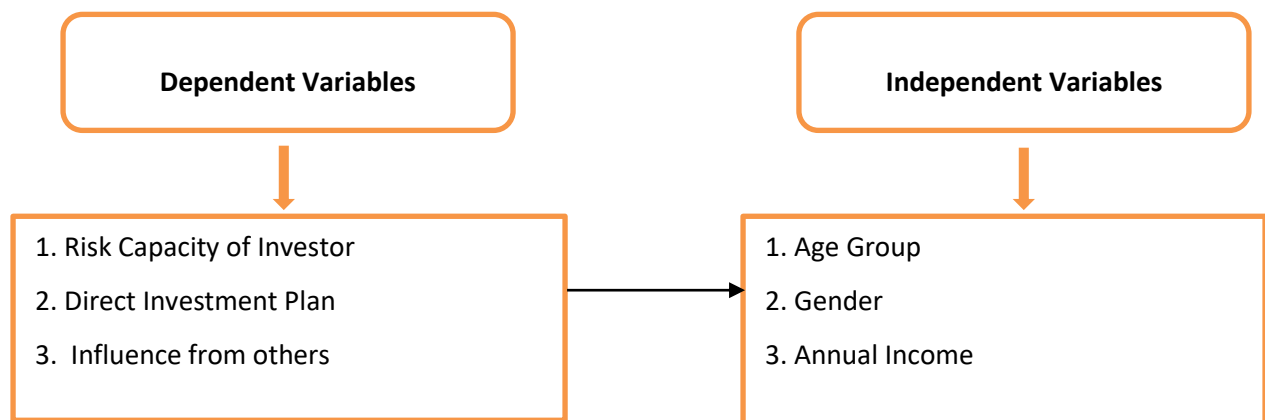
Sampling Method – Convenient Sampling

Limitations of the Study

1. Time limitation of 90 days.
2. The designation of Academicians/Educationalists is between the Grades of Assistant Professor, Associate Professor and Professor Level.

Analysis of Data

VARIABLES PERTAINING TO PERSONAL FINANCIAL BEHAVIOR



A variable is as anything that has a quantity or quality that varies. From the clienteles perspective the dependent variable of the study is ‘Risk and Return from the various Investment’. An independent variable is a variable believed to affect the dependent variable. From the investor’s

perspective the independent variable of the study is age group, gender, annual income and net wealth of the household.

First, the first dependent variable used to measure financial risk-taking is a response to an attitudinal question on financial risk-taking that appears in the self-completion questionnaire, administered to every faculty of the aged 23 years or over. In this analysis clearly indicated that risk neutral investor is much more than risk averse and very least number of risk seeker.

The second and third dependent variables used to measure financial risk-taking include a various investment patronage variable to signify positive values for risk neutral investment, and these objective measures thus correspond with the subjective response helps the common investor to take decision about investment. This depends on investor preferences.

For the independent variables, whereas age group, gender, annual income financial education, and net wealth. In this study clearly reveals that there is no matter of gender group for the investment patterns. Annual income counts more significant level in this study.

MODEL FIT AND TEST OF SIGNIFICANCE

MODEL FIT			
Canonical Function	Canonical Correlation Coefficient		Canonical R2
A	0.688		0.510
B	0.312		0.100
C	0.220		0.665
TEST OF SIGNIFICANCE			
Test Statistic	Value	F Value	Probability
Pillai's Trace	0.650	3.012	0.000
Wilks' Lambda	0.365	3.327	0.000

Roy's Largest Root	1.125	9.875	0.000
Lawley Hotelling's Trace	1.185	3.728	0.000

Source: Compiled from the Primary Data – Survey

The Stewart-Love redundancy index overcomes the limitations of the canonical R² by considering the canonical loadings, and its interpretation is similar to the R² calculation used in multiple regression. Study summarize the redundancy index controls. For conciseness study discuss the first canonical function namely the corresponding to the self-reported financial risk-taking measure as a canonical correlation is greater than 0.5 the conventional used for significance.

The redundancy index for the dependent variate of 0.295 for the first function indicates that the personal financial aspects explain 29.5 per cent of the variance in the financial risk seeker. The redundancy index for the dependent variate of 0.305 for the second function indicates that the personal financial aspects explain 30.5 per cent of the variance in the financial risk averse. The redundancy index for the dependent variate of 0.400 for the first function indicates that the personal financial aspects explain 40.0 per cent of the variance in the financial risk averse.

However, there is also a significant number of personal financial aspects explained by financial risk-taking attitudes, this study clearly suggests that the strong causal relationship relied upon in multiple regression analysis may not be as clear as hoped.

HYPOTHESIS TESTING SUMMARY

Sl. No.	Null Hypothesis	Test	Sig.	Decision
1.	The distribution of annual income is the same across categories of gender of the respondent	Independent Kruskal-Wallis Test	0.000	Reject the null hypothesis
2	The distribution of investment portion from income is the same across categories of gender of the respondent	Independent Kruskal-Wallis Test	0.955	Retain the null hypothesis
3	The distribution of risk capacity of investor is the same across categories of gender of the respondent	Independent Kruskal-Wallis Test	0.003	Reject the null hypothesis
4	The distribution of investment experience is the same across categories of gender of the respondent	Independent Kruskal-Wallis Test	0.691	Retain the null hypothesis
5	The distribution of the past investment experiences is the same across categories of gender of the respondent	Independent Kruskal-Wallis Test	1.000	Retain the null hypothesis

Conclusion –

To conclude, the investment behavior of academicians is influenced by the knowledge already possessed by them in connection with reality of financial markets and instruments. The investment pattern of the academicians is based on the actual yield obtained by them in their personal finances. It is also observed, that knowledge sharing regarding the investment pattern among the student fraternity is based on self-experience and also influence of their peers and family members.

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The Proponents of First and Third Wave Feminism

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Abstract

The present article deals with the key thinkers of first and third waves of feminism. It also focuses on the key concepts of the feminist thinkers of both first and third waves of feminism. The article also provides brief note on both the waves before focusing on individual thinkers.

Key words: Feminism, Equality, Suffrage & Language.

Introduction

Feminism is a movement which focuses on two things. It focuses on emancipation of women. It also analyses and the role of patriarchy in the subjugation of women. It can be divided into three waves. The waves of feminism played a very important role in creating awareness in women about their rights. Each wave is represented by few feminist thinkers and their concepts. The present article exclusively focuses on the feminists of first and third wave. It also critically analyses the concepts put forth by them.

The First Wave

First wave feminism is essentially reform- oriented. The First Wave feminists pushed for women's rights. They demanded equality for fair sex. Women were enlightened about their rights and it is indeed an achievement of the First Wave feminism. Here are some of the key Proponents of first wave feminism.

Mary Wollstonecraft

Mary Wollstonecraft based her argument on the concepts of humanity, reason, rationality, autonomy, equality and knowledge. In *A Vindication of the Rights of Women*, she calls for equality among the sexes. In Wollstonecraft's opinion human beings have three characteristics i.e. reason virtue and knowledge. According to her it is reason which differentiates human beings from animals. Virtue or morality differentiates one human being from another. Wollstonecraft argues that women have not been allowed to develop the skill of reasoning and as a result, she is not the part of society- building activity. At the same time, she could not deliver her duties as a citizen as a result of lack of reasoning. Wollstonecraft is of the view that sex dose not determine the codes of morality. In other words, being born as woman does not determine one's virtue. Wollstonecraft rejects the notion of female virtues held in high esteem by Rousseau. Wollstonecraft argues that women are confined within the four walls of house. Hence, they could not gain experience and knowledge. Wollstonecraft believes that women could achieve equality through education. She argues that education would make women rational animal. In Wollstonecraft's opinion education helps women to imbibe morals and virtues. Wollstonecraft thinks that education could bring both the sexes to equal terms on the economic front.

Harriet Taylor

Harriet Taylor was one of the notable feminist thinkers of the nineteenth century. She was a close friend of J. S Mill. In fact, Taylor influenced Mill to shape his feminist thoughts. Taylor believes that inequality between the sexes exists due to the tradition-bound society. She argues that women must have the right to remain unmarried if they desire so. Taylor advocates that women should work outside their house. She argues that women must have her say in family matters since she is supporting the family financially. Taylor echoes the thoughts of Mill on the policy-making front. Taylor says that woman should be a part of policy-making machinery. The suffrage movement in America marked a new era for women to achieve sovereignty. It was a result or the outgrowth of abolition movement. The suffragists claim the right to vote for women. According to suffragists the right to vote would ensure the participation of women in economic and political

matters. They believe that through voting women could have a say in economic and political matters. Elizabeth Cady Stanton championed the cause of suffragist movement. She argues that right to vote is a right sanctioned by god to all human beings hence, the society could not deny the right to vote to women.

J S Mill

John Stuart Mill argues for the rights of women in different spheres of society. Mill's argument is focuses mainly on three aspects:

- Intellectual,
- Economic
- Civil.

Mill argues that due to lack of education and fewer opportunities women seemed less intelligent than men. Hence, he rejects the notion of biological difference between men and women. Mill stresses on the importance of education for them. Mill believes that women must be a part of all the jobs. He believes that women must be integral part of policy-making machinery. Thus, Mill argues that by opening civil and economic roles and by providing opportunities to women gender equality could be achieved.

Virginia Woolf

Woolf stands apart from the other First Wave feminists such as Wollstonecraft, J. S. Mill and others with her foresight. In Woolf's opinion there would be bright future. Women would be treated on equal terms with equal share in all jobs. The main argument of *A Room of One's Own* is that woman needs to be financially independent "A woman must have money and room of her own if she is to write fiction." (Woolf 126). In order to be a part of social activities, and to write fiction she had to have her own space. Woolf strongly argues that women's writing should explore the experiences of a female. Hence, Woolf had given a hint at exploring a new distinct tradition of women to recognize gender as a social construct.

Virginia Woolf is credited for encouraging the contemporary debate about feminism In *A Room of One's Own*. Woolf talks about the problems women had to put up with, in order to get

educated at a university. Through the creation of fictional sister of Shakespeare Woolf is set out to explain the difficulties a woman writer had to face in Shakespearean times. A female writer would not have survived in those times for woman is barred from lectures and libraries. Woolf argues that publishers refused to consider a woman's work although she possessed talent. Woolf uses British Museum as a symbol of hegemony where one could find books on women written by men! All thorough this book the inferior status of women was re-affirmed. Woolf explains that women remained inferior due to lack of intelligence, physical strength and so on. Woolf argues that all the writers had a prejudice against women because they began with the assumption that women were inferior.

The Third Wave

The emphasis of third wave feminism was to analyze language from the feminist angle, because the feminists viewed language as sexist, patriarchal and hegemonic in nature. The Third Wave feminism is essentially dominated by French feminists. The trilogy of Julia Kristeva, Helen Cixous and Luce Irigaray analyzed the patriarchal nature of language. The feminists were deeply influenced by psychoanalysis. The theories of Lacan shaped their thoughts. The sexist nature of language could be identified in the use of adjectives for girls and boys. Girls are often described as sweet, nice and quiet, whereas boys are described as strong, tough and serious. The patriarchal nature of language could be seen in the use of pronouns which describe professionals. For instance, a professor always has his scholarship on his mind here the pronoun 'he' is indicative of gender neutrality but as one knows 'he' denotes the 'male.' Hence, it could be argued that the supposed gender-neutral things can be shaped by the patriarchal thoughts wherein male denotative comes into picture. Patriarchal nature of language is highlighted in family names. Family names often reflect a chain of a male who heads the family and his sons as in the name 'Johnson' which comes from 'John's son.

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Jaques Lacan & Luce Irigaray

Lacan's view society is governed by rituals and customs and the common action of rituals and customs constitute 'symbolic order.' He argues that symbolic order is earned through language. Hence, it can be argued that it is the language which shapes the behavioral pattern of everyone in society. But Luce Irigaray contradicts Lacan's view and argues that symbolic order is essentially phallogocentric and denotes the masculine dominance. She is of the view that in symbolic order men or the patriarchal order is the master which shapes character. Hence, Irigaray calls for breaking the barriers of patriarchal set-up and to create female language which could echo sexual pleasure. She uses the term 'sexual pleasure' metaphorically and the multiplicity of sexual organs to challenge the singularity of phallogocentric.

Helen Cixous

Helen Cixous a prominent feminist advocates *écriture féminine* which presents various aspects of women's embodiments and sexuality in a graceful manner. Cixous's notion of feminine writing is non-linear and contradictory in nature. Thus, it rejects the hegemonic nature of language and logic which often supplement the patriarchal order. Julia Kristeva voiced a different opinion about feminist tradition. According to her, there are three phases of feminism. She rejects the first and second phases for obvious reasons. She thinks that the first phase emphasized on claiming equality hence, it did not pay much attention to sexual differences.

Julia Kristeva

Kristeva is critical about Simon de Beauvoir and her successors in the second phase for seeking a unique female language which in Kristeva's view, does not exist at all. She thinks that the current phase holds prime importance, as it is on a constant lookout for multiple identities instead of hinging upon a single identity. Thus, the three ways of feminism are of western origin. The First Wave is chiefly concerned with women achieving equality. The Second Wave concentrates on how to understand the oppression of women from distinct aspects and in different spheres. The feminist movement began properly during the Second Wave of feminism. The Third Wave is different in some aspects from the first two. Although it focuses on the oppression of women, it distances itself from totalizing and universalizing theory. The theoretical aspect was replaced by new narrative techniques. It is during the Third Wave that the idea of *feminine-writing* is being articulated.

The rejection of categorization as men and women as discussed earlier forms the premise on which the theory of queer is built. Queer theory challenges the norm of 'normalcy' in all its forms. It rejects all kinds of identities, distinctions at once. Queer theory is not just limited to the constructs of sex and gender. It includes nation, race, class and the like. According to queer theory, norms and identities denote the cultural hegemony. For them, liberation acts as a sort of rejection of that hegemonic order.

Judith Butler

The Second Wave feminists thought the practices reflect the oppressive beauty standards of patriarchal set-up. The Third Wave looks at the aspect of gender performance. In this regard

Judith Butler's *Gender Trouble* is very important. Here Butler argues that gender identity is a myth. She is of the view that the driving force behind the creation of gender is social practice. It is the social practices which shape gender. Thus, Butler argues that gender does not exist at all and in fact, it is an artificial entity. She is critical of French feminist wing for the simple reason that it is in a way the favored notion of feminine to articulate 'écriture féminine'

In *Bodies that Matter* Butler makes a radical statement that the category of man and woman does not exist at all. Thus, she echoes the view of Monique Wittig who in straight mind rejects the existence of a category called 'women'. Butler explains that the supposed biological category of 'sex' is itself a construct which is shaped on the patriarchal lines of thinking. Hence, she out rightly rejects the biological categorization. Here once again she echoes the similar sentiments of Monique Wittig who holds that biology as a main culprit for the inferior status of women by categorizing 'sex' which does not exist at all. The Third Wave feminists argue that sexual identities are governed by cultural specific norms. Hence, it could be said that heterosexuality or homosexuality is not a natural phenomenon but is being naturalized.

Conclusion

To conclude, the first wave feminists emphasized on the concepts like equality and rationality. They demanded equal opportunities for women in education and at workplace. They also stressed that women must have the right of property along with the right to vote. On the other hand, the third feminists mainly analysed the aspect of language and its patriarchal connotations. They believed that women writers must express their opinions in a language which echoes the feminine sentiments.

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A Study on Evaluating the Effectiveness of E-Banking Services and Computerized Accounting on Efficiency of Services Provided in Central Bank of India, Durgapur Branch

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ABSTRACT

Traditionally, the Indian Banking System was based on only accepting deposits and granting of loan and even those days banking was not accessed by everyone. But now the total scenario has changed. In this modern era, banks not only deal with granting of loans and accepting deposits but also they do a lot more of other work such as paying bills of their customers, providing e-banking services, providing locker facility, etc. Traditionally, Banking system used manual accounting which means all the data recording and everything was done manually but the picture has totally changed now where the bank no more deals with manual accounting, instead of that they have switched to computerized accounting where every billing, recording and everything is done with the use of computers. Nowadays banking services are at the fingertips of people with the introduction of e-banking services, where people no more have to visit banks so often or stand in a long queue to wait for their turn. Digitalization has boosted the banking sector immensely. It also prevents the banks or public from doing any kind of fraud, corruption or mishandling of data. So the purpose of this study is to know whether the application of Computerized Accounting System supersedes that of manual Accounting System and whether a computerized accounting system is an effective means of keeping accounting records. The paper also relates to the perception of customers towards e-banking services provided by Central Bank of India.

Keywords - Computerized Accounting, Manual Accounting, E-Banking Service

INTRODUCTION

Traditionally, all the institutions used manual accounting or paper work which was very difficult to manage and maintain but now the present scenario has brought forward the use of computer technology and this technology is extracted from science which helps the institutions in gathering, processing and communicating of business information by means of electronic media. Computer includes all kinds of transaction processing system, management information system, along with various business support systems etc. Computers are the driving force in making the advancement of different institutions. Computer is an electronic device which helps in preparing, recording; maintain huge data for long time etc. It also helps in analyzing and making decision for future by the concerned authorities. Even banks have switched to computer accounting from manual accounting in order to turn their organization into digitalization one and it also provides their customers with e-banking services which in return have increased the customer's base, quality of financial report, accuracy etc. in banks. The revolution in technology to the computer substitutes few elements which are: - paper, personal memos, charts, reports, calculators, terminals letter.

E-banking means virtual banking where physically we don't have to visit banks but still all our works get done. It is a system which allows the customers to undertake all the financial transaction of the banks through computerized accounting. After digitalization came into existence the customers need not go to banks to manage their accounts so often instead they can sit at their home and manage their accounts through e-banking. E-banking provides many kinds of services and also has increased wide variety of delivery of services in the banks such as through e-banking the customers can make online payments, can check their balance anytime, they don't need to go banks to update their passbooks so often instead it can be seen right at their finger tip etc.

Computerized Accounting and E-banking services have a great impact globally. It reduced the corruption, frauds, mishandling of data. It also provides with transparency, accuracy of data, timely providing of data. This is a big step taken by India towards the development of the country.

Review of Literature

□ **Hartzell (2006)** defines computer as an electronic machine for processing information automatically and very quickly. The important of computers is the ability to handle vast amount of information and to do other processes with accuracy and speed which cannot be manually undertaken have been recognized and appreciated by financial institutions, hence the trend in the computerized of banking operations.

