

ISSN 2395 - 2768

VOL V ISSUE I

JANUARY - DECEMBER 2020



QUEST

**THE GCCE
PEER REVIEWED JOURNAL
OF
MULTI-DISCIPLINARY RESEARCH**



**GOVERNMENT COLLEGE OF COMMERCE & ECONOMICS
BORDA, MARGAO, GOA.
gcc.margao@gmail.com**

QUEST

The Peer Reviewed GCCE Journal of Multidisciplinary Research

ISSN: 2395 - 2768, Volume V, Issue I

January - December 2020

Chief Editor

Dr. Maria Fatima De Souza
Associate Professor of Commerce,
Government College of Commerce & Economics,
Borda-Margao, Goa

Publisher

Dr. Gajanan V. Madiwal,
Principal,
Government College of Commerce and Economics,
Borda-Margao, Goa.

Cover Design

Siddesh Kesarkar,
College Director of Physical Education,
Government College of Commerce & Economics,
Borda-Margao, Goa

Disclaimer: The views and opinions expressed in the research papers published in this journal are exclusively those of the contributors and neither the publisher nor the editor is responsible for the same.

Copyright: The research papers published in this Journal are protected by copyright. No part of this publication can be reproduced or copied without the permission of the publisher i.e THE PRINCIPAL, Government College of Commerce and Economics, Borda-Margao, Goa.

QUEST

The Peer Reviewed GCCE Journal of Multidisciplinary Research

Volume V Issue I

January-December 2020

Sl. No.	Title	Page Nos.
1.	Impact of Covid-19 on the MSMES Sector in Goa <i>Dr. Namdev M. Gawas</i>	-- 01-10
2.	Financial Performance of India Post Saving Bank <i>Mr. Sunny S. Pandhre</i>	-- 11-17
3.	A Study on the Impact of Tourism on Entrepreneurship in the Coastal Areas of Calangute and Baga <i>Ms. Padma Shanbhag</i> <i>Mr. Akshay Naik</i>	-- 18-32
4.	A Study of the Government Scheme: Griha Aadhar <i>Dr. Rohita Deshprabhu Kamat</i>	-- 33-42
5.	A Study of Problems and Prospects of Event Management Companies in South Goa <i>Ms. Vinita Vithu Kandolkar</i>	-- 43-51
6.	Journalistic Influences in Rudyard Kipling's Style of Writing <i>Dr. Monica Madhuchandrika Patil</i>	-- 52-54
7.	Indian Life Insurance Industry: Growth and Market Share <i>Mrs. Rupali V. Sangodkar</i>	-- 55-61
8.	Covid-19 Pandemic: Change in Education System <i>Ms. Riva Ritinha Paes</i> <i>Ms. Cajeta Luella Fernandes</i>	-- 62-71
9.	Performance Analysis of Coir Industry in India <i>Mr. Vasant N. Narulkar</i>	-- 72-77
10.	Impact of Brands in Consumer's Buying Decisions <i>Ms. Kalashri S. Lotlikar</i>	-- 78-87

Editorial

Greetings!

It gives me profound pleasure to put forth the Volume V of our peer reviewed journal of multidisciplinary - research. Fostering research and providing a platform to publish quality research papers based on original empirical and scholarly research work has been our endeavour. This year, 2020 marks the important milestone of this college as we are into decadal year of our teaching learning and research. Thus this issue of Quest Volume V - January 2020 - December 2020 is a great achievement in itself in the short history of this college.

I extend a warm welcome to the new members of the editorial board of this journal. It's my pleasure, too to place on record the, welcome note to the new board of reviewers of this journal , and to express hope to continue our association in future for academic endeavours of this kind.

The author's response to our request has been very encouraging and overwhelming. We are very much thankful to all the authors for their contributions. We highly appreciate the support and interest of all the authors and we look forward for partnering with you in research endeavours in times to come.

The editor's job is that of responsibility and not of power. In spite of our best efforts, due to decision of editorial board and the referee review board, some of the research articles could not be included in the present issue, and this is indispensable. But this shall not restrict any of the authors to send their original articles, research reviews or empirical contributions for publication in our journal's future issues.

We once again request all academicians and researchers to send their unpublished articles/papers for publication in our Journal. Together we would work towards making this journal that of repute and looked up as a quality publication.

Dr. Maria Fatima De Souza
Chief Editor

Foreword

Dear Readers,

We are pleased to place before you our Fifth Volume (Issue I, January to December, 2020) of 'QUEST' which is a Peer Reviewed Journal published annually by the Government College of Commerce and Economics, Borda, Margao, Goa. The main objective of 'QUEST' is to provide a platform for Young Research Scholars, who want to publish their research work and wish to share their new experiences of their respective fields.

The University Grants Commission expects teachers of Higher Education to publish quality orientated Research work. Compulsorily publications of papers in recognised journals is a basic condition for Career Advancement. To facilitate the above requirements this papers will undergo the process of 'Peer Review' and the 'Plagiarism Test'.

We received many Research Papers which covered untouched areas like Govemment Griha Aadhar Schemes, COVID-19 Impacts on MSME sector, Coir Industry, India Post Savings Bank, Rudyard Kipling's style of writing, Event Management and many more.

We are thankful to all the contributors, the Editor, Dr. Maria Fatima De Souza, Panel of Peer Reviewers and our team of Teachers and Administrative staff, who have contributed directly and indirectly the bringing out 'QUEST' 2020.

Dr. Gajanan V. Madiwal
Principal

Panel of Peer Reviewers.....

Dr. Chaman Mahajan

Principal Retired,
T. S. Negi Government P. G. College,
Reckong Peo, Kinnaur, Himachal Pradesh.
Email: Mahajanchaman@ymail.com

Dr. Juao Costa

Professor, Department of Commerce
Rosary College of Commerce and Arts
Navelim, Goa.
E-mail: juao@rediffmail.com

Dr. Vidya Dalvi

Associate Professor and Head-Department of Commerce
Government College of Arts, Science and Commerce,
Quepem, Goa.
E-mail: vidyad95@yahoo.com

Dr. Anthony Philip D'Souza

Head-Department of Commerce
Fr. Agnel College of Arts and Commerce
Pilar, Goa.
E-mail: anthonyds@fragnelcollege.edu.in

IMPACT OF COVID-19 ON THE MSME'S SECTOR IN GOA

Dr. Namdev M. Gawas

Associate Professor in Commerce,
Government College of Arts, Science & Commerce, Sanquelim, Goa
Email: ngawas33@gmail.com

ABSTRACT

Like a lightning bolt, Covid-19 stuck humanity and caught everyone in disbelief. Unprepared to face such an unprecedented and deadly virus, nations are grappling to find a solution and assure the masses, who are gripped in fear and uncertainty. The MSME's known as the backbone of the Indian economy. This sector contributes significantly to the Indian economy in terms of Gross Domestic Product (GDP) and employment generation. As per the report of Central Statistics Office (CSO) and Ministry of Statistics and Programme Implementation (MOSPI), the share of MSMEs Gross Value Added (GVA) in total GVA during 2016-17 was 31.8 percent. The shares of MSMEs related to export from during 2018-19 was 48.10 percent. Goa the land of sun, sea and sand, the 25th State of the Union of India was liberated from the Portuguese in December 1961. After Goa attained its statehood in May 1987, the economic growth increased further and in particular, good progress was made in the manufacturing sector. MSME sector is very much important for moving towards faster and inclusive growth of the State. Covid-19 has brought the whole MSMEs Sector to its knees as it cannot be business as usual for sure. Covid-19 pandemic has taken a severe toll on the goan economy and has already affected the livelihood of the goan entrepreneurs. This research paper gives insights and implications of Covid-19 on the MSMEs Sector in Goa suggesting suitable remedial measures to grant sustenance and support to the goan enterprises.

Keywords: Pandemic, MSMEs, Goan, lockdown, Financial crisis

INTRODUCTION

The current global pandemic Corona Virus Disease (COVID-19) outbreak has posed a very serious challenge to the entire world, including India. Almost all states and union territories in India have faced the brunt of the problem to varying degrees.

Everybody in the world is perturbed and shocked at the extent of the disaster and there is deep-seated anxiety to soon find out some remedy in the form of vaccine or drug. The duration of absence of remedy is bound to have an impact on the collective uneasiness of

the world, especially because the extent of suffering is expected to touch surprisingly high levels though the exact damage will depend on the severity, intensity and the duration of the pandemic.

The pandemic has several social sciences and inter-disciplinary & transdisciplinary dimensions apart from the ones based on medical science and drug discovery. These social science dimensions can improve our understanding of the outbreak and response at global, national and sub-national levels as social science context can throw greater light on dynamics of spread and transmission, public health response, communication and sensitization about the problem and required health and hygiene practices, social and community response to quarantine, screening and testing, societal understanding of the disease and related risks, social trust, health-seeking behaviour, healthcare infrastructure, preparedness and interventions, political preparedness, economic and livelihood implications of such pandemic, global recession, decelerating growth and development, Industrial revival, recovery on external and internal trade fronts, employment implications, issues related to migrant labourers, change in the global economic and political order, changes in behaviour and thinking, experiences of people esp. the sufferers, environmental concerns and so on.

MSMEs SECTOR

The MSME's known as the backbone of Indian economy. This sector contributes significantly to the Indian economy in terms of Gross Domestic Product (GDP) and employment generation. As per the report of the Central Statistics Office (CSO) and Ministry of Statistics and Programme Implementation (MOSPI), the shares of MSMEs Gross Value Added (GVA) in total GVA during 2016-17 was 31.8 percent. The shares of MSMEs related to export from during 2018-19 was 48.10 percent.

Now, after the Indian Prime Minister Narendra Modi announced lockdown of the whole country on March 24, the MSMEs sector is started to struggling again. Many steps to curtail the outbreak such as travel bans, closure of malls, theatres and educational institutions have led to widespread disruptions in economic activity, which in turn has hampered the business operations of the MSMEs.

SIU: Micro, Small and Medium Enterprises (MSME's) in Goa

Goa the land of sun, sea and sand, with its miles of golden beaches, crystal clear waters, brilliant green landscapes and interesting cuisine. It's truly an exotic destination. In many ways, Goa is a miniature reflection of India's antiquity and diverse cultures. It encases like the rest of our country, a tremendous sense of unity in diversity. Goa's multicultural, inclusive and pluralistic society reflects a gamut of Indian citizen's rights and duties which are enshrined in our constitution.

Goa 25th State of the Union of India was liberated from the Portuguese in December 1961. Post liberation, the goan economy was primarily fuelled by agriculture. The key features of Goa's success since 1961 are democracy, demography and development.

Before the enactment of the MSMED Act 2006, 7093 small scale industrial units were permanently registered with the Directorate of Mines and Industries, Panaji- Goa, employing 49390 persons with an investment of Rs 354414.53 lakh.

After Goa attained its statehood in May 1987, the economic growth increased further and in particular, good progress was made in the manufacturing sector. Goa started the process of planning and development much later than the other states and was also deprived of the advantage of two five year plans which had provided a valuable lead in the economic growth to the rest of the country. Despite these disadvantages, Goa did well, initially, to bring about industrial growth and settings up of small scale industries in the State.

MSME sector is very much important for moving towards faster and inclusive growth of the State. Covid-19 has brought the whole MSMEs Sector to its knees as it cannot be business as usual for sure. Covid-19 pandemic hastaken a severe toll on the goan economy and has already affected the livelihood of the goan entrepreneurs.

Post liberation, the goan economy was primarily fueled by agriculture. The key features of Goa's success since 1961 are democracy, demography and development. Before the enactment of the MSMED Act 2006, 7093 small scale industrial units were permanently registered with the Directorate of Mines and Industries, Panaji- Goa, employing 49390 persons with an investment of Rs 354414.53 lakh.

This sector already suffered severe hardships due to the twin impact of demonetization and introduction of a flawed Goods and Service Tax (GST) regime. This double whammy leads to distress and defaults on bank loans. As a corollary, many of MSMEs were shutdown and numerous others were forced to levy of employees.

However, even if global economics times back than expected, Indian MSMEs are likely to pay high prices. Indian MSMEs are too small to have enough of potential to last through pandemic like this one add to this the fact that many of these companies have been asked to down shutter curtail operations while still paying employees and that's apart from the meeting cost to taxes, power and other utilities. Most of the MSMEs depend on agricultural production. But because of Lockdown in the whole country, the MSMEs are unable to purchase the Rabi crops from the farmers. So we can say that the down shutter of MSMEs will directly effect on agricultural sector too. It takes time to settle the chain of supply and demand.

It's expected that more than 50 percent MSMEs employees will lose their job, this may lead to a rise in social violence. India has initiated a PM Cares Fund, combined with huge savings from the reduced oil import bills should be able to provide the requisite financial support to industry and enterprise especially in the stressed MSMEs sector. Of course, this will have to be calibrated as per the priority sectors. However, increasing unemployment and consequent social dissent will be the biggest problems for the world during the currency and post

COVID-19 scenario. Dole outs and subsidies and cash grant are only temporary solutions and even for that timely disbursal, is essential to keep the lid. This is a bigger problem in labour-intensive developing countries including India where almost 8% of

the working population is in the MSMEs sector and susceptible to real job losses. Providing for them and the marginal farmers become a socio-economic priority for the government. Adequate financial resources and liquidity in the economy will be a major challenge.

Now could be the right time for the Government to roll out sops to MSMEs that manufacture locally. The Government e-Marketplace (GeM) could be of great use to suppliers looking for purchasers and vice versa. Investing in online infrastructure also encouraging small businesses to source locally could help improve manufacturing while also cutting on our import costs. It's expected that more than 50 percent MSMEs employees will lose their job, this may lead to a rise in social violence. India has initiated a PM Cares Fund, combined with huge savings from the reduced oil import bills should be able to provide the requisite financial support to industry and enterprise especially in the stressed MSMEs sector. Of course, this will have to be calibrated as per the priority sectors.

Adequate financial resources and liquidity in the economy will be a major challenge. With limited resources; MSMEs in India cannot withstand massive shocks like Covid-19. Besides many MSMEs in Goa are an important part of larger supply chains. The health of the units has a bearing on the entire supply chains, including the large corporate. Therefore, special, immediate and substantive support measures from the Central and the State government are required to see the MSMEs through this crisis.

The Covid-19 situation has put businesses in India, in a tight situation but if the government can take measures and ensure immediate action, it could reduce the blow to the MSME segment.

While Indian policymakers face the tough task of containing a public health pandemic as well as formulating swift policies to protect the most vulnerable from its adverse economic effect, a committed response to support the MSMEs is essential, imminent and a key to easing the impact of the crisis for these entrepreneurs, their employees and the Indian economy as a whole.

Objectives of the study

1. To study and analyze the financial crisis of the MSME sector after the impact of COVID-19
2. To suggest suitable measures to the MSMEs problems after the impact of COVID-19

LITERATURE REVIEW

Review of literature is considered to be one of the significant components in the research process. Reviewing existing literature about the chosen research problem assumes an important role in providing an understanding to a researcher about the amount of research work that was already undertaken on the selected research problem. Whatever gathered literature is presented as under

BOOKS

1. **David H. Holt**, the purpose of the author is to enrich students with an understanding of the entrepreneurial process. This book has been written in a manner to explore the nature of entrepreneurship, provide models for new venture creation and describe ways to help entrepreneurs succeed.
2. **Hoselitz** deals mainly with the factors differentiating between large scale industries and SSIs like employment, investment or power required. Further, by analysing the formal structure of Indian planning process, his study emphasizes the need for greater importance for SSIs in the Five Year Plans.
3. **Dhar and Lydyal and inoue**, also analyses the various measures undertaken by the government for the promotion of SSIs. The studies mentioned in these books highlight only the structural and policy aspects of SSI and do not deal with the requirements of finance vis-a-vis the institutional network available.
4. **Ali N**, the author, based on case studies explored the policies and strategies to be used for preventing the industrial sickness, according to him the financial institutions shall have to take the precautionary measures to curb the industrial illness. The post care of loans by financial institutions is one of the remedies that have been suggested by the author.
5. **Benjamin R. K.** has touched the topic the Impact of SSI on the employment in Goa. While exploring the theme he has categorically mentioned the creation of employment in Goa is facilitated through bank finances and government. He suggested that the employment expanding industrial units shall be financed by the financial institutions on the propriety basis.
6. **Kopardekar, Sharode D**, the book cover significant issues of small scale industries right from the promotion and also explains the role of government and impact of the small scale industries over the national economy.
7. **N. Gawas and S. Sirsat**, Institute – Industry interface: Developing Employability Skills, the book experienced persistently mis-matched between supply and demand for manpower and consequential problems of unemployment in the different forms as well as un-employability of the output of educational institutions.
8. **L.H.C. Tippet** developed the concept of work sampling to determine the machine and manpower utilization and for setting performance standards for long cycle jobs, operations involving team working and homogeneous activities.

JOURNALS

1. **Bashar Matarnah** in his research paper titled, “ Working capital management of small scale industries in Rajasthan” International Journal of Financial Research, Vol.3, No.2, April 2012, pp 78-85, have found the working capital management in deciding the pattern of financing of the current assets, which is one biggest problem of working capital management.

2. **Raj Kumar Gautam & Prof. Raj Singh** in their research article titled, “Competitive perception of small India manufactures, a study of Punjab units”, Journal of competitiveness, Issue 3/2014, pp 27-40, has identified the main competitors and competitive advantages of small scale manufacture.

PhD. THESIS

1. **AnuBala (2012)**, have dwelt on the emergence of WTO on the international economy which has necessitated several changes in the working and functioning of small scale industries.
2. **H.S. Kalasannavar (2011)** has made a study of 120 SSI units in the twin cities of Hubli- Dharwad. The study revealed that 43.3% of the SSI units covered by the study were unaware of the government incentives and subsidies.
3. **Kulkarni, A.V. (2001)** has dwelt with the various patterns of financing small scale industries. The study is entirely devoted itself on the financial problems faced by SSIs.
4. **Laddha, R.L. (2004)** have analyzed the industrial sickness and has suggested many solutions and have asked the concerned authorities to assist the SSIs to solve their industrial sickness.

GOVERNMENT REPORTS

1. Annual Report (2013-14), Govt. of India, Ministry of Micro, Small & Medium Enterprises, Udyog Bhavan, New Delhi has highlighted the growth and performance of MSME sector in Chapter II. The report has 16 chapters and XI annexures whereas chapter 4 mentions about the role and functions of the development commissions. The last chapter signifies the citizen charter, right to information act, performance monitoring of the evolution system and activities are undertaken benefits of the person with disabilities.
2. MSME- Development Institute (2012), a brief industrial profile of North and South Goa District, Ministry of MSME, Government of India has listed out some pertinent challenges for both the districts of Goa such as price competition, improper infrastructure, regressive tax regime, mindset problems etc. The report also gives some corrective measures such as MSME entrepreneurial guidance cell at each taluka level, setting up of district industry centre and single window agencies.

RESEARCH GAPS

Above books, journals, thesis and government reports available up till now, do not focus on the impact of Covid-19 as this pandemic has struck recently. There has been no study in the state of Goa covering the grassroots of the SSI Sector endeavouring to investigate intricacies of working of MSME. With limited resources, MSMEs cannot withstand massive shocks like Covid-19. Besides, many MSMEs in Goa are an important part of larger supply chains. Despite the plethora of policy and schemes, the MSME sector is

struggling to get timely and adequate finance. In the era of Digital India and Aatmanirbhar Bharat, there are many new small but innovative startups in the service sector which need assistance in the form of risk capital and timely credit. Here an attempt is made to study them.

PROBLEMS OF MSMES AFTER THE IMPACT

After the impact of COVID-19, the problems faced by these enterprises are noticed as: No stabilisation fund to manage the financial crisis, difficult to carry on the collection work and sale of the finished product due to the national lockdown on coronavirus pandemic, resulting in serious asset quality issues in future as near term collections would see unprecedented disruptions on account of COVID-19, given the uncertainty towards inflows banks may curtail funding/refinancing to MFIs for the short to medium term, lack of welfare measures for artisans and workers, insufficient cluster wise measures to promote capacity building and empowerment of the units and their collection. It's a death knell for the MSME sector.

Keeping all the above factual and doubtful factors in view, a detailed study on the impact of covid-19 on MSME sector in India has assumed greater importance. Hence the researcher intends to undertake a special research study on "Impact of COVID-19 on MSME Sector in India". The findings of the study will be of immense use to policymakers for the MSME Sector.

While Indian policymakers face the tough task of containing a public health pandemic as well as formulating swift policies to protect the most vulnerable from its adverse economic effect, a committed response to support the MSMEs is essential, imminent and a key to easing the impact of the crisis for these entrepreneurs, their employees and the Indian economy as a whole.

For wage support, the demand is for the creation of a corpus in terms of additional liquidity to meet their wage liabilities during the shutdown. Utilize the ESIC funds under Rajiv Gandhi Shramik Kalyan Yojna, Atal Beemit Vyakti Kalyan Yojana to pay workers for the lockdown period i.e. to consider the lockdown period as national emergency leading to a temporary closure of workplace due to natural calamity.

Working Capital crisis

Access to finance is frequently identified as a barrier to growth for MSMEs. Creating opportunities for the sector is a key way to advance economic development. With a sustained growth rate of over 10 percent in the past few years, the sector has come to represent the ability of the Indian entrepreneur to innovate and create solutions despite the challenges.

Because banks are the predominant source of finance in India, the RBI includes micro and small enterprises in the list of priority sectors lending. Banks have been advised to achieve a year-on-year growth of 20 percent in credit to micro and small enterprises and annual growth of 10 per cent in the number of micro enterprise accounts.

