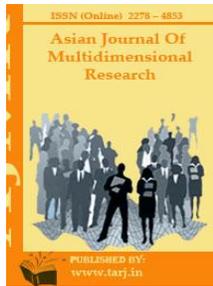
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FOOD AND LIVELIHOOD SECURITY – AN EXPERIENCE OF A DROUGHT PRONE VILLAGE IN WEST BENGAL, INDIA

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ABSTRACT

The present paper based on three ponds, attempt to quantify contribution of Common Pool Water Resources specially in making food and livelihood security to the lives of tribal peoples of Drought Prone Bankura district, West Bengal, Eastern states of India. Side by side the paper examines the Key factors of that contribute to the sustainability of the resource base. The study finds out that small individual effort initiated properly by community member suffering from common threats of living, to design government welfare programme in creation and maintenance of productive Natural Resources, collectively involving local community, will lead to sustainable cultivation and hence food and livelihood security in drought prone areas, where opportunity of alternative livelihood is limited. The poverty traps turns into cyclical self propagating forces which raise the standard of living.

KEYWORDS: *Food Security, Livelihood Security, Ponds, Sustainable Cultivation, Awareness.*

I. INTRODUCTION

Rural livelihood means rural sources of earning or income by which rural people are living their lives. Rural livelihoods provide a comprehensive picture of how rural poor households cope with a variety of risks and shocks in meeting their essential food and non-food needs. In India there are various sources of earning in the rural areas. These sources are mostly concerned with agriculture and allied activities. To survive and stabilize their income rural people are also depends on diverse options in non-farm activity mainly in the lean season. All the sources of income particularly in rural areas are directly related to natural resources of those particular areas. In rural areas, the nature of the earnings is generally traditional and really uncertain. Land based rural livelihoods of small and marginal farmers are increasingly becoming unsustainable. The risk of livelihood failure determines the vulnerability of a household to income, food, health and nutritional insecurity.

Jodha (1986, 1990), (Beck 1994), (Cavendish, 2000), (Vedeld et al., 2007), Pasha (1992), had pointed out that, there were important role of Common Property Resources (CPRr) in the lives of rural people. Village forests, grazing lands, rivulets, and watershed drainages play a significant role in meeting livelihoods, supplementing income, and complementing private property based activity. CPRs also greatly contribute to the poor man's nutrition by facilitating his food gathering from forests, ponds, and other sources and strengthening his self-provisioning system. Hence CPR revealed a number of important issues that are relevant to both anti-poverty programmes and strategies for development and management of waste lands in the dry regions. With differences in agro-climatic character in varied regions, varying degree of access provided by the existence of multiple rights, there is enormous evidence in all over India, that contribution of CPRs is very much important, especially to the rural poor land less labourer small farm household and particularly to woman and girls in sustaining their livelihoods towards the employment and income generation seasonally or specially in times of agricultural crises. But unfortunately most important livelihood base were not recognized by the researcher as well as development planner. According to Jodha (1986) "An important factor completely disregarded by development policies and programmes in India is the role of common property resources in the economy of rural people, particularly of the rural poor. Despite their significant contributions to the economy of rural people, these resources have seldom received enough attention of planners". Jodha (1986) rightly assessed that (i) Rural development planning has largely emphasised private property resource (PPR) centred activities, be it the promotion of high-yielding crop varieties, or distribution of cross-bred cattle, or supply of electricity for ground-water lifting devices (ii) Inadequate understanding of the survival mechanisms used by the poor as well as the complementarities between CPRs and PPR-based activities in rural areas (iii) The contributions of CPRs are not only numerous and varied but they are often available as a matter of routine. Consequently, they often go unnoticed by rural researchers as well as by development.

As a result fruit of green revolution goes to the hands of large and rich farmer. The large mass of rural poor remains vulnerable despite many attempts to raise their standard of living by the India government.

Therefore he suggested that management of CPRs should be an integral component of resource-centred prospective technologies and development strategies directed at conservation and better use of waste lands and the environment in the dry regions.

Agarwal and Narain (2000), Anna Hazare (1997), Anon (1998) represent the potential of generating wealth and well-being from rain water harvesting and it takes short time to transform a poverty stricken destitute and ecologically devastated village to a rich and green village in Ralegan Siddhi, Tarun Bharth Sangha, Alwar & Madhya Pradesh case study. In all the cases resource base was created when people relating to the resource facing severe crisis.

In Sukhamajri village, villagers built a small tank to capture rain water and agreed to protect their watershed in 1979 when they face severe drought. Subsequently the economic and ecological changes have taken place. Village level Institution evolved out to manage the resource base, which is crucial for the entire exercise.

Krishna Bhaurao Hazare – a retired driver from the Indian army began work in the village Ralegan Siddhi in a drought prone area of Maharashtra, by constructing a storage pond, reservoirs and gully plugs in 1975. Every effort was made in the village to ensure people's participation

including women and to ensure equitable access to the resources generated. Today not a single inhabitant of the village depends on drought relief.

In 1986, assisted by Tarun Bharat Sangha (a local voluntary agency) the villagers of Gopalpura (a poor and drought stricken village in Rajasthan) built three small earthen rainwater harvesting structures, locally called johads using traditional knowledge on their village grazing land to store monsoon rains. The storage water then used to irrigates their fields and increase percolation in the grounds to recharge wells. Today villagers has enough to eat and do not have to migrate any more. What is absolutely stunning today is to see the rebirth of several rivers in the region. The voluntary agency follows clear guide lines - villagers contribute land and labor while Tarun Bharat Sangha supplies external resources like cement for construction or diesel for tractors. Gram Sabha is the decision making body.

