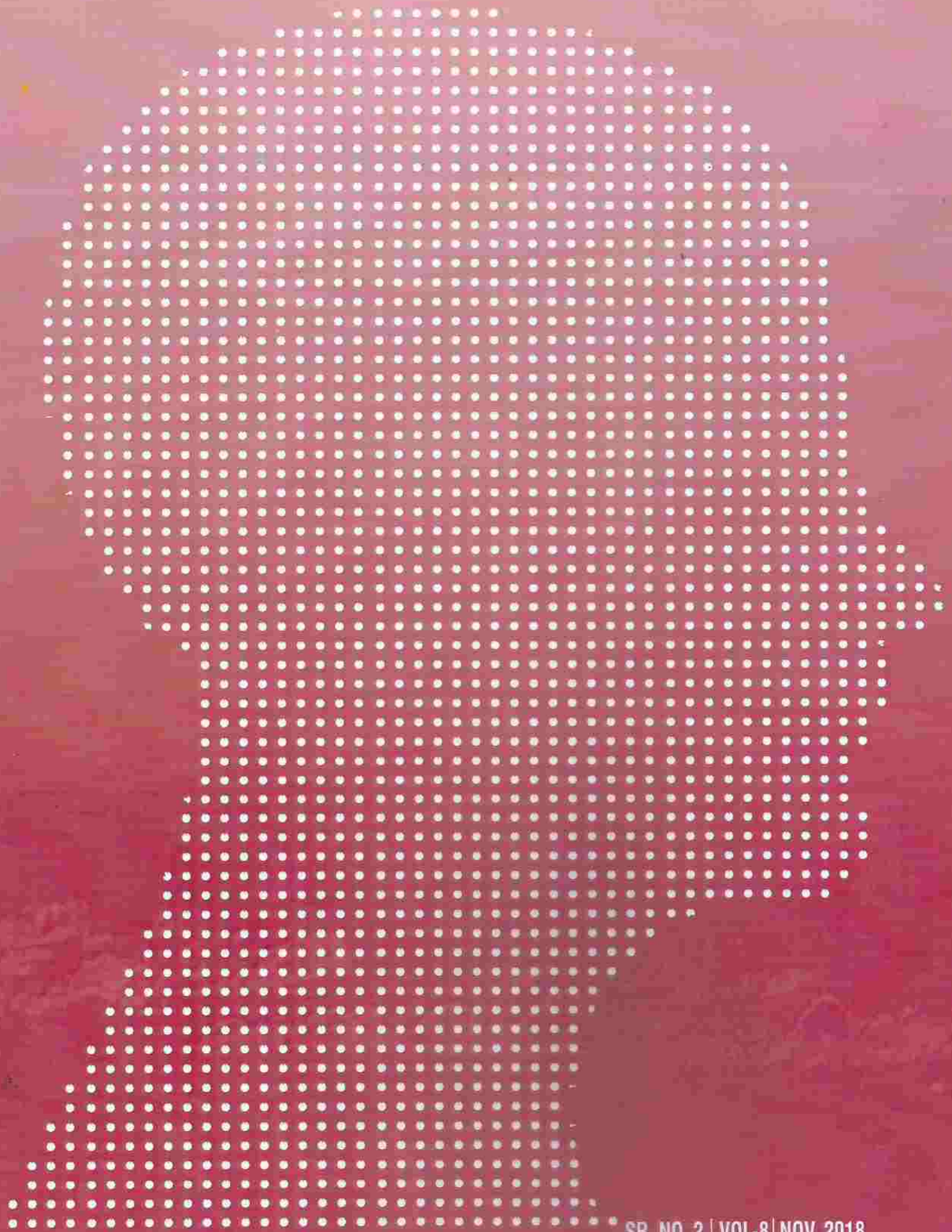
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Foreword

From The Desk of The Principal

Teachers, Research and Extension work are three important functions of an educational institution, where knowledge is disseminated to students. Research creates new knowledge, new principles and new theories. The most successful companies in the world are those that invest in research and development, why should it be any different in the field of education?

We took a small step in the year 2001, when we first started our inhouse academic journal 'Anveshan'. In endeavour to reach out to more teachers and encourage serious research. We took a big step forward that of officially registering 'Anveshan' as "Research Horizons". Research Horizons aims at providing a much wider platform for the teachers to publish their research papers, articles, book reviews, and creative writing. In the journey we gradually have ahead with ISSN number, than International multilingual multidisciplinary peer review journal with national and international advisory members, including subject expert and later on with impact factor and EBSCO database. During the journey invited articles from only from SNDT University's affiliated colleges but also with affiliated colleges of Mumbai University and colleges of Gujarat, Maharashtra and international level writers too. We had publications of papers presented at International Conference to be held at China and Indonesia.

We were having publication of articles in the areas of humanities, social sciences and commerce, till volume – 7 Sept. 2017. With the great demand from the writers. We have ahead to registered separate volume of 'Research Horizons' with ISSN, for the Humanities. Happy to place before you volume of Research Horizon and No-1 publication of articles exclusive for humanities now in a true sense 'Research Horizons' be proved as a wider horizon with separate publication. We proudly state that ours is the only the unique institution having two research publication in a year. This proves that institute has a strong research culture and teachers been cultivated research aptitude. Now research can have the strongest pillar of higher education institution.

We extend our gratitude towards the research paper contributors, our panel of experts, senior editor, editorial and advisory board and managing editorial team. We congratulate the contributors of papers/articles for passing through the test of editorial review board.

We are thankful to Shri Chandrasen Merchant for generously supporting us financially for last fifteen years. Without this moral support and active encouragement it would not be possible for our team to trying out such an intellectually enriching publication. We especially thanks our Managing Trustees and other members for being constant source of motivation for us.

Dear Researchers, start preparing your research papers for the next year and submit them to us by 15th April 2019.

With warm regards
Yours truly,
Dr. Harshada Rathod (Principal)
Chief Editor *(Research Horizons)*

From Senior Editor's Desk

Dear Reader,

Increasing acceptability of Research Horizons is heartening. Wide range of thematic areas of received research papers for publication indicates success of our collective endeavour. Contribution of write-ups have been received from all disciplines in humanities and social sciences, language and literature, commerce and management, home sciences, resource management and women's studies. They are based on original work, academic rigour and relevant suggestions from peer reviewers. In this issue there is a fine balance of empirical and theoretically sound articles, literary critiques, macro-level trend analysis and micro level studies with critical reflection. All of them provide food for thought. Hope the similiar tempo continues in the future also. Impact factor of Research Horizons has enhanced its academic credibility in the knowledge society. We request you to popularize this highly acclaimed annual publication, an outcome of intellectual benefits derived from rich expertise of Nationally and internationally renowned academicians who are on our Advisory Committee. We extend our heartfelt thanks to all contributors and peer-reviewers for their dedicated services for successful publication of Research Horizons, 2018.

Yours faithfully,
Prof. Vibhuti Patel
Senior Editor (*Research Horizons*)

The Editorial Board

Chief Editor



Harshada Rathod, Principal and Head, Dept. of Economics, Maniben Nanavati Women's College, Mumbai. She is the recipient of the Best Teacher Award from the State of Maharashtra in the year 2003-04. She has completed a Minor and a Major Research Project funded by the University Grants Commission (UGC). She has presented more than 80 papers at the national level and about 10 papers at the international level. She has authored more than 90 research articles in various journals and 21 research publications in the edited books. She has presented research papers at Australia, Srilanka, Mauritius and Indonesia. She is a research guide for the Ph. D students in the subject of Economics. She is the Member of the Senate, and member of standing committee at SNDT Women's University, Member of Sexual Herassment Cell and Ethic Committee at Balabhai Nanavati Hospital.

Senior Editor



Dr. Vibhuti Patel is Professor, Advanced Centre for Women's Studies, School of Development Studies, Tata Institute of Social Sciences, Mumbai. She retired as Professor and Head of Economics Department of SNDT Women's University, Mumbai. Her areas of specialisation have been Gender Economics, Women's Studies, Human Rights, Social movements and Gender Budgeting. She has **authored Women's Challenges of the New Millennium** (2002), co-authored Reaching for Half the Sky (1985), **Indian Women Change and Challenge** (1985) and Status Report for ICSSR- **Critical Evaluation of Women's Studies Researches during 1947-1988** (1989). She is co-editor of series of 15 volumes- **Empowering Women Worldwide**. She has edited 2 books namely **Discourse on Women and Empowerment** (2009) and **Girls and Girlhoods at the Threshold of Youth and Gender (2010).** She has been a member of Expert Committee for School of Gender and Development Studies as well as School of Extension Education of IGNOU, Ministry of Science &Technology, Government of India and National Council of Education, Research and Training NCERT (Delhi) during 2005-2012. She prepared base paper on Gender for Mumbai Human Development Report, 2009 and on "Socioeconomics Status of Muslims in Maharashtra" for Maharashtra State Minority Commission, Government of Maharashtra, 2013. She has submitted base paper on Gender for Human Development Report of Mumbai Metropolitan Region commission by Mumbai Metropolitan Regional Development Authority, Mumbai. For UGC e pg-pathshala, She has contributed 9 modules for paper on "Women and Economics" for MA in Women's Studies and 7 modules for "Women's Studies" in MA in Adult and Continuing Education.

The Editorial Board



Dear Reader,

"For if it wasn't for research, the world would not progress"

Research Horizons began its journey as "Anveshan" from 2002 to 2006 and later got its ISSN number and new nomenclature in 2007 as "Research Horizons." This issue is the second part of the biannual publication of Research Horizons, which was an annual publication till 2016. Contributors from multiple disciplines reflect the diversity of the journal. Uptil now, Research Horizons has been a platform to encourage and display the research rigour of the in-house faculty as well as contribution from other researchers. This particular issue also includes papers from the International Conference organized at MNWC. With growing digitalization Research Horizons has taken a giant leap towards the future. After 16 years, this journal is stepping forth into the online world. After a successful journey of so many years, it will be for the very first time that readers will be able to access Research Horizons from anywhere around the world. Research Horizons is listed with International Database EBSCO and now in process of getting indexed in the Indian Citation Index.

Over the years, Research Horizons has been steadily growing in form, scope and reach. As Research Horizons expand its wings with each passing issue, we hope that our next issue will be embellished by an even wider range of authors and their critical endeavors.

Yours Truly,

Dr. Swati Partani,

Executive Editor (Research Horizons)

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International

Dr. Poornima Madhavan (USA) is Associate Professor, Dept. of Psychology, Old Dominion University(ODU) where she also holds affliated faculty positions in the Virginia Modeling, Analysis and Simulation Centre (VMASC), the Climate Change and Sea Level Rise Initiative (CCSLRI), the Homeland Security Research Group and Vision Lab. Currently, she is also the Director of the Undergraduate Research Program within the Honours College at ODU. She received her Ph.D in Human Factors (Engineering Psychology) from the Aviation Human Factors Division at the University of Illinois, Urbana Champaign. She was a Post Doctoral Fellow at Dynamic Decision Making Laboratory at Carnegie Mellon University. She has several publications in the form of books, book chapters and research articles. She has been awarded for her achievements by American Psychological Association, US Dept. of Homeland Security, South Eastern Psychological Association and others.

Prof. Justin Paul (USA) is currently a faculty member in University of Washington, Foster School of Business. He has authored several books including *Business Environment, International Marketing, Exim Management* and others published by Oxford University Press. His case studies and articles have been published by Harvard Business School, Ivey Business School and by leading newspapers of USA.

Prof. Alice Clark (USA) is Instructor, The Culture of India - Roots of Tradition and Change - UCB - Extension Online, University of California. Her areas of teaching expertise include the culture of India, International human rights, world history-ancient and modern, modern South Asian History, women and development and cross cultural communication. She has several publications to her credit and is professionally connected to Association for Asian Studies and Population Association of America.

Dr. Jaya Earnest (Australia) is Associate Professor of International Health and the Director of Graduate Studies in the Faculty of Health Sciences at Curtin University in Western Australia. A Social Scientist, Medical Sociologist and Educator, Jaya holds a MA from SNDT Women's University, India. an Advanced Certificate in Education from the University of Bath, UK and a PhD from Curtin University in Western Australia. She has worked as an multi-disciplinary educator and research for 26 years in India, Kenya, Uganda, Rwanda, East Timor and Australia. In 2010, She was awarded a National Award for University Teaching by the Australian Learning and Teaching Council. In 2013, She awarded a Fellowship of the Public Health Association of Australia. Dr. Earnest is on the National Board of the Public Health Association of Australia, and is also a Board Member of ISHAR-a multicultural women's health organisation in Western Australia. Her central research interest focus on health inequalities, the social determinates of health, post-conflict adversity on women and youth; refugee and migrant populations, HIV and participatory research.

Prof. Hanna Westberg (Sweden) Associate Professor, has been, since 1980, specialising in research on gender and gender mainstreaming in working life. She now works as a Consultant in the Innovation System Triple Steelix in cooperation with research at Lulea Technical University, in the Division of Gender, Technology and Organisation, She is also affiliated to the Department of Work Science, University of Gothenburg to work in a project Gender, Health promotion in Working Life, which is Partner Driven Cooperation, Sweden-India. Her Leadership and recent publications include articles on Gender and Sustainable Growth. Gender Segregation and Equal Opportunity Work in Organisation and Gender Segregation and Learning in Working Life.

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National

Prof . S. John Michael Raj is Professor, Dept. of Psychology, Bharathiar, Univeristy. He has published various articles and books in scientific journals across the years. He is Ph. D. and M. Phil guide for the subject of Psychology in Bharathiar University. His research interests are Motivational Dynamics, Personality orientations, well being, cyber Psychology, counseling Psychology and Psychology od Marriage. He has served as sectional president, Anthropological and behavioral Sciences of Indian Science Congress Association, Coimbatore Chapter 2012-13. He is also counselor to the Defense Personnel and their family members at The Air Force Hospital Coimbatore. Besides his academic achievements, he has fulfilled various administrative responsibilities such as deanship of Social Sciences and of the College Development Council.

Dr. G. Y. Shitole is currently serving Principal of Balaji Arts, Commerce and Science College, Pune. He is recipient of Best Teacher Award from Maharashtra Commerce Teachers Association in 2009, honored with Best Author Award from Maharashtra Commerce Teachers Association in 2010 also with Best Teacher Award from Government of Maharashtra on 5th September 2012. He has 42 years teaching experience. He has worked as Lecturer, Reader and Professor at S.N.D.T. Women's University, Mumbai as well worked as Principal at S.N.D.T. Arts and Commerce College for Women, at Karve Road, Pune. He has Guided around 30 students for Ph. D. and 34 students for M. Phil. He has completed three minor Research Projects and one Major Research Project funded by U. G. C. more than 8.50 lakhs. He has a number of research papers published in reputed International and National journals and has presented research papers at International and National forums .

Dr. Chandrika Raval, Professor in Sociology, School of Social Sciences, Gujarat University Ahmedabad. She has been awarded with many prizes while pursuing her education. She has been recipient of Chittashantiben Diwanji Award for Social Work by Gujarat Stree Kelavani Mandal. She has an extensive teaching experience of about 33 years in the field of sociology. Also published number of research papers in reputed International and National journals and has presented research papers at International and National forums. She has Guided around 10 students for Ph. D., 45 students for M. Phil. and 75 M A students. She has been an active social worker and conducting activities for the women, and orphan children by being actively collaborating with various N G O's.

Dr Manjusha Molwane is working in the field of education since 1983, worked as Assistant professor, Associate Professor, Food and Nutrition in Government college of Arts and Science Aurangabad, Later worked as Deputy commissioner for Health and Nutrition in ICDS for state of Maharashtra, wherein various projects were taken under public private partnership, for tribal region and the work done is published in Indian journal of Nutrition and Dietetics. After this she worked as Joint Director of Higher education Mumbai region, many innovative projects were conducted during her tenure. She is working as Member Secretary of Maharashtra state commission for women since last 2 years. Commission works for women empowerment and upliftment, she had organized International conference on Women trafficking , National conference on NRI marriages and trafficking and the third National conference on POCSO, Protection of children against sexual offences act 2012 and its implementation, also many activities other being conducted by commission.

Editorial Advisory Board

National

Dr Ram Sable is former Professor and HOD Dept. of Commerce & Dean Faculty of Commerce, S.N.D.T. Women's University, Mumbai. He has teaching Experience of 35years and Academic Administration Experience of 22 years. He is guiding Ph.D., M.Phil, Projects from 20 years. He has completed two major & two minor Research Projects. He has participated and presented paper at International and national forums and published research papers and articles in leading journals. He has authored and edited more than 20 books. He also worked as a referee for Ph.D. & M.Phil. for Institutes & Universities.

Dr. Kranti C. Gawali, is Associate Professor and Head of the Department of Psychology at Bhavan's College ,affiliated to University of Mumbai. Dr. Gawali has an extensive teaching experience of about 20 years in the field and her subject expertise is in the area of Psychological Testing, Psychopathology, Leadership Qualities, Emotional Intelligence,Career Counseling, Industrial and Organizational Behaviour ,Professional Development, and counselling and Family Therapy. With a focus to generate new knowledge and update the existing , Dr.Kranti. Gawali has actively undertaken research on varied themes. She has a number of research papers published in reputed International and National journals and has presented research papers at International and National forums.She is a reviewer of research papers for the British Journal of Guidance and Counselling. Dr.Gawali has contributed in field of research through her recommendations and suggestions as a Member of the Institutional Ethics Committee(IEC) of reputed institutes including Raja Ramdeo Anandilal Podar ,Ayurved Research Institute, Dept.of Ayush Ministry of Health,Government of India , Family Welfare Research and Training Institute ,Ministry of Health and Family Welfare , Government of India and Bhavan's College ,Andheri west. Dr. Gawali is an active participant in several knowledge sharing International and National forums such as conferences, seminars, workshops and symposiums organized by esteemed institutions the like S.N.D.T, Women's University in collaboration with the Ministry of Tribal Affairs of Government of India,and N.G Acharya college in collaboration with The Centre for International Strategic and Development Studies,Mumbai.

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CARBOHYDRATE INTAKE OF ATHLETES AND THEIR PERFORMANCE IN COOPERS TEST.

[1]Patil Rita and [2]Cheulkar Kashyapi*

ABSTRACT

The certainty of success depends on consistency and intensity of practice by an athlete. Carbohydrate plays an important role as a fuel for performance in practice and during competitions. Indian studies on athletes are few and therefore this study was undertaken. The aim was to understand the effect of carbohydrate intake of endurance athletes on their performance. One hundred and four athletes of 400 meters sprinting events were selected from various schools and clubs in Mumbai. General information and other questions were used to collect data. Anthropometric measurements were taken. A 24-hour dietary recall was also obtained. Coopers 12-minute walk run test was conducted. Results indicated a significant association between carbohydrate intake of athletes and their performance (Coopers test). Aerobic capacity was significantly associated with carbohydrate intake. Total energy, protein intake and duration of practice were significantly correlated with performance and aerobic capacity of athlete.

Keywords : Endurance athletes, sprinters, 24-hour dietary recall, Coopers test.

Introduction

Importance of carbohydrate intake in exercise and performance has been established since early 1930s in the classic respiratory exchange studies and biopsy studies (Christensen and Hansen., 1939; Bergstrom and Hurtman, 1967). Immense attention has been given to carbohydrate stores, how to minimize the effect of carbohydrate depletion and also to enhance performance of athletes (Coyle, et. al., 1985).

Carbohydrate provides energy for high- intensity endurance exercise at 85% to 100% VO_2 max, which is more than any other nutrient (Antonio et al., 2008). When exercise intensity increases, the dependency on carbohydrate as a fuel also increases. Dietary sources and endogenous stores of carbohydrate contribute for fuel in high intensity event. Thus, the effect of both acute and chronic dietary intake of carbohydrate is important in an athlete's diet (Koopman et al., 2006). Along with exercise, consistent training plays a role in improving performance. Also process of appropriate recovery, overcoming gaps of nutrient intake and repairing damage helps an athlete to improve performance (Campbell and Spano, 2011). It is most important for an athlete to fuel the body for maximum recovery and to enhance performance who undergo multiple workouts daily (Costill, 1988).

In addition to high energy requirements, athletes undergoing moderate to high intensity exercise have an immense need of carbohydrate. The high intensity workout stimulates glycogenolysis. Therefore, with the inadequate supply of carbohydrate, a decline in the performance of an athlete may be seen. Carbohydrates play an important role to provide fuel during training sessions, to promote muscle glycogen re-synthesis post exercise and also for good performance (Fink et al., 2009).This study was undertaken to understand carbohydrate intake of athletes in Mumbai and to observe their performance in Coopers test.

Methodology

A cross-sectional study on one hundred male and female sprinter athletes participating in 400 meters events between the age group of 12 to 20 years were selected by the purposive sampling approach.

The questionnaire included general information (name, age, sex, school, designation, etc). Anthropometric measurements height and weight was measured and the BMI was calculated.Height was measured to nearest 1 cm and weight was measured to nearest 100 gms. Their performance in athletic activity was assessed using questions related to practice such as practicing ground, best timings for 400 meters, level in which athletes participated in past, were asked. Questions related to practice schedule, diet behavior and its influence on athletic performance were also included in the questionnaire (average duration of training in a day/ week, supplements intake during exercise, diet regimes during competition, carbohydrate consumed during practice, complications suffered during practice, etc).

A 24-hour dietary recall and other dietary information were collected from the participants.Subjects were asked to report all foods and beverages consumed in the past 24 hours. Portion size of the food was asked using measuring cups and spoons. Carbohydrate content of their diet was calculated.

Cooper test (1968): Coopers 12 minutes run walk test was conducted to test physical endurance. The test is to run or walk as far as possible within 12 minutes. Coopers test was explained to subjects in detail. The distance covered by athletes was measured in meters after the time of 12 minutes was completed.

The study was approved by Inter System Biomedical Ethics Committee (ISBEC). Informed consent was taken from subjects as well as from parents (for subjects below 18 years).Statistical analysis was done using SPSS version 20 was used to analyse data.

Results

The participants in the study were between 12-20 years of age group. The mean height of subjects was 156.9 cms and mean weight was 48.3 kg. Twenty-nine boys and 7 girls were underweight, 48 boys and 16 girls belonged to normal weight category. Although there were 4 boys in the overweight category, there were no girls and boys in obese category. The mean anthropometric measurements are given in Table 1.

Table 1 Mean Anthropometric Measurements of Subjects in Different Age Groups

Parameters	Mean ±SD					
	Age- (12-15 years)		Age-(15-18 years)		Age- (18-20 years)	
	Boys(n=45)	Girls(n=12)	Boys(n=22)	Girls(n=4)	Boys(n=14)	Girls(n=7)
Height (cms)	149.72 ± 15.31	144.41 ± 15.97	168.86 ± 9.28	156.00 ± 13.7	172.82 ± 6.01	156.71 ± 5.70
Weight (kg)	42.86 ± 9.53	39.00 ± 11.02	54.45 ± 8.38	46.25 ± 12.5	63.00 ± 4.88	52.14 ± 7.64
BMI (kg/m^2)	19.14 ± 3.28	18.55 ± 2.85	19.06 ± 2.52	18.60 ± 2.19	21.08 ± 1.16	21.15 ± 2.48

Athletic performance is affected by several other factors and the diet of an athlete is one of them. Intake of proper diet during exercise helps to improve the performance. A diet prescribed by a sports nutritionist may enhance levels of performance. Only 9 athletes were found in this study to be consulting a sports nutritionist. Some athletes did consult a sports nutritionist; however, they did not follow the prescribed diet. Out of 104 subjects, 91 did not have a planned diet.

Dietary intake was analysed. There were 6% athletes who were following a specific diet before and during their competitive days. Two percent of the athletes avoided non-vegetarian diet and increased their carbohydrate intake. Out of all the subjects, 3% increased intake of water before main competition days. One percent of the athletes restricted food intake during competition, and reported to consume fruits and vegetables to increase their vitamin and minerals intake. Rest of the 87% athletes continued a regular diet during competition.

The macronutrient intake of subjects was compared with recommended dietary guidelines for athletes (Table 2). The mean calorie intake of athletes was 1877 Kcal/day, which is towards the low- borderline range of recommendation. Mean carbohydrate intake was 264g/day which is adequate for general physical activity of 30-60 minutes for 3-4 days/week, but it is low for moderate to high intensity workouts. The mean intake of protein was 65g/day which was in adequate range of recommendation for general physical activity and was low for moderate to high intensity exercise. Table 2 shows dietary guidelines for athletes

Table 2 Dietary Guidelines for Athletes

Physical activity levels	Kcal/kg/day	Kcal/day	CARBOHYDRATE (g/kg BW/day)	PROTEIN (g/kg BW/day)
General physical activity	25-35	1800-	3-5	1.0-1.5
30-40 min/day(3 times/week)		2400		
Moderate physical activity	50-80	2500-	5-8	1.0-1.5
2-3 hours/day(5-6 times/week)		8000		
High physical activity	50-80	2500-	5-8	1.5-2.0
3-6 hours/day(5-6 times/week)		8000		

Source: Potgieter, S. (2013)

Coopers 12-minute run and walk test is an indicator of cardiovascular fitness. This test also helps to estimate aerobic power of athletes. Figure 1 shows the Coopers test performance of athletes.

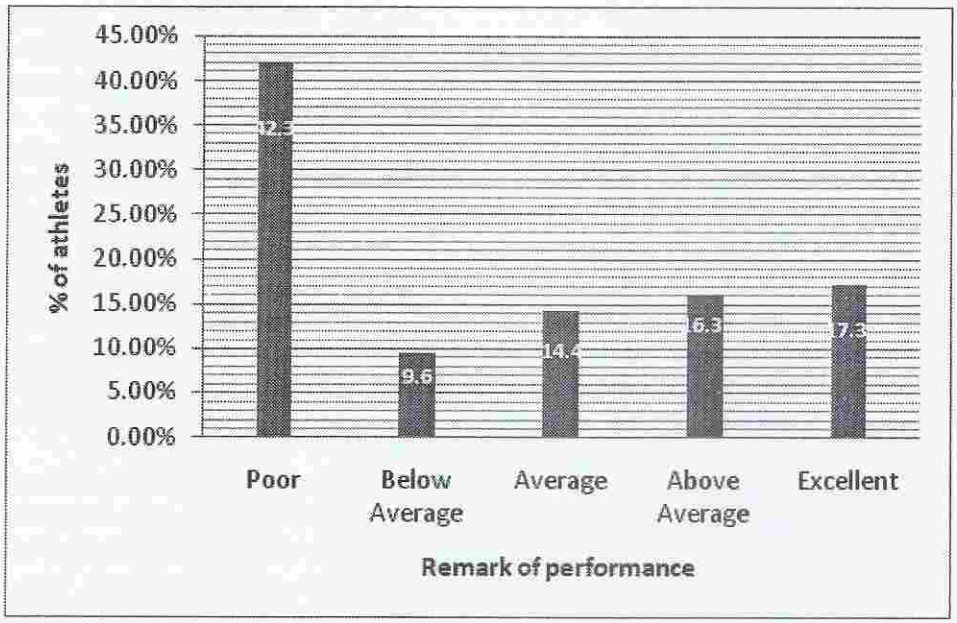


Figure 1 Coopers Test Performance by athletes

Eighteen athletes showed excellent performance in Coopers test. Seventeen athletes had an above average performance and fifteen athletes showed an average performance. Ten athletes had a below average performance and more than 40% athletes showed a poor performance.