The government has been making new policies for smooth flow of credit to the sector. As

per the 4th census of MSME only 5.2% of the units (both registered and unregistered) had availed of finance through institutional sources, 2 % from non-institutional sources and the majority of units i.e. 92.8% had no finance or depended on self-finance.

A large number of MSMEs are not depending on bank credit due to lack of timely lending, information asymmetry, issue of collateral and procedural delays.

Therefore, there is a need for alternative sources of finance which serves the needs of this sector. Factoring is could be a source of finance for MSMEs.

Factoring is the financial transaction between a business owner and a third party that provides instant cash to the former in exchange for the account receivables at a discounted price. The enactment of the Factoring Regulation Act, 2011 is helping the sector access working capital finance.

Out of all sources of finance, besides the timely credit from non-institutional sources at an exorbitant rate of interest, bank loans are becoming popular due to the spread of bank branches across the country. But despite many policy initiatives and regulations, there are many constraints to MSME finance, as the banking system is still small relative to the increasing demand for loans.

From the banks perspective, MSMEs are at high risk due to insufficient assets and low capital. The sector is vulnerable to market and economic fluctuation and also prey to industrial sickness.

As per RBI provisional data on September 2016, there are 48 lakh sick MSMEs with Rs326.7 billion outstanding credit.

Indian MSMEs lack in collateral, due to which they are unable to get timely and adequate finance. Information asymmetry in the sector results in inadequate bank finance. Due to heavy dependence on cash transactions the reported data is different from actual figures of sales and profitability. This difference arises due to the lack of documentation of a large volume of small-ticket cash transactions. As a result of which, the MSMEs qualifies for less amount of loan that what is required.

Besides this, due to high transaction cost and lower margins, lack of product innovation by the enterprises and low-risk appetite of financial institutions, MSMEs are unable to get timely and adequate credit. NPA is another factor in this segment which creates fear among the bankers in providing loans. The year on year growth in NPA data from June 2018 to June 2019 is 12 per cent in the MSMEs as compared to 10.8 per cent in large enterprises.

The Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) has been set up jointly by Ministry of MSME and SIDBI to facilitate access to finance for isolated borrower segments and provide financial assistance to first-generation entrepreneurs or third- a partial guarantee for supporting their ventures.

Over the last 18 years, CGTMSE has approved over 34 lakh guarantees covering loans amounting to over Rs 1.75 lakh crore on a cumulative basis. The CGTME scheme has emerged as a successful tool in facilitating MSMEs to formal credit sources. The scheme attempts to reorient the lenders perspective from collateral-based lending to project liability. CGTMSE has always been responsive and proactive in ensuring sustainable

growth of the trust and meeting the needs of the MSME sector. Despite a plethora of policy and schemes, the sector is struggling to get timely and adequate finance. This problem persists from the side of both entrepreneurs and bankers. In the era of Digital India and Aatmanirbhar Bharat, there are many new small but innovative start-ups in the service sector which needs assistance in the form of risk capital and timely credit.

Some suggestions are as under:

1. Additional working capital equivalent to April- June wage bill of the borrowers backed by a government guarantee at 4-5 % with a refinance guarantee from RBI.
2. Additional reconstruction term loans with a government guarantee on default, up to 25%.
3. Extend the 3 months moratorium period allowed by RBI to 6 months for MSMEs.
4. Increase the assets of Mudra Bank and other MSMEs- focussed banks.
5. Expedite the U.K. Sinha Committee recommended fund of funds for MSMEs to support VC/PE firms investing in the MSME sector.
6. Clear all outstanding government dues to MSMEs, including payments for supply for Goods and services to PSUs by MSMEs, GST refunds, various states and central government incentives for MSMEs.
7. All outstanding on account of goods and services supplied by MSMEs to PSUs should be cleared immediately, both at the central and state levels.
8. Payments for goods and services supplied to PSU's henceforth should be made within 15 days, instead of the current limit of 45 days.
9. Monitor payment delays by CPSUs to MSMEs closely through a portal for complaints and ensure necessary funds are provided and utilized for this purpose.
10. In case of other relief measures, CII has asked for delays in discharging, social security liabilities may be condoned without any penal actions for the next 6 months.
11. There should be a single-window system for MSMEs so that they can get all benefits in one place.
12. Medium Enterprises should also be included as a beneficiary under CGTMSE, as it will resolve the issue of units becoming ineligible on upgrading to a medium category from a small category.
13. The rate of annual guarantee fee under CGTMSE should be lowered.
14. The extent of guarantee coverage should be uniform for all categories of MSMEs and it should be increased up to 90 per cent of the project so that entrepreneurs need to contribute lower margin money.
15. There should be incentive or reward for the credit sanctioning officers by each bank and region-wise to encourage to MSME sector.
16. The government should make elaborate provisions to make all the bankers and prospective and existing entrepreneurs aware of loan procedures and support schemes

17. Provisions should be made for borrowers to directly apply to CGTMSE for credit guarantee and based on eligibility certificate issued by CGTMSE they should be able to approach FIs and get a loan at a competitive rate
18. Banks have to view themselves not merely as credit providers but as partners in the growth of the enterprises by providing financial consultancy and financial management services to their MSME borrowers.

The Covid-19 Pandemic has taken a severe toll on the MSMEs Sector in Goa and has already affected the livelihood of the Goans. In this difficult situation, it is urged to ensure sustenance, support and livelihood allowance to self-employed goans such as taxi drivers, rickshaw drivers, motorcycle pilots etc. To help them tide over these challenging days which have threatened their livelihood, the Government of Goa must consider granting insurance aid, bank instalment waiver and such other measures which would go a long way in helping hardworking goan entrepreneurs. The above issue needs to be addressed by the government on humanitarian ground urgently and necessary remedial action must be carried out in the interest of the State of Goa and the people.

BIBLIOGRAPHY

1. Benjamin R.K. (2005). Impact of SSI on Employment in Goa, Feb 12th 2009, Economic Review by RBI research cell.
2. Desai V. (1979). Organization and Management of SSI's, New Delhi, Himalaya.
3. Dhar P.N. and Lydall H.F. (1961). The role of small Enterprises in Indian Economic development Mumbai (Bombay),
4. Prabhakar S. Angel, (2001). Goa: An Economic Update (A follow-up to the book Goa: An Economic Review, this book looks at Goa from the perspective of socio-economic development.
5. Wright, Patrick, (2011). Building Organizational, Functional, and Personal Talent". Cornell Centre for Advanced Human Resource Studies(CAHRs).
6. www.docstoc.com/docs/144913561/POM-Index.

FINANCIAL PERFORMANCE OF INDIA POST SAVING BANK

Mr. Sunny S. Pandhre

Assistant Professor in Commerce,
Vidya Prabodhini College of Commerce, Education, Computer and Management,
Porvorim- Goa
email: pandhresunny@gmail.com

ABSTRACT

The Postal Department started providing services in India in 1837. For more than 175 years, the Department of Posts has been the backbone of the country's communication and has played a crucial role in the country's social economic development. The Department of Post has the most widely distributed postal network in the world. One of the important services that the post provides is Postal Saving Bank where different types of deposit accounts and saving schemes are being provided to the customers. In this paper an attempt is made to study the deposits and financial performance of the postal bank for period of 10 years. The study is conducted using secondary data, collected from annual reports of the India Post. The study concludes that in spite of having human resource and infrastructure facilities at the end of post, still the financial performance remains satisfactory. There is lot of scope for improvement for the Postal Saving Bank in future.

Keywords: India Post, Bank, Deposits, Schemes and Financial Growth

INTRODUCTION

The Postal Department started providing services in India in 1837. For more than 175 years, the Department of Posts has been the backbone of the country's communication and has played a crucial role in the country's social economic development. It touches the lives of Indian citizens in many ways: delivering mails, accepting deposits under Small Savings Schemes, providing life insurance cover under Postal Life Insurance (PLI) and Rural Postal Life Insurance (RPLI) and providing retail services like bill collection, sale of forms, etc. With 1, 55,600 Post Offices, as on 31st March 2019. The Department of Post has the most widely distributed postal network in the world. Post Office Savings Bank was started in 1882.

At the time of Independence, on August 15, 1947 there were 22,116 Post offices of various types in the country handling Rs. 124 crores of Postal services. Since Independence a systematic attempt has been made to see that every village in India enjoy

postal facilities. The growth of the Post offices, both in terms of area and population has been spectacular since independence. At the time of Independence, a Post office served on an average, an area of 146 sq. km. and a population of 16,000. Thus, the network has registered a seven-fold growth since Independence, with the focus of this expansion primarily in rural areas. On an average, a Post Office serves an area of 20.99 Sq. Km and population of 28923 people as on 31st March 2019.

Services offered by Department of Post in India

The postal operations includes the whole array of the pioneer postal services that mainly includes viz., Sale of Stamps and Postal Stationery; Transfer of Registered Articles from one place to another; Transfer of insured articles; Delivery of Value Payable Articles; Transfer of Money through Money Orders, and Postal Orders as well as, services offered through Booking of Parcels. The postal services were traditionally provided at manually managed counters. But, now with the use of Information Technology it has further extended its scope making it more responsive. It has also been described as the provision made by the Government system of the nation for the transfer of Letters, Packages, and Periodicals, and includes other related services.

The basic functioning of the department of post is to have successful accumulation, collection processing, transfer and delivery of correspondence and it also includes other allied services. Mail is collected from more all avenues through duly fixed letter boxes. Then, it is divided and processed by the well-established and well-structured network of Mail Offices and transferred by Rail, Road and Airlines throughout India to ensure its delivery to the citizens. The functioning of the postal services is through the post office counters that cover the whole pool of core services that includes viz., the sale of stamps; booking of registered articles; insured articles; value payable articles; transfer of money through money orders; booking of parcels, and savings bank transactions. Traditionally, these services were being made available through manually operated counters with less technological support.

With the passage of time and with due respect to the growing need for availing benefits of technology to customers, functioning at the counter is now being progressively computerized to ensure a wider range of services to the customers from a single window leading to Swift Services.

Broadly speaking the types of services offered by the department of post can be divided into four major categories. The four major categories will include mail service, financial service, corporate service and insurance. Among the four services the mail and corporate services are classified postal services and financial and insurance services can be classified as non-postal services offered by the Department of Post. Apart from the above-mentioned services the post also implements and offers number of schemes which are offered by the Government of India from time to time. The services are mostly categorized as non-postal services and are offered as a part of implementation of programs and schemes of Government of India. The financial Services include:

1. **Banking:** Post office provides various saving schemes which are saving account, recurring deposit account, time deposit account, monthly income account, public provident fund account, national saving certificate, senior citizen accounts, Sukanya Samridhi Account, etc.
2. **Core banking solution:** India post provides accessible and affordable services to the people of India through its network of post offices. Western union money transfer, electronic money order and distribution of mutual funds are part of core banking solution. Post office also distributes MGNREGS wage and old age pension payments.
3. **Money order:** a money order is an order issued by post office for the payment of sum of money to the person whose name the money order is sent through the agency of the post office.
4. **iMO:** India post presents Instant Money Order (iMO) the instant online money transfer service that gives you speed, mobility, safety and reliability for your money transfer. iMO is an instant web-based money transfer service through Post Offices in India between two resident individuals of India.
5. **IMT:** International Money Transfer is possible because of collaboration of the Department of Posts, Government of India with Western Union Financial Services, USA, a state-of-the-art International Money transfer service is now available through the post offices in India, which enables instantaneous remittance of money from 185 countries to India.
6. **Mutual funds:** India post in partnership with IDBI launched a scheme for distribution of mutual funds through post offices. Mostly at the post office AMFI qualified personnel is present to receive the mutual fund applications.
7. **ECS:** Electronic Clearance System is offered by India Post in connection with payment of monthly interest under the Monthly Income Scheme (MIS). The depositors have the facility of getting MIS interest automatically transferred and credited into saving bank account.
8. **e-IMO Service:** International Money Order between people of India and the UAE. The residents in UAE, especially migrant workers can now transfer money speedily on very economical rate to any location under post offices in India.
9. **Jan Suraksha Schemes:** Pradhan Mantri Suraksha BimaYojna (PMSBY) and Pradhan Mantri Jeevan Jyoti BimaYojna (PMJJBY) were launched w.e.f. 7.09.2015 in all CBS Post Offices. Atal Pension Yojna (APY) was launched from 1st December, 2015 which is further extended to 20457 CBS sub post offices.
10. **India Post Payment Bank:** The payment bank offers product and services to the customers at the doorstep of the customers. It provides a linkage across the entire banking and settlement infrastructure. The main objective of the payment bank is to provide services to the rural areas and offer affordable distribution of financial services to the people living in villages.

Need for the Study

The Department of Post and Communication is a unique department of Government of India. The department has its presence in almost all the parts of the country and is providing services to the common men. The Postal Saving Bank is one of the important services which the India Post provides to the citizens. There are various accounts and schemes which are provided by the India Post and it is the need of the hour to examine the year wise deposit trend of these scheme to understand whether the public at large are investing in the schemes or not. The study also helps the reader to understand the competition which the post is facing from other banks and financial institutions. The study is also required to ascertain in what way the non performing schemes can be improved so that overall profitability of the India Post is enhanced.

Review of Literature

Literature review is regarded to be one of the significant components in the research process. It is basically concerned with examining earlier research work and other data pertaining to present chosen research problem. The reviewed literature is presented as under:

Purohit Kalpesh (2017) measured customer satisfaction in selected Indian Postal Services based on selected customers and authorised postal agents, in Vadodara City of Gujarat. The study covered history, phases of development, overview, mission, vision, goals and services offered by the post. It also presents financial performance, national of department of post and customer review. The study reveals that customers are having high expectations from the post and customers have suggested improvement in the ambiance of the post. The study has covered most of the aspects of satisfaction and awareness but does not take into consider the basic services rendered by the post.

Saranya B (2014) evaluated investor behaviour towards Post office schemes with special reference to Coimbatore City. The study included information on concepts of saving and investment, to know about the investor behaviour, investment pattern and investment objectives of the investors. The objectives of the study were to find out about the socio-economic status of investors; investor behaviour and satisfaction levels. The researcher also ascertained relationship between the investment behaviour and preference of investment in post office saving. The study found that most of the respondents are not aware about the schemes offered by India Post and enhance more publicity is required to be done. The respondents suggested that they aim at good returns from the postal schemes and post should provide maximum returns to the investor.

Tharangi Selva P.S. (2009) studied post office saving scheme in the maze of investment alternatives a study on the attitude, investment pattern and satisfaction of investors with special reference to Erode Postal division Tamil Nadu. The objectives of the study include studying investment pattern. The study found that customers are looking for more information about the schemes and have suggested that the post should regularly

advertise about the products and services. The study also suggests that post should focus on providing better returns on investment.

Objectives of the Study

The broad objective of the study is to analyse year wise financial growth of various deposit accounts and schemes of Indian Postal Saving Bank for the ten-year period i.e., 2009-10 to 2018-19.

Data source and Research Methodology

The study uses secondary data from the annual reports of India Post and also information collected from various websites. The analysis and discussion present the growth of ten types of schemes and deposit accounts. The study mentions about the performance of various schemes and deposit accounts for past ten years based on the data.

Analysis and Discussion

The following Table 01 presents the growth of fund in accounts of Indian Postal Saving Bank

Name of the Account& Year	Saving Account (Rs in Millions)	Recurring Deposit Accounts (Rs in Millions)	Time Deposit Accounts (Rs in Millions)	Fixed Deposit (Rs in Millions)
2009-10	264571.00	628194.80	275712.50	242.00
2010-11	300998.33	612514.15	284436.21	208.00
2011-12	340684.26	626624.77	273893.70	241.98
2012-13	377927.81	679640.81	330071.95	241.98
2013-14	429590.06	741508.07	407122.09	241.98
2014-15	468475.90	745152.60	517551.20	242.00
2015-16	550823.50	761818.80	706322.80	241.90
2016-17	851689.30	844555.80	796554.60	242.40
2017-18	863049.80	923229.70	992890.70	197.60
2018-19	1055995.60	1024070.30	1242908.00	177.20

Source: Annual Reports of India Post from 2009-10 to 2019-20.

The above table 01 shows information about the year wise deposits made by the customers of the Indian Postal Saving Bank. There are total four types of account viz. saving deposit account, recurring deposit account, time deposit account and fixed deposit account. Among all the deposits accounts saving, recurring and time deposit account have shown consistent increases in the amount of deposits made by the customers. During the first five years of the study period the deposit was growing lesser amount as compared to the last five years where the deposits have grown faster. The reason behind high growth in deposits and better financial position during the last three

years of the study period are technological advancement in services provided by the post. The post has also started India Post Payment Bank which has attracted more customers to the India Post Saving Bank. The second important reason that has forced the customers to invest in post is the instability of Banks in India, where in recent past, more number of Banks have faced restrictions from the Reserve Bank of India. If we try to look at the fixed deposit account and the money invested in the fixed deposit account one can observe that there is a decline in the amount invested in the fixed deposit account mainly in the year 2017-18 and 2018-19. The most important point which can be mentioned is that rate of return which is playing a major role in decisions taken by the investors. The Postal department has its presence in almost all the parts of the country and if one tries to look at the growth in amount in all the postal saving bank account it is very clear from the data that though the performance is satisfactory, there is lot of scope for the postal saving bank to increase the customer base.

Name of the Account/ Scheme & Year	Public Provident Fund Account (Rs in Millions)	National Saving Scheme Account (Rs in Millions)	Senior Citizen Saving Scheme (Rs in Millions)	Monthly Income Scheme (Rs in Millions)	National Saving Certificate VII (Rs in Millions)	Kisan Vikas Patras (Rs in Millions)
2009-10	260949.60	44528.60	249888.00	2016921.30	1539364.6	2087129.90
2010-11	315819.91	47111.52	309124.17	2186726.68	546424.40	1585878.13
2011-12	359915.61	44679.62	267629.92	2052866.18	550693.69	1539636.82
2012-13	411202.24	42922.41	240928.18	2017855.26	647089.62	1283784.33
2013-14	466076.50	41494.84	224913.59	2020835.96	750758.92	1067575.75
2014-15	527475.60	39243.00	179746.40	2005553.50	855975.90	848444.70
2015-16	576035.00	36213.70	228760.70	1938058.90	881283.50	648610.50
2016-17	633619.10	32570.60	294533.90	1800636.10	872283.70	535748.20
2017-18	699856.00	30987.40	417176.90	1816880.60	871655.70	379832.90
2018-19	785253.40	31187.60	557066.90	1926559.80	984845.50	193053.50

Source: Annual Reports of India Post from 2009-10 to 2019-20.

The table 02 shown above speaks about six types of special accounts and schemes offered by the India Post Saving Bank to its customers. The first, third and fifth deposit accounts and schemes are showing an upward trend in the amount invested by the customers from the financial year 2009-10 to 2018-19. The Public Provident Fund account also known as PPF account is a very popular account for traditional tax saving and investment.

It comes with a lock-in period of seven years and provides a decent rate of interest to its account holders. Along with the post many other banks are also offering the account. Senior Citizen Saving Scheme and National Saving Certificate deposits also have increased during the study period. The reason being most of the senior citizens have lost the confidence on banks and are looking at post office saving bank as a secured

investment options. On the other hand, National Saving Certificate is used a recurring tax saving option where one can investment for first five years and during subsequent year can only reinvest the money and continuously go on availing the tax benefit. The national saving scheme, monthly income scheme and Kisan Vikas Patras investment pattern at two, four and six column in table 2 is showing a downward trend. The amounts in all the three schemes are decreasing thereby making them unpopular Schemes for investment. The Postal Saving Bank has to rework on all the three schemes and come out with new version of all the three investment avenues to make them popular among the investors.

CONCLUSION

Today the world is in a situation where most of the organisations are looking for improvement and changes when it comes to the working methods and techniques. It's an opportunity for most of the service providers to revamp their ways of providing services and face the world with better marketing strategies which can be more customers friendly and also help to organisation to be efficient and profitable. The post has and added advantage of having all the seven P's for designing the marketing strategy. There are well designed products, priced at a considerable price, sold at large number of places with adequate promotion, having sufficient number of people, well defined processes and also a good physical infrastructure to cater to the needs of the customer. The two more P's which can be added by the post to design its new marketing strategy can be positive approach towards the customers, passion to reach out to the end customer and also to update with technological changes. If the two P's are incorporated and the products are revamped the financial growth can improve thereby making post as an attractive investment option.