□ **Tanembaum (2010)** sees computer as a machine that can solve problems for people by carrying out instructions given to it. The American Accounting Association defines accounting as the process of identifying, measuring and communicating economic information to permit informed judgment and decision by users of the information. Accounting is also the establishment, maintenance, collection and analysis of financial position of an organization and any changes that have occurred or may occur overtime.

□ **Omolehinwe (2009)** defines accounting as the collection and recording of financial data about an organization whether in the private or in the public sector and analyzing the data so collected to suit the decision that needs to be taken and reporting the relevant information in a summary form to the user in a form that is meaningful to him or her.

□ **Pikkarainen(2004)** mentioned two fundamental reasons underlying online banking development and penetration. First, that bank gets significant cost savings in their operation through e-banking services. It has been proved that online banking channel is the cheapest delivery channel for banking products once established. Second, that bank have reduced their branch networks and downsized the number of service staff, which has paved the way to self-service channels as quite many customers felt that branch banking took too much time and effort.

Statement of the Problem

In spite of the benefit provided by the computer to banking industry and business still there are some problem which is left unsolved that is the impact of digitalization in Central Bank of India. Is it boosting the banking institution or not in terms of delivering their services or by maintaining computerized accounting and to know the effectiveness of e-banking services and computerized

accounting on efficiency services provided by Central Bank of India, Durgapur Branch.

Objectives of the Study

The objectives of the study are as follows:

- ❖ To evaluate the effectiveness of computerized accounting in Central Bank of India
- ❖ To evaluate the impact of digitalization on the delivery of services in Central Bank of India
- ❖ To study the customer's perception about e-banking services of Central Bank in India

Scope of the Study

Scope of the study is covered only to Central Bank of India, Durgapur Branch. This study will help to evaluate the effectiveness of computerized accounting system on the performance of Central Bank of India along with the impact of digitalisation on the delivery of services.

Limitations of the Study

- The area is restricted only to Central Bank of India, Durgapur Branch.
- Time constraint- This paper had to be taken in specific time duration which does not permit extensive research report
- Since the area and respondents is restricted so the outcomes cannot be generalised

METHODOLOGY

Sampling: The Present study uses convenient sampling method comprising of a sample size of 120 customers of Central Bank of India, Durgapur Branch and 22 employees currently working in Central Bank of India, Durgapur Branch.

Types of Respondents	No.
Employees of Central Bank of India, Durgapur	22
Customers of Central Bank of India, Durgapur	120
Total Respondents	142

Tools/Techniques and Data collection: Present data is collected with the help of structured questionnaire (Likert scale) with rating of 1 to 5 where 1 being strongly disagree, 2 being

disagree, 3 being neutral, 4 being agree and 5 being strongly agree that were personally administered to the employees and customers of Central Bank of India, Durgapur Branch, for collecting data relating to the perception on effectiveness of e-banking and computerized accounting on the efficiency of services provided by the Central Bank of India, Durgapur Branch.

The secondary data is based on Banking Institutions, published articles in journals and magazines, books, reports, studies, websites etc.

Statistical techniques like One Sample T Test, Paired Sample T Test and ANOVA have been used for the analysis of the collected data using SPSS (Version 20). Graphs, diagrams, tables and charts have been used wherever necessary.

ANALYSIS OF DATA

EMPLOYEE'S RESPONSES

The perception of employees towards the Effectiveness of E-Banking Services and Computerized Accounting on Efficiency of Services Provided in Central Bank of India (22 Responses)

☐ **Analysis of One Sample T Test**

Null Hypothesis: - $H_0: \mu=4$ Alternate Hypothesis: - $H_1: \mu \neq 4$ Test Value is taken as 4

The below table contains the key factors for driving the acceptability of computerized accounting in the banking Industry. From the Significance column we can find the majority of the values lie in the confidence level i.e. it lays above 0.05. According to the respondents Heavy Cost of installation, Transaction Failure and training cost to the employees are not a key restrainer in acceptance of computerized accounting in the banks. The employees also denies to the fact that fear of unemployment, cost of training and cost of installation are not the key restrainers in adoption of computerized accounting in the banking sector However the employees in the

banking industry also feels computerized accounting cannot be used to provide information and backup of the manual accounting.

The other test factors such as real time analytics, cost efficient and transparency are one of the major drivers for adaptation of computerized accounting in the banking industry

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
NEFT	.400	21	.693	.09091	-.3813	.5631
Check_Accounts	.463	21	.648	.09091	-.3175	.4993
Mobile_BS	1.000	21	.329	.18182	-.1963	.5599
Bill_Pay	.646	21	.525	.13636	-.3027	.5754
Exp_Service	.890	21	.383	.18182	-.2429	.6066
Heavy_Cost	-2.614	21	.016	-.81818	-1.4692	-.1672
Failure	-3.775	21	.001	-1.18182	-1.8328	-.5308
Cost_Training	-3.434	21	.002	-1.13636	-1.8245	-.4482
Time_Cons	-.692	21	.497	-.22727	-.9105	.4559
Cost_Extensive	-.794	21	.436	-.22727	-.8226	.3681
Data_Redundant	-.880	21	.389	-.27273	-.9172	.3717
Mishandling	-1.160	21	.259	-.31818	-.8887	.2524
Destruction_Data	-1.439	21	.165	-.40909	-1.0001	.1820
Labour_Intensive	-.157	21	.877	-.04545	-.6493	.5584
Accuracy_Record_R_E	.491	21	.628	.09091	-.2939	.4757
Service_Delivery	-.568	21	.576	-.13636	-.6353	.3626
Productivity	-.680	21	.504	-.13636	-.5535	.2808
Cust_Base	-.418	21	.680	-.09091	-.5428	.3610
Profitability	-.213	21	.833	-.04545	-.4883	.3974
Finance_Qual	-.224	21	.825	-.04545	-.4667	.3758
Data_Process	.000	21	1.000	.00000	-.3870	.3870
Info_Output	.237	21	.815	.04545	-.3529	.4438
Data_Input_Func	-.680	21	.504	-.13636	-.5535	.2808
Data_Summ	-.658	21	.518	-.18182	-.7564	.3928
Data_Anal	-.513	21	.613	-.13636	-.6887	.4160
Data_Entry	-.678	21	.505	-.18182	-.7399	.3763
Reporting	-.699	21	.492	-.18182	-.7229	.3592
Data_Sec	-1.030	21	.315	-.27273	-.8231	.2777
Batch_Process	-.568	21	.576	-.13636	-.6353	.3626
Real_Time_Analytics	.748	21	.463	.18182	-.3235	.6871

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Timely	-1.821	21	.083	-.40909	-.8763	.0581
Mentain_Error	-2.160	21	.042	-.54545	-1.0705	-.0204
Provide_Info	-2.751	21	.012	-.59091	-1.0376	-.1442
Perf_Measure	-4.416	21	.000	-1.13636	-1.6715	-.6012
Backup	-2.421	21	.025	-.54545	-1.0140	-.0769
Simplicity	-1.885	21	.076	-.45455	-.9615	.0524
Reliability	-1.682	21	.107	-.40909	-.9148	.0966
Cost_Effective	-.925	21	.365	-.22727	-.7380	.2834
Ability_collaborate	-1.578	21	.129	-.31818	-.7374	.1010
Time_sav	-.530	21	.602	-.13636	-.6715	.3988
Transperancy	.000	21	1.000	.00000	-.4933	.4933
Cost_install	-3.578	21	.002	-.90909	-1.4374	-.3808
Cost_Train	-4.557	21	.000	-.86364	-1.2577	-.4695
Unemp_Fear	-3.215	21	.004	-.68182	-1.1228	-.2408
Health_Dangerr	-2.524	21	.020	-.59091	-1.0777	-.1041
Pot_Fraud	-2.017	21	.057	-.45455	-.9231	.0140
Tech_Issues	-.224	21	.825	-.04545	-.4667	.3758
Inc_info	-3.578	21	.002	-.68182	-1.0781	-.2856
Pref_Comp_Acc_over_Manual	3.169	21	.005	.50000	.1719	.8281

□ Paired sample T Test

Null Hypothesis:-H0: $\mu d = 0$ Alternate Hypothesis:-H1: $\mu d \neq 0$

The below table contains the correlation of the different factors that drives the acceptability of computerized accounting by the bankers and are paired with the direct acceptability of computerized accounting over manual accounting.

Each and every factor has a positive correlation with the factor of preference of computerised accounting over manual accounting.

We have taken six factors such as NEFT, Mobile Banking Services, Bill Payment, Transparency etc. and paired it with the factor of preference of computerised accounting over manual accounting.

In the second table we can check the p- value (Sig) in the last column where the sig is below

0.05. It means the alternate hypotheses is accepted

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	NEFT & Preff_Com_Acc_ovr_Manual	22	.157	.486
Pair 2	Mobile_BS & Preff_Com_Acc_ovr_Manual	22	.165	.463
Pair 3	Bill_Pay & Preff_Com_Acc_ovr_Manual	22	.009	.969
Pair 4	Time_sav & Preff_Com_Acc_ovr_Manual	22	.233	.296
Pair 5	Transperancy & Preff_Com_Acc_ovr_Manual	22	.087	.701
Pair 6	Preff_Com_Acc_ovr_Manual & Tech_Issues	22	.167	.459

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	NEFT - Preff_Com_Acc_ovr_Manual	-.54545	1.10096	.23473	-1.03359	-.05731	-2.324	21	.030
Pair 2	Mobile_BS - Preff_Com_Acc_ovr_Manual	-.45455	.91168	.19437	-.85876	-.05033	-2.339	21	.029
Pair 3	Bill_Pay - Preff_Com_Acc_ovr_Manual	-.50000	1.10195	.23494	-.98858	-.01142	-2.128	21	.045
Pair 4	Time_sav - Preff_Com_Acc_ovr_Manual	-.77273	1.19251	.25424	-1.30146	-.24400	-3.039	21	.006
Pair 5	Transperancy - Preff_Com_Acc_ovr_Manual	-.63636	1.17698	.25093	-1.15821	-.11452	-2.536	21	.019
Pair 6	Preff_Com_Acc_ovr_Manual- Tech_Issues	.68182	.99457	.21204	.24085	1.12279	3.215	21	.004

**Analysis of One Sample T Test**

Null Hypothesis: - $H_0: \mu=4$ Alternate Hypothesis: - $H_1: \mu \neq 4$ Test Value is taken as 4

The below table contains the key factors for driving the acceptability of e- commerce by the customers in Central Bank. From the Significance column we can find the majority of the values lie in the confidence level i.e. it lays above 0.05. According to the respondents security, transparency etc. ($\text{Sig} < 0.05$) and low error rates are not the key drivers for acceptance of e-banking by the customers of central bank of India. The respondents agree to the fact that convenience is one of the key factors for acceptance of e-banking by the customers.

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Fast_Serv	-10.745	120	.000	-1.47107	-1.7421	-1.2000
Convenience	-.421	120	.675	-.14876	-.8488	.5513
Security	-23.129	120	.000	-2.14876	-2.3327	-1.9648
Transparency	-10.722	120	.000	-1.22314	-1.4490	-.9973
Online_Pay	-3.492	120	.001	-.45455	-.7123	-.1968
Money_Transfer	-8.613	120	.000	-1.15702	-1.4230	-.8911
Payment_Interface	-4.112	120	.000	-.50413	-.7469	-.2614
Low_Error	-10.710	120	.000	-1.39669	-1.6549	-1.1385
POS	-10.636	120	.000	-1.32231	-1.5685	-1.0762
Freq_ebank	2.649	121	.009	.22131	.0559	.3867

**Paired sample T Test**

Null Hypothesis:-H₀: $\mu d = 0$ Alternate Hypothesis:-H₁: $\mu d \neq 0$

The below table contains the correlation of the different factors that drives that drives the acceptability of e-banking by the customers of Central Bank of India and are paired with the direct acceptability of e-banking by the customers of Central Bank of India.

Each and every factor has a positive correlation with the factor of frequency of usage of e-Banking except money transfer. We have taken nine factors such as convenience, security,

transparency etc. and paired it with the factor of frequency of usage of e-banking by the customers of Central Bank.

In the second table we can check the p- value (Sig) in the last column where the sig is below

0.05. It means the alternate hypotheses is accepted

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Fast_Serv & Freq_ebank	121	.142	.121
Pair 2	Convenience & Freq_ebank	121	.067	.465
Pair 3	Security & Freq_ebank	121	.018	.847
Pair 4	Transperency & Freq_ebank	121	.000	.998
Pair 5	Online_Pay & Freq_ebank	121	.008	.931
Pair 6	Money_Transfer & Freq_ebank	121	-.053	.561
Pair 7	Payment_Interface & Freq_ebank	121	.097	.288
Pair 8	Low_Error & Freq_ebank	121	.017	.853
Pair 9	POS & Freq_ebank	121	.077	.401

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Fast_Serv - Freq_ebank	-1.69421	1.65249	.15023	-1.99165	-1.39678	-11.278	120	.000
Pair 2	Convenience - Freq_ebank	-.37190	3.93728	.35793	-1.08059	.33679	-1.039	120	.301
Pair 3	Security - Freq_ebank	-2.37190	1.36707	.12428	-2.61796	-2.12584	-19.085	120	.000
Pair 4	Transperency - Freq_ebank	-1.44628	1.55965	.14179	-1.72701	-1.16555	-10.200	120	.000
Pair 5	Online_Pay - Freq_ebank	-.67769	1.69909	.15446	-.98351	-.37186	-4.387	120	.000
Pair 6	Money_Transfer - Freq_ebank	-1.38017	1.78539	.16231	-1.70152	-1.05881	-8.503	120	.000
Pair 7	Payment_Interface - Freq_ebank	-.72727	1.55991	.14181	-1.00805	-.44650	-5.128	120	.000
Pair 8	Low_Error - Freq_ebank	-1.61983	1.69438	.15403	-1.92481	-1.31486	-10.516	120	.000
Pair 9	POS - Freq_ebank	-1.54545	1.59164	.14469	-1.83194	-1.25897	-10.681	120	.000

☐ **One Way ANOVA**

☐ Null Hypothesis:

$\mu_{\text{Fastservice}} = \mu_{\text{convenience}} = \mu_{\text{security}} = \mu_{\text{transperency}} = \mu_{\text{onlinepay}} = \mu_{\text{money transfer}} = \mu_{\text{payment interface}} = \mu_{\text{Low error}} = \mu_{\text{POS}}$

☐ Alternate Hypothesis: All the μ are not equal

The anova table shows the comparison of the different factors influencing the behaviour of customer of central bank of India towards e banking.

All the nine factors that are included in the anova table have the significance level over 0.05.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Fast_Serv	Between Groups	5.700	3	1.900	.834	.478
	Within Groups	266.448	117	2.277		
	Total	272.149	120			
Convenience	Between Groups	27.788	3	9.263	.606	.612
	Within Groups	1787.535	117	15.278		
	Total	1815.322	120			
Security	Between Groups	5.622	3	1.874	1.832	.145
	Within Groups	119.700	117	1.023		
	Total	125.322	120			
Transperency	Between Groups	3.514	3	1.171	.739	.531
	Within Groups	185.461	117	1.585		
	Total	188.975	120			
Online_Pay	Between Groups	1.268	3	.423	.202	.895
	Within Groups	244.732	117	2.092		
	Total	246.000	120			
Money_Transfer	Between Groups	12.876	3	4.292	2.016	.116
	Within Groups	249.140	117	2.129		
	Total	262.017	120			
Payment_Interface	Between Groups	2.764	3	.921	.500	.683
	Within Groups	215.484	117	1.842		
	Total	218.248	120			
Low_Error	Between Groups	.228	3	.076	.036	.991
	Within Groups	246.730	117	2.109		
	Total	246.959	120			
POS	Between Groups	1.413	3	.471	.247	.863
	Within Groups	223.017	117	1.906		
	Total	224.430	120			

SUGGESTIONS

- ☐ It takes a lot of time in designing and installing of computerised accounting system especially while the trial period is going on so the best way to minimise such unnecessary wastage of time is to test the software or programme in phases rather than waiting for the whole installation system to be complete.
- ☐ In bank they should also keep some computers on standby mode or should be ready with similar kind of facilities as well as other software backups which can be used at the time of an urgent need for such replacement.
- ☐ Banks should also focus on enhancing their online banking transactions with respect to security features of e-banking transactions. Along with it, banks should also focus in the technical issues which arise in their websites at times so that they can reduce the customer's problems.
- ☐ Also, the bank managers of the bank should encourage their clients or kind of make them aware on the detailed advantages of e-banking in terms of efficiency and effectiveness of transactions, etc. Also, they should come up with a more attractive and effective customer care service through e-banking system.

CONCLUSION

In the present scenario, technology has become an integral part of today's world and especially in the institutions and staying updated is even more important. It has helped the institution to provide better services which in turn helps in earning huge profits and that is ultimately the main motive of most of the organization. Digitalization in banks had a great impact on the customers as well as the employees in a positive way. Digitalization helped the banks to know the preference of their customers. Also the main motive for switching to digitalization was to save the country from corruption, frauds and to collect tax from every assessee for the development of the nation.

From the above analysis, it is been seen that people are accepting the change done in banks be it from employees point of view or customers point of view. They are highly satisfied with the change that took place in bank.

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An Empirical Study on the Perception of End-users towards the regular and green home appliances

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ABSTRACT

Perception of end users i.e. the final consumers for products and services is based on various factors such as earnings, demographics, social and cultural factors, family influence, brand image etc. An understanding of the psychological, cultural and sociological attributes of the consumers helps the marketers of the organisation to discover new market opportunities and same applies when it comes to home appliances. Home appliances are attaining popularity in the present modern world and are found in almost every house. A lot of companies have started producing home appliances. Some of the popular home appliances companies are LG, Samsung, Bajaj, Haier, Havells, Whirlpool, USHA etc. Therefore, understanding of consumer preference and emotion becomes important determinants for the success of the organisation. In the present era, along with the satisfaction of end-users and companies it is mandate to look up for the environment which has become a serious matter of concern. Thus, the study highlights the perception of end-users with respect to the regular home appliances of USHA as well as their buying intention towards green home products of USHA. The study is based on both primary and secondary data. For the study, analysis and interpretation of primary data is done by using various statistical techniques. It was concluded that older generation are more aware about the brand and income plays a major in the buying behaviour of USHA home appliances.