Watershed management programme of district Jhabua in Madhyapradesh, has become outstanding example in which the government has been able to intervene in a way that promote public participation in environmental management.

These studies from India represent the transformation from a state of ecological poverty to a state sustainable economic wealth. These micro experiences are remarkable as they are testimony to the potential of generating wealth and well-being from rain water harvesting and it takes short time to transform a poverty stricken destitute and ecologically devastated village to a rich and green village. These examples of community management of natural resources teach us that sustainable management will be succeed when people are given the right to manage their natural resources base.

The present paper based on three ponds; attempt to quantify contribution of Common Pool Water Resources to the lives of tribal peoples of Drought Prone Bankura district, West Bengal, Eastern states of India. Side by side the paper examines the Key factors of that contribute to the sustainability of the resource base.

After discussing the methodology adopted in the study in section II, the paper describes the tribal settings and evolution of Water resources in section III. Section IV presents the contribution of Common Pool Water Resources to the lives of tribal peoples. Section V examines the factors that lead to the self perpetuating forces of development.

II. RESEARCH METHODOLOGY

The resource studied was a group of three water bodies (ponds) belonging to the tribal community in the village Chamtagara of Chhatna block in Bankura district, West Bengal, India. An intensive study was done to know the features of the resources and the behavior of the concerned beneficiaries. Primary data was collected from a voluntary organization of Chamtagara named Vivekananda Adibasi Kalyan Samity (VAKS) and tribal and non tribal community of Chamtagara. This voluntary organization evolved out from the committee constituted to construct and maintain water resources in 1961.

A structured questionnaire with multiple-choice questions followed by interview and group discussion has been used for the collection of data. Questionnaire was set in accordance with the objectives of the study. The survey was under taken in December 2004 with interviews of Anath Saren, secretary of Vivekananda Adibasi Kalyan Samity (VAKS), Chamtagara to know about the history of the organization and it's functioning. This was followed by interviews of 15 randomly Chosen members to identify their socio-economic characteristics and learn about their

association with the committee for maintain Ponds. I held two group discussions with five members each randomly chosen (without replacement) consisting one female in first group and two female in second group. Finally the audited financial records (financial year 2003-2004) of the VAKS was analyzed. Side by Side interview was taken from one member (eldest, male or female) of each 33 tribal household except the members interviewed in the VAKS. To know the relation between tribal and higher caste tamboli, about 20 tamboli household was interviewed.

III. TRIBAL SETTING

The District of Bankura lies between 22⁰35' north latitude and 86⁰36' to 87⁰46' East longitudes. Administratively, it is located in the Burdwan Division in the Western Part of the state of West Bengal, easternstate of India. It is known to be a backward district in terms of socio economic development. Chamtagara village situated in the drought prone Chhatna Block of Bankura District.

In the chhatna block, industry is nonexistent. Agriculture is the major economic activity and characterized mostly by a mono-cropping system. Here land is undulating, soil is poor in nutrient contents and the rainfall is low and erratic. Irrigation facility in the block is limited. As a result, agriculture production is very low. Low agricultural production may be the important cause of economic backwardness of the people which is severe particularly among the schedule caste (SC) and schedule Tribe (ST) communities.

Above 50 percentage of the total population are belongs to Schedule Tribe (Santhals) in the Chamtagara village. They lived in the West part of the village and in the East there lived higher caste 'Tamboli' society.

Distribution of tribal population in the Chamtagara village in 1962.

0-1		1-6		6-15		15-60		Above 60		Total	
Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
3	2	10	8	17	14	60	49	11	5	101	78

Source: VAKS

Total tribal household= 33; Total tribal population = 179; Average size tribal household = 5.42; Total tribal Working population = 109; Working population per tribal household = 3.3

From the VAKS, it is known that, majority of tribal people in the village are agricultural laborers. As agricultural activity is seasonal, they do not get the scope of employment as daily laborer regularly throughout the year. To earn their livelihood they had to migrate three to four times in a year to the agriculturally developed Burdwan and Hooghly district and suffer a lot. Children and old parents of such migratory laborers stay in their home which in turn creates various problems. Economic backwardness among Schedule Tribe population is manifested through high illiteracy rate, poor health status, ignorance, superstition and poor consciousness about sanitation, family planning etc.

GENESIS AND EVOLUTION OF WATER RESOURCES

In 1961 when new house wife Sundari entered her husband's village, Chamtagara visualized that they (Tribal Society) are dominated by higher community 'Tamboli' as in case of other villages in Bankura district. All the ponds are owned by Tamboli society. In summer ponds are dried up. The remaining little water in bottom is used for domestic needs, live stock rearing etc. Due to

ownership & dominant power, the member of Tambuli family, getting priority but the tribal on the other hand had to wait till Tamboli's needs were met up.

Tribal, low caste, untouchable, Sundari had to return home without using water from nearby ponds after a long wait under scorching heat of mid day of a summer like other days & other members of her society.

The fact struck her mind and she visualizes the problem of her entire society in her own eyes. She realizes that bathing; washing utensils & clothing and extinguish fire is must for normal living. There are no alternatives of water, alternatives of ponds. To get the required water for everyday use they needed ponds from where she, her family members, members for her society got water sufficiently, freely without any exclusion.

She came to know after discussion with her family members & members of her society that ponds gives more utility, it can reduce the damage of crop harvesting due to uncertainty of monsoon. To construct pond require land & labor. Most household in tribal society have fallow land and unemployed labor. To mobilize such valuable resources in to productive purpose efficiently needed initiatives & devotion. Sundari Saren filed a project in PL- 480 scheme with the help of a person of Santiniketan involving village level Development project. The project was sanctioned. They bring their sanctioned food article from Calcutta port with the help from a rice mill owner of nearest town jhantiphari, Bankura.