REFERENCES

- India post. (2021, January 06). Retrieved February 07, 2021, from https://en.wikipedia.org/wiki/India_Post
- India Post, M. (n.d.). Government of India, Department of post. Retrieved February 07, 2021, from <https://www.indiapost.gov.in/vas/Pages/IndiaPostHome.aspx>
- Purohit, K. (1970, January 01). Measurement of customers satisfaction in selected Indian postal services an empirical study based on selected customers and authorised postal agents in the Vadodara city of Gujarat. Retrieved February 07, 2021, from <https://shodhganga.inflibnet.ac.in/handle/10603/183043>
- Saranya M. (2011, July 23). A study on investors behaviour towards post office savings schemes with special reference to Coimbatore city. Retrieved February 07, 2021, from <https://shodhganga.inflibnet.ac.in/handle/10603/37154>
- Tharangini, P. (1970, January 01). Post offices savings schemes in the maze of investment alternatives a study on the attitude investment pattern and satisfaction of investors with special reference to erode postal division. Retrieved February 07, 2021, from <https://shodhganga.inflibnet.ac.in/handle/10603/101971>

A STUDY ON THE IMPACT OF TOURISM ON ENTREPRENEURSHIP IN THE COASTAL AREAS OF CALANGUTE AND BAGA

Ms. Padma Shanbhag

Assistant Professor in Commerce,
Government College of Commerce and Economics, Borda, Goa.
Email: shanbhagpadma6@gmail.com

Mr. Akshay Naik

Assistant Professor in Commerce,
S.S. Dempo College of Commerce and Economics, Cujira Bambolim, Goa.
Email: akshaynaik646@gmail.com

ABSTRACT

An entrepreneur is the one who comes with unique and new ideas or provides a new service for the society. Tourism sector plays a significant role in nations development as it forecasts economic growth, improve the standard of living, promote intercultural understandings and nurture world peace, hence it has become important sector to both developed and developing countries as main contributor to GDP. Tourism also gives ample scope for undertaking entrepreneurship activities which in turn helps for forecast the economic growth. Tourism in India is growing continuously resulting in generation of employment and earn large amount of foreign exchange which will in turn help to stabilize the country's economy and social development. India is filled with beautiful tourist places, the state of Goa is one among these, which is most popular tourist destination in India. Goa attracts tourists, both international and domestic in large numbers. This gives tremendous scope to carry entrepreneurship activities related to tourism in state of Goa. The purpose of the research is to study the economic impact of tourism on small entrepreneurs and to study the impact of tourism on personal traits of entrepreneurs in coastal area of Baga and Calangute. The study is based on primary data collected from well-structured questionnaire, covering 38 respondents. Techniques used for the study are descriptive statistics and regression analysis. Examination of the coefficient reveals that independent variable have significant impact on annual income of the entrepreneur.

Key words: Entrepreneurship, Tourism.

INTRODUCTION

Goa is a tiny emerald on the west coast of India, is the smallest state of the Indian union. It became the 25th state in the Indian union on May 30th 1987 while Daman and Diu remained as union territory. Goa is a dream tourist destination for all the tourists visiting India (Icon India Tours, n.d.). This beautiful coastal tourist destination is the most enchanting place in the Western Ghats in India with its verdant green stretches of land and natural picture perfect landscape. Goa is a beach hub for tourist, both domestic and international. It is considered as a bird watcher's paradise; epicentre for water and adventure sports, and is home for some of the most captivating waterfalls in India. "The distinguishing feature of Goa is the sunny beaches, which are small white sand banks by the seashore" (Goa Tour, n.d.). The religious tourist can find a pleasant refuge at the ancient temples and churches in Goa.

When it comes to exquisite cuisine of Goa, the tourist can go for the simple yet spicy seafood, prawns, crabs and Feni/Gin. One can coincide Goa tour with the local Shigmotav festival confined only to Goa. The visitors can also try their luck at the world class casinos and also enjoy the vibrant nightlife characterised by the rave parties in Goa. Goa is a renowned tourist destination for sun, good beaches, affordable and easy living. It has been a popular destination for backpackers and other budget travellers since 1960s. International visitors number has increased too.

Tourism development greatly benefits the underdeveloped regions of the country. These economically backward regions mostly have places of high scenic beauty which if developed for the tourism industry, will help to bring lot of prosperity to the local people. Money spent by tourist helps to improve the health of every business in that region. Tourism industry is highly labour intensive industry that generates employment for highly skilled, semi skilled and unskilled labours in sectors like hotels, restaurants, travel agents, tourism offices, shops etc.

LITERATURE REVIEW

A systematic literature review has been conducted to find research gap and scope of the proposed study.

Othman Pazim, Rusli M. Mohd (2011)

The research paper titled "The Impact of Tourism on Small Business Performance; Empirical Evidence From Malaysian Islands." This paper represents an empirical result of a study on impact of tourism on small business performance operating on four main tourist destinations island in Malaysia. The study was based on primary data from a total of 166 owners of small business. The study found that tourism as measured by tourist arrivals and tourist customer has significant positive impact on financial and non-financial performance of the small business. The author concluded that tourism development is important for entrepreneurial development and small business performance.

Ranasinghe Ruwan (2014)

Research paper titled “The Perceived Impacts of Tourism On Small Scale Entrepreneurs.” This study investigates the socio economic impact of tourism on small scale entrepreneurs and their enterprise in UNESCO world heritage city of Dambulla Sri Lanka particularly along the profile of tourism related entrepreneurship. The study was conducted from September 2013 to May 2014. A total of 65 entrepreneurs involved in various tourism related ventures were sample for this study. The author concluded that the number of female entrepreneurs were more than the male entrepreneurs with years of experience. Their courage and hardwork is the reason behind their strength to nurture and improve their skills in managing their business. The impact of tourism development has resulted in increasing income of the small business.

S. RUSU, A.I. MILIN et.al, (2017)

In the research paper titled “Entrepreneurship in Tourism – Reasons, Necessary Resources and Impediments.” The objective of the paper is the identification of resources and resources necessary to establish a tourism firm. The paper analysis the aspects between 2005 to 2013 to identify possible changes during the years from the prospective of the Romanian enterprise behaviour. The study was limited to entrepreneurship in hotels and restaurants. The study carried out in 2013 relied on a questionnaire applied online to accommodation units in Romania. The study found that the lack of provision of bank credit, lack of support from authorities and lack of financial facilities force authorities, and lack of support force tourism entrepreneurs to start the business with own capital.

Shimray R. Somipam (2017)

The research paper titled “THE ROLE OF ENTREPRENEURSHIP IN TOURISM INDUSTRY.” In this paper the author attempts to explain the role for the development of different areas. Accordingly to author, entrepreneurs are extremely crucial in dropping unemployment rate of skilled worker. Tourism industry is one of the key industries for driving the nation economy. To sustain tourism industry it required a substantial long term government support, extensive training, research and planning processing order grow and flourish.

Fitriani (2018)

The research paper titled “The impact of tourism growth against growth of small medium enterprise” aims to describe and analyse the influence of tourism growth against growth of small to medium business.” The study was conducted from 2012 to 2016. Data was analysed using simple regression, T-test and F-test. The researcher concluded that with growth of tourism with a marked increase in number of tourists who are visiting Indonesia gives positive results against small and medium sized business growth.

IDENTIFICATION OF RESEARCH PROBLEM

Based on above literature review the following research gap is identified.

Even though Entrepreneurship is a common subject for research, only limited studies are been conducted which focuses on small scale entrepreneurs of the selected geographical area.

OBJECTIVES:

- To study the economic impact of tourism on business performance of small scale entrepreneurs.
- To study the impact of tourism on personal traits of the entrepreneurs.

RESEARCH METHODOLOGY

SOURCES OF DATA

The study includes the data collected from primary as well as secondary sources.

Primary Source – The primary data is collected through a structured questionnaire, covering 38 respondents. Convenience sampling method was used to hand over the questionnaire to the respondents.

Secondary Source – The Secondary data is collected from text books, newspapers, magazines, internet and research journals.

TOOLS AND TECHNIQUES

- The collected data is analysed with the help of SPSS, Gretl and Excel softwares.
- Techniques used for the study are regression analysis, frequency tables, Reliability Analysis descriptive statistics and Factor Analysis.

HYPOTHESIS

H0: There is no significant economic impact of tourism on small scale entrepreneurs.

H1: There is significant economic impact of tourism on small scale entrepreneurs.

SCOPE OF THE STUDY

The sample size selected for the study consists of 38 respondents from coastal areas of Calangute and Baga, using convenient sampling. The study is targeted towards the domestic and international tourist. A well-structured questionnaire was administered to obtain the relevant information required for the study.

LIMITATIONS OF THE STUDY

- The sample size of 38 respondents is considered for the study, which may be small compared to the total number of entrepreneurs in the areas considered for the study.

- The study covers only small scale entrepreneurs.
- Although utmost care has been taken while selection of sample, structuring of the questionnaire, data collection, data input and analysis, still there is a possibility of human and other researcher errors.

DATA ANALYSIS

Gender

Table 9.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	31	81.6	81.6	81.6
Female	7	18.4	18.4	100.0
Total	38	100.0	100.0	

Source: primary data

From the total sample of 38 respondents 31 (i.e.81.6%) are male entrepreneurs and 7 (i.e.18.4%) are female entrepreneurs. The number of male entrepreneurs is high as compared to female entrepreneurs.

Age

Table no 9.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 25 years	3	7.9	7.9	7.9
25-45	22	57.9	57.9	65.8
45-65	12	31.6	31.6	97.4
5.00	1	2.6	2.6	100.0
Total	38	100.0	100.0	

Source: primary data

The above table shows different age group of entrepreneurs in the area. From the total sample size of 38 respondent 3, (i.e.7.9%) falls under age group below 25 years. 22, (i.e.57.9%) falls in the age group of 25-45. 12 (i.e.31.6%) falls under age group of 45-65, and only one respondent falls under age group above 65.

Education

Table No. 9.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Uneducated	1	2.6	2.6	2.6
Primary	7	18.4	18.4	21.1
Secondary	13	34.2	34.2	55.3
Undergraduate	2	5.3	5.3	60.5
Graduate	13	34.2	34.2	94.7
Post graduate	2	5.3	5.3	100.0
Total	38	100.0	100.0	

Source: primary data

From the total respondent of 38 only one entrepreneur was uneducated. 7 (i.e.18.4%) have acquired education up to primary level. 13 (34.2%) respondent have education up to secondary level. The number of respondent falling under undergraduate category was 2, (i.e. 5.3%). 13, (i.e.34.2%) have acquired qualification up to graduation. Only 2 respondent have qualification up to post graduation level. Majority of respondent have qualified up to graduation level.

Type of entrepreneurship activity engaged

Table no. 9.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Accommodation and food services	9	23.7	23.7	23.7
Guiding	5	13.2	13.2	36.8
Retail	16	42.1	42.1	78.9
rent a vehicle	3	7.9	7.9	86.8
taxi cab	4	10.5	10.5	97.4
other specify	1	2.6	2.6	100.0
Total	38	100.0	100.0	

Source: primary data

Above table shows the various entrepreneurship activities undertaken by entrepreneurs. Out of 38 respondents, 9 (23.7%) are engaged in accommodation and food services. 5

(13.2%) are providing guiding services for the tourists. 16 (42.1%) are engaged in retail shops with different items. 3 (7.9%) are providing services of renting vehicles. 4 (10.5%) are engaged in providing taxi services.

Tourism business registered

Table no. 9.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	36	94.7	94.7	94.7
No	2	5.3	5.3	100.0
Total	38	100.0	100.0	

Source: Primary Data

By referring to above table we can state that the number of respondents whose tourism related business is registered are 36(94.7%) and only two respondent have not registered their business.

Monthly income

Table no 9.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15000	9	23.7	23.7	23.7
15000 to 30000	17	44.7	44.7	68.4
30000 to 45000	7	18.4	18.4	86.8
More than 45000	5	13.2	13.2	100.0
Total	38	100.0	100.0	

Source: primary data

Above table states the income earned by the respondents. Out of total population 9 (23.7%) are earning income less than 15000. 17 (44.7%) of the respondent are earning income in the range of Rs. 15000 to 30000, majority of the respondents are falling under this group. 5 (13.2%) respondent are earning income of more than 45000.

Source of initial investment

Table no 9.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Family and friends	12	31.6	31.6	31.6
Own savings	15	39.5	39.5	71.1
Govt. assistance	5	13.2	13.2	84.2
Loan from bank	6	15.8	15.8	100.0
Total	38	100.0	100.0	

Source: primary data

The table shows sources of initial investment made by respondents to start their ventures. Out of total sample size of 38 respondents 12 (i.e.31.6%) have made initial investment by raising funds from family and friends. 15 (39.5%) have raised funds for starting business by utilising own savings. Majority of the respondent have started their business by utilising own savings. 5 (13.2%) of the respondent have managed to start the business by availing govt. schemes provided by govt. 6 (15.8%) have raised capital for their ventures by acquiring loan from bank.

Key motivating factor to start tourism related business

Table no 9.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Carrying on family tradition	17	44.7	44.7	44.7
Out of economic necessity - earn a living	9	23.7	23.7	68.4
Finding new business opportunities	9	23.7	23.7	92.1
By existing entrepreneurs	3	7.9	7.9	100.0
Total	38	100.0	100.0	

Source: primary data

The above table shows the key factor which led the respondents to start business related ventures. Out of 38 respondents 17(44.7%) are carrying their family business. Majority of the respondent are carrying their family business. 9 (23.7%) respondents have started the tourism related business out of economic necessity to earn a living for them and

family and same number of respondent have also started the business to find new business opportunity so that they can earn additional income. Rest 3 (7.9%) of the respondent started the venture as they were advised by other entrepreneurs to start tourism related business.

Dependent on any other source of income

Table no. 9.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	25	65.8	65.8	65.8
No	13	34.2	34.2	100.0
Total	38	100.0	100.0	

Source: Primary data

The above table shows weather the respondents are dependent on any other source of income than tourism business. Out of 38 respondents 25 (65.8%) are dependent on another source of income rather than tourism. 13 (34.2%) are dependent only on tourism related business for their living.

Reliability Analysis of Primary data

The data collected from Questionnaire has been tested for Reliability using Cronbach's Alpha. This analysis is carried out due to presence of multiple Likert questions in questionnaire that form a scale and for determining if the scale is reliable.

Table no. 9.10

Reliability Statistics

Cronbach's Alpha	N of Items
.600	15

The obtained value is 0.600, which indicates an acceptable level of internal consistency for the scale with the present specific sample. The Cronbach's Alpha 0.600 is considered reliable as values less than 0.50 are considered unacceptable. 15 variables have been tested using Cronbach's Alpha and the data collected is found to be reliable to the extent of 60%.

Personal traits

Table no. 9.11

	N	Minimum	Maximum	Mean	Std. Deviation
My decisions making skillshave improved	38	1.00	41.00	4.7368	6.10133
I am given opportunity to attend training sessions, workshopsand conferences	38	1.00	5.00	2.7105	1.20602
My entrepreneurial skills have improved in terms of organising, execution, monitoring, controlling and leadership	38	1.00	6.00	3.3684	1.12517
My communication skills have improved	38	2.00	5.00	3.9211	.63167
I have gained confidence in interacting with customers	38	3.00	5.00	4.0263	.54460
My creative thinking has enhanced	38	1.00	5.00	3.3684	.94214
My willingness to take risk have increased	38	1.00	4.00	2.9211	1.02355
Valid N (list wise)	38				

Source: Primary data

The above table shows the descriptive statistics of personal traits of entrepreneurs such as improvement in decision making skills, improvement in communication skills, and improvement in terms or organising execution, monitoring, controlling and leadership, interaction with customer, enhanced creative thinking, willingness to assume risk. The mean indicates the average value for all the above personal traits of entrepreneurs. It can be seen that there is improvement in decision making skills as compared to others.

The volatility as given by standard deviation is higher for decision making skills as compared to other variables.

Regression analysis

Table no. 9.12

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.536 ^a	.287	.121	.90280

Source: primary data

The above table shows the adjusted R square as 0.121, this shows that the independent variable factors (increase in income, increase in number of customer, level of competition, govt. assistance, tourism related business, expansion of business, level of employment) have relatively low correlation with dependent variable which is monthly income. It explains the variables only to the extent of 12%.

Coefficient

Table no 9.13

(Constant)	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
	4.623	1.118			
My income has increased since i have started the business	-.238	.187	-.214	-1.274	.212
There is increasing number of customers then before	.229	.148	.267	1.547	.132
I have more competitors now	-.333	.158	-.370	-2.109	.043
I intend to expand my business in the future	-.035	.026	-.235	-1.369	.181
There is govt. Assistance available for my business	.164	.206	.156	.797	.432
My tourism related business has generated more business opportunities	-.143	.149	-.170	-.959	.345
I am employing more employees for my business then before	-.392	.168	-.451	-2.331	.027

Source: Primary data

a. Dependent Variable: Monthly income from business

The above table of coefficient shows the beta value which indicates the relationship of independent variables. The standard coefficient beta of increase in number of customers (0.267), availability of govt. assistance has positive relation (0.156) has positive relation with monthly income. Whereas, the other variables have negative relation with the monthly income.

The significance level of employing more employees and level of competition is less than 0.05 i.e. we reject the null hypothesis which means there is significant relation between the variables.

Factor Analysis

Factor analysis is used in theory testing to verify scale construction and operationalizations. Under this analysis similar variable are grouped into dimensions. The factor analysis has been done on 15 factors.

Table no 9.14

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.607
Bartlett's Test of Approx. Chi-Square df	165.037
Sphericity Sig.	105
	.000

KMO and Bartlett's test is one of the prime tests required for factor analysis. This measure varies between 0 to 1 and value closer to 1 are considered better. The KMO measure of sampling adequacy value should be greater than .600 in order to run factor analysis. Since the obtained value is .607, data is eligible for factor analysis.

Rotated Component Matrix^a

Table no 9.15

	Component				
	1	2	3	4	5
Increase in economic factor					.770
My income has increased since i have started the business					.734
There is increasing number of customers then before			.698		
I have more competitors now			.761		
I intend to expand my business in the future			.630		
There is govt. assistance available for my business	.665				
My business has generated morebusiness opportunities	.733				

I am employing more employees for my business then before	.644			
My decisions making skills have improved		.805		
I am given opportunity to attend training sessions, workshops and conferences	.690			
My entrepreneurial skills have improved in terms of organising, execution, monitoring, controlling and leadership				.735
My communication skills have improved				.879
I have gained confidence in interacting with customers		.683		
My creative thinking has enhanced		.659		
My willingness to take risk have increased	.748			

- a. Assistance and Risk - The first factor combines five eminent variables under it, with the highest factor loading for generation of more opportunities. This category includes risk taking variable which has a direct and positive relationship with profits. The other variables are availability of government grants, opportunity to attend training sessions, workshops and conferences and employment of more employees.
- b. Personal traits – The second group includes three eminent variables under it. Right decisions at the right times are crucial for the success and smooth working of the enterprise, since the entrepreneurs are the direct owners of the business, the decision making is quite swift as they do not need the nod of the other people in the organisation. Enhancement of creative thinking and confidence are the other two variables in this group. In order to stay relevant in ever changing market, creative thinking is absolutely necessary with the confidence to go ahead and have a positive approach.
- c. Micro environment - This factor consist of the two external micro business environment which are immediate to the business. In order to facilitate the increased number of customers and increased competition the business calls for expansion so to have the edge over the competitors and to have the adequate facilities to take care of increased customer base.
- d. Skills – The fourth factor consist of two variables which deals in improvement of skills over the period of time in the due course of business. The first variable speaks about improvement in entrepreneurial skills in terms of organising, execution, monitoring, controlling and leadership and the second variable exclusively deals with improvement in communication skills. Communication skills are considered highly important in labour intensive industries such as

Tourism, where there is high involvement of people and less of the machines.

- e. Income – The final factor has two variable which deals in increase in economic level of the entrepreneur and increase in the income. Ultimately any entrepreneurial activity is undertaken with the prime intention of deriving income from it and with increase in income there is going to be rise in economic level too.

CONCLUSION

- There are different types of business run by the small entrepreneurs which can be classified as food and accommodation, guiding, taxi cab, rent a vehicle, retail and others.
- Out of total respondents considered, majority are male.
- Respondents belonging to age group of 25-45 are in majority, followed by respondents of the age group of below 25 years, 45-65 and over 65 years.
- Majority of respondent are graduate, followed by respondents having secondary education and under-graduate. Respondents having primary education and post-graduation are few.
- In case of accommodation business, majority of the respondents are earning monthly income in the range of Rs. 15000-30000. In case of other businesses, more respondents are earning more than Rs 40000 income monthly.
- Majority of the respondents were carrying their traditional family business, whereas others were motivated to start the business due to economic necessity and also because of ample of opportunities were available to earn income by starting tourism related business, very few respondents were motivated by existing entrepreneurs to start the business.
- The present study reveals that in regards with the impact of tourism on business performance, most of the respondents are having a positive impact in the form of increase in income, increase in customers, scope of opportunities available, expansion of business and employment opportunities.
- The study show that, not much is much is done by the government to support small entrepreneurs.
- It has been found in the study that there is a positive impact of personal traits of the respondents in terms of improved decision making, organising, controlling, maintaining, communication and leadership skills etc.

BIBLIOGRAPHY

- Othman Pazi & Ruslim.mohd (2011): "The impact of tourism on small business performance; empirical evidence from Malaysian islands.", International Journal Of Business And Social Science, Vol.2 No.1.
- Ranasinghe Ruwan (2014): "The Perceived Impacts Of Tourism On Small Scale Entrepreneurs.", (Case Of World Heritage City Dambulla, Sri Lanka) International Journal Of Scientific And Research Publication, Vol.4, Issue 10.
- Fitriani (2018), "The impact of tourism growth against growth of small medium

enterprise.” IOSR journal of economics & finance, vol.9, issue 4ver.II.

- S. RUSU, A. I. MILIN et.al, (2017), “the role of entrepreneurship in tourism industry.”- reasons, necessary resources and impediments”, vol.6, issue 3(13)
- Shimray R. somipam, april (2017), “The role of entrepreneurship in tourism industry.”