Keywords – consumer perception, buying behaviour, factors influencing, home appliances, green home products.

Introduction

Every individual have a particular perception towards every brands even if they purchase it or not. Having perception about any brand, product or service leads to making decision of buying the same. Consumer behaviour is the attitude of the individual or group of individual in making decision of purchasing and using a particular product or service. Satisfaction of the final consumers is prime objective of any organisation. So knowing the acts of the individuals in purchasing, using and disposing of the products turn out to be important for every organisation. Thus, marketing becomes an integral factor which starts and ends with the satisfaction of the consumers. The marketers are also realizing the concept of green marketing paying attention towards eco-friendly or “green” products. A green product can be described as it is manufactured using sustainable production methods or that is energy- efficient, recyclable, biodegradable or similar. Understanding attributes of the consumers which are influenced by many internal as well as external factors help the marketers of the organisation to discover new market opportunities.

Literature Review

A literature review is a summary and a critical discussion of the previous works that are of „general“ or of „specific“ reference in some particular areas. An extensive relevant literature review of research papers and white papers were conducted on the topic: “A Comparative analysis on the Perception of End-users towards the appliances of Usha International Limited” to understand the relevance of the topic and obtain the conceptual knowledge for the same.

- **Avinash Kapoor and Chinmaya Kulshrestha** (2012) in their study entitled “Consumers' perceptions: an analytical study of influence of consumer emotions and response” explains the significant analysis on understanding the tools that trigger selling effectiveness. The study also explains the role of customer psychographics, sales encounter experience and salespersons“ behaviour impelling purchase decision making.
- **Janaki P and Shanthi P** (2013) made a study entitled “Marketing Stimuli in Purchase of Home Appliances from Customer Perspectives”. The study explains that marketing strategy is the plan that every firm must adhere to, in order to fulfil the desired objective. The people consume products according to their needs, preferences and buying

power. The objectives of the study are to study the purchase decision behaviour

relating to home appliances and to analyse customer response to the marketing stimuli of home appliances.

- **Shahram Jenabi, Seyed Yahya Seyed Danesh and Minoo Yousefi** (2013) in their study “Examining the effect of Brand dimension (trademark) on home appliances consumers” behaviour Case study: LG brand in Rasht city” depicted that one of the most important and valuable asset of a company is its trademark. The more significant is a trademark for purchasers more benefit the organization accomplishes. The paper expects to distinguish the impact of brand measurement on home apparatuses on customers' conduct. To accomplish this objective the connection between notoriety, personality, picture, which means, age and brand promotion with shopper conduct was tried dependent on the calculated research show. Required information were gathered utilizing poll, haphazardly, from the number of inhabitants in LG mark buyers from specialists of this organization in Rasht city.
- **Senthil Kumar, M.J and Sadeesh Kumar, K and Nagarajan, N.R** (2013) in their research paper entitled “A Study on Consumer”s Attitudes towards Washing Machine” put light on consumer's assessment about the clothes washer and how it ends up vital part in the homes by sparing occasions and lessening physical work. This paper states about the learning of the different brands and highlights of clothes washers.
- **Rajarajan M and Priyanga T** (2013) have written paper on “Consumer Behaviour towards Selected Household Appliances in Ramanathapuram District”. The study uncovered the way of life attributes greatly affect the buying conduct of the groups of people. This paper features that, life style determinants of end-users buying behaviour towards durable products in Ramanathapuram district. This study concluded that, the behaviour of end-users have a prodigious effect on the household appliances of the groups.
- **Vijayalakshmi S and Mahalakshmi V** (2013) in their study titled “An impact of consumer buying behaviour in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study” highlighted that behaviour of end- users is the learning of individuals, groups, or organizations and the processes they use in order to select, secure and dispose products, services, experiences, or ideas to fulfil needs and the effects that these processes have on the end-users and society. It endeavors to comprehend the basic leadership procedure of purchasers, both independently and in gatherings. It

contemplates attributes of individual buyers, for

example, socioeconomics and conduct factors trying to comprehend individuals' needs. The various free factors in electronic home apparatuses advertise in India are profoundly investigated. The components that are influencing the customer conduct in electronic home apparatuses showcases in India have been taken as the exact investigation of this research.

- **Kalaiselvi K.T and Muruganandam D** in their study entitled “Consumer Attitude towards Promotional Schemes and Influence of Brand on Purchasing Home Appliances” highlight that understanding the buyers’ behaviour is a critical piece of the promoting procedure to understand the difficulties looked by advertisers in appreciating the purchasers' brain. The primary goal of this study is to discover the effect of limited time conspires on shopper behaviour and to discover the brand dedicated customers and furthermore mark switchers of buyer home apparatuses simply because of special offers. The methodology used for the study was descriptive research design. Sample size that was taken for the study is 200. Statistical tools such as percentage analysis, chi-square, ANOVA and Garrett’s Ranking were used for analysis in research. The conclusion draws that brand name plays a great role in buying home appliances without considering attractive promotional schemes.

- **Azamat Maksudunov** prepared a study on topic entitled as “Family Influence on Consumer Home Appliances Purchasing Behaviour: An Empirical Study In Kyrgyzstan”. The explains that after independence in 1991, the economic, social and political changes in Kyrgyzstan have generated new business prospects and militaries not only for local entrepreneurs but also for international marketers of goods and services. For research proceedings and conclusion a structured survey was carried out in Bishkek, which is the capital of Kyrgyzstan. The size of sample was resolute after sorting according to age and gender. For the better and appropriate result respondents were interviewed in order to identify the influencing nature of family members on their buying decisions and behaviours.

Statement of the Problem

The problem relates to studying, analysing & evaluating the perception of the consumers towards the appliances of Usha International Limited with increasing competitors in the market. The problem also relates with learning about the awareness and buying behaviour of green products of USHA. Home appliances are attaining popularity in the current modern world. A lot of companies have started producing home appliances. Some of the popular home appliances companies are LG, Samsung, Bajaj, Haier, Havells, Whirlpool, USHA etc. To the consumer, products of different brands seem similar because products of different brands are available with similar features. Some consumers are influenced by the advertisement while some others are influenced by friends, neighbours, colleagues, brand image and so on. In this context, the view of end users for appliances depends on various related factors. It is essential to study about the customer perception and satisfaction level towards USHA appliances with regard to the other competitive appliances. On the other hand, Usha International mainly focuses on green appliances such as fans and lights. So for producing other green appliances by Usha International in order to contribute to eco-friendly home products, it is necessary to know the buying intention of consumers towards these green products and understand the willingness to pay for these green home appliances.

Scope of the Study

The study aims to know the perception of the consumers towards the home appliances (fans, kitchen appliances, water coolers & dispensers, sewing machines, electric water pumps, steam irons, dry irons, mixer & grinders) of Usha International Limited to great accuracy. This study helps to know what factors influence the consumers to use the appliances. The research aims to study, analyse and evaluate the perception of the end users towards appliances of USHA in the respective competitive market and their buying behaviour towards green products of USHA. This research also provides a brief review of consumers regarding buying intention on green home appliances of USHA and the willingness to pay in order to contribute for environment.

Objectives of the Study

Objective is a base for any work or task. The objective determines the future and outcome of the research. The present research work has also some objectives which are as follows:

- To study the awareness of USHA home appliances among consumers.
- To study the perception of consumers towards home appliances of USHA.
- To analyse the buying behaviour of customers with respect to factors like price, quality, after sale service, availability.
- To study the perception of consumers towards green home appliances.
- To study the perception of end-users towards willingness to purchase green products of USHA with respect to demographic factors.

Research Methodology

With the view of pursuing the paper in a systematic manner, following research methodology have been used. It falls under descriptive research category as detailed opinions of the individuals have been obtained. The paper is basically based on primary data and secondary data for the analysis of different attitudes of individuals towards the appliances of USHA. The primary data is collected by self-prepared questionnaire relating which is widely distributed among people in printed form. For the study the sample size is of 200. The secondary data is basically collected from the websites, journals, newspapers etc. Using the responses from questionnaire and secondary data, the research have been coded and analysed through preparation of tables, graphs, charts and statistical formula.

Sample Design

Simple random sample method is used for sampling design in which customers are randomly selected.

Sample Size

The sample size in this research is 200.

Data Collection

The sources of data are both primary and secondary sources.

- **Primary Data:**

The primary data is collected through self-prepared questionnaire in printed forms.

- **Secondary Data:**

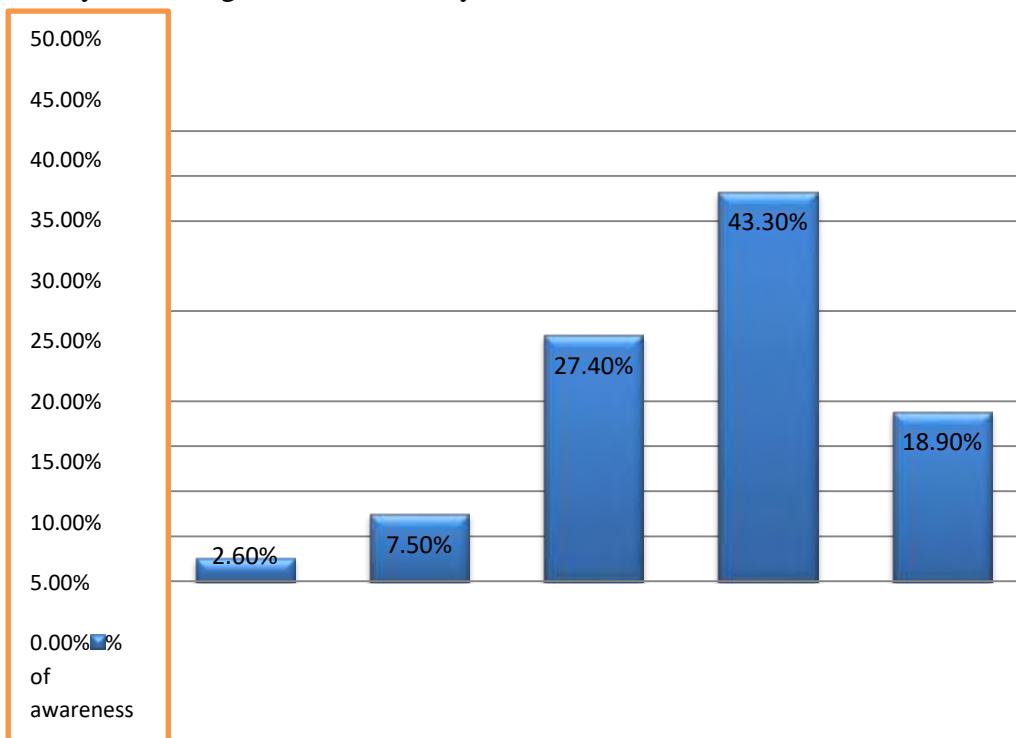
Secondary data is collected from various websites and online data and referring different books and previous project reports in college library.

LIMITATION OF THE STUDY

- The data is restricted to 200 respondents only.
- Since the respondents are handful, so the outcomes cannot be generalised.

ANALYSIS AND INTERPRETATION

For the analysis and interpretation various factors were considered such as age, income, educational qualification, income etc. of customers i.e. the respondents were of different age group above 18 years with different educational qualifications and income level. According to the survey, following results were analysed:



Familiarity towards home appliances of USHA

Not at all familiar Not So familiar Somewhat familiar Very familiar Extremely familiar

Chart 1

Above chart 1 shows the level familiarity or awareness of the respondents towards the home appliances of USHA. It was analysed that only 2.6% of the respondents were not familiar about the home appliances of USHA brand. 7.5% of the population were not so familiar whereas 27.40% were somewhat familiar. Larger part of the respondents i.e. 43.30% were the very familiar of the home appliances of USHA brand. Among the respondents, 18.90% were extremely aware about the USHA home appliances.

Hypothesis testing (correlation):

H₀₁: There is no significant relationship between age and awareness of customers towards USHA home appliances.

H₁₁: There is significant relationship (positive or negative) relation between age and awareness of customers towards USHA home appliances.

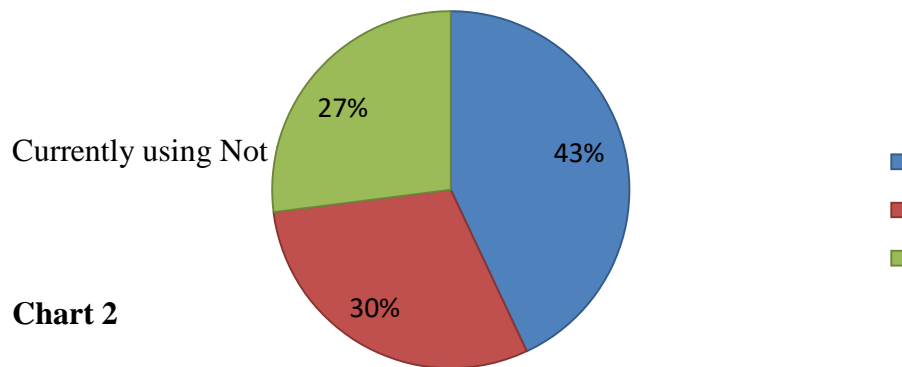
Table 1

Correlation between age and awareness of USHA home appliances		Age	How familiar are you with the appliances of USHA?
Age	Pearson Correlation	1	.420**
	Sig. (2-tailed)		.000
	N	200	200
How familiar are you with the home appliances of USHA?	Pearson Correlation	.420**	1
	Sig. (2-tailed)	.000	
	N	200	200

From the above Table 1 it can be analysed that the correlation between two variables i.e. age of the respondents and their level of awareness towards home appliances of USHA is 0.420 which states that it rejects the null hypothesis and accepts the alternate hypothesis. Hence it can be concluded that there is significant positive relationship between the two variables

resulting that as age group increases, the familiarity towards USHA brand increases.

USHA home appliances



Above Chart 2 shows the usage of home appliances of USHA by the respondents. Out of the total population 43% are using USHA home appliances whereas 30% are not using it currently stating that they have used in past. 27% of population stated that they have never used the home appliances of USHA.

Hypothesis Testing (Chi-square) :

H₀₂: There is no significant relationship between gender of customers and usage of USHA home appliances.

H₁₂: There is significant relationship between gender customers and usage of USHA home appliances.

Table: 2(a)

		USHA home appliances			Total
		never used	not using currently	using currently	
Gender	male	Count 30	Count 31	Count 49	Count 110
		% of Total 15.0%	% of Total 15.5%	% of Total 24.5%	% of Total 55.0%
	female	Count 24	Count 28	Count 38	Count 90
		% of Total 12.0%	% of Total 14.0%	% of Total 19.0%	% of Total 45.0%
Total		Count 54	Count 59	Count 87	Count 200
		% of Total 27.0%	% of Total 29.5%	% of Total 43.5%	% of Total 100.0%

Table 2(a) shows the rate of male and female using home appliances of USHA. There are 27% of respondents who have never used its home appliances out of which 15% are male and 12% are female. 29.5% of the sample population are not using its home appliances where 15.5% are male and 19% are female. Presently 43.5% of total respondents are using its various home appliances where 24.5% are male and 19% are female.

Table: 2(b)

Chi-Square Test between gender and usage	Value	Degree of freedom	Asymptotic. Sig. (2-sided)
Pearson Chi-Square	.212 ^a	2	.899
Likelihood Ratio	.212	2	.899
Linear-by-Linear Association	.021	1	.884
N of Valid Cases	200		

From the above Table 2(b) it is be analysed that since the p-value (0.899) is greater than the significance level ($\alpha = 0.05$), null hypothesis is not rejected. Rather, it is concluded that there is not enough evidence to suggest relationship between gender and usage of USHA home appliances. Thus, it can be stated that there is no association of using of USHA home appliances with gender.

Hypothesis testing (Chi-square):

H₀₃: There is no association between income of customers and usage of USHA home appliances.

H₁₃: There is association between income of customers and usage of USHA home appliances.

Table: 2(c)

			USHA home appliances			Total
			never used	not using currently	using currently	
Income	below 3.5 lakhs	Count	22	8	8	38
		% of Total	11.0%	4.0%	4.0%	19.0%
	3.5-6 lakhs	Count	12	21	56	89
		% of Total	6.0%	10.5%	28.0%	44.5%
	above 6 lakhs	Count	20	30	23	73
		% of Total	10.0%	15.0%	11.5%	36.5%
Total		Count	54	59	87	200
		% of Total	27.0%	29.5%	43.5%	100.0%

Table 2(c) shows the different level of income of individuals using home appliances of USHA. Among the respondents whose income is below 3.5 lakhs, 11% have never used its home appliances, 4% are using currently and 4% have used in past. On the other hand, among the respondents whose income is between 3.5-6 lakhs, 6% have never used USHA home appliances, 28% are using currently and 10.5% have used in past. Among the respondents whose income is above 6 lakhs, 10% have never used its home appliances, 11.5% are using currently and 15% have used in past.

Table: 2(d)

Chi-Square Tests between income and usage	Value	Degree of freedom	Asymptotic. Sig. (2- sided)
Pearson Chi-Square	39.291 ^a	4	.000
Likelihood Ratio	37.487	4	.000
Linear-by-Linear Association	1.764	1	.184
N of Valid Cases	200		

Since the p-value (0.000) is less than the significance level ($\alpha = 0.05$), null hypothesis is rejected and can be concluded that there is an association between income and using of USHA home appliances.

Hypothesis Testing (One way ANOVA):

H₀₄: μ of price = μ of availability = μ of quality = μ of brand image = μ of after sale services.

H₁₄: All the μ are not equal.

Table 3

	ANOVA	Sum of Squares	Degree of freedom	Mean Square	F	Sig.
PRICE	Between Groups	8.517	3	2.839	3.366	.020
	Within Groups	165.303	196	.843		
	Total	173.820	199			
QUALITY	Between Groups	8.107	3	2.702	3.309	.021
	Within Groups	160.088	196	.817		
	Total	168.195	199			
AVAILABILITY	Between Groups	12.542	3	4.181	3.865	.010
	Within Groups	212.013	196	1.082		
	Total	224.555	199			
AFTER SALE SERVICE	Between Groups	7.190	3	2.397	1.766	.155
	Within Groups	266.005	196	1.357		
	Total	273.195	199			

Table 3 shows the comparison of the factors influencing the buying behaviour of customers towards the home appliances of USHA. It is analysed that the factors i.e. price, quality, availability in the above ANOVA table is less than the significant level (0.05) which rejects the null hypothesis and conclude that means of these factors are not significantly equal.