Athletic performance in Coopers test was correlated with other parameters such as body mass index (BMI), carbohydrate intake duration of training, total energy consumed and protein intake.The performance of athletes in Coopers test was not significantly correlated with BMI ($r=0.143, p=0.147$).

Total carbohydrate intake was significantly correlated with performance in Coopers test ($r=0.501$, $p=0.000$). The duration of training hours per day was significantly correlated with the performance of Coopers test ($r=0.401$, $p=0.000$). Comparison of Coopers test remarks between boys and girls showed 49.4% of boys and 17.4% of girls had poor score. Eleven percent boys and 4.3% of girls had below average performance. Average score was observed in more girls (21.7%) and less boys (12.3%). Between both the sexes, boys (18%) and girls (8.7%) had above average performance. A very high percentage of girls (47.8%) secured an excellent score compared to boys (8.6%). Also, most of the boys had a poor score in Coopers test performance compared to that of girls. The total calorie intake had a significant positive relationship with performance of athletes ($r=0.560$, $p=0.000$). Protein intake too indicated a significant positive relationship with performance in Coopers test ($r=0.552$, $p=0.000$).

Discussion

Athletes differ in their performance at inter school, district and national level. Most of the athletes in this study were participating in district level. Thirty-one athletes participating in state level during competition and 29 athletes participating in inter school events. Only 10% of the athletes participated in national level competition. The best timing to cover 400 meters also differ. The best timing for completing 400 meters for boys was 50 seconds and for girls was 58 seconds. Also, the timings of completing 400 meters were seen to be as high as 118 seconds in boys and 120 second in girls.

The macronutrient intake of study subjects was compared with recommended amount of macronutrients given by ACSM. The mean calorie intake of athletes was towards the low- borderline range of recommendation. Thus, the performance in Coopers test may be poor. Results of study by Weiss et al., 2007 had reported that a low-calorie intake and energy restriction resulted in muscle loss and thereby reduced muscle strength and effected physical performance of athletes.

Mean carbohydrate intake in athletes of this study was 264g/day which is adequate for general physical activity of 30-60 min for 3-4 days/week, but is low for moderate to high intensity workouts. Study by Rico-Sanz et al., 1998 done on soccer players reported that carbohydrate intake of subjects was the minimum which was recommended to maximize glycogen storage. This intake helped the subjects show good endurance capacity. Similarly, a study conducted on eight cyclists involved in endurance training showed improvement in completion of exercise regime with carbohydrate intake (Chambers et al., 2009). Another study done on trained and untrained athletes also showed a significant improvement in performance of untrained athletes with carbohydrate intake (Sullo, et. al., 1998).

In this study, total carbohydrate intake was significantly positively correlated with performance of Coopers test. Hargreaves et al., (1984) showed feeding carbohydrates to athletes maintained their blood glucose level and reduced their muscle glycogen utilization. Also, enhancement in the sprinting performance was observed. In another study carbohydrate was given for 3 days. They reported an increased level of workout. Carbohydrate intake increased muscle glycogen stores and thus had a positive effect on performance (Hawley et al., 1999).

Athletes having adequate amount of carbohydrate and optimal glycogen stores run faster (Sullo, et. al., 1998). In the present study, the athletes who scored poor remark in Coopers test were found consuming low carbohydrates compared to those athletes in the excellent performance group. Higher energy is required for moderate to high intensity training. Thus, chronic fatigue is experienced when athletes have inadequate carbohydrate intake.

The mean intake of protein was found to be adequate for general physical activity and was low for moderate to high intensity exercise. Comparison of total protein intake within groups showed a significant difference between poor and excellent score groups ($F=5.918$, $p=0.000$) and no other groups. This may be due to inputs given by their coaches to increase protein intake. Also, athletes deliberately pay attention to protein intake as it is known to help good performance. Contradictory to the present study no relation of aerobic capacity with protein intake was found by Kerksick in 2006. They also suggested that protein can be used to increase fat-free mass and body composition of athletes during training (Kerksick, et. al., 2006).

Food intake of athletes suggested that they may be underweight because of an inadequate intake. A low macronutrient intake may limit athlete's growth and performance to a certain level. Intake of proper diet during exercise helps to improve the performance. A diet prescribed by a sports nutritionist may enhance levels of performance. Even if a qualified sports nutritionist was consulted, they did not follow the prescribed diet.

Protein intake is looked upon as a performance enhancer and hence intake was adequate. Carbohydrate intake and other supplements were ignored, possibly due to lack of knowledge. Carbohydrate loading method during competitive days was not reported to be used by any subject.

During Coopers test 42.3% of the athletes were found under poor remark. This could be due the low energy and macronutrient intake and no supply of carbohydrates during practice. Their duration of training was also low. Also, most of the boys had a poor score in Coopers test performance compared to that of girls. This could be because girls were concerned about their diet, they consulted a sports

nutritionist and followed a balanced diet. None of the boys consulted any professional sports nutritionist for their diet.

In our study the duration of training hours in a day was significantly correlated with the performance of Coopers test. Houmard (1991), observed decrease in performance if practice is reduced for several days. He suggested muscle power is reduced by 20% when there is a reduction in training. Also, reduction in 70-80% of VO_2 max was observed. Thus, athletes were suggested not to reduce training duration and intensity prior to competition (Houmard, 1991).

Gelibter, et. al., (1997) studied relation between peak oxygen consumption and duration practice. He observed peak oxygen consumption increases with the duration of training. Correlations of different parameters like carbohydrate intake, protein intake, total energy intake and duration of training was found to be positively correlated with the distance covered in Coopers test and also with aerobic capacity of an athlete. Factors like total energy intake, total carbohydrate and protein intake and the duration of training has an influence on the performance and aerobic capacity of an athlete.

Our study observed that the difference in performance in Coopers test was highly significant between the poor performers and excellent performers. Similar results were seen for duration of training, total energy intake and carbohydrate intake.

The results of this study show a significant positive correlation with total energy, carbohydrate, protein intake and duration of training. Athletes consuming adequate diets were seen to have better performance than athletes who ignored their diet or lacked proper knowledge about it. Duration of training also had a positive impact on performance. Athletes in the present study were found to consume inadequate diet when compared to the dietary guidelines for athletes. This study also found majority of athletes to be underweight or at the borderline of normal range.

Results of Coopers test clearly suggest that adequate energy and carbohydrates are required for good performance. It is challenging for athletes to meet dietary requirements, be fit without injury and concentrate on a good performance. Not only athletes but coaches should also have adequate knowledge of all factors affecting athletic performance.

Conclusion

Sports nutrition is important for all sports and also at every stage of sports. Whatever athletes eat or drink affects exercise and performance. Therefore, a well-balanced diet is necessary to maintain fuel sufficiency during exercise. Meeting energy and macronutrient requirements is a challenge for athletes. They need to consume adequate calories and carbohydrates daily in their diet. They also need to practice regularly to excel in their performance. The type and amount of carbohydrates and time of consumption of carbohydrate are factors that will affect athletic performance. Glycemic index of foods and loading of carbohydrates should be kept in mind too. Overtraining of athletes and burn out are issues which impact performance. It is also important to remember that athletes who practice regularly but may have an inadequate calorie and carbohydrate intake may perform poorly.

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A STUDY OF OPTIMISM AMONG DATING APP USERS IN INDIA

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ABSTRACT

The current study is an attempt to understand the usage of the dating apps like Tinder in India. It also takes into account the role of optimism in the usage of Tinder. A sample of 85 participants were surveyed to understand why they use Tinder and their comfort level with it. Optimism was also surveyed to understand if Tinder users in India are more optimistic about the outcome of their use of Tinder. Six different hypotheses were framed to (a) analyze optimism differences between Tinder users of both generations using a t-test (b) differences in optimism levels of those who had specific behavior's and beliefs regarding Tinder usage using ANOVA. All the hypotheses returned a non-significant result. This indicates optimism has no role to play in the usage of Tinder and also that there is no significant difference in the optimism levels between both genders.

Keywords : Tinder, dating apps, optimism, culture, relationships.

Introduction

In India, the normal growth path for any individual would be to finish education, find gainful employment, find a partner and then "settle down" into the routine of marriage and parenthood. With the availability of internet facilities, and the accessibility of international technology and media, Indians have more information about the habits and practices of the Western world. Many services which hitherto would have been considered sacrilege are now part of modern Indian living. One such change is the introduction of online dating.

The market for online dating has seen a remarkable growth in India (Joshi & Kumar, 2012). Although the country reinforces the role of traditional ways to form relationships, urban centers are open to newer ways of being part of a relationship. Tinder fulfils one such need. India has never opened up to dating as a concept, leave alone accepting a dating app. It would therefore be interesting to understand whether the users of Tinder in India are as open minded in their approach as is perceived or do they have some kind of hang-ups which reflect their cultural heritage.

Tinder has a reputation of having facilitated the "hook-up" culture by being a Location Based Real Time Dating (LBRTD) app even in the west. The availability of a possible partner in real time, that is geographically convenient and based on certain algorithms that help us to find the best match has made the entire process of romance very practical. Users swipe through a number of possible matches provided by Tinder. If two users right swipe each other, it is referred to as "a match." The information provided by Tinder is usually sourced from the users Facebook account.

Finding partners online is not new to India. For a country that has elaborate procedures to put together a wedding, it would be interesting to know how people respond to Tinder which offers only the possibility of matching people for short-term goals. There are many instances where people have met online and ended up getting married to each other. But then again, the understanding of the same process in India is limited. This study aims to understand the Indian users experience of Tinder.

The study also approaches the concept of online dating with the help another psychological variable namely optimism. Optimism is not a variable that has been frequently studied with relation to Tinder use. Optimism refers to the tendency to expect positive outcomes. As such, hope is the primary component. Optimism is global and usually stable across time. It has been positively correlated to healthier and adaptive states of mind and negatively correlated to unhealthy states of mind.

Charles Carver and Michael Scheier (2002) have been closely associated with optimism research. They have proposed a model between optimism and positive outcomes that can be explained by expectancy-value model. They assume that goals drive behavior due to the value placed on the goal and the expectancy of success in attaining the goal. The component of hope leads optimists to be more hopeful of positive outcomes and they expect that their hopes will be met.

Based on this belief system, individuals indulge in behavior's that reflect their optimism about attaining goals. In relationships too, individuals engage in behavior's that will keep the relationship strong and secure. So optimistic individuals are more likely to interpret opportunities as favorable for the relationship irrespective of whether it is available through technology or human intervention. Tinder is one such opportunity for building relationships. The relationship goal could be either fleeting and superficial, or deep and long-lasting. Irrespective of the nature of the goal, individuals will only resort to Tinder if it offers them some hope for goal achievement.

When it comes to close relationships with members of the opposite sex, there are various paths that such relationships may take. Some maybe for casual sex, some looking into the possibility of marriage. Between these two extremes are many other reasons why people hook onto Tinder. Yet in spite of the number of Tinder users, not many will be willing to tell others about their presence on Tinder. In India it still comes with a fair amount of stigma when some individual needs to get on to Tinder to find a partner.

According to Tinder's India head, Taru Kapoor, there has been a 400% increase in Tinder downloads in the past year and women are more active users than men. Websites that rate such apps have rated Tinder as the best online dating app in India. With so much popularity for the app, does this mean the average urban Indian has come of age with relation to dating? Perhaps we are stepping into an age where being involved in a relationship with someone of the opposite gender is no longer something that needs to be feared or shied away from.

These and other thoughts let the researcher to conduct an exploratory study about Tinder users in India. The amount of research related to online dating in India is meager and not all are specific to Indian sentiment. Besides, researchers have not considered the role of optimism in individuals who use online dating platforms to further their relationship goals. Loneliness, self-esteem, impression management and other such psychological variables have shown that Tinder users do suffer from loneliness and low self-esteem. It has also been found that any kind of social media presence is guided by a number of impression management techniques.

The current research therefore looks at the optimism levels of the Tinder users and then compares it to a wide range of factors that impact and reflect the Tinder user's mindset. Tinder has been selected as the app of choice due the fact that it is biggest player in the dating apps industry in India, so much so that the term Tinder and dating app are now synonymous.

Methodology

The study will test the following hypothesis

1. There will be no significant difference in the optimism scores between men and women.

2. There will be a significant difference in the optimism levels of people based on the reasons for their downloading Tinder.
3. There will be a significant difference in the optimism levels of people who trust Tinder security and those who do not.
4. There will be a significant difference in the optimism levels of people who are willing to share with their parents and those who are not about their presence on Tinder.
5. There will be a significant difference in the optimism levels of people who focus on looks and those who focus on interest.
6. There will be a significant difference in the optimism levels of people who believe that Tinder is suitable for India and those who do not.

Design

The study follows a survey design using a snowball sampling method. The survey form was generated using Google docs and was shared as a link. It was posted online and social media was used to recruit Tinder users for the survey.

Sample

There were 85 respondents, 48 females and 37 males. Sixty-three participants were in the 18-24 years age category. This was the largest category.

Tools

The Youth Life Orientation Test (Sy, 2005) was used to assess the optimism levels of the participants.

A set of questions based on the participant's opinion about Tinder usage will be asked. They include the following

1. Why do you use Tinder – for casual sex, peer pressure, to find a life partner, to get over a heartbreak, to make friends or to meet someone special. (MCQ)
2. Do you think Tinder is a safe way to meet people – Yes, No, Maybe
3. Which of the following people would be told that you use Tinder – Colleagues, friends, parents, siblings, spouse?
4. What is the first thing you look for in a Tinder profile – Education, interests, location, looks, profession
5. Do you think Tinder is suitable for India – Yes, No, Maybe.

Statistics

Questions based on Tinder use will be evaluated based on the count of responses. They will help in understanding the role of Tinder use in the minds of the Indian Tinder user. The t-test will be done to understand if there is any difference in the optimism levels of participants based on their use of Tinder.

Results

The frequency tables given below give us a count of the various categories of responses provided by the participant.

Table 1 depicts Reason for using Tinder

Table 1 Reason

Variables	For casual sex	Peer pressure	To find a life partner	To get over a heart break	To make friends	To meet someone special
Female	7	4	3	5	15	14
Male	9	1	0	3	14	10

Table 2 shows Safety about using Tinder

Table 2 Safety

Variables	Maybe	No	Yes	Total
Female	30	7	11	48
Male	23	1	13	37

Table 3 depicts Information disclosed about the use of Tinder

Table 3 Disclosure

Variables	Colleagues	Friends	Parents	Siblings	Spouse (if you were on Tinder earlier?)
Female	0	43	1	2	2
Male	3	33	0	1	0

Table 4 shows the Selection criteria of the Tender profile to follow

Table 4 Selection Criteria

Variables	Education	Interests	Location (In case of Tinder Plus users)	Looks	Profession
Female	4	16	3	19	6
Male	0	13	3	20	1

Table 5 Views about suitability of Tinder in India

Table 5 Suitable for India

Variables	Maybe	No	Yes	Total
Female	21	9	18	48
Male	18	5	14	37
Total	39	14	32	85

Table 6 shows descriptive statistics

Table 6 Descriptive Statistics

Variables	Gender	N	Mean	Std. Deviation	Std. Error Mean
Optimism	Female	48	15.67	4.055	.585
	Male	37	15.70	3.471	.571

Table 7 shows independent t-test

Table 7 Independent t-test

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	1.725	0.193	-0.043	83	0.966	
Equal variances not assumed			-0.044	82.039	0.965	

Table 8 shows difference in optimum scores for various aspects of Tinder usage

Table 8 ANOVA table indicating difference in optimism scores for various aspects of Tinder usage

WHY ARE YOU ON TINDER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	48.876	3	16.292	1.140	.338
Within Groups	1157.547	81	14.291		
Total	1206.424	84			

IS IT SAFE TO USE TINDER

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.452	2	10.726	.742	.479
Within Groups	1184.972	82	14.451		
Total	1206.424	84			

WHOM WILL YOU TELL ABOUT YOUR TINDER USE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.429	1	.429	.030	.864
Within Groups	1205.994	83	14.530		
Total	1206.424	84			

WHAT DO YOU LOOK FOR IN A PROFILE FIRST

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.404	2	14.202	.989	.376
Within Groups	1178.020	82	14.366		
Total	1206.424	84			

DO YOU THINK TINDER IS SUITABLE FOR INDIA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	75.905	2	37.953	2.753	.070
Within Groups	1130.518	82	13.787		
Total	1206.424	84			

Hypothesis 1 (table 7) is proved as the t-value indicates that there is no statistically significant difference between men and women in this sample on their optimism scores. Since there is not much difference in the optimism levels of males and females participating in this study, it can be assumed that the differences in the responses are more due to optimism levels per se and not due to gender variations.

Hypothesis 2 is not proved. There is no statistically significant difference in the optimism scores of those who are on Tinder to meet someone special and those who are on Tinder to make friends.

Hypothesis 3 is also not proved as there is no statistically significant difference between those who rated their safety beliefs about Tinder as positive, negative or uncertain. Hypothesis 4 is also not proved as there is no statistically significant difference in the optimism scores of those who shared information about their Tinder presence with their friends and those who shared it with their parents. However, in this case the sample sizes are so starkly unequal (76,9) that it would be inaccurate to arrive at any major conclusion based on this statistic.

Hypothesis 5 is not proved as there is no statistically significant difference in the optimism scores of those who first consider looks and those who consider interests.

Hypothesis 6 is not proved as there is no statistically significant difference between those who think Tinder is suitable for India and those who think it is unsuitable.

Discussion

Those who feel Tinder is a safe place to meet people are open to casual sex and to meeting someone special. Those who are not sure about the safety of Tinder claim to be only interested in making friends. This result is possibly more due to social desirability. Online dating as a concept is not openly accepted in India and to admit that one is trying to go online to find a partner is opening oneself to judgment by others. This could be one of the reasons why so many people stated that the reason for joining Tinder was to make friends. Although the purpose of Tinder is clearly dating, it is after all a dating application, people denying their dating intentions on Tinder seem to be succumbing to a social requirement rather than a personal one.

Optimism as a variable in the study of online dating is an uncommon one. In the age of online dating, it becomes very easy to forget that there is a person behind the screen. Swiping right, is indicative of interest. But the willingness to swipe right indicates a willingness to take the first step forward. The fact that there is no difference in the optimism levels of men and women indicates that both are equally hopeful about the possibility of an interesting encounter. This hope or optimism is what sustains the industry because although the perspective towards marriage and relationships has changed, the need for it hasn't been completely erased. Dating apps serve the same purpose that elders in the families served, trying to match pairs based on various parameters. The fact that both men and women are equally wary about the safety and suitability aspect of Tinder, shows that both sexes are aware and cautious in their assessment of the app. The fact that optimism scores vary between those who consider it suitable and those who are uncertain about its suitability could possibly be a reflection of the cultural scenario. In a country like India, where arranged marriages are still considered the ultimate mark of respect to one's parents, expressing complete acceptance towards a dating app maybe a little too hard for the participants themselves. Hence even though they refuse to concretely comment on it as suitable, they are also unwilling to complete reject the app as unsuitable. The fact that they would be more willing to share their Tinder habits with their friends rather that with their families reflects this cultural dilemma. Marriage portals on the other hand have usually been accepted with greater openness. The large number of "maybe" replies to the safety and suitability question indicates both a reluctance to complete disregard the app or to completely accept it. Many studies opt for a forced choice procedure because researchers want concrete and certain replies. But in this study, it was felt that allowing the respondent to be unsure can provide as much insight as it is to force their hand.

Conclusion

Tinder users in India are equally open to a relationship as well as to something more fleeting when it comes to dating apps. Although they may be uncertain about its safety and suitability, they are willing to risk using it in order to find a partner who can fulfill their requirements. Men and women are equally likely to choose a partner based on their profile information like the profile picture and their

interests. It appears that Tinder and other such dating apps are here to stay and has been accepte by the youth across genders.

Limitations

This study is bound by the limitations of sampling and social desirability. Also, since many of th questions had the option of selecting a neutral answer, the participants may have selected a safe option rather than expressed their true feelings.

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OPINIONS OF PATIDAR AND OTHER BACKWARD CLASS YOUTH REGARDING RESERVATION POLICY – A SOCIOLOGICAL STUDY

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ABSTRACT

Indian Society is stratified by caste and class. The Government of India takes affirmative action through positive discrimination policies in employment and education, popularly known as the reservation policy. Reservation policies have always been a matter of debate. The Government has provided quota for Scheduled Caste, Schedules Tribe and Other Backward Classes (OBC) or Socially and Economically Backward Class (SEBC). It does not form homogeneous set, but it is a list of groups to be decided by the center of the states. Recently, some community made demands to include their castes in SEBC/OBC group for the reservation. The Patel or Patidar community in Gujarat have started the movement which is called 'Patidar Anamat Andolan' for the reservation in education as well as employment. This issue is being discussed and debated among other caste, politicians, media, students and various social media. The student of the department of sociology did a survey under my guidance regarding opinions of young Patidars and Other Backward Classes regarding Reservation Policy.

This is an empirical survey of students of Gujarat University situated in Ahmedabad city.The study selected purposive sample of 570 respondents' equal number of Male (285) and Female (285) as well Patidar (285), SEBC (285.) Questionnaire was the tool of data collection. The concept of reservation, dominant caste, social movement etc. is used in the study. The social stratification theory is used in this study. This study expressed the views and experience about reservation in SEBC. It also shows causes of Patidar Anamat Andolan and its impact on their community. The study shows the strength of social networking in Patidar social movement. This study provides a platform to understand the mindset of youth about Patidar Anamat Andolan and reservation for SEBC.

Keywords : Reservation Policy, Patidar, OBC, Anamat Andolan

Introduction

Indian society is stratified by Caste and Class. Caste is one of the basic pillars of Indian society as a form of social stratification. Caste is derived from Spanish word 'caste' which means break the race, strain, a complex and hereditary qualities. In Indian society caste is divided and has general category-scheduled caste, scheduled tribe and other backward class. The government of India declares an affirmative action policy through positive discrimination, popularly known as a reservation policy. Reservation policy in education and employment has always been a matter of debate, leading to wide variations and policies and implementation across nations (Cunningham, 2001). The quotas for the SCs and STs in the fields of education and employment in India have been present from the beginning of the state formation. The reservation for the other backward classes (OBCs) started much later. Unlike the SCs, STs and OBCs were not formed from the homogeneous set of caste group but it was a list of groups to decide by the center or the caste based on their status on being historically disadvantaged (Despande, 2011). There are some acts for reservation policy in India, after independence the Constitution of India gave reservation status to three categories to bring up schedule caste (SC), Schedule Tribe (ST) and other backward class (OBC). This reservation was

caste based and not economical based, in 1979 Mandal commission was formed which increased reservation quotas on the basis of economic aspects also.

Methodology

This is an empirical survey of student of Gujarat University situated in Ahmedabad a metropolitan city of Gujarat.

Rationale

The topic was selected as a personal interest and to analyze current situation. This Patidar Andolan was viewed by multiple stakeholders i.e. politicians, Patidars them seltes, OBC, Rationalists police, media, etc.

Sample

This survey was done by the students of department of Sociology. 570 respondents were selected by purposeful sampling. It included equal number of male (285) and female (255) form Patidar (Patel) community and OBC (Other Backward Class). The unit of the study was in Ahmedabad. Interview, focus group discussion and questionnaire was used for the data collection.

Objectives

1. To know the socio - economic profile of students
2. To know the causes of Anamat Andolan of Patidars and its impact.
3. To know the view of OBC for Anamat Andolan of Patidars.

Other backward classes (OBC)

OBCs is a collective term used by the Government of India to classify castes which are socially and educationally disadvantaged. The OBCs were found to comprise 52 % of the country's population by the Mandal Commission Report of 1980.

The OBC are entitled to 27% reservations in public sector employment and higher education. The list of OBCs maintained by the Indian Ministry of Social Justice and empowerment is dynamic. It is also known as SEBC (socially and educationally backward castes or classes). According to an article in the Indian Express sociologist Gaurang Jani says Gujarat now has 146 notified OBCs.

Patidars

Popularly called Patel's is a part of originally community kanabi. This community is a dominant caste in Gujarat. Among the different group of Patidars Anjana, Chaudhry are OBCs. Kadava and Leuva Patidar are in general category from the constitutional perspective. There are some sub group of this community. They have different surnames.

Reservation Policy

The concept of reservation emerged within the realm of democratic principles. The reservation policy is one of the policy measures taken by the government to promote social justice in a society where opportunities for socioeconomic achievement are unequally distributed among different communities and groups. The objectives are positive quality through the provisions of preferential treatments to those who have been historically subjected to the practice of injustice and discrimination (Rai 2002).

The reservation policy is the identification and selection of the deserved and eligible people. In the Indian context, one's caste and poor social and educational conditions are recognized as the major eligible criteria for reservation quota. Reservation policy is an affirmative action taken by the Government, in favor of individuals or groups who are socially, economically and educationally backward. Caste based reservation promotes caste consciousness among individuals and leads to the politicization of castes.

Criterion of Reservation

1. Reservation is given on basis of caste, religion.
2. Reservation is given on basis of population.
3. State domicile socio economically condition.
4. Other criteria

As per Government of India, total reservation percentage is 49.5%, OBC 27%, ST 7.5% and SC 15%

Social Movement – Anamat Andolan

India has witnessed some social movements such as anti-corruption,Nirbhaya and Patidar movements. These social movements have their own collective goals.

Social stratification

Social stratification is a horizontal division of society into higher and lower social units. In India caste and class is linked with social stratification. A caste is an aggregation of persons whose obligation and privileges are fixed by birth sanctioned and supported by religion.

