

Sameeksha

ISSN: 2394-2517

Sameeksha

International Journal of
**Commerce, Economics
and
Management**

Editor-in-Chief
Dr. Prashant Kalshetti

Executive Editor
Dr. Wani Nalanda D.



Indira College of Commerce and Science
89/2A, "DHRUV", New Pune Mumbai Highway, Tathwade,
Pune-411033, Maharashtra, India

First Impression: 2015
Second Impression: 2016

© Indira College of Commerce and Science

SAMEEKSHA International Journal of Commerce, Economics and Management

Vol. 1 • No. 2 • 2016

ISSN: 2394-2517

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

DISCLAIMER

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

Publishing Consultancy



EXCEL INDIA PUBLISHERS

91 A, Ground Floor
Pratik Market, Munirka, New Delhi-110067
Tel: +91-11-2671 1755/ 2755/ 3755/ 5755
Fax: +91-11-2671 6755
E-mail: publishing@grouppexcelindia.com
Web: www.grouppexcelindia.com

Typeset by
Excel Publishing Services, New Delhi-110067
E-mail: prepress@grouppexcelindia.com

Printed by
Excel Printing Universe, New Delhi-110067
E-mail: printing@grouppexcelindia.com

Foreword

I am happy to know that Indira College of Commerce and Science, Pune is bringing out the inaugural issue of the research journal entitled "***SAMEEKSHA International Journal of Commerce, Economics and Management.***" It holds treasure of research articles and case studies from national as well as international boundaries.



Research journals play a vital role in field of higher education. Given the growing importance of high quality research oriented education to promote innovative and practical methods of teaching, I believe that this journal will serve as a welcome platform for academicians, researchers, students and experts from industry to exchange ideas and share their research and experience, to the benefit of the entire academic community. In the era of regional and global rankings, developing countries often lag behind due to limitations in output of research publications. This can be corrected with launch of good quality journals from developing countries like India.

I wish the Sameeksha Journal and Prof. Prashant and his editorial team of Indira College of Commerce and Science every success in this maiden initiative to serve as the connective link between academics and the corporate world. With focus on quality and reach of papers, I am sure journals like *SAMEEKSHA* would play vital role in balancing the contribution of developing world to emerging knowledge economies.

Dr. Jagannath Patil

President, Asia Pacific Quality Network
Adviser i/c, National Assessment and Accreditation
Council-NAAC,
PB 1075, Nagarbhavi, Bangalore-72, India

SAMEEKSHA
International Journal of
Commerce, Economics and Management [SIJCEM]
(A Double Blind, Peer Reviewed Annual Journal)

Our Patrons

Dr. Tarita Shankar

Chairperson, Indira Group of Institutes, Pune

Prof. Chetan Wakalkar

Group Director, Indira Group of Institutes, Pune

Our Mentor

Dr. Anjali P. Kalkar

Vice Principal, Commerce, ICCS, Pune

Dr. Janardan Pawar

Vice Principal, Science, ICCS, Pune

Members of Editorial Board

Dr. Prashant Kalshetti

Editor-in-Chief

Dr. Wani Nalanda D.

Executive Editor

Advisory Board Members

Dr. Dilip M. Sarwate

Certified Management Consultant

Professor Emeritus, Indira Institute of Management, Pune

Dr. Kamal Nayan Agarwal

Associate Professor

Dept. of Infor. System and SCM

Howard University, D.C., USA

Dr. Takalkar S.D.

Research Guide & Head Dept. of Commerce,

Arts, Com. & Science College,

Narayangaon, Tal: Junnar, Dist: Pune

Prof. S.K. Mangal

Professor, Dept. of Accountancy and Business Statistics
University of Rajasthan, Jaipur

Dr. Sharayu Bhakare

Assistant Prof.
Symbiosis College of Arts and Commerce, Pune

Dr. N.C. Jain

Director, Bhoj University
Bhopal

Members in Editorial Board

Nalanda Wani

Asst. Prof., Indira College of Commerce and Science, Pune

Sonali Shrotri

Asst. Prof., Indira College of Commerce and Science

Atul Fegade

Asst. Prof., Modern Institute of Management, Pune

Vinita Shrivastava

Asst. Prof., Indira College of Commerce and Science, Pune

Abhijeet Chavan

Asst. Prof., Indira College of Commerce and Science, Pune

Thomson Verghese

Asst. Prof. Indira College of Commerce and Science, Pune

Riya Doshi

Asst. Prof., Indira College of Commerce and Science

Sudarshan Savanoor

Asst. Prof., Indira College of Commerce and Science

Editorial Team Message

“Somewhere, something incredible is waiting to be known.”

—Dr. Carl Sagan

This sentiment has been the driving force behind our inaugural issue of **“SAMEEKSHA” International Journal of Commerce, Economics and Management [SIJCEM]**—“A New Kind of Research Journal.” Indira College of Commerce and Science has always been the forerunner at every step and been involved in numerous activities for innovation and development of learning among undergraduate students. The publication of SIJCEM is one such step in the pursuit of research through transformation and change.

Our endeavor is to move towards higher learning through this new kind of scholarly journal. We are extremely proud of our board members and fortunate to be able to draw upon their individual and collective knowledge, talent, judgment and disciplinary backgrounds to engage in such research activity. Their constant guidance, support, feedback has helped us in completion of our new venture. It has been an interesting journey and an enormous amount of work has gone into the development of this journal which we believe is reflected in this edition.

SIJCEM represents the collective thinking of a group of innovative individuals with whom we are privileged to work. SIJCEM is a premiere academic journal and a rarity in academic publishing. It is a platform for scholars, researchers and academicians worldwide to express their innovative and creative ideas to aim for higher learning. We are happy to have participation of authors from not only national but also at international level with an effort to demonstrate near-term practical contributions that take a multidisciplinary approach to solve many real world problems complex in nature.

At this stage, we would like to place on record our gratitude towards our Patrons for their tireless support and constant motivation. Sincere thanks are also due to the various other agencies for their support, to the authors for their trust and for their tireless effort to make it happen!!

Editor-in-Chief
Dr. Prashant Kalshetti

Executive Editor
Dr. Wani Nalanda D.

Contents

1. Skill India: The Path to Bharat's Success-Seekho Hunar Bano Honhaar <i>Smriti Pathak and Sameera Raees</i>	9
2. Overview of Card Payment Network <i>Shilly John</i>	16
3. Role of Banking System in the Economic Growth and Development <i>Takalkar S.D. and Pate V.T.</i>	28
4. Emergence of the Pharmaceutical Industry in India Amidst Changing Scenario <i>Sameer B. Patil</i>	34
5. Study of Impact of Pricing on Market Share and Customers' Expectations with Respect to Marathi Daily Newspapers in Belgavi City—A Coeval Notion <i>Sudarshan S. Savanoor and Deepak Nikam</i>	40
6. Indian Agriculture Sector—Challenges and Opportunities <i>S.A. Palande</i>	52
7. Looking at Education through the Lens of Urban Slum Women Special Reference Pune City 2014–2015 <i>Priyanka Patwardhan</i>	60
8. Impact of Corporate Philanthropy Activities as an Image Building Tool, a Study of Selective Indian Corporate <i>Rahul Diliprao Tamhane</i>	69
9. Impact of Technology on Productivity and Profitability of Bank with Special Reference to Pune District <i>Sanjay Prabhakar Deshpande</i>	76
10. A Study of Declining Child Sex Ratio in Maharashtra <i>Subhash Patil</i>	84
11. Comparative Study of Various Auto Finance Companies and Customers Expectations with Respect to Two in-Wheeler Auto Finance in Belgavi City–Strategic Analysis <i>Swara S. Savanoor</i>	93
<i>Author Index</i>	110

Skill India: The Path to Bharat's Success— Seekho Hunar Bano Honhaar

Dr. Smriti Pathak¹ and Dr. Sameera Raees²

^{1,2}Assistant Professor, Symbiosis Centre for Management Studies, Pune
E-mail: ¹smtii.pathak@scmspune.ac.in, ²sameera.raees@scmspune.ac.in

*If we have to promote the development of our country then our mission
has to be Skill Development and Skill India!*

—P.M. Mr. Narendra Modi

Abstract—In order to keep pace with other developed countries of the world India, we need a large number of skilled workforce in coming days (India Skills Report 2015¹). The demographic transition of India makes it vital to ensure employment opportunities to Indian youths entering working age. To enable employment ready workforce in the future, necessary skills and education must be provided to all children and youth.

The present paper studies current status of skill development in India when 54% of the total population is below 25 years of age out of which 2% only are employed². The paper proposes a model to develop and train students and dropouts³ for formal/informal skill training. Challenges faced for implementation of the model are also discussed and a way forward is suggested. Effectiveness of skill training to students and dropouts will lead our economy on the path of success.

Keywords: Skill India, Demographic Dividend, N.S.D.C., M.S.D.E., Training, Employment

INTRODUCTION

Skill is the most essential talent required for economic growth and social development of any country. Countries with advanced skills adjust more effectively to the challenges and opportunities of world. A combination of demographic, economic and social factors make skill development an urgent policy priority for India. Skill India initiative by Government of India, seeks to give all Indians, the opportunity to aspire and achieve a better future for themselves and their families.

¹India Skills Report 2015 report jointly prepared by CII, People Strong and Wheebox was released against the backdrop of the 6th CII Global Summit on Skill Development organized by CII on 10 November, 2014 at Mumbai.

²Demographic Dividend http://www.indiaonline.com/article/print/news-top-story/economics-for-everyone-demographic-dividend-115033000296_1.html

³Student refers to children after 10th basic education and dropouts are children not completed schooling till 10th.

The challenge is immense. 54% of India's population is below 25 years of age and over 62% of the population is the working-age group. Yet, only 4.69% of the Indian population has undergone formal skills training. By 2025, almost 1 in 5 of the world's working age population (18.3%) will be Indian. Recent skill gap reports suggest that over 109 million incremental human resources will be required in India alone, across 24 key sectors by the year 2022. (*India Skills Report 2015*).

To empower children with required skills in India, Department of Skill Development and Entrepreneurship was established in July 2014 under the Ministry of Youth Affairs and Sports. This Department was transformed into Ministry of Skill Development and Entrepreneurship (MSDE) in November 2014. The primary focus of MSDE is to develop a healthy policy of action for ascending skill development among children/youth in India.

NSDP (National Skill Development Policy) has been given the target to skill 500 million children/youth, National Skill Development Corporation (NSDC) has been assigned to skill 150 million and Directorate General of Employment and Training (DGET) has the target to skill 100 million children/youth by 2022. More than 70 skill development schemes are being implemented by many departments all over. The Ministry of Skill Development and Entrepreneurship will still have a critical role in coordination between variety of stakeholders—including skill training providers, governments at all levels, and the end beneficiaries.

LITERATURE REVIEW

Harpreet Kaur (2016): This paper intends to study the future demand of skilled labour in the manufacturing sector of India and its corresponding supply. It also studies various obstacles in providing the requisite skills to the people of India and various initiatives taken by the government so far (Kaur, 2016).

Vandana Saini (2015): The study also found that both the Government and its partner agencies have undertaken various measures/initiatives for the effective implementation of the skill development system in the economy, but still faces a number of unresolved issues/challenges that need immediate attention of the policy makers. Hence, skill development initiatives of the government should focus on these obstacles and develop the programs accordingly to resolve these hurdles for the complete success of the skill development initiatives (Saini, April, 2015).

Sonali Kanchan, Sakshi Varshney (2015): Skill development has emerged as national priority for which a number of measures have been taken and in process for future. In this context, present paper studies and analyses the present status of skill development and the challenges India faces while implementation of different initiatives and strategies (Sonali Kanchan, 2015).

Tabassum Jamal and Kasturi Mandal (2013): This article maps the various government initiatives towards skill development by reviewing and analyzing the prevailing programmes/schemes under various institutional arrangements, to promote a meaningful and employable skill development system. In doing so, it is found that skill deficiency is present across all levels despite new institutional arrangements from the government and several ongoing schemes and programmes operating in the country (Mandal, 2015).

Aya Okada (2012): This paper reviews the current state of education, skills development, and employment for Indian youth, and considers the challenges facing India's skills development system. Drawing from the experience of Karnataka, one of India's most industrially developed states, the paper discusses recent initiatives to facilitate young people's transition to the world of work (Okada, 2012).

OBJECTIVES OF THE PRESENT PAPER

1. To study the requirement of skill based education in India
2. To study the challenges of 'Skill India' mission
3. To suggest a new model to provide skill based education in India.

DATA AND METHODOLOGY

The proposed study is descriptive in nature. It is based on secondary data and information which is collected from the various sources as per need of the research. The study also tries to suggest a new model for providing skill based education to students (completed their 10th) and dropouts. The relevant books, documents of various ministries/departments and organizations, articles, papers and web-sites are used in this study.

DATA ANALYSIS

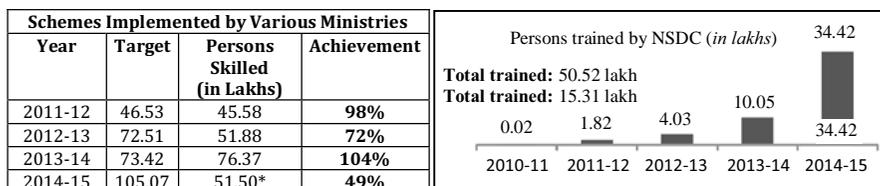
“Education, vocational training and lifelong learning are central pillars of employability, employment of workers and sustainable enterprise development”—ILO.

The Constitution (Eighty-sixth Amendment) Act, 2002 inserted Article 21-A in the Constitution of India to provide free and compulsory education of all children upto fourteen years as a Fundamental Right. The Right of Children to Free and Compulsory Education (RTE) Act, 2009, represents the consequential legislation envisaged under Article 21-A. To empower children and students with necessary education plus required skills, Industrial Training Institutes (ITIs), Industrial Training Centres (ITCs) and other vocational schools are being set up to provide experiential skills acquired on the job. Skill development is equally important for job as over the years jobs have become more skill-intensive.

The National Policy on Skill Development was formulated in 2009 to create an ecosystem of education plus skill in India to students and dropouts. This policy acts as a guide to formulate strategies and the objective is to empower the workforce with the required skills and qualifications. To leverage our demographic dividend more substantially and meaningfully, the Government launched the “Skill India” campaign along with “Make in India”.

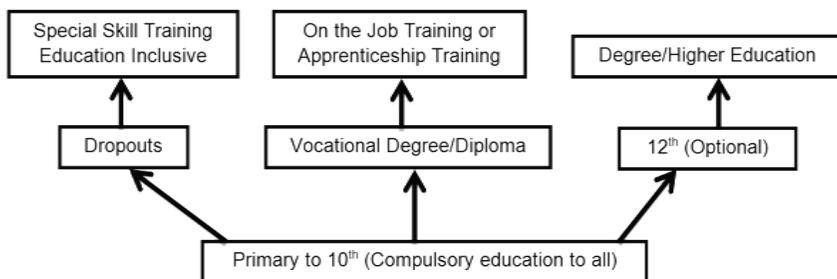
India Skill Report 2015 highlights that India as a young nations with more than 54% of the total population below 25 years of age requires immensely talented youth/workforce for developing economy. Currently about 26 million people enter the working age group every year and as per the India Skills report 2015, only 37.22% of these people were found employable. NSSO (2010) showed that only 10.1% of the labour force had received vocational training, with only 25.6% among them receiving a formal vocational training. India ranked last among 60 countries on labour productivity (World Competitiveness Yearbook, 2012). India is failing to create enough job opportunities resulting in a scenario of rising unemployment rates along with low employability.

CII Report (2009) for India projected human resource requirement at 201 million till 2022 and total requirement of skilled work force at 300 million by 2022. To prepare the youth and children, NSDP has set a target of skilling 500 million people by 2022. The present state of skill India Mission and result of various schemes the total skilled people by 2015 were:



Source: Lok Sabha Questions, *up to February, 2015

Looking at the above requirement, there is a need to evaluate the traditional approach of skill development delivery in India in light of the successful models and best practices in other economies. Skill development mission is to skill almost 109.73 million students and dropouts by 2022. The incremental achievement of the scheme is to be compared each year and the learnings can be imbibed and custom adopted to address the skill development challenges of India. This is one of the key objectives of the study presented. In the light of this we propose a simple model for education system in India.



In the above Model we propose that the vocational training should be provided to children after completion of 10th standard. The model suggests that the government makes compulsory education till 10th. Then the child/student has an option to go for vocational training (Skill training) or complete his 12th and study ahead. Option also gives an option to do skill based training as diploma or degree plus ½ years on job training for award of degree or diploma. Thus the minimum qualification for any child is to complete his 10th with an aggregate of 50%.

The government has introduced a National Policy on Skill Development and Entrepreneurship, 2015. The policy aims to provide an umbrella framework to all skill related activities carried out within the country, to align them to common standards and link skill activities with demand centers. The actual details available are Training Partners: 203, Training Centers: 2,771, People Trained: 50,52,177 People Placed: 15,31,027.

WAY FORWARD

Need for Skill Development was recognized by the Government in 11th Five Year Plan providing a framework after seeing the situation of skill needs. The first National Skill Development Policy was framed in 2009 and a National Skill Development Mission was launched in 2010. The Policy had to be reviewed every five years to evaluate the progress and revised accordingly. But in 12th Five Year Plan Government recognizes that Skill development programmes in the past have been run with insufficient connection with market demand. It was suggested that a framework which would attract private investment in Vocational Training through Public-Private Partnership (PPP) will be adopted to run the policy in better manner. Thus NDA Government created a Ministry of Skill Development & Entrepreneurship to address the Skill Development needs. The policy encourages companies to spend at least 25% of Corporate Social Responsibility (CSR) funds on skill development. The Government has introduced several other new schemes to fill the skill gaps founded in the report. Some of the Schemes are Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Deen Dayal Upadhyaya Gramin Kaushal Yojana (DDU-GKY) Other new programmes include Nai Manzil for education and skill development of

dropouts; *USTTAD* (Upgrading Skills and Training in Traditional Arts/Crafts for Development) to conserve traditional arts/crafts and build capacity of traditional artisans and craftsmen belonging to minority communities; Nai Roshni, a leadership training programme for minority women; and MANAS for upgrading entrepreneurial skills of minority youth.

India Skill Report was launched for creating a platform for the supply and demand side of talent to come together and bridge the demand with the expectations. In its third edition of report, with an increase of about 73% in the supply side, we were able to reach out to over 520000 students across domains for taking the WEST. Reach for corporate survey also increased by 20% & over 150 employers spread across 12 Industry sectors were surveyed. As Jobs and Skills arrive at the center stage of decision and policy making in the country, it is exciting to see this initiative get a wider acceptance with each coming year. The perceptions shared would hopefully help the academia, government and the employers to take steps for improving the quality of skill pool.

As initiatives like Skill India and National career services gain momentum, the report has a much broader role to play. These initiatives aim at matchmaking the needs of the supply and demand side of talent supply chain and India Skills Report with each coming year will continue to provide the much needed insights that can help in making it possible. As the new platforms like NCS and MCCs evolve it can play a larger role in overall implementation by providing the necessary insights to the decision makers. It looks like an exciting way ahead and we are all ready to be a part of this journey and contribute in bringing the Jobs and Skills together. Hope with each edition of India Skills Report we are able to contribute towards a developed and skilled India.

There is a large proportion of the existing workforce, which needs skill training support of varying levels. While it is estimated that at least 1.70 crore will enter the workforce every year for the next 7 years. The current annual skilling capacity is inadequate to match this demand, with many initiatives un-aligned and suffering from a lack of coordination. The situation is further complicated by different states having different demographic situations, hence different skilling needs and challenges. "Vocational Training" falls under the Concurrent list, which means State Governments have a key role and responsibility in realizing the objective of "Skill India". It is suggested that each State will find out its skill gap and work according to the model mentioned above to overcome the skill gaps.

To make India internationally competitive and to boost its economic activity, a skilled workforce and a functioning labor market are vital. Technical and vocational education in a broad sense lay down the foundation for innovation and knowhow. Technical expertise, combined with innovation, can

cover the path for India toward being a developed nation. The need of an hour is to synergize the efforts and resources to provide a feasible platform for vocational education and skill development.

REFERENCES

- [1] Kaur, H. (2016), "Skill India "Programme: A Compliment to "Make in India" Campaign", *Global Journal for Research Analysis*, Vol. 5(1).
- [2] Mandal, T.J. (2015), "Skill Development Mission in Vocational Areas–Mapping Government Initiatives", p. 104.
- [3] Okada, A. (2012), "Skills Development for Youth in India: Challenges and Opportunities", *Journal of International Cooperation in Education*, p. 15.
- [4] Saini, V. (April, 2015), "Skill Development in India: Need, Challenges and Ways Forward", *Abhinav National Monthly Refereed Journal of Research in Art & Education*, Vol. 4(4).
- [5] Kanchan, Sonali, S.V. (2015), "Skill Development Initiatives and Strategies", *Asian Journal of Management Research*, Vol. 5(4).

Overview of Card Payment Network

Shilly John

*Assistant Professor, Dept. of Economics,
Modern College of Arts, Science and Commerce, Ganeshkhind*

Abstract—Card based payment is on the rise across the world. The card payment network facilitates the card transactions between the stakeholders of card industry across the globe. The stakeholders include the card issuers, merchant establishments that accept the card and the card users. Currently Visa or MasterCard along with American Express and Diners are not the only card payment network. Many countries have started their own domestic card payment system. This paper discusses an overview of the card payment network in the world. It's a comparative study of the various card payment networks.

Keywords: Card Payment Network, Acquiring Bank, Issuing Bank, Visa, Master Card, UnionPay, JCB, RuPay

INTRODUCTION

Development in trade and commerce has led to changes in transaction and payment processes across the world. Although cash is still the preferred mode of payment in most of the developing economies, cashless transactions are increasing as in case of developed economies. The world economics are heading towards cashless society since the introduction of card based payments about six decades ago. This has resulted in establishing card payment network. Visa, MasterCard, American Express, and Discover are the four major card payment networks in the world. Some of the other payment networks are JCB (Japan), UnionPay (China), NETS (Singapore), ELO (Brazil), RuPay (India) and Mir-World (Russia).

The card payment network helps the payment process between card issuers, merchant establishments and the card users. It is different from the card issuing companies, i.e. mainly the banks who issue the cards both credit as well as the debit cards to its customers and maintains their accounts. Once the card is issued by the banks and when the individual uses the card, the function of card payment network begins. The payment network linked to the card determines where it can be used because all merchants do not accept cards from all networks. The network handles worldwide processing of card transactions and decides the terms of transaction e.g. interchange fee, fraud liability etc.

OBJECTIVE

1. To study about the various card payment network across the world
2. To compare India's domestic card payment system with the other networks.

PROCESS OF CARD BASED PAYMENT TRANSACTION

Following are the various stakeholder of the payment network:

1. **Cardholder:** A credit card or a debit card is convenient for the cardholder as he/she does not have to carry cash.
2. **Merchant Establishments:** The merchants can get increased sale by accepting popular cards used by cardholders.
3. **Merchant's Financial Institution/ Acquiring Banks:** For every transaction at the point of sale at the merchant, the merchant's financial institution charges a fee called "merchant discount". It is revenue that the financial institution receives from every sale.
4. **Card Issuing Companies/ Banks:** The issuing banks issues the cards to the customers. They charge certain fees and earn interest from those cardholders who rollover the credit. They also charge from merchant establishments a fee called "interchange fee" for every transaction. Depending on the number of cards issued, the revenue of the issuing banks increase.
5. **Payment Card Network Provider:** Every transaction through credit or debit card requires a payment card network. It processes the transaction for a fees for services provided to merchants and financial institutions.

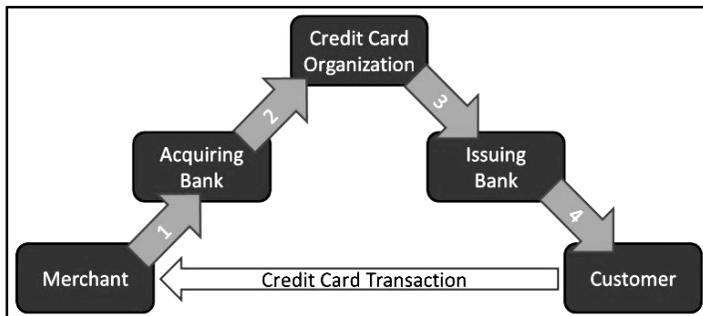


Fig. 1: Card Network

Source: www.mystartuplife.com.au/category/payments

Figure 1 shows the transaction process using a credit card. The consumer uses the credit card issued by an issuing bank at the merchant establishment to purchase goods and services. The merchant submits the purchase details to its acquiring bank. The purchase details are send to the cardholder's bank through the cards payment network by the acquirer. The cardholders' issuing bank then pays the acquirer the transaction amount after deducting the interchange fee (a fee decided by the network provider). The acquiring bank pays the merchant

establishment the transaction amount deducting the merchant discount, the discount includes interchange fee, cost of transaction processing, cost of service, acquirer's profit margin, and other costs.

HISTORY OF CARD PAYMENT NETWORK

AMERICAN EXPRESS

American Express was established in 1850, in US as a freight and valuables delivery service. In those days U.S. Postal Service was not reliable and shipped only envelopes of letter-size. This gave an opportunity for the company to transport large parcels and valuable items.

American Express decided to compete with the banks in 1890, by issuing money orders. The business expanded to Europe, where the American Express had a brand name. During World War I American Express entered into the travel businesses. In 1950s, American Express issued its first credit card. The company issued its first gold card in 1966 and platinum card was introduced in the 1990s. It continues to be global brand now with products like Blue Card and exclusive Black Card issued by invitation to the famous and rich which are not for the general public.

Today American Express is one of the world leaders in providing charge and credit cards to consumers, small businesses and corporations. As per the American Express Annual Report 2015, the company had 117.8 million cards issued worldwide and the transaction volume was \$1.04 trillion as on 31st December 2015.