She faced another problem, the problem of selecting land for construction of ponds. They can use ponds for domestic needs & extinguish fire if ponds are within the hands distance; it fills by water and recharge ground water if it is dug in the catchment of water flows. It has to keep in mind how much lands are getting irrigated. Though main land area of projected pond belongings to the tribal community, the ponds cannot be constructed if the owners of few 'Kathas' (1 kathas = 720 sq ft) of private property land are not agreed to give up.

Sundari, with her own initiatives, let them understand how a pond benefits society, solve their traditional problem of water, financial benefits of creating ponds to both those who gives land & labor. She involved the persons, even who will be land less after giving his small plot of land for ponds. She formed a committee for digging & maintenance of ponds involving her husband Anath Saren, other members of her family and her society. Three ponds were excavated one after another during the year of 1962-65. Average area of each pond is 12 bigha i.e. 1.61 hectare excluding the bank of the pond. They decided to dig 6 feet deep in each year. Now the tribal community of that village became the owner of these ponds. The entire member who gave either their land or labor got user rights of ponds. Heirs inherit membership. It was settled that the membership can also be transferred to persons nominated by the members. Any new individuals outside the community cannot be inducted into the committee.

They dig a cube of 20 x 20 x 20 cubic feet in the middle of the pond to connect with source of ground water.

Member of the committee discussed that the excavation of ponds, earthen canal and bunds (Johard Bandh) in the catchment which prevented to flow water beyond the village premises. Ground water will be recharged and the water levels in the earthen canal will rise. This will help the villagers to irrigate their land easily with local devise 'sini' made of tin sheet, wood, pipe etc without using diesel pump. To check the soil erosion and to conserve the run off rain water, a number of jorbandh were constructed.

After solving water for domestic uses, irrigation etc..., they think about problem of drinking water. The only wells dug up with government sponsorship at higher caste belt for the entire villagers. The tribal did not get drinking water before Tamboli's demand for water were met up, even in the case when they had to keep their child or sick family person at home alone. They had forced to collect water from nearby small water bodies (doba). Disease like cholera & diaheora became part of their life. To solve it, they dig well in tribal belt of the village in the 1965. Separate committee was formed to maintain well. They also solve the problem of pollution by closing the open mouth of the well and put a hand pump in it. The waste water drained out to a nearby soak pits. In this way they dig 100 wells nearby and remote villages, one for each village with tribal concentration of Chhatna, Bankura-1 block of Bankura district.

At the time of survey some of the original members have grown older even some of them, including the dreamer Sundari Saren had died.

IV. CONTRIBUTION OF THE COMMON POOL WATER RESOURCES

1) WATER SECURITY

HOUSEHOLD NEEDS: As community ponds had excavated, primary demand for water met up. Tribal peoples got access water from their own sources for daily household activity. The age old dependency of tribal people upon higher caste Tamboli for their basic necessities of life had end up. Side by side dominant power of Tamboli society over tribal people was reduced.

SUSTAINABILITY: The digging of a cube of 20 x 20 x 20 cubic feet in the middle of the pond made connection with spring of ground water. This indigenous technology provides water sufficiently for house-hold work in summer, when pond is dried up and even in time of drought like situation.

IRRIGATION WATER: The excavation of ponds, earthen canal and bunds (locally called Jhord Bandh) in the catchment area, prevented water flow beyond the village premises. Ground water was recharged and the water levels in the earthen canals were rise up. These were helped the villagers to irrigate their land easily through 'siphon' and with local devise called 'sini' made of tin sheet and wood. Uses of costly diesel pump became limited.

DRINKING WATER: To solve the problem of drinking water, community well in tribal belt of the village was dug in the year 1965. The problem of pollution was solved by closing the open mouth of the well and putting a hand pump in it. The waste water drained out to a nearby soak pits. In this way well digging and maintenance committee was dug 100 wells nearby and remote villages, sequentially one for each tribal hamlet of Chhatna and Bankura-1 block of Bankura district.

2) LIVELIHOOD SECURITY

Traditional economic activities of the tribal people in Chamtagara village were the forest related avocation namely collection and sale of Sal and Kendu leaves, and seeds, dry woods, root, tuber, mushroom and other non timber forest product. However during the last few decades the large scale deforestation divested tribal population from their traditional forest related economic activities. Along with the deforestation, increasing rule and regulation imposed by forest department had reduced the accesses of forest by tribal people. Both of these contextual factors deprived tribal peoples from their livelihood opportunities and they became more and more vulnerable.

During the time of digging ponds, wells and other rain water harvesting projects, all the active man and woman of the age group 15 to 59 got jobs for 23 days on average in watershed development project during a month. Generally the works were done five to six month in year during different lien season, when agricultural activity is limited. Each household (taking 3.3 average working members) got 76 working days per month and 380 to 456 working days per year. The whole process of constructing and maintaining water harvesting structure generates nearly 14 thousands man-days each year.

Initially workers got only food-grains as wage but when Sundari attracted government and nongovernment Aid, workers got money as wages along with the stipulated amount of food.

Most impressive result is that the distress migration has reduced considerably and consequently the sufferings of the migratory labourers in the field and their children leaving at home with their grandparents. This single indicator strongly indicate that Sundari Saren become able to improve and secure livelihood of the vulnerable tribal villagers with her development initiatives.

3) PRODUCTION

Number of ponds, jorhbandh were constructed to conserve the run off rain water and to check the soil erosion. Aforestation and land reclamation programs gained importance among the local people. These water conservation efforts resulted in increased availability of ground water which in turn facilated development of community well. Cultivable waste land came into cultivation.