In stratification person, group or community can change their mobility down ward to upward. At an early stage, Patidar community treated them as superior to S.C., S.T. and OBC but for the benefits of employment and getting admission for in higher education they want reservation. Therefore, traditional caste hierarchy can change.

There are some research and articles regarding reservation I. P. Desai (1981), Thomas welssope (2004), Shirku (2011), Lim (2012), Tily (2004), P. Anthony Raj and NagarajaGundemedu (2015) etc.

This paper attempts to analyze the case of Patidar Anamat Andolan with the view of Patidar and OBC.

Data Analysis

The table1 shows the Socio-economic profile of the respondents

Table 1 Socio-economic profile of the respondents

No.	Caste	Item	Frequency	Percentage
1		OBC (SEBC)	285	50%
		Patidar	285	50%
		Total	**570**	**100%**
2	Gender			
		Male	285	50%
		Female	285	50%
		Total	**570**	**100%**
3	Education			
		Arts	228	40%
		Commerce	168	29.6%
		Science	69	12.14%
		Others	105	18.42%
		Total	**570**	**100%**
4	Native			
		Rural	257	45.08%
		Urban	313	54.42%
		Total	**570**	**100%**
5	Marital Status			
		Unmarried	289	51%
		Engaged	38	07%
		Married	243	42%
		Total	**570**	**100%**
6	Types of Family			
		Joint	337	59.23%
		Necular	233	40.87%
		Total	**570**	**100%**

Table1 shows that there are equal number of respondents by caste and gender. They have different type of education. 52.42 percent respondents belong to urban area and rests of them are from rural background. They are from P.G., M.Phil and Ph.D. They class 42 percentage married 51 percent are unmarried. 59.23 percent are still living in a joint family.

50 percent respondents are Patel and Patidar, who constitute about 15 percent of the state's population. They are economically and politically dominant upper caste. As they are small and big farmers, Industrialist and traders. They are spread all over the world.

Percentage of Reservation

In the year 2008, the central educational institutions (Reservation in Admissions) amendment bill was passed in Indian Parliament. In Gujarat, there was OBC commission under the leadership of Miss Sugna Bhatt. Whether the students know about this only 32.28 percent know about the quota for reservation. 37.54 percent are not knowing and 30.18 percent said that we have no knowledge about reservation at all.

Patidar Respondents

In this study there are two types of questions one for Patidar and another for OBC (SEBC)

Table 2 shows respondents who believed in reservation

Table2 Believed in Reservation

No.	Item	Frequency	Percentage
1	Totally Agree	111	38.94%
2	Partly Agree	90	31.59%
3	Do not Agree	84	29.47%
	Total	**285**	**100%**

Above them forth respondent believed in reservation. They agree to have reservation.

Areas of Reservation

The data regarding demand for reservation of Patidar is shown Table3

Table 3 Demand for Reservation in different areas

No.	Item	Frequency	Percentage
1	Education	172	60.35%
2	Government Service	84	29.47%
3	Other Field	29	10.18%
	Total	**285**	**100%**

The demand is for reservation in education and government service.

Social scientist AchyutYagnik specifies that they want to get their children into medical and engineering colleges or institutions providing technical education, which will make it easier for them to migrate abroad and also find jobs.

Previously and traditionally Patels were in agriculture and business but the new generation is pursuing higher education and wants to get better prospects

Causes for Patidar Andolan

Interview was taken and focus Group discussion with different Patidar leaders and students. They ascertained some chief causes for this Andolan.

The rural Patidar youth do not have professional higher education and smart skills. In the field of government jobs. They are castigated in 'General Category' so their goal of reservation is to establish their status in government jobs and acquire higher position so, this Anamat Andolan has emerged out of the frustration of the rural youth to get right opportunities.

They support reservation based on caste. Reservation will promote Government job and those who are in village are farmers but the new generation is not ready to continue family work, they want jobs because the Patidar girls are not prepared to marry village boys, even though they have their own house land and property.

They also said that not those who are in reserved category who have high score cannot get admission so this is a violation of education right.

The respondents of Saurashtra region said that due to reservation quotas, large number of economically small farmers in Saurashtra region are committing suicide as they are in bad financial situation and are deprived of the benefits that other OBCs are getting.

Large scale of migration of unskilled and low skilled worker is observed in a wide range of sectors such as agriculture and power looms. Now they want government job. There is a hidden political cause for this Andolan. Patidar have general category quota in election they want change the leadership with of Patidar. They want their I.A.S., I.P.S. for the administration in Gujarat, so political power with administration want to dominate in Gujarat.

Problems of Patidars

In Gujarat Patidars belong to upper castes. In 1980s Patel's faced competition because of what sociologist I. P. Desai called in built structural advantages as they have money, power and position.The researcher inquired what will they lose if they get reservation? They said that they will lose nothing but the researcher observed the reason could be that their children may not be accepted by higher castes in marriage. They will also lose the status of higher caste in society so the process of downward mobility in social aspect will begin.

Respondents from Backward caste (OBC/SEBC)

Brief History of OBC – In Gujarat in 1973 when Madhavsinh Solanki was the Chief Minister of Gujarat he appointed three members commission led by Justice AnantprasadBakshi, Prof.Taraben Patel (Gujarat University) and Prof. C. N. Vakil (M. S. University) to recommend communities for OBC list. In 1976, Commission gave a report of OBCs and 82 communities were recognized as OBC. Then in 1981, Gopal Krishna and Rane Commissions added a new list. Now, Gujarat has permanent OBC Commission headed by former Gujarat high Court Judge Miss Sugna Bhatt, in Gandhinager and now 146 communities are notified as OBC in Gujarat.

There are some questions and discussions with other backward caste respondents. The primary backgrounds are shown in Table1 for all respondents, but some specific points for OBC are as under

Benefits of Reservation

69.82 percent respondents get benefits under OBC reservation. 30.18 percent are not getting these benefits as they belong to creamy layer.

Those who get the benefits of OBC they need creamy layer certificate. We asked them how they get this certificate. 88.00 percent of the respondents said that they get creamy layer certificate as per the government norms, but 22 percent respondents said that sometimes they had to offer bribe for and sometimes they presented wrong income certificate to get creamy layer, thus they supported corruption.

In OBC those who are under the reservation category got benefits in education and employment. In government sector also, they easily get Government jobs.

Interaction with Patidars

The questionnaire for the OBC respondents who have interaction with Patidars or not.

59.29 (169) percent of the respondents have interaction with them. 40.71 percent respondents (116) have rare interaction with Patidars.

The respondents said that those who are in same class they have peer relations. Others have working or professional relations. They interact with each other at work place, party meetings etc. They also depend on each other for labour and other work.

40.70 percent have rare interaction. Those who are in same standards they interact with others with the purpose of academic and co-curricular activities, but because they have separate residential localities, they can interact with Patidars only at the time of celebrations, festivals and caste gatherings.

Opinion of about reservation for Patidars

The Indian Constitution has accepted the quota-based reservation system of SC, ST and OBC. Patidars want to be the part OBC reservation. The opinion of OBC respondents are as under.

Table 4 shows opinion favoring reservation of Patidars

Table4 Opinion about favoring the reservation of Patidars

No.	Frequency	Number	Percentage
1	Yes	72	25.26
2	No	213	74.74
		285	**100.00**

74.74 percent respondents are against the reservation and opined that Patidars are not socially and economically backward. They behave as a dominant caste at all levels. Even though during these 'Andolan' they used costly cell phones, social media and money for their campaigns. Some of them are landlords and businessmen. Only those who are really economically poor have the right to get reservation for education and employment.

Impact of 'Anamat Andolan'

This question was for both types of respondents about the impact of 'Anamat Andolan' on the society as a whole.

Table 5 shows the impact of the Anamat Andolan

Table5 Impact of Anamat Andolan

No.		Patidar	OBC	Total	Percentage
1	Increases discrimination between castes	60	120	180	31.57
2	Benefits for the society	15	01	16	2.80
3	Increases caste pride and solidarity	136	48	184	32.28
4	Increases downward mobility	01	04	06	4.06
5	Increases use of media	150	34	184	32.28
				570	**100.00**

The table 5 shows that this 'Anamat Andolan' has different positive and negative impacts. About the Andolan there are different opinions of Patidar and those of OBC respondents. 136 Patidar believed that this type of Andolan is beneficial for solidarity of Patidars but on the other side 120 OBC respondents believed that caste discrimination will increase.

Findings and conclusions

This study was done on 570 Patidar and OBC respondents from Ahmedabad. The study expresses their views and experiences about reservations and Patidar Anamat Andolan. This study provides a platform to understand the mindset of the youth about reservation policy.

- There are equal number of males and females who had different levels of education.
- 54.42 percent of the respondents belong to urban and 45.08 percent respondents belong to rural areas.
- 51 percent of the respondents are unmarried.

Main findings

- 70.53 percent respondents agree to the reservation. They want reservation in the field of education (60.35 %) and government service (29.47%).
- There are socio-cultural and economic reasons for the Anamat Andolan of Patidars.
- 69.82 percent OBC/SEBC respondents get benefits for SEBC reservation. Only those who are under creamy layer these benefits.
- 88 percent of the respondents easily get the creamy layer certificate as per the government norms. But rests of them do not get these types of certificate very easily.
- 59.29 percent OBC respondents have interaction with Patidars but 40.71 have rare interaction with Patidars. Mostly they have academic and professional relations.
- 71.74 percent respondents are against the reservation of Patidars due to their socio-economic status.
- There are some positive and negative impacts of Anamat Andolan.

Positive impacts

- Caste solidarity in Patidars as well as OBCs will increase.
- As a result of this Andolan, Patidars (Kadava&Levula) felt caste pride. They came close even though they lived at a far distance. Caste and class solidarity of this community became very strong.

Negative impacts

- Discrimination of caste
- Downward mobility of Patidar
- Caste Tension create in the state

Conclusion

As a sociologist, we should know the caste system and constitution, "The main objective of the Indian reservation system is to increase the opportunities for enhanced social and educational status (in the sense better than the previous- until it becomes equal to that enjoyed by an average member of other communities) of the underprivileged communities and, thus, enable them to take their rightful place in the mainstream of Indian society".

- The idea of Anamat Andolan of Patidars shows that it is simply a welfare benefit for education and employment. They mobilized significant population for this reason and they had success in campaigning for it.
- The present study reveals that the social media proves to be a prominent communication source of information during the Anamat Andolan.
- The role of Patidars Anamat Andolan committee and related leaders and community played an important role. It also shows the freedom of speech and expression of their views.
- Mostly, the OBC – which is the largest caste segment in Gujarat - are not in favor of this Andolan.
- This Andolan was not led by political party. The Patel's of Gujarat have remained a force to reckon with any party which rules the state.
- The OBCs are now more politically aware. They seek dominant position in society and have an upward mobility that came with reservation. They are in police force also, so they would not support Patidar Andolan.
- This Andolan also draw attention directly to constitutional provisions of reservation. The Constitution provides that it is not possible to give more than 50 percent reservation to all castes.

Suggestions

- The quality of a life of Patidars should be truly examined and there should be some indicators put before reservation policy.
- Government should rethink about caste-based reservation.
- Government should remove entire creamy layer in S.C., S.T. and OBC, so other general category persons who are economically poor and backward also get the benefits.

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NEED FOR CHANGE IN REPRODUCTIVE HEALTH CARE SYSTEM IN INDIA

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ABSTRACT

Every society for their existence is dependent on the next generation, to whom they will pass their culture, heritage and most importantly their identity. Though the baggage of reproduction is on the shoulder of the women, unfortunately while making policies or making use of new reproductive technology, women are kept a side, they are not given much importance. The impact of reproductive technology has not only affected women health but has also affected the child's health too. Today also the registered infant and maternal mortality rate is not less. This paper basically addresses the women well being and there by the well-being of the society and also tries to find the loopholes in the existing family planning policies.

Keywords : Women, Reproductive Health, Child, New Reproductive Technology.

Introduction

Motherhood in all section of society is given immense importance; generally, on one hand the elite class has access to the all kind of facilities and a service of good reproductive health care, but on the other hand there is majority of the population, who are dependent on the government for their health issues. The reproductive health issue has many sub issues that one needs to address i.e. malnourishments, infant mortality, maternal mortality, care during pregnancy, care after pregnancy etc.

The comprehensive approach to reproductive health demands increased awareness on methods of family planning, maternal health, neonatal morbidity and a growing burden of reproductive ill health resulting from reproductive tract infections, including sexually transmitted infections, HIV/AIDS, infertility and the adverse effect on gender-based violence. In order to provide a common scientific platform for all these specialties and to promote reproductive health research, The Indian Society for the Study of Reproduction and Fertility (ISSRF) was established in 1988. Over the years, the mandate of the Society has broadened and now includes various multidisciplinary components of reproductive health.

Reproductive Health was given an international consensus definition at the International Conference on Population and Development (ICPD) in 1994. At its core is promotion of reproductive health, voluntary and safe sexual and reproductive choices for individuals and couples, including decisions on family size and timing of marriage. Sexuality and reproduction are vital aspects of personal identity and are fundamental to human well-being fulfilling relationship within diverse cultural contexts.

Sound reproductive health is integral to the vision that every child is wanted, every birth is safe, every young person is free from HIV, and every girl and woman is treated with dignity. Implicit in this vision is the idea that men and women will be able to exercise their rights to information on and access to safe, affordable and acceptable methods of fertility regulation as well as quality health care services. The latter will enable women to experience safe pregnancy and childbirth, across the

world. Poor women, especially in developing countries, suffer disproportionately from unintended pregnancies, maternal death and disability, sexually transmitted infections including HIV, gender-based violence and other problems related to their reproductive system and sexual behavior.

Review of Literature

The available review of literature shows that, the urban population in India is one of the largest in the world. Its unprecedented growth has resulted in a large section of the population living in abject poverty in overcrowded slums. In the view of National Family Health Survey 2005 which provides a national overview of women's reproductive health within the slum population in India (among other parameters), it was found that among slum women, not all deliveries are not done by skilled persons, and several children are delivered at home. Cost, literacy, economic conditions, and the age of the woman all play a role in determining whether the child is born at home or in a hospital. Many slum women depend on municipal and government hospitals for healthcare, and they may not consider reproductive health a priority. Even basic neonatal care can be inaccessible (Hazarika, 2010). Health facilities at the community level are poorly equipped to deal with gynecological and obstetric morbidities, since they have neither the diagnostic facilities nor the drugs to treat them. Moreover, service providers are not trained to detect such morbidities nor to provide sensitive counseling (Satia, et.Al., 2013). The prevailing order of gender discrimination also plays a very crucial role in the reproductive health of women, as most home-bound women do not receive adequate nutrition, are uneducated, and are not taught to take care of their health (Namasivayam, et.al., 2012). Verma and Gupta have examined the push and pull factors that are responsible for the growth of medical tourism industry in India (2008). They argue that the private sector has played an important role in popularizing medical tourism. As Dr. Amit Sen Gupta (2008) writes, "Where is logic of govt. spending energy and efforts to attract foreign patients for private sector when an overwhelming majority of patients in India have inadequate access to health care." Sinha (2008) has expressed concern about the long-term repercussions of medical tourism in India, as it is well known that the healthcare system in India is insufficient and requires government intervention to meet increasing needs. On the other hand, high-end healthcare tourism is accessible only to those who can afford it; it is out of reach for most Indian citizens. This can lead to severe negative outcomes for the poor of the country. The medical fraternity has a moral responsibility towards society. In addition to catering to the needs of foreign patients, they should also work out treatment expenses such that even a common man can afford it. There is a grave need to develop a clean approach and to regulate the private sector; revenue must be generated by taxing medical tourism heavily, and this revenue should be used to improve health in the country.

Research Methodology

This article includes primary as well as secondary data. Under secondary data various books, journals and reports are being referred, whereas under primary data information gathered was during the interview of the expected mothers, the purposive sample of 10 women was taken under studies.

The main objective under research is to understand the gap between the accesses to the proper reproductive health care for the women, specially living on or below poverty line and the policies that are designed keeping them in mind but doesn't reach to them.

Government policies/ Programmes

In 1951, India became the world's first nation to launch a family planning programme. Decades later, when the International Conference on Population and Development prompted a paradigm shift in

population programmes, with the advocacy of client-centered and quality-oriented reproductive health approaches, India formulated appropriate policy and programmatic responses

- The National Population Policy was formulated in the year 2000. It affirms the government's commitment to promote voluntary and informed choice, and continuation of the target-free approach in family planning service delivery.

- The National Rural Health Mission (NRHM) was launched in 2005. It aims to revamp the public healthcare delivery system and seeks to provide accessible, affordable and quality healthcare to rural population.

- A national level Reproductive and Child Health Programme II (RCH II) was introduced in 2005 and focuses on addressing reproductive health needs of the population through evidence-based technical intervention through wide range of service delivery network. There is implicit emphasis on addressing the equity dimension in coverage, while maintaining focus on quality.

- Conditional Cash Transfer schemes like Janani Suraksha Yojana (for promoting institutional deliveries) were introduced to help address economic barriers for access to services.

Issues in reproductive Health

Reproductive health is a good starting point for addressing gender issues. Before going in the depth of the problem let us understand what is reproductive health? A reproductive health orientation means that people have the ability to reproduce as well as to regulate their fertility; that women are able to undergo pregnancy and childbirth safely; that obstetric and gynecological disorders are addressed; that the outcome of pregnancy is successful in terms of maternal and child health and well-being; and that couples are able to enjoy sexual relations free from the fear of disease. Reproductive health is affected by a variety of socio-cultural and biological factors on the one hand and the quality of the delivery system and its responsiveness to women's needs on the other. A woman-based approach to reproductive health is one which responds to the needs of adult women and adolescent girls in a culturally sensitive manner.

The reproductive system in function, dysfunction and disease, plays a central role in women's health. Health need of women can broadly divide into four categories as follows

1) Regarding sexual and reproductive function women has special needs
2) Women's body has more chances of dysfunction and disease due to complex reproductive system
3) Women are also subjected to other diseases related to menstrual syemtem.
4) Women are also subject to social disease which affects their Physical, Social, or Mental health.

Studies indicate that compared to men; women suffer more due to disease as they are the one who will birth to the next generation. Much work has been done in this regard but they have their obstacles to achieve them.

The key problem that comes as an obstacle is of the prevailing philosophy on basis of which the service is provided, women are always considered as means and target in the fertility control. Though

women benefited but they were not at the centre of the process. The needs of women have bee traditionally addressed within the concept of Maternal and Child Health (MCH) the need of women submerged in the need of mother. Though the MCH programme is going to focus on how healthy the child as successful outcome, this spotlight resulted in less stress given to health risk that wome carrying during pregnancy, childbirth and other functions. As a result, the tragedy of maternal mortali in developing countries has now reached dimensions that can be no longer ignored.

Reproductive health is an integrated package. Women cannot be healthy if they have one elemen and miss another. Various elements of reproductive health are strongly inter-related. Enhancemen in one element can result in improvement in other elements. Similarly lack of improvement in one element can hinder progress in other elements. For instance, infant and child survival growth and development cannot be improved without good maternity care. Proper planning of births, including adequate child spacing is a basic ingredient of any child survival package.

There are some points that one need to keep in mind and they are

A) Reproductive morbidity and maternal health

Unsafe motherhood is still a reality in much of India and particularly in its rural areas. The number of women who have access to antenatal care is very less and that is why, high risk cases go undetected. anemia is acute during pregnancy, deliveries are conducted largely by untrained attendants in unhygienic conditions and knowledge of health and nutrition needs during pregnancy and the post-natal period are poorly understood. The official programmes for maternal and child health reaches a few pregnant and lactating women. Maternal health activities are unbalanced, focusing on immunization and provision of iron and folic acid, rather than on sustained care of women or on the detection and referral of high-risk cases. Urgently needed is greater insight into underlying risk factors, into why women's reproductive health needs remain unmet. Equally important is the need to structure the reproductive health services to respond to the gynecological and obstetric conditions women experience, and which take into consideration the social, cultural and economic constraints that women face in expressing these conditions and in accessing services for them. Health facilities at the community level are poorly equipped to deal with gynecological and obstetric morbidities, since they have neither the diagnostic facilities nor the drugs to treat them. Moreover, service providers are not trained to detect such morbidities; or to provide sensitive counseling. The prevention and treatment of common women's health is not complicated and can be treated at the first level of care. What are needed at the primary health centre level are facilities for routine diagnosis of gynecological conditions, improved obstetric care, sensitive counseling and sound referral services.

(B) Understanding the socio-cultural context of abortion

Improving access to safe abortion should also form part of an overall reproductive health strategy. Despite the fact that abortion is beyond the reach of most poor women, roughly five million abortions continue to be performed annually; of these, only about half a million abortions are performed under the health services network while another estimated 4.5 million occur illegal. And the growing tendency to misuse complicated prenatal diagnostic techniques to abort female fetuses suggests the disturbing possibility of increased abortions and repeat abortions. As a result, complications resulting from unsafe abortion exact a heavy toll, and constitute a major source of reproductive mortality and morbidity. over 10 percent of all maternal deaths are due to abortions. Safe abortion services are available only in urban areas since registered practitioners are rarely available in rural areas: in 1984, for example, only about 1000 physicians of a total of roughly 15000 doctors trained to perform abortions worked in

rural areas. There is limited publicity about the law and there is a widely held perception that abortion is illegal. The quality of abortion services and cares at approved centers can be impersonal and intimidating.

(C) Infertility

Very minute evidence is available on infertility. There are many factors responsible for infertility amongst women amongst them some of them are women's poor health and nutrition status which can lead to repeated miscarriages and fetal wastage, unhygienic obstetric and abortion procedures and even such debilitating diseases as tuberculosis. Our society has given immense importance to fertility. Infertility can have serious effect on women as she fails to achieve her desired family and exposing her to various kinds of emotional harassment or marital disharmony. Women have to bear the burden of social, medical harassment even if it's male's infertility that stops her from reaching to fertility. We lack health services which are comprehensive enough to provide access to reliable information, sympathetic counseling and services to infertile couples. What is required is a sound referral system for infertile couples, along with primary health care which can provide basic information and counseling.

(D) Sexually transmitted diseases and AIDS

Reproductive health in India is very poorly understood. Primarily, in the Indian context socio- cultural norms, beliefs practices play a major role in making women more venerable to reproductive health problems. In many cases if women raise any question related to HIV or STD they are considered as characterless and hence these women take STD as their destiny, and do not seek any medical help for the same. Though the child marriage are no longer practice in the breath the way it used to be which has helped in decreasing many problem of women, the problem with early marriage and childbearing is that young girls are often not adequately prepared with information regarding reproductive and sexual health issues, including sexual intercourse, contraception, sexually transmitted infections and diseases. The reproductive health concept is not limited to mothers nor is it limited to women in the childbearing age. Urgently needed is a primary health care system which caters to the growing problem of STDs; counseling and recommendation at the marginal level along with improved diagnostic facilities at the primary health centre level. At the same time, not enough has been done to educate the larger population - and especially isolated, invisible and powerless women - about STDs and HIV/AIDS, their prevention, symptoms, modes of transmission and treatment. On the one hand, strategies need to be devised, which are sensitive to women's lack of control over sexuality and which can provide information at the doorsteps of secluded women. On the other hand, strategies need to be devised to inform, sensitize and communicate with men, and particularly young men. Men are an important audience for such communication, both in their own interests and because of the role they play in conveying information—and disease—to women. Young and adolescent males are a highly vulnerable group, generally ignorant of STDs and their prevention and information strategies need to include these groups.

(E) Malnutrition

While nutrition and iron supplementation programmes for pregnant and lactating women do exist, the little available evidence suggests that they neither reach their intended populations, nor have been successful in reducing the prevalence of anemia among those they do reach. Traditionally our elders in the house give suggestion on what to it during pregnancy for betterment of child's health, but very few will talk about the things to eat before one conceives, afterbirth also lactation is given

more attention than the mother. In some cases, as women are even compelled to eat particular food for all nine months for the preference of 'boy child'. There is a lack of approach which can educate people for right food and women's right time to get pregnant and that is why many mothers cannot feed their children due to lack of nourishment.

(F) The situation of adolescents, particularly adolescent girls

The National Population Policy- 2000 has recommended adolescents as an underserved vulnerable group that need to be served especially by providing productive health information and services. Most of the adolescent reproductive health programs focus on the 15-19-year-old age group. There is an increasing need to focus on 10-14-year group. What is therefore urgently required for both adolescent girls and adolescent boy programmes which help deal with their own well-being, their health, their bodies.

(G) Contraceptives

Lots of research has taken place for controlling the population, new techniques and contraceptives are invented but unfortunately it has made women more of gunie pig of trying all methods for marketing them in the market. There are very few contraceptives which has proved useful majority has one or the other problem. The availability of I pill which was good for those women who took with little precaution, but has proved disaster for young girls who used it without any proper information.

Above mentioned issues and many other issues need to be included in reproductive health care services.

Conclusion

It has been very well-established fact that gender- sensitive approaches is necessary to understand and respond to different needs and constrains of individuals based on their gender and sexuality like counseling in which women are convinced to use other contraceptive preferably man oriented. The strategic need can be met by increasing the focus on gender- sensitive services, reproductive health programme. By modifying the gender relations and power in a community gender equity can be brought.

Thus, the reproductive health care programmes must be designed with gender perspective which takes into account the varied gender roles, social and economic relationship and needs, access to resources and other constraints and opportunities imposed by society or cultural, age, religion, on both men and women. The following point to be kept in mind when we talk about gender sensitive approach.

1) Providing HIV/AIDS prevention education for both partners.
2) The strategies to be develop which is gender sensitive and culturally appropriate.
3) Involve men as much as possible in every stage of reproductive matter to make them more sensitive.
4) Women need to be given more employment opportunities.
5) The new research on technology should focus on the both the sexes.

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THE FUTURE CHALLENGES FOR INDIAN EDUCATION SYSTEM

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ABSTRACT

India's education system is one of the biggest systems of the world. The New government of India is spending money for structural change of education. They tried to change national Curricula for all levels of education but there are some challenges in the future, i.e., Operation Blackboard, Restructuring, and reorganization of teacher education, Minimum Level of learning, Movement to education all, Fundamental refute etc.This is a secondary data-based paper. The main objective of this paper is to evaluate the current education system and to highlight future challenges.This paper is divided in three parts. First part shows the need for change in our education policy. The second part is on the challenges and the third part is on concluding remarks and suggestions.The study explores challenges before primary and secondary education, challenges against curricula content, funding and research in higher education.There will be challenges between male and female education as well as between rural and urban Education - National curricula is also criticized for attempting our national values.The paper also highlights culture, languages and ethical values of future generation.