VISA

In 1949, Diners Club introduced the first charge card in America. It was the "charge first, pay later" card. A decade later in 1958 Bank of America (BoFA) introduced its BankAmericard in California with revolving credit to around 60,000 customers. Joseph Williams was the leader of the group that launched this card. Originally the BankAmericard was to be issued only in California but in 60s it was launched in other states of America and slowly into other countries. In other countries banks began issuing cards with localized brand names. E.g. In Canada, the card issued by some banks where *Toronto-Dominion Bank, Canadian Imperial Bank of Commerce, Royal Bank of Canada, Banque Canadienne Nationale and Bank of Nova Scotia* under the name the ChargeX. In France, it was known as *Carte Bleue* (Blue Card). *The Sumitomo Bank*, in Japan issued BankAmericards through the Sumitomo Credit Service and in the UK, the only BankAmericard issuer was *Barclaycard*.

In 1970, when Bank of America gave up control of the BankAmericard program, other BankAmericard issuer banks took control of the program, and the National BankAmericard Inc. (NBI) was established which took over the

charge of managing and developing the BankAmericard system in the US. Dee Hock was the first president and CEO of NBI. In 1974, the International Bankcard Company (IBANCO), was formed to manage the international BankAmericard program.

There was a need felt for a unified financial system to carry out the credit based financial transactions of various banks and merchants across the world. Hence in 1976, the directors of IBANCO brought together the various international networks into a single network with a single name. Accordingly, BankAmericard, Barclaycard, Carte Bleue, Chargex, Sumitomo Card, and the others came under the new name, "**Visa**". The term Visa was given by the founder Dee Hock. NBI became Visa USA and IBANCO became Visa International.

According to the Nilson Report, in 2015, Visa's global network (known as Visa Net) processed 100 billion transactions with a total volume of US\$6.8 trillion. Today, Visa connects consumers, businesses, banks and governments in more than 200 countries and territories. It helps them to use digital currency instead of cash and checks. The transaction volume of Visa is approximately three times more than MasterCard and 14 times more than American Express.

MASTERCARD

A group of California banks formed the Interbank Card Association (ICA) in 1966. New York's *Marine Midland Bank*, which is now known as *HSBC Bank USA*, joined with the ICA and introduced "Master Charge: The Interbank Card". In 1979, "Master Charge: The Interbank Card" was renamed "MasterCard". The MasterCard International became MasterCard Worldwide in 2006.

As per the Statista Report, the number of MasterCard cardholders declined from 86 million in 2000 to 75 million in 2010 but again increased to 83 million in 2014.

DISCOVER

The Discover Card was introduced by *Sears* in 1985, and was a unit of *Dean Witter*. It was merged with *Morgan Stanley* in 1997. But in 2007, it became an independent, publicly traded company, the Discover Financial Services Inc. In 2008, it acquired Diners Club. Discover Financial Services, Inc. an American *financial services* company, issues the *Discover Card* and operates the Discover and *Pulse networks*. Discover Card is the third largest *credit card* brand in the United States, as per number of cards issued with nearly 50 million cardholders.

JCB

Japan Credit Bureau JCB, was established in 1961 in Japan. It acquired Osaka Credit Bureau in 1968, and since then is an important player in credit card market not only in Japan but across the world. JCB has been aggressively expanding its business overseas since 1981. Its cards are issued in 20 different countries. About 69.26 million JCB cardholders using the card has a purchase volume about US \$ 62.7 billion¹.

In 1987 JCB International Credit Co. Ltd. Was established in USA and in 1989 in Europe. Since then, the number of card members increased rapidly. During the decade of 1991 to 2000 JCB cards were issued in Asian countries like Singapore, Taiwan, Korea, Indonesia, Philippines and also in Germany, Switzerland, and Australia. In 1995, Japan Card network Co. Ltd. was established. Since 2005 JCB cards were issued in China, UAE, and Bahrain. In 2014 it was issued in Laos and Bangladesh and in 2015 it was issued in Austria and Russia as well.

UNIONPAY CHINA

The Chinese bank card network called the "Golden Card Project" dates back to 1993. UnionPay is the descendant of the Golden Card Project. The People's Bank of China (PBOC), launched UnionPay China in 2002 in Shanghai. The Industrial and Commercial Bank of China, the Agricultural Bank of China, the Bank of China and the China Construction Bank were its first members.

UnionPay has now become the third-largest payment network by transaction value after Visa and MasterCard. Union Pay cards are issued in 141 countries across the world. In 2005 Discover Network announced an alliance with China UnionPay Network. This allows Discover Network brand cards to be accepted at UnionPay ATMs and POS terminals in China and China UnionPay cards are accepted on the PULSE network in the U.S. Since 2013 Discover accepts card-not-present transactions of China UnionPay cards.

RUPAY INDIA

RuPay card was launched by National Payments Corporation of India (NPCL) in 2012. The number of cards issued has increased due to the Pradhan Mantri Jan Dhan Yojana. Now about 38% of the total debit cards issued in India are RuPay cards². Alliance with Discover Financial Services has provided RuPay network a comparable domestic and international coverage.

The domestic card payment network will be advantageous for electronic money transfers. It will help both banks and consumers in the following way:

¹<http://www.jcbcorporate.com/english/corp/history.html>

²<http://www.bankbazaar.com/rupay-credit-card.html>

1. As transaction through RuPay will take place within India, less service charge has to be paid to the payment network as compared to Visa, MasterCard and other network.
2. The transactions would be processed faster as it would be done within India.
3. By partnering with Discover Financial Services and Japan Credit Bureau (JCB), RuPay cards would be accepted internationally.
4. Banks will not have to pay the quarterly or the entry fee.
5. As of now RuPay offers only debit but as per NPCL, by September 2016, RuPay will offer credit card.
6. RuPay being the domestic payment network, cards are issued by both public sector, some of the private banks, rural and co-operative banks as well. Other payment networks don't include such small banks in their network.

CARD PAYMENT NETWORKS-MARKET SHARE ACROSS THE WORLD MARKET

Visa has been the world leader in card payment network till 2000. It can be said that the duopolistic global market situation of Visa and MasterCard has changed with other card payment network entering into the market. Since China in 2002, and then countries like Singapore, Russia, Malaysia and India starting their own domestic payment network, Visa customer base has been reducing compared to the earlier years. Figure 2 and 3 below shows the Visa card payment volume and payment transaction respectively, across the world from 2010 to 2015.

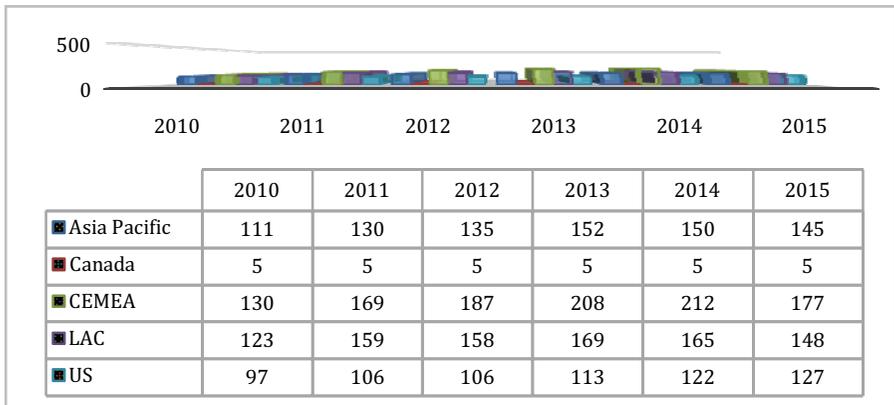


Fig. 2: Visa Card Payment Volume (in \$ Billions)

Source: Compiled from yearly Visa-Inc.-Operational-Performance-Data

Asia Pacific includes the Asian countries and the Pacific countries like Australia, New Zealand etc.
 CEMEA countries are from Central Europe, Middle East and Africa
 LAC is Central and South American countries and the Caribbean

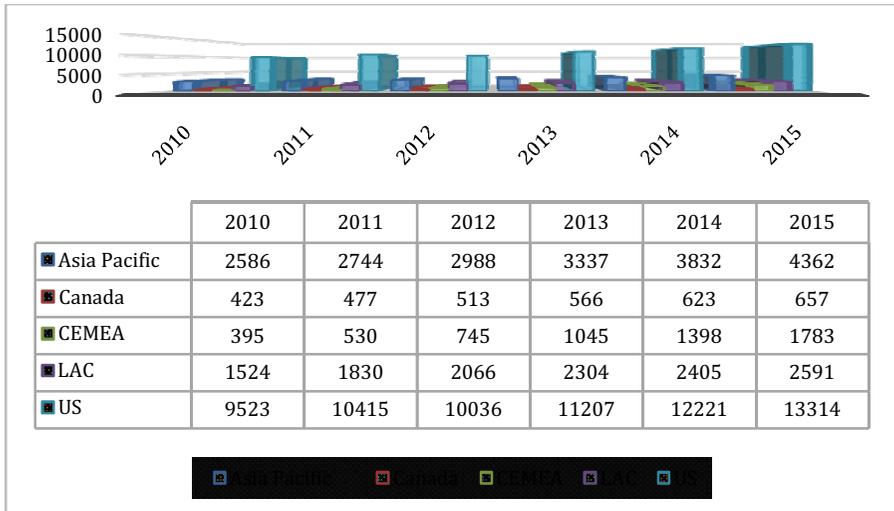


Fig. 3: Visa Card Payment Transaction (in Millions)

Source: Compiled from yearly Visa-Inc.-Operational-Performance-Data

The data reveals that, the card payment transaction through Visa has been always more in the US but the payment volume is more in CEMEA, Asia Pacific and LAC than the US in the five year period of 2010 to 2015. The payment volume has been constant and payment transaction has been increasing only marginally in Canada. The countries in CEMEA has highest amount of payment volume and Canada has the least payment volume.

The Table below shows the Visa processed transactions and its growth in the world.

Year (as on 31 st March)	Processed Transactions (in Million)	Growth (in %)
2010	10648	14
2011	12040	13
2012	13080	8
2013	13850	6
2014	15354	11
2015	16980	10

Source: Compiled from several Visa-Inc.-Operational-Performance-Data

The Table reveals that the percentage growth of Visa processed transactions across the world shows a continues declining trend from 2010 to 2013 after which there is and increase but again in 2015 it shows a decline. This proves that with new entries in the card payment network from other countries, the share of Visa payment is on the decline.

With the entry of China’s UnionPay network, Visa is no longer the leader in card market. Even MasterCard and American Express is affected with new players. Though UnionPay has captured the world market by the purchase volume, still with regards to purchase transactions, Visa is still the leader. Fig. 4 shows the data for market share of various card payment networks in the purchase transactions in 2015.

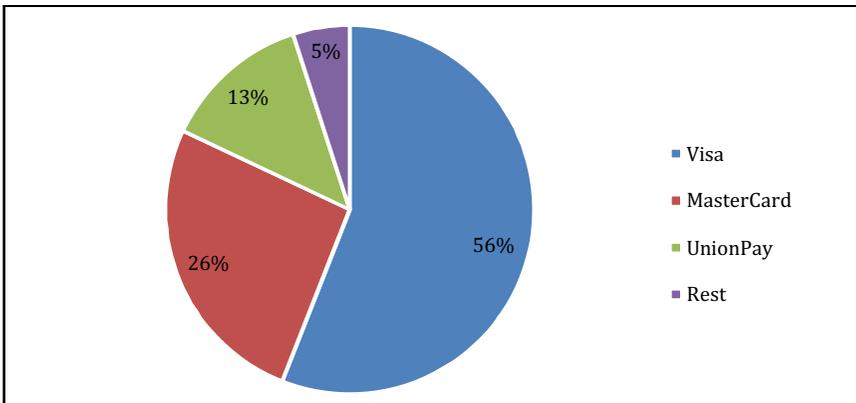


Fig. 4: Market Share of Purchase Transactions in 2015

Source: Nilson Report 2016

Nilson Report 2016 shows that Visa had the largest share with 56% followed by MasterCard with 26% and UnionPay had the third largest share in the card payment market. The rest includes JCB, Amex, Discover etc.

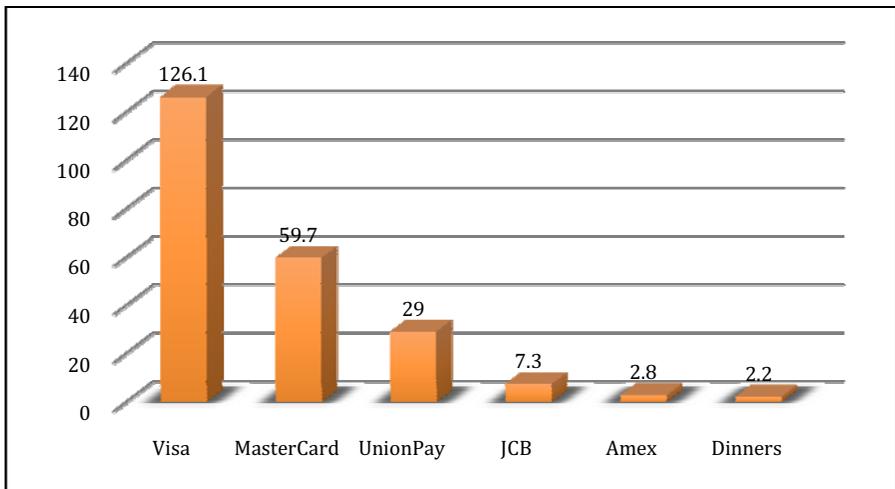


Fig. 5: Purchase Transaction on Global Cards in 2015 (in Millions)

Source: Nilson Report 2016

Figure 5 shows the number of purchase transactions in 2015 for various types of cards. As per Nilson Report 2016 Visa had the highest number of purchase transaction (126.1 million) and Diners had the least number of 2.2 million purchase transaction.

According to Nilson Report 2015, China UnionPay had become the world leader in case of purchase volume in the world.

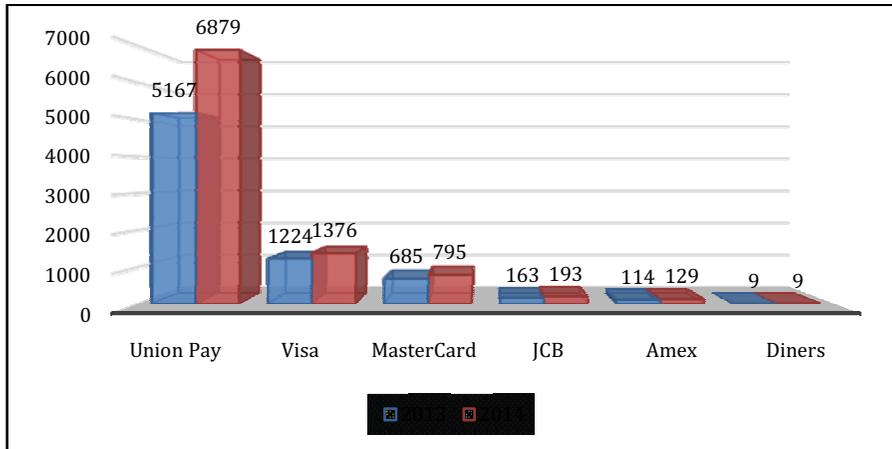


Fig. 6: Purchase Volume (\$ Bill) in 2013 and 2014

Source: Nilson Report 2015

INDIAN CARD PAYMENT SYSTEM

The NPCI launched 'RuPay', the Indian domestic card payment network in 2012. This would enable Indian banks and financial institutions to participate in electronic payments. The term 'RuPay' is made from two words-Rupee and Payment. At present there are only RuPay debit cards. By September 2016 it is expected to issue the credit card also. About 10,000 RuPay credit cards will be issued at the time of its launch³.

At present RuPay debit cards has a market share of 38% in India⁴. The objective behind the launch of RuPay cards by NPC, is to have a domestic and cost-efficient alternative card network to Visa/ MasterCard. With government schemes like Pradhan Manti Jan Dan Yojana, prepaid card scheme with IRCTC and the MUDRA scheme, the scope for RuPay cards to capture the Indian market in future is favourable.

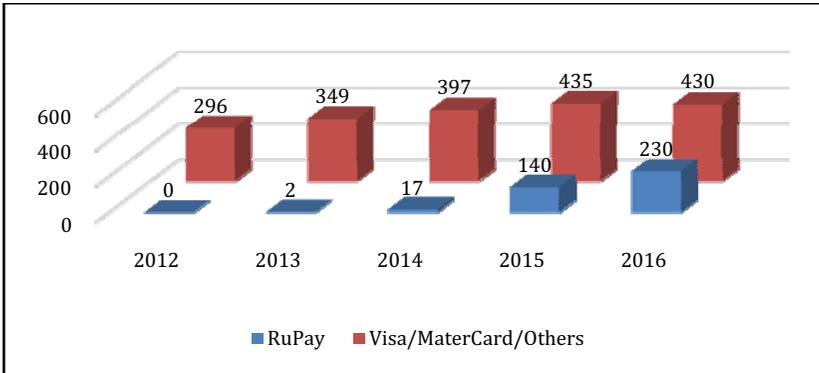


Fig. 7: Comparison of Rupay and Other Cards (in million)

Source: RBI & JM Financial

Figure 7 shows a comparison for RuPay Cards with the other card payments like Visa, MasterCard, UnionPay, JCB, NETS etc. Since 2014 onwards there is rapid increase in the card transactions of RuPay.

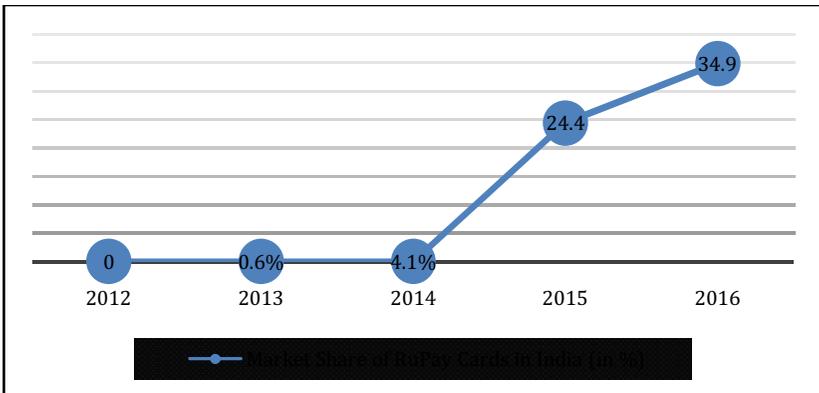


Fig. 8: Market Share of RuPay Cards in India (in %)

Source: RBI & JM Financial

Growth of RuPay card market share can be seen in Fig. 8. Since its launch in 2012, from 2014 there is a rapid increase its share in card payment market.

FUTURE OF RUPAY CARD PAYMENT SYSTEM

1. Due increasing number of banks both public and private sector, accepting the RuPay cards, the future of the card network is positive. The RRBs and the Co-operative banks have accepted the network. Government schemes are adding to the advantage as customers can have zero-balance accounts also.

2. Cost effectiveness of having a domestic card payment network helps the stakeholders of card payment. Visa or MasterCard charges a huge amount as one-time fee and quarterly fees to banks. These fees have been waived off by RuPay.
3. Gradual increase in online shopping has also resulted in RuPay's market share. Though people in India still prefer physical shopping and cash transaction, there is a change in the transaction pattern of the consumers in India. According to RBI report, in April 2015 there were 0.2mn monthly online transactions using RuPay, and the number has increased to 1.4mn monthly transactions in Jan'16.
4. With the introduction of RuPay Credit cards in September '16, the number of card transaction will increase further.

CONCLUSION

After decades of capturing the card payment network in the world by the four networks i.e. Visa, MasterCard, Amex and Diners/Discover, now since 2002 many new domestic payment network has entered the market. The new entrants from Japan, China, Singapore, India, Russia, and Malaysia is fast growing due to their reduced costs and being domestic. Even a country like Iraq with a small banking market has launched its own credit card called 'Qi Card' in 2008.

Though there are increasing opportunities for the new entrants, they have to face certain challenges like getting a wider base of card users and merchant establishments' base. Their initial investments in new technology to face the competition from the established players is another challenge. The new players will have to collaborate with the existing players to enter the international market. Thus, even though the existing networks may lose on their customer base to these new entrants, ultimately they may be able to maintain their position.

REFERENCES

- [1] Douglas, A., Jay, G., Brian, L. and Martha, S. (2005), "Overview of Recent Developments in the Credit Card Industry", *FDIC Banking Review*, Vol. 17(3).
- [2] Mahesh, Rushikesh, T. and Anand, C., "Domestic Payment Card Network: Emerging Opportunities and Challenges", www.capgemini.com/payments
- [3] Koley, Tapomoy (May-Jun. 2014), "End of Duopoly in Credit Card Payment Scheme Industry", *IOSR Journal of Economics and Finance*, Vol. 4(1) www.iosrjournals.org
- [4] Reserve Bank of India, <http://www.rbi.org.in>
- [5] National Payments Corporation of India, <http://www.npci.org.in>
- [6] Visa Inc., www.visa.co.in/aboutvisa/visainc
- [7] UnionPay, <http://en.unionpay.com>
- [8] <http://www.ir.americanexpress.com>
- [9] <http://www.allonmoney.com/banking/ruPAY-vs-mastercard-visa-amex>
- [10] <http://www.bankbazaar.com/ruPAY-credit-card.html>

-
- [11] <http://www.jbcorporate.com/english/corp/history.html>
 - [12] <http://www.businesswire.com>
 - [13] <http://en.unionpay.com>
 - [14] <http://www.chinainternetwatch.com>
 - [15] http://rbth.com/business/2015/06/03/russia_unveils_new_national_payment_card_mir
 - [16] <http://www.creditcards.com/credit-card-news/american-express-history>
 - [17] <http://www.mystartuplife.com.au/category/payments>

Role of Banking System in the Economic Growth and Development

Dr. Takalkar S.D.¹ and Dr. Pate V.T.²

*¹Head, Dept. of Commerce, Arts, Com. & Science College,
Narayangaon, Junnar, Pune*

*²Assistant Professor, Arts, Commerce & Science College,
Narayangaon, Junnar, Pune*

E-mail: ¹drsdtakalkar@gmail.com, ²vin631987@gmail.com

Abstract—The Indian Banking Industry is undergoing a paradigm shift in scope, context, structure, functions and governance. The information and communication technology revolution is radically and perceptibly changing the operational environment of the banks. Technology has emerged as a strategic resources for achieving higher efficiency, control of operations, productivity and profitability. Technology not only plays an important role in development and introduction of new products and facilities like ATMs., tele-banking, internet banking etc. but also plays a pivotal role in terms of achieving operational efficiency. Technology also aids in the asset liability management process by enabling the top management to decide on product pricing in a competitive scenario.

Banking industry in developed countries has kept pace with the economic developments. The developed economics have also tried to acquire the advanced banking network taking full advantages of various inventions in the electronic and telecommunication field. The development of online back office terminal systems linked to large mainframe batch processing computers has enabled the bank to cope with rapidly increasing volumes of transactions that could not have been handled manually. Their core systems forming large integrated network in many countries are the nerve centers of branch banking and now extended well beyond transaction processing, accounting and provision of management information. They are under constant development and modification primarily to reduce unit costs and to estimate unnecessary paper output. The e-banking has come to be recognized as a virtual necessity to face the imminent challenges owing to globalization and liberalization of the economy. A wide range of services are being offered by banks using technology.

Keywords: Banking System, Banking Technology, Economic Growth & Development, Capital Formation, Modernization of Business etc.

INTRODUCTION

Banking through internet has emerged as a strategic resource for achieving higher efficiency, control of operations and reduction of cost by replacing paper

based and labour intensive methods with automated processes thus leading to higher productivity and profitability. Internet banking is not having an independent effect on banking profitability, although these findings may change as the use of the Internet becomes more widespread. As new private sector banks came to the scene as tech-savvy and banks offer several innovative products in the main office for technology-based clients, the demonstration effect trapped in restoring banks. Offers various channels such as the basic machine based on the card (credit/debit/smart card) based on communication bank marked the beginning of any time and held by banks in India.

The IT (Information Technology) has changed the Indian structure of Indian Banking. Technology has been identified by banks as an important element in their strategy to improve productivity and render sufficient customer service. In banking computerization has taken place all over the world. The purpose is to bring technology to the counter and to enable Employees to have information at their fingertips. Over the years, the banking sector in India has been a no. of the changes. Most banks have begun to take an innovative approach to banking, with the aim of creating more value for customers and, consequently, the banks. The IDRBT has been instrumental in establishing a secure, state of the backbone of communication in the art of India Financial Network (Infinet) as a closed user group exclusively for the banking and financial sector in India.

E-banking is a borderless entity permitting anytime, anywhere and anyhow banking. This facilitates us with all the functions and many advantages as compared to traditional banking services. The technology has been one of the most important factors for the development of humanity. Information and communication is important arrival in the field of technology that is used for accessing, processing, storage and dissemination of information electronically. Banking industry is growing rapidly with the use of technology in ATMs, online banking, telephone banking, mobile banking, etc, is a plastic card banking products to suit the needs of the retail segment has increased its numbers in geometric progression in recent years. This growth has been strongly supported by the development in the field of technology, without which this would not have been possible of course that will change our lifestyle in the coming years.

OBJECTIVES OF THE RESEARCH STUDY

The said research study was carried out with following objectives in view:

1. To study the Conceptual Background of Banking System.
2. To study the Changing Face of Banking Services.
3. To study the Role of Banking System in the Economic Growth and Development.

HYPOTHESIS

The main hypothesis of the said research paper is as follows:

1. In recent times Economic development requires an increase in the rate of capital formation.
2. Enterprise is an important factor that must grow and help the economy to develop.

RESEARCH METHODOLOGY

The Secondary Data is collected from various reference books related to Banking System, Economic Growth, Economic Development Commerce & Management, and Banking etc. For said research study secondary data is also collected from the National and International Research Journals which are related to Commerce, Management, Banking etc.

CHANGING FACE OF BANKING SERVICES

Liberalization brought several changes in the service industry in India. It is likely that the Indian banking tremendous learned a lesson. Prior to liberalization, all we did was in a bank deposit and withdraw money. Service standards were pathetic, but all I could do was grin and bear it. Following liberalization, the tables have turned. It is a consumer-oriented market there.

Technology is revolutionizing all areas of human endeavor and activity. One is the introduction of information technology in the capital market. Internet banking is changing the banking industry and is having a significant impact on the banking relationship. Web is more important to financial services for many other industries.