Availability of water for irrigation raised the productivity of paddy. Between 1963 and 1969 rice production has doubled from 1.5 quintal per Bigha to 3 quintal per Bigha, i.e. 1.05 ton per hectare to 2.09 ton per hectare. Mono-cropping farming now turns to double or multiple-cropping farming including fruits and vegetables. Tribal peoples had jointly taken decision to cultivate low water consuming crops in Rabi season. Ultimately total production of paddy increased manyfold.

Water conservation initiatives improve the moister in the ground. Barren land became good producer of grass, where Tribal people had accessibility. Boundary bank of cultivated land also produces good amount of grass. Grass production has increased tremendously. Grass is best fodder. Availability of fodder of best quality at free of cost reduced the cost of maintaining Bullock, the most important input in traditional farming, which in turn reduces the cost of cultivation. Availability and accessibility of fodder freely encourage tribal people to increase number of live stock population. Each household started to keep 2 Bullock, two to three cow and 6 to 7 goat or ram. The composition of live stock also changes. The number of pig went down from 10 to 12 per family to nearly zero. Daily milk production had increased from zero to 0.75 liter per family. Increase in number of goat and ram meets the meat requirement, mainly in the festival and occasion in the vulnerable family. Protection of watershed had resulted increase in tree density in the woodland, which in turn raised the production of wood and leaf both used as fire wood. Side by side wood was used for making Cart and Plough which again reduce the cost of cultivation.

In this way real income of the tribal people had increased substaintially. Their livelihood opportunities had widened. They found their way of sustainable livelihood. Most of the tribals, who earlier to migrate with their men and women to work as labourers in cities are now returning to till their land which had been lying fallow for decades. People are still practicing traditional

farming but now they have enough to eat and do not have to migrate any more. In this platform if tribal people got scientific and technological help, their production can be increased many times.

4) FOOD SECURITY

When the work goes on every participant got 2 kg food-grains daily. Male and female labourers got equal amount of food-grains as wage. The food grains obtained in each household with 3.3 working members on average per family was sufficient to meet the daily requirement of whole family members with average family size of 5.4 including aged parents and children below 15 years. Workers, who had children below five years of age, were got extra allowance of barley, milk powder and baby food. The process was created an opportunity to exchange their labour entitlement to access their food items. Though there was no choice of food, the days to remain un-fed were ended up.

Availability of water for irrigation raised the productivity of paddy. In the initial years earthen banks of the newly created ponds and water harvesting structures were fertile and produced a huge amount of green vegetables like gourd, pumpkin, bitter melon, green chili, Banana etc. These harvested vegetables were distributed equally among all Santhal households. Extra harvested vegetables over their own consumption were sold in the nearby market.

On the water of the ponds, fish were cultivated. They got fish three to four months in a year. Of these months fish was harvested once a week. About 2 kg of fish was distributed to each household every week and extra harvested fish was sold in the market. Tribal people also purchased fish on occasion and in festival at a subsidized rate.

Farming of poultry birds like duck and hen to produce egg and meat became easy with availability of water and gleaned grains in the field. Each tribal family started to keep 5 to 6 ducks and hens.

All these processes create another opportunity to access their diverse food items to tribal households. The era of collection of different food items with uncertainty from nearby forest was ended up. Now they have sufficient food to satisfy their diverse choice for each member.

5) NUTRITION SECURITY

As soon as the tribal families use safe drinking water from protected well with closed mouth, hand pump, drainage to soak peat etc, the disease like cholera, Diarrheal disorder, infection were reduced immediately. Absorption of nutrients from food became higher. Infant and pregnant women became healthier. This in turn infant mortality rate and birth of low weight babies decreased considerably in the village.

6) MONETARY SECURITY

With money from selling of Fish, Vegetable...etc, pond monitoring committee generates monetary fund. One of the members reminds that in the first year of creation of pond they generate a fund of Rs 10,000 (Rs 2000 from selling of vegetables and Rs 8000 from selling of fish). As the development program goes on the fund grows larger and larger. Another member says that goat, Ram, Duck, Hen, used as good shock absorber. In times of sudden financial needs (medical expenses, double purchase of seeds in times of drought, death of Bullock etc..) they sold their farm animal. This liquid monetary fund and animal asset protect the hard working poor tribal from mortgage their lands against loan in the hands of money lender belonging to the higher caste community in case of illness or any other financial needs. This is another way to

reduce the dependency of tribal people upon higher caste Tambuli. The result ended the age old exploitative mechanism of money lenders.

Members of tribal society also get other benefits like educational Aid for their children, medical allowance for aged persons & children's.

7) AWARENESS GENERATION AND WOMEN EMPOWERMENT

It has been realized by Sundari Saren that one of the major causality of social and economic distortion among the indigenous people is the low spread of education both formal and informal particularly among the female. It has also been understood in course of time that education is not an isolated problem; it is rather associated with health, economic conditions and standard of living of the people concerned.

A number of problems like malnutrition, infection, lack of appropriate health awareness and lack of suitable housing and lack of adequate medical facilities continued to be accounted and even the most unwanted outcome, the death. Children and mothers are worst sufferers in this connection.

Sundari started health awareness and family planning program involving worker of health sub-center. Let them understand about the evils of delivery at home instead of hospital and how frequent pregnancy effect badly in their physical health, productivity, income, nutrition and standard of living.

It has also been observed that the family bondage among tribal people is not very strong. The wives are often looked upon not as a full time life partner but as a working asset capable of undertaking both field and household work simultaneously. Whenever, the women become incapable of such hard work due to ill-health, pregnancy etc. they are driven out by their respective husbands and by their family members.