BOOKS

- Entrepreneurship management (First Edition) Romeo S.Mascarenhas
- Entrepreneurship development (second edition) Romeo S.Mascarenhas
- Entrepreneurship management (first edition 2009) Atchut P.Pednekar
- Websites:-
- <http://www.indiatripmakers.com/tourist-destinations-in-india/tourism-in-go.htm>
- <http://www.cabi.org/leisuretourism/mobile/news/16063>
- <https://iconindiatours.com/GoaHolidays/#:~:text=Goa%20is%20a%20dream%20tourist%20destination%20for%20all%20the%20tourists%20visiting%20India.&text=The%20distinguishing%20feature%20of%20Goa,temples%20and%20churches%20in%20Goa>.
- [https://www.goatourpackages.ind.in/goa-mumbai-tourpackages.php#:~: text= This %20beautiful%20coastal%20tourist%20destination,and%20natural%20picture%20perfect%20landscapes.&text=The%20distinguishing%20feature%20of%20Goa,s and%20banks%20by%20the%20seashore](https://www.goatourpackages.ind.in/goa-mumbai-tourpackages.php#:~:text=This%20beautiful%20coastal%20tourist%20destination,and%20natural%20picture%20perfect%20landscapes.&text=The%20distinguishing%20feature%20of%20Goa,sand%20banks%20by%20the%20seashore).
- www.indianmirror.com/indian-industries/tourism.html
- www.economywatch/businee-and-economic-industry.html
- <http://www.tourismcouncilwa.com.au/understanding-tourism-industry>
- <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC4977090/>
- <http://en.oxforddictionaries.com/definations/tourism>

A STUDY OF THE GOVERNMENT SCHEME: GRIHA AADHAR

Dr. Rohita Deshprabhu Kamat

Assistant Professor of Economics
Government College of Commerce and Economics,
Borda, Margao – Goa.
Email: rohitadd@yahoo.com

ABSTRACT

The Government of Goa has notified the Griha Aadhar scheme to help the women with the problem of spiraling commodity prices and to provide support to the housewives/home-makers from middle, lower middle and poor section of the society, to maintain a reasonable standard of living for their families. To achieve the objective of the scheme, the government gives the housewife/home-maker an amount of Rs. 1500/- per month. The Government was providing Rs. 1000/- when the scheme started in the year October 2012. The scheme amount was changed to Rs. 1200/- in June 2014 and in the recent year, September 2016, the amount has been increased to Rs. 1500/-.

The objective of the study is to find out if the women population are aware of the Government Griha Aadhar Scheme. The study also emphasizes on whether the respondents know the procedure of the scheme and to analyse the problems faced by the respondents while registering for the scheme. The study also analyses the success of the Griha Aadhar Scheme.

The study is based on the primary and secondary data sources. A total of 300 respondents were surveyed using a close ended questionnaire. The survey was conducted in six different areas of North Goa, viz. Diwar, Siridao, Sirsaim, Chimbél, Mala and Betim. The study focuses on the age of the respondents, the categorical classification of the respondents, the monthly income of the household, awareness of the Griha Aadhar Scheme, problems faced by the respondents, etc.

The findings of the study shows that irrespective of their caste, every woman takes the benefit of the Scheme. The Panchayat are also taking great efforts to benefit the society at large. It is also observed that a highest of 51 percent women who are benefitting from the scheme are from the age group of 40-50 years. The various responses of the respondents pertaining to the Griha Aadhar Scheme are discussed in the paper.

Keywords: Scheme, Government, Griha Aadhar, Goa, Housewives.

BACKGROUND OF THE SCHEME

The Government of Goa has notified the Griha Aadhar scheme to help the women with the problem of spiraling commodity prices and to provide support to the housewives/home-makers from middle, lower middle and poor section of the society, to maintain a reasonable standard of living for their families. The Government was providing Rs. 1000/- when the scheme started in the year October 2012. The scheme amount was changed to Rs. 1200/- in June 2014 and in the recent year, September 2016, the amount has been increased to Rs. 1500/- .

To achieve the objective of the scheme, the government gives the housewife/home-maker an amount of Rs. 1500/- per month. She has to be a resident of Goa for at least 15 years and the family income should be less than Rs. 3,00,000/- per annum (Masurkar, 2012).

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- 1) To study if the respondents, especially the women respondents are aware of the Government Griha Aadhar Scheme.
- 2) To study if the respondents are aware of the procedure to apply for the Scheme.
- 3) To analyse the problems faced by the respondents while registering for the Scheme.
- 4) To study the success of the Griha Aadhar Scheme.

RESEARCH METHODOLOGY

The study is based on the primary and secondary data sources for the purpose of collecting the required information.

- a) Primary Data: The primary data was collected with the help of a close ended questionnaire following the questionnaire method through personal visits. A total of 300 respondents were surveyed. The survey was conducted in six different areas of North Goa, viz. Diwar, Siridao, Sirsaim, Chimbhel, Mala and Betim. Data is analysed using the percentage method. Tables and pie charts are used to depict the responses of the respondents.
- b) Secondary Data: The secondary data was obtained through various books from libraries and websites.

LIMITATIONS OF THE STUDY

- Time constraint on the part of the respondents.
- Lack of interest on the part of some respondents.
- Not enough literature on the subject is available to refer for the purpose of the study.

GRIHA AADHAR SCHEME

Following are the necessary conditions for any woman to avail the scheme.

- 1) Any married woman above the age of 18 years who fulfills all of the following conditions are eligible to apply:
 - (i) She should be a resident of Goa for the last fifteen years, and
 - (ii) The gross income of the husband and wife taken together should not exceed Rs. 3,00,000/- per annum.
- 2) The term 'married woman' includes a widow and a divorce. In such cases the gross income of the beneficiary should not exceed Rs 1.50,000/- per annum.
- 3) The term 'gross income' means the income receivable by the beneficiary as salary, any sort of remuneration, any sort of earnings from profession, agriculture or business or any other income from any other sources, before computing any other accounted towards statutory, essential and other deductions required to be done from the gross income.
- 4) If an applicant gets the benefits of other schemes under the Government of Goa/India then the applicant is not eligible to get the benefits of this Scheme.
- 5) However, a widow having a child living with her shall be eligible for benefit under this scheme, even though she is a beneficiary of the Dayanand Social Security Scheme (DSSS) till the child attains 18 years of age.

Application Procedure for Griha Aadhar Scheme

- 1) The Department of Women and Child Development of Goa provides a prescribed form for eligible women in the society.
- 2) All the necessary documents must be attached with the prescribed form and submitted to the Taluka level offices (Tahsil office).
- 3) Every month maximum 1500 applications will be sanctioned from Government of Goa.
- 4) The Department of Women and Child Development will provide the financial assistance of Rs. 1500 every month to the saving bank account of the eligible beneficiaries.
- 5) The beneficiaries shall submit fresh income certificates after every three years.

Documents required for the Griha Aadhar Scheme

- 1) Marriage certificate of the applicant.
- 2) Residential/ Domicile certificate of the applicant (Ration card, Election Card, Identity card).
- 3) Aadhar Card.
- 4) Income Certificate which may include Salary Certificate.
- 5) Bank Details (Saving bank passbook with IFSC and MICR details).
- 6) 15 years residential proof.
- 7) Birth Certificate of the child.

DATA INTERPRETATION AND ANALYSIS

The data analysis of the survey conducted in six different areas of North Goa, viz. Diwar, Siridao, Sirsaim, Chimbél, Mala and Betim. A total of 300 respondents were surveyed using a close ended questionnaire. The analyses are as follows:

Table 1: Age of the Respondents

Age Group	No. of Respondents	Percentage
20-30	14	5 %
30-40	70	23 %
40-50	155	51 %
50-60	53	18 %
60-70	08	3 %
Total	300	100 %

Data Source: Primary Survey

As can be seen from Table 1, that majority (51 percent) of the respondents are in the age group of 40-50 years followed by 23 percent of the respondents from the age group of 30-40 years. While, 18 percent of the respondents belong to the age group of 50-60 years, five percent of the respondents belong to the age group of 20-30 years. Similarly, only three percent of the respondents belong to the age group of 60-70 years. This shows that, irrespective of their age, a wide section of the women in the society have availed the Griha Aadhar Scheme.

Table 2: Categorical Classification of the Respondents

Category	No. of Respondents	Percentage
SC	10	3 %
ST	53	18 %
OBC	88	29 %
General	149	50 %
Total	300	100 %

Data Source: Primary Survey

From Table 2, it is observed that the highest numbers of respondents (149) are from the 'General Category', which sums to the 50 percent of the respondents. While, 29 percent of the women respondents belong to the 'Other Backward Classes'. While, the respondents belonging to the 'Schedule Caste' and 'Schedule Tribe' is three percent and 18 percent respectively. This shows that irrespective of the caste, the general public is aware of the Government Griha Aadhar Scheme.

Table 3: Monthly Family Income of the Respondents

Monthly Income	No. of Respondents	Percentage
25000 & Above	63	21 %
20000 - 25000	79	26 %
15000 - 20000	63	21 %
10000 - 15000	54	18 %
10000 & Below	41	14 %
Total	300	100 %

Data Source: Primary Survey

As can be seen in Table 3, the family incomes of 26 percent of the respondents are in the range of 'Rs. 20,000 – 25,000' per month. Followed by 21 percent of the respondents whose family income fall in the range of 'Rs. 15,000 – 20,000' and 'Rs. 25,000 & Above' respectively. While, the monthly family income of 18 percent of the respondents is 'Rs. 10,000 – 15,000' and 14 percent of the respondents have a monthly family income of 'Rs. 10,000 & Below'.

Table 4: Griha Aadhar Scheme

Awareness of the Griha Aadhar Scheme among Women		
Response	No. of Respondents	Percentage
Yes	259	86 %
No	41	14 %
Total	300	100 %
Women availing the Griha Aadhar Scheme		
Response	No. of Respondents	Percentage
Yes	166	55 %
No	134	45 %
Total	300	100 %

Data Source: Primary Survey

As can be seen in Table 4, 86 percent of the respondents are aware of the Griha Aadhar Scheme while 14 percent of the respondents are unaware of the Scheme. This shows that the scheme has not been able to create a cent percent awareness among the people. The survey observes that this 14 percent (41 respondents) are the underprivileged and illiterate section of the society.

Table 4 also depicts that, 55 percent of the respondents are availing the benefits of

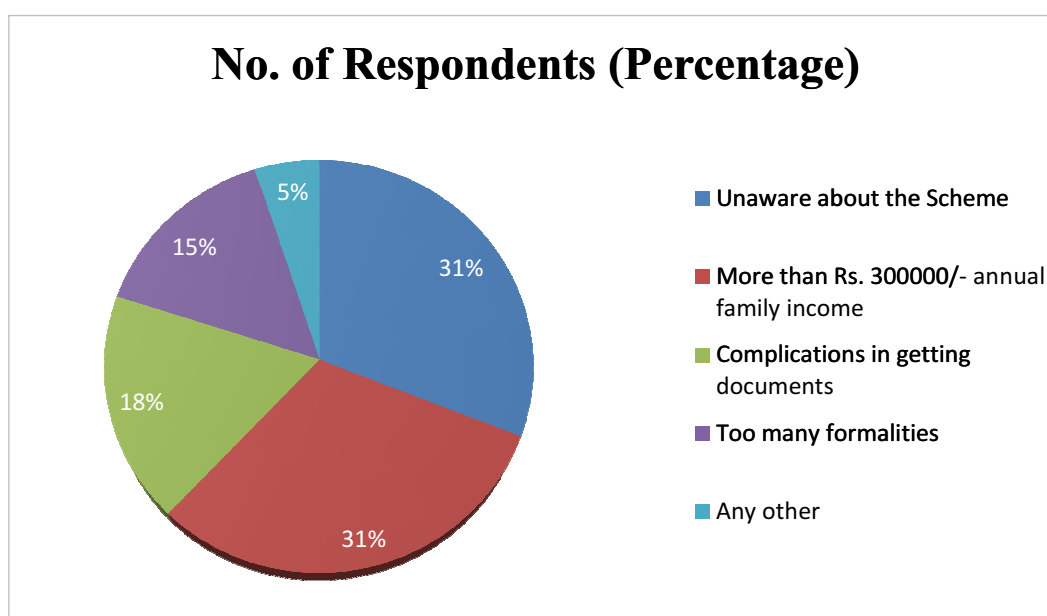
the Griha Aadhar Scheme whereas 45 percent of the respondents are not availing the benefits of the Griha Aadhar Scheme. Table 5 mentions the reasons as to why the women have not availed the scheme and Figure 1 is the diagrammatical representation of Table 5.

Table 5: Reasons for Women not availing the Scheme

Reasons	No. of Respondents	Percentage
Unaware about the Scheme	41	31 %
More than Rs. 3,00,000/- annual family income	41	31 %
Complications in getting the document	25	18 %
Too many formalities	20	15 %
Any other	07	5 %
Total	134	100 %

Data Source: Primary Survey

Figure 1: Reasons for Women not availing the Scheme



Data Source: Primary Data

With reference to Table 5, Figure 1 depicts that 31 percent of the respondents can't avail the scheme as their annual family income is more than Rs. 3,00,000/-. Similarly, 31 percent of the respondents are not availing the scheme as they are unaware about the benefits of the scheme. 18 percent of the respondents have complication in getting the

documents. As per the requirement the respondents find it difficult to produce their income certificates and also their residence certificate of 15 years. 15 percent of the respondents said that there are too many formalities to avail the scheme and they don't have sufficient time for the follow up and submission. While, five percent of the respondents couldn't avail the scheme as they were taking the benefits of other Government schemes like Dayanand Social Security Scheme.

Table 6: Difficulties faced by the Respondents

Difficulties faced by the Respondents while registering for the Scheme		
Response	No. of Respondents	Percentage
Yes	136	45 %
No	164	55 %
Total	300	100 %
Nature of the difficulty faced by the Respondents		
Response	No. of Respondents	Percentage
Collection of Documents	70	51 %
Affidavit	13	10 %
Approval	37	27 %
Attestation of Gazette Officer/ MLA/ MP	16	12 %
Total	136	100 %

Data Source: Primary Data

As shown in the above Table 6, 45 percent of the respondents faced difficulties while registering for the Griha Aadhar Scheme. 55 percent of the respondents had their documentation ready in advance and didn't face any difficulties while registering for the Griha Aadhar Scheme. 51 percent of the respondents mentioned that they faced difficulties in collecting the documents whereas 27 percent of the respondents faced difficulties while getting the approval of the scheme. While, 12 percent of the respondents faced difficulties for the getting the attestation done from the Gazette Officer/MLA/MP and 10 percent of the respondents faced difficulties during making of the Affidavit.

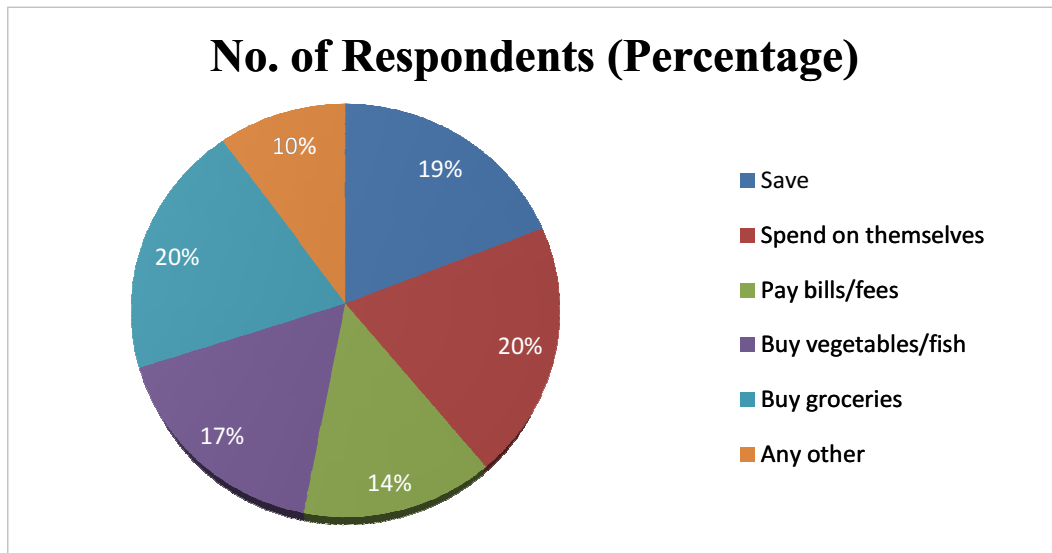
Table 7: Duration (Years) of availing the Scheme

No. of Years	No. of Respondents	Percentage
Four Years	24	14 %
Three Years	43	26 %
Two Years	65	39 %
One Year	34	21 %
Total	166	100 %

Data Source: Primary Data

As can be seen in Table 7, a total of 166 respondents are availing the benefits of the Scheme. Among them, 39 percent of the respondents have availed the scheme past two years and 26 percent of the respondents are availing the benefit of this scheme past three years. 21 percent of the respondents have availed the scheme since last one year as compared to the 14 percent respondents who are availing the scheme since last four years.

Figure 2: Utilization of the Scheme Money



Data Source: Primary Data

Figure 2 depicts the responses of the respondents pertaining to the utilization of the scheme amount received. 20 percent of the respondents said that they spend this amount on themselves, like buying clothes and for buying groceries. While 19 percent of the respondents save the amount for their future needs. Seventeen percent of the respondents use the amount for buying vegetables and fish. Likewise, 14 percent of the respondents use the amount to pay their bills or fees. 10 percent of the respondents use the amount for some other purpose like buying medicines, buying small gifts for children and grandchildren, travelling, etc.

Table 8: If the Griha Aadhar Scheme needs any changes

Response	No. of Respondents	Percentage
Yes	39	23 %
No	127	77 %
Total	166	100 %

Data Source: Primary Data

As can be seen from Table 8, among the 166 respondents availing the Griha Aadhar Scheme, 77 percent of the respondents are satisfied with the amount provided through the scheme and do not want any changes in the scheme. These 77 live in joint families and they are not burdened to spend the amount. While, 23 percent of the respondents are not satisfied with the amount provided through the scheme because firstly, they do not have any financial support from the other members in the family and secondly, they being of old age find it difficult to work or seek employment. They feel that the Scheme needs some improvements like increase in amount, reducing the formalities, etc.

FINDINGS AND CONCLUSION

Findings:

- 1) The finding shows that irrespective of the caste, every woman takes the benefit of the scheme. The Panchayat are also taking great efforts to benefit the women in the society at large.
- 2) The findings show that 31 percent of the women are not availing this scheme as their family annual income is more than three lakhs, while some women faced complications in getting the documents and are not literate to complete the formalities.
- 3) A total of 136 women who are availing the benefit of this scheme had faced difficulties while registering for the scheme. The difficulties faced by the respondents were collection of documents, making of the affidavit, approval and attestation from the Gazette Officer/ MLA/MP.
- 4) There are 14 percent of the respondents who are availing this scheme past four years. This shows the awareness among the people towards the Government schemes.
- 5) From the scheme amount received, the highest 20 percent of women spend this amount on self for buying clothes, medicines and for buying groceries. Contrasting to this, 19 percent of the respondents save the scheme amount for their future needs.
- 6) A total of 39 respondents were satisfied with the scheme amount and dint require an increase in the amount as basically they belong to joint families and dint face any burden on paying for the day to day needs.
- 7) The study shows that 127 women respondents felt that the scheme needs to undergo changes with respect to the amount or reduction in the paper work towards availing the benefits of the scheme.

Conclusion:

The Griha Aadhar Scheme has benefitted and helped the poor and middle class women/ housewives to manage their day to day needs. There is a general awareness of the Griha Aadhar Scheme and many of the women are reaping the benefits of the scheme. With the

little amount that they get in their hand has to some extent improved their standard of living. The important highlight of the study was that the amount was used to buy medicines whereby they do not have to depend on someone else to buy the medicines for them. The respondents are aware of the application procedure and the documentation that is required to avail the scheme. The Government should take steps to help the underprivileged and illiterate women by reducing the paper work and documentation. The lengthy process and documentation demotivates them and they fail to apply for the scheme. Lastly, the Griha Aadhar scheme has shown success in its own way by truly providing Aadhar to the women population every month.

REFERENCES

- Economic Survey (2012-13); Directorate of Planning, Statistics and Evaluation, Government of Goa.
- Economic Survey (2013-14); Directorate of Planning, Statistics and Evaluation, Government of Goa.
- Masurkar, Sunil P. (2012): 'Griha Aadhar Scheme', Directorate and Ex-officio Joint Secretary, Women and Child Development, Government of Goa.
- Official Gazette (2012), Government of Goa, Series No.1.
- Vernekar, Vijaya, Implementation and Monitoring of Women Schemes.
- Welfare Schemes (2014); Directorate of Planning, Statistics and Evaluation, Government of Goa.

A STUDY OF PROBLEMS AND PROSPECTS OF EVENT MANAGEMENT COMPANIES IN SOUTH GOA

Ms. Vinita Vithu Kandolkar

Assistant Professor in Commerce,
Government College of Commerce and Economics, Borda-Goa
Email: vini32kandolkar@rediffmail.com

ABSTRACT

This study aims to evaluate the problems and prospects of Event Management Owners' in South Goa. A sample of 50 Event Management companies were taken for the purpose of study by the stratified sampling method the samples were chosen for the study i.e. approximately 8 companies from each taluka. The study is based on the primary data hence simple percentage analysis was used as a tool. It has been observed that young youth and adults are more interested in this business as the initial capital investment required is less and not much family background is required for the same. Reduction of paper work and tax holiday in the initial years was suggested.

Keywords: Event Management, South Goa, Youth, Capital, Tax holiday

INTRODUCTION

Event management is a recently discovered and emerging area of management. Events includes naming ceremony, marriage, cultural programmers, corporate seminars, opening of shop or show-room and so on. Events play an important role in our personal and social life. These events are important to concerned individuals and participants also. People desire to celebrate such events in a memorial manner as such events occur rarely in the life of individuals and institutions. Some events are a "once in a lifetime" experience. Celebrating an event in an enjoyable and impressive manner is also called event management which is a specialized job in which attention needs be given to various details such as stage arrangement, stage decoration, lighting arrangement, welcoming of guests, arrangements for breakfast, lunch, photographs and so on. Events enhance the effectiveness of the traditional modes of communication as they can be more focused to a particle target market. They can also act as a logical and impactful and to an advertising campaign as and when there is a need to shift to a new company involving a different promotional mix.