Retail banking in India is maturing with time, several products, which could be customized. Most of the industry is going home loan, which is witnessing a fierce competition. Housing loans are very popular as they help to make your fondest dream. Interest rates are falling and the market has seen some innovative products. Other retail banking are personal loans, student loans and car loans. Almost all banks and financial institutions are offering these products, but it is essential to understand the different aspects of these loan products, which are not mentioned in your ad colors.

ROLE OF BANKING SYSTEM IN THE ECONOMIC GROWTH AND DEVELOPMENT

The role of banking system in the economic growth & development can be explained as follows:

1. **Capital Formation:** Economic development requires an increase in the rate of capital formation. For this purpose, it is necessary that the rate of savings increases. Commercial banks can and do serve a very useful purpose in raising the level of aggregate savings. In the first place, commercial banks can provide objective conditions in which people feel that their savings will be secure in the hands of the banks. This sense of security induces people to save and thus, total savings increase.
2. **Monetization of Debts:** Commercial banks serve to increase investable funds by offering to monetize debts if and when required by creditors. Thus, people who have savings may hold back a part of them as a precaution against unforeseen circumstances. But banks offer their services whereby people can hand over their bonds, securities, shares, etc., to the banks against which they (the people) can borrow and meet their needs of cash. This is known as monetization of debts it serves to increase the level of investment; since.
3. **Regional Balance:** If the banking system in a developing economy has a network of branches it can help economic development in another way. The banks can transfer surplus funds from regions where they are abundant to those regions which are starved of capital. For example. the branches of a bank in well developed urban centers can collect large amounts of savings. because the savings potential of these centres is very high. The same savings. through branches in underdeveloped areas.
4. **Consultancy Services:** Besides, commercial banks may also provide financial guidance to entrepreneurs, advise them on the feasibility of their projects and furnish necessary information regarding various sources of finance, technical help, marketing services, etc. These services which are incidental to the usual banking function, go a long way in encouraging the development of agriculture, small-scale industries and other types of minor business.
5. **Modernization of Business:** Commercial banks represent the modern organised sector and they are themselves following modern methods of management, accounting, project-evaluation and so on. When business units from the unorganised sector approach commercial banks for accommodation, they are exposed to these modern business practices.
6. **Regulation of Economic Activity:** In a developing country the function of the regulation of the flow of credit by central bank is of the utmost importance. This is especially true when economic development is planned. The plan lays down priorities. And on the basis of these

priorities. The development of various sectors has to take place. Regulation of credit then becomes an important instrument. whereby the central bank prevents credit from flowing into those sectors which are not given priority in the plan.

7. ***Influence on Interest Rates:*** As important institutions in the money market. Commercial banks can influence the supply of money. By supplying more or less credit. They can exert a significant influence on the market rates of interest. They also thereby influence the choice of the people between holding more or less of liquid assets. This further influences the rates of interest. A cheap money policy with low interest rates stimulates economic development.
8. ***Elastic Money Supply:*** Through their activity of credit creation. commercial banks facilitate the expansion and contraction of the total supply of money. Similarly by transferring funds from one place to another. They can adjust the supply of credit to the demand for it in different regions. As well as in the different sectors of the economy. Thus they serve to make money supply more elastic. The elasticity of the supply of money is very important for the smooth functioning of the economy as well as for economic development.
9. ***Promotion of Enterprise:*** Just as capital is one important factor that must grow if the economy is to develop, enterprise is another important factor that must grow and help the economy to develop. This requires the expansion of the entrepreneurial class which is willing to accept risks and challenges. Many times, it so happens that there are people who have the qualities of a promising entrepreneur, but they do not have the money or capital to. put their plans into practice.
10. ***Development of Trade and Commerce:*** Development of trade and commerce promotes industrialization by causing the expansion of the market and widening of the hinterlands that supply raw materials to industries. Commercial banks provide short-term credit to trade and commerce.

CONCLUSION

The technology has been one of the most important factors for the development of humanity. Information and communication is important arrival in the field of technology that is used for accessing, processing, storage and dissemination of information electronically. Banking industry is growing rapidly with the use of technology in ATMs, online banking, telephone banking, mobile banking, etc, is a plastic card banking products to suit the needs of the retail segment has increased its numbers in geometric progression in recent

years. This growth has been strongly supported by the development in the field of technology, without which this would not have been possible of course that will change our lifestyle in the coming years.

REFERENCES

- [1] Payne, Adrian (1995), *The Essence of Service Marketing*, Prentice-Hall of India Pvt. Ltd.
- [2] Pezzullo, Mary Ann (1999), *Marketing Financial Services*, American Bankers Association, Indian Institute of Bankers.
- [3] Mishra, Dalip (June 2009), *Indian Banking Today*, Arvind Vivek Prakashan.
- [4] Dr. Thingalaya, N.K. (2010), *Rural Banking*, Macmillan Publishers India Ltd., New Delhi.
- [5] Ramaswamy, V.S. and Namakumari, S. (2004), *Marketing Management: Planning, Implementation & Control*, Macmillan Indian Ltd.
- [6] Agarwal, O.P., "Practice & Law of Banking CAIB: Guide", Skylark Publication, New Delhi.
- [7] Baker, Michael J. (1974), *Marketing: An Introductory Text*, The Macmillan Press Ltd.
- [8] Berry, Leonard L., Donnelly, Jr. and James, H. (1975), *Marketing for Bankers*, American Institute of Banking, American Bankers Association.
- [9] Jain, Alok K. (1997), "Marketing Challenges for Commerical Banks of India", Swajay Publishers.
- [10] Maheshwari, S.N., *Management Accounting and Financial Management*, S. Chand & Sons, New Delhi.
- [11] www.banknetindia.com
- [12] www.online.sbi.com
- [13] www.financialexpress.com
- [14] www.internetworldstats.com

Emergence of the Pharmaceutical Industry in India Amidst Changing Scenario

Sameer B. Patil

*Research Scholar, Dr. Bamu, Aurangabad and
Asst. Prof., Dnyansagar Institute of Management and Research, Pune
E-mail: sameerbpatil20@gmail.com*

Abstract—In the pre-independence period that is before the advent of British rule the indigenous forms of medicines were in use that is Ayurveda and Unani in India. The central government of British India first introduced the allopathic form of medicines in the country. However, there were no production units in the country. The post-independence period is marked as therapeutic revolution, resulted in a phenomenal growth of the global pharmaceutical industry. Though the government policies and globalization, especially out-sourcing helped the industry to grow its boundaries, it is facing a number of challenges like increased governmental intervention and centralisation, push towards generalization of the essential medicines, minimal innovation and lower budget allocation for basic research by Indian pharmaceutical companies, effects of globalization, changing approach of the foreign multinational towards Indian market etc.

Keywords: Pharmaceuticals, Allopathic Medicines, Globalization, Generalization

INTRODUCTION

Indian pharmaceutical industry has evolved in a big way. We can categorize it into two major periods as pre-independence period and post-independence period.

Pre-independence: In the pre-independence period that is before the advent of British rule the indigenous forms of medicines were in use (Ayurveda and Unani) in India. The central government of British India first introduced the allopathic form of medicine in the country. However there were no production units in the country. Instead, the foreign companies exported raw-material from India, transformed it into finished products, and imported it back to India.

Post-independence: The post-independence period spans from 1945 to approximately the mid-1970s. A major breakthrough known as the therapeutic evolution marked the beginning of this period and resulted in a phenomenal growth of the global pharmaceutical industry located mainly in Germany, Switzerland, and UK and also to some extent in the US. A note worthy achievement during this period was a shift in a drug therapy from treating the symptoms to treating the disease itself. At the same time there was a significant shift in the structure of the industry mainly because the global pharmaceutical industry instead of being mere production units also embarked on the path of massive investment in R&D. The commercialization of newly invented pharmaceutical products as if penicillin does other synthetic drugs

also turned out to be a lucrative business. However, in spite of the progress made by the sector, it was observed that foreign companies did not establish any Production unit in India, but were engaged in assembling bulk drugs (imported from their country) for manufacturing the final product. MNC's were not keen to establish production

Units in the country because the production of bulk drugs required investment in plant and machinery where as importing bulk drugs and processing them into the formulation was an easier and more profitable business.

GROWTH DRIVERS FOR PHARMACEUTICAL INDUSTRY IN INDIA

In order to fulfil regulatory requirements many foreign companies started their production in India. During this period, a large number of domestic companies also entered the market mainly due to government support under the Industrial Licensing Act and started producing a wide range of products. Between 1952 and 1962, drug productions in the industry increased from Rs. 35Cr. To about Rs. 100Cr. By early 1970s due to favourable government policies, the domestic industry had grown considerably from a state of non-existence. In 1952, the total turnover for the sector was around Rs. 32Cr. This increased to approximately Rs. 75Cr. For bulk drugs and Rs. 370Cr. For formulation production in 1970. However the industry was still dominated mostly by foreign MNCs with a share of about 68%.

It is interesting to note that during this period the public sector and indigenous companies contributed to a significant share of the bulk drug production, where as the contribution of MNCs was less than 12% of the total bulk drug production in India. It was also noted that out of 66 foreign companies that operated in India, only 19 were engaged in bulk drug production. Most of the companies were engaged in high payoff formulation production in which they had monopolistic position for certain life saving drugs like Methyldopa, Indo methacinetc. MNCs even misused the provision of product patent in the Patent Act of 1911 to maintain their monopolistic position in India, which resulted in prices for formulations in India becoming as high as in developed nations. In contrast, the prices for bulk drugs were the lowest because of the significant presence and contribution of public sector units and indigenous players.

The Indian pharmaceutical industry has truly taken a huge leap post 1970. Globally, the Indian pharmaceutical industry is ranked third largest in volume terms and 10th largest in value terms. Now the industry is poised to become the 6th largest globally in terms of absolute size by the year 2020. The sector is highly knowledge based and its steady grow this positively affecting the Indian economy. The Indian pharmaceutical industry is highly fragmented with about 24000 players (330 in the organized sector).

The top ten companies make up for more than one third of the market. Indian pharmaceutical companies have a large chunk of their revenues coming from exports. While some are focusing on the generics market in the US, Europe and semi-regulated markets, others are turning their attention to custom manufacturing for innovator companies. India's drugs and pharmaceutical industry which is valued at Rs. 1.6 Trillion (US\$ 25.87Billion) at present, is expected to grow at a compound annual growth rate (CAGR) of 14% to reach a turnover of Rs. 2.91 Trillion (US \$ 47.06 Billion) by 2018.

The driving factors, which really boosted the growth of Indian pharmaceutical industry, are:

- ***The Amendment of Patent Law and the Implementation of the New Drug Policy:*** Concerned by the high price of medicines and the lack of domestic infrastructure, the government constituted the Hathi Committee in 1974' to probe into the problems and suggest a rational drug policy that would meet the medicinal needs of the country'. Recommended by the committee's report, the government amended the Patent Act of 1970 and enacted the Foreign Exchange Regulation Act (FERA) 1973 INITS New Drug Policy (NDP) of 1978. The Patent Act of 1970 recognized only process patents. The life of the patent was also reduced significantly from 16 to 5 years from the date of sealing or 7 years from the date of filing a complete application, whichever is shorter; in other words, the maximum period of patent was 7 years. Further, in the amended act an MNC could patent only one process.
- ***The Phase of Liberalisation, De-control and Product Patent:*** The growth impetus that the sector received during the 1980s continued even in the 1990s. The pharmaceutical sector witnessed a consistent growth of around 16% from 1995 onward. The bulk drug and the formulation sector also experienced a growth rate of between 15% and 20% during this period. Because of the competence gained by the Indian pharmaceutical companies in process engineering, the Indian companies also emerged as the major players in the domestic market. This resulted in a further fall in the share of MNC in the country. The country also gained reputation in the international market as low cost producer. The number of production units in the Indian pharmaceutical sector also increased from 1752 in 1952–1953 to 20053 in the year 2000–2001.
- ***Government Initiatives:*** The government of India has unveiled 'Pharma Vision 2020' aimed at making India a global leader in end-to-end drug manufacturing. It has reduced approval time for new facilities to boost investments. Government has taken decision to increase Foreign Direct Investment (FDI) in existing pharmaceuticals

companies to 74 per Cent and it is expected to boost Mergers and Acquisitions (M&As) and Private Equity (PE) investments in the pharmaceuticals sector in the country. The Government of India plans to incentivize bulk drug manufacturers, including both state-run and private companies, to encourage 'Make in India' programme and reduce.

Dependence on imports of Active Pharmaceutical Ingredients (API), nearly 85 per cent of which come from China. Further, the government has also put in place mechanisms such as the Drug Price Control Order and the National Pharmaceutical Pricing Authority to address the issue of affordability and availability of medicines.

- ***Increased Government Expenditure on Health Care:*** The domestic market will also see a significant growth in sales on the back of increasing affluence, changing life styles resulting in higher incidence of life style-related diseases, increasing government expenditure on health care through schemes like the Central Government Health Scheme (CGHS), National Programme for Health care of the Elderly (NPHCE), Rashtriya Arogya Nidhi (RAN) and Janani Suraksha Yojana (JSY) in the next three years.
- ***Rise of Pharmaceutical Outsourcing and Investments by Multinational Companies:*** The rise of pharmaceutical outsourcing and investments by multinational companies (MNCs), allied with the country's growing economy, committed health insurance segment and improved health care facilities, is expected to drive the market's growth.

CHALLENGES FOR PHARMACEUTICAL INDUSTRY IN INDIA

- ***Increased Government Interventions in the Sector:*** The New Drug Price Control Order (DPCO) 2013 is an example of the perceived government interventions in the pharma sector. Government intervention or involvement has gone up significantly in the recent past-whether it is by way of DPCO, new product approvals, clinical trials etc. To get to the global standards in long run, it is the right step, but the challenges for marketing strategists have aggravated due to this new act putting up ceiling prices on some crucial drugs and formulations. This is definitely going to stiffen the price war amongst the major players.
- ***Globalisation of the Industry:*** The pharmaceutical industry today is very global; leading domestic pharma companies are global in nature. They have completely diversified their portfolio where by India does not contribute more than 30% of revenues. They are trying to build a

global franchise. The Indian market will be challenging for most pharmaceutical companies, as competitive in ten year every high. There will be consolidation among the smaller and mid-size players as they do not have a global platform and are completely dependent on the domestic market. At least in the near-term, growth will continue to be challenging for the Indian pharmaceutical industry. Major Indian pharmaceutical companies are leaders in export of the generic medicines but in domestic market they are facing fierce competition from the small and mid-sized companies.

- ***Exit of Many Foreign Multinationals from Indian Market:*** Many foreign multinationals, who were primarily India focused have exited when India started following GATT AND Patent Laws, new product approvals got harder and more challenging, and these players did not see a future in their India business and probably that is why some of them exited. This actually should be there as on to rejoice for Indian pharmaceutical multinationals but is not the case. Indian government had to face flak at WTO by other member countries due to India's patent policies of denying Indian patents to many foreign multinational brands in India on various grounds, one of the major driving force behind which is to curb the prices of many life-saving drugs and keep those within the reach of poor. But in retail at on the generic brands of many pharmaceutical companies are being banned in some countries by their regulatory and monitory bodies on the basis of quality and compliance. This has hampered the export business of many major Indian pharmaceutical companies, making the domestic competition even fiercer.
- ***Increased Centralisation:*** Among the main challenges, new product approvals contributed 4–5% of India's growth and that has completely disappeared due to the changing regulatory requirements. The increased centralization and need for approval stake longer.
- ***Push Towards the 'Genericisation':*** Post DPCO 2013 and declaration of new National List of Essential Medicines (NLEM) by Indian government in 2013 to keep the prices of vital life-saving drugs under control; movements run by consumer welfare or gains at on to make consumers aware about the generic medicines, the pharmaceutical market ot a push towards 'genericisation'. Consumers now are be coming aware of the benefits of generic medicines as they are very cheap as compared to the branded medicines of the big multinational companies. So the competitive intensity has increased because every body is launching everything. Big pharmaceutical companies are now getting into branded generics. The industry dynamic is changing and all that is having a bearing on the growth of the market.

- **Minimal Innovations and Basic Research:** Indian companies have often been referred to as manufacturers of copy cat drugs. There is a need to ramp up the innovation and R&D efforts in India to move on from the generics model as it is considered unsustainable. India has its share of CHALLENGES on innovation. It calls for longest at on periods and a long term vision. Some companies are making head way in innovation but it is still a long way off to benchmark or set a global level. Most players have had descent visibility for the next 5–7 years on the generics side and at some point people have to look at what next.

There are different models that companies are following in that respect. Some are venturing into areas such as biosimilar or different lines of business such as OTC (Over The Counter) or different sources of revenue such as animal health or NME (New Molecular Entities). Some of the strategies are heavily R&D intensive and require a lot of capital and some are relatively years to get into. High capital investment is always a hindrance although rising as an absolute number, investment in innovation has been flat as a percentage of revenue. It is 5–7% for the industry.

CONCLUSION

Indian pharmaceutical industry has seen potential growth in recent years. The basic drivers of the growth were governments up port through implementation of new policies and expenditure on healthcare, bulk production capacity, the amendment of patent law, phase of liberalisation, rise of pharmaceutical outsourcing and investments by multinational companies. In spite of this the industry is facing number of challenges like increased government interventions in the sector, globalisation, and exit of many foreign multinationals from Indian market, increased centralisation, push towards the 'genericisation', minimal innovations and basic research done by Indian pharmaceutical companies.

Although Indian pharmaceutical sector is growing at a consistent pace, known as one of the largest bulk drug manufacturer and one of the largest exporter of generic medicines; it has been facing a chunk of problems and challenges. It needs to be prepared to sail through the growing pressure from consistently changing domestic and global scenario.

REFERENCES

- [1] Singh, Samarjit and Burman's, Amit (2014), "Winning in India", Rupa Publisher, ISBN-10:8129132710, ISBN-13:9788129132710 1st Edition.
- [2] http://www.pwc.in/assets/pdfs/pharma/Global_Pharma_looks_to_India.pdf; accessed on July 25, 2016.
- [3] http://articles.economicstimes.indiatimes.com/2010-03-07/news/28443868_1_generic-medicines-india-tops-pharmaceutical-industry; accessed on Nov. 27, 2015.
- [4] <http://www.indianmirror.com/indian-industries/pharmaceutical.html>; accessed on Aug. 17, 2015.
- [5] <http://revolutionarydemocracy.org/rdv5n1/pharmacy.htm>; accessed on Mar. 10, 2015.

Study of Impact of Pricing on Market Share and Customer's Expectations with Respect to Marathi Daily Newspapers in Belgavi City—A Coeval Notion

Sudarshan S. Savanoor¹ and Dr. Deepak Nikam²

*¹Research Scholar, Dr. BAMU, Aurangabad and
Asst. Prof., BBA and BBM (IB),*

Indira College of Commerce and Science, Pune

²Ph.D. Guide and Asst. Prof., Commerce and Management Science,

Dr. BAMU, Aurangabad, R.B. Attal Commerce College, Georai

E-mail: ¹sudarshan.savanoor@gmail.com, ²drdeepak.nikam@rediffmail.com

Abstract—The present research manuscript is an attempt to throw a light on “crucial aspects as what factors are being taken by the customers (readers) in to account while subscribing the newspapers whether it is mainly price or others factors, accordingly sales and marketing personnel of the organizations should in to look those areas which definitely inhibit and helps in increasing the circulations of volumes of issues either. Thus, the chosen area of research is to study the pricing strategies of newspaper publishing houses and its impact on market share and customers outlooks towards Marathi newspapers in specified territory.

Hence, it is a survey-based endeavor trying to impart the understanding of “trade off” between impact of pricing and readers’ expectations, which critically analyzes the market share of Marathi Daily Newspapers in Belgavi City.

Keywords: ABC, Trade Off, Customers Expectations, Market Share, Pricing Policy

INTRODUCTION

A newspaper is a publication containing news, information, and advertising, usually printed on low-cost paper called newsprint. It may be general or special interest, most often published daily or weekly. The first printed newspaper was published in 1605, and the form has thrived even in the face of competition from technologies such as radio, television, and the internet. Recent developments on the internet are, however, posing major challenges to the business model of many newspapers. Paid circulation is declining in most countries, and advertising revenue, which makes up the bulk of most newspapers’ income, is shifting from print to online, resulting in a general decline in newspaper profits. This has led to some predictions that newspapers’ role in society will shrink or even disappear, although historically, new media technologies such as radio and television never supplanted print media.

ORIGIN OF NEWSPAPER

Although the first printing press was imported into Bombay as early as 1670 by the Parsi businessman Bhimjee Parikh, it was more than a hundred years before the first newspaper was printed. The first newspapers in Bombay were owned and printed by Parsis, who already owned the technological and financial basis for such ventures. The first English newspaper in Bombay was printed by Rustomji Keshaspathi in 1777. The first vernacular newspaper in Bombay was the Gujarati daily Mumbai Samachar, published in 1822 by Fardoonjee Marzban. Although not the first newspaper in an Indian language (that distinction was held by the Bengali newspaper Sangbad Kaumudi, published from Calcutta) Mumbai Samachar is still being published, and is India's oldest newspaper. The first Marathi daily Dig-Dursan appeared in 1837, and the first Hindu-Gujarati newspaper, Vartaman in 1849 (in Ahmedabad). Initially the newspapers concentrated on social issues. In 1851 Dadabhai Naoroji started the first political paper—Rast Goftar. In later years, when K.N. Kabraji became the publisher, he stopped all political commentary and had a public exchange of letters with Naoroji in which each accused the other of deviating from the original agenda.

In 1878 the Government of India passed the Censorship Act. Protests from the press had no effect. Four years later, in 1882, the newspaper Kaiser-i-Hind was founded by Framjee Cowasji Mehta. This became a platform for the fledgling Congress from its inception in 1885. The leading British newspaper of this time was the Times of India. The Statesman is one of India's oldest English newspapers. It was founded in Kolkatta in 1875 and is directly descended from The Friend of India (founded 1818). The Englishman (founded 1821) was merged with The Statesman in 1934. The Delhi edition of The Statesman began publication in 1931. The Statesman Weekly is a compendium of news and views from the Kolkatta and Delhi editions. Printed on airmail paper, it is popular with readers outside India. The Statesman (average circulation approximately 180,000) is the leading English newspaper in West Bengal. The Indian Readership Survey 2002 confirms that The Statesman is the most widely-read newspaper in West Bengal.

CONTENT IN NEWSPAPER

General-interest newspapers are usually journals of current news. Those can include political events, crime, business, culture, sports, and opinions (either editorials, columns, or political cartoons). Newspapers use photographs to illustrate stories; they use editorial cartoonists, usually to illustrate writing that is opinion, rather than news.

AUDIT BUREAU OF CIRCULATIONS (ABC)

The setting up of an Audit Bureau of Circulation (ABC) was approved, in principle, by the Society at its 1st Annual General Meeting, but it was decided to postpone for later consideration owing to the then existing conditions including the possibilities of artificial restriction of circulation during the War. In 1947, the question of establishing an Audit Bureau of Circulation was re-affirmed and a sub-committee constituted to draw up concrete proposals. Following this, ABC was formally set up. This is an independent body authenticating circulation figures of newspapers and periodicals in India.

NEWSPAPER INDUSTRY IN BELGAVI

One of the biggest and richest cities in North Karnataka state is Belgavi city which is called as the business as well as the educational hub. This city is enriched with the academics and the different cultures. This city is become a central place for the Maharashtra and the state of Goa. The city is populated with more than 800,000 people. In Belgavi we will get to see different cultures and different kinds of languages speaking people where the newspaper industry is also recognized as one of the upcoming industries, in this territory major four language newspapers are dominating the newspaper industry viz. Kannada, Marathi, English and Hindi. In industry, the players are:

Table 1: Marathi Segment

Sr. No.	Newspaper Publishing House	Sr. No.	Newspaper Publishing House
01	Tarun Bharat	02	Sakal
03	DainikPudhari	04	Mumbai Chaupher
05	Lokasatta	06	Maharashtra Times
07	Ranjhunzar (Non ABC Member)	08	SwatantraPragati (Non ABC Member)
09	Soneri (Non ABC Member)	10	DainikVarta (Non ABC Member)

Table 2: Kannada Segment

Sr. No.	Newspaper Publishing House	Sr. No.	Newspaper Publishing House
01	Vijay Karnataka	02	Prajavani
03	Samyukta Karnataka	04	UshaKiran
05	Kannada Prabha	06	Kannada Amma
07	Sanjayvani	08	Udayvani

Table 3: Hindi Segment

Sr. No.	Newspaper Publishing House	Sr. No.	Newspaper Publishing House
01	Navshakti	02	DainkLokmag

Table 4: English Segment

Sr. No.	Newspaper Publishing House	Sr. No.	Newspaper Publishing House
01	Deccan Herald	02	Times of India and The Sunday TOI
03	Vijaya Times	04	The Hindu
05	Indian Express	06	Economic Times
07	Business Standards	08	The NavhindTmes

Table 5: Statement Showing Circulation Figures-Belgaum City.