Keywords : Education-Challenges, Government.

Introduction

Emile Durkheim argued that education is only the image and reflection of society and education can be reformed only if society itself is reformed (Carls, 2012) whereas, there are many people support and many people who reject the idea of above but everyone believe that education is essential for the people to enhancing their knowledge and skills and to get empowerment. In every Society education is an important at all level i.e., primary, secondary and higher secondary as well as higher education. India's higher education system is the world's third largest in terms of students. Next to china and United states.

At the end of the XI Plan (31.03.2012), there were 573 Universities (43 Central, 129 Deemed and 397 State Universities (State Public 286 and State Private 111) and 4 Institutions established under Special State Legislature Acts and 35,539 Colleges in the Country. During the year 2016-17 (last year of the XII Plan) there were 795 Universities (47 Central,123 Deemed, 360 State Public, 262 State Private and 3 Institutions under Special State Legislature Act) and 42338 Colleges, thus registering an increase of 38.74% in the number of universities and 19.13% increase in colleges during the 5th year of XII Plan in comparison to the figures at the end of XI Plan. (UGC Annual Report2016-2017:74).

It is also observed that our education is significant and impressive developments of the past few decades, but there are also facts that in future that there are many challenges in higher education in India.' Report to the Nation-2006' of the national knowledge commission which concludes that there is 'a Quiet crisis in higher education in India that runs deep'. There is quantity and quality problem of higher education. The main focus of this paper is to highlights future challenges for higher education in India.

Methodology

This is a secondary data-based paper. The main objective of this paper is to evaluate the current Higher Education scenario and its future challenges. Various articles and internet were used for this paper.

Problems of higher education

There are many basic problems facing higher education in India.

(1) Inadequate facilities in the campus.

(2) Large vacancies in faculty position.

(3) Poor slandered of teaching.

(4) Declined research standards.

(5) Over crowded classrooms.

(6) Gender imbalances in different education.

(7) Co-orations.

(8) Inadequate financial support from the government.

(9) Increasing educated unemployment.

(10) Policy paralysis and overlapping of aspiration.

(11) Low Enrolment rates.

(12) Regional disparities.

(13) Lack of Autonomy.

Since independence Indian government is facing some key challenges with education.

The Key challenges are

1) **The supply-demand gap** - India has a low rate of enrolment in higher education by 2020, the Indian government aims to achieve 30% gross enrolment which will mean providing 40 million university places an increase of 14 million in six years.

2) **Quality of Education** - Higher education in India does not match with the global quality standards, our government and educational institutions tried to increased quality education. They plan for best admission, brochure, purchase good number of books and journal in the library, enhance ultra-modern campus etc. but there is a problem of higher educated high satisfied staff with resources. So, the poor-quality teaching cannot enhance student's capacity for global level.

3) **Content of higher education curricula** - In the field of higher education the 1999 election manifesto of National Democratic Alliance (NDA) include a section entitled 'Education for All'. When BJP kept control, they tried to involve various scheme and policy. UGC focus on skill development education. Our curricula do not support the market abilities of students.

4) **Constraints on research capacity -** There are few opportunities for interdisciplinary and multidisciplinary working, lack of early stage research experience, a weak ecosystem of innovation and low levels of including engagement areconstraints of research.

6) **Funding –** Funding of higher education is a responsibility of central and state government but in the allocation of grant for different state. It shows priorities and negotiation UGC tried to maintains raise of funding but there are some problems related to funding which are challenges for future.

7) **Uneven growth and access to opportunity -** India has ethnic diversity. There are more than 300 languages spoken in the country.Today, English is a global language but some state supports their own language in higher education and they suffer. So, multidimensional inequalities of Indian socio-cultural is a challenge of future in higher education in India.

8) **Privatization of education -** The cost of private institution is very high for poor students. In the rural and tribal area there are not educational accessible i.e. internet, library, couching class etc. so they have to spend their money for higher education. So, the competitive pressure on students and parents forces them to opt for private tuitions and training to supplement the higher education the government and grant in aid collage will have challenges to maintain their standard up to level of reputed private college and universities.

9) **Research Publication** - Research publication of reputed journal or referred journal is accepted, now because of this compulsion there are some agencies and publication, who take money from the researcher. It cannot promote quality of research publication but numbers off article/paper only. Teachers who have good quality of writing research article they face problems for their promotion. So, in future research publications are one of the serious challenges to the growth of higher education in India.

10) **Brain-Drain –** Brain drain is a challenge of Indian higher education. In globalized economy in areas that require highly qualified professionals. Today many IIT graduates well trained technocrats.IIM, MBA and those who are from the fields of science and technology they obtain degree from India and worked in abroad. Even after graduate they choose master degree not in India. They dedicated their intellectuals and work for abroad. The present system of higher education does not serve the purpose of reserve brain drain but increase brain drain.

11) **Online Education -** Online education is acceptable at all over the world. It helps for Improving quality of education, improve Accessibility reduce the cost of education.

12) **Inadequate financing for state higher education Institutions -** In India state universities cater to a large number of students, they face severe constraints in terms access to finance, particularly in relation to central institutions. The source of funding for state universities include plan and Non-plan grants from state governments, funding from UGC and other government project.

13) **Issues Related to government -** Government of India also face issues relating to inadequate financing, ineffective planning at the state level and lack autonomy etc. and helpful for time management also but in India in rural and tribal area where there are no facilities for electricity and internet to change traditional method to online education is a great challenge for new generation.

Suggestion for improving quality of higher education

There are some suggestions and expectation from Teachers, Parents, Students, Government, Industry and educational institutions.

1) **New Vision**

India should realize that humanity stands today at the head of new age of a large synthesis knowledge, for that it is needed to overall and integrated upliftment of society.

2) **Learning Society**

Society is a mirror of learning higher education should give priorities to learn various aspects of development of society.

3) **Promote incentives to Teachers**

Industry and students are expecting specialized courses to be offered, so that they get the latest and best education and they are also industry established and employable of academic incentives should be provided to teachers and researchers to make these professionals more attractive for the younger generation.

4) **Academic Connection with Industry**

Industry and academic connect necessary to ensure curriculum and skills in line with requirements higher education should give.

5) **To Mobilized Resources**

Effective measures will have to be adopted to mobilized resources for higher education. Higher education needs to relate the fee structure to the student's capacity. Government should mobilize fund for research and innovative practice.

6) **Student's centered Education**

Students-centered education and employment of dynamic method of education will require from teachers' new attitudes and new skills. Less stress, self-study and personality development of students help future development of nation.

7) **Job Oriented Course**

Present Day education neither imparting true knowledge of life and nor improving talent of a student, so it is needed to combination of Arts, Computer and business skills. Job oriented courses are useful for the future. To provided knowledge and skills courses lead to ambition and achievement of the students.

8) **Development of Individual Personality**

Some young students felt that Recent higher education is boring and monotonous and frustrating.Parents and teachers should guide students in proper way so they can achieve

wonderful things in Sports, Music, Dance, Painting etc. Science and technology will encourage them but for this it is necessary that those student's achieve excellence they should get fellowship and free for fees.

9) Quality Development

Quality depends on its functions and activities of teaching, research, education institutions should create academic environment. It also requires that it should be characterized by international dimensions. Quality education leads mobility of a teacher and students at national level.

10) World Class Education

Indian Government and educational institution should aspire for the international standard in education. They should offer courses of studies to foreign students so we can take advantages of globalization process.

11) Improvement of Research

Research development activities of different university should focus very professional. Those who are talented and meritorious students, we should encourage them through fellowship and teaching assistantship with stipends.

12) To increase world class universities and educational Institutions

National knowledge commission recommended 1500 universities by 2015, so, that gross enrolment ratio increases to 15 percent. If we want to reach 30Percent, we should increase Universities and colleges.

13) High-tech libraries and infrastructure

For Global higher education in future university and college have a good collection of books it should be online and, in the campus, infrastructure should be high tech.

14) Reformation of examination

All most university started semester system and choice-based credit system but it should be continuous assessment of student's performance.

Conclusion

The demand for higher education in India has increased. There is a significant progress in Indian higher education. In future, India will progress with young blood, for this we should plan for quality education not only quantitative growth of education. In future, there will be many challenges to Indian higher education, so, we should take action, plan for highly educated, skilled people, so that we can transfer our country from developing nation to developed nation.

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MULTICULTURALISM: CHANGING SOCIAL IDENTITIES

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ABSTRACT

Multiculturalism has become a way of life in many modern societies. The different types of socio, cultural, economic and political forces are involved in the process of developing a multicultural society. It has been described as a melting pot or cultural mosaic of the world. Multiculturalism can lead to homogenization of cultures as well as formation of specific identities. The main objective of this paper is to understand the recent trends in multiculturalism with interdisciplinary perspectives. The paper examines the challenges and impact of multiculturalism on society. The discussion also includes how to conserve our dying art and culture, the role and responsibility of media and new media in sensitizing people at large and preserving it and heading towards a truly glocal culture.

Keywords : Culture, Multiculturalism, Society, Reality, Identity, Multiculture, Cultural Mosaic

Introduction

The concept of multiculturalism is not very new but it has changed the society we live in. It is a combination of different forms of knowledge, disciplines, cultures and academic fields. This idea is used more nowadays because multiculturalism, pluralism and diversity have become a norm in many modern societies. Earlier it was a different case. People used to live together and work in a cooperative manner where unity was the key. Societies have grown to bigger and bigger, leading to megacities but their singularity has become a diverse story. Big cities of the world are now more and more diverse than ever. Now societies are feeling proud to announce their cast, class, creed, language, ethnicity, locality, regionality, colour and many other factors dividing our society. This diversity has led to the various cultural phenomenon, which are the core of multiculturalism.

The different types of socio, cultural, economic and political forces are involved in the process of developing a multicultural society. The shape of today's multiculturalism is the result of all these drivers. All this dividing is focussed on these different forces which are active everywhere with different perspective. Booming globalization has changed the whole world and now the world has become a Melting Pot. Global consumer culture has led to a common business culture which has changed the behaviour of the societies.Market economy is the key to multiculturalism because market is derived by the culture or you can say market is controlling and changing global culture so multiculturalism. So, multiculturalism can be understood by the sociological, cultural, economic, political and global strategies which lead to the contemporary world.

A Global Phenomenon

Multiculturalism is developed within 30 to 40 years as a forceful mean to govern the sociological and geographical factors. It can be described as a melting pot or cultural mosaic of the world. Now almost all the countries have different cultural traditions, rituals and practices but then also they belong to one common society. Every country is now governed by many factors which are common in almost everywhere. Countries such as India, Indonesia, Brazil, Canada, Singapore, UK, Germany, Switzerland, USA, Australia, New Zealand are leading multicultural societies. Frequent travel, tourism, changing jobs, placement in multinational companies lead to multicultural phenomenon. Migration to different countries and within the country lead to cultural diversity and advent of new cultures, so this connection cannot be denied. Now the world is seen as a global village, global state and a multicultural state.

The main objective of this paper is to understand the recent trends in multiculturalism with interdisciplinary perspectives. Multiculturalism by name itself leads to different disciplines and assimilates all the positive effects of various cultures, various languages, disciplines, regions, casts, class. Various groups live together and lead to a multicultural, multilingual society. It is also used to create a dialogue on contemporary trends in multiculturalism with international perspectives.

Multiculturalism is a reality of the current world. We cannot deny or ignore a multicultural society. Now the main factors governing multiculturalism are unity in diversity, inclusionary and exclusionary practices, humanistic and tolerant, natural process, belief in adjustment principle, overall development, thirst for knowledge etc. The list can be exhaustive. Overall characteristics of multiculturalism have many common things, which make it a global phenomenon. Different religions follow their own cultures and rituals. Different caste under one religion lead to variety of cultures but follow a common culture. Likewise, diversity on the basis of different factors, lead to unity in diversity which is the core of any multicultural society. Social inclusion leads to include different strata of the society in a single culture. There are many differentiating and diversifying practices in every society but then also they live together and follow a common minimum multicultural ethics and practices.Difference does not stop them to being multicultural.

Being multicultural is a very humanistic and tolerant approach. Being multicultural is being open to others as well as respect their lifestyles without imposing our own agenda to them. Multiculturalism teaches us to be tolerant and respect others. It's a natural process for any society because it leads to similar habits and hobbies naturally. Many things people learn automatically which are common for them. Common food habits, common clothes, common festivals, common celebrations, common lifestyle naturally lead to a common culture that is multicultural. It believes in adjustment principles. People adjust with each other and share their sorrows and joys together. Even though any society is multicultural, its development depends on the process of multiculturalism only. There is a continuous thirst for knowledge in a multicultural society. People want to know more and more about different cultures, traditions, rituals, practices, innovations, ideologies etc.

Impact of Multiculturalism on Society

In the multicultural societies, social norms, lifestyles, are shifting. Rules and guidelines for living in the societies are changing and people are also accepting the changes as per the new cultural domination. People adjust accordingly to the new food habits, clothes, fashion, rituals, style in the changed world. Multiculturalism has affected complete social system which includes social, political, economic and religious system. Under social systems new societies are emerging and they are governed by the globalization and multiculturalism. Smart cities are developing across the globe and creating cultures smarter that is another way of looking at contemporary multiculturalism.

Many factors are responsible for the change in traditional social identities. New media, new technologies, new communication system, new lifestyles have changed the traditional way of living and it is shifting very fast. With the changed social identities, people are frequently using new media, learning foreign languages, adopting global culture and innovative fashion in the smart cities as well as traditional cities also. The rise of media is the main cause of innovative practices in the field of multiculturalism which has commanded to a definite change in the social systems.

Like social system multiculturalism has also changed our political system. The kind of politics we have started now is a new trend and fully technology driven. Media is fully controlling our political campaigns, election techniques and general behaviour of the voters. Election campaigns have become more and more intense and innovative. It has increased the awareness level of politics among general public. New leaders are emerging and old leaders are thrown out of the politics because of new cultures adopted in political system also.

Likewise, booming economy is controlling the economic systems globally. Globalization, privatization and liberalization have led to a new culture among societies. Shopping malls, online shopping, credit card, insurance policies, rise of plastic money, foreign trips have led to a new culture which is controlling our economic system. Earlier it was the necessity which could buy the goods for people but now false necessity is created by market and people are running behind it like anything. False necessities have aggravated the demand for many things which are not required at all for daily life. Mall culture and online shopping culture has changed and controlled the consumer behaviours and are difficult to predict. Neo rich communities have emerged near metropolitan cities and they have adopted many new trends popular in the other countries. Due to rise of land prices near metro and smart cities, these neo rich communities got abundant money. They don't know how to handle or invest this huge amount of money. So, they are following an agenda about which they are also not aware. They just spent money and want to enjoy many things which they could never do in the past. This is a new situation in many societies and has created a new culture. But they have many conflicts with traditional cultures also. This is a new multicultural situation and it has changed many social identities.

Religious diversity is another arena where many new phenomena have emerged. Old gods are sidelined and new Gods are created.Shirdi Sai Baba is one of them. A new culture in the field of religious system is developing and controlling the societies. Religion has become more powerful nowadays and this has taken more intense shift in cultural identities. Religious identities are stronger than cultural identities and they have affected our cultural system.

Multiculturalism facilitates communal harmony and teaches the people to live together without much differences. It helps different communities live together in a common civic manner. There is no clash between them. There are many problems throughout the world such as terrorism, fanaticism, racism, regionalism, casteism etc. Even developed countries are victim of these problems. Multiculturalism is a powerful tool to bring the societies together without any basic difference.

Multiculturalism can lead to two things- 1) Homogenization of cultures and 2) Creation of specific Identity. Due to similar social, economic and political conditions, multiple cultures come under one umbrella and stay together. When people follow them, they follow common patterns, habits, trends and comforts of those cultures. It creates specific identities which are new and common. These identities are created by their names, cast, ethnicity, languages, regions and many others. These specific identities are created in different parts of society or countries which are the beautiful examples of multiculturalism. There are various types of groups existing physically in the society or existing virtually in the new media. New media has also changed the rules of the game. It has created different types of cultural communities with specific identities yet they are living together and without many conflicts.

The main trends of multiculturalism are in the fields of performing arts, films, music, literature, education, loans, clothes, fashion, lifestyles etc. In this globalized world we are having common food with different cultural backgrounds. Foods from different part of country are popular in the whole world. Now one can find countless cuisines in any smart city and enjoy their tastes. Likewise, films, music, fashion and literature are very popular in the whole world. Internationalization of higher education is another cause of creating multicultural societies. Now education is widely available to every person across globe. Students are going for higher education in various countries. These equations are creating new fashion, new food, new lifestyle which lead to a multicultural society. Life is very busy in a multicultural society as everybody is very busy. Especially in a technology driven world, cultural diversity is very common but due to use of same technology, similar language and lifestyle people become very busy. So, multiculturalism leads to a busy lifestyle across globe.

Challenges of Multiculturalism

Multiculturalism has many challenges like issues of identity for some people have become a prestige issue. In Great Britain, British people did not support Sikh's Pagdi in major places and on government duty. But a recent change in the rules and regulations has enabled Sikhs to wear Pagdi even on their duties. This shows that in a multicultural society, you have to accept diverse culture and traditions and respect them also. There are many such issues which are commonly addressed and solved with mutual consent or by interfere by the law. But on the other hand, homogenization of culture has created a serious threat to ethnic communities. Ethnic communities are on the verge of extinction and fighting for their survival. It is the duty of society to save them and promote them also.

It is the duty of a multicultural society to conserve our dying art and culture. In this matter the role of media also can be instrumental. Media should take this opportunity to save art and culture with responsibility. It has to control and redirect it in a positive way. Especially the new media is need of the hour. It can look and spread the spirit of multiculturalism. Common social interaction, common lifestyle, common hobbies and habits are challenges before multiculturalism.

Towards Global Culture

Multiculturalism is now the reality of our society. Indigenous knowledge should be the part of academic curriculum, research and discussions. Our young generation should know the cultural diversities of the world and try to understand the assimilation process of multiculturalism. When we study this process, right from the basic education, in our curricula, then it becomes a responsible understanding among young students. They are going to study it further and bring it in the research and discussion forums. Global culture will become truly glocal in this manner. However, it is a big challenge to understand the multiculturalism within our own subjective ground realities.

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WOMEN'S VULNERABILITY TO HUMAN TRAFFICKING: THE ROLE OF POVERTY AND TRADITIONAL PRACTICES

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ABASTRACT

The story of Zeenat illustrated how poverty and traditional cultural practices have contributed to the propagation of Human Trafficking. It is evident that trafficked women end up in Mumbai and other such big cities and this further increases the vulnerability. The Government has been very active to prevent and abolish derogatory practices against women. The Maharashtra State Commission for Women has been raising awareness to combat such heinous crimes and makes sure that the victims/survivors are reintegrated back into the society with dignity.

Keywords : Human trafficking, Traditional cultural practices, Poverty.

In February 2013, Zeenat was rescued by the Mumbai police from a brothel in Kamathipura. For one and a half years, Zeenat had been sexually exploited in different brothels after being trafficked to Mumbai. Zeenat become the victim of trafficking after her husband abandoned her and her parents refused to take her back. She was six months pregnant at that time. With nowhere to go, she eventually found herself in a hostel, and there she gave birth to a daughter. Zeenat struggled to cover her daily expenses, let alone the expenses of her new-born daughter, whom she had kept in an ashram school.

Eventually she met a man who promised to find her a job. Instead, he gave her a drugged tea, rendering Zeenat unconscious. When she woke up the next morning, Zeenat found herself in Mumbai, being handed over to a brothel manager. He threatened her saying "If you run away, I will put your picture in the media and tell your parents you were prostituting. The police will come after you." Mentally and emotionally broken, and knowing she had no escape, Zeenat began prostituting but she never saw a single rupee of her earnings"

Zeenat's story is only one in a million stories of victims of human trafficking. Impoverished, abandoned by her husband, and rejected by her family, as is the traditional practice, she was vulnerable and without hope, becoming an easy target for her traffickers. Her story illustrates how poverty and traditional cultural practices that are harmful to women have contributed to the propagation of human trafficking in our society.

Most trafficking victims come from rural areas; they are poor and illiterate. More than one-third of the total reported cases of child trafficking are registered in West Bengal, bordering with the poor neighboring countries Bangladesh and Nepal. Often, trafficked women end up in big cities such as Mumbai. Far from home, and often not familiar with the local language, these trafficked women and girls cannot count on any help. Most victims are from disadvantaged minority groups, scheduled castes/tribes or other backward castes.

Women and girls end up via different ways into a situation of trafficking. Due to a lack of information or awareness, poor families thrust their children into the hands of traffickers, hoping for a better life for their children. Some victims are also actually sold by family members or acquaintances to traffickers. And some, like Zeenat, are tricked and forced into a situation of exploitation, believing or hoping that they might gain a better job and livelihood. Instead, people abuse their vulnerability and they end up being trafficked into brothels, their freedom snatched from them. In 2014, UN Special Rapporteur Rashida Manjoostated, "Young unskilled women are allegedly given false work promises, resulting in forced domestic servitude in foreign countries. Women who are trafficked and forced into prostitution are unable to defend their rights, and lack access to rehabilitation and compensation for such crimes."

Though poverty and a lack of education alone are not direct causes of trafficking, they do increase vulnerability.

In that regard, although much needed, it does not suffice to only address poverty concerns or education for girls. In order to effectively fight trafficking and reduce violence against women, it is necessary to look into another risk factor of vulnerability gender. Women and girls are more vulnerable to become a victim of trafficking than men.

Patriarchal norms and certain traditional practices harm the position of women. A clear illustration of the aversion towards women is the practice of sex selective abortion and the declining female sex ratio. Also, child marriage and contractual marriage increase the risk of women and girls becoming victim of trafficking and exploitation. Other examples of traditional practices that are harmful to women and girls are the dowry system, 'honor' killings, devadasi and accusing women of witchcraft. The socio-economic dependency of women on their husbands or family, keeps them trapped in unsafe and abusive environments. To add insult to injury, many families refuse to accept women who have been widowed or abandoned, or sexually assaulted, leaving them without the security of a community.

The Indian Government has addressed, and still addresses harmful practices towards women and girls "such as dowry, child marriage, sati, sex selective abortion etc. through legislation, programs and community interactions". In 2007, the Government also introduced the Ujjawala scheme to combat trafficking of women and children for commercial, sexual exploitation. The scheme aims to prevent trafficking and promote rescue, rehabilitation, re-integration and repatriation of those trafficked victims.

The Maharashtra State Commission for Women supports these activities and is therefore, raising awareness on the issue through the hosting of an International Conference on Women Trafficking. In addition, the Commission supports the partners with numerous NGO's in Maharashtra to support the re-integration of victims in society.

The Maharashtra State Commission for Women has also initiated a series of training workshops for tackling sexual harassment against women at workplaces.Under PUSH – People United Against Sexual Harassment, the Commission seeks to educate and raise awareness regarding laws that protect women, and provide tools for helping aggrieved women. It is imperative that society raise the position of women and provide security and protection to them at every level.

The commission recognizes the need to educate society and advocate for the elimination of harmful practices against women which leave them vulnerable to being trafficked.

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CHALLENGES AND OPPORTUNITIES TO SERVICE SECTOR IN INDIA

Dr. Nilima Chintamani Bhagwa

ABSTRACT

Since post reform period Indian economy has changed. Indian economy shifted from agricultural sector to industrial sector and then to service sector. For economic growth of country service sector became boom. The performance of this sector is increasing in recent years. Due to service sector, foreign investment flow raised. Variety of sectors are included in this service sector. Through the sub segment of this sector their contribution to national income and employment raised. Although this sector's contribution is raising but it is facing challenges. These challenges affect the country. These challenges also provided opportunities to this service industry. So, this industry provided global trend to Indian services. With challenges and opportunities service sector has significant role in Indian economy.

Key Words : Service sector, foreign investment, challenges and opportunities.

Introduction

Indian economy has observed structural changes. It shifted from agriculture sector to industrial sect and then to service sector. And in recent years' service sector became important in econom development. The performance of economic development relates with performance of service secto After post reform period agriculture-based economy moved to knowledge-based economy. And servic sector became major contributor to employment and national income in recent years.This sector als attracted significant foreign investment flow. It covers variety of activities such as trade, hotel an restaurant, transport, trade and communication, finance, insurance, banking, real estate, social an personal services, business services and community etc. Service sector is key to India's econom growth. Contribution of this sector is raising day by day.

Objectives of the study

Objectives of this study are as

1. To analyse contribution to GDP of service industry.
2. To know opportunities to service industry.

Significance of the study

Service sector industry plays an important role in the development of an economy. The performanc of an economy depends on performance of service sector. After liberalisation an importance of servic sector has been increasing steadily. So, it is important principle in country's economic development.Th industry improves knowledge, productivity, performance, potentiality and sustainability in the econom It focuses on interaction among producer and consumer. This industry's contribution raises India integration with world market through trade and foreign direct investment flows. Since last few yea India's growth in export of services has increased.

Service sector's contribution to country's net national product has increased. It also provide employment to youth. It helps to industrial development. Industries depend on transport, trad communication and electricity etc. These various services help industry to develop in remote are also.These services connect various roads, communities' people through communication.We organised transport and communication service, helped to reduce regional imbalance and disparit among country. For various products sell point of view markets are grown. It also improved life sty

of citizens. Due to better services in various areas quality of life and standard of living improved among the country.It helps to expand international trade. It also helps to increase the foreign exchange reserve among country.

Service sector in India

Service sector plays an important role in structural changes of economy. It is largest sector which accounts for gross domestic product (GDP) of all countries. This sector gave large contribution to GDP. This sector emerged as major sector of economy in terms of growth rate and share to GDP since 1990s.

This sector comprises of Trade, Transport, Communication, Banking, Insurance, Education and Research, Hotel and restaurants, Medical and health, Real estate and business services etc. In 2017 – 18, this sector contribution in economic growth is almost 72.5% of Gross Value Added (GVA) growth.

Since last two decades India is making progress in service sector. This sector includes following important services due to which their contribution raised day to day

1. Travel and Tourism Sector

It is important sub sector. It is a significant source of earning and employment generation. This sector creates directly and indirectly large-scale employment opportunities. It also helps other sector to expand such as agriculture, handicrafts, horticulture, construction etc. It is also important source of foreign exchange earnings. In India number of foreign tourists are increased. India became a major global destination. Tourism Ministry played important role in changing the image of India. In our country various types' tourism facility are available. These various types attract global tourists.