Hypothesis Testing (Regression):

H₀₅: There is no significant prediction of willingness to pay extra for USHA green appliances by gender, age, income and educational qualifications factors.

H₁₅: There is significant prediction of willingness to pay extra for USHA green appliances by gender, age, income and educational qualifications factors.

Table 4(a) ANOVA^a

Model	Sum of Squares	Degree of freedom	Mean Square	Frequency	Sig.
1 Regression	4.399	4	1.100	2.942	.022 ^b
Residual	72.881	195	.374		
Total	77.280	199			

a. Dependent Variable: Willing to pay extra for green home products of USHA

b. Predictors: (Constant), Educational qualification, Gender, Age, Income

Table 4(b) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.906	.229		3.952	.000
Gender	.067	.087	.054	.774	.440
Age	.063	.052	.084	1.209	.228
Income	.202	.065	.236	3.124	.002
Educational qualification	-.045	.052	-.067	-.883	.378

a. Dependent Variable: Willing to pay extra for green home products of USHA

Above table 4(a) and table (b) shows the results of a multiple regression which was calculated to predict the percentage of willingness to pay extra for green products of USHA based on gender, age, income and educational qualification. A significant regression equation is found with $(F(4,195) = 2.942, p < 0.22)$ with an R^2 of 0.38. Income is statistically significant predictor of willingness to pay extra for USHA green appliances with significance less than 0.05 i.e. 0.002.

CONCLUSION AND SUGGESTIONS

Various factors affected the perception and behaviour of end-users towards home appliances of USHA. The age of consumers reflected effective impact on the awareness of USHA home appliances. The brand is popularly known for its fans and sewing machines among the respondents. As per the responses in survey conducted, youth were less aware about the USHA home appliances as compared to the older generation. Demographic factor also influence behaviour toward USHA appliances. People of middle class mainly are more favourable with use of USHA appliances. People have different attitudes towards USHA appliances like some appreciates the benefits they get from it such as value for money, product reliability, brand image etc. whereas some have negative attitude towards it such as in terms of availability, after sale service, service centre etc.

The company can put emphasis on bringing awareness among the youth by undertaking various projects in colleges and schools. It can have showrooms along with the existing dealer distribution. The company shall also work on after sale service and opening service centres. They can also focus on outdoor advertising along with digital advertising. The company can also go for green appliances other than fans and lights with minimal increase in price.

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A Study on the Performance of Selected Mutual Funds at Sharekhan Pvt. Ltd.

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ABSTRACT

Common Funds assume a noteworthy job in boosting the propensities for reserve funds among the Indian individuals as the Indians are less daring people with exceptional yields desire. The interest in common reserve relies upon the hazard and return examination and market execution. A shared store is a typical pool of cash into which financial specialists with normal speculation goals put their commitments that are to be contributed, as per the expressed target of the plan. The speculation director puts the cash gathered into resources that are characterized by the expressed goal of the plan. For instance, an Equity store would put resources into Equity and Equity related instruments and a Debt reserve would put resources into Bonds, Debentures, and Gilts and so on., Hence the investigating the execution of various common supports assume a noteworthy job. The determinants of reserve execution incorporate store traits, for example, age, estimate, expenses, the board structure and the executives residency, and nation attributes, for example, monetary improvement, money related advancement, nature, and financial specialist security.

Keywords: Mutual funds, risk factor, Fund attributes, Risk-return investment, safety, security,

INTRODUCTION

A shared reserve is an expertly overseen venture support that pools cash from numerous financial specialists to buy securities. These speculators might be retail or institutional in nature.

Common assets have points of interest and hindrances contrasted with direct putting resources into individual securities. The essential focal points of shared assets are that they give economies of scale, a larger amount of enhancement, they give liquidity, and they are overseen by expert financial specialists. On the negative side, speculators in a common reserve must pay different charges and costs.

Essential structures of shared assets incorporate open-end reserves, unit speculation trusts, and shut end reserves. Trade exchanged assets (ETFs) are open-end assets or unit speculation believes that exchange on a trade. Shared finances are additionally ordered by their key ventures as currency advertise assets, security or settled salary assets, stock or value reserves, cross breed reserves or other. Assets may likewise be sorted as file reserves, which are inactively overseen reserves that coordinate the execution of a list, or effectively overseen reserves. Speculative stock investments are not shared assets; multifaceted investments can't be sold to the overall population and are liable to various government directions.

A shared reserve is made by the money related commitment of various financial specialists who shape a typical fortune. Contingent upon the sum included by every financial specialist, they move toward becoming proprietors of a comparing some portion of the fortune as units.

1.1 Mutual fund management

A shared store is normally overseen by a group of experienced staff with venture aptitude, since most financial specialists don't have the learning or the required measure of time to deal with the speculation fittingly. The reserve directors, utilizing propelled gear, screen and dissect the stock trade showcases, the security and currency markets, to find and exploit venture openings in the most ideal way. They completely deal with the venture for your sake thus you basically advantage from their insight and aptitudes.

1.2 Investment risk reduction

Your offers in a shared store turn out to be a piece of a bigger speculation. This takes into account you to accomplish restores that are superior to anything those you would accomplish in the event that you were to freely put resources into stocks straightforwardly. In the meantime, you lessen venture hazard since the shared reserve's fortune is made out of various speculation shapes.

1.3 Investing in mutual funds

Putting resources into common assets really implies purchasing units. Your relating number of units will rely upon the measure of cash you wish to submit for the venture. Offer khan common assets are esteemed once a day. The net estimation of each shared store is partitioned by the measure of units, in this way building up the unit cost. This every day valuation acquires a day by day change the unit's price. When you feel all is good and well to melt your speculation, basically move your units.

2. Review of Literature

The Indian Mutual Fund Industry has progressed significantly since its beginning in 1963. It has turned into a noteworthy wellspring of venture to most of the little financial specialists. The execution of shared assets has turned into an issue of worry to the speculation open, the strategy creators and the institutional financial specialists. Thusly a few investigations have been taken up to assess the execution of common assets, the issues of shared assets, portfolio expansion, rising patterns and prospects of shared reserve industry, wellbeing, liquidity, SEBI directions, charge components and view of speculators and so on.

Amitab Gupta assessed the execution of Indian common assets in the system of hazard and return amid the five years time frame from April 1, 1994 to March 31, 1999. In his investigation he found that no definitive proof was accessible which warrants us to acknowledge that their execution was prevalent. Be that as it may, there have been a few occasions where predominant

exhibitions were unquestionably reflected. A portion of the assets from private area fall under the classification.

Further, example plans were not observed to be sufficiently expanded. Additionally, hazard and return attributes for the Indian shared reserve plans are not in similarity with their expressed goals.

The Primary target of the investigation of Amitab Gupta was to assess the execution of those shared store plans and to test the market timing capacities of the common reserve chiefs and furthermore to look at the development and advancement of the common store industry in India amid the period 1987 to September 1999. In his examination, the creator inferred that no convincing proof was accessible which warrants us to acknowledge that their execution was predominant.

In his examination Ramesh Chander found that finance chiefs have all things considered neglected to create predominant return and out play out the market. In any case, the examination noted examples of better portfolio execution than some individual store level. All in all the examination has created proof supporting unrivaled execution of close-end private division (counting FII supported) development finance crosswise over reserve qualities.

In another investigation Ramesh Chander distinguished that a huge greater part of test shared reserve plans have recorded predominant execution, higher changeability in returns when contrasted with seat stamp portfolio. It additionally uncovers that showcase timing of common reserve speculation has brought about negative execution. The store administrators have been noted to work with some circumspection and opportunity. offer guaranteed comes back with protection cover, improve use on research and examination and incline toward quarterly portfolio divulgence.

Gurucharan Singh considered execution assessment of value assets with a goal to assess the execution of shared reserve plans (value conspires), the assets affectability to the market developments and the store chance balanced returns from 1996 to 2002. He proposed that, if

financial specialists have sufficient energy to investigate, they can have a quality arrangement of 10-15 stocks and furthermore recommended to hold ventures for no less than three years.

Kulbhushan Chandel and OP Verma contemplated the venture execution of common assets based on week by week returns contrasted and hazard free security returns and BSE file from Oct 1, 2003 to

Sep. 29, 2004. The examination uncovers that the execution of test plans amid the investigation time frame were great. Anyway there are a few cases where poor execution has been reflected. Portfolio supervisors have made decently a decent showing with regards to in producing positive returns. It might prompt recover speculator's certainty.

The primary goal of the investigation of H.J.Sondhi and P.K. Jain is to look at the rate of profits created by value shared assets, Vis-à-vis 364 days T-bills and the Bombay Stock Exchange-100 (BSE-100) National Index amid the period 1993-2002. The striking finding in the examination was that support supported by privately owned businesses have performed much superior to anything people in general part embraced supported value shared assets and the market returns as well. The private value shared assets appear to have pursued predominant reserve the executives rehearses upheld by very much inquired about 'stock choice' and 'timing abilities'.

The investigation of OP Gupta and Amitabh Gupta goes for assessing the venture execution of select Indian common reserve plans amid the four years time frame from April 1, 1999 to March 31, 2003. The outcome shows blended execution of test assets amid the investigation time frame. There is no convincing proof, which recommends that execution of Indian common assets is better than the market. Notwithstanding, there is some proof that a portion of the assets are performing superior to the market. Further, they found that the example reserves are not sufficiently differentiated.

3. Statement of the Problem

A short study of writing introduced above demonstrates that numerous examinations endeavored the assessment of the execution of shared assets in India. In 1993, through the procedure of financial changes, and deregulation, the private area was permitted to work in the field of

common assets. From that point forward, the job of private part in the zone of common supports expanded wonderfully. With the passage of private division and remote players into the Indian Mutual Fund Industry, the challenge among the shared assets has developed. This challenge should have unquestionably prompted the enhanced execution of the general population area common assets, especially the UTI. In this investigation, it is proposed to assess the effect of the passage of private and remote common assets on the development, reserves preparation, portfolio venture conduct,

budgetary execution and the dimension of fulfillment among the financial specialists of people in general segment shared assets on the preface that the challenge ought to have prompted their better execution.

4. Scope of the Study:

The scope of the study is mainly about educating and understanding of knowing how money is earned, spent, save and ability to use it on financial decisions.

5. Objectives of the Study:

The present study has the following objectives.

- 1 To identify the top performance of mutual funds.
2. To analyze the risk and return of selected mutual funds.
3. To check the investors preferences towards mutual funds.
4. To offer constructive findings and suggestions.

6. Operational Definition:

Performance evaluation of mutual fund, performance indicators of mutual funds, risk evaluation of mutual fund, risk and return of mutual fund.

7. Research Methodology

7.1 Research Design:

Define the information needed: -This initial step expresses that what is the data that is really required. Data for this situation we require is that what is the methodology of speculators while

putting their cash in common assets and other venture choices, for example what do they consider while choosing as to put resources into which of the two for example Common assets or other venture choices. Likewise, it examines the degree to which the financial specialists know about the different costs that one bears while making any venture. In this way, the data looked for and data created is just conceivable subsequent to characterizing the data required.

Design the research: -An examination configuration is a structure or diagram for leading the exploration venture. It subtleties the methodology essential for getting the data expected to take care of research issues. In this undertaking, the examination configuration is explorative in nature.

Specify the scaling procedures: -Scaling includes making a continuum on which estimated articles are found. Both ostensible and interim scale have been utilized for this reason.

Construct and pretest a questionnaire: - A poll is a formalized arrangement of inquiries for acquiring data from respondents. While pretesting alludes to the testing of the survey on a little example of respondents so as to distinguish and wipe out potential issues.

8. Data Source:

This study is based on primary and secondary data.

- 1) Primary data has been collected with the help of a questionnaire.
- 2) Secondary data has been collected from the annual reports Of mutual funds in sharekhan, and other documents of the different mutual funds. In addition to the above, different articles and opinions of fund managers have been collected from the magazines like Capital Market, Dalal Street, Chartered Financial Analyst and Mutual Fund Insight.

9. Sample Design:

9.1 Sample Size:

Respondents from each department in the organization where the limitation is up to 40 investors in the organization.

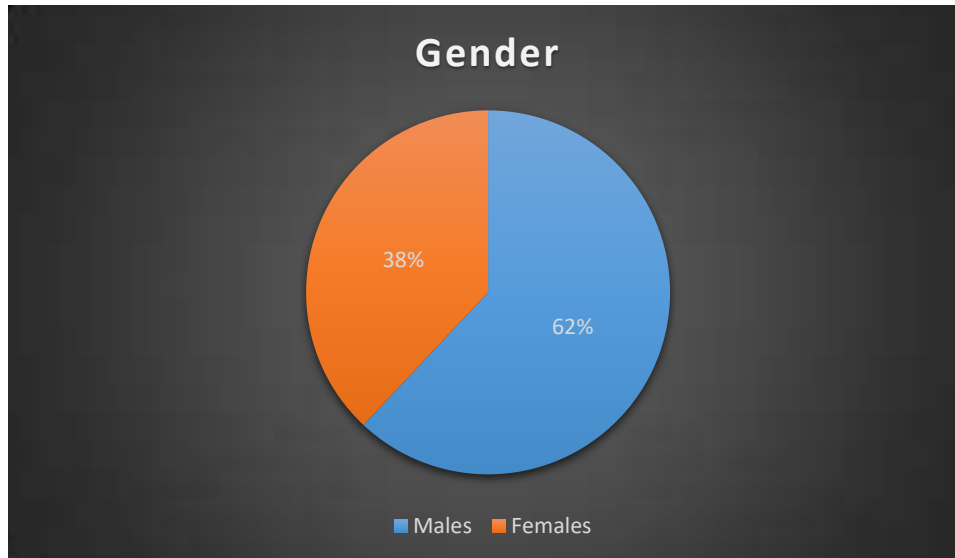
9.2 Sampling Techniques:

Sample technique which are revised and mentioned research methodology textbook (simple random sample).

10. Limitation of Study:

- Present study is only confined to select equity funds. Results of the study cannot be generalized to all categories of mutual fund schemes.
- Present returns may not be guaranteed in future and investors have to consider other aspects before investing in equity mutual funds.

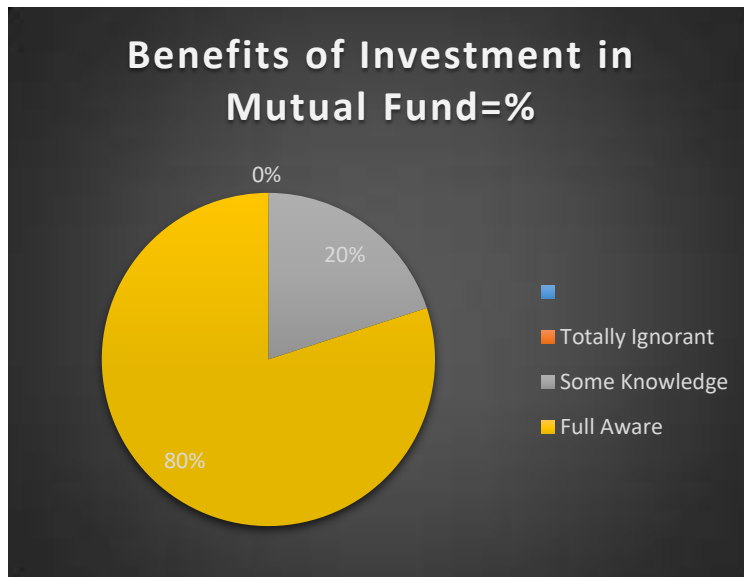
SURVEY RESULTS:



Among those investors through the study of their gender most investors or 62% of the investors are males and rest 38% are females from the respondents.



On the basis of the study of questionnaire base of the respondents most of the investors prefer on mutual fund 50% followed by the fixed deposit, gold/silver and insurance. And among those only 5% prefer direct investment in stock market.



20% have some knowledge about the investment of mutual fund and 80% are dully aware of investment in Mutual Fund.

Findings

Most of the investors are aware of the investment that they are investing in by having some knowledge to indulged in and it is good to know that investors are gradually increasing day by

day which is also helpful in the developing country like India for the economic growth as well the Business.

Suggestion

I would suggest inspiring more and more to the populations of our country to gather more investment to enhance the country growth and the business economy.

Conclusion

Taking a gander at the past improvements and joining it with the present patterns it very well may be presume that the eventual fate of Mutual Funds in India has parcel of positive things to offer to its financial specialists.

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**The Relationship between Financial Literacy and Stock Market Participation of Retail
Investors in Sharekhan Company**

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ABSTRACT

The main focus of this study was to establish the nature of the relationship between financial literacy and stock market participation by retail investors in sharekhan. The study employed certain description survey design. The target population was 50 retail investors participation in the sharekhan co. As a sample more than 50 response but I took only the target response data were collected using questioners (using Google survey) .the data is presented by charts and tables. The study also sought to establish effect of financial literacy, gender, age, and income on stock market participation. Data were collected both primary and well as secondary. The study concluded that there is positive relationship between financial literacy and stock market participation by retail investors in sharekhan.

INTRODUCTION:

Individuals have end up increasingly lively in financial markets, and marketplace participation has been accompanied or maybe promoted with the aid of the arrival of latest monetary products and services. At the same time, market liberalization and structural reforms in social security and pensions have brought on an ongoing shift in choice electricity, away from the government and employers closer to private people. The question that this examine sought to answer become whether or not retail buyers are properly ready to make financial selections in inventory marketplace participation. There has been little research in this topic and the few present studies indicate that economic illiteracy is significant and people lack information of even the maximum simple economic principles. Financial literacy within the form of know-how about the inventory marketplace has also been associated with inventory marketplace participation. In a have a look at of a representative sample of the Karnataka population found that many households turn away

from the inventory market because they have little knowledge of stocks and the stock marketplace.