		Marathi Daily			Kannada Daily				English daily	
	1045	893	7-B	72	580	49	1564	1-C	48	23C
ABC Period	TBD	Pudhari	Sakal	S.K	K.P	P.W.	V.K.	TOI	D.H.	I.E.
Jan-Jun 2004	14031	2400							2528	
Jul-Dec 2004	12442	2313	250						2736	
Jan-Jun 2005	13326	2313	400						2957	
Jul-Dec 2005	12910	2600	300						4101	
Jan-Jun 2006	12901	2796	291						2911	
Jul-Dec 2006	14223	2006	350						2759	
Jan-Jun 2007	14690	2500	465						2431	
Jul-Dec 2007	14942	2650							2595	
Jan-Jun 2008	15240	2690	868						2195	
Jul-Dec 2008	15694		622						2300	
Jan-Jun 2009	15785	2725	561	4770	2314				2379	3310
Jul-Dec-2009	16395	2750	498	4640	2313			2397		3140
Jan-Jun 2010	16965	2725						3122	2220	
Jul-Dec 2010	17156	2209	442	3025	1958	1237	6332	3056	2216	2918
Jan-Jun 2011	17280	2089	357	3620	1989	1402	6004	3280	2095	
Jul-Dec 2011	17372	1975	365	3775	1989		6888	3192		
Jan-Jun 2012	17519	1975			2278	1572	7709	3010	2398	2967
Jul-Dec 2012	17613	1580	308	3271	2181	2004	8793	2976	2635	2746
Jan-Jun 2013	18421	1670	799	3295	1026	2264	8421	2864	2671	2841
Jul-Dec 2013	18336	1490	850	3275	1609	3644	9170	2875	2877	
Jan-Jun 2014	18819	2184	871	3125	1318	4188	8665	2884	2750	2526
Jul-Dec 2014	19835	2210	927	2660	1598	3519	8048	3075	2954	2634
Jan-Jun 2015	20057		740	2520	1838	3621	8160	3134	3067	

Source: ABC Reports

LITERATURE REVIEW

Most of the time it is seen that whenever a person thinks of buying an article or goods or the things which is considered as a routine buying he always thinks from its value point of view, might be value for money or value for his expectations what he has paid exactly for the goods or services. Hence, in today's scenario two most important things play a very pivotal job those are the pricing strategies of companies and the customer's expectations. Literally, to the manufacturers, price represents quantity of money (or goods and services in a barter trade) received by the firm or seller. To a consumers, it represents sacrifice and hence his perception of the value of the product. Conceptually, it is:

Price = Quantity of money received by the seller/divided by quantity of goods and services received by the buyer.

- It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the

goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

- One of such studies of consumer buying behaviour has been conducted by Acebron *et al.* (2000). The aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.
- Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by Blackwell *et al.* (2006). According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.
- Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing.
- In the next stage, consumer searches information related to desired product or service (Schiffman and Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where consumers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from other people (Rose and Samouel, 2009).

OBJECTIVE

- To study the price variation (different ranges of price) in Daily Marathi Daily newspaper.
- To study and analyze the market share of the different Marathi daily newspapers.
- To analyze customers expectations w.r.t. price, news, and sales promotions.
- To know the inhabiting factors which affect the circulation of news papers.
- To study the brand awareness and brand recall of MDN at top of mind.
- To analyze the considerable needs of different segments.
- To recommend the appropriate measures to boost the circulation.

Research Methodology: Sampling allows us to concentrate our attention upon relatively small number of number people and hence devote more energy to ensure that the information collected from them is accurate.

Population: People from Belgaum

Sampling Frame: Newspaper readers, general public and middle men and agents.

Sampling Units: Self-employed (Businessmen), Salaried (Government and Non-Government Employees), and Professionals (C.A.s and Consultants, and Physicians) College going Students and House wives and Agents and newspaper vendors.

Sampling Size: 240 Units (General Public-Readers 240)

Sampling Method: Probabilistic (Random) Stratified Sampling

DATA COLLECTION APPROACH

The data collected to the required information consists of both primary data (i.e., interviewing the respondents through personal interview and questionnaire method) and secondary data (i.e., companies websites, books, companies report, newspaper, telephone directory, and yellow pages etc), which can be analyzed using appropriate evaluating tools. Thus the information necessary for this research study is collected by tapping primary and secondary sources. Hence the sources discussed are as follows:

Table 6

Primary Sources	Secondary Sources
Questionnaire	Companies Websites, Related Information from Internet
Personal Interaction	Companies Reports, Books and Publications and Telephone directory and yellow pages

MEASUREMENT AND ANALYSIS TECHNIQUES

The measurement and evaluation of the data is done through simple percentage method, graphical representation with help of data code sheet using MS Excel software along with SPSS software. Thus the techniques used for the purpose of measurement and analyses of this project report are as follows:

- Simple Percentage Method and Cross Tabulation.
- Graphical Representations using Data Code Sheet.

DATA INTERPRETATION AND ANALYSIS

Convenient time as expected by readers for delivering of newspaper at their house: Between;

Table 7

		Frequency	Per cent	Valid Per cent	Cumulative Per cent
Valid	5.30 am-6.00 am	26	10.8	10.8	10.8
	6.00 am-6.30 am	56	23.3	23.3	34.2
	6.30 am-7.00 am	97	40.4	40.4	74.6
	7.00 am-7.30 am	61	25.4	25.4	100.0
	Total	240	100.0	100.0	

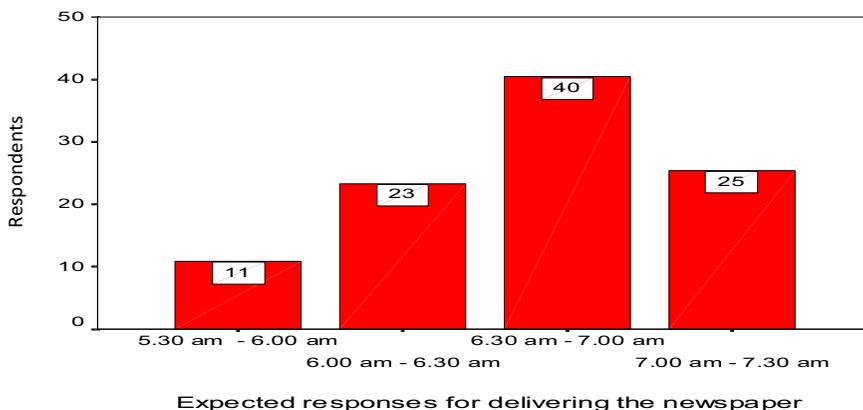


Fig. 1

Hence, from the percentage table and graph we can say that the response is most welcome for the option 6.30 am-7.00 am.

Languages being Spoken by readers:

Table 8

Languages	Responses in Number	Responses in %
Kannada	143	59.58
Marathi	238	99.16
Hindi	220	91.66
English	188	78.33
Other	44	18.33

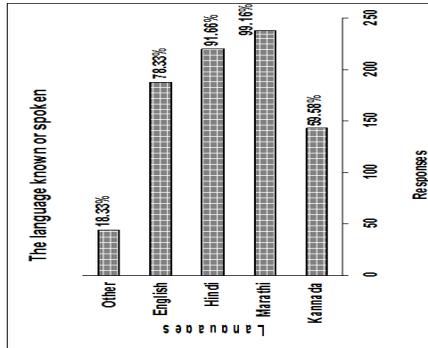


Fig. 2

The above drawn graph represents the language wise response when 240 respondents were interviewed and asked questions through the survey and questionnaire where in 143 Kannada speaking people were found who can also read Marathi. 18.33% other languages speaking respondents were found who can read Marathi newspapers. (Note: with the help of SPSS and excel sheet 27 such respondents were found who can speak all above four languages and other languages also such as Konkani, Tamil, Telgu, Urdu and Gujrathi.)

Table 9: Market Share of Marathi Newspaper Industry

Sakal	Tarun Bharat	Dainik Pudhari	Local Marathi	Any other than Marathi
80	135	64	26	97
160	105	176	214	143

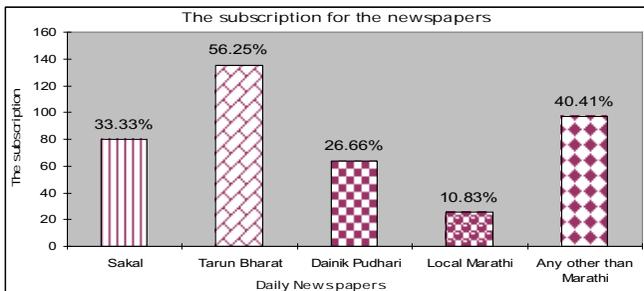


Fig. 3

Chart and graph it can be manifestly said that Tarun Bharat is the leading daily newspaper among all other newspapers in Belgaum.

Table 10: Readers Preference Towards Subscription of Newspapers

Newspapers	Ranks					
	Highly Preferred	Next Preferred	Preferred	Ok	Somewhat Ok	May be Preferred
Loksatta	17	14	17	52	76	92
DainikPudhari	41	104	54	21	28	5
Sakal	64	52	66	28	17	4
Tarun Bharat	102	38	67	11	7	2
Swatantra Pragti	8	15	18	62	58	69
Ranjhunzar	8	17	18	66	54	68
Total	240	240	240	240	240	240

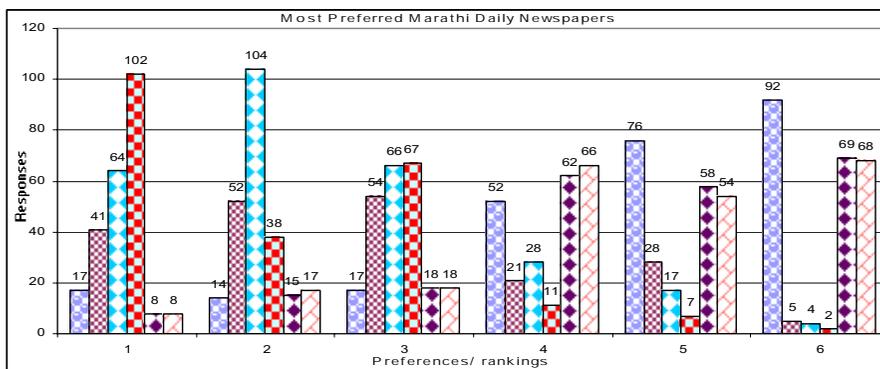


Fig. 4

The above graph shows that the popularity and the top of the mind ness of the newspaper readers with regards to daily newspapers in Belgaum city. The first place has been given as the highly preferred newspaper by 102 respondents with 42.50 % to Tarun Bharat, followed by Sakal (26.66 %), DainikPudhari (17.08 %).

CRITERIA FOR CHOOSING NEWSPAPER

The graph shows that the price is not the only factor which influences the circulation of the newspaper and consequently the market share. Along with the price other factors also which influence the circulation of newspapers and impact on the market share as such number of pages and quality of the paper used in printing which is given importance as essential with 31% followed by language and delivery time with 30% response respectively. News coverage is given response with 33 % as essential. But still the price factor is dominating as the very essential with 28%.

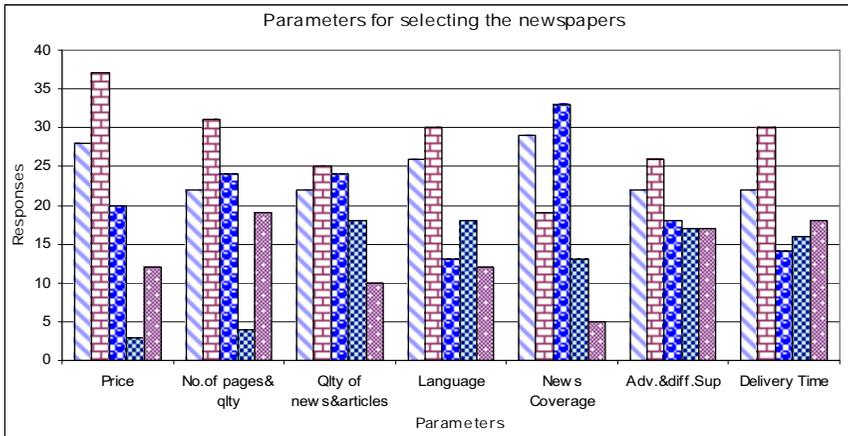


Fig. 5

Table 11: Different Segments Expectations in Choosing Newspapers Which affects Market Share

Supplements	Ranks									
	1	2	3	4	5	6	7	8	9	10
Entertainment.	6	19	11	10	20	20	5	3	2	4
Women & Society	3	16	19	15	11	6	7	7	7	9
Health care	11	12	23	14	8	13	11	3	3	2
Children	5	12	10	9	14	12	7	14	14	3
Shopping	11	9	7	7	14	12	13	12	5	10
Fashion & Life Style	8	6	4	10	10	17	12	19	8	6
Horoscope	5	3	2	12	6	10	15	12	21	14
Youth & Matrimonial	4	6	6	14	7	12	5	21	11	14
Job & Business	14	12	9	6	4	7	15	6	17	10
Science & Technology	27	9	10	4	4	6	9	2	9	20

CONCLUSION

After having gone through and discussed the project report in short, we can conclude that, the price shrinking policy of newspapers in Marathi segment to entice the readers didn't make much difference on market share, hence the impact of pricing is analyzed with dual effects i) as per the report of ABC there is no much difference in market share of TBD and Pudhari after the re-entry of Sakal in Belgaum market, where TBD is still enjoying its market share at first place, followed by Pudhari and Sakal is able to capture a ounce of market share in competition. And ii) as per the survey conducted for 240 respondents in Belgaum city the low pricing policy could manage to fascinate the reader towards low priced daily newspapers, hence the out come of the report is that the impact of pricing on market share of Marathi daily newspapers is as: a) Tarun Bharat-56.25%, b) Sakal-33.33%, c) Pudhari-26.66% and other local Marathi newspapers 10.83%. Thus, reader does not consider price as the only

factor for subscription of newspaper along with this he looks delivery time, news coverage, quality of paper used and news and articles, language used, and advertisements and fairness, weightage and transparency in news and information.

Hence, price is the one of the factors but not the only factor which determines the circulation and market share of newspapers; it is dependent on price in association with other factors. The only inference is that the news sensitive reader does not shift from a newspaper because of price he looks the other factors also, on the other hand, price sensitive reader tends to shift because his buying power increases where he can save money by subscribing newspaper with fewer prices.

RECOMMENDATIONS

1. Newspaper companies are trying to have edge over to each other and trying to capture the market share through increasing their circulation while meeting these objectives companies are overlooking one of the important aspects of readers' expectations is price. Hence, without disturbing the readers mind set companies should give news and other related information with reasonable price.
2. As far as Tarun Bharat is concerned, the demand from the reader is that it should give the same amount of importance to the inside pages as it is usually given to front and last pages, quality of paper which is used for printing to be improved and give more number of pages .
3. Disseminate fair and transparent information about society, current happenings and politics.
4. In survey it is found that readers are demanding from Tarun Bharat to print more articles on Management education and science and technology.
5. In student category the readers are insisting that though TBD is already printing the study materials for the students of different streams despite of that print articles and information concerned to respective streams one month prior to exam which will help the students as guideline to their preparation for exams. Hence, TBD should have the track record of the time table of the exams of different streams.
6. Give updated information concerned to career-youth, job and business and horoscope.
7. Readers are demanding to lessen the prices of newspaper.

8. from survey of 240 sample size and ABC report it is clear that the policy of shrinking prices of newspaper could not make much impact on market share of Marathi daily newspapers, to be number one in market and to retain its readers and to attract more readers TBD should consider the needs and expectations of the different segments of readers through promotional activities.

REFERENCES

- [1] Bagozzi, R. and Warsaw, L. (1990), "Trying to Consumer" *Journal of Consumer Research*, Vol. 17(2), pp. 127–140.
- [2] Backhaus, K., Hillig, T. and Wilken, R. (2007), "Predicting Purchase Decision with Different Conjoint Analysis Methods", *International Journal of Market Research*, Vol. 49(3), pp. 341–364.
- [3] Blackwell, R., Miniard, P. and Engel, J. (2006), *Consumer Behavior*, Mason: Thompson.
- [4] Hoyer, W.D. and Macinnis, D.J. (2008), *Consumer Behaviour*, 5th Edition, Cengage Learning.
- [5] Kacen, J.J. and Lee, J.A., (2002), "The Influence of Culture on Consumer Impulsive Buying Behaviour", *Journal of Consumer Psychology*, Vol. 12(2), pp. 163–174.
- [6] Kahle, L.R. and Close, A. (2006), "Consumer Behaviour Knowledge for Effective Sports and Event Marketing", *Taylor & Francis*, New York, USA
- [7] Neal, C., Quester, P. and Pettigrew, S. (2006), *Consumer Behaviour: Implications for Marketing Strategy*, (5th Edition) Berkshire: McGraw-Hill
- [8] Perugini, M. and Bagozzi, R. (2001), "The Role of Desires and Anticipated Emotions in Goal-directed Behaviours: Broadening and Deepening the Theory of Planned Behaviour", *British Journal of Social Psychology*, Vol. 40, pp. 79–98.

Indian Agriculture Sector— Challenges and Opportunities

S.A. Palande

*Lecturer, Department of Commerce,
Agasti Arts, Commerce & Dadasaheb Rupwate Science College,
Akole, Tal-Akole, Ahmednagar, Maharashtra*

Abstract—Agriculture has always been the backbone of the Indian economy and despite concerted industrialization in the last six decades, agriculture still occupies a place of pride. It provides employment to around 60% of the total work force in the country. The significance of agriculture in the national economy can be best explained by considering the role of agriculture in different areas. Agriculture is the life blood of Indian economy. The government's financial allocations have been less for agriculture and irrigation, contribution of agriculture to GDP had dropped from 7.8% to 1.8% and now it may 2.4%. Production has been declining. Higher productivity in cereals and pulses along with scientific storage and ban on acquisition of multi crop lands are to be considered. However, it suffer from low funds, low income, bad monsoon, limited technology, failure of land reforms, unbalanced development etc. But these can be declined with the help of reforms like rural reforms, more credit, technology management, new frontiers, public disinvestment, FDI etc. A mature and civilized nation must cherish its agriculture and protect its farmer.

Keywords: Land Reforms, Unbalanced Development, Rural Reforms, Frontiers, Public Disinvestment, FDI

INTRODUCTION

Agriculture has always been the backbone of the Indian economy and despite concerted industrialization in the last six decades, agriculture still occupies a place of pride. It provides employment to around 60% of the total work force in the country. The significance of agriculture in the national economy can be best explained by considering the role of agriculture in different areas. Agriculture is the life blood of Indian economy. The government's financial allocations have been less for agriculture and irrigation, contribution of agriculture to GDP had dropped from 7.8% to 1.8% and now it may 2.4%. Production has been declining. Higher productivity in cereals and pulses along with scientific storage and ban on acquisition of multi crop lands are to be considered. Government agencies provide (owned and rented) 61% agri-storage capacity. Grain safety is an important as grain saving. In US silos have been built at a distance of 100 to 200 Km. Farmers put their stocks there. They are given coupons. Farmersencash coupons when they need money or when the market is high.

CHALLENGES

FUNDS NOT SPENT ON MICRO IRRIGATION

Indian's failure in agriculture has come under increased security with the food security bill expected to be tabled in Parliament and the soaring food inflation. Agriculture experts have constantly stressed on building up and extensive irrigation system as 60% of the agricultural field is rainfed. But each year, a substantial part of the funds released by the central govt. for micro irrigation lie unused. A recent report by MCX and PWC has revealed the huge difference between funds allocated and spent about rupees Rs. 28,215 lakh of the center assistance remained idle in the year 2008–2009 under the micro-irrigation programme across the states.

INCOME

The two tables of agricultural income are directly attributable to low prices. It is fashionable to say that prices of food and food products are high and hurt the common man. The truth is that prices of agricultural products in India are much below world prices. The WTO has a formula to measure the aggregate support given to agriculture. It is called Aggregate Measure of Support. So far as India is concerned, the AMS is negative. That means, not with standing input subsidies and minimum support prices. India's farmer's bear the burden of a negative subsidy! India's agricultural produces are actually subsidizing the consumers

BAD MONSOON

At the end of a normal year, the farmer finds himself, economically, in the same position as he was at the beginning poor and struggling. In a bad year, when the monsoon fails or the crop is affected, he slips further down the ladder. The farming community gets improverished. Many sink deeper in to debt. Some commit suicide. The monsoon was erratic in 2000–2001 and as a result, rice output declined by 3.1 million tonnes. In 2001–2002 if there are Floods in one part of the country and drought in another, the position will become worse.

LIMITED USE OF TECHNOLOGY

Since 1961, the emphasis shifted to the use of seed fertilizer water technology, known as the new agricultural strategy. But the new strategy succeeded only in Wheat and to a small extend in rice, other food and non-food crops did not show perceptible improvement in production. Dry land cultivation was not touched at all by the new agricultural strategy.

DECLINE IN INVESTMENT IN AGRICULTURE

We have generally been given to understand that govt. investment was significant in boosing growth in agriculture. Besides, the role of the Govt, was not only to raise investment but also induce private investment in agriculture.

Public investment is a great disappointment after showing an unhand in the seventies, public investment in real terms has generally declined probably due to diversion on resources from investment to current expenditure in the forms of increased input and input subsidies.

FAILURE OF LAND REFORMS

The Govt. Failed to implement the land reforms measures and there of marginal farmer's and land less laborers or protection of tenants from exploitation or eviction. The govt. reconciled itself to its failure to push for the progressive land reforms and shifted the emphasis to technological changes.

UNBALANCED AGRICULTURAL DEVELOPMENT

Bulk of the increase in out put particularly food grains had been concentrated in a few progressive regions which were already enjoying high levels of consumption of food grains. As a result, the marketable surplus of food grains had been rising at a high rate in these states result in the accumulation of large stocks with govt. with the attendant problems of storage and distribution and the cost of storage and distribution

FAILURE TO CONTROL GROWTH OF RURAL POPULATION

The govt, failed to arrest the rapid growth of population in rural areas and also to create non-agricultural employment in the rural sector so that those who could not be provided land in the programme of land redistribution could be provided non-agricultural employment to eke out a living. A programme of a enlarging non-agricultural employment, if it could grow faster than the increase in total labor force could after a period of time help to reduce the excessive pressure of population on land.

LACK OF STAND ORDINATION AND GRADING

Inadequacies exists in scientific grading of the produce in the county. In the absence of standardization and grading, adulteration is the consequences. Each middle man may adulterate the produce to his short run advantage. This poses a problem in assigning prices to the commodities as per the quality specifications, It is alleged that no proper relation exits between the price and quality of the agricultural commodities and this situation thwarts the farmers in getting a remeneative price in consistant with quality of the product.

LACK OF MARKET INFORMATION

It is essential for producers, traders, consumers as well as the govt. If market mechanism has to work efficiently. Market information of two types viz, market intelligence and market news. Market intelligence indicates a record of past information in relation to prices, arrivals etc. Market news provided current information on prices, arrivals etc. But in reality the farmers more often than not, are in total dark as far as this information is concerned. The farmers do not know the information on the existing prices of the product in the important markets. By an large, the farmers rely on the price information furnished by the traders. The price information provided generally is quite advantageous to the traders, rather than to the farmers.

OPPORTUNITIES

RURAL REFORMS

All this calls for a range of rural reforms at various level. Our KrishiVigyanKendras and extension service system is in dire need of restructuring and betterment. We do not see here any new, big ideas on how we can extend the benefit of modern science and technology in an effective manner to our farmers. All over the country we find bureaucratic hurdles have put a stop to revitalizing our extension service. We hope our scientists and the technologists and the Ministry of Food and Agriculture will look in to how we can find new pathways to revitalize our extension services. In the way our agricultural universities and research institutions work, we are required to revitalizing the Indian agricultural research system.

MORE CREDIT

We have to think fresh in the way we extend credit to our farmers and we say so far more than one reason. As our agriculture becomes commercialized, there will be more reliance on commercialized inputs. Farmers will need, therefore more credit. If you are operating a system in which more and more innovation also are the by-product of the functioning of not the public sector system but of private enterprise and that's the reality. The first generation of agricultural research was a by product of functioning of public sector system. In our own country as well as abroad. Now for greater reason, the science and technology is also being increasingly privatised. What are the implications of transforming our agriculture in this new era of increasingly in this new era of increasingly privatized science and technology. This is also an issue over which we must ponder. If we don't pay adequate attention to this aspect of sustaining our agricultural growth in this new era, Public-Private Partnership is nothing more than buzzword. We have to convent in to a viable development strategy and I seek your talent, guidance as to how to cope with this buzzword.

VISION

Our vision of rural India is of a modern agrarian industrial and services economy, co-existing side by side, where people can live in well equipped villages and commute easily to work be it on the farm or in the non-farm economy. There is much that modern science and technology can do realize this vision. We do believe that knowledge can contribute a great deal to this gigantic national effort. Our scientists, therefore, have an exceedingly important role to play in this realm.

Many of us have been pre-occupied with the problem of agricultural production and productivity having hit a growth plateau. Dr. Swami Nathan has repeatedly alerted us to the need to give a new boost to agricultural research. We do recognize the need to increase the efficiency of utilization of inputs, the need to improve farm management practices, the need to reduce post-harvest losses through better post-harvest management technologies in storage, transportation and processing. These can increase both yields and contribute to higher income for the farmer through better value addition.

TECHNOLOGY MANAGEMENT

We do need a lot more attention to be paid to the management of our agricultural research and technology system. We must also ponder why Bihar which was chosen to be the original location of the Indian institute of Agricultural Research, has failed to catch up with rest of the country ? we also do believe there is a need for increased application of science and modern technology to forest conservation and management environmental protection, management of our animal husbandry resources, water conservation and utilization of herbs and plants. We need a harmonious blend of advanced science and technology, appropriate technology and local knowledge to ensure and equitable distribution of the benefits of new knowledge.

SEVEN COMPONENTS

1. Soil health enhancement through concurrent attention to the physics, chemistry and micro biology of the soil.
2. Water harvesting, water conservation and sustainable and equitable use of water
3. Access to affordable credit and to crop and life insurance reform.
4. Development and dissemination of appropriate technologies.
5. Improved opportunities, infrastructure and regulations for marketing of produce.

6. The application of science & Bio-technology to the improvement of seeds and utilization herbal and other plants.
7. The application of science to animal husbandry to improve the productivity of our livestock and poultry.

NEW FRONTIERS

The focus of our agricultural has also shifted from steeple crops to high value crops. Apart from government funded research and extension work, we now have privately funded R and D and extension services, like e-chauple. As we saw earlier, with the recent privatization of science and technology there is also an implication on the future of our agricultural growth. How do we manage this technological revolution that does not hurt our farmers but it enables us to reach the new frontiers of production that is something we do believe require some fresh thinking.

Our scientist must work with govt. and non-govt. organizations, local bodies and corporate, to take knowledge to its users. The revolution in information technology has opened up new opportunities. It has made it easier for us to take knowledge to its users. However, the market for knowledge has not yet fully developed in rural areas. It is the responsibility of govt or non-governmental organizations of farmers organization and of the suppliers of such knowledge based services to create such a market.

TASKS ON HORIZON

Our track record in these areas has been impressive and holds promise of more development. Perhaps a much sharper focus is required on strategic research in plant technology. Plants as bio-factories are seen as potential procedures of drugs, vaccines, bio-fuels and bio-plastics. Research in these areas can be enormously beneficial to a country like ours. It can have a global impact too, but for all, this we need a research system, which is well-functioning, which is adequate to the tasks that are how on the horizon.