REVIEW OF LITERATURE

Khalil P. and Khan N. (2016), in their paper presented a solution to reduce the

communication and distance gap between event management team and customers. They introduced a new a new “Smart Event Management System” that uses modern technology for managing their customers, various other tasks, planning and allocating duties to employees and more.

Maiske K. et al. developed an application for event management system. The burden of management team will be reduced through this system as they will be working through Smart Web Access and Mobile Access. Right from the booking of an event as on the date place to overall management etc. will be done at the tip of the click.

Thomas R. et al. (2012), in his paper “Event Management Research: State of art” analysed the special issues presented at the 2010 Global Events Congress IV. The study is based on the various research associated with planned events. More than 150 delegates from 20 different countries views were taken in this study.

JNU Jaipur in their study material book “Event Management” explains all the basic concepts related to event management and the planning function in detail.

Arora S. (2017), studied the overview and growth strategies along with the opportunities to venture into event management business. 200 respondents were interviewed through a structured questionnaire. The study concluded that social media can become the strong communication tool for the growth and development of event management.

McCabe and Ladkin (2002) states that the reason for expansion of event management business is that it has got more innovative and most creative opportunities which are attracting crowd of people towards this sector. This expansion should not be at the cost of quality. Event management is basically a service, and the way the customers experience it, is what matters.

NEED OF THE STUDY

Event Management is a growing sector and is considered as important by the stakeholders (companies) irrespective of their size. From launching a new product to business conferences, companies use event management as a tool to promote its products. Event management has become the fastest and growing business in the recent years.

A formal event of Government of an informal event of people both the stakeholders depend on the Event Management companies for organisation of their events. May be hosting a political meet, launching any new scheme, naming ceremony, weddings, birthdays, anniversaries etc. all the possible events are being outsourced. People are of the opinion that outsourcing the events to the Event Management companies reduce their burden of managing the things and they need not worry about the happening of the event. The success of the event management owner depends upon how well the event manager organized the event and up to what extent he/she was able to satisfy the customers. Event management is a happening and lively profession which demands a lot of hardwork and creativity. It offers enormous scope for ambitious younger generation. Hence it opens up wider self- employment opportunities for one self and employment opportunities for others. Therefore it was needed to study the Event Management companies in South Goa.

STATEMENT OF THE PROBLEM

Event management being flourishing industry in Goa, though requires less initial capital investment still face obstacles in managing the business and catering the market share. The study intends to study in detail the problems of the event management business faced by the owners' in South Goa District.

OBJECTIVES

1. To analyze the profile of Event Management Owners in South Goa District.
2. To study the problems faced by the Event Management Owners in South Goa District.
3. To study the prospects of Event Management Owners in South Goa District.

RESEARCH METHODOLOGY

Every good research aims at gathering new knowledge or data from primary or first-hand sources. Research is a deliberate effort to collect information, to analyze it, to put it together and analyze it. It is the process of which a person observes the phenomena again and again and collects the data on the basis of data he draws conclusion.

i) **Techniques and tools used:** Personal visits and questionnaires.

A) **Primary Data:** The researcher interviewed 50 Event Management companies' owners and got the information through personal interaction and structured questionnaires.

i. **Questionnaire:** A structured questionnaire was used to collect data. Before putting it for actual action the questionnaire was put for an experiment with some known people. The structured questionnaire consists of both open-ended and close-ended questions.

ii. **Group Discussion:** Group discussions of investigator with the experts at the Department of Commerce was held soon after every visit to consolidate the data collected in order to know the detail information of Event Management Companies in South Goa District.

B) **Secondary data:** Secondary data was collected through the publications, books and research articles.

RESULTS & DISCUSSION

1. Gender

As we have observed that majority of the event managers in India are men and so far Event Management is concerned it is dominated by men. It is common phenomenon that male dominates society like India since Goa is also part of it, the same situation is also visible here.

It is observed that 80 percent of the Event Management owners are male and 20 percent are female, which indicated that male Event Management owners are dominating whereas the females may be employed by the owners in other type of business such as beautician, mehendi artist, hair stylist, catering etc.

2. Age group of event management owners:

Through the survey conducted, it is observed that none of the Event Management owner is below the age group of 25 years. 52% of the Event Management owners are in between the age group of 26-35 years, 28% are in age group of 36 to 45 years; 16% are in the age group between 46-55 years and only 4% of them are in age group of 55 years and above which indicates that middle aged (youth and adults) are dominating the age group of Event Management ownership

3. Educational qualification

It can be concluded that for the purpose of Event Managers, educational qualification is very vital as education is must for them. All the respondents have knowledge about the business and also had educational qualification from S.S.C to Post Graduation and above. However, the study finding indicates that all of the respondents have pursued qualification and majorities are Graduate and Post Graduate.

Only 6% of the owners have completed their SSC, whereas 14% of them have studied up to HSSC, 40 percent of the Event Management owners have completed their Graduation and 40 percent of them have completed their Post Graduation. It is observed that none of them are illiterate and all of them have acquired basic knowledge and more than half of them have done Graduation and Post Graduation, along with other related courses such as diploma/certificate course.

4. Marital status

The survey relating to marital status of Event Management owners in South Goa District, revealed that 66% of them are married and 34% of the respondents are unmarried, which indicated that the Event Management owners are happily married as they are well settled with their business as they get regular income from Event Management Company to look after their family.

5. Number of family members

The disposable income per person is known on the basis of the number of family members and how it is spent on them.

It is observed that more than half (54%) which is the majority of the Event Management owners have more than 4 members in their family, 40 % of the Event Management owners have less than 3 and 6% of the Event Management owners have more than 6 members in their family. Most of the Family Members of the owners are seem to be helping the owner to run their business.

6. Family Business or not

Findings indicates that the majority of the Event Management have their own business i.e. 74% while only 26% of the Event Management having family business.

7. Event Management owners got inspiration for the business

Our finding indicates that most i.e. 62% of the Event Management owners got inspiration for the business from its own. They were self motivated. 26% of the respondents got inspiration from family. However only 12% were inspired by their friends who are doing similar business.

8. Nature of business ownership

Our findings indicate two types of business structures. From our Event Managers we have found that most of the enterprises are proprietary concerns i.e. individual and few partnership firms.

The study concluded that proprietary business is 80% and partnership are only 20%. Most of the proprietors informed that their business is profitable and any risk can be taken at any movement where as in partnership it's very difficult as business is vast and risk cannot be taken immediately. It can be stated from our interactions with the respondents that proprietary businesses have greater flexibility and efficiency compared to partnership enterprises.

9. Registration of business

During the survey of Event Management owners, the study revealed that majority of them registered their business. The percentage of registered Event Management Companies showed about 86% while non-registered firm was only 14%.

The people who have registered their firm told us that they had to do a lot of documentation and it was a tedious process. It took around one month for some , while other told that it took them around six month in getting the firm registered . On the other hand those that did not register said that they preferred to run their business without registering it.

10. Number of years of experience

It is inferred from the survey that the majority of the Event Management owners has experience between 2 to 5 years i.e. 48% as majority of them are youth and 46% of Event Management owners have experience between 6 to 10 years . The Event Management owners who have experience is less than 2 years is 2%. However, only 4% of Event Management owners are having experience of 11 & more than 11 years.

11. Capital invested

44% of the Event Management Owners have invested capital between ₹ 1,00,000 to ₹ 3,00,000 and 42% of them invested in between ₹ 3,00,000 to ₹ 5,00,000. Only 14% invested more than ₹ 5,00,000.

12. Sources of financing

Finance is the major problem that these Event Management owners face. The cost of credit is also too steep. Lack of finance limits the size and scope of their business.

Most of the Event Management Companies in sample are small. It has been found that most of them used their own funds more particularly their own family savings to set up their business i.e. 52%. However, some of them had to rely on both bank loans and as well as relatives of the family to set up their business that accounts to 48% of the Event Management Owners. However, none of Event Management Owners depended on friends and others to start their business.

13. Employees employed by event management owners

The Event Management is a self-employed business which not only employs oneself but also create job opportunities to others. They are the owners of the business and they create employment for others to run the show.

The study clearly shows that 46% percent of Event Management owners are having employees working for them between 1-10 number . Whereas 54% of the Event Management Owners have employees employed more than 10 and above. However, no Event Management Owners are doing their business all alone. This may be because they do not possess all the required skills such as electrician, beautician, managing sound etc.. Event management is not a one man show.

14. No. of family members involved in business

It can be seen through the study that 42% have not involved any family members to run their business. 38% of the Event Management Owners have employed more than 3 and above family members in their business. This is done in order to reduce the cost of labour and increase the profit margin. Owners who have employed one or two family members who support them in their business are 20%.

15. Ownership of business premises

Out of the 50 Event Management Owners interviewed, findings indicate that the majority of the Event Management owners had owned their own premises i.e. 76% while only 24% of the Event Management owners operated from rented/leased premises.

16. Facilities Outsourced

It is very difficult to have all the skills and equipments to organize an event however irrespective of how big or small the event is. Every Event Management owner needs to outsource some facilities. The study indicates that the majority of Event Management owners are outsourcing some of the facilities i.e. 66% of the sample survey. While, only 34% of the Event Management Owners are not outsourcing any facilities and they manage everything with their own employees.

17. No. of guests that event management owners can address

Majority of the event management Owners can address 500 and above guests i.e.66% of the sample and 20% of the Event Management Owners can address around 100-200 guests. While only 14% of the event management Owners have a ability to address guests between 0 -100 as compared to other event management Owners. The size of the business does not matter as long as proper planning and management quality is there with the owner. A small business started with an initial capital as minimum as ₹ 1,00,000 can also manage the event catering to large number of guests with their own as well as outsourced team.

FINDINGS

1. An interest and experience makes them successful along with education. None of the Event Management Owners are illiterate and they possess required skills and qualities. They are hard working and are creative thinkers.
2. Majority (76%) of them have started their business in their own premises as a small business which was later on expanded as their business grew.
3. The Events organized are usually weddings (including destination weddings), parties and corporate events. Services provided by them include decorations, entertainment, band and games, lighting & catering, photography & videography.
4. Majority (52 %) of the Event Management Owners are youth and adults in age group between 26-35 years. People have started their business after completing their graduation and post graduation.
5. Most of them (62%) are inspired on their own as they had interest in this business and they started their own business, few of them got it as a family business.
6. Capital investment required is reasonable for Event Management Companies ranging between one lakh to five lakhs, very few (14%) have started their business with capital more than five lakh.
7. One's own savings and to some extent bank loan was taken to establish the Event Management Company.
8. Majority (86%) of Event Management Owners have registered their business.
9. Most of them (66%) outsourced services which they are unable to provide, but they would like to expand their business and provide those services which are outsourced in near future.
10. Majority of them earn huge profits during season and they have an average 2-3 events per day.
11. All the employees employed in the event management business need not possess professional degree and hence the owners employ some of the family members to assist them.
12. Majority (80%) are men and only few (20%) are women. As it requires lot of field activities and problem solving skills most of the men who posses this qualities, venture into this business.

PROBLEMS ENCOUNTERED

1. Capital is the essence of any business and to start any business initial investment is required. Event Management is a business that doesn't require huge investment. But arranging finance they need to struggle a little bit. Many manage to adjust through their own savings and through a bank loan.
2. Very few have huge premises to give an open air wedding or a party but majority of them face hall/hotel booking problem as they had to organize it in a different place. Most of the time venue of destinations preferred by customers are unavailable that causes a lot of problem.
3. Availability of skilled and professional services which they cannot offer most of the time, is the major problem faced by the Event Management owners. Catering, DJ's, photographers & videographers are the professional services which they sometimes find it difficult to arrange.
4. As the Event Management business is growing a threat of new entrants in this business, competition is another problem they face.
5. Lot of paper work and documentations makes it difficult for them to obtain licenses.
6. Late payment and on the spot customer demands are also other problem that are faced by them.

PROSPECTS

1. The earnings in this business are huge. Hence, all of them would go for expansion their business. Some would like to set up in North Goa and some in other states. They want to be more competent enough so they they can capture the global market share too.
2. Demand for destination weddings is increasing in Goa and hence there is a possibility for growth and expansion.

RECOMMENDATIONS/SUGGESTIONS

1. Government should give tax holidays in the initial years.
2. Paper work should be reduced in the registration process.

CONCLUSIONS

The set hypothesis put for test proved positively.

1. Young generation in South Goa district prefer to go for event management business proved positively.
2. Event Management owners face competition problem in South Goa District.

LIMITATIONS

1. Study is confined to the area of South Goa District only. Study is based on information, data and opinion given by the Event Management companies in

South Goa District which may not represent the opinion of entire community of Event Management companies in Goa or our nation.

2. Study only contains the opinions of the Event Management companies; it does not consider opinions of any other party.
3. The conclusion derived from the findings is not to be generalized since the attitudes and aptitude of the 50 Event Management Companies' owners is different from other places in Goa.

SCOPE FOR FURTHER RESEARCH

Entire Goa could be take for further research as that can give a concrete conclusion for policy makers.

ACKNOWLEDGMENTS

Acknowledge cooperation extended by the Event Management companies' owners and their while collecting information and conducting survey. I also acknowledge my guide Dr. Gajanan V. Madiwal for his support and guidance.

REFERENCES

- Khalil P. and Khan N. (2016), Smart Event Management System, International Journal of Computer Science Trends and Technology (IJCST) – Volume 4 Issue 2, Mar - Apr 2016, pp. 161-164.
- Maiske K., Neware P. , Jamgade N., Jamgade A. , Dubey P. (2018), Event Management System Using N-Tier Architecture, International Journal for Research in Applied Science & Engineering Technology (IJRASET), Volume 6 Issue III, March 2018, pp. 2863-2867.
- Thomas, Rhodri & Bowdin, Glenn. (2012), Events Management Research: State of the Art. International Research Journal of Engineering and Technology (IRJET), Event Management, Vol. 16, pp. 103–106
- JNU, Jaipur ,First Edition 2013, Russel Press Limited, Nottingham, NG6, OBT
- Arora S (2017), Growth and Development of Event Management Sector in Rajasthan: An Evaluation, University of Kota
- McCabe, V.S. (2009), 'Butterflying' career patterns in the convention and exhibition industry. People and Work in Events and Conventions: A Research Perspective. pp. 51-64.

JOURNALISTIC INFLUENCES IN RUDYARD KIPLING'S STYLE OF WRITING

Dr. Monica Madhuchandrika Patil

Assistant Professor in English,
Government College of Commerce and Economics, Borda-Goa
Email: monica.patil21@gmail.com

ABSTRACT

Literary journalism belongs to the field of non-fiction and combines reporting the facts and figures, using narrative techniques and literary style of what is called fiction. This is the reason it is also called 'Narrative Journalism'. There are many journalists turned writers who have fallen back on journalism, to provide them the material for the construction of their dramatic narratives. Many successful English novelists had a journalistic background, one of whom is Rudyard Kipling. The paper tries to see the influence of journalism on Kipling's style of writing.

Keywords: literary canon, literary journalist, dramatic narratives

INTRODUCTION

The relationship between journalism and literature has become a growing area of interest today. The field of journalism deserves recognition for its contribution to the literary field. Journalists and journalistic values have played an important role in the creation of the British and American literary canon. As former reporters, the values and experiences these writers gained from journalism, played a vital part in the development of their literary visions. Many of their journalistic novels are built around real people and real-life events. These novelists have fallen back on journalism, to provide them the material for the construction of their dramatic narratives. Dr Johnson was a brilliant literary journalist and so was Joseph Addison. George Orwell was working as a reporter for the 'Observer' while he was writing his *Animal Farm* and gathering thoughts for his 1984. Graham Greene's first job was as a sub-editor on the 'Times'. P.G. Wodehouse was a journalist with 'Globe' newspaper until his mid-30's. Their fiction tended to be based upon the same writing philosophy and skills as their journalism. These journalist-literary figures were known for their accurate and precise observation and ambitious use of reporting techniques.

This paper intends to shed some light on the influence that a stint in journalism had on Rudyard Kipling's style of writing.

Rudyard Kipling (1865 – 1936)

Rudyard Kipling was born in Bombay, India. His parents John Lockwood Kipling, a teacher at the local Jeejeebhoy School of Art, and his mother Alice Macdonald, courted at Rudyard Lake in Staffordshire, England, hence Kipling's name. At a very young age he and his sister were sent to England under the care of a woman named Mrs. Holloway. In particular his sympathy with children in his writings was mainly influenced by the poor treatment Mrs. Holloway gave them.

Kipling spent nearly a decade in the 1880s, in British India, working for the local newspapers such as 'Civil and Military Gazette' (Lahore), which he called "mistress and most true love" [Kipling, Rudyard (1935) "Something of myself"] and the 'Pioneer' (Allahabad). His writing skills were refined while writing for newspapers and journals. The autobiographical elements in his works become evident when one goes back to trace the origins of Kipling's works. The inspiration for the most part comes from his own life's events and happenings.

His popularity was firmly rooted in his short stories and poems. He is regarded as a major innovator in the art of short story and his children's books are classics of children's literature. His works of fiction include *The Jungle Book* (1894), *Captains Courageous* (1897) *Plain Tales from the Hills* and many short stories, like *The Days Work* (1898), (a collection of short stories), *The Man Who Would Be King* (1888). *Mandalay* (1890), *Gunga Din* (1890), *The Gods of the Copybook Headings* (1919), *The White Man's Burden* (1899), and *If* (1910) are some of his poems. His novels include *The Light That Failed* (1890); *The Naulahka: A Story of East and West* (1892) (with Wolcott Balestier); *Captains Courageous: A Story of the Grand Banks* (1897); and *Kim* (1901). *Kim* was the most popular of his works during his lifetime. He was honoured with the Nobel Prize in Literature in 1907.

Journalistic and Literary Writing

The disciplines of journalism and literary writing are not much compatible, but there is some overlap, a flair for words and an interest in the world around you, which are essential requirements for both. Journalistic writing is the style of writing used to report news stories in newspapers, television broadcasts, on radio and on the Internet. Unlike other styles of writing, which can be flexible and casual, the characteristics of journalistic writing are short sentences and paragraphs and to the point. In most cases, journalistic writing is objective, meaning that it relies on facts and evidence, rather than opinions or emotional appeals. A journalist would try to get his point across in as few words as possible and produce concise, readable prose, whereas a creative writers work is more elaborate and stylized.

There are many points to consider when thinking about Kipling's use of language and his style of writing. Apart from his observation, imagination, innovative ideas and narrative powers, simplicity and brevity are the two significant qualities of Kipling's writing. When one analyzes the journalistic English style, one finds that it is more objective than subjective. A journalist gives the realistic value of an event or sentiment of a character as

if he is the on-looker of the event or incident even if he is not. This characteristic of journalistic writing can be seen in Kipling's narrations. Another point to be considered in his use of language, is his reliance on verbs and prepositions. Kipling relies heavily on verbs to make his narrative sleeker and action oriented which could again be attributed to a journalist's style of writing. His journalistic background also gave him the power to have a world view and a grip on reality. Much of his material for his works was drawn from everyday life and his experiences in India. Kipling relies on proper nouns to establish location, especially the use of Indian words in some of his works. For example - *Zam Zammah*, *the old Ajaib-Gher*, *Lahore Museum*, all reveal the location of the narratives to be India.

Needless to say, that these skills of Kipling were perfected with experience in the field of journalism, because along with linguistic adornment and the art of written presentation, the characteristic features of journalism like use of short and crisp sentences, objectivity, vivid observation, have taken him on the route to literary success.

CONCLUSION

Many of the fictional and semi fictional works of English literature are written by ex-journalists who went on to become famous litterateurs. The pages of literary history are replete with many such examples. Their works, which are based on real people and real-life events, can be called 'journalistic' novels. From Daniel Defoe and Henry Fielding, Charles Dickens, to the more recent authors of *New Journalism* (or *Literary* or *Narrative Journalism* as some critics call it), Truman Capote, Tom Wolfe, and Norman Mailer, they have all integrated the journalistic methods with the more traditional literary techniques to write their novels. These authors have often fallen back on realism, an element of journalism, to weave their dramatic plots.

This paper is a small attempt to shed some light on the journalistic influences on Kipling's writing. A journalist with a novelist's eye for detail, many a times comes out with inspiring literary pieces of work. The field of journalism thus deserves recognition for its contribution to the literary field.

REFERENCES:

<https://www.biblio.com/rudyard-kipling/author/104>

<https://literariness.org/2020/05/27/analysis-of-rudyard-kiplings-stories/>

INDIAN LIFE INSURANCE INDUSTRY: GROWTH AND MARKET SHARE

Mrs. Rupali V. Sangodkar

Assistant Professor in Commerce,
Government College of Commerce and Economics, Borda-Goa
Email: rupalisangodkar2007@gmail.com

ABSTRACT

The Indian Insurance Sector is divided into two sections - Life Insurance and General Insurance. All Insurance companies are governed by the Insurance Regulatory and Development Authority of India. It also safeguards all the insurance consumer rights. Life Insurance Corporation, the only government owned Life Insurance Company enjoyed monopoly in insurance business until privatization. Post privatization there are 23 private life insurance companies with which Life Insurance Corporation have to face competition. Life Insurance Corporation enjoys a larger share in terms of premium collected and market share as compared to all other private sector life insurance companies but Private life insurance companies taken together are growing rapidly with respect to premium collected in the recent years.

Keywords: Life Insurance, Insurance Regulatory and Development Authority of India, Privatization, Premium

INTRODUCTION

Future is unpredictable. So life insurance is a significant protection for ones loved ones in the event of an eventuality happening to the insurer. Taking a life insurance policy cover is a very crucial financial decision. In case of sad demise of a person, having insurance cover will help to secure family's financial needs without much difficulty. Thus, Life insurance provides financial security to the dependents of the policy holders in case of his/her death.