All male and female were goes to work to earn their livelihood. On the way of returning males had spent their days earning in country liquor shop. Returning with drunked, they beat their wife for a negligible excuse. Due to ignorance, such tribal woman losses her social and legal rights and became the victims of informal divorce. These women believe that it is the right of her husband.

Sundari after interaction with the Tribal community realized that most disadvantaged, neglected and oppressed a lot of the tribal population are the womenfolk's who are often subject to various type of social subjugation on flimsy grounds. For example, whenever a woman, for various reason, known or unknown, is not having good relation with her husband, parent-in-law and even with neighbourers given to her is to band as witch. The unfortunate lady was losses her all social communication and possibilities of economic avocation.

Sharing the feelings with fellow women Sundari realized that the problem is not exceptional but in general. She united all the tribal females including the victimized women and formed a committee. Unitedly they faced the said drunked male partner and wanted to know the reason behind the disturbance in tribal belt. They said that your wife after doing the same work with you, collect fire wood, making food, washing cloth but need no bear. Our children also learned the same as you done. If you do not go to liquor shop, you could save the money spend on liquor. By which you can purchased some nutritious food like egg or vegetables. Your children will be healthy. They will be less infected in disease. Their ability to doing job will rise. Income of your

family will rise. Peace will return. You could send your children to school. The male member forced to keep the word that this fact (drunken) would not repeat in future. Being fear, others male member used to avoid liquor shop. Now except occasion no one drink alcohol.

When the problem of water, cultivation, livelihood, food, nutrition were solved, with Sundari Saren's awareness programme people think to raise their standard of living. They think they should send their children to school. In school they enrolled their children freely; tribal children got books, school uniform at free of cost and also got scholarship. So to send their children in school is not burden. Gradually all tribal's started to sending their children to school one after another. Tribal has reservation in government service. When one or two person got government job after passed in class viii or class x, the interest to go to school increased many times. Now a day's most of the tribal children have goes to school. Occurrence of dropout rate in secondary level is rare case.

V. STRATEGY OF SUCCESSFUL CO-OPERATION

In historical & socio cultural context, the economic opportunities outside the domain of the resource were important variable affecting perceptions about cost and benefits. The labor market was extremely rigid in the sense that unemployment and income is insecure. The uncertainty & risk of loss of livelihood created a complex situation where transaction costs in the form of search cost & insecurity of job reduces the efficacy of the labor market. Individuals can no longer be guided by market principles (in the form of seeking sectors with highest returns) in allocating labor (Hussain and Bhattacharyya 2004)

Within geographical, historical, socio-cultural background, Santhals of Chamtagara village were locked in poverty trap. Sundari Saren's movement breaks the ignorance about the need of their (tribal people) pond. A small individual effort collectively produces a large productive asset which provides flow of benefits generation after generation and solves old age problems. Tribals people were motivated and being united they promise to give up their land and labour to dig ponds. To start work they were needed food. Sundari was taking help governments grant in terms of food grain. These initial investment acts as big push which breaks the poverty trap. As work were started forward and backward linkage were occur one after another and the beneficial stream became self perpetuating. Now the poverty traps turns into cyclical self propagating forces which raise the standard of living. As the tribal peoples of the village where use outside help in creating productive asset efficiently the self perpetuating beneficial forces runs sustainably even when the outside help stops.

Now the problem is to run the system of self perpetuating forces of development sustainably. The resource created is belonging to the tribale people. It is common asset of to all member of Santhals community. They got accessibility to the resources freely. So there arises a problem of free rider. It demands a strong institutional set up.

Tribal society had their own culture, feeling of alienation from the mainstream culture, greater community sense, and a combative spirit. These shaped the perception and attitudes of the tribal and gave them a socio-cultural identity from that of higher caste Tambuli society of the village. They were able to communicate with each other easily, were willing to suffer great hardship, plan over a longer time period, discount individual sacrifices for group welfare, to a greater extent than the other caste of the villages. Thus mutually consistent expectation what can be called a collective consciousness was created within the members, and gave them their collective

identity. This created a sense of community amongst the members and served to reduce the transaction to cost of collective action. These makes sundari saren's task easy to build institutional form in maintaining the resource sustainably.

Louderadale et al (1984) have shown in a game theoretic frame work that the perception of a common threat may increase group solidarity. The creation of a group identity encourages co-operation because members of a social group tend to regard other members favorably and believe them trust worthy, honest & Co-operative, Other members of the same group are expected, therefore, to reciprocate co-operative behavior. In addition, inclusion with a social group reduces social distances between members so that they make less distinction between their own and other's welfare.

Hence Sundari Saren's movement raises the consciousness about need of their own water resources and the threat of other community, dominancy; untouchables etc. and force the tribal society to co-operate. The small size & the homogeneity of the tribal community reduce the transaction cost of imposition of property rights and formation of institution. Tragedy of common no longer be operative.

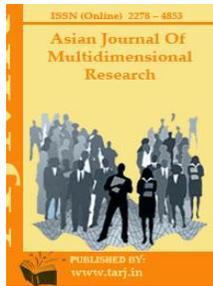
CONCLUSION

Within geographical, historical, socio-cultural background, Santhals of Chamtagara village were locked in poverty trap. Sundari Saren's (A tribal lady) movement breaks the ignorance about the need of their (tribal people) pond. The threat of other community, dominancy; untouchables etc, lack of alternative livelihood opportunities force the tribal people to cooperate. Unitedly they promise to give up their land and labour to dig ponds. Government grants of food-items acts as big push and breaks the poverty trap. Traditional cultivation became sustainable. Distress migration has been stopped. Awareness among female about education, health, family planning, sanitation and empowerment of women mainly inside the family raise the social & economic condition. Poverty traps turns into cyclical self propagating forces which raise the standard of living. Hence development of rural infrastructure like water harvesting structure through community participation with strong leadership using government development program will lead to sustainable cultivation and hence food and livelihood security in drought prone areas of Bankura district where opportunity of alternative livelihood is limited. The strategy may be useful in other parts of the country suffering from similar draught, food and livelihood insecurity.