If the pattern of energy consumption and utilization in Indian agriculture can be altered, made more environment friendly and less dependent on fossil fuels, it could have far-reaching consequences for our growth process, our environment and the well-being of our people.

Indian agriculture certainly needs new investments. It needs new productive enhancing measures. It needs a new a wave of entrepreneurships. The agricultural credit system must respond to the felt needs of the farmers. And so should our scientists and managers. Greater Public-Private Partnership is required, but it must not remain a mere buzzword. It can contribute to a revitalization of public in institutions and programmes and for this we must

use all our knowledge, wisdom and experience-both in the public and private sector.

MUCH NEEDS TO BE DONE

We admit that much still needs to be done to improve the prospect. For farmers Especially in rain-fed areas and for dry-land agriculture. We will need to work towards ensuring mere remunerative prices for our farmers. We are aware of the acute distress of our farmers who bear the burden of heavy debt. Most importantly, we must ensure that more people get employment in manufacturing and service so that the disproportionate burdon on agriculture in providing a livelihood to two-thirds of our population get reduce.

The results of our efforts to improve agriculture are clearly visible in some places. Farmers are getting better prices for many crops. This helps hurts the common man when the prices of essential food. Commodities go up. We need to understand that if we want better prices for farmers so that they earn a better livelihood, the prices of what they produce and sell will have to go up

OTHERS

1. To promote public investment in agricultural research, Rural infrastructure and irrigation.
2. To increase the rural credit with low interest rate.
3. C) To introduce the special programe for dry land farmers e.g. water management, Land Development Programme.
4. To provide security for the farmer who get loss from International Currency Depression.
5. To provide better minimum price or reasonable price through marketing system to the farmers from the backward districts, backward state and poor state as well.
6. To take corrective action on the debts of farmers.

CONCLUSION

Hence, A mature and civilised nation, we must cherish it's agriculture and protect its farmers. If the price for a robust agricultural sector is to pay a rupee more for a kilogram or litre of food products, we must be prepared to pay that price.

I usually turn to my favourite Philosopher Saint Tiruvallurar writing over 2000 years ago, he said (Tamil) "AranIzhukkathuallavi Nikki MaranIzhukkaManamUdayathuArasu-(English) They are good rulers who observed ethics commits no crime no crime and walk the path of honour &

courage. Thus, great importance is attached to your deliberations and I conclude by wishing you success in your endeavour.

REFERENCES

- [1] Chidambaram, P., *A View from Outside*.
- [2] Subbareddy, S., *Agricultural Economics*.
- [3] *Business Economics*—June 30, 2014.
- [4] India, 2014.
- [5] *Economic Survey, 2013–2014*.
- [6] Dr. Jalan, Vimal, *India's Economic Policy*.
- [7] Datta and Sundaram, *Indian Economy*.
- [8] Agrawal, *Indian Economy*.
- [9] Dr. Jalan, Vimal, *Indian Economy*.
- [10] Krishnamurthy, *E-Commerce Management*.
- [11] Dr. Singh, Manmohan, Speech at UNO on Agriculture & WTO.

Looking at Education through the Lens of Urban Slum Women Special Reference Pune City 2014–2015

Priyanka Patwardhan

Research Scholar, Dept. of Economics,

SNDT Women's University, Pune

E-mail: priyap2311@yahoo.com, priyap2311@gmail.com

Abstract—The purpose of education in life is to make one aware of the qualities they are born with and to help refine those qualities. The ultimate purpose of higher education is to take one closer to oneself by unearthing the various inherent abilities which with due training and development can become a profession proving to be a source of income as well as on the spiritual level prove to be source of contentment, of happiness contributing to wellbeing on both levels. This paper explores the extent of formal primary, secondary and higher education in women from six slums spread over Pune city. It enquires into the age and reasons of discontinuation of formal education and further explores the extent of development of skillsets as a profession. Information was collected from women from six slums spread over Pune city through focused interviews. The 'Snowball' method used for collection of the sample as transparency in answers required trust. The paper tries to explore the expectation of these women in relation to higher education, the inter-generational change in attitude towards higher education, the constraints experienced in case of girls, their expectations from higher education and especially the societal perception of what is 'acceptable' in other words freedom for acquiring training to pursue innate talents and inherent abilities.

Keywords: Education, Well Being, Inherent Abilities, Snowball, Slums, Societal Perception

INTRODUCTION AND REVIEW OF LITERATURE

EDUCATIONAL ATTAINMENT AMONG WOMEN

Educational attainment is one of the most important indicators that determine the level of development. Gender based inequality in education is evident from the macroeconomic indicators like gender specific literacy ratio on the national scale. It is observed from the figures of the 2011 census that there has been marked progress in the literacy levels in the span of ten years. In case of population aged seven and above the percentage has increased from 64.84 per cent in 2001 to 72.99 in 2011. This upward trend is also observed in case of adult literacy. The adult literacy rate has increased from 61 per cent in 2001 to 69.3 per cent in 2011. According to the HDR of 2014, the Adult Literacy Rate in case of India for the year 2013 is 62.8 percent and the combined gross enrolment ratio is 70.01 per cent.

Table 1: Percentage Distribution of the Gender Specific Literacy Rate

S. No.	Region	Census 2001			Census 2011		
		Literacy Rate	Male Literacy Rate	Female Literacy Rate	Literacy Rate	Male Literacy Rate	Female Literacy Rate
1	India	64.84	75.26	53.67	74.04	82.14	65.46
2	Maharashtra	76.88	85.97	67.03	82.9	89.8	75.5

Source: Census of India 2001 and 2011 Report

Gender based inequality in education is often a result of patriarchal form of social structure which prevents women from exposure under the guise of protection. Orthodox Social attitudes, customs and religious dogmas passed down generations prevent women from receiving education with reasons like what is the use of educating girls, they do not have to go out and earn their living. However, as it has often been repeated in the different political agendas, educating one woman means educating an entire family. Education and training also translates into a higher income earning capacity. Education when viewed in terms of increasing income earning capacity can be differentiated into formal education and training for the professional qualification based on development of innate abilities. In any case the benefits of education cannot be denied as education is the single most important factor in the empowerment of women. In India this fact has been addressed especially since the third and fourth five year plans which accorded a high priority to education of women. Special programs for reducing the drop outs and increasing enrolment have been undertaken through allocations under the five year plans. (Gopalan 2002, Muzumdar *et al.* 2001). Following the Human Development Report of 1995 which focussed upon gender based inequalities, the seventh five year plan (1985–1990) targeted the issues of education, health and literacy in women. As a joint effort by the centre and state governments a special scheme called the Women Development Corporation was initiated. The Ministry of Social Welfare implemented the “Functional Literacy for Adult Women” and separate universities for women were established in the States of Tamil Nadu and Andhra Pradesh to promote higher education amongst women. However only approximately 3 per cent of the GDP is spent on education in India.

As recorded in the Census 2011 Figs., the literacy rate in Maharashtra is higher than the national average on all counts which proves that the overall level of education in Maharashtra is comparatively more than that in majority of the other Indian states. However the problem of gender based inequality persists as is evident in the Male Literacy Rate which is 89.8 whereas the Female Literacy Rate is 75.5 per cent. In case of the population sample collected in the major research project, it was observed that the female literacy rate was 70.30 per cent whereas the male literacy rate was 84.26 per cent. Children in the age group of 0-4 years are not considered in the calculation and for 1 per cent of the sample population data was not available.

NEED FOR THE STUDY

The existence of gender based inequalities on the national level is observed in the various macroeconomic indicators like Adult Literacy rate, political participation and labour force participation in the census of 2011 as mentioned above. Analysis of these evident inequalities in the society requires investigation on the level where they originate. The society as a whole consists of all the 'households' put together and as such the level of development in a society is the sum total of the level of developments in all the households put together. Thus, the reasons for the disparity in the indicators on the aggregate level have to be investigated on the unit level where they originate i.e. within the 'household' 'HHousehold' can be defined as a residential unit which consists of people who live together as they share certain goals and carry out the economic and social activities related to living in an organized manner. Thus a household is basic unit where members who live together try to efficiently utilize the resources of the household and maximize the benefits. Thus, ascertaining the quality of life of section of the society i.e. women begins with the study of inequalities within the household as a unit. Even at the microeconomic level it is the 'household' which is termed poor if it is unable to purchase the basic necessities. This aggregation assumes that all the members of the household are equal beneficiaries of the household resources. However, empirical evidence has proved the falsity of this assumption. Distribution of resources of the household has been dependent upon various factors like who heads the household and the bargaining power of husband and wife. Also, existence of inequalities depends upon the freedom of choice enjoyed by the different members of the household. The existence of inequality in the allocation of resources, in the opportunities to develop and freedom of choice within the household is the basic reason behind the difference in the indicators as reflected on the aggregate level. Thus understanding the nature of gender based inequalities and their measurement on household level is the basic requirement in understanding the difference reflected in various indicators on macroeconomic level and thereby leading to ultimately analysing the extent of multidimensional poverty.

RESEARCH OBJECTIVES

The study has a twin objective:

- To analyze the trends in education as a dimension of well-being at the national and state level.
- To compare the achievements of women in slum households in terms of education.

HYPOTHESIS

The study aims to explore the levels of educational achievements in urban slum households living in Pune city. Further the study aims to analyse the existence and extent of inequality based on gender in these households. Thus the study being primarily exploratory in nature, there is no working hypothesis.

RESEARCH METHODOLOGY

As the next step (Focussed in depth interviews on qualitative issues), women from six slums were interviewed about the reasons for leaving education as a part of a larger survey. The main reason of the in-depth analysis of the reasons is that in addition to the obvious contribution of education to economic growth, education is also a very significant indicator of well-being. A well educated person enjoys respect in the society whether or not he translates it into income. Being educated instils confidence in self, ability to decide for oneself and thus voice in decision making. It translates into freedom of choice thus having a proliferating effect on well-being.

RESULTS, DISCUSSION AND FINDINGS

The data from the sample reveals eighty percent of the women are literates having attended school and fifteen percent were illiterates having never been to school. A special feature revealed was the remaining five percent of women who have the ability to read and write but have never been to school. They were taught at home by siblings, and in one special case by children. The woman shows a high degree of zeal and enthusiasm of spirit despite mitigating circumstances, wanting to learn and grow spiritually. The percentage of literate women in both the age groups was similar showing no marked difference.

**Table 2: Percentage Distribution of Sample Population (Focussed Interviews)
According to Years of Education**

S. No.	Age Group	Illiterate	Primary (1 st to 7 th Std)	Lower Secondary (8 th to 10 th Std)	Literate without Attending School	Total
1	25 to 40	7.5	15	22.5	5	50
2	41 & above	7.5	25	17.5	0	50
Total	All	15	40	40	5	100

Source: Primary Survey (Qualitative Indicators)

The years of education reveal the extent to which innate abilities have been converted into functionings. The average years of education in the sample population is quite low being 5.67 years. The data reveals that amongst the women in the age group of 25 to 40, twenty-two percent of the women have attended school for more than eight years, the average years of education being 9.22 and fifteen percent of the woman have attended school from 1st standard to 7th standard the average years of education being 6. In case of the older the woman that is woman above the age of 41, 17.5 per cent of the woman have

attended lower secondary school that is from eighth standard to tenth standard the average years of education being 9.33, similar to the younger women. Twenty-five percent of the older woman have attended primary school the average years of education being 4.14 years. Fifteen percent of the overall sample population is illiterate. In case of the specific five percent women who are literate it is difficult to accurately assess the years of schooling as they have not had the benefit of formal schooling. Five percent women have done the MSCIT courses.

ENROLMENT AND DROPOUT RATIO

The Gross Enrolment Ratio also known as the Gross enrolment index is a standard measure used worldwide to assess the number of children enrolled in schools colleges and universities. It can be defined as a percentage of the eligible official school age population corresponding to the same level of education in a given school year. In case of India approximately forty-four percent of the population is made up of children up to 14 years of age. According to the figures published in the Evaluation Report of the SarvaShikshanAbhiyan in 2010, the GER for India stands at 63 percent which is lesser than the world average which stands at 68 percent. The percentage in case of the developed countries is a complete hundred percent while in case of developing countries it is overall sixty three percent. Owing to the right to free education as well as the compulsory education act, primary school enrolment is approximately than ninety-two percent. As revealed in the statistics of school education published by the Ministry of HRD in 2010–2011 the states with a high gross enrolment ratio were Kerala at 98 percent, Himachal Pradesh at 89 percent and Tamil Nadu with 82 percent. The states with lowest gross enrolment ratios were Jharkhand at 29 percent, Bihar at 35 percent and Assam with 49 percent suggesting that the enrolment retention is low and the dropout rate is high. In case of lower secondary education the rate drops down to half approximately fifty-two percent , the reasons being responsibility of siblings, need for additional supportive income , work on the farms helping the mothers in the households (Rustagi Preet 2002).

Table 3: Primary School (I to VII Standard) Enrolment

S. No		Boys	Girls	Total
1	India	104.9	103.7	104.3
2	Maharashtra	101.5	98.3	100

Source: Statistics of School Education, Ministry of HRD 2010–11)

With reference to Table 3, the data from the sample population reveals that eighty percent of the women have had primary education i.e. at least six years of schooling. It was observed that majority of the sample population enrolled in primary school but the enrolment Ratio in Lower secondary was comparatively less. This was evident in case of older women where twenty-five

percent women have had primary education but only seventeen and a half percent have had lower secondary education. In case of the age group of 25 to 40 the statistics are reversed with twenty percent women having had only primary education but thirty percent having had lower secondary education. An analysis of the reasons behind the dropout rate revealed that in more than ninety percent of the cases the reason was responsibility of the siblings and marriage. When questioned as to why they did not continue education after marriage, the general response indicated that marriage was that marriage signalled the end of education with a lot of duties and responsibilities. The general attitude towards education was that a girl could study till she attained marriageable age or got married. The attitude reflected that education and marriage were mutually exclusive. When questioned about the importance of education in increasing the income earning capacity, the general response indicated apathy and non-acceptance towards postponing marriage for further studies. In most cases the responses said that the settlements where the houses are located were not a safe area for adolescent and young girls. It was advisable to get a married to prevent further problems of unsatisfactory alliances and elopements in addition to fear of molestation, rape and unwanted attentions. A girl was supposed to be the symbol of family prestige and thus should be married off safely as early as possible. Here the adaptive preferences as suggested by (Martha Nussbaum in *Women and Development* 2000) were observed as in most cases the attitude was that this is how it is supposed to be. However with regards to the younger age group this seemed to have changed attitude. In all the cases no marked discrimination in the education of the brothers was observed. In specific cases where one of the male siblings continued his education, the answer was that 'parents did send us to school, would have continued to send but I did not want to study further, a fact I regret now.'

EDUCATION INDEX

The Education Index being one of the three components of Human development Index in assessing the level of development in any nation was initially calculated taking into account the adult literacy rate (two-thirds weightage) and combined primary, secondary and tertiary gross enrolment ratio (one-third weightage). This method of calculating the education index was modified in the report of 2010. Since the HDR of 2010, the index is calculated as an average of Mean Years of Schooling Index and Expected Years of Schooling Index. In case of India according to the HDR of 2014, the Expected Years of Schooling in case of females is 11.31 and the Education Index is 0.65. Applying the same method to the sample population it was observed that the Education Index was 0.503 which was considerably lower as compared to the Indian Standard for females. The main factor behind this marked difference was the Mean Years of schooling which was 5.675. However in all the cases

children of both the sexes are enrolled in school and all the cases equal opportunities ensured.

PLANNED INTERVENTIONS

The successive governments post-independence have undertaken measures for vocational training aimed specifically at the financial development of women especially since the sixth five year plan. In the Sixth Plan resources were allocated for setting up three regional vocational training centres and one national vocational training institute for women by the Directorate General of Employment and Training (DGE&T). The end of the sixth plan saw the successful establishment of 144 training institutes which had an intake capacity of 11200 annually in the different states. In 1982–83 a pilot project called (DWCRA) “Development of Women and Children in Rural Areas” (DWCRA) was started in 50 blocks of the nation. However it was observed that all the women could not benefit from schemes under the IRD programme. In order to ensure that the reforms reached all the tiers of women, effort was made to organize such women into homogeneous groups of 15 to 20 .Training was provided in few chosen economic activities like weaving, fish vending, broom and rope making, brick making and pickle making, candle making and baking along with necessary infrastructure. The scheme proved quite popular with over 1900 groups formed and trained, benefiting about 30,000 women during the two-year period, 1983–85. The seventh plan visualized the strengthening diversification of DWCRA so as to spread the impact area and reach the targeted population.

The Sixth Five Plan claims success in establishment of 4875 condensed and vocational training courses benefiting 1,11,000 women. Also it claims the establishment of 3589 socio-economic units which covered 47,011 women and disabled persons along with 344 working women’s hostels with a capacity of 22,150 inmates.

However in the case of the sample population the women were not aware of any of these schemes launched by the government. In the entire sample no woman has received any formal degree/structured training in any of the skillsets that they possess and use as a profession for earning their living.

Table 5: Percentage Distribution of Sample Population According to Skill Sets (Profession)

S. No.	Age Group	Cooking/Diwali Snacks	Stitching/Sweaters	Others*	No Skills Sets	Total
1	25 to 40	12.5	7.5	7.5	22.5	50
2	41 & above	7.5	5	0	37.5	50
Total	All	20	12.5	7.5	60	100

Source: Primary survey (Qualitative Indicators)

None of the women has received any diploma in any of the non-formal educational institution. They were unaware of the diplomas for example in

beauty parlour business. Only five percent of the women out of the overall 12.5 % women admitted to having learnt stitching by going to some informal stitching classes. Rest of the seven and half percent women learnt it at their homes. None of them possess any formal diploma in stitching or embroidery. Twenty percent of the woman earn their living by cooking or making Diwali snacks in various households. They admitted to having an aptitude and liking for cooking since childhood. However none of the women have had any formal structured degree in 'Home Science' or 'Hotel Management'. When questioned regarding awareness of such specialised professional courses, most of them admitted to having heard of such courses but the general response in our times this was not possible. None of the women admitted to driving four wheelers, hence driving as a profession was not possible.

CONCLUSION

In conclusion it can be said as per the sample of the primary survey, inequalities based on gender in education have definitely reduced with most of the women having at least primary schooling. However the Drop-out ratio indicated that education in women is still a secondary matter, a derivative of pending marriage. The sample indicated a heavy measure of 'adaptive preferences' with majority of the women taking pride in the fact that they themselves were literate with primary schooling and ensuring that their daughters go to school. A change in attitude towards education in women was definitely observed with sample equally distributed between women aged twenty-five to forty and forty and above. However higher education still seems a distant dream despite planned interventions.

*Others include informal courses in jewellery making, baking, aaya in schools and hospitals.

SCOPE FOR FURTHER RESEARCH

Quality of life as lived by an individual is dependent on many things like resources available, opportunities, innate abilities, nurturing, opportunity to develop skills and talents, upbringing and environment. Thus the subject has an extensive scope as inequalities can exist on many levels like abilities you are born with, resources to hone your skills and opportunities available. Also the problems faced by women are locale, society and culture specific. Thus an in depth study of any and all of the variables involved in decision making on a situation or phenomenon specific as well as on an aggregate scale can be attempted to find answers and thus this subject is virtually limitless in its scope.

REFERENCES

- [1] Census of India (2001 and 2011), Registrar General of India. New Delhi: Government of India.
- [2] Evaluation Report of the Sarva Shikshan Abhiyan in 2010.

- [3] Human Development Report 2014, 'Sustaining Human Progress: Reducing Vulnerabilities and Building Resilience' UNDP, New York, Oxford University Press, 1995.
- [4] Human Development Report (2010), "The Real Wealth of Nations: Pathways to Human Development", UNDP, New York, Oxford University Press, 1995.
- [5] Human Development Report (1995), "The Revolution for Gender Equality (Measuring Gender Inequality)", UNDP, New York, Oxford University Press, 1995.
- [6] The Statistics of School Education Published by the Ministry of HRD in 2010-2011.
- [7] Gopalan, Sarla (2002), Towards Equality, The Unfinished Agenda: Status of Women in India, 2001, National Commission for Women, New Delhi: Government of India.
- [8] Nussbaum, Martha (2000), *Women and Human Development The Capability Approach*, Cambridge University Press, New York.
- [9] Rustagi, Preet (2004), "Significance of Gender Related Development Indicators: An Analysis of Indian States", *Indian Journal of Gender Studies*, 11:3 (2004); Sage Publications New Delhi/Thousand Oaks/London.
- [10] Census of India Website: Office of the Registrar General, (Census 2001 census 2011) censusindia.gov.in
- [11] Planning Commission, Government of India: Five Year Plans planningcommission.nic.in/plans/planrel/fiveyr

Impact of Corporate Philanthropy Activities as an Image Building Tool, a Study of Selective Indian Corporate

Mr. Rahul Diliprao Tamhane*

Assistant Professor, Sihagad College

INTRODUCTION

It is hard these days to read a business journal without coming across at least one article touting the “next big thing” in corporate philanthropy. Over the last several years we have seen articles naming the new frontier as “integrated corporate philanthropy,” “context-focused philanthropy,” “corporate social marketing,” “collaborative social initiatives,” “bottom of the pyramid,” and “corporate social opportunity.” All of the pieces describe important strategic advances in corporate giving, but they rarely recognize the full range of philanthropic options available to a business, or the internal motivations and external contexts that can guide a company’s charitable choices. We are convinced that finding the right approach to philanthropy for your business is actually an extremely individualized and contextual activity. It is a matter of matching the internal goals and philosophies of your organization with the changing competitive and global context that you are operating within. It lays out a conceptual framework that can help you understand the wide array of options that are available to you, and how uncertainties in the world around your company might influence your choices.

HISTORY ABOUT THE TOPIC

Today, many venerable, blue chip companies trace their formal corporate philanthropic programs to the mid-twentieth century, as the financial strain of two world wars and the Great Depression prevented much forward movement in the field of corporate citizenship from the early to mid-1900s. This was simply the “right thing to do,” as for them, corporate philanthropy was an article of faith rather than a pragmatic business tool.

Grants were often made to not-for-profit organizations that had close ties to the CEO and other senior executives or they were spread among many organizations in small amounts, often for unrestricted operating support. For the most part, these companies didn't want publicity or recognition; they simply wanted to give something back to their communities and to enhance life in the communities where their employees and customers lived and worked.

OBJECTIVES OF THE STUDY

1. Corporate philanthropy activities-a new marketing tool?

2. Impact of corporate philanthropy activities on profit and image building.
3. Finding out the innovative approach to funding corporate philanthropy Projects Turning the expenses of corporate philanthropy activities into profit.

We will discuss the each respondent overview all about the topic and current philanthropy of the organisation so, we can compare the sample work and come to find the objective of the research.

ENTERPRISE SOLUTION COMPANY (THERMAX INDIA PVT LTD)

Anu Aga, Thermax Ltd from 1996-2004, after retirement she remains on the company's board of directors. The chairperson of TFI (Teach for India) was nominated to Rajya Sabha in 2012. "Her giving actually started when she lost her son, who was 25 and died in a car accident. Having studied abroad, poverty really bothered him. We who live in India, we become quite insensitive to seeing poor people, but he kept saying a substantial part of our wealth has to go to charity." It started in a very small way, it's not as if she gave away crores and crores at once. It started with her getting personally involved and she like that model very much, she was not very happy with just writing a cheque and not getting involved. She was involved with Akanksha and then she was invited to join their board—it ran centres for slum children and she brought it to Pune.

Toady "six schools, now this is done by the CSR wing of Thermax, but Shaheen (Mistry) then started Teach for India, which personally she support a lot.

The bulk of her giving is to Teach for India and Akanksha, but she also give to an institute called Parivaar in Calcutta, which is for the poorest of the poor. In Bihar she is giving to a school run by an ex-police officer for the rat-eating tribe. The main underlining thing is credibility.

TELECOMMUNICATION SOLUTION COMPANY (BHARTI GROUP, BHARTI FOUNDATION)

Rakesh Mittal set up the Satya Bharti school programmes in 2006. The aim was to set up 500 primary and 50 secondary schools of its own with a corpus of Rs.200 crore. After that, state governments began reaching out and Bharti began adopting government schools, creating a public-private partnership in delivering quality education to rural children.

"Today they are looking at doing more beyond business, not because the government is forcing them, but because we cannot have islands of wealth. You cannot take this country forward if we are just worried about what I have

and what I need for me and my family, and the ecosystem and the society around is crumbling. This country will not move forward.”

“If I go back a few centuries giving had been a very rich tradition; it used to be that 10% of your income would be kept aside for a cause. During those times more money went into either building temples or temples of learning, which are the schools and colleges. Pre-1990, Indian corporates were not giving that much, including the individuals, and there was a reason because we did not have sustainable wealth creation opportunities, either for ourselves, our families, or our large stakeholders as we were running the companies.

“This all changed in the post-1991 year of liberalization. In the last two decades, more and more, new age economies moved this country to prosperous economic growth and suddenly you saw people wanting to give back to society because now you have a model which was creating sustainable wealth for yourself.”

“There are individuals who may give money and their time, but there are also entrepreneurs, young entrepreneurs who produce products which are low in cost but make a huge impact for the people who use it. This is the brief India is looking at in the landscape today and this will be a stepping stone for the future.”

“Giving at Bharti has always been part of our DNA, it was always our endeavour to make a difference. In 2000 we set up Bharti Foundation with the sole objective of supporting the youth of India and enabling the underprivileged to come and compete with anyone.

“We started writing cheques and one day I felt that was not the purpose, the fact is there are 320 million children in the age of 6-16, we talk of demographic dividend—absolutely yes, if we nurture this potential, but if we don’t do justice to these children there is a disaster which is waiting to happen.

“The way things are going I am not feeling very positive. I am a born optimist; we are spending billions of dollars but is that being delivered efficiently? The answer is no, all of us know that, and that’s why we keep going back to the government; public-private-partnerships is going to be the key to move forward, you have the resources we have the management expertise let’s join hands”.