The insurance sector consists of life and non-life insurance companies. It includes both public sector as well as private sector organizations. Presently, in total there are 52 insurance companies operating in India. Of these there are twenty four life insurance companies. Among these, Life Insurance Company is the only public sector insurance company. All others are private insurance companies.

All these twenty four companies are approved and regulated by Insurance Regulatory and Development Authority of India (IRDA). IRDA is a statutory body regulating and

promoting the insurance and re-insurance industries in India.

With the increase in awareness and introduction of a wide range of insurance products and services the Indian insurance industry has witnessed significant growth in the past few years.

OBJECTIVES OF THE STUDY

1. To know the growth of life insurance sector in India.
2. To analyze the market share of Life insurance Corporation as against all other private insurance companies in India.

RESEARCH METHODOLOGY

The study is based on the secondary data collected by referring to the Website and Annual reports of Insurance Regulatory and Development Authority of India. The data collected was organized in tabular form and then analyzed to draw meaningful conclusions.

REVIEW OF LITERATURE

Sinha (2005) in his research paper titled “The Indian insurance industry: challenges and prospects” highlighted that India is the most promising emerging insurance market in the world. In this regard to unleash the potential, insurance companies will need to show long-term commitment to the sector, design products that are suitable for the rural population and utilise appropriate distribution mechanisms.

Chaudhary, Kiran (2011), in their research paper “Life Insurance Industry in India - Current Scenario” studied the life insurance trend from the year 2005-06 to 2010-2011. They concluded that this sector showed an upward trend in terms of factors such as the number of offices, number of agents, new business policies, premium income etc. Further various new products like ULIPs, pension plans etc. were introduced to suit the changing needs of the customers. Private Life Insurance companies in order to enhance their market share spend heavily on marketing of their products.

Gupta, Mishra (2017) in their research paper titled “A Study to analyze the Impact of Privatization on LIC of India” stated that after the sectoral reforms, the life insurance industry showed a remarkable growth. LIC has been successful in order to create value for its customers. But with private sector industries in the market there is cut throat competition. So more efforts to enhance the business is needed in terms of technology distribution network, technological innovations, client relationship and quality.

Nazneen, Krishna (2019) in their study identified that the size of LIC is way over that of all private insurance firms. Currently private insurers are taking various measures to enlarge their business however they are far behind LIC. Recently, a variety of policies issued by issued by LIC and private insurance firms, but the advantage that LIC enjoys over others is that are well-established player within the field of insurance and a lot of private firms are yet to sustain themselves in this industry.

LIFE INSURANCE SECTOR IN INDIA PERTAINING TO THE OBJECTIVES OF STUDY

In this section an attempt is made to collect the data to study both the objectives of the study in order to draw meaningful conclusions.

In the year 1956, the finance minister announced the nationalization of life insurance by passing an ordinance in the Parliament. As the result of this ordinance, on September 1, 1956 Life Insurance Corporation of India (LIC) came into an existence by absorbing total 245 companies which were engaged in life insurance business in India. India allowed private players in this sector in the year 2000, until then LIC had the monopoly in insurance business. Presently there are 24 life insurance companies in India offering wide variety of products to the customers. Privatisation of insurance sector led to a tough competition with a positive and healthy outcome.

In order to provide strict control over insurance business in India, the first legislation was the Insurance Act of 1938. Presently Insurance Regulatory and Development Authority of India is the primary regulator for insurance in India. IRDA was constituted by the enactment of Insurance Regulatory and Development Authority Act, 1999. IRDA was established to protect the interest of the policy holders, to promote the growth of insurance sector, to enforce high standards of integrity and financial soundness, speedy settlement of insurance claims, to prevent insurance frauds and malpractices. It sets the regulations, issues guidelines and circulars for smooth functioning of the sector.

IRDAI has formulated the micro insurance regulations to facilitate penetration of micro insurance to the lower income segments of population in India. In order to enable micro insurance to be an integral part of the country's wider insurance system Micro Insurance Regulations, 2005 have provided a platform to distribute insurance products, which are affordable to the rural and urban poor. This policy reforms have paved way for penetration of life insurance in the country. Life Insurance market is growing with insurance companies offering wider choice to consumers, providing cost efficiency products, wider penetration etc.

Insurance companies in India are driven by innovative products and wider distribution channels. Increase in awareness about insurance products, government initiatives to promote insurance products will help the industry to grow. Unit Linked Insurance Plan Products provide insurance cover with an opportunity to enable growth of investments done by policy holders. Better management has helped in improvement of claim settlement ratio, changes in the regulations by the government are expected to drive the growth of the market.

In the year 2013, insurance repository services were launched by IRDA. With this system now customers can hold all their insurance policies in electronic form. Registered insurance repositories in India are CDSL Insurance Repository Limited, Karvy Insurance Repository Limited, NSDL Database Management Limited, CAMS Repository Services Limited.

All the policy measures introduced in this sector have facilitated the growth of this sector

in India. As of 2019, Life Insurance Corporation of India had total life fund of ₹28.3 trillion. The total value of sold policies in the year 2018-19 is ₹21.4 million. It has 290 million policy holders.

LIFE INSURANCE CORPORATION'S POSITION AGAINST OTHER PRIVATE COMPANIES WITH REGARD TO NEW FIRST YEAR PREMIUM

An attempt is being made to study the Life Insurance Corporation as against all other private life Insurance Companies in terms of growth rate and market share for a period of five years.

GROWTH RATE AND MARKET SHARE OF LIC AND OTHER PRIVATE COMPANIES

Table: 1.1 Growth rate with respect to First Year Premium.

Years	PREMIUMS(in crores)		GROWTH RATE (Percent)	
	LIC	Private Companies	LIC	Private Companies
2018 19	31326.22	41887.02	11.30	11.46
2017 18	28146.40	37581.33	7.02	13.71
2016 17	124583.31	50619.37	32.70	27.12
2015 16	97891.51	40874.48	24.69	17.38
2014 15	78507.71	34820.23	13.55	17.97

Source: IRDA Reports

The above table shows comparison of LIC with private insurance companies in terms of first year insurance premium. As it is evident from the above table in the year 2014-15 LIC showed a negative growth rate of 13.55 % compared to the previous year. Growth rate for both the sectors was high in the year 2016-17 compared to all the other years under study. The growth rate of private insurance companies taken together for the years 2014-15, 2017-18 and 2018-19 was higher compared to LIC.

Table: 1.2 Market Share with respect to First Year Premium.

Years	LIC (in percent)	Private Companies (in percent)
2018 -19	42.79	57.21
2017 -18	42.82	57.18
2016 -17	71.11	28.89
2015 -16	70.54	29.46
2014 -15	69.27	30.73

Source: IRDA Reports

The above table shows market share comparison of LIC with private insurance companies in terms of first year insurance premium. Up to the year 2016-17 LIC enjoyed a considerable portion of the market share compared to all other private sector insurance companies. Whereas in the year 2017-18 and 2018-19 private companies taken together have managed to enjoy a greater share compared to LIC.

Table: 1.3 Growth rate with respect to Renewal Premium.

Years	PREMIUM (in crores)		GROWTH RATE (Percent)	
	LIC	Private Companies	LIC	Private Companies
2018 -19	195169.11	97959.88	6.33	20.78
2017 -18	183551.51	81104.03	4.35	20.39
2016 -17	175904.05	67369.89	4.36	12.99
2015 -16	168552.70	59624.54	4.59	11.21
2014 -15	161159.94	53613.26	10.28	12.06

Source: IRDA Reports

The above table shows comparison of LIC with private insurance companies in terms of renewal insurance premium. As it is evident from the above table the premium collection of LIC is higher than that of private insurance companies, but in terms of the growth rate private insurance companies are growing at a higher rate compare to LIC.

Table: 1.4 Market Share with respect to Renewal Premium

Years	LIC (in percent)	Private Companies (in percent)
2018 -19	66.58	33.42
2017 -18	69.35	30.65
2016 -17	72.31	27.69
2015 -16	73.87	26.13
2014 -15	75.04	24.96

Source: IRDA Reports

The above table shows market share comparison of LIC with private insurance companies in terms of renewal insurance premium. In all the years under study the market share of LIC is much higher than that of all other private insurance companies taken together.

CONCLUSION

Insurance sector plays a prevalent role for enhancement of the well being of the economy. India has emerged as the most promising insurance markets in the world. Although insurance sector is showing a growth with introduction of various insurance products, increase in awareness need to be explored to further expand the market.

The data analysis clearly shows that penetration as well as growth in renewal premium of private life insurance has increased drastically in the recent years. Literature attributes this to reasons such as increase in investment in marketing of varied innovative products by the private life insurance companies. If we analyse the market share with regards to the renewal premium is concerned, Life Insurance Corporation enjoys a huge share compared to the others. The reasons which can be attributed to this is the fact that Life Insurance Corporation is the only state owned well established company with its existence for more than half a century. The need of the hour is innovative products, investment linked products that satisfy the requirements of the customers. This followed by wide marketing which should be aimed at realizing the need will help this industry to grow.

BIBLIOGRAPHY

Insurance Regulatory and Development Authority, India, Annual Report: 2014-15, 2015-16, 2016-17, 2017-18, 2018-19.

India Life Insurance Market Report, Forecast to 2023, Nov 2019.

Sinha, T. (2005). The Indian Insurance Industry: Challenges and Prospects. SSRN:

<http://ssrn.com/abstract=792166>

Chaudhary, Kiran (2011). Life Insurance Industry in India - Current Scenario. IJMBS Vol. 1, Issue 3, pp.146-155

Kumbhar, V. M. (2013). A Study of FDI in Life Insurance Sector in India. www.researchgate.net/publication/235923557.

Arif (2015). Life Insurance Industries in India: Trends and Patterns. European Academic Research, Vol. II. Issue II, Feb 2015

Mujalde, Kandari (2018). A comparative study between Public and Private Insurance company in India. International Journal of Trend in Scientific Research and Development, Vol. 2, Issue 2, Jan- Feb 2018.

Naik (2018). A Study on Structure of Insurance Sector In India. International Journal of Business and Management Invention, Volume 7 Issue 9 Ver. 2, September 2018.

Agarwal, Mishra (2017). Life Insurance Industry of India – Past, Present & Future. SSRG International Journal of Economics and Management Studies, Volume 4 Issue 4 April 2017.

Gupta, Mishra (2017). A Study to Analyze the Impact of Privatization on LIC of India. European Journal of Business and Management, Vol.9, No.13, 2017.

Nazneen , Krishna (2019). A Study on Comparative Analysis of LIC and Private Insurance Companies. International Journal for Research in Applied Science & Engineering Technology (IJRASET) Volume 7 Issue X, Oct 2019.

COVID-19 PANDEMIC: CHANGE IN EDUCATION SYSTEM

Ms. Riva Ritinha Paes

Assistant Professor in Commerce,
Government College of Arts, Science and Commerce, Quepem -Goa.
Email: paesriva@yahoo.co.in

Ms. Cajeta Luella Fernandes

Assistant Professor in Commerce,
Government College of Arts, Science and Commerce, Quepem -Goa.
Email: caju18ferns@gmail.com

ABSTRACT

The world is battling COVID-19 and economies across the globe have declared a lockdown. Work from home has become the norm, especially for service organizations. Following government instructions, even the academic institutions had to shut down temporarily, affecting academic delivery. Thus, they had to find new alternatives to academic delivery, and virtual classes were the way forward. In the present paper, we attempted to study the impact of COVID-19 on the education system. Network issues, lack of training, and lack of awareness are the major challenges faced in online learning. The study focuses on e-learning during COVID-19, the positive and negative impact of COVID-19 on education. The study also discusses the ways in which online education is imparted during COVID-19 and the challenges faced by the education system.

Keywords: COVID-19, Education, Pandemic, E-learning.

The COVID-19 pandemic is a health crisis. Many countries have decided to close schools, colleges and universities. The policymakers are facing difficulties in deciding about closing schools and keeping them open by allowing workers to work. This has affected many families around the world. Home schooling is not only a massive shock to parents', but also to children's community life and learning. Teachers are using online mode to educate and assess the students, with a lot of trial and error and uncertainty for everyone. Importantly, these interruptions will not just be a short-term issue, but can also have long-term consequences for the stakeholders. The course of learning and the way curriculums are taught is changing. Aspects that were once considered fundamental to education must be revised to largely accommodate life skills of the future. Learning will have a new purpose, and it will be a major divergence from the information-focused education of today.

In the face of rapid innovation, there is a need to shift the way in which we impart education. Acquisition of knowledge is done through learning, but it doesn't have to solely occur through age-old methods that do not utilize the highest potential of the brain. Approaches like integrated learning and experiential learning, with greater implementation of technology, will power the future the education in schools.

OBJECTIVES OF THE STUDY

The objective of the study are as follows:

- To study the impact of COVID-19 pandemic on education system.
- To assess the way online education is adopted during COVID-19.
- To determine the benefits and challenges in adoption of online education.

RESEARCH METHODOLOGY

Electronic databases were searched using a mix of keywords such as COVID-19, lockdown and education. Data was also collected through telephone conversation and using telephone application like WhatsApp.

The study was based on questionnaire through Google forms which was circulated to the parents of the students attending online classes. A total of 156 respondents participated in the study.

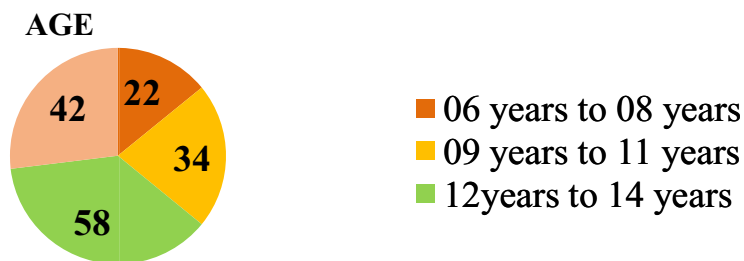
The questionnaire consisted of set of questions to know the attitude students and parents regarding online versus classroom learning and to know what are the reasons for their likes and dislikes about online and classroom learning.

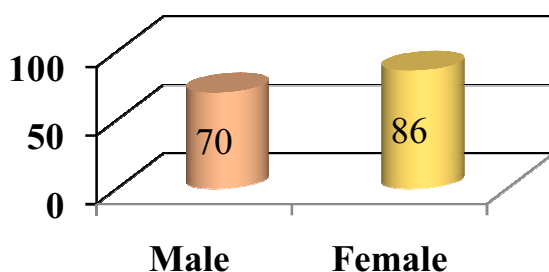
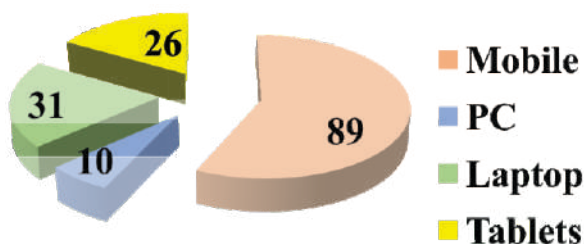
In the first part of the survey the respondents were asked to enter the demographic details and gadgets being used for online classes.

Part A of the questionnaire was based on the opinion of the students on classroom and online teaching and it also consisted of statements for which their opinion was obtained towards online classes.

Part B of the questionnaire focused on the difficulties faced by parents during the course of online classes and their opinion towards online classes.

DATA ANALYSIS



GENDER**GADGETS USED**

Our study included 156 respondents of which 70 were males and 86 were females. The majority of the students opted for using mobile (89), Laptop (31), Tablet (31) and PC (10) as gadgets to attend online classes.

	Question	Online learning	Classroom learning	Both
1	Coverage and understanding of content of the particular topic is more in	52	84	20
2	Retention rate of content of the topic is better in	45	73	38
3	Can get access to good amount of study material in	93	58	5
4	Interaction among student and teacher is better in	46	95	15
5	Punctuality and self-discipline are acquired better in	36	106	14
6	Clarification of doubts is easier in	56	67	33
7	Appearing for internal assessments is easier in	72	69	15

Table 1: Learning options

The above table suggest a comparable result between online learning and classroom learning.

In terms of content covered and understanding concept is better in both classroom learning (84). while 73 students felt retention of the topic was better through classroom learning. Majority of the students (93) felt that they had better access to online study materials. Students favoured classroom learning in terms of student teacher interaction (95), punctuality & discipline (106). Students predominantly favoured classroom classes for doubt clarification (67). Apprehensions of exams were nearly equal in both.

	Statement	Yes	No	May be
1	Ease of participation and attending classes during lockdown is better online	134	18	4
2	Online learning requires less of a time investment	96	35	25
3	Multiple choice questions incorporation during online learning adds up to the interest among students	102	38	16
4	Classroom learning prevents social isolation of the individual	104	36	16
5	Poor internet connections during the class causes loss of interest in online learning	112	21	23
6	Online learning causes decreased out-door activity, group projects, communication skills	124	26	6
7	Increased screen time during online learning can cause eye related problems	135	3	18

Table 2: Preference for classes

(Table 2) When asked a specified question regarding preference of classes during the pandemic, majority of the students preferred online classes (134) to sustain their academic interest and development during this pandemic. Students felt that multiple choice questions incorporation during online learning adds up to the interest among students (102). Students are of the opinion that classroom learning prevents social isolation of the individual (104).

Majority of the students sensed that poor internet connections, social isolation and eye strain as the commonest problems faced during online learning. Students felt that the outdoor activities, group projects and development of communication skills were better in classroom learning (124).

From the Part B of the questionnaire it was found that One hundred and fifty-six parents participated in the survey. A majority of the participants were females (116) and were graduate or postgraduate. Most of the students were studying in private English medium

schools. The parents reported that the online classes were less comfortable (127), and reported that the children had poor attention and concentration (125). It was that the most common reported distraction while attending the online classes was surfing internet (109). Most of the parents reported that there was increase in irritability among the children; online classes have a negative impact on the behaviour and physical health of the children. These findings suggest that the level of learning with regular classes cannot be matched by the online classes.

E-LEARNING DURING COVID 19

At a time when children are confined within four walls of the house. Covid-19 has forced universities across the world to suspend physical classrooms and shift to online classes. In India, this transition has been smooth for most private universities, the public ones are still trying to adapt. There have also been many debates on the nature of classes, and the future of examination and evaluation.

The faculty is dealing with new ways of managing this sudden transition to online education, students are left on to their mobile phones and computer screens.

Education has largely moved online. The World Economic Forum reports a surge in the use of language apps, virtual tutoring, video conferencing tools, and online learning software in the last three months. India, too, is witnessing an e-learning boom. Classes on Zoom, Google Meet, WhatsApp and Skype are becoming the norm for students, parents and teachers. Yet, this transition to online hardly compensates for the absence of the classroom experience.

Online education is conducted in two ways. The first is through the use of recorded classes, which, when opened out to public, are referred to as Massive Open Online Course (MOOCs). The second one is via live online classes conducted as webinars, Google Meet or Zoom sessions. Universities entail high-speed internet connection, education delivery platforms, besides stable Information Technology infrastructure and faculty members who are comfortable teaching online. Students are in need of high-speed internet and computers/mobiles to attend these sessions or watch pre-recorded classes.

Platforms are created to enable online education in India. These are supported by the Ministry of Human Resource Development (MHRD), the National Council of Educational Research and Training (NCERT), and the department of technical education. There also are initiatives like e-PG Pathshala (e-content), SWAYAM (online courses for teachers), NISHTHA (Initiatives for school heads and teacher), NROER (e-content), DIKSHA (knowledge sharing) and NEAT (enhancing employability). Other online platforms aim to increase connectivity with institutions, and accessibility to content. They are utilised for course materials and classes, and running of online modules. They include the National Project on Technology Enhanced Learning (NPTEL), National Knowledge Network, (NKN), and National Academic Depository (NAD), among others.

The National Programme on Technology Enhanced Learning (NPTEL), a project of

MHRD initiated by seven Indian Institutes of Technology (IIT), along with the Indian Institute of Science Bangalore, was created in 2003 to provide online education. The aim was to have web and video courses in engineering, sciences, and management.

COVID19 AND CHANGE IN EDUCATION SYSTEM (POSITIVE AND NEGATIVE SIDE)

In the second week of March, state governments across the country started shutting down schools and colleges temporarily as a measure to control the spread of corona virus pandemic. This is a crucial time for the education sector as the board examinations, school admissions, entrance tests of various universities and competitive examinations, are all held during this period. With no immediate solution to stop the outbreak of Covid-19, school and university closures will have a long-term impact on the learners.

The pandemic has altered the centuries-old, chalk-talk teaching model to one driven by technology. This interruption in the delivery of education is pushing policymakers to find out how to drive engagement at scale while ensuring inclusive e-learning solutions and tackling the digital divide. The structure of learning, including teaching and assessment methods, was the first to be affected by these closures. Only a few of private schools could adopt online teaching methods. Some private and government school counterparts, on the other hand, have completely shut down for not having access to e-learning solutions.

A strong strategy is necessary to handle the crisis and build a resilient Indian education system in the long term. Instant measures are required to ensure continuity of learning in government schools and universities. Digital learning solutions and Learning Management Software should be adopted to conduct online teaching.

Negative impacts of covid-19 on education

- 1. Slow-moving cross-border movement of students:** Universities in many countries are highly dependent on the movement of students from one country to another. Many parents will avoid sending students abroad for higher education due to high risk from the corona virus pandemic.
- 2. Passive learning by students:** The sudden shift to online learning especially in countries like India where the backbone for online learning was not ready and the curriculum was not designed for e-learning format has created the risk of our students becoming passive learners and they seem to be losing interest due to low levels of attention span. We may be leaving a large proportion of the student population untouched due to the digital divide that is part of many developing nations including India.
- 3. Untrained teachers for online education:** Online learning is a special kind of methodology and not all teachers are good at it. Thus, most of the teachers are just

conducting lectures on video platforms such as Zoom in the absence of a dedicated online platform specifically designed for the purpose. There is a threat that in such a situation, learning outcomes may not be achieved and it may be only resulting in engaging the students.