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CUSTOMER PERCEPTION AND BEHAVIOR TOWARDS CARNATION: A STUDY WITH SPECIAL REFERENCE TO JALANDHAR CITY

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ABSTRACT

The study focuses on the perception of customers towards carnation. A sample of 50 customers was taken from Jalandhar city. The data was analyzed by applying t-test. The results indicated that overall customers were not satisfied with the service provided by carnation, but they happy with schemes run by carnation such as free coupons, reminders etc.

KEYWORDS: *Carnation, Perception, Satisfaction, Service.*

INTRODUCTION

Perception is the process by which audience perceive things differently, it is inevitably based on unfinished and unproven (or unreliable) message, it is equated with actuality for most realistic purpose and guides human behavior in general. Although it is all about the thinking of the human being, that how they perceive things differently, the senses were traditionally viewed as passive receptors, the study of illusions and ambiguous images has demonstrated that the brain's perceptual systems actively and pre-consciously attempt to make sense of their input. It is all about the things and acting of human mind. In the case of perception the audience watch same thing and conclude it differently such as some people say the glass is half filled and some say it is half empty. So for the same thing people have different views, perception deals with the sensation, attention and interpretation. Perception is about how you see the situation and deals with it. It may happen other person deals with the same situation differently. It doesn't mean that two individuals deal with the situation in a similar manner. Consumer behaviour deals with different platform. It studies customer's features on the basis of age, gender, income and behavioural aspects in an effort to appreciate people want. It also tries to assess the influences of buyer from groups such as family, peers and society in general. Customer behaviour study is based on different things such as on consumer buying behaviour, in which buyer plays three different roles namely consumer, spender and purchaser. This study has shown that consumer behaviour is quite difficult to predict, even for experts in the field. Companies use different

marketing techniques to satisfy customers need and wants. No doubt, consumer behaviour keeps on changing with change of time and experience.

REVIEW OF LITERATURE

Mandeep Kaur and Sandhu (2006) focus on some important features of cars and considered that the most of the respondents focus on the safety and comfort factor, majority of the customer demand for luxury feature at low price. So the manufacturers must design the product giving maximum importance to these factors. Chidambaram and Alfreed (2007) study examine the customer behaviour regarding the pre purchase behaviour of car, they focused on different factors but as per the customer more importance is fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, technology and they prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price. Satya Sundaram (2008) analyzed the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. The study also reveals that diesel cars are becoming popular in India. Clement Sudhakar and Venkatapathy (2009) studied the influence of friends group play an important role in purchase of car in Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and mid-sized cars. Brown et al (2010) analyzed the consumer's showing positive attitude towards European, Japanese and the US cars. The brand name is more important for customers in that, the buyer behaviour in Namakkal in Tamil Nadu is sought to be analyzed here. The scope and the area of the study are unique in nature.

OBJECTIVES

The purpose of this research was to study the behavior of consumers and their perception towards carnation. Hence, the study aimed at the following objectives.

1. To know the overall satisfaction level of customers towards carnation
2. To know the customers perception towards carnation

METHODOLOGY

SAMPLE

The present research was conducted on a sample of 50 customers from Jalandhar District, Punjab, and samples were randomly collected. The age of the customers vary from 25-52 years.

PROCEDURE

The questionnaires were distributed to the customers and they were asked to read the instructions given in the questionnaires. No time limit was given to fill the questionnaires but it was expected that respondents would fill the same within 15-20 minutes. Cronbach's Alpha was used to make sure the internal reliability of the instrument, the value of alpha should lie between 0 and 1. In our case, the value of Cronbach's Alpha comes to 0.511. The reliability and validity was found to be within the acceptable norms.

RESULT AND DISCUSSION**TABLE 1: SHOWS THE MEAN VALUE AND STANDARD DEVIATION**

Sr. no.	Elements	Mean	Std. Deviation
1	Are you happy with the service provided by carnation	3.2800	.809
2	Does carnation provide quality service	3.1600	.865
3	Do they take customer feedback or listen to the customer view points	3.1000	.952
4	Do they listen to your problem and also solve them	3.1200	.939
5	Price charged by carnation	2.7200	.783
6	Do like Coupons provided by them	3.5200	.788
7	Pick and drop facility of car at your point	2.2000	.670
8	Do you think Carnation provide best service for your car	2.7400	.632
9	Do they remind you regarding the your next service	3.8400	.650
10	Experience after servicing your car from carnation	2.7200	.809

Table 1 shows the mean value and standard deviation of various elements, such as are you happy with the service provided by carnation having the mean value 3.280 and standard deviation of .809. Does carnation provide quality service showing the mean value 3.16 and standard deviation of .865. Do they take customer feedback or listen to the customer viewpoints having the mean value 3.10 and standard deviation of .952. Do they listen to your problem and also solve them having the mean value 3.12 and standard deviation of .939. Price charged by carnation showing the mean value 2.72 and standard deviation of .783. Do like Coupons provided by them having the mean value 3.52 and standard deviation of .788. Pick and drop facility of car at your point having the mean value 2.20 and standard deviation of .670. Do you think Carnation provide best service for your car having the mean value 2.74 and standard deviation of .632. Do they remind you regarding your next service showing the mean value 3.84 and standard deviation of .650. Overall experience from carnation having the mean value 2.72 and standard deviation of .809.