IT COMPANY (INFOSYS INDIA, INFOSYS FOUNDATION)

Infosys is committed to the communities in which it operates. This has led to the creation of Infosys Foundation to support the underprivileged sections of society. A not-for-profit initiative aimed at fulfilling the social responsibility of Infosys Ltd., the Infosys Foundation creates opportunities and strives towards a more equitable society.

Established in 1996, the Infosys Foundation supports programs in the areas of education, rural development, healthcare, arts and culture, and destitute care. Its mission is to work in remote regions of several states in India.

The Infosys Foundation takes pride in working with all sections of society, selecting projects with infinite care, and working in areas that traditionally overlooked by society at large.

At the outset, the Infosys Foundation implemented programs in Karnataka, and subsequently extended its coverage to Andhra Pradesh, Arunachal Pradesh, Bihar, Delhi, Gujarat, Jammu & Kashmir, Kerala, Madhya Pradesh, Maharashtra, Orissa, Punjab, Rajasthan, Tamil Nadu, Uttarakhand and West Bengal.

Access to primary healthcare, awareness of basic hygiene, and treatment of underprivileged patients beg attention. The Infosys Foundation advances healthcare by augmenting existing healthcare infrastructure. Since its inception in 1996, the Infosys Foundation has constructed hospital wards, built dharmashalas (rest houses), and provided medical equipment to various hospitals across India. The Foundation has also donated medicines in addition to organizing health camps in rural India. The Infosys Foundation has donated more than INR 50 crore to expand the capacity of hospitals across India and is involved in several healthcare programs.

Education offers the youth a foundation to achieve their potential. However, millions of children drop out of schools for financial reasons. The Infosys Foundation promotes primary education among underprivileged children through global partnerships.

Ancient art forms can be preserved and passed down from generation to generation by showcasing the skills of artists. The Infosys Foundation promotes traditional art, dance and craft. The Foundation identifies underprivileged artists who don't have access to contacts or help. These include writers, painters, poets, and musicians from different walks of life. The Foundation assists them on a need basis by offering financial assistance, promoting their art, or helping them receive the much-deserved recognition.

Support and vocational training help the destitute to live with dignity and earn a livelihood. The Infosys Foundation partners with non-government organizations (NGOs) to support destitute children and women. The Foundation supports programs of NGOs in rural areas across India.

The well-being of people living in rural areas ensures sustainable development. The Infosys Foundation works with local administration to achieve community development goals. We construct roads, provide drainage systems and electricity, and rehabilitate flood-affected victims in

rural areas. The Foundation has donated more than INR 40 crore for rural development and livelihood projects such as awareness campaigns on hygiene, sanitation, vocational training and entrepreneurship.

JUSTIFICATION OF THE OBJECTIVES

COMPANY & EMPLOYEE ORIENTED JUSTIFICATION

Employees are more likely to contribute to causes when they have wide access to those that are important to them and are not restricted in their giving opportunities. In order to meet their corporate philanthropy objectives, some companies have begun to utilize social giving platforms that allow employees to form groups around the issues about which they are most passionate. An example of one of these platforms is a social network that allows people to join “giving circles” revolving around the issues users find most important. Companies that are comfortable with doing business online may find that these platforms provide a new method to get their employees involved in philanthropic activities.

These glowing facts and statistics aside, there is a dark side to corporate philanthropy. One might wonder whether companies donate to causes because they care about their impact or merely because they want to bolster their own success. Donating to the community creates a heroic image for companies both large and small, and the goodwill that corporate philanthropy generates can increase customer interest and improve consumer opinions. Although corporate donations are impactful now, one might worry that if generosity becomes bad for business, companies might choose selfishness instead.

Whether or not the motives of giving corporations are wholly admirable, it cannot be denied that the efforts of companies to give back to the community are effective in growing local economies. Sample surveyed corporate donations are, after all, derived from the community in the first place and are rightly used to generate income back in that community. In areas below the poverty line, companies are able to generate new markets and opportunities for people who may never have had access to certain products before. In this way corporate philanthropy benefits both the buyer and supplier. From a savvy business perspective, new consumer income is readily available to go right back to the company, but it also means a higher quality of life for those taking advantage of the growing economy.

BUSINESS & SOCIETY (BRAND VALUE & IMAGE ORIENTED JUSTIFICATION)

An important factor in corporate giving is self-interest. A 1991 marketing survey indicated that over 58 per cent of consumers would prefer to buy from a company that gives to charity or that supports worthy causes. A 1993 survey

of 163 company managers indicated that the majority of them believed that market share was higher for those companies that gave. In some cases, charitable giving can turn around a company's bad reputation, as with an oil company's environmental record or a pharmaceutical company's ill-fated newest drug. In other words, charitable giving can be profitable in more than one respect for the company that can afford it.

In order to make the most of this wisdom, some of the largest corporations with the well-developed charitable foundations have embarked on "cause-related marketing," or CRM. Starting in 1981 with AT&T, which inaugurated a campaign to restore the Statue of Liberty and Ellis Island, many companies have linked themselves with suitable non-profit organizations and causes to enhance or rehabilitate their image, and to increase their market share. CRM is usually a short-lived but (from a company's perspective) worthwhile philanthropic and marketing strategy. For the first time in the history of corporate giving, there are corporations—usually the largest ones—that actively seek out causes rather than wait for the causes to come to them.

The dominant trend for most companies is still to give over the long term, and most often, to consistently fund the same non-profit institutions or organizations year after year. More often than not, this involves "strategic" or "targeted" philanthropy, with objectives similar to those of CRM. Strategic marketing requires prior cost benefit analyses on the company's part in order to plan the best match between its marketing goals and a charity that would most likely advance these goals. The relationship between philanthropy and marketing is only highlighted by the common practice of administering corporate giving programs through marketing and public relations departments.

However, the great majority of corporate giving continues to occur at the community level, and while traditional corporate philanthropy is less directly conscious of furthering a company's objectives than CRM or strategic philanthropy, it is by no means overlooked. In the 1950s, as in the 1990s, the most popular philanthropic corporate cause continues to be education. Companies that donate to education have a stake in it and always fund educational activities that are related to the company's interests. In addition, companies have always tried to avoid controversial causes. For instance, few if any religious causes or institutions attract corporate charity.

INNOVATIVE APPROACH TO FIND NEW WAY PHILANTHROPY

While the new era of strategic philanthropy and CRM will make it even more difficult for some worthy causes and concerns to attract the corporate dollar, others will benefit. Proposals from non-profit groups and causes are most

likely to be considered if they are geographically close to the corporation. Every business has a stake in its locale, and it is in the company's interest to improve the community and enhance its local image (also, only the wealthiest companies donate money nationally).

Another criterion for considering a proposal is the potential of a non-profit organization to achieve goals and to attract other sources of funding: a convenient yardstick for determining whether a charity is "worthwhile." Moreover, when distributing corporate funding most companies try to avoid being the sole source of charitable money. Lastly, a charity must demonstrate its uniqueness and innovativeness.

REFERENCES

- [1] <http://www.livemint.com/Specials/vMhPPk6gIoLwmWwfSpmW3N/Philanthropy-the-givers-club.html>
- [2] <https://www.infosys.com/infosys-foundation>
- [3] <http://borgenproject.org/benefits-corporate-philanthropy/>
- [4] <http://www.referenceforbusiness.com/encyclopedia/Con-Cos/Corporate-Philanthropy.html>

Impact of Technology on Productivity and Profitability of Bank with Special Reference to Pune District

Sanjay Prabhakar Deshpande

Chief Executive Officer

Lonavla Sahakari Bank Ltd.

E-mail: lsbank.ho@gmail.com/

lsbank.ceo99@gmail.com

ABSTRACT—In banking industry current scenario facing challenges of Globalization and liberalization has opened new opportunities for services of banks, but the same time the pressure of implementation of technology has turn to profitability as well as productivity.

This paper interrogates the impact of technology in the banking financial services. It also examines the effects of business and profitability, productivity. The paper provides an overview of traditional banking business and technology banking business, and financial services.

The study is descriptive in nature based on Primary data collected from Survey and Personal Interviews as well as from secondary data collected from journals magazines and Annual Report of the banks and the research conducted earlier. The data extracted from the various sources has been used to drawn informative conclusions in context of impact of the technology on the productivity and profitability of the banks.

Keywords: Banking and Financial Services, E-Banking and E-Revolution

INTRODUCTION

Banking System plays a very noteworthy role in the country's economy. It satisfies the needs of credit for all the sections of the society. The role of banking sector changed dramatically due to the introduction of liberalization, privatization and globalization. India is world's largest independent democracy and a fast emerging economic giant. With a sound and effective banking system, India is not limited to only the big cities/metropolis but has reached to remote places of the country thanks to the technological advancement in the form of ATM, Mobile Banking, Net Banking, IMPS money transfer services, RTGS, NEFT System of funds transfer these are the very much welcome by the GEN-NEXT clients/Customers.

The revolutionary has transformation due to information technology has reduced the role made possible online payment of utility bills (point of sales). The recent important development due to the technology is the Direct Benefit Transfer programme (DBT). This enables transfer of subsidies direct to the beneficiary through the banking channel. Another mile stone of involving

banking into economic activity is the launch of JAN-Dhan Yojana, Pradhan Mantri Suraksha Bima Yojana, Pradhan Mantri Jivan Jyoti Bima Yojana by our Hon'ble Prime Minister. With this the goal of financial inclusion has come nearer to reality. Added to this is the advent of Business Correspondents who play a role of bankers even in farthest area.

Bank has maintained high level of corporate governance based on principles of conducting business with all integrity and fairness. This has added to the value of the bank which is beneficial for all stake holders in the long run. The emphasis has been on being transparent with regard to all transactions, making necessary disclosures, complying with the Laws of the land and commitment to conduct business in an ethical manner.

As part of Customer Service & Corporate Social Responsibility (CSR) Bank makes regular contribution towards charitable causes and green initiatives. Various measures are taken for providing customer service round the clock for which ATM's are installed at all major locations, a centralized dedicated phone lines is allotted for any suggestions/Complaints. Necessary training is imparted to the staff by nominating them to various training institutes including College of Agricultural Banking run By RBI.

The RBI created a working group to understand the growth, challenges and successes of BC (business correspondents) model since inception official on the group included bankers as well as RBI members and was chaired by Shri P. Vijay Bhaskar, CGM in-charge, Dept. of Banking Operations, RBI.

The working group recommended a number of changes to current regulatory regime including an expansion of entities that could act as BC's. These recommendations will be incorporated into policy.

Bank in India have started using technology in a proactive manner. The huge number of bank customers and their myriad needs are being met in increasingly sophisticated ways. In a number of areas, the foreign banks and the private sector banks have been the first movers in the application of technology, but the public sector banks are also catching up.

One major advantage that Indian banks have is the availability of a major IT companies in India who are the world leaders in IT applications:

- Internet Banking (RTGS/ NEFT/ ECS)
- Mobile Banking (Fund Transfer-IMPS)
- ATM (Plastic Money)
- POs (Point of Sale)

There are a number of trends evolving in modern banking, the most important of which relate to:

1. Technology,
2. Outsourcing of services
3. Financial inclusion

DEVELOPMENT OF BANKING

The banking is a service industry. The bank is general term define as an “acceptances of Deposits for the purpose of Lending and Investment” apart from banking institution acted as an individual who is need money as well as someone wants to keep money safe for their future plan and needs. Bank is not only providing financial services but also the fee base services with the adoption of technology based. Depositor need not required money, all time with them but the debit card with facilitate for required funds at any time with readily available, this type of huge development in the banking industries.

BANKING SERVICES

Banks provided the mainly two types of services one is fund base and another is a fee base, but the main object is to earn the profit by any of two types of segments services.

THE BASIC BANKING (TRADITIONAL AND TECHNICAL)

Earlier before 15 years back baking services with the traditional system i.e. manual works, at that quality services depend up on the person who tendering the same, it will effected the quantity of services customers, but recently with the help/adoption of technology just like computerization CBS, and other services i.e. clearance of cheques through CTS, the fastest, with accuracy. ATM tree/networks with POs and net banking, e_payment-banking, doing the magnificent drastic changes in the services with the technology.

Following are the services with the Technology Application:

1. Core Banking Solution (CBS)
2. Net Banking
3. Mobile Banking
4. E-Banking
5. Debit/Credit Card
6. CTS Clearing/ECS
7. Personalized Cheques
8. Electronic Fund transfer
9. RTGS/NEFT

RESEARCH METHODOLOGY

Research is a process involves defining redefining problem, hypothesis formulation, and organizing, and evaluating data, deriving, inference and conclusion after careful tested.

The research will be an imperial research based on both primary and secondary data collection.

The research will commence with a secondary data. The information and statistics collected from secondary data will be used to formulate questionnaires for interview conducting. A data would be tabulated, graphically presented and analyzed to draw conclusion and to give suggestion.

RESEARCH OBJECTIVES

1. To Study different types of banking and financial services of banks.
2. To find out the changes in banking operational services or system (Traditional and Technology) and impact on Productivity and profitability.
3. To find out the awareness amongst the customers about these services and their preference towards these services.

RESEARCH DESIGN

The study is descriptive in nature with major focus on studying the Technology Fund base and fee base services of Banks.

DATA COLLECTION

Pre and post cost benefit analysis would be made to calculate the net incremental Business and income of bank as well as customers/beneficiaries.

PRIMARY DATA

Primary data will collect through questioner from selected Banking industry. Both from each of 2 branches of Private sector banks, commercial banks, and Co-operative bank are within the area of Pune district.

Questioner consists of combinations of both open ended as well as close end questions would be enumerated for collations primary data.

SECONDARY DATA

Data related Banking Industry would be collected from the various magazines, internet, journal, book, newspapers, schedules etc.

SAMPLING DESIGN

UNIVERSE

Universe for the research work consist of all the selected Bank's branches in Pune District. Since the geographical area is wide, the researcher attempts a sample survey in this study. The data for the same would be from site at RBI.

SAMPLE SIZE

For the purpose of study 10 branches within the Private sector, commercial, Co-operative banks would be selected from Pune district, based on he financial progress 5 each representing good and other would be selected 10 customer/beneficiaries each representing small, marginal and other customer would be interviewed with the help of questionnaire in all 150 bank customers would be studied pre and post cost benefit analysis would be made to calculate the net incremental income of Banks customers/beneficiaries.

TECHNIQUES OF DATA ANALYSIS

Data collected from primary and secondary sources will be tabulated under relative heads. Analysis of data will be done following techniques:

1. Ratio Analysis
2. Averages
3. Arithmetic mean
4. Proration
5. Co-efficient of variation
6. Co-ordination and regression analysis.

LIMITATIONS OF THE STUDY

The study is limited due to following reasons and successfully implementation of technology:

1. Partial implementation of technology, delay to implementation.
2. Existing staff not able to achieve the goal to uses of technology due to updating the knowledge.
3. Permission from RBI to entering the technology and passes the services in the public in alliance.
4. Lacks in vision to adoption of technology implementation or no financial capacity for implementation of technology investment.
5. No publicity of implemented existing technology.

The responses were noted from multiple responses from respondents.

Table 1: Within the Period 5 Years Improvement in the Deposits along with CASA Deposits with the Impact of Technology*(In Lakhs)*

Deposits	31.03.2010	31.03.2015	Improvement	% of Improves
Saving	2581.24	7787.83	5206.59	201.71%
Current	871.58	1621.87	750.29	86.08%
Term Deposit	4995.73	10588.28	5592.55	111.95%
Total	8448.55	19997.98	11549,43	136.70%

INTERPRETATION

It can be interpreted from the observation of table that, within the above five years period banks improved the CASA deposits by saving 201.71% and current by 86.08% it means CASA improved by 172.52%. It also improved the total deposits by 136.70%. It achieved with the successful implementation of technology, along with the successful trained staff to operate the technology fluently.

Table 2: Within the Period 5 Years Improvement in the Advances with the Impact of Technology*(In Lakhs)*

Advances	31.03.2010	31.03.2015	Improvement	% of Improves
Short Term	730.98	4467.89	3736,91	511.22%
Medium Term	3241.06	5421,24	2180,18	67.27%
Long Term	739.46	771.57	32.11	4.34%
Total	4711.50	10660.70	5949,20	126.27%

INTERPRETATION

It can be interpreted from the observation of table that, within the above five years period banks improved the Short Term advances by 511.22% and Medium Term by 67.27% it means Short and Medium Term Advances improved by 148.96%. It also improved the total Advances by 126.27%. It achieved with the successful implementation of technology, along with the efforts taken by trained staff to improve the advances level up with the maintaining the good advances along with operate the technology fluently.

Table 3: Within the Period 5 Years Improvement in the Profitability with the Impact of Technology*(In Lakhs)*

Income	31.03.2010	31.03.2015	Improvement	% of Improves
Net Profit	135.53	239.23	103.70	76.51%
Employees	35	60	25	71.43%
Profitability Per Employee	3.87	3.99	0.12	3.11%

INTERPRETATION

The above table shows the response of technology and its successful implementation from employees of the bank towards the improve the profitability by 76.51%

Table 4: Within the Period 5 Years Improvement in the Productivity with the Impact of Technology

<i>(In Lakhs)</i>				
Particulars	31.03.2010	31.03.2015	Improvement	% of Improves
Business	13160.05	30658,68	17498.63	132,97%
Employees	35	60	25	71.43%
Productivity Per Employee	376.00	510.98	134.98	35.90%

INTERPRETATION

The above table shows the response of technology and its successful implementation from employees of the bank towards the improve the Business by 132.97% and productivity by 35.90%.

It can be interpreted from the above table that maximum benefits are availed by the customers due to Impact/advancement in technology.

CONCLUSION

Following conclusions can be drawn with the help of the researcher:

- As the banks have move towards the new era of technology the banks has started providing the technology services besides financial services and these services have taken banks to new era of banking.
- Out of all these technology banking financial services customers prefer traditional services of the banks because of the safety. Convenience and time saving.
- One of the major finding is that old age staffs/ customers is not such a accepted of technology banking, provided prominent services in the bank.
- It is also concluded that the banking scenario has been changed, in the terms of number of transactions, customers, and ultimately it leads to increase in credibility of bank, with profit generation it need to implement the technology.
- From the survey of various banks it can be concluded that as compare to nationalize and private sector banks, co-operative banks are providing technology banking financial services.

SUGGESTION

- There should be time to time guidelines/ information or user manual to the customers regarding new technology implemented strategies of their knowledge in the field of technology financial services.
- Banks should organize awareness, workshops, seminars, customer meets hence if such program me are arranged by the banks, the customers will make more usages of the technology financial services, it altimetry effected to impact on productivity and profitability of the bank.

REFERENCES

- [1] RBI Bulletin, Policies, Review Reports, www.rbi.org.in
- [2] NPCI Information Manual, www.npci.in
- [3] www.iba.in
- [4] Dr. Uppal R.K., (2012), "The Study Found that ATM was the most Popular Delivery Channel followed by Online Banking.
- [5] Mittal and Dhingra (2007), The Impact of Technology on Productivity and Profitability of Banks.
- [6] Amandeep (1993), in the Book Titled "Profits and Profitability in the Commercial Banks".
- [7] Dr. B.S. Sawant (2011), in the Paper "Technological Developments in Indian Banking Sector".
- [8] M., Musara *et al.* (2010) "Has Technological Innovations Resulted in Increased Efficiency and Cost Saving for Banks Customers".
- [9] Harsh Anand (2011), "productivity and Profitability in Banking".
- [10] Subbiah (2009), "Growth and Profitability of Banks".
- [11] SeemaSant (2008), "Urban Co-operative Banking & Technology".

A Study of Declining Child Sex Ratio in Maharashtra

Dr. Subhash Patil

*Professor and Head, Department of Economics,
S.N.D.T. Women's University,
Pune Campus, Pune-411038, India
E-mail: subhash.patil09@rediffmail.com*

ABSTRACT—Maharashtra is the second most populous state in India after Uttar Pradesh, with decadal growth rate 15.99 percent according to 2011 census. Out of various demographic indicators, Sex Ratio is a powerful social indicator of the equity between males and females in the economic and social spheres of a society at a given point of time. The overall sex ratio in Maharashtra has slightly improved from 922 to 925, but the child sex ratio has rapidly declined from 913 to 883 during 2001-2011. It shows reduction of 30 girls per 1000 boys during the decade 2001-11. The highest reduction of about 93 is found in Beed district, and such steep fall is also noticed in Buldana (66), Hingoli (59), Washim (59), Parabhani (57), Jalna (56) and Jalgaon (51). The reduction is found in 31 districts ranging from 50 to 93 in seven districts, 30 to 50 in ten districts, 9 to 30 in 13 districts. Only in four districts viz, Satara, Chandrapur, Kolhapur and Sangali there is nominal increases from 3 to 11 only. Rapid decline in child sex ratio is a serious problem with severe socio-economic, demographic and cultural implication. Neglect of the girl child, High maternal mortality, Sex selective abortions and female infanticide are the important reasons for declining child sex ratio. Against this background, present study attempts to examine the spatial and temporal analysis of decline in the child sex ratio in the state of Maharashtra in India.

Keywords: Overall Sex Ratio, Child Sex Ratio, Spatial and Temporal Pattern

INTRODUCTION

Sex ratio is one such widely used tool to measure gender balance and equity between males and females in the economic and social spheres of a society. It is affected by the sex differentials in mortality, migration and sex ratio at birth and sex differentials in under enumeration. Sex ratio is defined in the census of India as the number of females per 1000 males in the population and the Child Sex Ratio (CSR) is calculated as the number of girls per 1000 boys in the 0-6 year's age group. Trends in sex ratio explain the movement of sex ratio over a period of the time. With the help of the movement of these trends one can forecast for the future. Indian demographic history records that in the matter of sheer numbers the female ratio in the total population had always remained unfavorable. According to census 2011, the Overall Sex Ratio (OSR) in India has slightly improved but the CSR has rapidly declined. It shows reduction 48 and 73 girls per 1000 boys' during the period 1981 to 2011 respectively in India and Maharashtra.

OBJECTIVES OF THE STUDY

According to census 2011, the child sex ratio is showing a declining trend. Rapid decline in girl child population leads to serious socio-economic, demographic imbalance and adverse social consequences. Against this background, present study has been undertaken with the following objectives:

1. To study the trends of the CSR in India and Maharashtra.
2. To examine the district wise changing pattern of CSR in Maharashtra state.

METHODOLOGY

The present study is fully based on secondary data which available in various census of India.

DEMOGRAPHIC PROFILE OF INDIA AND MAHARASHTRA ACCORDING TO 2011 CENSUS

India is the second most populous country in the world after China. According to census 2011, the total population of India is 1.21 billion with a 17.31% share of total world's population. The current trend shows an increase in population by 17.64%. The population by sex shows 623.72 million males (51.54%) and 586.47 million females (48.46%) which make a rate of growth of 17.19% for males and 18.12% for females. Hence the sex ratio has slightly increased from 933 to 940 during the period 2001–2011. There are 158.79 million children in age below six years constituting 13.12% of total population in the country.

Table 1: Demographic Profile of India and Maharashtra

(In millions)

	Year	Total Population	Male Population	Female Population	Total Population (0-6Years)	Boys Population	Girls Population
India	2001	1028.74	532.20 (51.73)	496.50 (48.27)	163.83 (15.92)	85.01 (51.88)	78.82 (48.12)
	2011	1210.19	623.72 (51.54)	586.47 (48.46)	158.78 (13.12)	82.95 (52.25)	75.83 (47.75)
Maharashtra	2001	96.75	50.33 (52.05)	46.41 (47.95)	13.18 (14.11)	6.87 (52.16)	6.30 (47.84)
	2011	112.37	58.36 (51.94)	54.01 (48.06)	12.84 (11.43)	6.82 (53.11)	6.02 (46.88)

Source: Provisional population totals, Census of India, 2011

Note: Number in brackets shows the percentage of population

While an absolute increase of 181.45 million in the India's population has been recorded during the decade 2001–2011, there is a reduction by 5.05 millions in the population of children aged 0-6 years during same period. The decline in male children is 2.06 million and in female children is 2.99 million

during the decade 2001–2011. The share of children in the total population has showed a decline 2.8 points in 2011. This process has led to missing of nearly 3 million girl children compared to 2 million missing boy children in 2011 as compared to 2001. (Ref: Children in India 2012). The CSR is 914, which shows a reduction by 13 girls during 2001–2011 and 48 girls during 1981 to 2011.

The State of Maharashtra is the second most populous in India after Uttar Pradesh. The total population of the state is 11,23,72,972 with a 9.29% share of total India's population in 2011. The current trend shows an increase in population by 15.99%. The population by sex shows 5,83,61,397 males (51.94%) and 5,40,11,575 females (48.06%) which makes a rate of growth of 15.8% for males and 16.2% for females. Hence the sex ratio has slightly increased from 922 to 925 during the period 2001–2011. There are total 1,28,48,375 children in age below 6 years, constituting 11.43% of total population in the state. The population by sex shows 68,12,262 boys (53.02%) and 60,36,113 girls (46.98%). While an absolute increase of 15.49 million in the state's population has been recorded during the decade 2001–2011, there is a reduction of 0.82 millions in the child population aged 0-6 years during this period. The decline in male children is 0.33 million and in female children is 0.49 million. The child sex ratio (CSR) is 883, which shows a reduction by 30 during 2001–2011.

TRENDS OF SEX RATIO IN INDIA

According to census 2011, the OSR of India is showing a trend of sharp improvement, whereas the CSR is showing a declining trend. The CSR was 976, 964, 962, 945, 927 and 914 in the year 1961, 1971, 1981, 1991, 2001 and 2011 respectively. The CSR has declined from 962 to 914 during 1981 to 2011.

Table 2: Temporal Pattern of Sex Ratio in India

Year	Child Sex Ratio	Overall Sex Ratio
1961	976	941
1971	964 (-1.22)	930 (1.16)
1981	962 (-0.20)	934 (0.43)
1991	945 (-1.76)	927 (-0.74)
2001	927 (-1.90)	933 (0.64)
2011	914 (-1.40)	940 (0.75)

Source: Provisional population totals, Census of India, 1991, 2001 and 2011

Note: Number in brackets shows the decadal growth rate

Table 2 shows the trends of sex ratio of total population and child population in India during the period 1961 to 2011. It is clear that the CSR has decreased at a much faster pace than the OSR of the country after 1981. It indicated the improvement in OSR in favor of females may be explained by the fact that female death rates have become lower than the male death rates, but CSR in India becoming more unfavorable to females. CSR declined in both rural and urban India. There is reduction by 29 girls in rural and 33 girls in urban

India during the period 1991 to 2011. There is diversity in CSR among the states and union territories are phenomenal. This is also evident from Table 3. It highlights the spatial disparities, which will helpful for making regional policy.