These types are

i. Medical Tourism – It is fastest growing segment. In India high skilled doctors, cost effective treatment, improved quality health centres are available. Many foreign tourists came to India. Government of India has taken initiative to promote medical tourism.

ii. Eco Tourism – This new segment involves visit to natural areas without disturbing ecosystem. It generates revenue to local people. Natural diversity of India attracts foreign tourists.

iii. Heritage Tourism – It is important revenue generating segment. It includes forts, monuments, palaces and worships places etc.

iv. Adventure Tourism – In recent years adventure tourism is increasing. It gives opportunity to adventure sports. It includes river rafting, rock climbing, mountaineering, trekking, skiing, snow climbing and scuba diving etc.

2. Health Industry

In India health care industry plays an important role. Since last few years health infrastructural facilities are raised. In India public and private sector provides health services. In this sector investment are rising day by day. Health care insurance is available for better quality health care to citizens. In this sector private and public company's health insurance is available. It improves quality of health care.

3. Education Industry

Education is an important stage in development of country. In India importance is given to education. For development of education government has taken various efforts through policies and financial facilities. Free education facility is available to girl students. Scholarship facility is available to economically backward class students. Education helps to improve quality of life, standard of living etc.

4. Trade

It is an important segment of service sector. It helps to create opportunities for countries to expand their outputs of services. It creates employment opportunities and generates foreign exchange revenue also. This segment gives their important contribution to GDP.

Service sector has vast segments. But important segments are included in this paper. But all service sector segments improved performance with greater competition, best skills and technologies as well as investment capital. In revenue generation of country this sectors segments performance is improving day to day.

Problems of service sector

Service sector has various segments. And these segments played an important role in development of country. But then also this sector faces various problems. These problems are as below

1. In our country infrastructural facilities are inadequate. These inadequate facilities affects on service sector's quality.
2. Service sector s fastest growing sector. Its contribution to GDP is also increasing. But it does not provide maximum employment opportunities. Because employment opportunities are available to only skilled and trained labourers. So unskilled labourers may remain unchanged.
3. In India tourism sector is vast. Due to geographical variations various tourist places are available. But there is need to set up these places as attractive to tourists. As well as many times tourists are cheated hand in hand. It affects this sector.
4. Good behaviour, hospitality are the symbols of service sector. Indian service providers many times neglects customers. So, they required proper training of public dealing.
5. Public places as airports and railways in India are not clear and well organised. These places need to be revamped and reorganised.
6. Service trade also faces various problems. It includes lack of set up as export promotion councils, visa restrictions, sector restrictions and preferential market access.

Challenges to service sector

Service industry is an important industry in development of country. This sector faces following challenges such as

1. For various segments permit approval required. It includes stamp duty. And in India there is delay in approval as well as registration costs are also high. Even industry has to pay high stamp duty. To run industry owner has to pay high cost.
2. For government projects there is delay in payments. So, funds availability is inadequate to business.
3. All products GST is charged. It raises price of product. It affects on demand for product. Consumers are not ready to purchase at high cost. So, it is challenge to product to satisfy customers.
4. This sector gives contribution to primary and secondary sector also. It is necessary to expand secondary sector. As well as affordability also improve. When affordability improves it gives good result to product.

Opportunities to service sector

Service sector is challenging sector. With challenges it has opportunity to develop and improve performance. These opportunities are such as

1. In hotel and restaurant industry there is an opportunity to provide variety types of Indian food. This industry can satisfy customers by providing customers' choice food. It also gives opportunity to employment.
2. In all sectors products are used in India. These electronic products required maintenance and after sales services. If these service chains are provided to customer then it gives satisfaction to customer.
3. Service sector is interlinked with primary and secondary sector. This sector helps to give business opportunities to primary and secondary sector.
4. Service sector brings strong competition. This sector is key driver to economy. These competitions are opportunity to develop business.
5. Service sector gets opportunity to extend business at global level. It helps to communicate and contact with foreign countries customers.
6. This sector gets opportunity to develop various products which are demanded by customers. And customers also get variety of products.

Conclusion

The share of service sector in total GDP increased after post reform period. It also raised foreign direct investment flow in the economy. In GDP raising service sector have positive effect. This sector definitely led economy to better prospectus in near future. The sector has given contribution in different aspects of economy. In modern world service sector performs important role.

This sector helps to provide opportunities to strengthen employment and productivity. It helps to adjust the economic globalisation and growing importance of services to its future growth.

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DIGITAL AGE AND ADVERTISEMENT AND PUBLICITY EXPENDITURE BY BANKS

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ABSTRACT

In today's digital age, banks not only face competition for resource mobilization, but also for lending and other areas of banking activity. The profile of bank customers has undergone change. Financial needs of the customers have grown multifold into various forms like quick cash accessibility money transfer, financial advice, deferred payments etc.

The banks have continued to perform old functions of accepting deposits and giving advances, but they also provide electronic products and investment banking services. It is in context of customer relationship management, the researcher has attempted to review the changing banking landscape, find out how much banks spend on advertisement and publicity and its impact on total business of the banks. Data has been collected from primary and secondary sources.

Keywords : Banking Landscape, Selling Costs, Bank Customer Profile, Advertisement and Publicity Expenditure.

Introduction

The profile of bank customers has changed overtime. Traditionally if a customer, for reasons of convenience had to maintain another account, he would make the details of such an account available to the bank. Today

- Customers no longer have the kind of loyalty as was expected in the past.
- They are more cost or price conscious and are willing to shop around.
- Customer groups are changing because of longer life span, urbanization and higher income amongst middle classes.
- Attitude-wise, customers are less afraid of debts.
- Customers expect a more consultative relationship and express concerns regarding
  - need for consistent and dependable performance
  - professionalism, skills and standards of performance
  - timeliness of services
  - cordiality and honesty
  - politeness and friendliness of the staff
  - safety, security and confidentiality of transactions.
  - effective and polite communication
- Financial needs of the customer have grown multifold into various forms like quick cash accessibility, money transfer, asset security, increased return on surplus funds, financial advice deferred payments etc.

In this digital age, competition is no more confined to resource mobilization, but also to lending and other areas of banking activity. Advertising and Publicity expenditure becomes important for the banks. The main objective of the banks today is customer delight, customer equity and brand equity.

Objectives

As a part of Customer Relationship Management (CRM) attempts have been made by researcher.

- To review the Banking Landscape in the second decade of 21st Century.
- To find out how much do the banks spend on advertisement and publicity
- To find out the percentage of amount spend on advertisement and publicity of the total operating expenses of the bank.
- To know what is its impact on the total business of the bank, which includes deposits and advances.
- To explore the relationship between expenditure on advertisement and publicity and bank business.

Research Methodology

The data has been collected from primary and secondary sources. The data of 26 Banks have been collected on judgmental sampling basis from Annual Reports. The reference period is of changing economic environment starting from 2008-09 till 2016-17. Figures relating to advertisement and publicity expenditure are part of operating expenses in the profit and loss account e.g. item no. IV of schedule 16 deals with advertisement and publicity expenditure. Researcher also tried to find out the amount spent by banks on advertisement and publicity as a percentage of the total operating expenses.

To know about the opinion of bank employees about advertisement and publicity expenditure done by banks and its impact on bank business, a structured closed ended questionnaire with 10 questions was distributed to 50 bank employees from Jogeshwari to Vile Parle, Mumbai, Maharashtra. The selection of the sample was on the basis of convenience technique based on non-probability sampling.

Banking Landscape in the Second Decade of 21st Century: As the world has spun into the second decade of the 21st century dramatic changes have occurred in the banking landscape. The pace of change is so rapid that the ability to change itself has now become a competitive advantage. According to the authors Kotler and Armstrong five major developments have taken place in marketing landscape and challenging marketing strategy.

The Changing Economic Environment: Beginning in 2008, the United States and world economies experienced a Great Recession, a stunning economic meltdown unlike anything since the Great Depression of the 1930s. The financial crisis left shell-shocked consumers short of money and confidence as they faced losses in income, a severe credit crunch, declining home values, and rising unemployment. After two decades of overspending, consumers tightened their purse strings and changed their buying attitudes and habits. Even as the economy strengthens, consumers continue to spend more carefully and sensibly. The new economic realities forced consumers to bring their

excessive consumption back in line with their incomes and rethink buying priorities. The pain of the Great Recession moved many consumers to reconsider their very definition of the good life, changing the way they buy, sell and live in a post-recession society. Despite their rebounding means, consumers are now clipping more coupons, swiping their credit cards less, and putting more in the banks. Consumers have become uneasy with debt and excess spending and skeptical of materialistic values. Consumers are moving from mindless to mindful consumption. Today, the banks have to use a different approach to reach today's more pragmatic consumers.

The Digital Age: The explosive growth in digital technology has fundamentally changed the way we live – how we communicate, share information, learn and access. Digital technology has a major impact on the ways banks conduct and compete for customers, where it once took days or weeks to receive news about important world events, we now see them as occurring near us, where it once took weeks to correspond with other in distant places, they are now only moments away by mobile phone or internet. The banks now have core banking solutions for different products. The banks are now using National Electronic Funds Transfer (NEFT) and Real Time Gross Settlement System (RTGS) which have made money transfers astoundingly speeder & cheaper. The traditional brick and mortar banks have now become 'click-and-mortar' banks. The digital age has provided marketers with exciting new ways to learn about and track customers and create products and services tailored to individual customer needs. Digital technology has also brought a new wave of communication, advertising, and relationship- building tools – ranging from online advertising and video-sharing tools to online social networks and smartphone apps. The digital shift means that marketers can no longer expect consumers to always seek them out. The new digital world makes it easy for consumers to take marketing content that once lived only in adverting or on an outline brand site with them wherever they go and share it with friends. The most dramatic digital technology is the Internet. By 2020, many experts believe, the Internet will be accessed primarily via a mobile device operated by voice, touch, and even thought. Online marketing is now the fastest-growing form of marketing.

Rapid Globalization: As they are redefining their customer relationships, marketers are taking a fresh look at the ways in which they relate with the broader world around them. Banks are now connected globally with their customers and other banks. Competition is cold and cruel and there is survival of the fittest. The questions which the banks ask are as follows

- Should we go international?
- Which markets should we enter?
- How to enter those markets?

These questions were not asked before.

Sustainable Marketing – The Call for more Social Responsibility: Marketers are re-examining their relationships with social values and responsibilities. Corporate ethics and social responsibility have become hot topics for almost every business. Environmental movement has become stronger and stronger. Banks also view socially responsible actions as an opportunity to do well by doing good to the community around their locations. They seek ways to profit by being more civic minded and caring.

Building Up Brand Equity: Brands are more than just names and symbols. Brands represent customers perception and feelings about a product / service and its performance – everything a product or service means to a customer. In short brands exist in the minds of the customers. The real value of a strong brand is its power to capture consumer preference and loyalty. Some brands like Coca-Cola have become larger than life icons. They forged a deep connection with the culture of the customers. A powerful brand has high brand equity. Customers don't mind paying more for the brand rather than going without it or choose a competing brand. High brand equity provides many competitive advantages. A powerful brand forms the basis for brand equity which is based from customer equity. A brand represents a profitable set – of loyal customers. Bank of Baroda, Syndicate Bank, Indian Overseas Bank, Canara Bank, The United Commercial Bank have recently adopted new logo. The banks have increased their business after adopting new logos.

Findings

Advertising and Publicity Expenditure by Banks: Table 1 outlines advertisement and publicity expenditure made by 26 banks during F.Y. 2009, 2010, 2014, 2015, 2016 and 2017. Table 2 shows advertisement and publicity expenses as a percentage of operating expenses for six years. State Bank of India (SBI) has spent highest amount on advertisement and publicity. SBI continues to spend the highest amount on advertisement and publicity among banks in 2017 followed by ICICI Bank, HDFC Bank, Axis Bank, Andhra Bank, Union Bank of India and Punjab National Bank. Table 2 shows that in FY 2009 United Bank of India has spent nearly 6 percent of operating expenses on advertisement and publicity followed by IDBI Bank which spent 3.62 percent of operating expenses. In 2017 ICICI Bank spent 1.95 percent of operating expenses on advertising and publicity followed by SBI and Bank of Baroda, Punjab and Sind Bank has spent the lowest amount in terms of percentage of expenditure as well as in terms of amount of expenditure. It was a weak bank and completely owned and controlled by government. The broad conclusion which emerges from Table 2 is that all the banks have spent less than 2 percent. Perhaps this may be due to the effects of great recession which began in the year 2008.

Table 1 shows advertising and publicity expenditures by banks

Table 1 Advertising and Publicity Expenditure by Banks (Year 2009, 2010, 2014, 2015, 2016, 2017)

(Rs in 000's)

Sr. No.	Name of the Bank	Advertising & Publicity Expenses 31 Mar – 2009	Advertising & Publicity Expenses 31 Mar – 2010	Advertising & Publicity Expenses 31 Mar – 2014	Advertising & Publicity Expenses 31 Mar – 2015	Advertising & Publicity Expenses 31 Mar – 2016	Advertising & Publicity Expenses 31 Mar – 2017
	SBI AND ITS ASSOCIATES						
1	State Bank of India	33,67,605	3,37,766	27,82,569	28,46,361	30,76,406	60,02,887
2	State Bank of Bikaner & Jaipur	49,432	51,114	1,49,460	1,62,720	2,03,478	Merged with SBI
3	State Bank of Hyderabad	1,06,186	1,25,951	2,00,495	1,70,410	Merged with SBI	
4	State Bank of Travancore	39,925	85,995	1,18,317	87,433	1,29,823	Merged with SBI
	NATIONALISED BANKS						
5	Allahabad Bank	1,42,287	2,16,379	3,98,100	30,830	24,020	-
6	Andhra Bank	1,04,987	67,393	2,39,656	2,16,277	1,56,006	1,35,194
7	Bank of Baroda	3,99,692	4,44,622	8,15,805	8,45,180	8,34,988	11,13,956
8	Bank of India	2,24,354	4,74,742	-	-	4,09,524	4,50,024
9	Bank of Maharashtra	1,77,132	1,40,305	1,51,539	1,84,673	1,60,286	1,80,650
10	Canara Bank	2,38,259	1,98,597	6,63,440	4,42,752	4,15,067	3,03,501
11	Central Bank of India	1,53,322	1,72,155	-	2,54,425	3,09,297	-
12	Corporation Bank	1,64,787	1,82,547	1,81,560	36,881	53,582	46,668
13	Dena Bank	1,12,057	1,08,044	1,84,718	1,57,645	1,55,435	1,75,630
14	Indian Bank	88,622	1,06,315	-	-	8,12,190	73,643
15	Indian Overseas Bank	2,69,474	3,58,257	2,70,131	1,03,444	36,007	19,161
16	Oriental Bank of Commerce	1,38,670	1,17,339	3,08,612	2,61,810	1,81,600	1,79,485
17	Punjab & Sind Bank	3,750	5,365	21,709	22,381	14,368	14,843
18	Punjab National Bank	3,12,431	4,01,064	2,91,186	3,61,747	5,48,490	5,53,613
19	Syndicate Bank	2,25,210	1,73,703	2,60,197	2,76,995	3,12,758	2,96,994
20	Union Bank of India	13,26,298	3,89,842	5,52,908	6,31,863	6,92,501	6,69,832
21	United Bank of India	64,728	90,742	-	56,173	62,343	-
22	Vijaya Bank	88,763	50,460	1,09,049	1,03,603	-	-
23	IDBI Bank	4,83,793	4,58,356	4,02,356	4,15,654	2,44,166	4,36,083
	IMPORTANT PRIVATE BANKS						
24	AXIS Bank	4,63,177	4,72,694	9,59,548	9,05,679	9,35,725	14,11,326
25	HDFC Bank	11,18,992	8,60,190	14,35,610	18,74,691	25,84,338	20,95,018
26	ICICI Bank	14,02,840	11,08,010	18,34,023	16,16,197	21,09,728	28,80,587

Source: Annual Reports of Banks for 2008-09, 2009-10, 2013-14, 2014-15, 2015-16, 2016-17.

Table 2 shows advertising and publicity expenditure of total operating expenses

Table 2 Advertising and Publicity Expenditure as Percentage of Total Operating Expenses by Banks (Year 2009, 2010, 2014, 2015, 2016, 2017)

(In Percentage)

Sr. No.	Name of the Bank	(% Operating Expenses) 31 Mar – 2009	(% Operating Expenses) 31 Mar – 2010	(% Operating Expenses) 31 Mar – 2014	(% Operating Expenses) 31 Mar – 2015	(% Operating Expenses) 31 Mar – 2016	(% Operating Expenses) 31 Mar – 2017
	SBI AND ITS ASSOCIATES						
1	State Bank of India	1.26	0.80	0.77	0.73	0.74	1.29
2	State Bank of Bikaner & Jaipur	0.63	0.57	0.74	0.92	0.98	Merged with SBI
3	State Bank of Hyderabad	1.14	1.28	0.88	0.60	Merged with SBI	
4	State Bank of Travancore	0.50	0.99	0.63	0.45	0.68	Merged with SBI
	NATIONALISED BANKS						
5	Allahabad Bank	1.02	1.37	1.02	0.73	0.60	-
6	Andhra Bank	0.95	0.50	0.79	0.56	0.53	0.39
7	Bank of Baroda	1.12	1.17	0.89	0.93	0.93	1.19
8	Bank of India	0.72	1.29	-	-	0.43	0.51
9	Bank of Maharashtra	1.84	1.31	0.63	0.73	0.13	0.15
10	Canara Bank	0.78	0.57	1.08	0.60	0.55	0.35
11	Central Bank of India	0.82	0.77	-	0.45	0.48	-
12	Corporation Bank	1.65	1.45	0.74	0.14	0.19	0.15
13	Dena Bank	1.46	1.27	1.12	0.85	0.68	0.77
14	Indian Bank	0.56	0.61	-	-	0.25	0.21
15	Indian Overseas Bank	1.38	1.45	0.72	0.24	0.25	0.11
16	Oriental Bank of Commerce	0.99	0.70	1.05	0.87	0.52	0.51
17	Punjab & Sind Bank	0.05	0.07	0.17	0.16	0.10	0.09
18	Punjab National Bank	0.74	0.84	0.06	0.07	0.55	0.59
19	Syndicate Bank	1.25	0.85	0.78	0.76	0.59	0.53
20	Union Bank of India	5.99	1.55	1.06	1.06	1.09	1.04
21	United Bank of India	0.66	0.84	-	0.31	0.32	-
22	Vijaya Bank	0.96	0.47	0.64	0.54	-	-
23	IDBI Bank	3.62	2.50	1.21	1.03	0.59	0.84
	IMPORTANT PRIVATE BANKS						
24	AXIS Bank	1.62	1.27	1.19	1.00	0.92	1.15
25	HDFC Bank	1.98	1.46	1.19	1.34	1.52	1.06
26	ICICI Bank	2.71	1.94	1.77	1.40	1.66	1.95

Source: Annual Reports of Banks for 2008-09, 2009-10, 2013-14, 2014-15, 2015-16, 2016-17.

This leads us to Table 3 which analyses the ranks of the banks on the basis of total business. Although there are many factors which affect total business, advertisement and publicity has a definite impact on total business. Some bankers who were interviewed by the researcher agreed that if there is no advertisement the bank business will suffer. Therefore, advertising is a must to maintain competitive advantage.

Table 3 shows the total business of banks

Table 3 Total Business of Banks (Year 2009, 2010, 2014, 2015, 2016, 2017)

(Rupees in Crore)

Name of the Bank	2008-09 Deposits + Advances = Total Business	2009-10 Deposits + Advances = Total Business	2013-14 Deposits + Advances = Total Business	2014-15 Deposits + Advances = Total Business	2015-16 Deposits + Advances = Total Business	2016-17 Deposits + Advances = Total Business	Ranking
SBI AND ITS ASSOCIATES							
State Bank of India	1,28,457	1,43,603	12,40,898	2,87,819	31,94,422	36,15,829	1
State Bank of Bikaner & Jaipur	69,075	81,281	1,31,031	2,91,834	1,68,748	Merged with SBI	
State Bank of Hyderabad	1,06,128	1,26,010	3,37,433	4,50,382	Merged with SBI		
State Bank of Travancore	74,642	89,344	165,56,001.81	3,18,538	1,68,123	Merged with SBI	
NATIONALISED BANKS							
Allahabad Bank	1,43,773	1,77,660	6,37,080	3,46,519	3,58,352	3,59,974	15
Andhra Bank	1,03,529	1,33,801	4,71,658	5,30,574	3,10,673	3,39,673	16
Bank of Baroda	3,35,648	4,16,079	17,67,969	20,49,109	9,57,808	2,67,318	17
Bank of India	3,32,617	3,98,252	15,18,914	17,90,238	8,72,194	9,33,820	5
Bank of Maharashtra	86,545	1,03,618	3,75,531	3,37,684	2,50,230	2,40,590	18
Canara Bank	3,25,111	4,03,986	13,19,822	15,25,665	8,37,284	8,04,506	6
Central Bank of India	2,16,755	2,67,490	8,15,358	4,50,539	4,56,337	4,49,679	11
Corporation Bank	1,22,496	1,55,936	6,15,201	4,95,422	3,45,493	3,60,916	14
Dena Bank	71,928	86,806	3,50,569	2,82,451	2,03,242	1,91,481	21
Indian Bank	1,23,978	1,50,373	2,86,634	2,98,057	3,10,918	3,14,654	17
Indian Overseas Bank	1,75,926	1,91,577	4,09,057	4,25,090	3,97,241	3,68,119	13
Oriental Bank of Commerce	1,66,869	2,03,746	6,37,421	6,81,839	1,63,500	3,85,777	12
Punjab & Sind Bank	59,291	81,794	2,64,041	2,92,554	1,56,527	1,45,803	22
Punjab National Bank	3,64,463	4,35,931	154,65,660.5	16,82,578	9,65,377	10,41,197	3
Syndicate Bank	1,97,417	2,07,432	7,19,180	8,44,365	4,68,185	4,67,626	9
Union Bank of India	2,35,237	2,89,355	9,98,539	8,28,618	6,10,074	6,64,857	8
United Bank of India	89,929	1,10,510	2,256	2,52,498	1,87,813	1,97,442	20
Vijaya Bank	90,003	1,03,453	3,72,583	4,18,839	2,14,426	2,27,559	19
IDBI Bank	2,15,845	3,05,868	8,56,882	9,01,158	4,81,613	4,59,363	10
IMPORTANT PRIVATE BANKS							
AXIS Bank	1,98,930	2,45,643	12,53,478	1,19,615	6,96,742	7,87,448	7
HDFC Bank	2,41,694	2,93,235	12,06,305	15,16,190	11,10,672	11,98,208	2
ICICI Bank	4,36,658	3,83,222	12,53,479	11,19,701	8,56,690	9,54,271	4

Source: Annual Reports of Banks for 2008-09, 2009-10, 2013-14, 2014-15, 2015-16, 2016-17.

From Table 3 we can draw following conclusions

1. ICICI Bank which was no. 1 in 2008-09 was pushed to no. 4 in 2016-17, and its place was occupied by SBI followed by HDFC Bank.
2. Although the advertisement and publicity expenditure by SBI as a percentage of operating expenses constituted only 1.29 percent, ICICI Bank spend 1.95 percent of operating expenses on advertisement and publicity, but is far behind SBI with respect to total business.

3. The banks with respect to total business, which occupy the lower rung of the ladder are – Punjab and Sind Bank, Dena Bank, United Bank of India, Vijaya Bank and Bank of Maharashtra.
4. The SBI advertising and publicity expenditure (percentage of operating expenses) has remained almost the same in 2017 (compared to 2009) but its business has improved.
5. Out of 26 banks, 7 banks are occupying rank below 15 in all the six years, in terms of total business. Perhaps in future, these 7 banks may spend more on advertising to improve their business and their rank in the league of banks.

Table 4 shows correlation between advertising and publicity expenditure and total business made by banks

Table 4 Correlation between Advertising & Publicity Expenditure and Total Business of Banks

Year	Correlation Value
2009	0.24
2010	0.67
2014	-0.10
2015	0.27
2016	0.82
2017	0.91

Pearson Product Moment Correlation Analysis was conducted to determine the relationship between advertising and publicity expenditure by banks and bank business for 6 years as shown in Table 4. From the results we can derive that the year 2009, 2010, 2015, 2016 and 2017, the increase in advertising and publicity expenditure by banks lead to increase in total bank business. The year 2009 and 2015 show low positive association, year 2010 shows moderate positive association. For the year 2014, a low negative association was found. The year 2016 and 2017 shows strong positive association.

The above analysis reveals that the banks can increase their business by increasing their expenditure on advertising and publicity.

Opinion of Bank Employees : The analysis of the questionnaires revealed the following

1. The media most popularly used by banks for advertising is newspaper, hoardings and television. Today online advertising is becoming popular. Movie, radio and theatre are not much popular media for advertising for banks.
2. All the respondents said that banks advertise their financial products – business loan, gold loan, credit cards etc. other products advertised by banks include personal loans, life insurance educational loans etc.
3. 85 per cent respondents believe that there is a positive relationship between advertisement expenditure by banks and bank business. According to them, good advertisements attract customers.

4. 96 percent of respondents said that banks give contract for advertising to advertising agencies
5. On questioning the respondents about what is more important to a bank, number of customers or value of business or both 32 percent respondents said that it is number of customers which is more important, 30 percent said it is value of business which is important while 38 percent said that both customers and value of business are important to a bank.
6. 72 percent respondents agreed that using celebrities for advertisements helps to improve bank business.
7. 68 percent of respondents said that advertising is not a wasteful expenditure, while 32 percent were of the opinion that advertisement and publicity by banks was a waste and did not contribute towards bank business. They mentioned manipulative advertisements.
8. On being questioned that should India not follow the policy of communist countries, where banks do not advertise banking products, 77 percent respondents disagreed and said that the bank business will fall if banks don't advertise.
9. 78 percent respondents disagreed to the suggestion of collective advertising by banks, as the product differentiation among banks is very little.
10. The opinion of respondents was asked, about saving in resources, if advertising and publicity expenditure is not done by banks separately. Indian Banks Association (IBA) being given the responsibility of educating customers of banks about various bank products. 72 percent respondents agreed to the above suggestion.

Conclusion

The informative and manipulative advertisements together are called by Chamberlin as 'Selling Costs'. The selling costs affect both the average revenue / demand curve and the average cost curve. For a firm under monopolistic competition the firm's average revenue curve will be downward sloping. The selling cost, if it is a fixed percentage of sales / output, will be U shaped, but the distance between the average revenue curve and average cost curve will narrow. In the case of banking the selling costs are almost a fixed percentage of operating expenses on advertising and publicity (Table 2). The interest income, non-interest income and operating expenses are affected by selling cost. Further research will be required to show further relationship between them.