FINANCIAL LITERACY:

Financial literacy has been an issue in many nations together with evolved and westernized societies. The fee of low financial literacy is vast for the society and a couple of have been really identified with the aid of researchers. It enables to make knowledgeable choices and nicely-being of an individual. Policymakers in each advanced and growing nations are an increasing number of spotting the significance of financial literacy and of investing sources in economic education packages.

STOCK MARKET PARTICIPATION:

The stock marketplace plays an important role within the financial lives of many individuals. Seeing shares as a shape of funding, many buyers use it as a means to generate their asset based earnings. The capital market plays a fundamental position in stimulating financial growth and improvement through mobilization of assets in a financial system. The markets offer a platform for trade of stocks and bonds, following mounted policies to provide non-stop liquidity within the market.

FINANCIAL LITERACY AND STOCK MARKET PARTICIPATION:

The stock market participation puzzle was first investigated with the aid of Haliassos & Bertaut. A crucial “puzzle” inside the literature is why so few families hold shares. One rationalization approximately lack of inventory possession that has no longer but been properly-explored inside the literature is that shares are complicated assets, and lots of families may not know or recognize stocks and the running of the stock marketplace. Several researches have additionally tried to unveil the exact channels by way of which monetary literacy affects the selection to take part inside the stock marketplace.

STATEMENT OF THE PROBLEM:

There exist only a few research that provide information on each economic literacy and variables related to economic choice-making; for example saving, portfolio desire, inventory market

participation and retirement making plans. In this paper, I sought to locate the effect economic literacy has on inventory market participation by means of retail buyers in Bangalore. Thus, the role of monetary literacy should now not be under-expected. A low stage of inventory market participation is a full-size to the properly functioning of capital markets. Several studies have targeted on the determinants of inventory marketplace participation. One of the variables which have been studied in the latest past is the impact of economic literacy. There is in fact proof that financial literacy and schooling years are correlated and that the circulation of training and effectiveness of schooling can truly affect economic literacy. Financial literacy inside the shape of expertise about the inventory marketplace has additionally been related to inventory marketplace participation.

SCOPE OF THE STUDY:

The scope of the study is mainly about educating and understanding of knowing how money is earned, spent, save and ability to use it on financial decisions.

RESEARCH OBJECTIVE:

- To assess the financial literacy level of retail investors.
- To established the relation between financial literacy and stock market participation.
- To check the impact of financial literacy and gender education

The main objective of this study was to determine the relationship between financial literacy and stock market participation by retail investors in Share khan

OPERATIONAL DEFINITION

Financial literacy: Financial literacy is the education and understanding of knowing how money is made, spent, and saved, as well as the skills and ability to use financial resources to make decisions. These decisions include how to generate, invest, spend, and save money.

Market liberalization: Trade liberalization involves removing barriers to trade between different countries and encouraging free trade. Trade liberalization involves:

- Reducing tariffs

- Reducing/eliminating quotas
- Reducing non-tariff barriers.

Non-tariff barriers are factors that make trade difficult and expensive.

Empirical evidence: Empirical evidence is information acquired by observation or experimentation. Scientists record and analyse this data. The process is a central part of the scientific method.

Retail investor: A retail investor is an individual who purchases securities for his or her own personal account rather than for an organization. Retail investors typically trade in much smaller amounts than institutional investors such as mutual funds, pensions, or university endowments.

RESEARCH METHODOLOGY:

Reviewed research have advocated that it have to put in force a specialized expertise certification programed focused on both the marketplace intermediaries and most of the people to beautify financial literacy.

Financial institutions which include inventory brokerage agencies, asset managers and investment banks will understand economic literacy impact on stock marketplace participation. Retail buyers will discover the results of this paper beneficial, as it will suggest their degree of monetary literacy and understand regions that they want to enhance on. This has the capacity of developing inventory market participation in particular by way of community traders, in contrast to the modern state of affairs which is basically dominated via foreign investors.

Recommendation from this study will assist enhance the low levels of stock marketplace participation among retail investors in Bangalore, and with any luck see the extensive form of corporations listing at the NSE boom. With creation of new marketplace segments which consist of the Growth Enterprise Market Segment (GEMS) and the yet to be delivered derivatives market, the relationship between monetary literacy and inventory market participation, may be the determinant of their fulfilment.

RESEARCH DESIGN:

At share khan company information series and analysis are based to be able to meet the research targets via empirical proof. The study used descriptive survey research design. This approach became determined appropriate due to the fact the research intended to explore the connection between the exclusive variables forming the look at that the relationship between financial literacy and inventory market participation. There are numerous arguments for selecting descriptive fact. The descriptive research are designed to attain pertinent and particular records regarding the popularity of phenomena and each time feasible to attract legitimate general conclusions from the information observed. According to Sharekhan, descriptive survey design is taken into consideration to be applicable in a survey as it entails amassing statistics that can then be used to answer the research query in the country of the item of the study.

DATA COLLECTION:

Take a look at used primary statistics because it gives applicable and modern-day statistics within the problem of observe. The data become accrued by means of the use of questionnaires. The questionnaires have been administered on a „drop and pick later“ technique. The facts for analysis become obtained through a research questionnaire dispensed via five brokerage firms that are authorized to exchange inside the NSE. The questionnaires had been randomly administered on clients that visited their workplaces over a 33 period of weeks to achieve the specified pattern size. The questionnaires consisted of components: Part one addressing profile of the respondents, and Part focusing on both primary and superior monetary literacy questions.

Primary data: Data were collected through dealing with client behaviour and using questionnaire method.

Secondary data: Data are gathered through information like newspaper, magazines, and also from online sources.

SAMPLE DESIGN:

A pattern is a statistical process of selecting and analysing the characteristics of a notably small range of items from a relatively large populace of such gadgets to draw statistically valid

inferences about the characteristics approximately the complete population. Aroni studied the outcomes of monetary information on investment in shares by way of retail investors in sharekhan and followed practical random sampling.

Sample size: Respondents from each department in the organization where the limitation is up to 50 investors in the organization.

Sampling techniques: simple random sampling

DATA ANALYSIS PROCEDURE

Data analysis procedure is been conducted through SPSS software which tests the significance and the specifying variable where it will be applied in the statistical SPSS software tools.

LIMITATION OF STUDY

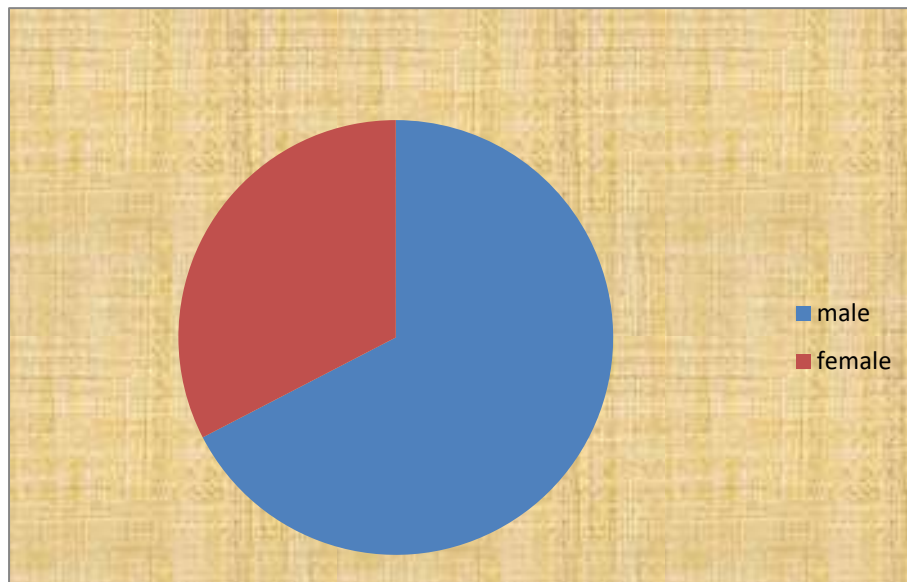
The study was met with various challenges when conducting the research where some of the respondents were unwilling to give personal information they considered private. Naturally people feel that revealing information that shows inadequacies in understanding of finance concepts can be embarrassing. Some respondents may have felt uncomfortable giving information on their age, level of education, and monthly income which means that some respondents may have been dishonest in their answers.

DATA ANALYSIS, RESULTS AND DISCUSSION

✓ DATA PRESENTATION

1. AGE OF THE RESPONDENT

Only 31 male respondents represented 67.4% of the inspected retail financial specialists, while 15 were female representing 32.6%. This demonstrates the quantity of male respondents is twice as extensive as that of female respondents.



Gender of the respondent

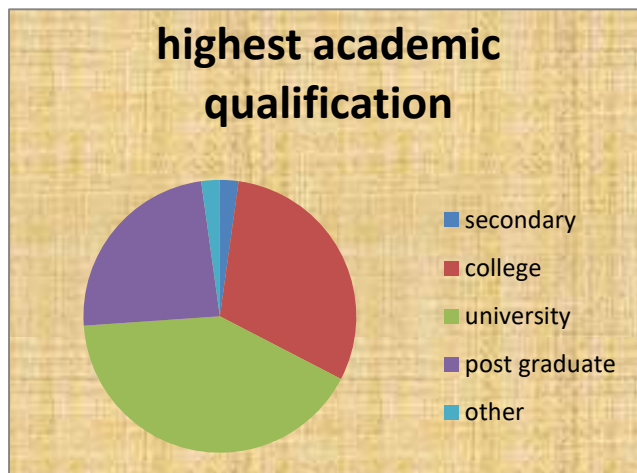
male 67.4%

Female 32.6%

2. Highest Academic Qualification of the Respondent

From the outcomes, larger part (41.3%) of the respondents had university education, 30.4% had college level of education, 23.9% had post graduate level of education, 2.2% of the respondents had post graduate level of education and 2.2% had other academic qualification. This suggests the greater part of the respondents were educated and this structures a decent Establishment for money related education.

RESPONSE BASE ON QUALIFICATION



Secondary -2.2%

College -30.4%

University - 41.3%

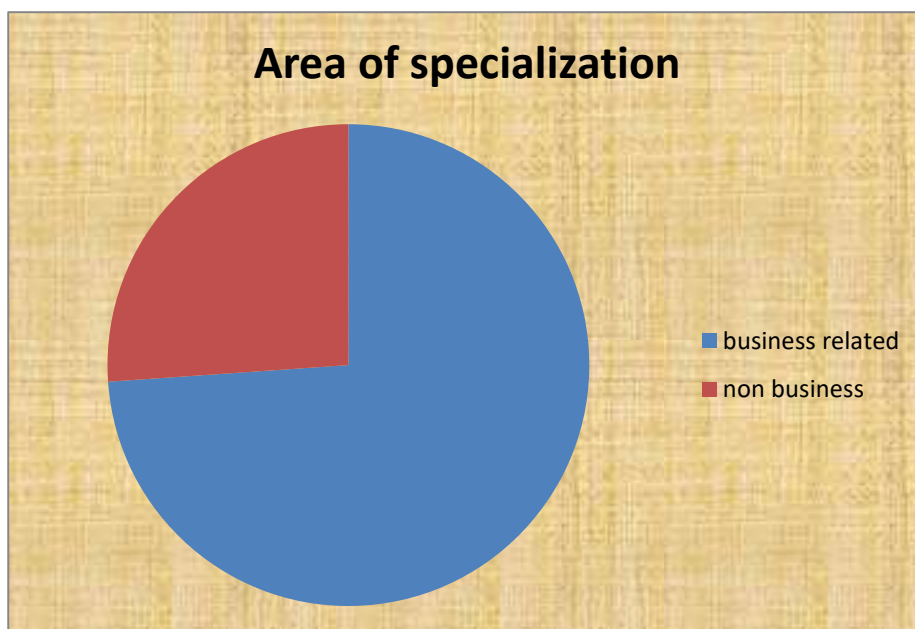
Post graduate -23.9%

Other -2.2%

3. AREA OF SPECIALIZATION OF THE RESPONDENT

The majority of the respondents (73.90%) had taken business related courses while 26.10% had courses from non-business related orders. This infers dominant part of the respondents have preparing on back ideas subsequently better financial literacy.

RESPONDENT BASE ON AREA OF SPECIALIZATION



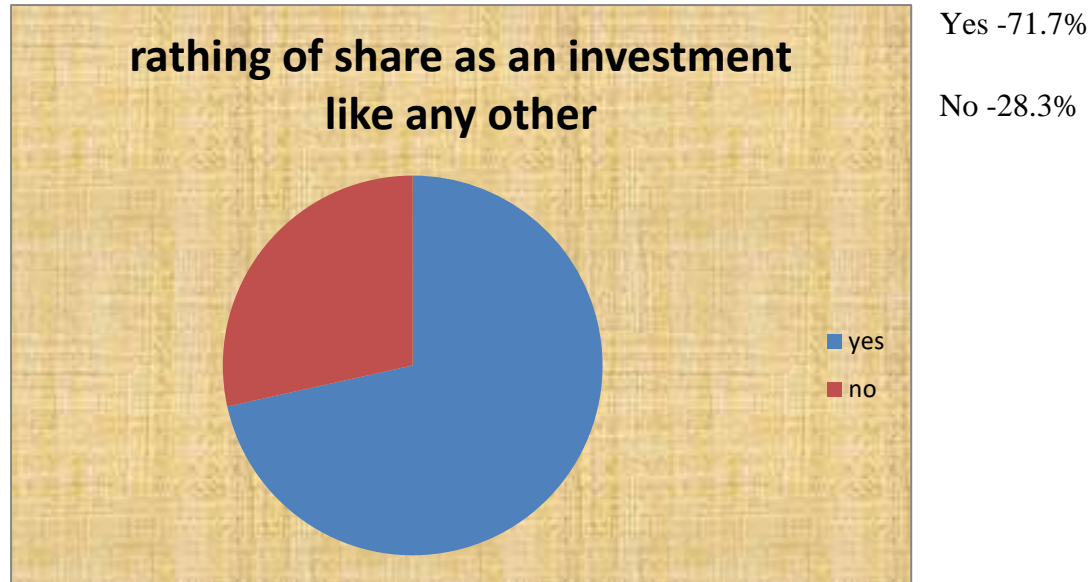
Business relate -73.90%

Non-business – 22%

4. RATING OF SHARES AS AN INVESTMENT LIKE ANY OTHER

Respondents were asked whether they rate value securities (shares) as a speculation simply like some other venture adventure; 71.7% of the respondents were certain that value securities are a speculation simply like others, while 28.3% couldn't rate value shares as a speculation. The way that a few people don't rate value shares as a venture demonstrates that they don't completely

comprehend what shares are or they would incline toward putting resources into different kinds of speculation vehicles.



5. FACTORS IMPORTANNCE WHEN BUYING SHARES

Respondents were asked to say whether the factors listed will be considered important when deciding to buy shares.

Factors	Yes	No
Dividends previously paid	93.3%	6.7%
Stock marketability	81.8%	18.2%
Expected dividends	84.4%	15.6%
Capital appreciation	100%	Nil
Affordability of shares	95.2%	4.8%
Recent price movement in share	63.4%	36.6%
Current economic indicators	51.2%	48.8%

6. ADVANCED FINANCIAL LITERACY

This includes question that are much more complex than the previous set. The purpose of these questions is to measure more advanced financial knowledge related to investment and stock market knowledge. These questions were devised to assess knowledge of financial assets, such as stocks, bonds and mutual funds, as well as the working of the concept of risk diversification and the working of mutual funds.

ADVANCED FINANCIAL LITERACY

	correct	incorrect	Do not known
Which statement describes the main function of the stock market	97%	3%	-
What happens if somebody buys the stock of firm Q in the stock market	93%	6%	1%
Which assets displays the highest fluctuation over time	86%	10%	4%
Stock are normally riskier than bonds	38%	62%	-
Buying a company stock usually provides a safer return than a stock mutual fund	86%	14%	-
Considering a long period (10 or 20 years) which assets normally gives the highest return	97%	3%	-
What happens if somebody buys a bond of firm A	88%	12%	-



SUGGESTION AND RECOMMENDATION

SUGGESTION

This study focused on the relationship between financial literacy and stock market participation by retail investors in sharekhan. It is therefore recommended that similar researches should be replicated in various organisations and the result compared to establish whether there is consistency on the relationship between financial literacy and stock market participation of retail investor in various organisations.

RECOMMENDATION

Evidence proved that there is positive relation between financial literacy and stock market participation of retail investors by sharekhan co. the study should recommended that sharekhan should be trained on financial literacy.

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"FACTORS AFFECTING INDIVIDUAL INVESTORS DECISION PROCESS"

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ABSTRACT:

Research in factors affecting individual investor's decision process is the topic in which Individual investor behavior is motivated by a variety of psychological heuristics and biases. According to the traditional finance theory that the investors behave rationally, however the modern finance theory disproved the same as the individual investors are irrational when they make investment decisions. In this attempt the researchers conducted this research to mainly identify and prioritize those behavioral factors that influence investor's decision making process. A company invests money in various forms of securities by pooling money from different investors. In today's world new investors choose from a wide selection of investment options through financial institutions and online investment firms. Whether it is preferable to make investment decisions by ourselves or with the help of a professional, there are several factors that have to be considered while selecting options for the portfolio. It is necessary to consider each factor carefully to ensure that our needs and plans match our investment choices. The study will help the organization to identify what kind of decision people takes before choosing to invest on a security and the purpose of the people choosing the particular company.

Key words: individual investors, decision, investments, rational behaviour, pooling money

INTRODUCTION:

Research in elements influencing singular speculator's choice procedure is the theme in which Individual financial specialist conduct is spurred by an assortment of mental heuristics and inclinations. As per the customary fund hypothesis that the financial specialists carry on sanely, anyway the cutting edge account hypothesis invalidated equivalent to the individual speculators

are unreasonable when they settle on venture choices. In this endeavor the scientists led this exploration to essentially distinguish and organize those social factors that impact financial specialist's basic leadership process.

Time Horizon

A standout amongst the most essential factors that to be considered by the financial specialists is while picking speculations is to what extent their cash will remain contributed. Financial specialists with brief time skylines as a rule incline toward less shot of going down the estimation of cash to ensure their cash is accessible when they need it. Brief time skyline venture objectives may require a generally safe and low-return term store. Financial specialists with longer time allotments to meet their objectives may pick increasingly unsafe ventures, as there is a more drawn out time for speculations to recuperate the transient misfortunes that they may happen.