Table 3: Region wise Child Sex Ratio in India (1981–2011)

Year->	1981	1991	2001	2011	Decline in CSR (1981–2011)
India	962	945	927	914	48
• Northwestern states (Haryana, Himachal Pradesh, J&K, Punjab, Rajasthan, Maharashtra, Goa and Chandigarh & Delhi Union Territories)	945	922	889	875	70
• North states (Uttaranchal, U.P., Bihar, M.P., Chhattisgarh and Jharkhand)	958	943	931	923	35
• East states (Orissa and West Bengal)	964	967	957	942	22
• Southern states (Kerala, Karnataka, T.N. and A.P.)	978	962	952	948	30
• North eastern states (Assam, A.P., Meghalaya, Manipur, Nagaland, Sikkim, Tripura and Mizoram)	984	976	965	954	30
• Union Territories Excluding Chandigarh & Delhi (Andaman, Nicobar, Dadar & Nagar Haveli, Daman & Diu, Lakshadweep, Pondicherry)	978	970	963	934	44

Source: Asia-Pacific Journal of Social Sciences, Jan-June 2011, pp. 187

According to Table 3 and Graph 1, the sharpest decline in CSR has been observed in North western states followed by Northern states, North eastern states and East states during 1981–2011, while in south Indian states, it declined moderately, which reveals favorable to girl child. Among the states, a drastic decline in CSR is recorded Jammu Kashmir, Maharashtra, Haryana, Rajasthan, Himachal Pradesh, Punjab and Union territory of Delhi.

PATTERN OF SEX RATIO IN MAHARASHTRA

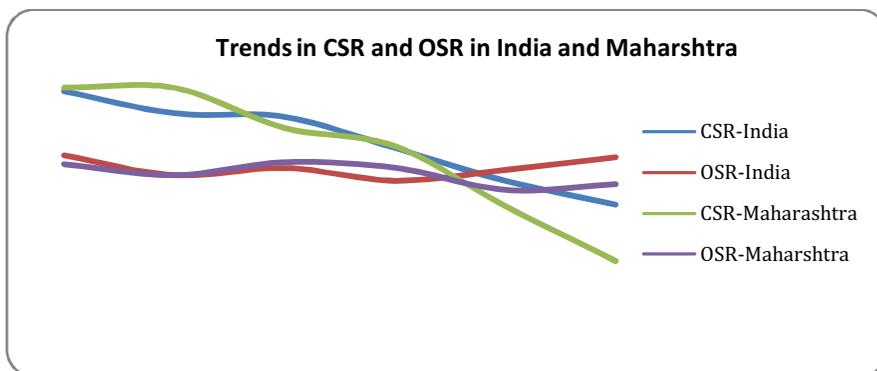
Table 4 shows the temporal pattern of overall and child sex ratio in Maharashtra during the period 1961 to 2011. Table 4 indicates OSR and CSR in Maharashtra have been negative to females. OSR has increased with lower rate but CSR has decreased with higher rate continuously at national level. CSR declined from 945 to 914 whereas the OSR showed an improvement from 927 to 940 during the period 1991–2011. The OSR of the Maharashtra state is showing a trend of sharp improvement from 922 to 925, whereas the CSR is showing a higher declining trend from 913 to 883 in same period. OSR and CSR both are lower in Maharashtra than India since census 2001.

Table 4: Pattern of Sex Ratio in Maharashtra

Year	Maharashtra	
	Overall Sex Ratio	Child Sex Ratio
1961	936	978
1971	930 (-0.64)	978 (0.00)
1981	937 (0.75)	956 (-2.24)
1991	934 (-0.32)	946 (-1.04)
2001	922 (-1.28)	913 (-3.48)
2011	925 (0.32)	883 (-3.28)

Source: Census of India, 1991, 2001 & 2011 (provisional)

Note: Number in bracket shows the decadal growth rate

**Fig. 1: Trends in CSR and OSR in India and Maharashtra**

DISTRIBUTION OF CHILD SEX RATIO IN MAHARASHTRA

The distribution of CSR by districts highlights the intensity, which helps in planning and policy making. Table 5 shows number of districts by child sex ratio in Maharashtra during the period 1991 to 2011. The CSR below 850 is in one district in 2001 and 07 district in 2011. According to Census of India 2011, Maharashtra stands second with its 35 districts in terms of population in India. Growth rate of population is 15.99% in Maharashtra and it stands at 21st position in India. The state with literacy rate of 82.9% with 12th rank against the national average of 74% shows a bias against the girl child. Spatial and temporal pattern of the CSR in the state of Maharashtra has indicated in Table 6. The pattern of CSR among 35 districts is distinct. Out of 35 districts, 34 districts in 2001 and 31 districts in 2011 has negative CSR. The CSR has rapidly declined from 913 to 883 during 2001–2011. It shows reduction of 30 girls per 1000 boys. The highest reduction of about 93 is found in Beed district and such steep fall is also noticed in Buldana (66), Hingoli (59), Washim (59), Parabhani (57), Jalna (56) and Jalgaon (51). The reduction is found in 31 districts ranging from 50 to 93 in seven districts, 30 to 50 in ten districts, 9 to 30 in 13 districts. Only in four districts viz, Satara, Chandrapur, Kolhapur and Sangali there is nominal increases from 3 to 11 only The four out of top five districts recording

the highest value of CSR are located in the east part of Vidharbha and state namely Gadchiroli (956), Chandrapur (945), Gondiya (944) and Bhandara (939) and Ratnagri (940) located in Konkan west part of the state. The lowest CSR among the districts has been recorded in Beed (801), Jalgaon (829), Ahmadnagar (839) Buldhana (842) and Kolhapur (845) in 2011.

Table 5: Number of Districts by Child Sex Ratio in Maharashtra

Sr. No.	CSR	Number of Districts		
		1991	2001	2011
1	Below 800	00	00	00
2	800-849	00	01	07
3	850-899	00	08	13
4	900-949	17	21	14
5	Above 950	18	05	01
Total Districts		35	35	35
1	Below state average	14	13	19
2	Above state average	21	22	16
Total Districts		35	35	35

DISTRICT WISE PATTERN OF CHILD SEX RATIO IN MAHARASHTRA

Table 6: Child Sex Ratio in Maharashtra

Sr. No.	District	1991	2001	2011	Difference in CSR		
					(1991-2001)	(2001-2011)	(1991-2011)
01	Nandurbar	977	961	932	-16	-29	-45
02	Dhule	947	907	876	-40	-31	-71
03	Jalgaon	925	880	829	-45	-51	-96
04	Buldana	945	908	842	-37	-66	-103
05	Akola	929	933	900	04	-33	-29
06	Washim	941	918	859	-23	-59	-82
07	Amravati	950	941	927	-09	-14	-23
08	Wardha	952	928	916	-24	-12	-36
09	Nagpur	951	942	926	-09	-16	-25
10	Bhandara	964	956	939	-08	-17	-25
11	Gondiya	978	958	944	-20	-14	-34
12	Gadchiroli	980	966	956	-14	-10	-24
13	Chandrapur	965	939	945	-26	06	-20
14	Yavatmal	961	933	915	-28	-18	-46
15	Nanded	960	929	897	-31	-32	-63
16	Hingoli	953	927	868	-26	-59	-85
17	Parbhani	956	923	866	-33	-57	-90
18	Jalna	951	903	847	-48	-56	-104
19	Aurangabad	933	890	848	-43	-42	-85
20	Nashik	954	920	882	-34	-38	-72
21	Thane	952	931	918	-21	-13	-34
22	Mumbai (Suburban)	930	923	910	-07	-13	-20
23	Mumbai	942	922	874	-20	-48	-68
24	Raigarh	961	939	924	-22	-15	-37
25	Pune	943	902	873	-41	-29	-70

Table 6 (Contd.)...

...Table 6 (Contd.)

26	Ahmadnagar	949	884	839	-65	-45	-110
27	Beed	939	894	801	-45	-93	-138
28	Latur	947	918	872	-53	-46	-99
29	Osmanabad	947	894	853	-53	-41	-94
30	Solapur	935	895	872	-45	-23	-68
31	Satara	941	878	881	-63	03	-60
32	Ratnagiri	961	952	940	-09	-12	-21
33	Sindhudurg	963	944	910	-19	-34	-53
34	Kolhapur	931	839	845	-92	06	-86
35	Sangali	924	851	862	-73	11	-62
Maharashtra		946	913	883	-33	-30	-63

Source: Census of India 2001 & 2011 (Provisional)

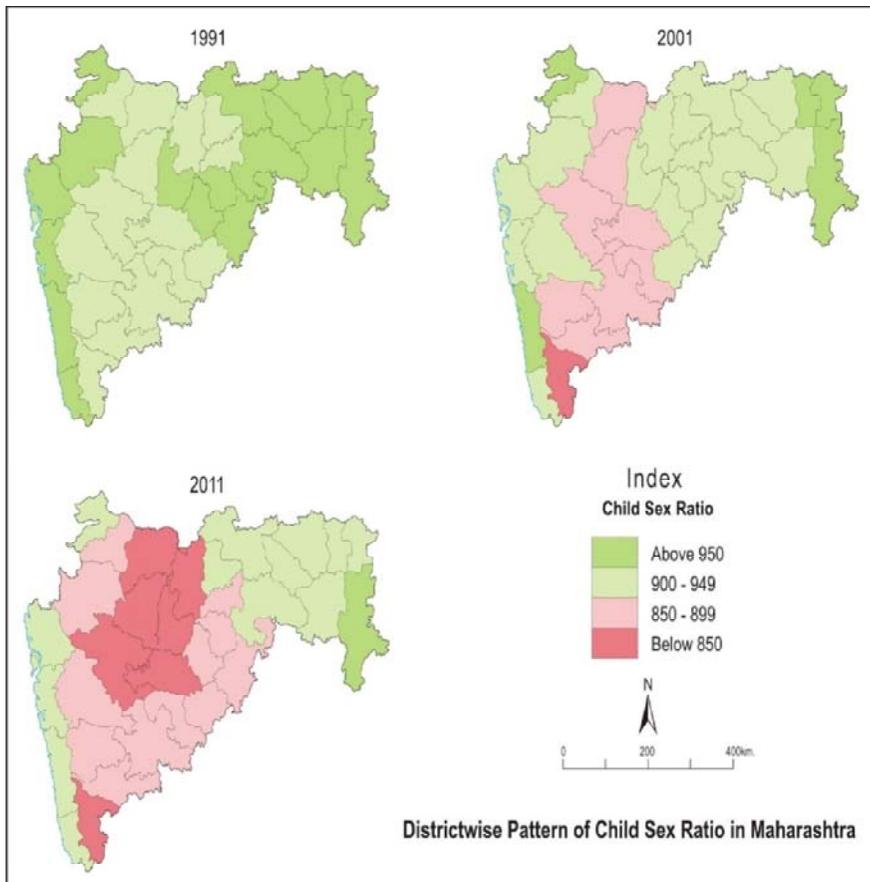


Fig. 2

Table 7: Region wise Child Sex Ratio in Maharashtra (1991–2011)

Region	1991	2001	2011	Decline in CSR (1991–2011)
Mumbai	936	922	892	44
Konkan	959	941	923	36
Western Maharashtra	942	892	869	73
Vidarbha	956	938	915	41
Marathwada	948	910	857	92
Maharashtra	946	913	883	63

According to Table 7, the sharpest decline in CSR has been observed in Marathwada region followed by Western Maharashtra region, during the period 1991–2011, while in Konkan, and Vidharbh region, it declined moderately, which reveals favorable to girl child. Among the districts, a drastic decline in CSR is recorded Beed, Ahmadnagar, Jalna, Buldana, Latur and Jalgaon.

CAUSES OF DECLINING CHILD SEX RATIO

The continuously declining CSR over time is a glaring example of gender bias. The available literature in this context suggests that a combination of factors namely; the urge to have son, acceptance of the small family norm as a result of the fertility transition, access to pre-natal sex determination tests and abortion has worsened the situation relation for the girl child. The prevailing socio-economic and cultural milieu including the impact of modernization has further aggravated the situation with regard to these factors (Bora). According to census, neglect of the girl child resulting in the higher mortality at younger ages, High maternal mortality, Sex selective female abortions, Female infanticide, Change in sex ratio at birth etc. are important reasons for decline sex ratio (Census 2001). Maharashtra has the most number of sonography centers in the country. The Decline in the female sex ratio is the consequence of availability of sonography centers, a preference for sons and capacity to pay (Mulay & Nagarajan). To change this situation it is necessary to create awareness among different stakeholders and community at large about the declining sex ratio and its negative impact on the society as a whole.

CONCLUSION

The child sex ratio in the India had started to decline faster since 1981. Rapid decline in child sex ratio is a serious problem with severe socio-economic, demographic and cultural implication. The sharpest decline in CSR has been observed in North western states followed by Northern states, North eastern states and East states during 1981–2011. In Maharashtra CSR has decreased with higher rate continuously at national level. The sharpest decline in CSR has been observed in Marathwada and Western Maharashtra region. Neglect of the girl child resulting in the higher mortality at younger ages, Sex selective female abortions, and Female infanticide are important reasons for decline child sex ratio. To change this situation it is necessary to create awareness among the peoples.

REFERENCES

- [1] Bora, R.S. (2007), "Imbalance in Child Sex Ratio: Trends, Causes and Emerging Issues", Working Paper Series No. E/280/2007, Institute of Economic Growth.
- [2] Barakade, A.J. (2012), "Declining Sex Ratio—An Analysis with Special Reference to Maharashtra State", *Geoscience Research*, Vol. 3, No. 1, pp. 92–95.
- [3] Census 1991, 2001 & 2011, Sex Composition of the Population, Provisional Population Totals.
- [4] 'Children in India 2012-A Statistical Appraisal', Ministry of Statistics and Programmes Implementation, Government of India.
- [5] Choudhary Indira, "Declining Child Sex Ratio in Maharashtra: Selective Abortions as a Major Cause", *Ashwattha, Yashda, Pune*, Vol. VI, January-March 2012, pp. 5–8.
- [6] Premi, Mahendra K. (2001), "The Missing Girl Child", *Economic and Political Weekly*, May 26, 2001, Vol. XXXVI, No. 21, pp. 1875–1880.
- [7] Muly and Nagarajan, "A Study of Ultrasound Sonography Centres in Maharashtra", Gokhale Institute of Politics and Economics, Pune. (<http://prcs-mohfw.nic.in/showprcdetail.asp?id=242dt 8/8/2013>)
- [8] Patel, Vibhuti (2011), "The Decline in Sex Ratio of Population in Maharashtra", *Ashwattha, Yashda, Pune*, Vol. V, April-June 2011, pp. 2–6.
- [9] Prakas, B.A. (Edited) (2012), "The Indian Economy Since 1991-Economic Reforms and Performance", Pearson Publication, Delhi, 2012.
- [10] Ramaiah, Chandrasekarayya and Murthy (2011), "Declining Child Sex Ratio in India", *Asia-Pacific Journal of Social Sciences*, Jan-June 2011, pp. 183–198.

Comparative Study of Various Auto Finance Companies and Customers Expectations with Respect to Two in-Wheeler Auto Finance in Belgavi City–Strategic Analysis

Swara S. Savanoor

*Asst. Prof., Maharshi Karve Stree Shikshan Samstha's,
Shree Siddhivinayak Mahila Mahavidyalaya, Pune
E-mail: swara.savanoor@gmail.com*

Abstract—The present research article is an endeavor to have a focus on “fundamental facets as what all factors in concerned with two-wheeler finance facility are being taken by the customers (bike buyers) in to account while buying two-wheeler whether it is EMI or others factors, accordingly sales and marketing personnel of the both organizations as Two-Wheeler Dealers and Auto-Finance Companies, should in to look those areas which definitely restrain and helps in increasing customer convenience and in turn increase in sales and of two-wheeler and sales of two-wheeler auto finance for two-wheeler and auto finance companies respectively. Hence, the opted area of research is to analyze the comparative study of various financial institutions and customers expectations with respect to two-wheeler auto finance in specified territory.

Hence, it is a survey-based attempt aiming to impart the understanding of financial institutions’ strategies and customers’ outlooks with respect to two-wheeler finance in Belgavi City.

Keywords: Customers Expectations, Strategies, EMI, Customer’s Outlook

INTRODUCTION

India had the largest population of two-wheelers (around 41.6m vehicles) in the world. They accounted for almost 70% of the country’s automobile market in volume terms. India was the second largest manufacturer of two-wheelers in the world. The further pages of this report provide comparative financial and operating statistics for the major two-wheeler manufacturers in India.

EVOLUTION OF TWO-WHEELER IN INDIA

The birth of the Indian two-wheeler industry can be traced to the small beginnings that it made in the early 1950s when Automobile Products of India (API) started manufacturing scooters in the country. Although API initially dominated the scooter market with its Lambrettas, Bajaj Auto Ltd., a company that later became a legend in the global scooter industry, overtook it fairly quickly. Although a number of government and private enterprises also entered the scooter segment, almost all of them had disappeared from the market by the turn of the century. Bajaj Auto Ltd. stood the test of time perhaps

due to its initial association with Piaggio of Italy (manufacturer of Vespa) that provided the technological know-how for the venture.

The license raj that existed prior to economic liberalization (1940s–1980s) in India did not allow foreign companies to enter the market, making it an ideal breeding ground for local players. Local players were subject to a very stringent capacity licensing process, and imports were tightly controlled. This regulatory maze created a seller's market, with customers often forced to wait 12 years just to buy a scooter from companies such as Bajaj. In 1980 Bajaj had a waiting list that was equal to about thirteen times its annual output, and by 1990 this list had doubled. Clearly, there was no incentive to implement proactive strategies to woo the customer. In a 1980 interview with a local magazine, Mr. Rahul Bajaj, the CEO of Bajaj Auto, observed, "My marketing department? I do not require it. I have a dispatch department. I don't have to go from house to house to sell." The motorcycle segment was no different; with only three manufacturers—Royal Enfield, Ideal Jawa, and Escorts—there was hardly any significant competition for the customer. While this segment was dominated by Enfield's 350cc Bullet, the only motorcycle with a four-stroke engine at the time, Jawa and Escorts also had a fair share of the middle and lower end of the market.

THE INDIAN TWO-WHEELER CONSUMER

Two-wheelers had become the standard mode of transportation in many of India's large urban centers. Increasing urbanization, saturation of cities, and the lack of adequate roads helped to propel demand for two-wheelers. The two-wheeler was typically a prized possession in the average Indian household. It was normally used to transport both people and goods, substituting for a car that was prohibitively expensive. While a two-wheeler normally cost around Rs. 40,000 [1 U.S. \$ = 49 Rupees (Rs.)], an entry-level car was priced around Rs. 300,000. Two-wheelers had long road lives, and were often used for even 15 years, passed down from one generation to the next. However, in global terms the market was far from mature. Industry watchers reported that India had a penetration rate of 10% as of the late 1990s (107 two-wheelers for every 1000 adults), far below the penetration rates of other developing countries. It was clear that the manufacturers had a lot of ground to cover.

DEMAND DRIVERS

Number of factors has influenced the demand for two-wheelers over the past five years. The key demand drivers for the growth of the two-wheeler industry are as follows:

- Inadequate public transportation system, especially in the semi urban and rural areas.

- Increased availability of low cost financing in the past 3–4 years.
- Increasing availability of fuel efficient and low-maintenance models.
- Increasing urbanization, which creates a need for personal transportation.
- Changes in demographic profile.
- Difference between two wheeler and passenger car prices.
- Steady increase in per capita income over the past five years.
- Increasing number of models with different features to satisfy diverse consumer needs.

While the demand drivers listed here operate at the broad level, segmental demand is influenced by segment-specific factors.

THE TWO-WHEELER FINANCE

TWO-WHEELER FINANCE

The term two-wheeler finance is refined form of term “Loan for two-wheelers”. Loans are generally disbursed by banks or financial institutions when you borrow from them, it is a credit facility extended by a bank to you (borrower), which you repay in small installments over a period of time, i.e. “loan tenure”. The buyer of the article here two-wheeler becomes the owner on purchase.

HIRE PURCHASE

Hire purchase financing is a popular way of financing mechanism of financing especially in automobile industry, in this system of financing there are three parties; i) the manufactures/dealers, ii) the hiree and iii) the hirer. In the context of two-wheeler finance the dealer, finance company and the customer are the main players. The manufacturers through dealers sells asset (two-wheeler) to the hiree who sell sit to the hirer in exchange for repayment to be made over a specified period of time. This explanation can be shown through a diagram:



A hire purchase agreement between the hirer and hiree involves the following conditions:

- The owner of the asset (hiree) gives the possession of the asset to the hirer with an understanding that the hirer will pay agreed installments over a specified period of time.

- The ownership of the asset will get transferred to the hirer on payment of the installments.
- The hirer will have the option of terminating the agreement any time before the transfer of ownership of the asset.

Hire purchase is an agreement under which the asset (two-wheeler) is let on hire and under which the hirer has an option to purchase the two-wheeler in accordance with the terms of the agreements. NBFCs are the greatest proponent of this, given that they are allowed giving 'loans' in true sense of the word. Broadly speaking, this option works similar to the loan option. NBFC usually charge an amount called the option money, on payment of which the asset (two-wheeler) passes to the hirer.

LEASE-FINANCING

Leasing is an option generally considered by corporations or persons interested in suing a two-wheeler for a limit period of time generally not in excess of 3–4 years. The rationale behind leasing reveals some differences when compared with hire purchase/loans but largely entail a comparable effect to the end user. In leasing, two-wheeler ownership lies with the leaser and not the lessee. The lessee pays the leasing company a monthly rental charge and then returns the two-wheeler at the end of the lease tenure.

TWO-WHEELER FINANCE SCHEMES

Some of them Two-wheeler Finance Schemes.

ZERO PERCENT INTEREST FINANCE

Zero percent interest finance schemes often work in one of two ways. Either the dealer has to discount is forgone makes for the interest you might have paid otherwise or the dealer and finance company absorb the interest but the loan tenure is relatively short.

SECURITY DEPOSIT SCHEMES

The scheme is of 100% finance, with this scheme 15 to 25% security deposit has to be made. The security deposit fetches 10% interest, as flat compounded quarterly or monthly and refunded at the end of term.

DOWN PAYMENT OR MARGIN MONEY SCHEMES

This scheme takes advance of 15% as down payment or 25% as margin money and the initial payment made is not refunded at end of the term. In other words, the financier will pay for 70 to 80% of the two-wheeler up front with the buyer paying margin.

TWO WHEELER LOANS

Leading Banks in the public and private sector are providing two wheeler loans, right form mopeds to motorbikes. These loans are available at attractive rates and best prices to attract new customers. Quite a few banks are offering online loan application for the ease of prospective clients. Private sector banks are ahead of their public sector counterparts in terms of efficiency of application and processing of loans. On the spot loan offers are given by various banks and other flexible schemes to suit the needs and pockets of customers.

MAXIMUM LOAN OFFERED BY BANKS FOR TWO WHEELER LOANS

Loans are provided by banks from as low as Rs. 5000 to Rs. 150000. These loans can be paid in easy installments. The installment period can range anywhere from six months to three years, depending on the finance option chosen by the customer. In case of new vehicles, banks generally finance up to a maximum of 90% of the cost of the vehicle

In case of old/second hand vehicles, banks finance up to a maximum of 85% of the value of the vehicle. Repayment is done by Equated Monthly Installments or EMI.

INTEREST CHARGED BY BANK ON TWO WHEELER LOANS

Although Public sector banks are offering lower interest rate than their private counterparts but they are lagging behind due to poor quality of service. Interest rates depend on the two wheeler model, loan tenure. Interest is generally calculated on a monthly reducing balance.

DOCUMENTS REQUIRED FOR TWO WHEELER LOANS

1. Application Form 2. Photographs 3. Proof of income of last two years 4. Proof of Residence 5. In case of public/Private companies, copy of certification of MOA and AOA.

Generally, financial institutions provide finance (loan) for two-wheeler that amount loan includes accessories, road tax and insurance. (Note: For new two-wheelers only the loan is made available, old two-wheelers can be exchanged with new, generally the is made for old vehicle and deficit amount is to be paid by the two-wheeler owner or for deficit amount he is given loan through financial companies.)

DOCUMENTATION FOR TWO-WHEELER LOAN

1. If the loan taker is salaried, individual or sole proprietorship:-Last month's salary slip/driving license/photograph/income tax returns acknowledgement or receipt, address proof, ration card, utility bills, voters ID. Salaried Self-Employed Agriculturist.

2. If person who wants to have loan if he doesn't have SB/ Current account that time does he have to open either of the above accounts or the new loan account should be opened?
3. Eligibility
 - i) Age Limit Salaried Self-Employed Agriculturist
 - ii) Min. Income Salaried Self-Employed Agriculturist
 - iii) If he retired person or he crosses 58 age.

Salaried	Self-Employed	Agriculturist	(Min. Income)
----------	---------------	---------------	---------------
4. Post Dated Cheques (PDCs)
 - i) If the person is account holder is of your concern

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
 - ii) If the account holder is not of your concern

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
5. Processing chargesi) Mode of repayment (Tenure)

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------

 - ii) Processing Charges

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
 - iii) Pre-closure

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
6. Down-payment/margin money/bank's contribution

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
7. Rate of Interest

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
8. Security Scheme

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
9. EMI Plan:

Salaried	Self-Employed	Agriculturist
----------	---------------	---------------
10. Other Polices concerned to two-wheeler loan _____

TWO-WHEELER AUTO FINANCE INDUSTRY IN BELGAVI CITY

In city of Belgavi there are more than 18 nationalized financial institutions, more than 7 private financial institutions (banks) and more than 84 local financial houses(which includes co-operative societies, local money lenders and etc). In that some selected financial institutions are taken for survey to make comparative study to know their policies or strategies related to two-wheeler finance policy. The study is categorized in to four groups as: i) Nationalized Financial Institutions (Banks), ii) Private Banks, Auto-Dealer Financer, and iv) Local Banks or Co-operative Societies.