Indian banks seem to be living in a world described by E.H. Chamberlin. Banking is a common service, and each bank tries to distinguish itself from other banks on the basis of rate of interest charges for some services and service facilities.

According to Paul Samuelson, "A characteristic feature of our era is advertising and publicity expenditure. A sizeable amount of the nation's creative talent is devoted to sales promotion". Defenders of advertising claim many economic advantages of it. The study shows that there is a positive correlation between advertising and publicity expenditure by banks and bank business. Therefore, the banks can spend more on advertising and improve their rank in the league of banks. The IBA can conduct advertising for some common products, as was suggested by some high-ranking officials of the banks.

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TECHNOLOGICAL INNOVATION IN INDIAN FILM INDUSTRY: THEN AND NOW

Ms. Shaheen Khan*

ABSTRACT

One of the most flourishing cinema industries found today is in India according to golden globe awards THE DAILIES. But the pioneers of the industry were actually foreigners. In 1896, the Lumiere brothers demonstrated the art of cinema when they screened Cinematography consisting of six short films to an enthusiastic audience in Bombay. The success of these films led to the screening of films by James B. Stewart and Ted Hughes. In 1897, Save Dada made two short films, but the fathers of Indian cinema were Dada Saheb Phalke who made the first silent feature film Raja Harichchandra and then Ardeshir Irani made India's first talking film Alamar.

Keywords : Technological Innovation, Film Industry, Digital and 3D, Cinematography.

Introduction

Film industry has progressed in the sophistication of filmmaking technology, from cameras, to sound recording, to editing. Technological advancements in these areas expand the creative potential of the filmmaker. Synchronous sound to the Steadicam, technology has had a profound influence on movies and filmmaking. Standard camera lens, a Plenoptic one consists of hundreds of micro-lenses that capture a slightly different area of a picture. This gives a filmmaker the ability to select camera focus, zoom, exposure and other shot variables during the post-production process of a film rather than during its production. The overviews of the Indian film industry are divided into four parts as follows:Silent era phase,Innovation of sound phase, multicolor phase, and recent cinema phase. The Indian film industry has become more professional in the last few decades, where box office earning has a prominent importance. This makes it essential for the film makers to work on plots that they know would sell, and sell big, not only in India, but overseas as well, hence the dominance of NRIs in the recent past so that they can capture a wider domain of audience. The recent cinema uses many new technologies like Digital 3D, Simulcam, VFX design (Visual effects involve), as film history has progressed, so too has the sophistication of filmmaking technology, from cameras, to sound recording, to editing. Technological advancements in these areas expand the creative potential of the filmmaker.

Objectives of the Study

The study is made with the following objectives in mind

- To study the Evaluation of Technologies in Indian Film Industry
- To study Innovation in Indian Film Industry
- To study Rating Techniques of Indian Film Industry
- To study Promotion Technologies in Indian Film Industry

Review of Literature

Writing and a body of literature refers to all published writings in a particular style on a particular subject. In research, a body of literature is a collection of published information and data relevant to a research question. The research question is often referred to as the research problem and the research question provides the context for the research study and reveals what the researcher is trying to answer. Secondary sources are documents or recordings that relate to or discuss

information originally presented elsewhere. These too may be accessible as physical object or electronically in databases or in the internet.

Dinesh Srinet (2012), suggested thatthe Indian cinema has come a long way since its inception, the growth of the Indian film industry popularly known as Bollywood has been a very interesting one, from silent movies to the emergence of 3D films today this industry gives diverse audiences a lot to look forward to. Bollywood has contributed to the growth and popularity of the Indian cinema to a large extent. Movies like *Tare ZameenPar (2007), Fashion (2008), 3 Idiots (2010), Ra One (2011)* are a few names that have changed the approach of how films are directed and produced in India today.Latest 3-dimensional movie *Ra One* also made available in two-dimensional stands.

Yves Thoraval (2000) stated that the phalke phenomenon and birth of genres, national film archive of India has a record of about 1313 silent movies produced in Indian in 22 years, one of the most productive eras of the cinema of any country for that period. In 1931, when the first Indian talkie was released, silent cinema was at the peak of its popularity in the country. Two hundred and seven silent films were produced that year, and the silent genre itself lasted until 1934. The silent film as well as talkies film in nine languages is attributed to Ardeshir Irani.

Economic Times by Sudipto Dey (2004),suggested thatFunds are a major problem for the Indian film industry despite the 15 per cent growth rate in the past one year. The film industry registered a growth rate of 15 per cent in 2003 to Rs 4,500 crore-level in the last one year, with projections to cross the Rs 10,500 crore mark by 2008. But raising finance for movies through institutional and venture capital means is not getting any easier, feel many investment bankers.

Media History Digital Library (1965), has explained that Cinema is subject to ongoing technological change. Although 35mm has been the standard for filmmakers for over 100 years, improvements in film stocks, sound recording, color reproduction, cameras, lenses, lighting and other hardware have been rapid and continuous. The earliest films and later the earliest sound systems were not interchangeable, so a process to set standards was developed. The transition to sound is presented as the technological achievement it was, and the changes to production techniques and modifications to movie theaters are equally well covered.

Cinema Technology Magazine (2011), highlighted thatCinema Technology magazine is distributed to every film industry cinema, to selected cinemas and influential industry and to the entire worldwide memberships of the International Cinema Technology Association (ICTA). It is also distributed at major industry events around the world, Cinema India Expo (Cinema Technology magazine is official Media Partner to Cine Europe and Cinema India Expo). Including audio, video and animation. Web links are maintained through archive issues providing valuable ongoing promotional contact. Everything appearing in print appears online. The website offers advertisers a variety of exciting opportunities through banner and boxed advertisements and a directory of industry services.

Methodology

The study has been more than one method of data collection so as to avoid bias and unreliability of data. Personal interview has been used as primary data. Even Secondary method has also been used to supplement the information collected through the first method. The primary data has been collected with the use of personal interview method. Total questionnaire consists of nine open ended question. These questions have been framed to find out

- Promotional techniques used
- Future plans etc.

Secondary data on Indian film industry has been collected from various websites. The information from various books, articles in newspapers and Journals, etc. have also been used. Researcher also visited library of the Maniben Nanavati Women's College at Vile Parle (West) of SNDT University.

Sample size

A sample size of 5 directors, producer, writer, has been selected for the research. Respondents are supplemented with a set of personal interview method.

Changes in Film Industry Due to Innovation

Film production started in India in 1896. The earliest films produced in India mostly focused on the religious and folk themes. These films have been used as tools for effective communication for social change by the directors to send out specific messages to the audiences. A newly formed independent India was fighting against a number of evils/social maladies, such as untouchability, corruption, illiteracy, and poor medical care and educational infrastructure. Following are the innovation in recent cinema

Innovations in theatrical 3D content: Recent releases of Bollywood movies in 3D have generated higher returns for studios by allowing theaters to charge a premium to audiences and maintaining exclusivity to technology-enabled theaters. Domestic studios are investing in 3D for local films to improve profit and reduce the impact of piracy.

Studios experimenting with new release windows: Studios are releasing films in different media in distinct windows and charging differentiated prices to consumers. Films are now available for home theatrical screening the day of theatrical release, and beamed directly to homes by digital cinema.

Licensing content for games and mobile apps: Consumption of film-related mobile content such as songs, games and mobile themes, accounts for 50% of overall VAS revenues in India.83 Initial experiments with "pre-loading" exclusive feature-length movies onto mobile phones have proved unpopular with Indian customers,84 indicating an affinity to consume long-form film content on larger screens. Instead, studios are focusing on bandwidth-light games and apps that engage consumers and create "stickiness" for their films.

Innovation has been done in many areas but the researcher has focus on following special areas **Camera, Synchronous sound, Colour, Green screen,** Lightweight/**portable equipment, Lightweight/portable equipment, Visual,Music, Digital single-lens reflex cameras (DSLR) (HD video), Computer-Generated Imagery (CGI).** The various advantages of digital cinema are

- Savings in Print Cost
- Nominal one-time investment for Digital Prints. Possibility of releasing old films also
- No investment for Digital Prints
- Early release in all centers protects film from piracy and adverse publicity
- Digital distribution reaches even C and D centers on day of release; audiences in these centers get access to new releases on day of release

Rating of Indian Film Industry:

Central Board of Film Certification (CBFC) is a statutory body under Ministry of Information and Broadcasting, regulating the public exhibition of films under the provisions of the Cinematograph Act 1952. Films can be publicly exhibited in India only after they have been certified by the Central Board of Film Certification. The Board consists of non-official members and a Chairman (all of whom are appointed by Central Government) and functions with headquarters at Mumbai. It has nine Regional

offices, one each at Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, New Delhi, Cuttack and Guwahati. The Regional Offices are assisted in the examination of films by Advisory Panels. The members of the panels are nominated by Central Government by drawing people from different walks of life for a period of two years. Film criticism is the analysis and evaluation of films and the film medium. In general, it can be divided into journalistic criticism such as appears regularly in newspapers and other popular, mass-media outlets and academic criticism by film scholars that is informed by film theory and published in academic journals. Following charts explain current certification in Indian

Central Board of Film Certification (CBFC)

Chart

Theatrical Release Certificates (rating system)

Certificate	Name	Definition/Notes
U	Universal	Unrestricted Public Exhibition throughout India, suitable for all age groups. Films under this category should not upset children over four. Such films may contain educational, social, comical or family-oriented themes. Films under this category may also contain fantasy violence, very mild sex scenes and mild bad language.
UA	Parental Guidance	All ages admitted, but it is advised that children below 12 be accompanied by a parent as the theme or content may be considered intense or inappropriate for young children. Films under this category may contain mature themes, sexual references, mild sex scenes, violence with brief gory images and/or infrequent use of crude language.
A	Adults Only	Only for adult audiences (18 years above). Nobody below the age of 18 may buy/rent an A-rated DVD, VHS, and UMD or watch a film in the cinema with this rating. Films under this category may contain adult/disturbing themes, frequent crude language, brutal violence with blood and gore, strong sex scenes and/or scenes of drug abuse which is considered unsuitable for minors.
S	Restricted to any special class of persons	This rating signifies that the film is meant for a specialized audience, such as doctors.

Source- CBFC (Central Board of Film Certification)

'U' (unrestricted public exhibition): Movies such as Stanley ka Dabba, TaareZameen Parand Roadside Romeo etc. Movies you would take your younger siblings to watch and not feel red-faced about.

'A' (restricted to adult audiences): This category grew to include any movie with expletive language, sex and violence Kaminey, Love, Sex and Dhokha and Ragini MMSetc, the slightly off-beat but box office safe movies that the censor board kept away from the children.

'UA' (unrestricted public exhibition subject to parental guidance for children below the age of twelve): The movies like We are Family,Apne, Waqt, etc., the ultimate family and social value films - the ultimate tear-jerkers.

Promotional Techniques Used in Indian Film Industry

Marketing is an essential part of a movie's success intheaters. Without proper marketing development, a movie with fantastic plotlines, characters, actors, sets, and special effects may fail to attract an audience. With declining DVD sales, studios lookto make back all of their money and more during theatrical runs. But with movie theater attendance down to its lowest in sixteen years, many studios are trying to cut back on budgets. Although blockbuster box office receipts are always desirable, some are re-focusing their efforts to secure large profit margins. Low-budget movies have much to gain. The film makers have adopted newer techniques from time to time to promote their film. One of the very common forms of marketing is the in-film branding. Mutual in nature, in-film marketing not only helps the product get a mention and visibility in a film to an audience but it also benefits the film to a large extent. The film promotion in Bollywood is explained below

Promotion of film in Bollywood :(The techniques used to promote films in the past): Digital marketing techniques power Bollywood movie promotionfrom painting posters on walls to Google Hangouts with fans; film marketing has come a long way. Today, promoting a film is not restricted to having a theatrical promo, followed by plastering the cities' landscape with hoardings and trailers on the telly. Film-makers and marketers want to reach out to their audience and engage them in conversations around their films. They do not only want to be seen and heard, they want to hear their viewers as well.For quite some time, Bollywood celebrities have been making 'special' appearances on popular TV shows to promote their films. The increased use of this tactic has made certain stars regulars on the small screen, raising the question whether the innovation is innovative anymore.Apart from becoming a cliched tactic, television is also a very expensive medium. Marketers are now exploring more cost-effective avenues to promote their wares. While on-ground activations in malls and multiplexes are an option, it is the digital space that has caught the fancy of the film promoters. Following are the different new type of promotion that is use in Indian cinema to promote the films

Finding a Distributor: Probably 99% of all the motion picture which are distributed uses a distributor. If a filmmaker cannot find a distributor, the movie will probably never be distributed. Probably 40% of all movies made never find a distributor.

Delivery of the Film to the Distributor: After the film is complete it is delivered to a distributor. Before approaching the distributor, the filmmakers are supposed to arrange for them a collection of "finished products" required to release a film also known as deliverables. The delivery of film to the distributor is important. The distributor is first step to promote film in the market.

Teaser: This is the very first time that movies content is released to the world. This is normally a teaser for the films marketing, meant to generate buzz and excitement for the fans.

Promotion through Internet: Movie promotion on the internet has come up as the most important tool of marketing as the consumer here has more control over exposure to material than they do over television.

First Look: This is normally an image which will eventually become the Key Art Image of the film. This image will be the truest representation of the film and will normally tell you what the film is about and the lead roles. It will also contain the logos of the production house involved and credits.

Theatrical Trailer Release: This is the phase where the trailer of the film releases. For TV viewing, production houses cut the theatrical trailer into various lengths 30 second, 60 second 90 second, and 120 second. On the internet, however, the 120 second trailer directly uploaded. International fans are usually asking for the list of theatres where the movie is playing in their region, so make sure you have a comprehensive list already put-up on all your Social Media properties.

Music Launch: A films music launch is one of the main events in its build-up to the release. This event ensures a lot of publicity for the film and your social media plan needs to ensure that there is enough activity planned for this phase. You can run a contest, live-tweet from the event to give fans access to behind-the-scenes content, like candid images of the cast and short videos. Video streaming the event on the website is another possibility. From this stage on, a movie songis released on TV and radio.

Promotional tours: To publicize a movie, its cast, director and producer conduct a citywide tour of the important cities in India. Apart from the obvious Tier-I cities like Delhi, Mumbai, and Kolkata, of-late city tours are also conducted in smaller cities such as Pune, Ahmedabad, Bangalore and Lucknow. Candid photos, guessing the details of the location and much more can be done online to keep the buzz going for a film. The list is endless books, t-shirts, food, soundtrack CDs, computer games, toys, cars, and mobile phones, anything that can be associated with the brand of the movies. These are promotional way to promote the film. Now-a-days, promotional tours are most popular to promote the. Promotion tours helps to promote the film in a large scale.

Producer/Director's Interview: After the city tours are done, there is a quiet lull before the movie releases. To compensate for this, interviews of the Producer & Director are generally released. These could talk of the challenges in making the film, the fun that was had, some quirky moments during the shoot and some behind the scenes incidents that have not been spoken of before. These interviews can then be released to online properties and media partners to further stoke fan interest.

Movie Premiere: A movie premiere is a special event. It is the very first time that the film is being shown to a select group of masses. This is the last chance to create buzz around a film. Film promotion is the practice of promotion specifically in the film industry, and usually occurs in coordination with the process of film distribution.

The best way to promote a film in low budget: Films need intelligent audiences, so what I suggest is to use social media network to promote low budget films.

The most popular medium to promote films: As the competition aggravates to gain the maximum attention amongst the other releases, newer and innovative techniques are being adopted by film makers to get audiences into the cinemas.The Indian film industry has travelled a burgeoning journey from its first feature film in 1913 to huge budget films like '3 Idiots' and 'My Name is Khan' today. As the nation developed, so did the Indian Cinema.With the passing times, the commercialization of this art gained importance and promotion of film became as significant as the story of the film. Over the years, the film industry has evolved enormously with adoption of new ideas, techniques and strategies that completed a movie.Promotional and marketing activities revolving around a film also witnessed drastic changes.

Experts Views on Future of Indian Cinema

The industry has to realize that the medium is moving into an age of digitally made and digitally distributed movies. Not only must the industry adapt to find new ways of monetizing digital consumption so that the legal ways of accessing films becomes more appealing than piracy, so must filmmakers, old and new, otherwise they run the risk of being left behind. Technology is

arguably having its most profound and pronounced effect on film in this day and age. It's a exciting age in film history, the digital era. The future of the Indian cinema is explained with the help of feature, Evolution, progression and some expert interview there has been following

Features of Indian cinema: They all involve the management of creativity, the production o material is dependent on individuals like writers, scriptwriters, journalist etc. the individuals are no directly employed; most of the things are outsourced and the unpredictability of sales. The quali of a product of creative industries has two implications-first, the consumption of a media produc by one person does not mean that another person cannot consume the same product. (A production and distribution of media and services are being reengineered to work on a distributed network platform; i.e., everything is becoming available or doable on the Internet).

Evolution, progress and future of Indian cinema: For decades, cinema has redefined the wa in which people view a subject. It does offer a greater degree of clarity and is more effective i terms of mass appeal. Perhaps that is why cinema has been the most preferred form o entertainment for over a century. The impact of capturing, editing and presenting images recorde at 24 frames per second is a lot more powerful as opposed to the written word. When clever cinematography is combined with powerful dialogues and the commendable vision of a director, cinema truly comes alive. Today, the provision of 100% foreign direct investment has made the Indian film market attractive for foreign enterprises such as20th Century Fox, Sony Pictures, PVR Cinemas, Zee, UTV, Suresh Productions,and Adlabs also participated in producing and distributing films.Tax incentives to multiplexes have aided the multiplex boom.

The future of Indian cinema in both local and global: The Indian cinema is landmark event marking one hundred years of innovation, growth, and productivity by the world's largest, mos prolific, and most culturally diverse film industry provides a unique opportunity. Although cinema is the focus of the symposium, presentations will examine film in wider social contexts, underscoring the power of the medium to reflect and at the same time to shape individual and group identity, to reaffirm and also to deconstruct dominant cultural beliefs, and to represent and simultaneously to interrogate behavioral norms and conventions. Financial and creative viability", held as part o Knowledge Series, at the ongoing NFDC Film Bazaar in Goa. Producer-director Rohan Sippy, Deborah Benattar of La Fabrique Films, Amar Butala of Salman Khan Ventures and entertainment. The future of Indian cinema is explained by the industrial expects of Bollywood following has been explained

Future of Indian cinema according to Dibakar Banerjee: Dibakar Banerjee was born and brought up at New Rohtak Road near Karol Bagh, in West Delhi, and studied at Bal Bharati Public School, Delhi. After finishing his schooling, he joined the National Institute of Design (NID), Ahmedabad, to study visual communications and graphic design, but left it two and a half years later. Back in New Delhi, he worked briefly with audio-visual filmmaker Sam Mathews.According to Dibakar, theIndia is the largest market in the world. That's a plus, but there's a problem. Over the last 20 years, India's economy has changed the country. As a result, studios all over the world have woken up to the fact that there's money to be made in India. What happens in a situation like this is what happened to Europe in the 1970s and 1980s, when Hollywood moved in en masse, and killed the diversity of films in the region. That is what we have to fight. In the next 10 years the fight will mainly be taken to the front by the directors because the actors won't fight it, the Indian studios won't fight it and the audiences will keep coming to the multiplexes to see whatever film they see. It is the Indian directors funded by Indian studios, or Hollywood studios who will partner with Indian studios, who will have to stand up and make diverse films that are relevant, engaging, exciting and edgy.

Future of Indian cinema according to Javed Akhtar: Javed Akhtar is a poet, lyricist and scriptwriter from India. Akhtar is a mainstream writer and some of his most successful work was carried out

with Salim Khan as half of the script-writing duo credited as Salim-Javed between1971 to 1982. He is a recipient of the Sahitya Akademi Award and he won 13 Filmfare Awards. According to Javed Akhtar, Hollywood has always been the destination of many young dreams with an international film industry paying millions for its actors, music composers, script writers and a typical promise of fame across the globe. For one Indian film industry stalwart Hollywood has failed to see off its competition from Bollywood as the industry turns 100 next year. Popular writer and lyricist Javed Akhtar are happy to see the industry in which he belongs spreading its message around the world. Bollywood has in the past and continues today to be compared to Hollywood and even is accused of copying everything that Los Angeles based industry produces.

Despite that we continue to see such actors as Anil Kapoor, Aishwarya Rai Bachchan and now Amitabh Bachchan making appearances in English films. Hollywood is even beginning to turn its attention to India with country beginning to feature in more and more productions. As Bollywood creeps towards its 100 years anniversary we look forward to seeing top class international films being released from Mumbai.

Future of Indian cinema according to Anurag Kashyap: Anurag Singh Kashyap (born 10 September 1972) is an Indian film director, screenwriter and producer. He has received acclaim for his often-realistic films and backing numerous small projects with newcomers, which has earned him the tag of the "Poster Boy "of new wave Hindi Cinema. For his contributions to film, the Government of France has awarded him the Chevalier dans l'Ordre des Arts ET des Letters in 2013. Filmmaker Anurag Kashyap whose short film was screened at the Cannes festival recently, says short films will redefine the future of Indian cinema. Short films will redefine the future of Indian cinema and not some mainstream one whose fate is decided on a Friday night. In fact, shorts have already redefined it, so to speak and, are offering us perspectives that big-ticket cinema hardly does," says Kashyap.

Bollywood's future strategy: Aim for Rs 1,000 crore films by Karan Johar: Karan Johar (born 25 May 1972), often informally referred to as KJo, is an Indian film director, producer, screenwriter, costume designer, actor and television personality who is primarily known for his work in Hindi films. According to Director Karan Johar film industry must also make something that will reach out to wider audience and despite the film being in another language people should be able see it," he said."A Hollywood film gets released in approximately 9,000 to 10,000 screens. We don't get that many screens. Karan Johar moderated the discussion; said there could not be a set genre for making a Rs1, 000 crore film. "3 Idiots was a feel-good film, it highlighted the issue of education in a very nice way and that is something worked in its favor. Some of the future changes in entertainment industry.

Future of Indian cinema according to Deepak Tiwari: Deepak Tiwari is an owner of Fame Trick Media entertainment form last 20 year. He has been reporter for NDTV India and Sahara One. Recently he is setup PR agency and his also working corporate PR agencies. Fame trick Media is an Event Marketing agency based in Mumbai. FT is specializing in provision of delegates & Exhibitor registrations. We look after every aspect of the process, right from identifying a potential delegates & Exhibitor, calling them, ensuring their registration and ensuring their timely participation. By hiring us you will add-up additional number in the overall participants.The single screen made way for the multiplex. Now is the time for Indians to greet the megaplex gigantic cineplexes with 10 to 15 screens. The trend has been popular in the West for long. Back home, while south India has already has had its brush with the megaplex, the idea is now catching on with exhibitors all over. Megaplexes are an outcome of Bollywood's growing business patterns. Online biz boom ahead, it is a known fact that the home video business is slowly dying out. With an increasing demand for an alternative source of entertainment for the home audience, filmmakers will look at Digital EST (electronic sell-through) and online VOD (video on demand) transactions to garner revenue. These different ways of taking cinema to the audience beyond the big screen will

increasingly generate more money and start making up for the DVD business, which is dying worldwide. The sad thing is piracy will continue to plague the film business.

Futuristic Entertainment Industry

The Indian media and entertainment industry is projected to grow at close to 13% in 2015 over the previous year with television growing at a robust 14.46%, print at 8% and digital at 44%, taking forward the growth of these sectors in 2014. The total media and entertainment industry, including print, television, radio, outdoor, digital, animation, gaming and music, is expected to touch Rs.1.16 trillion in 2015. The projections were made by the Ficci-KPMG Indian Media and Entertainment Industry Report, 2015, released at Ficci Frames in Mumbai on Wednesday.

The media sector is also taking a cue from the current government's optimistic outlook and positive business sentiment strengthened by a number of growths promoting policy initiatives taken in the recent months, the report observed. In 2014, digital media threw up a surprise with a significant 44.5% growth. Digital advertising, which was Rs.4, 350 crore in 2014, is projected to touch Rs.6, 250 crore.

Digitization of the cable sector, although not yet complete, achieved critical mass. Changes in channel pricing like the introduction of a la carte also made a difference to the structure of the industry.

Conclusion

Bollywood has made a lot of progress in the recent years, particularly after having been given the Industry status. There is a huge Indian diaspora in countries like the UK, Canada, the Middle East, and South Africa which all represent a big market for Indian films. This is also the time when Indian economy is booming and as in consequence India is viewed in a positive way by other countries. Brand India is gradually gaining share in the global market. However, Bollywood's share in the global movie market is still relatively insignificant and the movie industry therefore needs to put in a lot of effort and money to increase its share.

The Censorship in India, which involves the suppression of speech or other public communication, raises issues of freedom, which is nominally protected by the Indian Constitution. The Constitution of India guarantees freedom of expression but places certain restrictions on content, with a view towards maintaining communal and religious harmony, given the history of communal tension in the nation. In 2011, the report Freedom in the World by Freedom House gave India a political rights rating of 2, and a civil liberties rating of 3, earning it the designation of free.

The movie production, distribution, and exhibition business in India is different from the world and is also diverse in the regions. In this dynamic world today, marketing plays an important role for the success of any movie. According to experts, 75% of the movie's success depends on the marketing and publicity. The marketing should be such that it creates awareness and induces the public to watch the movie. Therefore, we can say that the film distributors as well as exhibition should try to increase the budget for the marketing of the movie.

Limitations of the Study

The present study has faced certain limitation during the course of the research work they are as follows

- The secondary data has been collected form varies books, articles, newspaper, business magazines, web and internet. The information and data may not be accurate.
- The data may be old and out dated.

- The study has another limitation because of the time period for doing this research is limited and hence some of the information could be used.

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A STUDY ON POTENTIALS AND CHALLENGES OF DIGITAL MARKETING IN RURAL INDIA

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ABSTRACT

The term "rural marketing" used to be an umbrella term for the people who dealt with rural people in one way or other. The market scenario in the rural areas today is changing very rapidly. Rural consumers demand branded products mainly because of increase in disposable income and literacy level. A decade ago it was difficult to get network in rural area, but with the rising demand of mobile industry, it has given rise to digitalization if services. Rural consumers have become more aspirant, and today this segment of buyers is highly attracted by digital media. In recent years, rural markets have acquired importance, as the overall growth of the economy has resulted into considerable increase in the purchasing power of the rural people and preferences of rural people are also getting changed. So, every marketing player is keen to invest in rural markets with the use of various medias including digital mechanism. This study is a step forward to study the current scenario of rural marketing, highlighting the potential and challenges related to Digital Marketing in Rural India.