4. **Changing Format of Student Recruitment:** Universities and colleges across the countries are facing a major risk in the area of student recruitment and retention. The threat of losing students is high that they will need to re-look at their admission practices, admission criteria and the overall recruitment process itself which will include new methods of outreach and application process itself.

Positive changes in education due to covid-19

1. ***Rise in Blended Learning:*** Universities and colleges will have to shift to a model of blended learning where face to face delivery with an online model will become a norm. This will call for all teachers to become more technology savvy and go through training to update themselves.

New ways of delivery and assessments of learning outcomes will have to be adopted which opens immense opportunities for a major transformation in the area of curriculum development and pedagogy.

2. ***Learning management systems to be the new norm:*** A great opportunity will open up for companies that have been developing and strengthening learning management systems for use by universities and colleges. This has the prospective to grow at a very fast pace but will have to be priced appropriately for use by all institutions.
3. ***Upgrading in learning material:*** There is a great opportunity for universities and colleges to start upgrade the quality of the learning material used in the teaching and learning process. Since combined learning will be the new format of learning there will be a push to find new ways to design and deliver quality content especially due to the fact that the use of learning management systems will bring about more openness and transparency in academics.
4. ***Rise in collaborative work:*** The teaching community to a large extent has been much insulated and more so in a country like India. There is an innovative opportunity where collaborative teaching and learning can take on new forms. Faculty members/teachers can deliver online courses to even students from other institutions. Collaborations can also take place among faculty/teachers across the nation to benefit from each other.
Finally, it is expected that there will be a massive rise in teleconferencing opportunities which can also have a negative impact on the travel. A large number

of academic meetings, seminars and conferences will move online and there is a possibility that some new form of an online conferencing platform will emerge as a business model.

COVID-19 IMPACTING ONLINE EDUCATION

The nationwide COVID-19 lockdown has forced schools and universities to close and send students home. The closure has placed challenges on governments, institutions, teachers, students and parents around the world. Many countries are trying to handle this disruption by deploying different modes of learning through a mix of technologies. The teachers and administrators are encouraged to communication with learners by delivering virtual live lessons or Massive Open Online Course.

Online education, a result of the digital world has brought a lot to the learning beginning from preschool up to higher level institutions. The move to remote learning has been enabled by several online tech stack such as Google Meet, Zoom and Microsoft Teams, all of which play an important role in this transformation. With the development of ICT in education, online video-based, e-books, models, graphics, animations, quizzes, games, and e-notes are making learning more accessible, engaging, and contextualized. Schools have always considered educational application as a supplementary tool due to not having fully understood its efficacy. However, the current situation has given us a boost to accelerate the adoption of technology and experiment with online learning and measure its success. Online education could be a solution to accommodate this problem. As the digital learning acceleration continues, students from remote districts and those belonging to poor communities lack the infrastructure and the means to reap the benefits of online learning.

The government of India is allowing Indian universities to offer online degrees. The sudden, forced immersion of learners into virtual learning during this period of Covid-19 has proved that the education industry is going to be digital.

CHALLENGES IN EDUCATION SYSTEM IN THE ERA OF COVID-19

With the Covid-19 lockdown the traditional classroom teaching is now transformed into e-learning process through Zoom, WhatsApp and Skype which are becoming the norms for teachers, parents and students.

Following are the problems faced by students, teachers and parents in e-learning:

- Internet connectivity is not available in rural parts of the country. Classes get disturbed due to Internet issues.
- Teachers have to be trained to use e-learning Apps.
- Parents face difficulties in handling their work and children in e-learning.
- Students have to submit assignments, asking doubts online which they feel is not clear and boring.
- Parents are not comfortable with technology themselves and finding it difficult to

- train their children.
- One of the biggest challenges' teachers are facing is how to keep students on board and also difficult to avoid their distractions from other social networking sites during the learning period.
- Transforming teaching materials into digital format has been a challenge for teachers
- Students are from diverse social background and not all students have access to a laptop or an internet connection. It is not feasible for such students to attend the online classes.
- Increase in screen timings for children.
- Absence of opportunities of collaborative learning, teacher supervision and lack of opportunities for hands-on learning in subjects such as science and mathematics.
- Quality education has undergone an alteration in the online mode, and now it includes the ICT components that help overcome all the challenges have resulted due to the physical distance between the teacher and the learner.

CONCLUSION AND SUGGESTION

The global lockdown of the education institutions has interrupted the students learning; disruptions in internal assessments; and the cancellation of public assessments for qualifications or their replacement by an inferior alternative.

Schools must rebuild resources to make up the loss in learning. As the assessments of learning is important, schools should also consider postponing rather than skipping internal assessments. For new graduates, policies must be made to support their entry to the labour market to avoid longer unemployment periods.

In the face of a crippling pandemic, technology has emerged as a major lifesaver. Communication is a major key to our interconnected existence and technology is the driving force that maintains our connections.

For education, that means creating content and delivery systems that harness and utilize technology to its fullest. Perhaps, education may become more flexible and accessible, relinquishing its over-reliance on rigid structures that we currently consider necessary.

The future of education will find no room to ignore the utilization of technology since it may very well be the best platform to empower learning in an age that is integrating technology as a way of life. These generations could influence the evolution of education, as they themselves are the ones majorly impacted by the pandemic and are in the best position to learn and grow from it. Perhaps, education post-COVID- 19 will embrace learnings from science and emphasize a greater focus on issues that endanger our health, society, life and earth. Perhaps, the world may never go back to what it was pre-pandemic. But we can count on it to adapt to the future, irrespective of what it contains.

BIBLIOGRAPHY

<https://www.weforum.org/agenda/2020/03/3-ways-coronavirus-is-reshaping-education-and-what-changes-might-be-here-to-stay/>

<https://www.investindia.gov.in/team-india-blogs/how-covid-19-impacting-online-education>

<https://voxeu.org/article/impact-covid-19-education>

<https://government.economictimes.indiatimes.com/news/education/covid-19-pandemic-impact-and-strategies-for-education-sector-in-india/75173099>

<https://www.indiatoday.in/education-today/featureophilia/story/covid-19-4-negative-impacts-and-4-opportunities-created-for-education-1677206-2020-05-12>

<https://www.indiatoday.in/education-today/featureophilia/story/covid-19-lockdown-how-the-pandemic-brining-change-in-indian-education-system-1674322-2020-05-04>

<https://www.thehindu.com/sci-tech/technology/why-elearning-is-not-a-sustainable-solution-to-the-covid19-education-crisis-in-india/article31560007.ece>

PERFORMANCE ANALYSIS OF COIR INDUSTRY IN INDIA

Mr. Vasant N. Narulkar

Post Graduate Student

S. S. A. Government College of Arts and Commerce, Pernem-Goa.

Email: vasantnarulkar@gmail.com

ABSTRACT

Coir, a part of coconut husk which is then converted into usable coir fiber and other products derived from it gives an opportunity to the traditional craftsman and women to conduct a business activity. The coir industry in India gives a platform to the local and rural people involved in making of coir products. India is the largest producer of coir and also exports the coir fiber and coir products, the coir industry in India is performing excellently well for last few years contributing a growth in the export of coir and creating employment opportunities. The present paper focuses on performance of the coir industry in terms of production, exports and state wise employment generation. The data for the study has been collected from secondary sources. The study concludes that coir industry in southern states is performing excellently.

Keywords: Coir, coir products, coconut husk.

INTRODUCTION

Coir is a natural fiber obtained from the coating of a coconut fruit, the outer layer of the coconut fruit which is used for making the coir fiber. The coconut and the coconut palm trees are the raw material for the coir industry. In India the southern states like Kerala, Karnataka, Tamil Nadu, and Odisha etc. are the major states where the plantation of coconut is done in huge numbers. This facilitates the establishment of coir industry in such regions.

Coir is extracted from the coconut husk and coir fibers are produced, these fibers are then used making valuable and eye-catching products like coir fiber, coir rugs, coir rope, coir yarn, curled coir, coir geo-textiles, coir pith, handloom mats and mattings, power loom mats and mattings, rubberized coir and tufted mats. These products are sold not only in the domestic market but also in the foreign countries, as India is the largest producer of coir in the world. The coir industry provides employment to the women and socially backward people in the rural areas, the number of workers is more in this industry and this gives an opportunity to local craftsman to showcase their talent through their traditional work.

LITERATURE REVIEW

(Mohanraj, 2017): the research paper of the author titled “A Study on Problems and Prospects of Women Workers in Coir Industry (With Special Reference to Singampunari, Sivagangai District)”, have analyzed the problems of women workers in the coir industry, the author has used percentage analysis, chi-square test and weighted average for the study of the paper the sample for the survey selected by the author was Singampunari, Sivagangai District, the author found out that there is an impact between age, marital status, work experience and family size and the women workers in the industry, but there is no relation with respect to the education.

(Krishnathulasimani, 2016): Research paper titled “A Study on Role Of Government And It's Agencies In The Development Of Coir Industry” has done a study of the coir board of India where the author has mentioned the activities and the responsibilities of the board towards the coir industry, the author concludes his paper by saying that the Indian coir sector has been able to launch a diverse array of coir products in recent years, ranging from coir pith and coir geo-textiles to rubber-backed coir mats and coir composite boards.

(K. Praveenkumar, 2017): The paper titled A Study on Export Performance of Coir Industry in India, analysis the growth in the export of coir products from India to foreign countries, the author found out that coir industry fully depends on export of coir pith and coir fiber in the ratio of 51 and 39 percentage of total export.

(S.Mohanraj, 2014): The Paper of the author titled A Study on the Future Market Potential towards Coir Products Export with Special Reference to Pollachi, the paper analysis the scope and future market potential for Coir product export from Pollachi. By using percentage analysis and Chi – Square analysis, weighted average, one way ANOVA and Friedman Ranking, the author finds that Most of the exporters are 'Merchant exporters' and a very few of them are 'Manufacturers exporters' and There exists no significant difference between organization and frequency of exports.

Research Gap: The study of coir industry with respect to its production, export and employment aspect in India.

OBJECTIVES

- To study the progress in the production of coir and its products.
- To study the trend in the export of coir products.
- To study the employment factor in the coir industry.

METHODOLOGY

- *Data Collection* - the data collected for the study is from the annual report of MSME (Ministry of Micro, Small and Medium Enterprises)
- *Research Design* -Trend analysis using tables and graphs.
- *Period of study* –Financial year 2013-14 to 2018-19.

LIMITATION OF THE STUDY

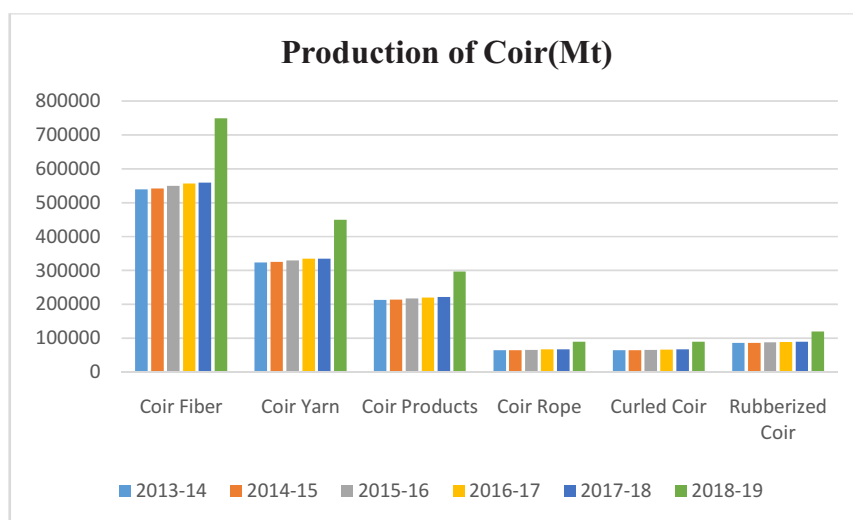
- Information and data from unorganized sector is not included in the study.
- Facts related to the local craftsman and workers at lower level are not included

ANALYSIS AND INTERPRETATION:

1.1. Production of Coir in Metric Tonnes (Mt)						
Coir Item	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Coir Fiber	539815	542000	549300	556900	559400	749600
Coir Yarn	323900	325200	329600	334200	335700	449800
Coir Products	213800	214600	217500	220500	221500	296800
Coir Rope	64780	65040	65920	66850	67150	90000
Curled Coir	64700	65040	65850	66800	67100	89900
Rubberized Coir	86370	86700	87900	89100	89500	119900

Source: Annual Report, Ministry of MSME

The above table shows the production of coir for past six years for 2013-14 to 2018-19, from the table it can be seen that the coir industry is performing well, further in-depth analysis of the table is done below with the help of a graph.



Source: Annual Report, Ministry of MSME

The above graph shows the production of coir in Quantity for last six years, the data is related to the production of coir fiber, coir yarn, coir products, coir rope, curled coir and rubberized coir.

From the above graph it can be seen that the production of coir fiber is more as compared to others, as coir fiber is a primary product which will be used for making other attractive and useful products. A huge growth can be seen in the year 2018-19 as compare to the growth of previous 5 years. The growth for the year 2018-19 was 25.37%. The production of coir fiber in 2018-19 was estimated at 749600 MTs

The second element in the graph is the coir yarn, as like coir fiber the growth in the production of coir yarn can also be seen for the year 2018-19, the percentage of growth in coir yarn was similar to of coir fiber.

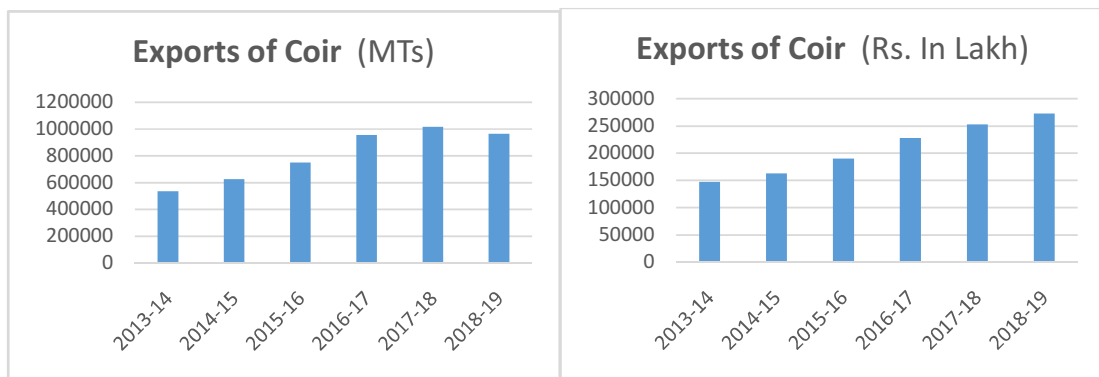
As like coir fiber, coir yarn which is made from the coir is also in important element, as these two products are used as primary elements for making attractive and innovative products, the third element in the graph data is of coir products, the production for coir products in the year 2018-19 was 296800 MTs.

The rest three elements in the graph are coir rope, curled coir and rubberized coir which are having a similar pattern of growth as the fiber and products of coir but their production is low compared to the primary products, but all three products together will definitely contribute more.

1.2 Exports of Coir

Exports of Coir		
Year	Quantity (MTs)	Value (Rs. in lakh)
2013-14	537040	147603.8
2014-15	626666	163033.8
2015-16	752020	190142.5
2016-17	957045	228164.8
2017-18	1016564	253227.8
2018-19	964046	272804.6

Source: Annual Report, Ministry of MSME



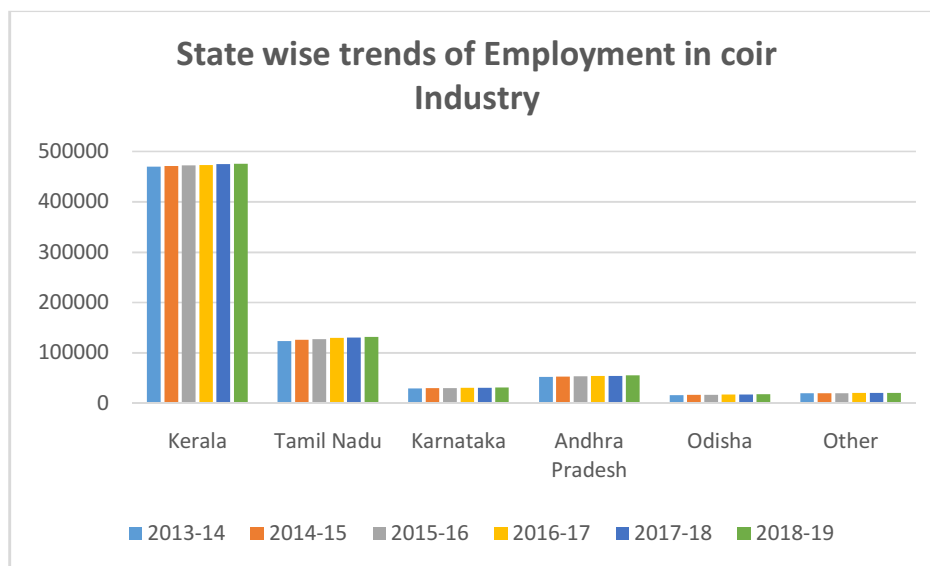
Source: Annual Report, Ministry of MSME

The above data from the table and the graph shows that the export of coir and the coir products is increasing, the above graph highlights that the quantity of export has decreased for the year 2018-19 but the value figures for the same year shows an increasing figures. This shows that the value for the coir products in foreign countries is increasing.

1.3 State wise trends of Employment in coir Industry

State wise trends of Employment in coir Industry						
State	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Kerala	469968	470788	472100	472961	474590	475077
Tamil Nadu	123597	125937	127420	129803	130862	132443
Karnataka	29920	30338	30440	30872	31159	31365
Andhra Pradesh	52712	52946	53825	54477	54670	55455
Odisha	16923	17210	17535	17760	18135	18421
Other	20330	20542	20650	20876	20965	21031

Source: Annual Report, Ministry of MSME



Source: Annual Report, Ministry of MSME

The above data in the form of table and graph depicts the state wise trend of employment in coir industry, it can be seen in the graph that the leading states for providing employment opportunities in India are Kerala and Tamil Nadu, as we aware that these are the states having large number of coconut plantations in India.

All the states show are showing growth in creating employment opportunities in the coir industry, and the data shows that the state of Kerala has the most number of people employed in the coir Industry.

FINDINGS

There is an increasing trend in the growth of production of coir fiber and its product.

The export of products form coir industry is also increasing year after year, however the quantity exported for the year 2018-19 is not showing an increase in the figures but the value of the exported quantity has increase,

Coir industry is creating an employment opportunities in the states of Kerala and Tamil Nadu, especially the states having more coconut plantations.

SUGGESTIONS

As per the studies and the literature, India is the largest producer and exporter of coir, this makes it important for the industry to go for technological advancement, and diversifying its activities in the many parts of the countries, Assistant and a helping hand form the government to the rural craftsman will help in enhancing the coir industry.

CONCLUSION

The study concludes that the coir industry in India especially in the Southern states in India is in its growth stage and its performing excellently as most of the products produced by the industry are exported, the export of this products and its value is increasing year after year, having said this, the industry creates employment opportunities and encourages the artistic work of the people involved in the making of coir products.

BIBLIOGRAPHY

- Annual report of MSME published by Government of India (Ministry of Micro, Small and Medium Enterprises)
- ***Research papers and articles:-***
- (K.PRAVEENKUMAR, 2017)
- (Krishnathulasimani, 2016)
- (Mohanraj, 2017)
- (S.Mohanraj, 2014)

IMPACT OF BRANDS IN CONSUMER'S BUYING DECISIONS

Ms. Kalashri S. Lotlikar

Assistant Professor in Commerce,
Government College of Commerce and Economics, Borda-Goa
E-mail : kalashrilotlikar@gmail.com

ABSTRACT

Brand is something which has gained immense importance in today's world. Today People buy based on brand name. Therefore it is become very important to analyse brand influence which is complex and even more important to the individuals than prior era. In other words Branding can be defined as a name, slogan, sign, symbol or design, or a combination of these elements of a product which is distinguishing one company product, or service from another company brands. Consumer buying behaviour is consumer's reaction to different brands and this reaction towards a product. Consumer buying behaviour is the process by which the individual search for or selects or purchase, use and dispose of goods and services, to satisfy its wants and needs. There is direct impact of consumers' behaviour on the success and the failure of the firm and thereby creating a sales mix that will satisfy consumers.

Keywords: Brand, Branding, Brand image, Loyalty

INTRODUCTION

The relationship of a consumer and a brand is seen to be growing and taking a significant importance in the global market. The consumer and its brand identification in the past were limited to physical and traditional means only. However there is significant change in the consumer choices and branding. Branding has gained more importance when we try to study and analyse the consumer behaviour and their preference towards buying branded products of a particular company. The consumer desire to opt a specific product of a brand emphasizes the need to study the brand and preferences of brands over other company products.

A good brand will always have the following components that area brand should be able to clearly deliver a message it wants to convey to the customers, brand's credibility in the marketplace, customers who are emotionally connected with a product or service, motivational factors for the buyers to make a purchase and last creating loyal consumers. The minds of the consumers are not very well identified about what they want and what to buy as they most of the times are unaware as to what are the criteria followed in order to select a particular product. Thus choosing a branded product makes it much easier for any consumer to choose from and be satisfied with the product chosen by him or her.