Hazard Tolerance

Hazard resilience alludes to how agreeable a speculator would be the point at which the estimation of the venture declined. Higher hazard speculations likewise have the potential for higher returns, while lower chance ventures are more hazards free and have lower returns. A financial specialist with a higher hazard resistance will take a risk of losing cash yet additionally anticipates high rate of return.

Venture Knowledge

A financial specialist's involvement and information assumes a fundamental job in his/her speculation decisions. A few speculators may depend and pick on the base of the guidance of their family, companions or a venture consultant. What other place, progressively experienced financial specialists frequently take their very own ventures choices. Better comprehension of

their portfolio will help in going out on a limb included and getting back speculation results .Where they can causes them choose if stocks, bonds or different ventures suit their portfolio.

Salary and Net Worth

A person's salary and total assets are likewise critical factors in settling on speculation decisions. Acquiring certain value speculations, for example, stock, frequently requires a great many dollars of capital, while you can buy shared assets with a couple of hundred dollars. New venture anticipates youthful speculators with restricted earnings regularly are set up with commitments of under \$100 a month coordinated to a shared reserve made out of stocks and obligations of a wide range of guarantors. Bonds, term stores and ensured speculation authentications more often than not have a base buy measure of in any event \$1,000. Speculators with bigger measures of capital approach a more extensive scope of venture decisions, while new financial specialists or those with lower total assets have a restricted determination.

A common insurance agency is an insurance agency claimed completely by its policyholders. Any benefits earned by a shared insurance agency are either held inside the organization or discounted to policyholders as profit appropriations or diminished future premiums.

OBJECTIVES OF THE STUDY:

1. To study the various investments made by individual investors during the last one year.
2. To study the decision process of investors in relation to the investments made by them.

Review of Literature:

1. Prof. V. Vanaja, Dr. R. Karrupasamy(2013) A Study on the Performance of select Private Sector Balanced Category Mutual Fund Schemes in India study reveals that, mutual funds out perform naive investment.Mutual funds as a medium-to-long

term investment choice area unit most well-liked as an acceptable investment choice by investors.

2. Dr. Yogesh Kumar Mehta (2012) Emerging Scenario of Mutual Funds in India: An Analytical Study of Tax Funds, the study states that Corporate and Institutions who form only 1.16% of the total number of investors accounts in the MFs industry, contribute a sizeable amount of Rs.2, 87,108.01 large integer that is fifty six.55% of the total net assets in the MF industry.

3. Prof. V. Vanaja and Dr. R. Karrupasamy (2013) Study on the Performance of select Private Sector Balanced Category Mutual Fund Schemes in India. This study of performance evaluation would help the investors to choose the best schemes available and will also help the

AUM's in better portfolio construction and can rectify the problems of underperforming schemes.

4. Woerheide (1982) Study on "investor response to suggested criteria for mutual funds" in which he tested the effect of different factors. It was established that factors like size of fund, effectiveness of marketing programme and past return of funds have great impact. Among these the effectiveness of promoting programme has sturdy impact.

5. De Bondt and Thaler (1985) while investigating the possible psychological basis for investor behaviour, argue that mean reversion in stock prices is an evidence of investor over reaction where investors hyperbolize recent firm performance in forming future expectations.

METHODOLOGY OF THE STUDY:

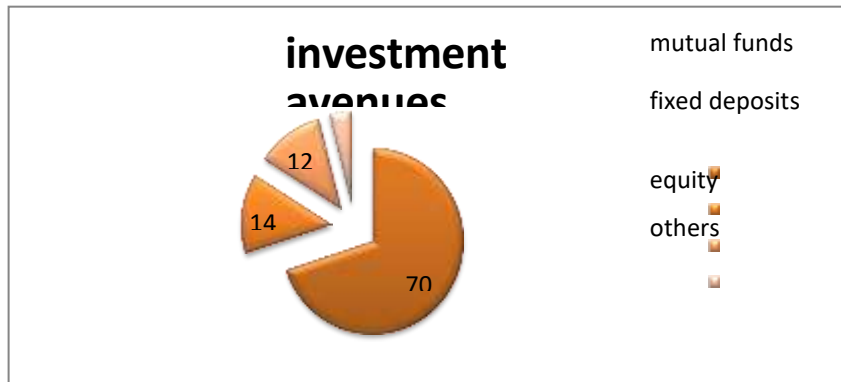
- It is an Empirical study.
- 50 respondents were taken as sample size.
- Structured questionnaire consisting of both open ended and close ended questions

are used as research instrument.

- Primary data was collected using questionnaire and secondary data was collected from internet/journals/books. The research methodology used in this study is based on primary as well as secondary data. The primary data was collected through interviews with investors of Sharekhan Company and are taken as respondents for the purpose of the survey.

RESULTS AND DISCUSSIONS:

1. Investment avenues that investors like to choose.



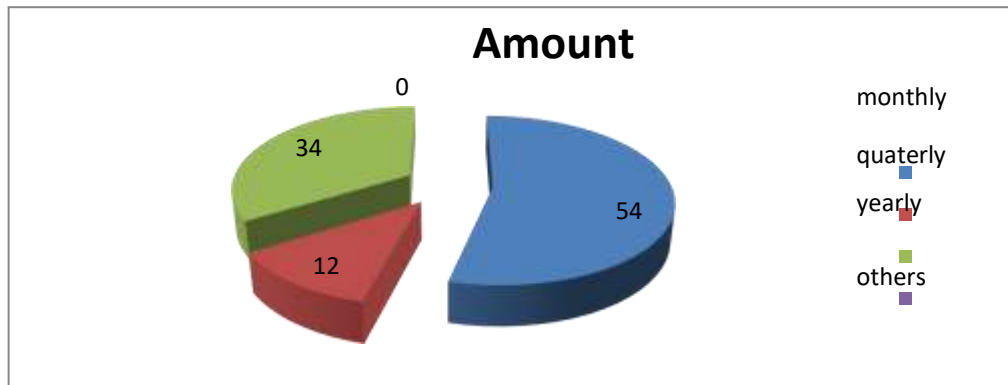
The mutual funds are selected as most preferable investment avenues because it is easier to diversify and pool money from various investors.

Figure-1

Source- Excel output Table1:

Source: Excel Output

Investment avenues	Mutual funds	Fixed deposits	Equity	Others	Total
	35	7	6	2	50



2. Frequency of investment.

Figure-2

Source- Excel output Table 2:

Frequency of investment	monthly	quarterly	yearly	others	total
	27	6	17	0	50

Source: Excel output

3. Analysis before investment

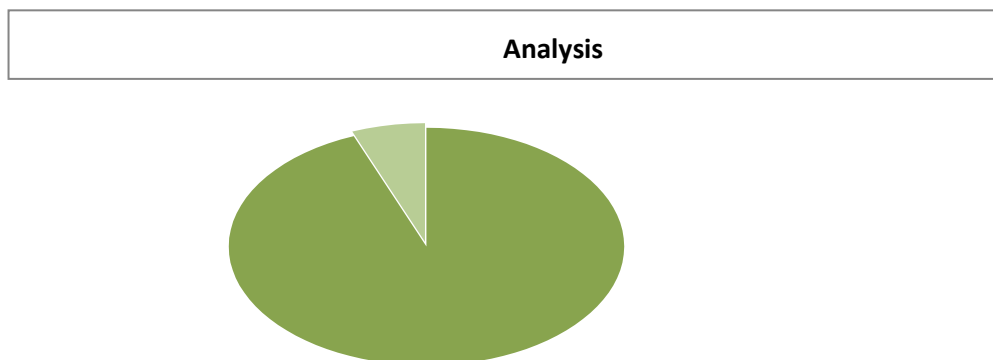


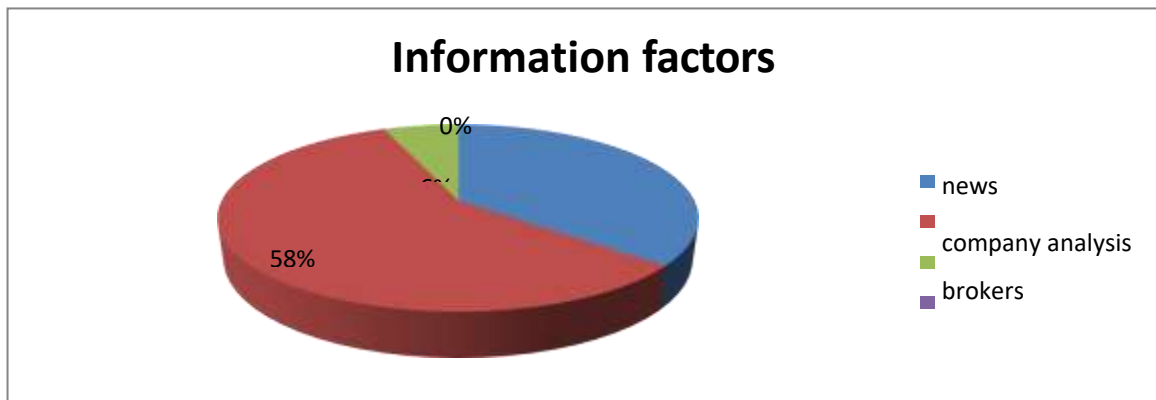
Figure-3

Source- Excel output Table 3

Analysis before investment	Yes	No	Total
	47	3	50

Source: Excel output

4. Sources of information factors



The investor does company analysis because the investor feel it more safe to do proper company analysis and invest in the particular company where they have a clear idea about the pros and cons on investing on the company.

Figure-4

Source- Excel output Table 4

Sources of information factors	News	Company analysis	Brokers	Others	Total
	18	29	3	0	50

Source: Excel output

5. Type of investor

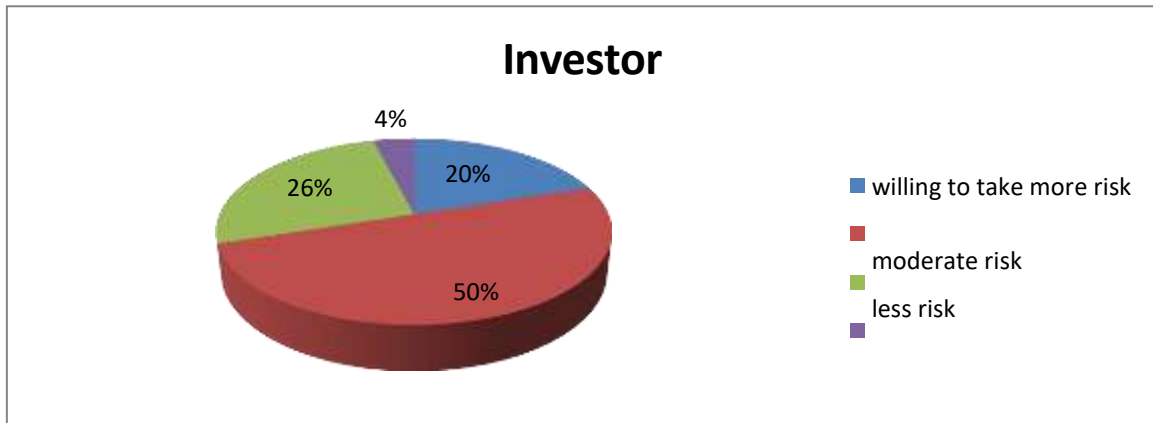


Figure-5

Source- Excel output Table 5

Type of investor	Willing to take more risk	Moderate risk	Less risk	Minimal risk	Total
	10	25	13	2	50

Source: Excel output

6. Timely update provisions

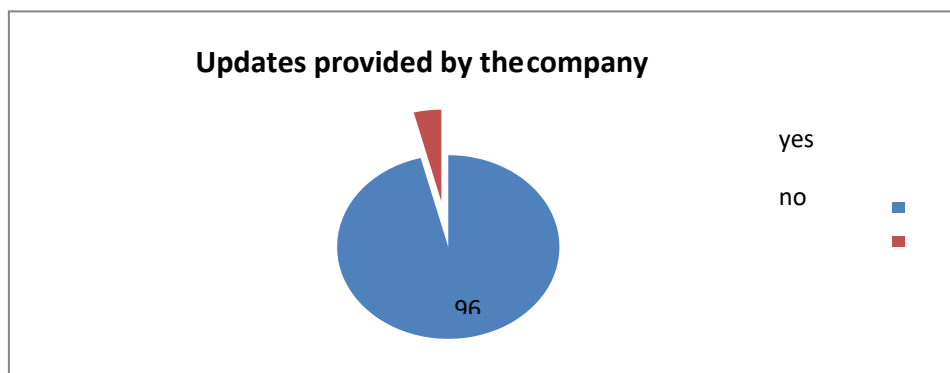


Figure-6

Source- Excel output Table 6

Updates provided by the company	Yes	No	Total
	48	2	50

Source: Excel output

7. Investment objectives

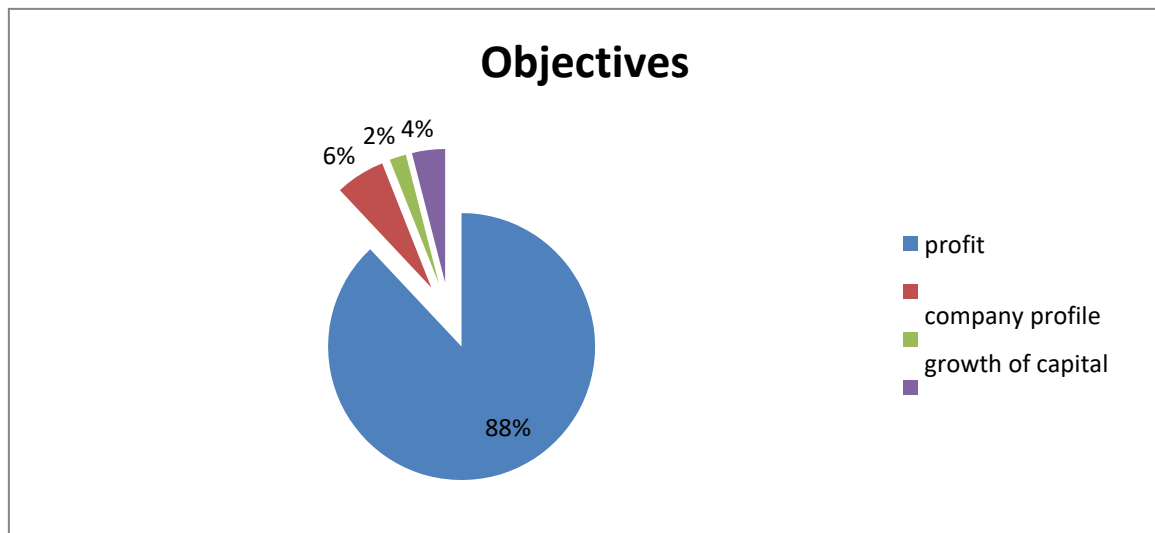


Figure-7

Source- Excel output Table 7

Investment objectives	Profit	Company profile	Growth of capital	Capital preservation	Total
	44	3	1	2	50

Source: Excel output

MAJOR FINDINGS:

- Investors like to choose 70% of mutual funds as investment avenues
- 54% of investors invest monthly
- 96% of investors does analysis before investments
- 58% people invest from the information of company analysis
- 51% investors take moderate risk for investment.
- 94% companies give timely updates to its investors
- Investment objectives of various individual investors id based on profits by 88%.

SUGGESTIONS:

1. Investors have can make more rational decision for investment.
2. Investors should do multiple investments and know its benefit of investing in different fields.

CONCLUSION

A company invests money in various forms of securities by pooling money from different investors. In today's world new investors choose from a wide selection of investment options through financial institutions and online investment firms.

Whether it is preferable to make investment decisions by ourselves or with the help of a professional, there are several factors that have to be considered while selecting options for the portfolio. It is necessary to consider each factor carefully to ensure that our needs and plans match our investment choices while taking investment decisions. Moreover, the practitioners should know in detail about the various other sectors for investment and try to invest by not being biased at the circumstances.

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- <https://www.google.co.in/search?q=factors+affecting+individual+investment+decisions&oq=factors+affecting+individual+investors+&aqs=chrome.1.69i57j0l3.28083j0j7&sourceid=chrome&ie=UTF-8>
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“A STUDY ON EXPORT MARKETING CHALLENGES AND ISSUES”

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ABSTRACT

Globalization powers organizations to internationalize their activity in the worldwide market. Sending out assumes a fundamental job in financial improvement of a country just as for the advancement of the specific Export company. Despite the fact that, the advantages got from sending out in an undeniably globalized commercial center are huge, yet for some, organizations, trading is compelled by various difficulties. The reason for the examination was to evaluate send out advertising difficulties of organic product business cultivators. The examination explored with polls and meetings. The exploration used a blended research structure and investigation systems explicitly simultaneous inserted approach. It is discovered that natural product business cultivators send out volume and deals needs consistency and obliged by various difficulties. Of the significant difficulties that were named inward boundaries and outer hindrances, large-scale ecological obstructions exceedingly influenced the cultivators. Neighborhood speculators were exceedingly influenced by both the inside and outside issues. Less experienced cultivators were very influenced by the fare issues than the individuals who are progressively experienced. The executives responsibility issue; mechanical progression issue; money related; absence of available transport framework; low consciousness of partners; regularity of Ethiopian supply; lack of load; deficiency of foundation; government administration. In this manner, to limit these issues making empowering arrangement condition; reasonable and focused airship cargo cost; the producers to join difficulties in their fare promoting technique; the administration to investigate new markets, give specialized backings and long haul credits to cultivators; to make new aggressive information providers; reconciliation of partners of the division; and to enroll talented labor are sent as suggestions.

Keywords

INTRODUCTION:

Export Marketing

Export marketing is the most mainstream component by which firms draw in with worldwide markets, understanding the drivers of export showcase execution is a vital component to clarifying firms' global aggressiveness. Export showcase improvement is ending up more a matter of survival instead of a matter of decision for some organizations on the planet.

Proceeded with globalization of the world's economies and escalating overall challenge has invigorated a consistently expanding number of firms to internationalize.

Exporting assumes an indispensable job on the planet and has incalculable advantages for firms and nations. Exporting is a principal system in guaranteeing company's survival or development, and firms may accomplish upper hand in worldwide markets with a positive effect on present and future export execution thus, numerous organizations as of late apportion more consideration and assets so as to export their items to outside business sectors.