There explanation is follows:

Table 1: Nationalized Financial Institution Category

Sr. No.	Name of Bank	Sr. No.	Name of Bank	Sr. No.	Name of Bank
01	Bank of Baroda	02	Bank of Maharashtra	03	Union Bank of India
03	IDBI	04	Corporation Bank	06	Indian Bank
07	State Bank of India	08	Punjab National Bank	09	Syndicate Bank
10	State Bank of Mysore	11	State Bank of Hyderabad	12	Canara Bank
13	Andhra Bank	14	Uco Bank	15	Bank of India
16	Bank of Baroda				

PRIVATE FINANCIAL INSTITUTIONS CATEGORY

(The documentation of the private financial companies is bit easy and early than nationalized banks.)

Table 2: Private Financial Institutions Category

Sr. No.	Name of Bank	Sr. No.	Name of Bank	Sr. No.	Name of Bank
01	City Financial	02	HDFC	03	GE Money
04	ICICI	05	Axis	06	Yes Bank

AUTO DEALER FINANCE

The finance which made available to the customer for buying the two-wheeler through show room or the two-wheeler manufacturing company facilitates the customer for buying the two-wheeler from their own finance (manufacturing company). In Belgavi city the following are the auto dealers who make easy to customers to buy the two-wheeler from their own finance:

1) Bajaj Finance Limited, 2) TVS Auto Finance and 3) Local Bodies or Co-operative Financial Societies:

These kind of financial institutions are registered with state government, which perform their operations to make easy to the customers to ride the vehicle by easily availing finance. In Belgavi city, more thanco-operatives financial houses are running with 2-3 branch office for each co-operative society. The body of their directors, with respect to RBI rules and regulations, governs the rules. Almost rules and regulations are one and it for all co-operative societies, with slender differences.

Table 3: Nationalized Bank's Procedure and Strategies for Two-Wheeler Auto Finance Assistance

Name of Bank	Rate of Interest	Banker's Contributn	Tenure Months	Processing Charges	Pre-Closure Procedure
Indian Bank	10.25 %	90%	36-60	250	6 months, No penalty
SBI AD Bank	Up to 50,000 8.75 %, Up to 2 lakh 9.75%	80%-90%	60-72	1 % on loan +250	one year for farmers without any penalty
SBI	11.5%	90%	36-60	1 % on loan + Agreement Charges	within 1 ½ years 2% penalty
Corporatn Bank	Up to 3 years 9 % and More than 3 years 9.75%	75%-85%	Max 72	NIL	At least six months 1 % on outstanding
Syndicate Bank	10 %	60%-75 %	60	2.25 % + 250	At least six months
CanaraBank	10%	80 %	36-60	NIL	up to six months
Punjab National Bank	11.5%	75%	36-60	300	At least one year. 2 % on outstanding.
Bank of Baroda	11.5%	75%-85%	60-72	NIL	Anytime without penalty
KVG Bank	13%	90%	36-48	1% on loan amount +50 Bond Charges	Anytime without penalty
Union Bank of India	15%	75%	60	2.8% on loan amount + 100 bond charges	At least 1 year with 2% on outstanding
Axis Bank	For 1 year 8.9% For 2 years 9.4% For 3 years 10.5%	80%	36	2% on loan amount + 250 Bond Charges	At least six months

Table 4: Private Bank's Procedure and Strategies for Two-Wheeler Auto Finance Assistance

Name of Bank	Rate of Interest	Banker's Contributn	Tenure Months	Processing Charges	Pre-Closure Procedure
HDFC	9%	70%-85 %	12-36	2 % on loan amount	At least six months 2% on outstanding.
ICICI	9%	85%-90%	12-36	3% on loan amount	At least six months. 2.25% on outstanding +250
City Financial	9%	85%-90%	12-36	2.5% on loan amount+ 250	Any time with 3 % penalty on out standing
GE Money	9%	70-580%	12-36	2.7% on loan amount	Any time with 2.5 % penalty on out standing
Centurion Bank	9.5%	65%-75%	12-36	2.3% on loan amount +250	At lest 6 months with 2.5% penalty on out standing

Table 5: Credit Co-Operative Society's Procedure and Strategies for Two-Wheeler Auto Finance Assistance

Name of Credit Co-Op; Soc.	Rate of Interest	Banker's Contributn	Tenure Months	Processing Charges	Pre-Closure Procedure
Lokmanya	12%	75%	12-36	1.5% on loan amount	NIL
Belgaum	12%	70%	24	NIL	NIL. 15 Days interest
Basweshwara	13%	70%	6	NIL	NIL. 1 month Interest
Navhind Credit co-op.Society	11%	60%-70%	36	Form fees (100) + Bond Fees (250)	Any time with 2 % penalty
Mahaveer Co-op.Society	11%	70%	24	750	After month with 2% penalty
Millat Co-op.Society	14%	60%-70%	24	400	Any time with 2% penalty
Shreemata	13%	60%-70%	36	100	Any time with 2% penalty

Table 6: Auto Dealer's Procedure and Strategies for Two-Wheeler Auto Finance Assistance

Name of Auto Dealer	Rate of Interest	Banker's Contributn	Tenure Months	Processing Charges	Pre-Closure Procedure
Bajaj Finance Limited	7.5 %	60%-75%	12-36	2% on loan +250	Any time With penalty 2 % on outstanding.
TVS Auto Finance	10%	65%-75%	12-36	2.5%on loan amount	Any time With penalty 2.7 on outstanding.
Sagar Lease Fin	18 %	Up to 100% or how much customer wants	36-48	750	Any time without any penalty.

All Two-Wheeler Auto Financial Companies Finance Assistance Procedure and Strategies are obtained through survey.

LITERATURE REVIEW

- **S. Saravan, N. Panchanathan and S. Pragadeeswaran (2009)** concluded in their research paper "Markets and Consumers-Consumer Behavior Towards Showroom Services of Two-Wheeler with reference to Cuddalore District" that students and employees are more satisfied about showroom service and age of consumer is an important factor while choosing the brand of bike and all the consumers give importance all factors relating to buying vehicle.
- It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

- **Abhijeet Singh and Brijesh Kumar (2011)** Hero Honda Motors Ltd, is running a program called Good life Passport to Relationship Reward, with an objective to create an innovative environment for interaction between Hero Honda and its customers.
- One of the common models of consumer decision making process has been offered by Blackwell *et al.* (2006). According to him, the five stages of consumer decision making process are followings: problem/ need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.
- Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have.

OBJECTIVE

- To study auto finance for two-wheeler.
- To know significant factors preferred while taking loan.
- To know whether customers prefer auto debt account or PDC.
- To find which Auto Finance organizations are preferred by the customers for two-wheeler finance.
- To know customers expectations towards contribution or margin money by finance companies.

RESEARCH METHODOLOGY

- **Population:** People from Belgavi
- **Sampling Frame:** Educational Institutions, Government and Non-Government organizations.
- **Sampling Units:** Self-employed (Businessmen), Salaried (Government and Non-Government Employees) and Agriculturists (Farmers and Milkmen) College going Students.
- **Sampling Size:** 250 Units (Self-employed 65, Salaried 65, Agriculturists 65, Students 55).
- **Sampling Method:** Non-Probabilistic (Random) Stratified Sampling.

DATA COLLECTION APPROACH

The data collected to the required information consists of both primary data (i.e., interviewing the respondents through personal interview and questionnaire method) and secondary data (i.e., companies websites, books, companies report, newspaper, telephone directory, and yellow pages etc), which can be analyzed using appropriate evaluating tools. Thus the information necessary for this research study is collected by tapping primary and secondary sources. Hence, the sources discussed are as follows:

Primary Sources

Questionnaire

Personal Interaction

Secondary Sources

Companies Websites, Related Information from Internet

Companies Reports, Books and Publications and Telephone directory and yellow pages

MEASUREMENT AND ANALYSIS TECHNIQUES

The measurement and evaluation of the data is done through simple percentage method, graphical representation with help of data code sheet using MS Excel software along with SPSS software. Thus the techniques used for the purpose of measurement and analyses of this project report are as follows:

- Simple Percentage Method and Cross Tabulation.
- Graphical Representations using Data Code Sheet.

DATA INTERPRETATION AND ANALYSIS

PRESENT STATUS OF BIKE OCCUPIERS

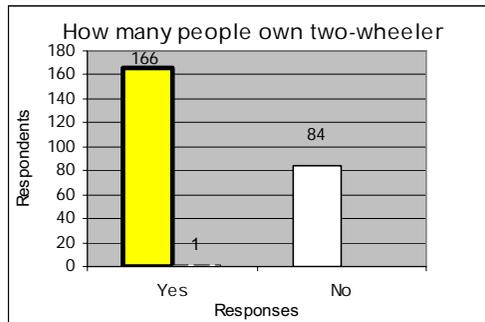


Fig. 1: How many People own Two-wheeler

The above graph depicts that out of 250 samples 166 respondents have two-wheeler and 84 don't have. If we think percentage wise 66.4% people have two-wheeler and 33.6% don't have two-wheeler.

POTENTIAL BUYERS OF BIKES



Fig. 2: Potential Buyers as Self-Employed for Two-Wheelers



Fig. 3: Potential Buyers a Salaried for Two-Wheelers

The above graph represents the potential customers in future for the two-wheeler segment. 17 customers are willing to buy the new two-wheeler from third and six month respectively, within a year 28 customers willing to buy and 20 customers from 2 years. In survey 2 respondents were found that they haven't planned to buy new two-wheeler within span of two-year. Thus 33.33% are planning to buy from 1 year, followed by 23.80% from 2 years, 20.23 % from 3 and 6 months respectively and 2.38% have not decided to buy within two-years.

Below is tabular summary of above interpretation:

Table 7

Category/Duration	Within 3 Months	Within 6 Months	Within a Year	Within 2 Years	Not Decided
Self-employed	28.57%	28.57%	21.42%	14.28%	7.14%
Salaried	35.29%	23.52%	29.41%	11.76%	N/A
Agriculturist	8.69%	21.73%	56.52%	13.04%	N/A
Students	23.33%	16.66%	20%	36.66%	3.33%

MODE OF PAYMENT

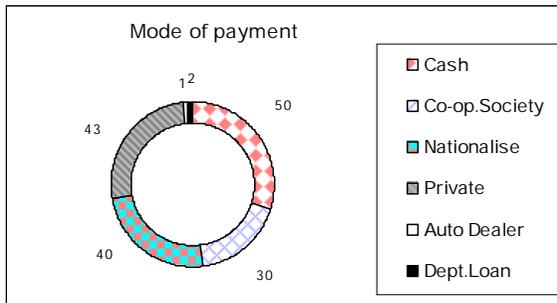


Fig. 4: Mode of Payment

In overall result those 166 respondents have bike in that 50 (i.e. 30.12%) respondents bought the two-wheeler through cash, remaining 116 respondents own two-wheeler through loan, thus 30 (i.e. 18.07%) respondents from co-operative society, 40 (i.e. 24.09%) respondents from nationalized banks, 43 (i.e. 25.90%) respondents from private bank, 1 (i.e. 0.60%) respondent from dealer loan and 2 (1.20%) respondents from department loan.

Customer's Expectations

The above graph shows how factors influence the customers mind set while taking finance for two-wheeler are as:

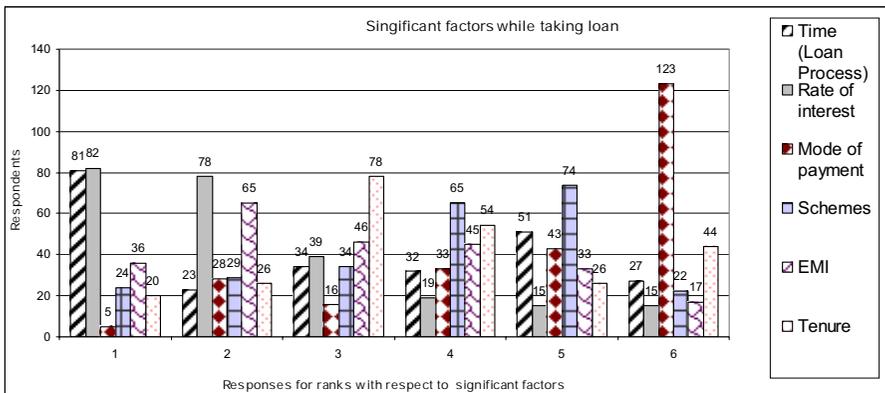


Fig. 5: Significant Factors while Taking Loan

1. Time (loan process), 2. Rate of interest, 3. Mode of payment, 4. Schemes, 5. EMI and 6. Tenure.

From the observation of above graph we can say that time process is main factor which has got highest votes 81 (32.66%) as rank 1, followed by rate of

interest with 82 votes as rank 1, mode of payment has got highest votes 123 (49.59%) as rank 6, next schemes with 74 votes i.e. 29.83% as rank 5, EMI with 65 votes i.e. 26.20% as rank 2, tenure with 78 votes i.e. 31.45% as rank 3. In one statement, respondents are viewing the factors while taking loan as they want two-wheeler auto finance in such a fashion where the loan should be given in short time i.e. loan granted quickly, fair rate of interest, mode of payment is least bothered factor, reasonable schemes, easy and affordable EMI, fair and reasonable kind of tenure to repay the loan.

PREFERENCE TOWARDS AUTO DEBT ACCOUNT (SEPARATE SB ACCOUNT) OR POST DATED CHEQUES THROUGH (THROUGH YOUR EXISTING SB ACCOUNT)? IF YOU AVAIL LOAN

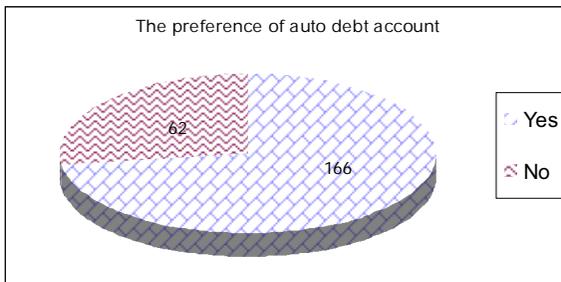


Fig. 6: The Preference of Auto Debt Account

Referred graph clears that 166 respondents prefer a separate account for their two-wheeler finance and only 82 respondents prefer to go for post dated cheques, it means 66.93% of the people are ready to open a separate auto debt account for buying two-wheeler, where as 33.06% prefer to give post dated cheques to the financial institution for buying the two-wheeler.

PREFERRED ORGANIZATION FOR TAKING LOAN

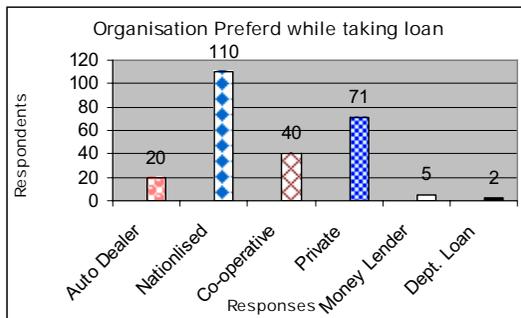


Fig. 7: Organisation Preferred while Taking Loan

Out of 248 respondents 110 (44.35%) are responding towards nationalized banks, followed by private banks 71 respondents with 28.62 %, response towards co-operative banks is 40 (16.12%) respondents, from auto dealer only 20 (8.06%) respondents are preferring to take finance, hardly 5 people means 2.01% of people to go with money lender option and 2 respondents prefer loan from department itself.

AMOUNT OF LOAN CONTRIBUTED BY FINANCE COMPANIES? (IN %)

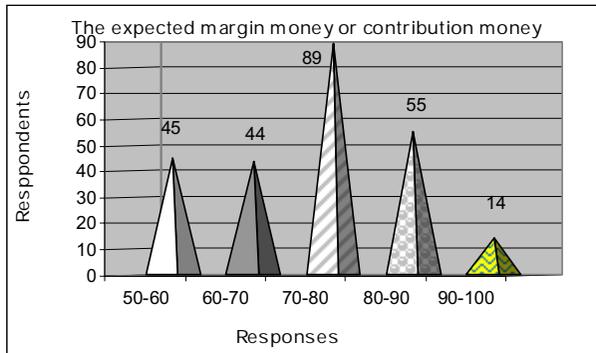


Fig. 8: The Expected Margin Money or Contribution Money

By and large out of 248 respondents 89 responses are for 70-80% of contribution is expected from financial institutions. Followed by 55 responses are of 80-90%, 45 are of 50-60%, 44 are of 60-70%, and 14 are of 90-100%.

PREFERENCE TOWARDS PAYMENT EMI (EQUATED MONTHLY INSTALLMENT)

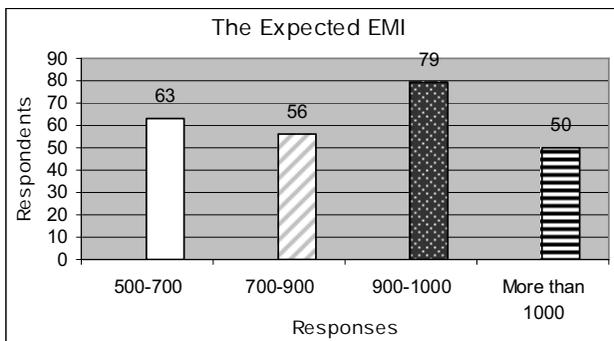


Fig. 9: The Expected EMI

Overall view towards expected EMI is 79 respondents prefer the range 900-1000 followed by 63 responses for 500-700, 56 responses for 700-900, and more than 1000 are 50 respondents.

COMPANIES PREFERRED TO SEEK TWO-WHEELER AUTO LOAN

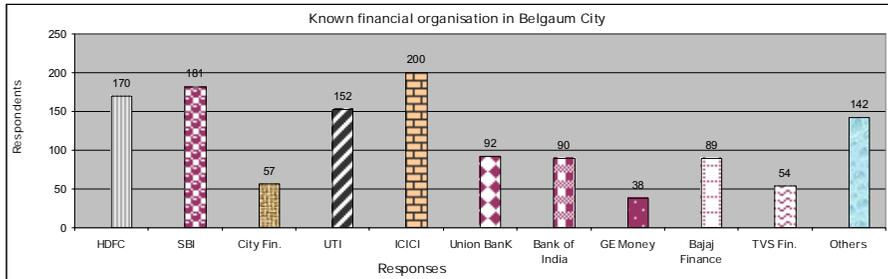


Fig. 10: Known Financial Organisation in Belgaum City

From the careful observation of referred graphs we can say that in all categories ICICI Bank is well familiar for two-wheeler finance. In self-employed category next to ICICI Bank, HDFC and SBI Banks are known by 45 and 32 business people, but in salaried category next to ICICI Bank SBI Bank leading that more employees (49) prefer this bank followed by HDFC Bank, where HDFC is aware to 48 employees, the level of awareness of Bajaj and TVS is 30 and 20 respectively. In agriculturist category the ICICI and SBI Banks are well known among the 57 agriculturist respectively, followed by Bank of India 43, Axis Bank 40, HDFC and Union Bank 36 respectively, in this category the awareness of Bajaj and TVS is limited to 24 and 18 respectively. In students category there is massive competition as far as awareness banks are concerned because SBI is known by 43 students, ICICI Banks is known by 42, HDFC is known by 41 students followed by UTI (29), Bank of India (20) and Bajaj (20), City Finance (19) and TVS is known by only 12 students.

CONCLUSION

During the survey we got to know companies are offering so many plans and schemes but in that the customers' expectations are being overlooked. Today's customer (especially middle class) is expecting the finance for his two-wheeler which should be within his reach, which he can pay in easy installment without affecting his chores (every day's) expenses, Earlier days because of tempting customers were being attracted towards private players but when they were given second chance to have finance for two-wheeler the response of non-private banks, because of heavy hidden charges.

On the contrary wise customer expecting finance for his two-wheeler in time, with fair rate of interest, for a reasonable tenure, and with affordable EMIs. Customers are feeling more comfortable with nationalized banks (especially salaried class) and agriculturists are happy both co-operative and nationalized banks.

As far as TVS Auto Finance is concerned Bajaj Finance and Sagar Lease Fin are the very close competitors. The customer's view towards TVS Auto Finance is very ignorable, even most of the customer did not know TVS Auto Finance. The awareness is very negligible about TVS Auto Finance.

Finally, we can conclude, in short as advertisements and friends are the most powerful media of conversation about product and services, making improvements in these areas if financial companies look in to the customers' expectations for two-wheeler they can improve their market share as well customers in this area and also can save the customers interest.

RECOMMENDATIONS

In Belgavi city Overall customers' view towards two-wheeler auto finance expresses that today's customer wants finance for his two-wheeler in time (Timely Loan), with fair rate of interest, affordable EMI, reasonable tenure and transparent scheme. Hence, after taking these things in to consideration financial companies should see that what are the customers expectations regarding the two-wheeler auto finance accordingly, companies should try to frame the financial policy where the financial organizations will get the market for their product and the customer's interest also will be saved.

Financial institutions have to concentrate on the influencing group of individuals like friends and relatives who can perform as a powerful source of media to converse or to persuade about two-wheelers. (Friends are to be awarded with referral rewards).

REFERENCES

- [1] Backhaus, K., Hillig, T. and Wilken, R. (2007), "Predicting Purchase Decision with Different Conjoint Analysis Methods", *International Journal of Market Research*, Vol. 49(3), pp. 341-364.
- [2] Blackwell, R., Miniard, P. and Engel, J. (2006), *Consumer Behavior*, Mason: Thompson.
- [3] Hoyer, W.D. and Macinnis, D.J. (2008), *Consumer Behaviour*, 5th Edition, Cengage Learning.
- [4] Bagozzi, R. and Warsaw, L. (1990), "Trying to Consumer", *Journal of Consumer Research*, Vol. 17(2), pp. 127-140.
- [5] Kacen, J.J. and Lee, J.A. (2002), "The Influence of Culture on Consumer Impulsive Buying Behaviour", *Journal of Consumer Psychology*, Vol. 12(2), pp. 163-174.

Author Index

Deshpande, Sanjay Prabhakar, 76

John, Shilly, 16

Nikam, Deepak, 40

Palande, S.A., 52

Pate, V.T., 28

Pathak, Smriti, 9

Patil, Sameer B., 34

Patil, Subhash, 84

Patwardhan, Priyanka, 60

Raees, Sameera, 9

Savanoor, Sudarshan S., 40

Savanoor, Swara S., 93

Takalkar, S.D., 28

Tamhane, Rahul Diliprao, 69

SAMEEKSHA
International Journal of
Commerce, Economics and Management [SIJCEM]
(A Double Blind, Peer Reviewed Annual Journal)

Guidelines for Authors

SAMEEKSHA, International Journal of Commerce, Economics and Management (A Double Blind, Peer Reviewed Annual Journal) of Indira College of Commerce and Science, Pune Publishes Review Articles, Research Papers, Cases studies and Book Reviews on subjects under Commerce, Economics and Management.

The Editor welcomes original articles and papers which fall within the aims and scope of the Journal. The papers must demonstrate both novelty and importance to the field, by way of significant advances in understanding and application.

All submitted research papers or articles should be original and previously unpublished and are peer-reviewed.

1. ***Title Page with Authors Details:*** Title in Calibri 14 point bold typed, centered and fully capitalized. Author (s) full name, designation, affiliation (s), address, mobile/ landline numbers, and email/ alternate email address should be in italic & 13-point Calibri Font as centered under the title.
2. ***Abstract & Keywords:*** The abstract must be informative and explain the background, aims, methods, result everything in 250 words. 5-6 keywords should be mentioned below the abstract.
3. ***Manuscript:*** Manuscript must be prepared on a standard A4 size portrait paper. It must have single column with 1" margin set for top, bottom, left and right. It should be typed in 10 point Calibri Font with single spaced and justified and page numbers at the bottom right of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited. The manuscript should preferably not exceed 5000 WORDS.
4. ***Headings:*** All the headings should be in a 12 point Calibri Font. These must be bold-faced, aligned left and fully capitalized.
5. ***Sub-headings:*** All the sub-headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalized.

6. **Main Text:** The main text should follow the following sequence:

- INTRODUCTION
- REVIEW OF LITERATURE
- NEED/IMPORTANCE OF THE STUDY
- STATEMENT OF THE PROBLEM
- OBJECTIVES
- HYPOTHESES
- RESEARCH METHODOLOGY
- RESULTS & DISCUSSION
- FINDINGS
- RECOMMENDATIONS/SUGGESTIONS
- CONCLUSIONS
- SCOPE FOR FURTHER RESEARCH
- ACKNOWLEDGMENTS
- REFERENCES

7. **Figures & Tables:** These should be simple, clear, centered, separately numbered & self explained.

8. **References:** The list of all references should be alphabetically arranged.

- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.
- According to APA style guidelines.

SAMEEKSHA
International Journal of
Commerce, Economics and Management [SIJCEM]
(A Double Blind, Peer Reviewed Annual Journal)

Subscription Details

This journal is available at a subscription of Rs. 1000/- per annum for Indian and \$20.00 per annum for foreign subscription. The proforma of the subscription form is given below. It may be used to subscribe our journal.

SUBSCRIPTION FORM

I/We would like to subscribe to "**SAMEEKSHA**" *International Journal of Commerce, Economics and Management [SIJCEM]* individuals and Organizations: Annual Membership Rs. 500 per annum (For India), \$10.00 per annum (Foreign Subscription.).

I/We enclose a DD/Cheque for Rs./\$ _____ only towards subscription for one year/time. (Subscription is to be sent in the form of DD/Cheque in favor of 'Indira College of Commerce and Science, Pune' payable at Pune, Maharashtra.)

Name: _____

Designation: _____

Postal Address: _____

E-mail Id: _____

Please mail the above subscription form by speed post/ courier to:

Editor-in-Chief

**Sameeksha, International Journal of Indira College of Commerce and Science
85/2-A, Dhruv Building, New Pune-Mumbai Highway, Tathawade,
Pune-411033, Maharashtra**

Tel: 020 66759523/ 646/ 515

E-mail: ijcebm@iccs.ac.in

Kindly address your queries to:

Prof. Prashant Kalshetti

Editor-in-Chief

prashantkalshetti@gmail.com/prashant.kalshetti@iccs.ac.in