The purchase decision of a Consumer mostly goes through five important steps that is: identification of problem, searching of information; evaluation of alternatives; purchase decisions; actual purchase and post purchase evaluation. Consumer's decision to buy a product depends upon the connection and feeling which is associated with the product and the loyalty developed for the product over the years.

LITERATURE REVIEW

Neyati Ahuja (2015) paper titled “Effect of Branding on Consumer Buying Behaviour: A Study in Relation to Fashion Industry” suggested that one of the most effective marketing strategy is Branding that is used to climb the ladder of success. Branding can be an effective and powerful tool for all types of business organizations. The profit margin can be achieved only if the brand owners know to make their production most effective way. If brand or brand name is misused it can be dangerous for the image of the company, Even if in the fashion industries brand have a significant effect on consumer behavior.

Dr Jane Leighton and Dr Geoff Bird (2012) paper on “The Effect of Branding on Consumer Choice” highlighted the important effects of branding on consumer attention and memory. Given the significance of these psychological processes in decision making and consumer behaviour, the results from this study could have far reaching implications for brand owners, policy makers and legal professionals. Findings concerning this paper relates to the amount of branding on packaging and the impact of copycat branding.

Poulami Chakraborty and A. S. Suresh (2018) in their paper titled “A Study of Factors of Consumer Buying Behavior and its Influence on Consumer Perception: Evidence from Value Fashion Retail in The City of Bengaluru” highlighted that Fashion, brand, comfort and quality play a very important role in creating value in fashion apparel industry for consumers. Brand behaviour, price and availability are important factors for the customers who shop from value fashion store.

Chayapa Katawetawaraks and Cheng Luwang (2011) in their paper titled” Online Shopper Behavior: Influences of Online Shopping Decision Offering” highlighted online stores business success depends on flexible prices, promotions , offering a one-stop shopping service .Allowing customers to make use of their online payment option to complete their purchase

OBJECTIVES OF THE STUDY

1. To know the level of brand awareness among customers in Vasco city.
2. To find out the factors influencing buying branded products among customers.
3. To identify the reasons for buying branded products as compare to unbranded products.
4. To know the problems associated with buying branded products.

RESEARCH METHODOLOGY

Primary data:

The study is conducted to obtain data on impact of brand on consumers in Vasco city; however, the study was conducted only in Vasco city of Goa. A sample size of 100 was selected using the convenience sampling method. Consumers from Areas like main Vasco, New Vaddem, Chicalim were selected for the survey.

Secondary data:

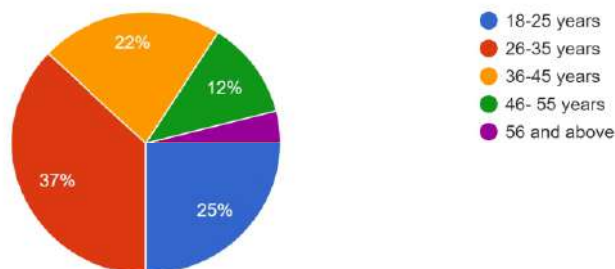
The internet was used to obtain information about the various information related to consumer behaviour and brand. The internet sites were selected depending on the information required for the purpose of this research.

Data Collection:

An open-ended online questionnaire was prepared and link was sent to the respondents to solicit the answers to the questions. In all more than 100 customers responded for the said questionnaire but for the study purpose only 100 were selected.

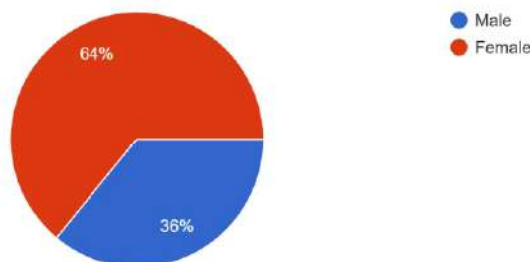
FINDINGS AND ANALYSIS

Chart 1: Age wise distribution of customers



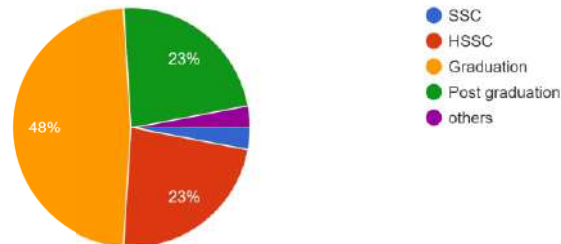
The above chart depicts age wise classification of customers who responded to the questionnaire. It is been observed that 37% respondents belong to the age group of 26-35 years. 25% respondents belong to the age group of 18-25 years. 22% respondents belong to the age group of 36-45 years, 12 % respondents belong to the age group of 46-55 years.

Chart 2: Gender Composition of the respondents



The above Chart shows the gender composition of the respondents. The study shows that out of 100 respondents interviewed, 64 percent were male and the remaining 36 percent were female respondents. Female respondents are more brand conscious as compared to male that can be seen from the analysis.

Chart 3: Educational Qualification of the respondents



The above chart depicts educational qualification of customers who responded to the questionnaire. It has been observed that a majority, 45%, were graduates. 23% have studied and completed higher education. 23% were post graduates.

Chart 4: Mode of employment

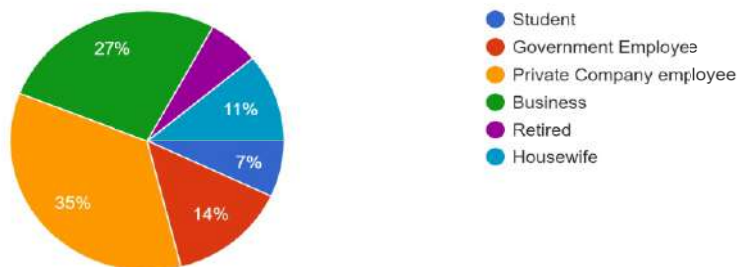
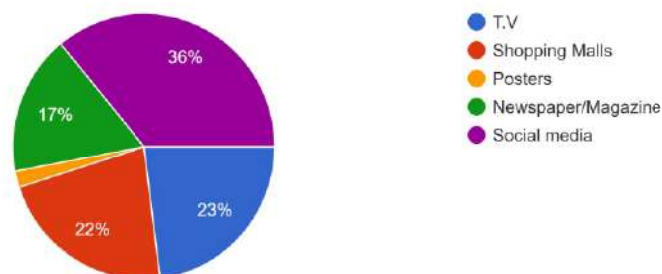


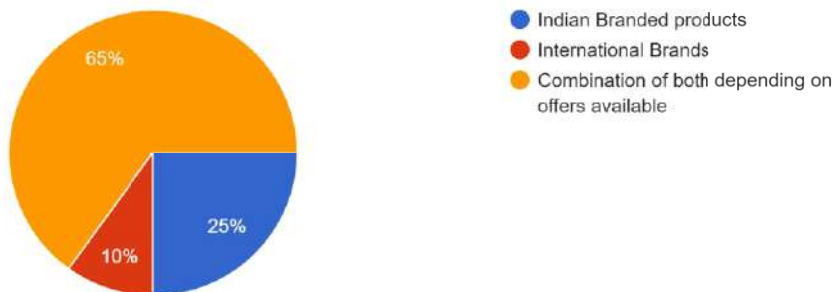
Chart 4 depicts the occupation of the respondents. Out of 100 respondents, 35 percent were private company employees, 27 percent were business class people, 14 percent were Government employees, 11 percent were students and the remaining 7 percent and 6 percent were housewife and retired class people.

Chart 5: Sources of brand information among customers



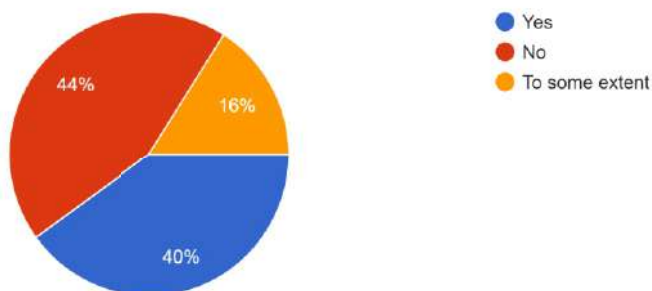
The above chart depicts the sources from where customers get information about the brands available in the market. The majority that is 36% respondents are aware about brand from social media platform i.e. either on Facebook or YouTube by way of free advertisement being featured in middle while browsing social media applications. 23% are aware because of TV where a lot about different brands is known to customers. 22% of respondents get to know when they visit the shopping malls. 17% come to know through advertisement being displayed in newspapers. 2% get information about products from posters.

Chart 6: Preference of brands

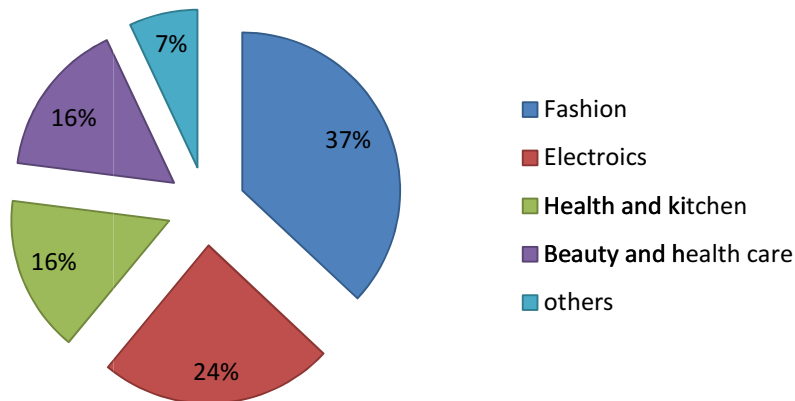


Out of 100 respondents, a majority of 65% prefer to buy branded products which are a combination of Indian brands and international brands. 25% were of the opinion to buy only Indian brands products without opting for any other international brand. And a few portion i.e. 10% prefer to buy international branded products.

Chart 7: Celebrity influence over Purchases



The above chart shows the impact of celebrity advertisement on purchases. Out of 100 respondents, 44 percent say that celebrity endorsement does have a major impact on their purchases. Whereas 40 percent say it does not matter to them who is endorsing the brand if they like it they buy the product. A small portion that is 16 percent say the impact is only to some extent it is on the individual how they take it.

Chart 8: Types of branded products purchased

The chart shows types of branded products purchased by the customers indicating their purchase pattern. Out of 100 respondents, 37 percent that is majority say that they buy branded fashion outfits. 24 percent say they buy electronics. An equal portion i.e. 16 percent buy health and kitchen items and beauty related things. 7% represents others category that includes mobile and grocery.

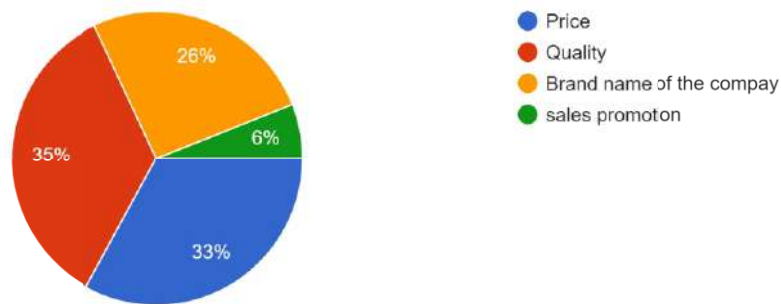
Chart 9: Factors influencing buying branded products among customers.

Chart depicts the factors influencing buying branded products among customers. Majority 35 percent respondents believed quality plays a major role in buying branded products they buy branded products because of quality 33 percent respondents consider price as a major factor buying branded products as it adds value of status among them, 26 percent respondents felt that brand name of the company is very important when it comes to buying the product and quality and price can be ignored and only 6 percent people feel that sales promotion done can actually be a motivating factor to buy branded product.

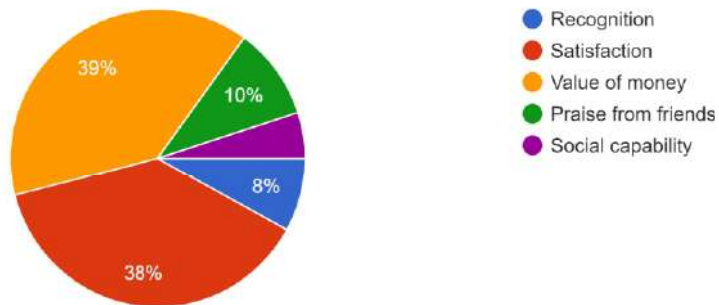
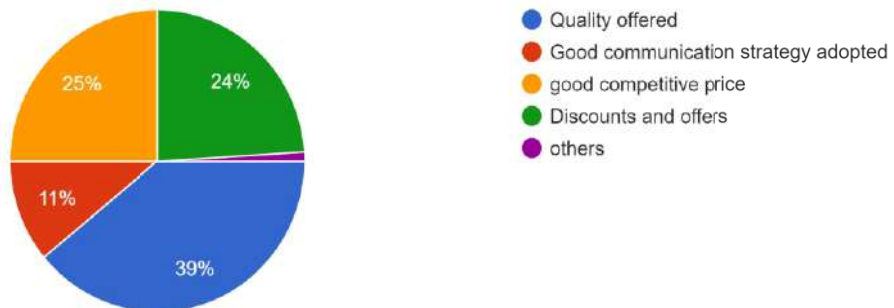
Chart 10: Reasons for buying only branded products

Chart 10 depicts the reasons for buying only branded products. Majority 39 percent respondents believed that value for money is the only reason why they go in for buying branded products as they consider brand offer value for their money. 38 percent respondents prefer because they are satisfied with the purchase as most of the satisfied customers are loyal customers, 10 percent respondents buy branded products because of praise from their friends and only 8 percent people feel buying branded products is like recognition in the society

Chart 11: Factors important for building good brand image

The above pie chart depicts the factors which are considered for good brand image. out of the 100 respondents interviewed 39% respondents consider that it is the quality of the product that is the most important factor when it comes to determine a good brand image. Around 25 % respondents commented that when there is good competitive price offered by the branded product the product is identified as a good brand. 24 % respondents are of the opinion that although price is important in branding, discounts and special offers relating to a branded product is to be considered as a good brand. Minor portion of 11 % respondents prefer to opt for the branded goods when the products are advertised in good communicational strategy. Lastly only a few respondents are of the opinion that there can be various other reasons to consider a good brand image, in their opinion other factors could be the existence of the product from many years in the market, the family legacy of choosing a particular brand.

ANALYSIS OF THE SURVEY

- The main objective of the research was to study the different pattern and behaviour of the consumers buying branded products. The following analysis can be drawn from the study
- It was analyzed that the consumers have become more brand conscious over the period of time.
- People who are in the age group of 26 years to 35 having more qualification tend to opt for the branded products.
- We can see that the consumers were not so much attracted towards the shopping of only branded products however the branded products have gained more trust and importance in today's time.
- The study reveals that women are more brand conscious as compared to the male respondents.
- When it comes to the choosing for products of branded company the women are more aware of various kinds of brands and shop for the branded products only.
- It is seen that income has less influence on the shopping of branded products as are people having less income also prefer the branded products as they feel that the branded products are of great value to their money.
- People resort to both online as well as retail shopping to buy branded products.
- There is trust and goodwill created by the branded products. It was important to notice that the online shopping of branded products is done mostly of the electronic items, clothes and beauty care items wherein the consumers prefer to buy only particular brands rather than any other products advertised.
- The study has analyzed that when there is brand and branded products are advertised through various celebrities, the branded products tend to create more influence on the minds and choices of the customers.
- The analysis also determines that the preference of the consumers in buying international as well as national brands.
- The consumers prefer buying the products of various brands which are in combination of national and international brands.
- The most important thing to study and analyse is that the price is the most important factor that determines a brand as the consumers prefer to buy branded products when the price of the branded products is less but the quality of the product is not compromised by the company.
- The consumers prefer to buy branded products over non branded products because it provides value for the money and they have to spend less for a quality product.
- The branded products are also preferred as these branded products create a praise

among the social groups and the royal status of the consumers is safe guarded by these branded products.

- Overall study analysis indicate that the growing importance for the branded products have increased over the decade thus creating globally awareness for the use of branded product.
- The problems associated while buying branded products as mentioned by customers are sometimes fake branded products are sold as original ones.

CONCLUSION

The research paper finds and makes a complete study of the relationship between the branding and consumer buying behaviour. The study suggests that the advertisement create the brand image and increase the preference and suggestion towards purchase of branded products by the female customers during purchase decision. Same the impact of the brand image, brand loyalty and brand association has the significant impact on consumer buying behaviour.

It was evident from this study that the customers prefer to buy Indian as well as international brands as there is a sense of satisfaction about the purchase of the product. Eventually it is interesting to understand and realize that the people have resorted to buy product of companies who have a good brand name. The customers also choose to buy a branded product which effectively increases their social status among their friends, family or relatives. The brand has been able to create a sense of trust and confidence among the people.

Through this research it was interesting to know that the branded products were initially for the knowledge of the product of a company's product however over the period of time the brand has been a successful icon and the preference of branded products over non-branded products has increased tremendously with the change in the lifestyle of the people. The purchase of branded products has been like a craze among the people.

It is also important to note that the advertisements have been creating a great influence of the choice and preferences of various kinds of products. Financial aspects also needs to be taken into consideration as it seen that mostly the branded products are expensive as compared to the non-branded products. And this is a reason of drawback wherein the branded products are more famous among the rich section of society.

When the company is able to build its name in the market and create a distinct brand name in the tough competitive market the brand is able to enjoy lifetime goodwill and also loyal customers. The branding of a product thus puts a lot of responsibilities on the company to maintain the brand name to deliver the best products to its customers at possible reasonable rates.

In our study the we have discussed and analyzed about the consumers in Vasco city we arrive at a conclusion that they are more brands conscious in the recent times as

compared to the past years. It also reveals that the brands have been able to gain all the trust of the customers by maintaining the level of quality of product or by either upgrading the products or improving the quality of the product. In the overall study it was analyzed that the respondents or the customers or prospective buyers want to get associated with a famous brand as it increases their social status among the society. Sales promotion schemes and offer plays a very important role at the time of purchase of product.

LIMITATION OF THE STUDY

- The present study was conducted with customers buying products both from online as well as offline mode restricted to selected parts of Vasco city in South Goa.
- The study sample is restricted to 100 customers.
- A more comprehensive study on a larger sample will be expedient to affirm the results.

REFERENCES

- Rachna, and Priyanka Singh (2013). Issues and Challenges of Electronic Payment Systems. *International Journal for Research in Management and Pharmacy*. Vol. 2, Issue 9, December 2013.
- Roy, Sanghita and Indrajit Sinha (2014). Determinants of Customers' Acceptance of Electronic Payment System in Indian Banking Sector – A Study. *International Journal of Scientific & Engineering Research*, Volume 5, Issue 1, January-2014: 185.
- Saba, Abid (2016). Electronic Payment System: An Evolution in Indian Banking System. *IOSR Journal of Economics and Finance*. Mar. - Apr. 2016: 25-30.
- Singh, Sumanjit (2009). Emergence of Payment Systems in the Age of Electronic Commerce: The State of Art. *Global Journal of International Business Research*. Vol. 2, No. 2, 2009.

Web links

- <https://edkentmedia.com/what-is-the-importance-of-branding-in-marketing/>
- <https://strategynewmedia.com/why-is-branding-important/>
- <https://www.iiste.org/Journals/index.php/EJBM/article/viewFile/1322/1244>
- <http://www.packagingfedn.co.uk/images/reports/The%20Effect%20of%20Branding%20on%20Consumer%20Choice.pdf>
- https://www.modul.ac.at/uploads/files/Theses/Bachelor/FarahMakki_BBA_Thesis.pdf

<https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>
<https://www.mabbly.com/ideas/influence-branding-consumer-behavior/>
<https://www.oreilly.com/library/view/consumer-behaviour-and/9789332501386/>
<https://yourbusiness.azcentral.com/effect-brand-consumer-behavior-14445.html>
<https://www.shopify.in/encyclopedia/branding>
<https://www.emerald.com/insight/content/doi/10.1108/JFMM-07-2018-0091/full/html>
<https://www.brandwatch.com/blog/how-understand-influence-consumer-behavior/>
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2535169

QUEST

The Peer Reviewed GCCE Journal of Multidisciplinary Research

ISSN: 2395-2768

Guidelines for Submission

Authors are requested to adhere to the following guidelines while sending their contributions to **“QUEST - The Peer Reviewed GCCE Journal of Multidisciplinary Research”**

1. The research paper should contain original work of the paper writer. It should not have been published earlier or be under consideration for publication elsewhere. A declaration to that effect will have to be submitted along with the manuscript.
2. Papers should be in English, typed on A 4 paper size in Times New Roman script with 12 font size, 1.15 spacing and a margin of 1 inch on all sides.
3. The manuscript should be free of all spelling, punctuation and grammatical errors.
4. The length of the paper should not exceed 5000 words with an abstract of not more than 100 words inclusive of key words placed before the main text in italics.
5. The cover page of the manuscript should contain the title of the paper, the name, affiliation and e-mail id of the author/s.
6. Footnotes or endnotes if any should be placed at the bottom of the relevant page itself.
7. Tables and Figures used should be numbered and suitably titled and the source clearly specified.
8. Authors should adopt standard and discipline centric style of referencing
9. The Editorial Board reserves the right to select, scrutinize and edit the research papers if necessary.
10. A soft copy of the paper should be emailed to :
The Editor,
QUEST - The Peer Reviewed GCCE Journal of Multidisciplinary Research
Government College of Commerce and Economics, Borda-Margao, Goa
quest.gccj@gmail.com