TABLE 2: SHOW THE ONE-SAMPLE TEST

Elements	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Are you happy with the service provided by carnation	2.447	49	.018*	.2800	.0500	.5100
Does carnation provide quality service	1.307	49	.197	.1600	.1860	.4060

Do they take customer feedback or listen to the customer view points	.742	49	.462	.1000	.1708	.3708
Do they listen to your problem and also solve them	.903	49	.371	.1200	.1471	.3871
Price charged by carnation	2.527	49	.015*	.2800	.0573	.5027
Do like Coupons provided by them	4.662	49	.000*	.5200	.2959	.7441
Pick and drop facility of car at your point	8.442	49	.000*	.8000	.6096	.9904
Do you think Carnation provide best service for your car	2.905	49	.005*	.2600	.0802	.4398
Do they remind you regarding the your next service	9.134	49	.000*	.8400	.6552	1.024
Experience after servicing your car from carnation	2.447	49	.018*	.2800	.0500	.5100

*: Significant at .05 level of significant

The table 2 explain about the one sample t test in which various elements has been taken into consideration such as are you happy with the service provided by carnation showing the t value of 2.447 having the significant difference $.018 \leq .05$. The Price charged by carnation showing the significant difference and having the t value of 2.527 ($.015 \leq .05$). Do like Coupons provided by them having the significant difference with t value 4.62 ($.000 \leq .05$). Pick and drop facility of car at your point having the significant difference with t value 8.44 ($.000 \leq .05$). Do you think Carnation provide best service for your car showing the significant difference with t value 2.90 ($.005 \leq .05$). Do they remind you regarding your next service showing the significant difference with t value 9.13 ($.000 \leq .05$). Experience after servicing your car from carnation showing the significant difference with t value 2.44 ($.018 \leq .05$)

TABLE 3: SHOWS THE MEAN VALUE ON THE BASIS OF GENDER

Sr. no	Elements	Male	Female	t	Sig. (2-tailed)
1	Are you happy with the service provided by carnation	3.350	3.000	1.217	.673
2	Does carnation provide quality service	3.250	2.800	1.834	.204
3	Do they take customer feedback or listen to the customer view points	3.125	3.000	0.414	.428
4	Do they listen to your problem and also solve them	3.175	2.900	1.145	.023*
5	Price charged by carnation	2.825	2.300	2.630	.096
6	Do like Coupons provided by them	3.700	2.800	2.921	.033*
7	Pick and drop facility of car at your point	2.250	2.000	2.130	.002*
8	Do you think Carnation provide best service for your car	2.800	2.500	1.533	.940
9	Do they remind you regarding the your next service	3.900	3.600	1.540	.540
10	Experience after servicing your car from	2.825	2.300	2.588	.049*

carnation				
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*: Significant at .05 level of significant

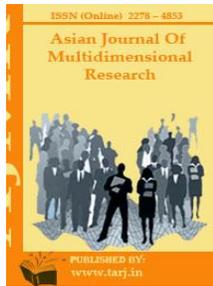
The table 3 shows the mean value on the bases of gender, in which listen to problem and also try to solve them showing the significant difference in male and female having the mean value of 3.17 and 2.90, having the t value 1.14 ($.023 \leq .05$). Coupons provided by them showing the significant difference in male and female having the mean value of 3.70 and 2.80, having the t value 2.92 ($.033 \leq .05$). Pick and drop facility of car at your point showing the significant difference in male and female having the mean value of 2.25 and 2.00, having the t value 2.13 ($.002 \leq .05$). Experience after servicing your car from carnation showing the significant difference in male and female having the mean value of 2.82 and 2.30, having the t value 2.58 ($.049 \leq .05$).

CONCLUSION

The results prove that customers are not satisfied with service provided by carnation. Their expectations are quite high when compared with whatever service is delivered by carnation to them. The analysis also prove that customers prefer carnation services in some cases such as free coupons by carnation which gives extra benefits to the customers at the time of car servicing, reminder of next service by making phone calls, but overall satisfaction level is not so high. With this customers also feel that carnation should go for two-wheeler servicing also.

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EFFICACY OF SARVA SHIKSHA MISSION IN THE JALPAIGURI DISTRICT OF WEST BENGAL: ESTIMATION FROM TEACHERS' PSYCHOANALYSIS

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ABSTRACT

Teachers are regarded as one of the most important group of professionals for Nation building. As the teachers are directly involved in the academic, mental, physical, moral, spiritual, and psycho-social improvement of the children, hence it will ultimately cultivate educational system. This study conducted in Jalpaiguri, a Sarva Shiksha Mission (SSM) district of West Bengal since 2002 to estimate and review the level of achievement earned by the Elementary Teachers from the SSM – its objective and purposes methods and approaches. While the level of Efficacy of SSM (Y) had been the dependent/predictor character (Y), the contributory factors had been Age (X_1), Education of teachers (X_2), Training Experience (X_3), Year of Experience (X_4), Engagement in other activities (X_5), Family Income (X_6), Social Participation (X_7), Interaction with Head Teacher (X_8), Interaction with School Inspectors (X_9), Interaction with SSM Personnel (X_{10}), Organizational Interfacing (X_{11}), Involvement in SSM actions (X_{12}), Value Judgment (X_{13}), Response about SSM activities (X_{14}), Use of TL Materials (X_{15}), Exposures to Media (X_{16}), Opinion about present education system (X_{17}), and Challenges to SSM (X_{18}). The statistical analysis demonstrated that while the variables like Education of teachers (X_2), Use of TL Materials (X_{15}) had wielded a substantive effect on the determining level of Efficacy of SSM (Y) and variables like Age (X_1), Education of teachers (X_2), Year of Experience (X_4), Engagement in other activities (X_5), Response about SSM activities (X_{14}) have been found to exercise significant regressional effect on the level of Efficacy of SSM (Y).