Combination into worldwide markets offers the potential for increasingly quick development and neediness decrease for less fortunate nations.

REVIEW OF LITERATURE

No	Author's Title of the Journal Name's Article	Research Design	Research Context	Industry	Findings

1	A classification of export marketing Tesfom, G. & Lutz , problems of small & medium sized C. 2006 manufacturing firms in developing countries	Exploratory/ Literature	Developing countries	Small & med. The export problems are classified into company barriers, product barriers, Industry barriers, export market barriers firms and macro environment barriers.
2	The development of private fresh produce safety Martinez, M. & standards: Poole, N. 2004 implications for developing Mediterranean exporting countries		Developing Mediterranean exporting countries	The major challenges faced by developing countries as; meeting requirements associated with the implementation of high level sanitary or phytosanitary measures, standards and conformity tests, the lack and high cost of information, and The resulting consequences for public health are the fundamental justifications for public intervention to improve food safety, market barriers within advanced economies to agricultural import.
3	Examining firm and environmental Cass, A. & Julian, influences on export marketing mix strategy and export performance of Australian exporters	empirical investigation of firms	Australia	Firm characteristics and environmental characteristics impact significantly on both overall performance and marketing Exporting firms mix strategy adaptation by exporting firms. The findings indicate that a strategic approach must match the capability of both the firm and its environment.
4	Food safety issues and Unnevehr, L.J. 2000 fresh food product exports from LDCs		LDCs	LDC exporters must learn to supply safe Products and to defend their interest in transparent, equivalent standards.

5	Export marketing Julian, C.C. 2003 performance: a study of Thailand firms	Survey	Thailand	Competition, commitment, export market Small & medium are the statistically significant predictors of characteristics and product characteristic export marketing performance for Thai export firms.
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6	Export Barriers and Ahmed, Z., Julian, Firm C., Baalbaki, I., & Internationalization: A Hadidian, T. 2004 Study of Lebanese Entrepreneurs	Survey	Lebanon	Most manufacturers perceive lack of government assistance, competition from firms in foreign markets, the need to Manufacturing modify pricing and promotion policies, firms high foreign tariffs in export markets, and the lack of capital to finance expansion into foreign markets as the major barriers to export.
7	Comparing export Tesfom, G., Lutz, marketing channels: C. & Ghauri, P. developed versus 2004. developing countries	Exploratory/ model	Netherlands, Uganda & Eritrea	Lack of knowledge to locate foreign market opportunities, lack of specific information on agents & distributors, lack of experience in planning & executing exports, lack of management exposure to other cultures & methods of doing Business, lack of personnel trained & qualified in export marketing, inability to self-finance exports, lack of export market research & information.

STATEMENT OF THE PROBLEM

This study is concerned with the impact of export marketing challenges and issues on business at Rich Fruits Pvt. Ltd. It has been noticed that most of the business tends to experience the problem on export marketing in what way to face the challenges. Thus, the study intends find the role of export marketing or the absence of it overcome the export marketing challenges or issues affecting business of Rich Fruits. The reason for the examination was to survey send out displaying difficulties of organic product business cultivators. The examination researched with surveys and meetings. The examination used a blended research plan and investigation systems explicitly simultaneous inserted approach.

SCOPE OF THE STUDY

It is found out that the RICH FRUITS business producer's trade volume and deals needs consistency and obliged by various difficulties. Of the real difficulties, which were named inner boundaries and outside obstructions, full scale natural hindrances profoundly influenced the cultivators. Neighborhood speculators were very influenced by both the inner and outer issues while remote and joint endeavors are influenced in some degree with those issues. Less experienced cultivators were profoundly influenced by the fare issues than the individuals who are increasingly experienced. The executives duty issue; mechanical headway issue; monetary; absence of available transport framework; low familiarity with partners; regularity of Rich natural products supply; deficiency of load; deficiency of foundation; government administration; absence of potential markets; and lack of data sources were recognized as issues for the vegetable and organic product send out.

OBJECTIVES

- The general goal of the examination is to survey send out displaying difficulties of Rich Fruits Pvt. Ltd.
- To identify the impact of export marketing challenges and issues.
- To ascertain the relationship of export challenges and the business productivity.
- To understand the problems face by the business and over come of it.

RESEARCH METHODOLOGY

Research Design

Clear research configuration was utilized to break down statistic and a few points on the organized surveys (Annex); furthermore, the fare information of the producers is investigated quantitatively. Exploratory research configuration has been utilized to examine the subjective piece of the discoveries; which incorporate pursuit of writing and meetings.

LIMITATION OF THE STUDY

“A STUDY ON EXPORT MARKETING CHALLENGES AND ISSUES IN RICH FRUITS PVT.

LTD.” Has the following limitation.

- The study is confined to Rich Fruits Pvt. LTD.
- The study is confined to 70 respondents at Rich Fruits.

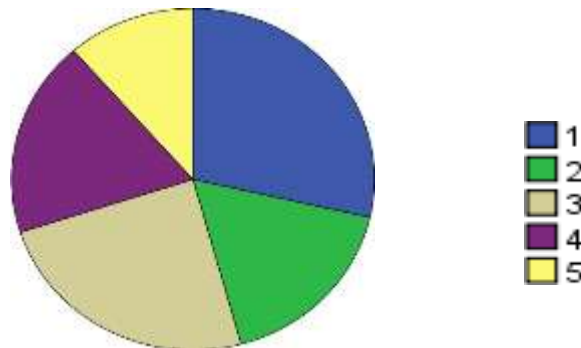
DATA ANALYSIS AND INTERPRETATION

For the purpose of data analysis, SPSS software is used to know the frequencies and Microsoft Excel is used for bar graph to achieve the how the factor affects the export marketing challenges and issues in rich fruits.

Table 1: Internal barrier of company facing

		Frequency	Percent
Valid	1	20	28.6
	2	12	17.1
	3	17	24.3
	4	13	18.6
	5	8	11.4
	Total	70	100.0

*Source: SPSS software

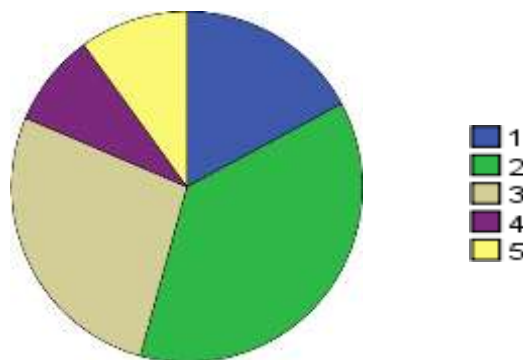


Interpretation: From the table it is observed that out of 70 members, 20 prefer marketing knowledge barrier, 12 prefer Finance barrier, 17 prefer Human resource barrier, 13 prefer employee skills, and 8 prefer cultural difference.

Table 2: External barriers of Industrial export barriers

		Frequency	Percent
Valid	1	12	17.1
	2	26	37.1
	3	19	27.1
	4	6	8.6
	5	7	10.0
	Total	70	100.0

*Source: SPSS software

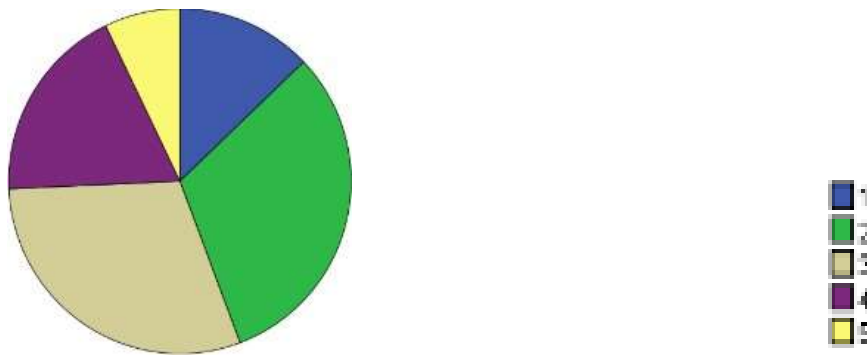


Interpretation: From the table it is observed that out of 70 members, 12 prefer Industry structure, 26 prefer Transportation, 19 prefer Competition, 6 prefer Government policy and 7 prefer Market stabilization.

Table 3: Export marketing barriers company facing

		Frequency	Percent
Valid	1	9	12.9
	2	22	31.4
	3	21	30.0
	4	13	18.6
	5	5	7.1
	Total	70	100.0

*Source: SPSS software

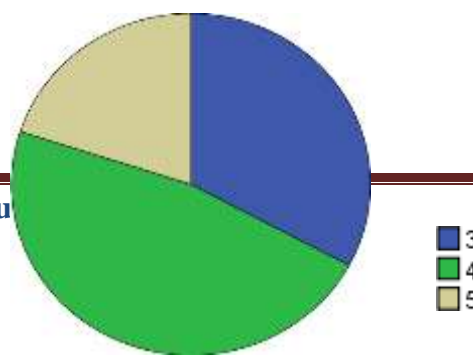


Interpretation: From the table it is observed that out of 70 members, 9 prefer Customer barriers, 22 prefer Procedural barriers, 21 prefer Transportation barrier, 13 prefer Competition Barriers and 5 prefer Time barriers.

Table 4: Has GST affected the export marketing

		Frequency	Percent
Valid	3	23	32.9
	4	33	47.1
	5	14	20.0
	Total	70	100.0

*Source: SPSS software

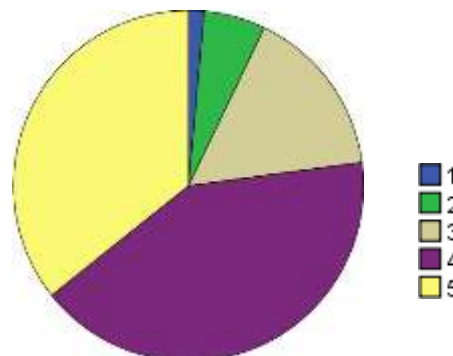


Interpretation: From the table it is observed that out of 70 members, 23 prefer Strongly agree, 33 prefer Agree, 14 prefer Neutral.

Table 5: High tariff and non-tariff barriers affect the export marketing

		Frequency	Percent
Valid	1	1	1.4
	2	4	5.7
	3	11	15.7
	4	29	41.4
	5	25	35.7
	Total	70	100.0

*Source: SPSS software



Interpretation: From the table it is observed that out of 70 members, 1 prefer Strongly agree, 4 prefer Agree, 11 prefer Neutral, 29 prefer Disagree 25 prefer Strongly disagree.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q4	70	3	5	3.87	.721
Q5	70	1	5	4.04	.939
Valid N (list wise)	70				

SUGGESTIONS

In view of the discoveries of the examination, the accompanying proposal are sent:

- 1) First and transcendent, it is crucial for the business cultivators to perceive their genuine troubles and breaker in their admission advancing methodology so they will be set up to deal with these challenges and attempt the odds.
- 2) Most producers are influenced by full-scale natural boundaries, which needs the immediate and backhanded contribution of various government associations, for example, the foundation, administration, traditions controls and straightforwardness. In this manner, it is recommended that to make empowering arrangement condition and enhance the administration conveyance dependability.
- 3) Cargo cost the real expense convey the produces to goal advertise. In this manner, it is proposed that to rehearse reasonable and focused airship cargo cost in order to upgrade the improvement of the part and just as for the monetary advancement of the nation.
- 4) The government needs to particularly bolster privately claimed cultivators in the territory of market investigation and specialized limit working to improve their inclusion in the worldwide market, since they are confronting these issues.
- 5) The prosperity of organic product creation is profoundly subject to the quality and amount of data sources. Nevertheless, there is need in accessibility of data sources and their cost is costly. Consequently, it is proposed to make new aggressive info providers in business.
- 6) Diverse accomplices of the zone including government affiliations need to work connected at the hip to help the cultivators. On the off chance that there is mix between the partners of the area, the improvement of the segment will be upgraded.
- 7) It is recommended to select gifted and educated labor in the generation and promoting process.

CONCLUSION

This investigation has distinguished fare advertise issues. The examination discovered that both inside and outside hindrances are reasonably imperative difficulties for the producers. The producers are profoundly influenced by large-scale ecological obstructions, which grasp framework, money vacillation, and government workplaces organization. In the interior hindrances, quality boundaries were most imperative to the producers. Human asset and money related hindrances were tolerably imperative; advertising information and specialized flexibility were least essential to the cultivators. Nevertheless, nearby speculators are very influenced by these issues.

As to the outer boundaries, send out market hindrances are less essential obstructions to the greater part of the producers, which incorporate client and procedural boundaries. Sending out Marketing Challenges are additionally affecting on business and exceedingly influenced by procedural hindrances, however client obstructions are least vital boundaries. Industry boundaries are reasonably imperative hindrances to the cultivators.

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BMTC (Bangalore Metropolitan Transport Corporation): A Glance

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BMTC is a government agency that operates the public transport bus service in Bengaluru. The no1 top level of service providing BMTC in Bangalore in our Karnataka & the Bangalore city is the first place of Transportation of BMTC

HISTORY

The BMTC is one of three subsidiaries of Karnataka state road Transport Corporation in the context of city's expansion in the year 1997, that pay the Bangalore city buses color is white and blue and know a day BMTC buses very new generation of new to introduce the new type of vehicles

In now a days the BMTC will different type of services to provide to people the high tech level busses to provide to people on the uses of the MTC opportunities

In our BMTC different types of the services provide to people

SUVARNA

The bus capacity of the for a ordinary buses to serving important feeder routes, painted in red or green white scheme the seat comfort is not proper

ATAL SARIGE

Atal sarige is also one the main BMTC bus services in the bus the ticket rate will be very less & very Cheep

VAJRA

Vajra is also one of the BMTC Bus in this bus condition is air conditioned VOLVO bus

The BMTC bus also introduced the Mercedes Benz Buses & also introduces solar energy buses on BMTC September 2017 they acquire 150 electric buses the project will be funded by

the union Goats faster adoption and manufacturing of electric vehicles scheme of national electric mobility mission plan on 2020

The advantages of BMTC buses are

- The student Pass allow to BMTC
- The senior card above 65 years they give senior card scheme to have to use the ticket price deduction
- Very easy to safe the locations
- Don't risk in the travelling
- Very easy to comfortable to travel one place to another

The Dis advantages of BMTC Bus are

- It's not come to proper time
- In travelling the bus will any sudden problem they have to lot of time will waste
- It the bus will take to lot of time to reach the location in the traffic jam
- In buses inside the bus the people will be fighting for the taking seats
- The BMTC buses it's an full of crowd we losses our mobile & valets pick pocketing

The BMTC is an introduced new technology on smart card BMTC it was introduced on March 2017 its give an Axis bank help they were fill the form on online only the smart card do up to recharge on 10000 & scanning process is must and should when ever travel the cost will deducting

In a BMTC only we call form the job opportunities very rarer the every post will call once the BMTC is very use of transportation on Bangalore people

Source:

<https://www.bmtc.com>

Educational Loans for Students: A Brief

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“EDUCATION IS MAN’S TRUE RELIGION”, “A MAN WITHOUT EDUCATION IS LIKE A BUILDING WITHOUT FOUNDATION” these are all the some quotes which tells about the importance of education for human beings. Along with basic needs education is the essential need for humans. It provides basic knowledge, facilitates for growth, creates positive environment and makes us to establish a foundation for building up a career. Though having a greater scope education is not a free of cost. Government may provides facilitates for child’s education up to a certain level ie there is a scheme for compulsory education from the age of 6 to 14 years . After that getting education might be costly. Providing a quality education to a child is an essential need for growth of a country. By providing only elementary / primary education a country can’t bring the development. For the growth government should provide facilities which are beneficial for both student and government.

There are so many students who have better knowledge but they can’t able to continue their higher education due to lack of finance. For making them to get higher education there is a facility by government through banks called “Educational loan”. There are several companies which offers instant and easy loans to students in India. A student can borrow money as educational loan for course fee and other related expenses which requires for completion of course. It provides loans for students who are doing full-time, part-time and vocational courses and also for graduates and post graduates in the field of engineering, management etc...

Eligibility documents for getting student loan:

- He/ she must completed secondary school education.
- They should have a secured admission in a college which is authorized.
- Letter of institution.
- Fee structure.
- Marks cards (SSLC , PUC and Graduation if applicable).

➤ Income certificate.

A student can get educational loan without mortgage in India. He / she should have Indian nationality and their age should be between 16 to 35 years. Banks may charge low interest rates on educational loan as compared to others. A student can repay loan amount after the completion of their course.

Major banks which provides educational loans are,

- State bank of India
- Axis bank
- HDFC
- IDBI etc.

Along with direct document specification there are some applications which provides quick and instant loans for students through online on their figure prints are , M pokket, Monet tap, Krazy bee etc...

Apart from interest rate a bank can charge some amount of money for processing, pre-payments and late payments of EMIs.

It is major facility for students by banks for making them to get higher education. This may be first loan in a person's life. A student should utilize this facility as much as possible for growth and he / she should repay without any defaults as they trust. By using this they should get quality education and make achievements which makes a country to feel proud and it should be a unique one.

CONTEMPORARY ISSUES IN HUMAN RESOURCES MANAGEMENT

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ABSTRACT

Human Resource Management (HRM) is one of the important functions of any Organization. Broadly speaking, the success of any organisation depends on the management of its human resource and this function is taken care by the HR Department in the company. In this report, we study the concept of Human Resource Management, its historical development, the nature of HRM, its functions and the important role it plays in the overall growth of an organization and contemporary Issues of HRM. Finally we give the conclusion about the topic and bibliography which is nothing but the source of information we have collected.

Key words:

- a. Human Resources Management.
- b. Human Resources Development.
- c. Contemporary Issues of HRM.
- d. Industrial Relation.
- e. Industrial Welfare

INTRODUCTION

Human Resource Management (HRM) is relatively an approach to manage people in any organization. People are considered the key resource in this approach. It encompasses the peoples' dimension in management of an organization. Since an organization is a body of people, HRM is involved in their acquisition, development of skills, and motivation for higher levels of attainments as well as ensuring maintenance of their level of commitment in all significant activities. These activities fall in the domain of HRM. Human Resource Management is a process which consists of four main activities namely, Acquisition, Development, Motivation and their Management.

Human resource management (HRM) is adopted by many companies because of its benefits. But at the same time, various challenges and issues may emerge in front of managers of human resource department while performing their duties.