Keywords : Rural marketing, Digitalization, Consumer attitude, Changing lifestyle.

Introduction

The necessity of harnessing science and technology for transforming rural India has long been recognized. It is tempting, Technology is going to make a huge difference to the way we look at Rural India. On the other hand, Rural Marketing means to develop, promote and create awareness about goods and distributions to the rural customers. This is done to identify and meet the needs of rural customers. And extend the outreach of the company to complete the objective of organization.

Also, rural market brings lot of demand for consumer products. Between 2009-2016, this industry has grown by 13% annually. With consecutive above average monsoon seasons, incomes in rural India will rise steadily and it will become difficult for companies to grab the available market.

For such cases, digital can be a good option as people using internet will become influencers in most of the villagers as people using smart phone and internet are considered as smart and intelligent ones in the village. Companies, especially in consumer goods place, should start targeting people with smart phones and internet connections who in turn will spread word of mouth across locations. Businesses should start taking every Facebook user seriously as she/ he will be a big influencer in near future.

Objectives

To study the concept of digital marketing.

To study the concept of Rural marketing.

To understand the potentials of digital marketing in rural area.

To understand the pitfalls of digital marketing in rural area.

To provide conclusions to the study

Definition of Core Concepts

Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved July 2013)

Rural marketing

Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives.

Digital marketing

Digital marketing is the use of the internet, mobile devices, social media, search engines, display advertising and other channels to reach consumers. As a subset of traditional marketing, digital marketing goes beyond the internet to include Short Message Service (SMS), Simple Notification Service (SNS), search engine optimization (SEO), electronic or interactive billboards and other online ads (such as banner ads) to promote products and services. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

Literature Review

According to Saroj Kumar Verma's article,one of the major challenges identified were the non-homogenous and scattered nature of the market. Other challenges included seasonal marketing, low per capita income, transportation, and warehousing. On the other hand, a huge population seen as huge consumer base in rural segment is admired as an opportunity for the marketers to channelize their efforts. Increase in purchasing power, as reported by Rural Marketing Association of India (RMAI) is another conclusion of the study which highlights that there indeed exists an untapped market in this segment.

Erda[1]CV (2008) in his studies explored the comparative buying behavior of rural and urban customers on mobile phones. The study highlighted the difference in terms of consciousness about price, quality, style, function and brand. He also observed that rural segments pay less attention to the quality, function, and brand and are more concerned about the price and appearance of the product. He concluded that minor modification or extrapolation of urban marketing strategies will never be the driving force in rural areas.

Edward J. Malecki (2003) studied the potential and pitfalls of digital development in rural areas. As observed, there are potential benefits of the digitalization in rural area which increases the efficiency of the work but it also has downfalls like it would be the cause more deployment of human workforce. Due to advancement of technology the goods and services are now available just on mere click away from people and that has led to less physical connection. Internet and mobile have taken a crucial role in our life, let it be communication, Advertising or entertainment. It has also led to growth of digital economy.

Methodology

The study is descriptive in nature. Secondary data collection technique was implemented. The data used in this study has been collected from different websites and published papers.

Inferences

Integrating Rural marketing with digital marketing.

Rural Marketing simply means providing relevant products/services to consumers as per their needs viz. when, how and where they need it. The biggest factor to keep in mind here is Language. Millions of people in India aren't English savvy. But boost in Internet penetration has now urged websites/ communication devices to incorporate different Indian languages. More languages used on mobile better will be focus and options available to rural population.

Digital Marketing Trends in Rural India

Rural market in India is huge and has a high demand base, which is mostly yet to be unlocked. This makes Rural Marketing, especially innovative Digital Marketing as an increasingly critical tool for marketers.

India is said to be one of the most linguistically, culturally, traditionally and economically diverse countries. Comprising of 1.3 billion population, India has 29 states, 7 Union territories with people speaking over 120 languages with 1600+ dialects having myriads of religions. As a matter of fact, we can say that targeted audience is scattered across up to 600,000 villages in India. This diversity and versatility of India is what makes it so challenging for brands to execute Rural Marketing.

In reality, rural communities are mostly constrained when it comes to entertainment options. Creating marketing communication solution that is highly entertaining and amusing to consumers will be at top of ladder.

Wrapping a brand message in an extremely entertaining way for better absorption and understanding by consumers. Digital marketing is nothing but using modern digital tools like social media, mobile phones, emails, blogs, search engines, etc. for active marketing.

Digital marketing has many advantages over ground marketing such as follows

Great reach to customers: Due to wide range of connectivity advertisers can now reach up to any part of the region focusing on its target customers. Market segmentation can easily be done online irrespective to location.

Mobile friendly messages: Marketers don't really have to depend on high-end smartphones for mobile marketing. Interactive Voice Response (IVR) systems, SMS, short codes Text Back response, Automated Outbound Dialing, are some of the best approaches for Rural Digital marketing as compared to social media marketing.

Media: Mass Media has created increased demand for goods and services in rural areas. Smart marketers are employing the right mix of conventional and non-conventional media to create increased demand for products. The role cable television has been noteworthy in bringing about the change in rural people's mindset and influencing their lifestyles

Immediate Feedback: On ground marketing has a major drawback in terms of feedback to marketing strategy implemented. To analyze the customer's response to the product, a greater number of man hours are invested and most of the time it becomes tedious task to carry out the response surveys. In contrast, digital marketing can easily keep a track of consumers who are interested or partially interested in product only by counting the number of clicks on the advertisements. Also, with use of modern software anyone can easily analyze the data and behavior patterns. Further, number of bouncers can also be recorded and other techniques can be implemented to bring them on platform too.

Low cost of transportation: The features that needs to be put up at strategic locations needs to be transported from the head branches to the target location. Due to bad roads and distant placements of rural villages it results in a very high cost of transportations. In case of digital marketing this cost is cut down substantially. All the features can be projected on respective media through digital means which means no travelling involved.

More lucrative options: Digital marketing methods are not limited space or time. Marketers can deploy lucrative means such as videos, audios, teasers, real-time analysis, etc. to capture the attention of the consumers in the segment. Compared to on-ground marketing where only few options are available, these methods have significantly more number of options to expand customers.

Though Digital marketing has been a boon to the marketers but reaching its rural customers has not been an easy deal. The rural marketing has now become a running trend were the rural customers are upgrading them to the urban lifestyle, but at a slower pace. Increase in the Educational and income level have led the people of rural areas explore the market. Hence when we talk about digitalization, it has helped the rural customers explore new markets. Use of digital media as a platform for purchases will take time for the following reasons

Rural customers have been purchasing products which they see in hand, take in detailed knowledge about the product and then buy it. Due to lack of physical connectivity with humans, trust cannot be achieved easily. Another factor is as the products are sold online, products like electronics, perishable goods, furniture, insurance policies, or any product which is of greater value.

It has been estimated that all organized media in the country put together can reach only 30 per cent of the rural population of India. The print media covers only 18 per cent of the rural population. The radio network, in theory, covers 90 per cent. But actual listenership is much less. TV is popular, and is an ideal medium for communicating with the rural masses. But it is not available in all interior parts of the country. It is estimated that TV covers 20 per cent of the rural population. But the actual viewership is meager. The cinema, however, is a good medium for rural communication. But these opportunities are very low in rural areas.

There seems to be a vast gap between the way the rural market has been shaping and the efforts of marketers and media to understand and service it. All advertising addresses consumers assuming that they will react as individuals. It is true in urban areas. But the rural audience is more often a close-knit group rather than a conglomerate of individuals. This therefore, requires basic changes in the knit group rather than a conglomerate of individuals. This therefore, requires basic changes in the perspective of marketer. The use of colours-yellow and red for wall graphics-though very vibrant in the rural context needs to be reexamined on the face of the virtual overuse by marketers. The need now is to get understood in quite the way we would like them to be. To an urban consumer, a model

shaking her head in a shampoo commercial is showing off the bounce in her hair. The rural consumer may see her as a bad girl because of her unrestrained behavior.

The media mix, which is effective in urban markets, fails to produce the desired results in rural markets. TV followed by print and radio is appropriate to inform and induce urbanites. TV is effective but continuous availability of electricity is the problem in most rural homes. Radio listening is popular but not that effective compared to TV. Print media is the least effective because of low literacy levels. The emphasis should be on outdoor, vans, interactive folk media melas and haats. Outdoor media like wall paintings with high visual content are very effective. Non-conventional media like vans with an audio-visual content are very effective, though more expensive and difficult to organize. Lastly, Myriads of villages in India are still considered to be "media dark", where it is just hard to reach the target audience.

Conclusion

Rural marketing is certainly not a peripheral task to perform. Rather, it requires marketers to have proper mind-set to overcome psychological as well as physical barriers. Rural India is a widespread market that just cannot be neglected when it comes down to country's GDP. Lack of consistency in electricity supply, illiteracy, language barrier, lack of exposure to latest trends, low income, social unacceptance, etc. are all main stumbling blocks of Rural Digital Marketing. Print media marketing is ruled out because of low literacy levels. Use of smartphones has boosted, but yet there are several rural areas that still use basic feature phones.

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A STUDY OF AADHAR SEEDING IN PUBLIC DISTRIBUTION SYSTEM: EXPANSION AND OUTREACH

Ms. Zeba Shaikh*

ABSTRACT

Public distribution of food grains was retained as a deliberate social policy by India, when it embarked on the path of a planned economic development in 1951. Before the 1960s, distribution through PDS was generally dependent on imports of food grains. It was expanded in the 1960s as a response to the food shortages of the time; subsequently, the government set up the Agriculture Prices Commission and the Food Corporation of India to improve domestic procurement and storage of food grains for PDS. In 1997, the government launched the Targeted Public Distribution System (TPDS), with a focus on the poor and providing them subsidized food through a network of ration shops. The recent changes in improving and making PDS more effective is introduction of Aadhar-based biometric authentication (ABBA) on PDS.**Aadhaar Linked and digitized ration cards** allow online entry and verification of beneficiary data thereby, enables online tracking of monthly entitlements and off-take of food grains by beneficiaries. Linking of Aadhar to the PDS has caused serious effects in many parts of the country. People in interiors of the country were deprived from the access to food grains because of technical error, transaction failure due to missing names confusion of bogus ration cards, etc. The study aims to identify the problems associated with linkage of Aadhar and PDS.

Introduction

Food security implies access by all people at all times to sufficient quantities of food to lead an active and healthy life. As noted by P.V. Srinivasan, this requires not just adequate supply of food at the aggregate level but also enough purchasing capacity with individual/household. Because of chronic food shortages that the country is facing, the focus of Government is to provide food-based safety nets. The Government of India has implemented three food-based safety nets

- Public Distribution System
- Integrated Child Development Services
- Mid-day Meals

Food Security at a glance

PDS in India

The basic objective of the PDS in India, is to provide essential consumer goods at cheap and subsidized prices to the consumers so as to insulate them from the impact of rising prices of these commodities and maintain the minimum nutritional status of our population. To run this system, the Government resorts to levy purchases of a part of the marketable surplus with traders/millers and producers at procurement prices. The grain (mainly wheat and rice) thus procured is used for distribution to the consumers through a network of ration/ fair price shops and / or for building up buffer stocks.

The main agency providing food grains to the PDS in Food Corporation of India and its primary duty is to undertake the purchase, storage, movement, transport, distribution and sale of food grains and other food stuffs.

PUCL vs. Union of India, 2001

In 2001, the People's Union for Civil Liberties (PUCL) filed a writ petition in the Supreme Court contending that the "right to food" is essential to the right to life as provided in Article 21 of the Constitution. During the ongoing litigation, the Court has issued several interim orders, including the implementation of eight central schemes as legal entitlements. These include PDS, Antyodaya Anna Yojana (AAY), the Mid-Day Meal Scheme, and Integrated Child Development Services (ICDS). In 2008, the Court ordered that Below Poverty Line (BPL) families be entitled to 35 kg of food grains per month at subsidized prices.

National Food Security Act, 2013

The National Advisory Council (NAC) submitted its proposal on Draft National Food Security Bill in January 2011 and recommended the shifting from household food entitlements to individual food entitlements.

The NFSA, 2013 seeks to provide for food and nutritional security in human life cycle approach by ensuring access to adequate quantity of quality food at affordable prices to people to live a life with dignity and for matters connected therewith or incidental thereto". NFSA was signed into law on Sep 12, 2013.

Imposition of Aadhaar-based biometric authentication (ABBA) on the PDS is the latest move in the PDS reforms. This new system was first introduced in Ranchi district, Jharkhand (2016) and created series of problem in access to the PDS that provide a modicum of food and economic security in the uncertain lives of poor.

Objective of the study

- To study the impact of Aadhar implementation in PDS in India.
- To study the issues related to Aadhar seeding in PDS
- To identify the problems in the process of linking ABBA(Aadhar Based Biometric Authentication) to PDS

Highlights of linking Aadhar to PDS

When it was first launched in 2009, Aadhaar signaled a promise to repair the corroded plumbing of India's leaky public delivery systems. The unique biometric identity would help reduce duplicate and ghost entries in the list of beneficiaries of government schemes, and pave the way for direct benefit transfers to them eventually, the then government claimed.

Eight years after its launch, and more than a billion Aadhaar registrations later, much of that promise remains unmet even as the project remains mired in a number of controversies. The Aadhaar project has survived a change in government but has met with a rising tide of questions from the Supreme Court, the national auditor, and from the civil society at large.

Why has the dream turned sour? A survey of the existing research on the subject suggests four key reasons.

First, the Aadhaar project seems to have been launched and executed without adequate legal safeguards on the storage, usage, and distribution of data of citizens, and with limited scope for redresses. The risks of abuse have been constantly understated by policymakers. The ambiguous stance of the Unique Identification Authority of India (UIDAI), which runs Aadhaar, and the government as a whole, on privacy concerns, has not helped inspire confidence in the project.

Second, there does not seem to have been a rigorous attempt to perform an independent cost-benefit analysis either before or after the launch of the project. The results of pilot projects—which suggested several challenges—did not seem to have any impact, and there was little attempt to even fix criteria for evaluating the project. Various claims about public savings from linking Aadhaar to various beneficiary databases have emerged but as we shall see, they rest on weak evidence.

Third, the sequencing of steps required to implement an Aadhaar-based payment and direct benefit transfer (DBT) architecture did not receive the attention it deserved, leading to debilitating challenges as the project gets universalized. The issue of implementing cash transfers in a country such as India is a separate and complex issue in itself, and one that an earlier instalment of Economics Express dealt with.

Finally, the mindless expansion of Aadhaar linkage to schemes or areas where there is limited scope for leakages at a time when several problems have emerged regarding such linkages have only served to weaken the original premise of Aadhaar: That of being an effective instrument in targeting leakages. Had the linkage been restricted to a few key programmes, and the evidence regarding such linkages carefully examined and analyzed, the response to the Aadhaar project would have been quite different from what it is now.

Ground reports from different parts of the country seem to suggest significant exclusion errors of genuine beneficiaries in Aadhaar-linked schemes.

One recent field study published in the Economic and Political Weeklyinvestigated the implications of linking the public distribution system (PDS) for food grains in Hyderabad with Aadhaar.

Based on an interview of 80 households, the study found that 66% of these households reported issues with the technology including fingerprint authentication errors, Aadhaar seeding issues, and poor connectivity.

The Economic Survey 2016-17, which is otherwise very gung-ho about the Aadhaar project, noted the high rates of authentication failures in several states. According to a more recent report on the state of Aadhaar by Ronald Abraham and co-authors published recently by IDinsight, an international development consulting organization, between April 2015 and March 2017, the pension programme in Andhra Pradesh reported fingerprint authentication failure for 17.4% individuals, despite three attempts. Similarly, the failure rate averaged 7.8% for the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) in Telangana. These estimates indicate the upper bound of authentication failures rather than actual failures because some of these "failures" might be because of people trying to fraudulently access benefits (which is what the authentication is supposed to prevent). Nonetheless, these estimates suggest that genuine exclusion errors may be far higher than what was originally anticipated. In 2011-12, when the UIDAI tested authentication processes, it expected only 1% of beneficiaries to face such difficulties, the report notes.

Problems and Challenges

Aadhaar is claimed to provide identification to more than 1.2 billion Indian residents, or more than 90% of India's population. However, a study report from three states, Andhra Pradesh, Rajasthan, and West Bengal, reveal that almost 20 lakh people were denied food distributed through public distribution system (PDS) or ration shop due to Aadhaar. In addition, it also raises question about the government claims on savings of Rs83,000 crore due to Aadhaar. The report also found that majority of the respondents care about their right to privacy and how their Aadhaar information is used by the government.

According to the "State of Aadhaar Report 2017-18" prepared by IDinsight, and sponsored by Omidyar Network, exclusion from food ration (PDS) due to Aadhaar-related factors is significant. "Exclusion from receiving benefits due to Aadhaar-related factors significant 0.8%, 2.2%, and 0.8% of PDS beneficiaries in rural Andhra Pradesh, Rajasthan, and West Bengal, respectively, are excluded from

their entitlements due to Aadhaar-related factors. This extrapolates to 20 lakh individuals monthly. However, non-Aadhaar reasons, such as ration unavailability, contribute much more to exclusion from," the report says.

While Aadhaar-related reasons include, Aadhaar seeding, Aadhaar authentication failures, non-availability of point of sales (PoS)-able member and e-PoS connectivity or electricity issues, non-Aadhaar related reasons include, non-availability of ration and other reasons such as dealer not being present.

o **Unsubstantiated claims of saving due to Aadhaar**

The Government of India claims that Rs83,000 crore ($12.5 billion) has been saved in four years from FY2014-15 to FY2017-18 because of Aadhaar, direct benefit transfer (DBT), digitization, and other initiatives. The main source for savings is deletion of fake, duplicate, or ineligible accounts. For a breakdown of the savings figure, along with data on the corresponding number of non-genuine programme beneficiaries deleted.

o **Updating Aadhaar is lifelong process**

According to IDinsight, people in the three states, where it conducted its survey, faced greater challenges when fixing mistakes or updating information. It says, "Updates will be required as long as the system is in place. As the administrator of the world's largest biometric database, the UIDAI will face significant challenges ensuring Aadhaar data remains current and updated. A system containing errors is likely to cause problems, ranging from minor inconveniences to serious threats of exclusion."

Another big challenge is biometric mismatches of genuine beneficiaries when their fingerprints no longer match with what is recorded on the central database. The hands of the daily wage earner are too chafed and the biometric doesn't work; they are asked to apply vaseline and wait for days before they can avail benefits.

There was one attempt at a cost-benefit analysis of the Aadhaar project by a research group at the National Institute of Public Finance and Policy (NIPFP), funded in part by the UIDAI itself. The study estimated that utilizing Aadhaar for schemes such as PDS and MGNREGS could help the government save at least a tenth of the amount spent on these schemes. But a rebuttal by development economist ReetikaKhera pointed out that the estimates are based on old data on leakages, and over-stated assumptions about "ghost beneficiaries".

The Parliament once asked for a full-fledged analysis of the Aadhaar project. Sadly, there is very little data that the government has shared in this regard, and hence there is little information on the economic returns from the project.

The lack of evidence-based policymaking has meant that the project has run ahead without adequate course corrections, and those pointing out flaws or challenges have either been ignored, or silenced. Most policymakers have tended to underplay the concerns about data fraud and data breaches. But the human and financial implications of such breaches in the digital age are not trivial. Often comparisons are made with the social security number (SSN) system in the US but the SSN contains far less information, and is linked (or can be linked) to far fewer databases than is the case with Aadhaar. Yet, identity theft involving SSN numbers costs billions of dollars annually in the US, and these costs have been rising over time, as the digital transformation sweeping the world has made it easy to link different sets of data and the personal information of victims. The dangers of abuse by the state surveillance machinery, or by rogue officials, are also very real in the case of Aadhaar.

Conclusion

The Imposition of ABBA on the PDS seems to be a case of "pain without gain". On one hand system has led to serious exclusion problems (particularly for vulnerable groups such as widows, the elderly and manual workers) as well as higher transaction cost. On the other, it has failed to reduce quantity fraud, which is the main form of PDS corruption. Nor it has helped to address other critical shortcomings of the PDS, such as the problem of missing names in the ration cards, the identification of Antyodaya households, or the arbitrary power of private dealers.

In response to the public outcry that followed recent starvation deaths in many parts of the country, the central government recently issued an order (on 24 October 17) directing state governments to ensure that those for whom ABBA does not work are able to buy their PDS rations using an "exemption register".

Technological advancements help us to improve current pattern of living, here the imposition of technology(in terms of digitizing PDS) has proved to be more harmful rather than benefitting.

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TO STUDY AND ANALYZE THE GROWTH STORY OF AGGREGATORS LIKE OLA

Sharon Jude Samuel*

ABSTRACT

This study tells that Ola was the 1st Taxi Aggregator in India and it is an online cab aggregator that is based in Bangalore and it is the fastest growing Taxi hiring firms. It is owned by Bhavesh Agrarwal and Ankit Bhati the founders of OLA founded OLA on 3rd December 2010. By 2014, OLA has expanded to a network of more than 18000 cars. Since then now OLA is operating in and over 100 cities across the country. In April,however, there was an increase in cabs to 40000 across India. To avail the services of OLA cabs all that you need is to have user name and password which will help you book a taxi with ease. OLA's market share is large enough because India's rate of vehicle ownership is low to that of 41 per 1000 people and ranks 128thworldwide.Ola so believes that technology will help them make the Taxi Industry efficient and drastically improve the customer experience in years to come. OLA cabs have lined up aggressively their expansion plans after they got funding's from Softbank. After this tie-up OLA expects to have around a million driver partners in 3 years. As of now OLA has 35000 cabs on its

Keywords : Ola Cabs, marketing strategy.

Introduction

India seems to be going through a 'Taxi' revolution. Every other day, there is a new start up offering efficient cab service to the citizens operating urban and rural lifestyles. The intra-city travel has always been a curse for many individuals, especially in crowded cities like Mumbai and Bangalore.

While the local trains emerge as an alternative to shelling out wads of cash for fuel and waiting in bumper-to-bumper traffic in cosmopolitan Mumbai, the dangers of travelling by these trains are innumerable. The distances in Bangalore crush the spirit out of anyone who loves to drive, and the traffic makes it terrible to drive your own vehicle in the city. Ola Cabs is a taxi service that was started in 2010 in Mumbai to solve the city's transport woes.

Started by Bhavesh Aggarwal and Ankit Bhati, the company now provides taxi services in over 100 cities across the country. One can avail an Ola cab extremely easily and their trusted drivers will get you to your destination hassle free. The company now houses its office in Bangalore. Taxi can be booked either through their website or through a mobile app that is available for download on Google Play Store and The App Store.

The entrepreneurial bug bit Aggarwal in 2010, when he was working as a coder for Microsoft India in New Delhi. In August that year, braced with savings of about Rs 1 lakh, he started olatrip.com, a trip planning firm offering weekend getaway tours around Delhi. Over the next five months, Aggarwal could not sell a single trip. Customers could arrange hotels for themselves but what they really needed was a vehicle to take them to the destination, he realized. This demand was a hint of the potential for cabs.

Leading taxi aggregator Ola plans to remain focused on growth and expansion while not being overly concerned about profitability. Ola, which has raised around $1.3 billion till now, with presence in over 100 cities, will look to expand its portfolio of services and introducing new products. Ola is the large player in the taxi aggregator segment accounting for over one million bookings a day.

There is a massive opportunity in front of them as over 300 million people in India use some sort of public transportation. Even if you take 40% of this market share that is huge. That is the area we are looking at. However, he did not divulge details on the plans of Ola in terms of expansion or the new products they are planning to offer.

Ola has also recently introduced bus shuttle service which is targeted at the corporate segment. The aggregator already has over 2,500 small companies who use their services on a contract basis. Now, the plans are to extend this to the bigger corporate especially major IT companies whose requirements will be on a larger scale.

Founded in 2010 by IIT-Bombay alumni Bhavish Aggarwal and Ankit Bhati, Ola has operations across 102 cities in India. It has about 2.5 lakh vehicles on its platform.

Significance of the study

Before studying the Objectives, we have seen the significance of the study. Ola signifies the following -This study helped the competitors to make their investment patterns and change in their strategies. -This study also helped new startups to start business with zero investment. The highlights of the study will help the other aggregators to know their market share and future scope.

-The study helped the customers to avail the various benefits of Ola.

Statement of the problem

Some of the problems that Ola faces have been observed

Customers have faced a big problem by its rude behavior of its drivers and also the drivers silently stole the customers money i.e. they start ticking the meter even if they do not reach their pick-up point. Recently one of the customers of Ola has also gone through a gang rape by of its 2 of its drunk drivers of just a 12-year girl in Kolkata. And also, one of its drivers threatened to rape a female passenger in Pune. The other problems faced by customers is that the drivers are not punctual on time and do not come to their pick-up places on time. The other problem is that the drivers are using Google map which shows long way routes.

Objectives of the study

The Objectives of the study are based on significance of the study. Objective of the study are as follows

- To study the growth story of Ola.
- To Analyze Why Customer's, Prefer Ola
- To find out the view point of Driver's about the services of Ola.
- To Analyze the Marketing Strategy of Ola
- To understand how Ola has transformed the life of its drivers.

Scope of the study

The Study was to aim at understanding and analyzing the customer perception towards Ola cabs.

The scope of the study was limited solely to the markets visited by the researcher for the purpose of research i.e. Mumbai Metropolitan. This may hence not be a total reflection of the whole population of OLA customers in other part of Mumbai.

Review of Literature

Sujit, J. (2016)[1]instructs that the co-founder of OLA Amit Bhati who is a chief technology officer of the cab aggregator and has done BTech in mechanical engineering and MTech in CAD also automation from IIT Bombay. During his talks with the Times of India he spoke about the solutions to bring Innovations for OLA. The author tells that as OLA is moving to small towns with low infrastructure they need to localize and have seamless connectivity with drivers and customers. There is a driver app available in all the languages. Along with this there is a phenomenal response to their Wi-Fi services. Then the author asks the cofounder on what has OLA done for seamless connectivity in poorly connected areas. To this Bhati responded that OLA has launched a very unique SMS app communication service along with Google plays location service that helps to be in touch with the drivers.

Samidha, S.(2014)[2]this articles indicates that OLA Cabs has raised Rs.250cr of fresh funds valuing the Taxi service start-up over Rs.1000cr. India's focused-hedge fund Stead view Capital and Silicon Valley 's blue-chip VC firm Sequoia Capital led the latest round of fund raise which also included participation of existing investors Matrix Partner India and Tiger Global. OLA's value has more than doubled since it has got on board with Matrix Partner in a Rs.120cr fund raise since November. It also joins other consumer internet start-ups like Quikr, Zomato, Bookmyshow which have valuation of Rs.1000cr. OLA's Aggarwal told that the money raised would be used by OLA to expand it to new cities. OLA has 11000 cabs in 9 cities and it having 12000 booking per day 50% are through mobile app.

Ketan, T. (2016)[3] explains that Mahindra&Mahindra have devised a strategy to build volumes and the also announce a partnership with OLA by supplying 40,000 cars in 2 years and generate business of over Rs.2600cr for the Mahindra Group. But according to Bhavesh Agarwal the company plans to have at least 5 million cars under its umbrella over the next 5 years. The chairman of the Mahindra Group added that his company is well placed and has the products that is required by both fleet market and personal buyers. In terms of share the fleet market has grown tremendously from 2-3% to almost 10-12% at a amount of 20,000 to 25,000 units the significant growth was led by both OLA and Uber.

Karthikeyn, H. (2016)[4]explained that around 300 Ola drivers stayed off road and had a protest outside an office Ekkaduthangal for having better schemes and incentives. But it did not affect the services of OLA. In this article it is told that the drivers are forced to take 9 trips in a day without fail and if they do not, they get paid only 4.80per km and 80paise per minute as the ride time charges. Ola also deducts 20% from the total amount if the driver misses one trip and it had been noted that OLA drivers derive the incentives that they earn in the last trip of the day. The author also focuses on how the drivers at OLA have to face a penalty of Rs.400 if they get a complaint from the customer that the driver did not reach on time and as per sources the delay is mainly caused due to inaccuracy of the GPS system or due to no proper address given by the customers still, they have to face the penalty.

PTI(2016)[5]explained that both Tata AIG and Paytm have entered into an agreement to provide both cab drivers and auto drivers the best health insurance plans. This tie up basically helps the drivers with Paytm digital wallet to get benefits of cashless health service through the TATA AigGeneral Insurance it provides them the care and treatment as per their need and budget. In this policy however also, it covers the existing health condition of the drivers and also hospitalization expense of Rs.50,000. This initiative taken has got a very good response with 1'800 drivers already signed in.

Methodology

Research methodology is a way to solve the research problem systematically with sufficient literature review, it can be stated that boosting the taxi aggregators and making it standardize for drivers and customers from different section of the society is the need of the hour, hence, title selected for the research study is **'To Study and Analyze the Growth Story of Aggregators like OLA'** The various dimensions of the research methodology are:

The various dimensions of the research methodology are

Research Design

The researcher has used exploratory and descriptive research design for the study:

Exploratory research is used in research study where in an insight is required in a given situation, it helps us to answer the question "what is going on here?". Hence in the present study ,the researcher has made an attemp to study various facilities provided by Ola to its drivers and customers

Descriptive research is used by the researcher as the research study is concerned with decribing various facilities used by the ola cab drivers.

Data collection

a) **Primary Data**

The primary data was collected on the basis of a questionnaires and personal interview. The structured close and open-ended questionnaires was be distributed to the respondents. The research her approached.

- Drivers and
- OLA Customers

on random selection at the selected sample area. For the clear understanding of the questionnaire, each question was explained personally to the drivers and customers so that the respondents' doubts were cleared.

Questionnaires were prepared one for customers and another for the drivers.25 Drivers and 75 Customers will be interviewed.

Secondary Data

Required Secondary data like about Ola cabs was collected from various references which are already existing and have been published in various books, articles in newspaper like The Economics Times, Journals Like Indian Journal of Applied Research, NDTV News Gadget,lastly form the world's biggest library i.e. Internet.

Researcher also visited library of Maniben Nanavati Women's College at Vile Parle (West) of SNDT University.

Sample design

The sampling designs was designed by taking into account customers and drivers of Mumbai Metropolitan. Primary data will be collected from Mumbai metropolitan. Following table shows sample size.

Sr. No.	Respondent	Number
1	OLA Drivers	25
2.	OLA Customers	75
	Total	100

Sampling unit

Sampling Unit was a single unit of the population. A single individual who avails the services of OLA form the sampling unit of the study.

Sampling technique

The selection of the respondents was done on the basis of convenience technique based on the non-probability method of sampling

Data analysis and interpretation

The study was based on secondary and primary data which wascollected from various internet sites and through books and journals. The Primary data was analyzed through frequency distribution method and then converted in percentage. Collected Data was edited to avoid unwanted information and arrange the data in the proper order and sequence property edited data was coded and classified to further make it simple by preparing tables, graph, charts and diagram etc. wherever necessary. An attempt was made to draw proper conclusions on the basis of the data analysis and achieve all the objectives of research study.

Extent

Extent refers to geographical area where there is a scope of population. The extent of study is within Mumbai Mertopolitan.

Limitations of the study

The study had the following limitations.

1. The research was conducted only in Mumbai Metropolitan due to time convenience.
2. This research was having limited information about OLA cabs.
3. The study was limited to only one travel aggregator in Mumbai.

Objective wise findings

The researcher has drawn certain conclusion/finding according to the objective of the study and it is represented as follows

Sr. No.	Objectives	Conclusion/Finding
1.	To study the growth story of OLA	It aims a clear conclusion right from the founder having started his business 'gateway' tours with only one lakh rupees where he could just plan only weekend tours in Delhi. Then, he realized he needs to think bigger and now OLA has become the first taxi aggregator in India. Having the acquisition of "Taxi for sure" made its mark in India with also having huge customer base. They have also expanded through "Ola shuttles" in the IT sector that covers 2500 small companies. Ola has grown till date in almost 102 cities all across India and has 2.5 lakh vehicles on its platform and has 3,50,000 partners with a market share of 80% which is the highest for any taxi aggregator. Ola has also come up with their cab sharing and also cab hiring for vacation purpose.
2.	To Analyze Why Customer's, Prefer Ola.	It aims at why the customer's prefer Ola cabs on this many of the respondents having income of 1000-20000told that they prefer Ola 1-4 times, for their office use, because of its availability and for its comfort and safety, they have heard about them thru their family and friends, majority of them rate their experience as good during their trip, cleanliness as high, speed of the driver as medium, behavior good and he followed his navigator. The count of cabs with Ola according to them is medium and it's nearby for them while making a booking. They receive prompt service from the customer care and they will also recommend Ola to their near and dear ones.
2.	To find out the view point of Driver's about the services of Ola	It shows the view point of the drivers about the services of Ola. They tell that they are associated with Ola for one year, and they have joined Ola because it has more money, their registration process is very fast, they are happy with the profit-sharing ratio of 20% also, Ola gives them and their families a lot of benefits too. They work on their own time and still earn enough money. In short, the drivers views related to Ola is that it is a very good place to work for them.
3.	To analyze the marketing strategy of OLA	It shows Ola uses a very good appropriate marketing strategy to attract its customers, and the most preferred offline marketing strategy is that "Ola treats its customers with care", the care and concern that the customers receive makes them more comfortable to avail Ola's services. The most preferred online strategy is Ola uses "face book" for getting connected with its customers. These marketing strategies used by Ola helps it in becoming more popular and also gain more of importance in the competitive world.
4.	To understand how OLA has transformed the life of its drivers.	Itshows how Ola has transformed the life of its drivers through the case study of four of its drivers who tell that how their life has been transformed right from struggling to earn Rs. 10000-20000 per month to earning Rs.50000 per month approx. Before joining Ola, the drivers had to work continuously for 9 to 10 hours and work six days a week and after joining Ola they work on their own convenient time i.e., (they have their own time preference), they even put their app off for a day or two when they do not want to take a trip. They even take extra trips when they are in need of more money.

Conclusion

From the overall study the researcher has concluded that Ola from being a small startup that started its operation in Bangalore now has its operations spread over more than 102 cities all across the country. Ola was a very small concern when it was started by two of its founders as they had no enough money to grow their business. Later, they started getting funds from all banks especially the

main funding that helped them was the funding from Japan's Softbank. Now, Ola has very big names attached with them. Ola has got into many tie – ups that has also led it to gain much more importance. Ola has it's tie up with Mahindra & Mahindra that has helped to increase the number of cars by 40,000 on road which is very valuable for them as well as the people that need jobs they can join as drivers and earn a good sum of money.

Ola not only has little educated people as their drivers but they also have many educated and people from very good posts that have joined Ola because of the stress that they receive from their work place and also because Ola offer's them the freedom to take rides when they want and to not take rides when they don't want by just putting their APP On and Off.

Ola has become so famous in spite of the stiff competition that they get from their competitors by offering the different discounts and offers to their customers. Ola also offers benefits to its drivers like they have quick registration process that takes hardly 30 minutes. They are able to get loans for their cars from the finance companies. They get medical benefits for themselves and their families both along with this they get special education benefits for their kids. Ola offers a massive discount of 50 per cent to their customers sometimes during their trip. Ola has started with Ola hill station that is where the customers can rent a car for their holidays.

Ola is also mostly preferred because it offers complete transparency in tariff and also full comfort and safety to its customers. Ola is growing too fast and it has chances of more success.

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TRADE AND SERVICES

Vishal Acharya*

ABSTRACT

Services are a major component of global gross domestic product and employment, and a rising component of global trade and investment flows. This is the largest sector of the Indian economy contributing significantly to economic growth and foreign investment flows. India is among the top ten World Trade Organization member countries in trade in services, and the country has a positive trade balance in services. However, global trade in services faces a number of barriers at the border and behind the border, which makes it difficult for service providers from developing countries such as India to access key markets in their preferred modes of services trade. Given this background, this paper examines how trade in services can be liberalized within the WTO framework. It presents some of the recent estimates of trade costs related to barriers to trade in services, and examines why it is difficult to measure trade facilitation in services.

Keywords : services, trade facilitation, trade costs, trade agreements, WTO, India.

Introduction

Services are a key rising component of global Gross Domestic Product (GDP) and employment. In 2015, the services sector contributed approximately 69 per cent to the global GDP. The contribution of services to the GDP is even higher for developed countries. For example, in the United States (US), services account for 80 per cent of the GDP. In 2015, services contributed to 50.9 per cent to global employment.

Services are also a growing component of global trade and investment. Globalization, reforms, liberalization, technological development, greater mobility of people, development of new business models (such as business process outsourcing, etc.), among others have enhanced the growth of international trade in services, which increased from USD 2,905 billion in 2001 to USD 9,502 billion in 2016. In the same year, according to the World Trade Organization (WTO), commercial services accounted for approximately 22.8 per cent of total world trade (WTO, 2017).

Focusing specifically on India, service sector is a key component of India's GDP, employment, trade and foreign direct investment (FDI) flows. It accounted for approximately 53.1 per cent in India's gross value added (GVA) in 2015-16, making it the single largest contributor to India's overall value addition. The contribution of service sector in India's GVA has increased from 49 per cent in 2011-12 to 53.1 per cent in 2015-16.The service sector is the second largest employer after agriculture, and according to the Economic Survey of India (2016-17), it employed around 28.6 per cent of the total workforce in 2016.

Trade in Services and GATS

Given the importance of services in global trade and FDI flows, the Uruguay Round (1986- 1994) of WTO negotiations for the first time introduced services into multilateral trading system. The GATS, in principle, covered all service sectors except services supplied in the exercise of government authority, and aimed to progressively liberalize trade in services through successive rounds of negotiations.

The GATS classified services trade into four different modes as

1. **Cross Border Supply**: This includes all the services supplied from the territory of one member into the territory of another member. For example, an economic consultant providing her services overseas from her country

2. **Consumption Abroad**: This includes consumption in the territory of a member by a service consumer of another member. For example, consumption of services by international tourists.

3. **Commercial Presence**: This includes the presence of service provider in the territory of another member. For example, joint venture of a Foreign Service provider with a domestic business.

4. **Movement of Natural Person**: This includes provision of services through the presence of natural persons of a member in the territory of another member. For example, doctors of one nation travelling to another nation to provide their services.

The GATS contain two kinds of provisions

- **General obligations** – some of these are applied to all service sectors (for example, transparency) and some only to scheduled specific commitments (for example, Article XI: Payments of Transfers)

- **Specific Commitments** – these are negotiated undertaking particular to each GATS signatory

To ensure transparency, GATS Article III requires each member country to publish all measures of general applications which pertain to or affect the operation of the Agreement. Countries are also required to publish international agreements pertaining to or affecting trade in services. In other words, the Council of Trade in Services will have to be informed, at least annually, of the introduction of any new, or any changes to existing laws, regulations and administrative guidelines. WTO member countries can make a request regarding specific information, which the concerned country will have to provide promptly. Article III requires member countries to establish enquiry points to provide specific information to other members.

Barriers to Trade in Services

A number of studies have shown that trade in services is subject to a number of across-the border and behind-the-border barriers. With regard to market access barriers, GATS Article XVI presents the following six limitations on

- The number of service suppliers

- Total value of service transaction or assets

- Total number of service operations/quantity of output

- Type of legal entity

- Number of natural persons supplying the service

- Participation of foreign capital

Commitments under the GATS primarily address market access and national treatment related barriers. It is possible for WTO member countries to make additional commitments in regulatory areas such as

licensing, qualifications and standards, which are outside the scope of market access and national treatment as defined in the GATS. In the case of telecommunications sector there is a Reference Paper based on which WTO members took additional commitments on procedural and administrative matters. Trade Facilitation in services is precisely concerned with removal of procedural and administrative bottlenecks. It is expected to make the market access commitments more transparent, predictable and clear and reduce delays and cumbersome procedures.

Trade Facilitation in Services in India

The WTO defines trade facilitation as the process of "simplification and harmonization of international trade procedures" including the "activities, practices and formalities involved in collecting, presenting, communicating and processing data and other information required for the movement of goods in international trade." In December 2013, the WTO Members concluded negotiations on a landmark TFA at the Bali Ministerial Conference. The TFA contains provisions for expediting the movement, release and clearance of goods, including goods in transit. It sets out measures for effective cooperation between customs and other appropriate authorities on trade facilitation and customs compliance issues, and contains provisions for technical assistance and capacity building. Services such as logistics services are key components of the TFA.

A number of studies have shown the benefits of a TFA in goods. For example, according to the OECD, 'the implementation of the TFA could reduce worldwide trade costs by between 12.5% and 17.5%. Countries which implement the TFA in full will reduce their trade costs by between 1.4 and 3.9 percentage points more than those that do only the minimum that the TFA requires. The opportunities for the biggest reductions in trade costs are greatest for low and lower middle-income countries.

Conclusion

Technological innovation is increasingly making services exportable at low prices and thus causing a shift in a 60-year-old economic paradigm about tradable versus non-tradeable sectors. In that countries do not need to build a domestic market or invest in a manufacturing sector, but rather to exporting services. In such a case, service globalization new hope for countries at various stages of economic development. Growing tradability of services may help with the strategies for resource-rich countries and low-income countries that are highly concentrated exporters. For advanced economies, harnessing the trade in services will likely remain a key factor to retaining their global competitive edge that powers the internet, and high value components in global value chains.

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MICE TOURISM: TRENDS AND CHALLENGES

Dr. Preeta Joshi*

ABSTRACT

MICE is a part of Tourism Industry. It caters to various forms of Business Meeting, Conventions, Conference, Events and Exhibitions mostly used by Business Corporates and Associations. MICE is growing rigorously by welcoming the advancements in digital technology and using them. It has grown by 15 % to 20 % during the last 4 to 5 years along with generating employment and earning foreign exchange for the country. It has limitation for growth but the potential to make use of the technology in the business-related purpose cannot be ignored. By overcoming the flaws, MICE sector will be the foremost growing industry making use of digital technology. Present study describes the use and implementation of technology made by MICE Tourism Sector.

Keywords : Meetings, conferences, exhibitions, convention, incentives, destination, digitisation, liberalisation, Itenery.

Introduction

Tourism is an entertaining, energizing and enriching activity for everyone. Earlier it was referred to increase cultural and historical dimensions; but as of today, it is regarded as the most powerful business activity for the economic development of a country. Tourism is the only industry, where the 'goods' or 'services' are consumed at the site of production. It is paying rich dividends to both consumers and producers. MICE is not new to India, Archaeologist have found that ancient tribes also used to have specific gathering places to discuss many topics related to their kingdom, like war tactics, hunting plans, crop harvesting community celebrations, etc. (Montgomery & Strick, 1995) After globalisation and Industrialisation of Business, MICE Segment has gained importance and momentum.

MICE

MICE is a part of Tourism Industry. MICE is the fastest growing Tourism Industry in the globe. MICE stand for **M** – Meetings, **I** – Incentives, **C** - Conventions or Conference and **E** – Exhibitions or Events. It caters to various forms of Business Meetings, Conferences, Conventions, Events and Exhibitions. Mostly Business Corporate and Associations are the customers of MICE Tourism. The Corporates, Associations or Regional Chapters, organises **Meetings** for different reasons and deliberations. **Incentives** travels are the paid vacations given by the Companies or Associations majorly to their employees, suppliers, dealers, or distributors may be based on performances. **Conferences** or **Conventions** are the largescale gatherings organised by companies on specific topics. Similarly, **Events** and **Exhibitions** are huge gatherings organised by Corporates to display their products, services and technologies.

Secondarily, MICE also handle family events, like weddings or sports events and contribute to the sector. Thus, MICE travel is basically business oriented. It covers all types of Industries, Sectors, Professionals and all types of Associations.

Objectives

- To study new trends in MICE tourism sector.
- To study challenges ahead of MICE tourism.
- To give suggestions to develop the MICE sector so as to reach and involve the area beyond metro.

Research Methodology

This topic is undertaken to study systematically the trends and challenges along with the use of digital technology in the MICE sector under tourism industry. Due to the technological advancements and liberalisation policy, the sector is growing annually by 25% to 30%. This study is descriptive and exploratory in nature.

Nature

The study tries to find out the modified trends in MICE tourism and use of digital technology in MICE, for the economic growth. Efforts were taken to find out new ways and applicability for new market openings. The researcher also tried to find out new information and knowledge about MICE with respect to new policies, needs of customers, digitization, awareness, promotions and skills to use the technology.

The study is qualitative, as it is based on subjective concepts, attributes, technological skills, preferences and motives of the tour operators. Information gathered from visiting the tour operator's office and the Out bound Tour Mart (OTM) Fair held at NESCO, Goregaon.

MICE Contributions

MICE sector is growing rigorously. It has registered a growth of 15-20% during the last 4-5 years and expected to grow at 7.5% in next 4-5 years (Report by International Congress And Convention Association, ICCA) has generated employment from grass root level to top officials. It is the third largest foreign exchange earner. It is providing opportunities for economic diversification and skills upgrading. The Hospitality industry has accounted nearly 40 to 60 % of their revenue is generated by MICE segment. (Report by International Congress And Convention Association, ICCA)

New Trends for Growth Positive points of MICE

The new trends have resulted into growth of this 'sunshine' sector.

- The demand for the meetings, conferences, conventions, exhibitions, and events is increasing in all sectors along with corporate.
- The size and space of meetings is also changing. Innovative approach is used for the meetings which gives the space a special cozy look and different seating arrangements for different gatherings.
- The advance technological means and methods are used for the meetings and events. Along with the use of LCD projector and Audio-visual tools, Apps are downloaded on smart phones, iPods, social and accessible mobile sites are used to plan and book the meeting and events.

- MICE planners work under Teams and plans for the customized package for the meetings or events or conference.
- As of today, due to the growing importance and impact of MICE segment, the corporate gives due weightage for special destinations. So, the planners are developing for exotic destinations.
- The government has allowed 100% Foreign Direct Investment (FDI) in the tourism industry for Construction projects, development of Hotels, Resorts and Recreational facilities.
- Liberalisation Policy for Air transport, growing online travel portals, e-tourist visa etc. has made the entry process easy, leading to increase in the customer base.
- It has generated self-employment opportunities such as Event Manager, Financial Manager, Caterer, Guest Speakers, Translators, Logistics & Transportations, Computer & IT Experts, Technicians, Printers & Publishers, Photo & Videographers, Entertainers like – Emcees, Dancers, Comedians, Mimicry Artists, etc.
- Presently, Reliance Industries has set the largest convention centre in the heart of Mumbai, named "Dhirubhai Ambani International Convention & Exhibition Centre" at Bandra Kurla Complex. It is spread over 75000 Square meter area which is accommodating Retail space, Service Apartment and Hospitality facilities. Accor Hotels has launched an International Convention Centre in Jaipur. A Mega convention Centre is set to come up in Knowledge Park II in Greater Noida soon. Hyderabad International Convention Centre is at par with global standard. The common convention centre used in Bombay Exhibition & Convention Centre and Pragati Maiden in New Delhi are under renovation and makeover.

As a result of these developments there is a sudden rise in new players in the Industry.

Challenges Ahead of MICE

- **Lack of Infrastructure, Amenities, Access and Connectivity**

  Despite continuous efforts, our infrastructure has not improved that can be compared with neighbouring countries like, Dubai, Thailand, Malaysia, Singapore, and China. Beyond the Metro cities, the facilities are not up to the mark. There is a need to bridge a last mile connectivity and give a boast to infrastructural development to see a rapid and healthy growth of the segments.

- **Skill Development**

  A major challenge for this industry is skill development and talent retention. MICE is a specialised business and so requires a lot of highly trained and skilled manpower which needs to be retained also.

- **Marketing and Promotion**

  There is a need of aggressive promotion and marketing of the destinations. It can be done with teaming up with Airlines, Hotels, Transport Companies, Cultural organizations, and travel agents to tap the MICE clients. The State and Central Government should work together for the promotions and marketing with planned budgets.

- **New Destinations**

  There is a need to develop additional convention destinations for small and large meetings. Searching for locations away from city environment, interesting spots, entertainment theme parks etc. along with providing finest conferencing facilities of international standard.

- **Food and Catering services**

  We need to develop the food and catering services to make the national as well as international food available easily for the foreign clients or participants.

- **Government Regulations and Procedures**

  We need to provide single window facilities for the processing of the documents of the events. Also, to have easy processing for getting local licenses and permissions for holding group events at hotels, resorts or at public places with safety and security.

- **Safety and Security**

  The State and Central Government needs to work together to have strict measures for the safety and security at the MICE destinations.

- **Insurance Cover**

  Irrespective of the security measures and proper planning, contingencies may happen. So, risk is always there. As a safety measure, the Business needs to have Insurance Cover for the meetings, events, along with the Business setup including all Assets and liabilities.

- **Impact of GST**

  With the implication of Goods and Service Tax (GST) all over the country, now the MICE segment is facing adverse effect on the business. It has resulted into high accommodation cost and restaurant cost. The industry is facing cancellations and reductions in business. So, simplifying and reducing the tax structure is the biggest challenge for the growth of this segment.

Recommendations

·Tax rates should be reduced so that the total cost on the Client's Itenery will reduce and encourage MICE tourism in the country.

·Proper Infrastructure is needed to be developed for better facilities and mode of transport along with providing basic amenities like power supply, drinking water, clean and well-maintained space. This will help to serve leisure purpose also.

·Till now Insurance cover for MICE tourism is not provided in India due to which Hoteliers are finding risk in organising MICE in their Hotels. Insurance protection will give them confidence and encourage organisation of MICE events.

Conclusion

MICE segment has promoted and boasted the Corporate Sector by using new trends and digital techniques for the overall economic development of the Country. The potential for development of this industry due to use of digital technology is un comparable. This will reduce the cost and improves operations to tap the business. India is viewed as one of the fastest growing Economy. MICE, though a sub segment of Tourism Industry, but revolutionising the Business and Corporate World with highest foreign revenue generation.

By overcoming the challenges and with help of digitalisation there is a lot of the possibility of increasing MICE into India. To sum up MICE acronym can be made as **M**ay **I**ndia **C**onvoke **E**nergy to boost our economy and make MICE successful.

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NOTES



SMT. SUNDERBAI HANSRAJ PRAGJI THACKERSEY

(11-06-1885 to 12-01-1980)

Smt. Sunderbai, **a soul of religion and education, selfless service and philanthropy, had lived a meaningful life, just short of only five years, to become a Centenarian.**

At just the blooming age of 12 years, she was honoured with the nuptial sanctity in the year 1897, with Shri Hansarj Pragji Thackersey, the grand son of Shri Thackersey Muljiseth. At a very young age, Shri Hansarj Pragji Thackersey had settled down well in business and won laurels in zthe social and political arena as well.

At the age of 39 years, having lived a wedded life for 27 years, the cruel fate snatched away from her, Sheth Shri Hansraj. At that time, though miserably bereaved of the life's partner, her profound faith in Almighty and her religious mental spirit, accorded in her great courage and strength, to take up faithfully and creatively all the responsibilities of unfulfilled assignments and cherished dreams of her loving counter-part.

She created a Trust, "Hansraj Pragji Thackersey Education Fund" in memory of her late husband and from its corpus, set up the Hansraj Pragji Thackersey Girl's School.

She channelised her wealth for many good causes. Her donations for the development and maintenance of educational institutions in Dwarka and a college at Nasik are worth the note in the history of the progress of education for girls.

She had made a royal donation to Vanita Vishram, at Bombay and Surat, and offered her devoted services, for about three decades, on its Managing Committee.

She also encouraged many students to go abroad for studies or business. For more than half century, this spacious building at Maharshi Karve Road (Queen's Road) stands monument, now housing the Gujarati medium H. P. T. Girl's School, an English medium - The Blossoms Sunderbai Thackersey English High School, and a large Assembly Hall, popularly known as Sunderbai Hall.

She was also one of the pioneers and the main supporter of the Bhatia General Hospital, which she equipped with the latest equipment and made it as one of the leading hospitals. Here she rendered her services as the Hon. Secretary for many years.

She, under the close association with Lady Premlila Thackersey, her nearest relative, the founder of the S.N.D.T. Women's University, Mumbai, had directed her donations to this University and to-day, in her memory. stands SHPT School of Library Science and SHPT College of Science at Mumbai and one of the Sections of Polytechnic of this University at the Juhu Campus. She was a member of the Senate of this University, for a number of years.

The heritage she has left behind her, is benevolently utilised with the same zeal and spirit, bearing in mind her ideals of life, by her devoted loyal Trustees, who execute her cherished dreams, with no axe to grind.

She had lived a life in the service of humanity,
keeping her goal, "Work is Worship".



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