Scott, Clothier and Spriegel has defined Human Resource as:-

Human Resource is that branch of management which is responsible on a staff basis for concentrating on those aspects of operations which are primarily concerned with the relationship of management to employees and employees to employees and with the development of the individual and the group.

Human Resource Management is responsible for maintaining good human relations in the organization. It is also concerned with the development of individuals and achieving integration of goals of the organization and those of the individuals.

Research methodology

This paper is based on conceptual study about Human Resources Management, HRD and Issues of HRM in modern scenario.

NATURE OF HUMAN RESOURCE MANAGEMENT

1. Inherent Part of Management:

Human resource management is inherent in the process of management. This function is performed by all the managers throughout the organization rather than by the personnel department only. If a manager is to get the best of his people, he must undertake the basic responsibility of selecting people who will work under him.

2. Pervasive Function:

Human Resource Management is a pervasive function of management. It is performed by all managers at various levels in the organization. It is not the responsibility that a manager can leave completely to someone else. However, he may secure advice and help in managing people from experts who have special competence in personnel management and industrial relations.

3. Basic to all Functional Areas:

Human Resource Management permeates all the functional area of management such as Production Management, Financial Management, and Marketing Management - that is, every manager from top to bottom, working in any department has to perform the personnel functions.

4. People Centric:

Human Resource Management is people centric and is relevant in all types of organizations. It is concerned with all categories of personnel from top to the bottom of the organization. The broad classification of personnel in an industrial enterprise may be as follows:

- (i) Blue-collar workers (i.e. those working on machines and engaged in loading, unloading etc.) and white-collar workers (i.e. clerical employees)
- (ii) Managerial and non-managerial personnel
- (iii) Professionals (such as Chartered Accountant, Company Secretary, Lawyer, etc.)

5. Continuous Process:

Human Resource Management is not a one shot function. It must be performed continuously if the organizational objectives are to be achieved smoothly.

OBJECTIVES OF HUMAN RESOURCE MANAGEMENT

The basic objective of human resource management is to contribute to the realisation of the organizational goals.

- (i) To ensure effective utilisation of human resources in an organization means, all other organizational resources will be efficiently utilised by the human resource in that organization.
- (ii) To establish and maintain an adequate organizational structure of relationship among all the members of an organisation by dividing of organization tasks into functions, positions and

jobs, and by defining clearly the responsibility, accountability, authority for each job and its relation with other jobs in the organisation.

(iii) To generate maximum development of human resources within the organization by offering opportunities for advancement to employees through training and education.

(iv) To ensure respect for human beings by providing various services and welfare facilities to the personnel.

(v) To ensure reconciliation of individual/group goals with those of the organization in such a manner that the personnel feel a sense of commitment and loyalty towards it.

(vi) To identify and satisfy the needs of individuals by offering various monetary and non-monetary rewards.

In order to achieve the above objectives, Human Resource Management undertakes the following activities:

(i) Human Resource Planning, i.e., determining the number and kinds of personnel required to fill various positions in the organization.

(ii) Recruitment, selection and placement of personnel, i.e., employment function.

(iii) Training and development of employees for their efficient performance and growth.

(iv) Appraisal of performance of employees and taking corrective steps such as transfer from one job to another.

(v) Motivation of workforce by providing financial incentives and avenues of promotion.

(vi) Remuneration of employees. The employees must be given sufficient wages and fringe benefits to achieve higher standard of living and to motivate them to show higher productivity.

(vii) Social security and welfare of employees.

FUNCTIONS OF HUMAN RESOURCE MANAGEMENT

(a) Managerial Functions

Following are the managerial functions of Human Resources Management.

- 1. Planning:** The planning function of human resource department pertains to the steps taken in determining in advance personnel requirements, personnel programmes, policies etc. After determining how many and what type of people are required, a personnel manager has to devise ways and means to motivate them.

2. Organization: In an organization, the human resource manager has to organise the operative functions by designing structure of relationship among jobs, personnel and physical factors in such a way so as to have maximum contribution towards organizational objectives.

To achieve this, the Personnel Manager performs the following functions:

- (a) preparation of task force;
- (b) allocation of work to individuals;
- (c) integration of the efforts of the task force;
- (d) coordination of work of individual with that of the department.

3. Directing:

Directing is concerned with initiation of organised action and stimulating the people to work. The personnel manager directs the activities of people of the organisation to get its function performed properly. A personnel manager guides and motivates the staff of the organization to follow the path laid down in advance.

4. Controlling:

It provides basic data for establishing standards, makes job analysis and performance appraisal, etc. All these techniques assist in effective control of the qualities, time and efforts of workers.

(b) Operative Functions:

The following are the Operative Functions of Human Resource Management

1. Procurement of Personnel:

It is concerned with the obtaining of the proper kind and number of personnel necessary to accomplish organization goals. It deals specifically with subjects such as the determination of manpower requirements, their recruitment, selecting, placement and orientation, etc.

2. Development of Personnel:

Development has to do with the enhancement of one's skill through training that is necessary for a proper job performance. In this process, various techniques of training are used to develop the employees. Framing a sound promotion policy, determination of the basis of promotion and making performance appraisal are the elements of personnel development function.

3. Compensation to Personnel:

Compensation means determination of adequate and equitable remuneration of personnel for their contribution to organization objectives. To determine the monetary compensation for various jobs is one of the most difficult and important function of the HR Manager. A number of decisions are taken into the function, viz., job-evaluation, remuneration, policy, incentive and premium plans, bonus policy and co-partnership, etc.

4. Record Keeping:

The HR manager collects and maintains information concerned with the staff of the organization in the form of records. It is essential for every organisation because it assists the management in decision making such as in promotions.

5. Personnel Planning and Evaluation:

Under this system different type of activities are evaluated such as evaluation of performance, personnel policy of an organization and its practices, personnel audit, morale, survey and performance appraisal, etc.

Industrial Welfare

Industrial welfare was the first form of human resource management (HRM). In 1833 the Factories Act stated that there should be male factory inspectors. In 1878 legislation was passed to regulate the hours of work for children and women by having a 60 hour week. During this time, trade unions started to be formed. In 1868 the 1st trade union conference was held. This was the start of collective bargaining. In 1913 the number of industrial welfare workers had grown, so a conference organized by Seebom Rowntree was held. The welfare workers association was formed later changed to Chartered Institute of Personnel and Development.

Recruitment and Selection

It all started when Mary Wood was asked to start engaging girls during the 1st world war. In the 1st world war personnel development increased due to government initiatives to encourage the best use of people. In 1916 it became compulsory to have a welfare worker in explosive factories and was encouraged in ammunition factories. A lot of work was done in this field by the army forces. The armed forces focused on how to test abilities and IQ along with other research in human factors at work. In 1921 the National Institute of Psychologists

established and published results of studies on selection tests, interviewing techniques and training methods.

Acquisition of other Personnel Activities

During the II world war, the focus was on recruitment and selection and later on training; improving morale and motivation; discipline; health and safety; joint consultation and wage policies. This meant that a personnel department had to be established with trained staff.

Industrial Relations

Consultation between management and the workforce spread during the war. This meant that personnel departments became responsible for its organization and administration. Health and safety and the need for specialists became the focus. The need for specialists to deal with industrial relations was recognized so that the personnel manager became as spokesman for the organization when discussions were held with trade unions/shop stewards. In the 1970's industrial relations was very important. The heated climate during this period reinforced the importance of a specialist role in industrial relations negotiation. The personnel manager had the authority to negotiate deals about pay and other collective issues.

Role of Human Resource Management

The human resources management team suggests to the management team how to strategically manage people as business resources. This includes managing recruitment and hiring employees, coordinating employee benefits and suggesting employee training and development strategies. In this way, HR professionals are consultants, not workers in an isolated business function; they advise managers on many issues related to employees and how they help the organization achieve its goals.

Collaboration At all levels of the organization, managers and HR professionals work together to develop employees' skills. For example, HR professionals advise managers and supervisors how to assign employees to different roles in the organization, thereby helping the organization adapt successfully to its environment. In a flexible organization, employees are shifted around to different business functions based on business priorities and employee preferences.

Commitment Building

HR professionals also suggest strategies for increasing employee commitment to the organization. This begins with using the recruiting process or matching employees with the right positions according to their qualifications. Once hired, employees must be committed to their jobs and feel challenged throughout the year by their manager.

Building Capacity

An HRM team helps a business develop a competitive advantage, which involves building the capacity of the company so that it can offer a unique set of goods or services to its customers. To build the effective human resources, private companies compete with each other in a "war for talent." It's not just about hiring talent; this game is about keeping people and helping them grow and stay committed over the long term.

Compensation and Benefits Administration

HRM professionals need to determine that compensation is fair, meets industry standards, and is high enough to entice people to work for the organization. Compensation includes anything the employee receives for his or her work. In addition, HRM professionals need to make sure the pay is comparable to what other people performing similar jobs are being paid. This involves setting up pay systems that take into consideration the number of years with the organization, years of experience, education, and similar aspects. Examples of employee compensation include the following:

- Pay
- Health benefits
- 401(k) (retirement plans)
- Stock purchase plans
- Vacation time
- Sick leave
- Bonuses
- Tuition reimbursement

Retention involves keeping and motivating employees to stay with the organization. Compensation is a major factor in employee retention, but there are other factors as well. Ninety per cent of employees leave a company for the following reasons:

1. Issues around the job they are performing
2. Challenges with their manager
3. Poor fit with organizational culture
4. Poor workplace environment

Despite this, 90 percent of managers think employees leave as a result of pay. Leigh Rivenbark, "The 7 Hidden Reasons Why Employees Leave," *HR Magazine*, May 2005, accessed October 10, 2010,. As a result, managers often try to change their compensation packages to keep people from leaving, when compensation isn't the reason they are leaving at all. and discuss some strategies to retain the best employees based on these four factors.

Training and Development

Once we have spent the time to hire new employees, we want to make sure they not only are trained to do the job but also continue to grow and develop new skills in their job. This results in higher productivity for the organization. Training is also a key component in employee motivation. Employees who feel they are developing their skills tend to be happier in their jobs, which results in increased employee retention. Examples of training programs might include the following:

- Job skills training, such as how to run a particular computer program
- Training on communication
- Team-building activities
- Policy and legal training, such as sexual harassment training and ethics training

You need people to perform tasks and get work done in the organization. Even with the most sophisticated machines, humans are still needed. Because of this, one of the major tasks in HRM is staffing. Staffing involves the entire hiring process from posting a job to negotiating a salary package. Within the staffing function, there are four main steps:

1. **Development of a staffing plan.** This plan allows HRM to see how many people they should hire based on revenue expectations.
2. **Development of policies to encourage multiculturalism at work.** Multiculturalism in the workplace is becoming more and more important, as we have many more people from a variety of backgrounds in the workforce.
3. **Recruitment.** This involves finding people to fill the open positions.
4. **Selection.** In this stage, people will be interviewed and selected, and a proper compensation package will be negotiated. This step is followed by training, retention, and motivation.

Every organization has policies to ensure fairness and continuity within the organization. One of the jobs of HRM is to develop the verbiage surrounding these policies. In the development of policies, HRM, management, and executives are involved in the process. For example, the HRM professional will likely recognize the need for a policy or a change of policy, seek opinions on the policy, write the policy, and then communicate that policy to employees. It is key to note here that HR departments do not and cannot work alone. Everything they do need to involve all other departments in the organization. Some examples of workplace policies might be the following:

- Discipline process policy
- Vacation time policy
- Dress code
- Ethics policy
- Internet usage policy

Dealing with Laws Affecting Employment

Human resource people must be aware of all the laws that affect the workplace. An HRM professional might work with some of these laws:

- Discrimination laws
- Health-care requirements
- Compensation requirements such as the minimum wage

- Worker safety laws
- Labor laws

The legal environment of HRM is always changing. So HRM must always be aware of changes taking place and then communicate those changes to the entire management organization.

Worker Protection

Safety is a major consideration in all organizations. Oftentimes, new laws are created with the goal of setting federal or state standards to ensure worker safety. Unions and union contracts can also impact the requirements for worker safety in a workplace. It is up to the Human Resource Manager to be aware of worker protection requirements

The following are the few challenges traced:

1. Recruiting new staff

Companies sometimes need to recruit new talent for various reasons such as an increase in project scope, operations. While recruiting, HRM faces major challenges i.e. selecting the best candidate and making the hired candidate familiar with the environment and culture.

HRM has to select such candidates which are not only technically expert but socially too because the company cannot receive expected output from employees who are unable to socialize. This affects the productivity of the company.

2. Retention

Hiring employees is not only the challenge that HRM faces; retaining them is also one. Retention of employees is essential to minimize employee turnover rate. This is a major challenge for HRM because of following reasons:

i. Contingent workforce

The contingent workforce includes part-time, temporary contract and work-at-home employees. Maintaining such employees in the company is a challenge because they are less attached to the company. So it becomes a major duty of HRM to make such employees feel that they are a part of the company in order to retain them for a long term.

ii. Demand of expert employees

Personnel with greater professional and technical knowledge are highly demanded in the job market as such employees have the ability to keep their company ahead in the race. Such employees are an invaluable asset for any company and HRM should focus on maintaining them.

3. Training

Skilled workers are the key to the smooth functioning of the organization. Therefore, HRM should manage on-site (within the workplace) as well as off-site (outside the workplace) job training for employees.

So how is training a challenge to HRM? Before organizing training programs, HRM should answer following questions:

- What kind of training programs are currently required?
- What is the objective of the training?
- How to make them effective?
- Who are the target groups?
- How much do the programs cost the company?

Not always, are these questions easy to answer. Finding out all the factors affecting the training like time, location, cost, etc. and making a clear roadmap in establishing an impactful event can be a big issue and working it out, a big challenge and ensure the workplace is meeting both Management and Union standards. Worker protection issues might include the following:

- Chemical hazards
- Heating and ventilation requirements
- Use of “no fragrance” zones
- Protection of private employee information

4. Employees Health:

It is one of the essential functions of HRM to collect its staff's complete information, including health information. It is necessary for employee's personal safety. Keeping health information about employee's help the company in knowing what kind of tasks or activities are safe for their employees to participate in.

Maintaining health information is also necessary to avoid the risk of legal complications. Several companies at present provide health insurance to its employees as a fringe benefit. In lack of proper health information about employees, various legal issues may arise when such insurance is claimed.

5. Workforce diversity

The composition of the workforce is getting diverse at present situation. Here diversity is not only created by age, gender, educational background and religion but also by the nature, personality and background of workers. With more diversification of workforce, issues related to bullying, harassment, discrimination, etc. may arise, to control which HRM should formulate and implement strict rules and regulations.

6. Payroll

Payroll is a written document which provides information about the company's employees along with the amount of remuneration to be paid. HRM has to conduct a number of tasks every day. In this process, HR manager might forget to pay its employees, if not then he can forget the amount to be paid to the individual employee. With proper maintenance of payroll, HR manager will be able to pay right amount to right employee at right time, which is essential for extracting satisfactory output from employees.

7. Globalization

Globalization is a process by which a business firm or organization starts operating on an international scale, creating international influence. Internationalization of firms is obviously a **Sign of Success** but it is a challenge at the same time because globalization invites issues related to unknown language, laws, work ethics, attitudes, management approach, culture and tradition. A human resource manager will need to deal with more heterogeneous functions such as scheduling meetings, holiday management, human resource outsourcing, etc to overcome the challenge.

8. Discipline

Discipline is one of the important issues that HRM needs to handle at present days. Lack of discipline causes various problems which ultimately affect the productivity of the company. For an instance, when discipline is not maintained, employees neglect their responsibilities and duties. They may procrastinate their tasks and may misbehave with co-workers, leading to a conflict that consumes time as well as energy to resolve. The ultimate result of these activities is decreased productivity of the company.

9. Advancement in technology

With rapid advancement in technology, companies nowadays require such human force that has the ability to learn and cope with the changes at an opportune moment. Technological changes must be taken into consideration by any kind of company. It is because of the present world demands every firm to move along with the change, or else be left behind and get extinct. Technological changes influence overall nature of work and the company will need to find out employees that are capable to adjust with the change. During this process, unemployment, as well as employment opportunities, arise, creating new challenges for HRM.

10. Management of information

Up-to-date information is essential for the operation of any company. Information may be collected internally as well as externally. Once collected, all the information should be safely maintained so that they would be readily available when needed in future. On the other hand, information is also essential to clear queries of employees. HRM should be able to present relevant facts and data while clearing such queries. Managing any kind of information is a challenge to HRM because it should know which information are actually useful and which are not. After distinguishing this information, it should select such method of storing information which is safe as well as reliable.

Findings:

1. Workforce mobility against the background of labour market duality theory
2. key sustainability metrics for labour practices – a comparative evolution of freedom of association and of non-discrimination in emerging/frontier and developed markets
3. National and organizational culture influence on the implementation of strategic human resources management in organizations
4. Bridging the gaps in transnational technology transfer under hr development related projects
5. Effects of the educational level of employees upon human resource management in Indian small and medium sized enterprises
6. The potential of the leader to perform
7. Empowerment – a new look at activating human potential in an organization. measures of empowerment
8. Attitudes and values of professionals
9. Necessity and possible ways of using qualifications held by people aged 50+
10. Analysing the corporate mindset on women board membership
11. Entrepreneurial attitudes of self employed women
12. The analysis of human capital chosen components of the service sector employees
13. Participating in international study tours leads to entrepreneurial success abroad – a research on the positive effects of international exchange tours

CONCLUSION:

In conclusion, as can be seen in this report, HRM has played a very important role in the industrial revolution since 1890. The Human Resource Management, being the inherent part of the management of any organisation, permeates all other functions of the organisation such as Production Management, Financial management and Marketing management. The selection of personnel to perform these activities of the organisation originates from the Human Resource Management which ultimately contributes to the overall growth of an organisation. The HRM's role is crucial at all stages of the functioning of the organisation. No company can accelerate growth and achieve its goals, without proper management of its human resource right from the employee level to the managerial level, which in turn, will be the responsibility of the HR Department. Therefore, the ultimate goal of any HR department should be to keep its employees satisfied, which in turn will have a positive effect on the overall growth of the organisation. Every organization has their own challenges but it has to overcome by its strength to achieve organizational goals.

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