KEYWORDS: Efficacy of SSM, Social Participation, Organizational Interfacing, Value Judgment and Opinion Matrix etc.

1. INTRODUCTION

Teachers have a pivotal role to play in schools, especially in rural areas where they are the sole representatives of the education system. Most of school's excellence in fact depends on the teacher. There are two aspects of the quality of teachers that are especially relevant in the present context. The first issue has to do with the role of teachers in the management of the school. The diligence with which records are maintained, incentive schemes implemented, infrastructure maintained, as well as the regularity of teacher attendance and teacher involvement are all important determinants of teacher quality that affect educational outcomes. Unfortunately, all too often most or all of these areas of teacher performance leave a lot to be desired.

Major Finding of the NIEPA (1979) study were as follows in West Bengal (1979): Teachers by the large did not understand the importance of census and were unconcerned about the non-enrolment and dropped out children of the village .According to the teachers of four sample schools who were improved in the senses work, schedule cast (SC) and schedule Tribe (ST) girls enrollment was less than the enrollment of the girls belonging to the other casts. R. C. Sharma (2004) prepared a paper on "Implications of Environmental education in Teacher Education", in New Delhi, revealed that education particularly school education could play a greater role by making an impact on the thinking of young minds to protect the universe from deterioration. This paper suggested ways to attack teacher education for bringing out effective changes in school education. Adapting to an inter disciplinary nature, the author suggests the Environmental Education should go beyond school boundaries for reaching to all sections of the society. ⁽¹⁾ Suryanarayana (2006) conducted a study on the impact of radio lessons at the primary school level in the tribal area of Visakhapatnam District, Andhra Pradesh through questionnaire and interview with pupils, teachers and MRPs (Mondal Resource Persons). The major finding was that the presentation of the radio lesson was nice and it made the work of the teacher easier. ⁽²⁾ One of the important works done by B.N. Panda & Tapan Kumar Basantia (2008) "Multi-Dimensional Activities Based Integrated Approach: An Innovative Teaching-Learning Strategy at the School Stage" published in (Journal of The primary Teacher under National Council of Educational Research and Training of vide volume xxxiii number 1-2 , pp 68-78). He finds out that a new and innovative teaching-learning strategy, i.e. multi dimensional, activities based, integrated approach is discussed. This approach is learner-friendly, flexible, innovative and eclectic in nature and it may have wide implications for achieving the broad based objectives in different areas of teaching-learning with respect of attaining multisided devolvement among the learners. ⁽³⁾

In the study done by Anup Kumar (2008) ["Teachers' Perceptions towards National Programme of Nutritional Support to Primary Education (Mid-Day Meal Scheme)"] conducted a study in Government Primary Schools of Mandi district of Himachal Pradesh to find out perceptions of primary school teachers about the National Programme of Nutritional Support to Primary Education (Mid-Day Meal Scheme). A sample of 70 teachers, which included both males and females, were selected using purposive sampling technique. In the present study teachers' perceptions were studied by using a questionnaire. Along with this various problems related to implementation of this scheme were identified and suggestions were provided for making the scheme more effective. This study will be very helpful to the politicians, bureaucrats, researches, teachers and all others who are concerned with the mission to develop elementary education and reach the goal of UEE in India. The study was conducted to achieve the following objectives: 1. To study teachers' perceptions towards National Programme of Nutritional Support to Primary

Education (Mid-Day Meal Scheme).2. To identify various problems related to National Programme of Nutritional Support to Primary Education (Mid-Day Meal Scheme). 3. To provide suggestions for making the scheme more effective. There are some suggestions provided by the teachers to make this scheme more effective like: 1. Maximum teachers suggested that proper arrangement must be there before launching any scheme. 2. Maximum teachers suggested that proper arrangement must be there before launching any scheme. 3. The participation of local community in context to this scheme should be encouraged.⁽⁴⁾ Dr. Bharti Dogra (2012) prepared a paper on “Changing Perceptions about Children: Challenges for Primary Teachers”, in the Journal of ‘The primary Teacher’ under National Council of Educational Research and Training. This paper discusses various adjustments required on the part of the primary teachers in the light of changing perceptions about children's knowledge, learning theories, pedagogy, designing activities and catering to individual differences. This paper will help primary teachers as well as educators in better understanding of primary children as well as educational interventions required at this age.⁽⁵⁾ In the study of Chiter Rekha & Manoj Kumar (2013), found that ,This article describes the types, importance, need and significance of life skills education for prospective teachers and discusses the various strategies and methodologies to impart life skill education among prospective teachers. This information will help to understand the need of life skills education.⁽⁶⁾

2. OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE: To study the level of Efficacy of Sarva Shiksha Mission.

SPECIFIC OBJECTIVE

- i. To evaluate and assess the level of achievement earned by the Elementary Teachers from the SSM;
- ii. To assess the socio-personal and attitudinal casual variables viz. Age (X_1), Education of teachers (X_2), Training Experience (X_3), Year of Experience (X_4), Engagement in other activities (X_5), Family Income (X_6), Social Participation (X_7), Interaction with Head Teacher (X_8), Interaction with School Inspectors (X_9), Interaction with SSM Personnel (X_{10}), Organizational Interfacing (X_{11}), Involvement in SSM actions (X_{12}), Value Judgment (X_{13}), Response about SSM activities (X_{14}), Use of TL Materials (X_{15}), Exposures to Media (X_{16}), Opinion about present education system (X_{17}), and Challenges to SSM (X_{18});
- iii. To assess the nature, level and extent of inter dependence vis-à-vis mutual bearing taking ‘Y’ (level of Efficacy of SSM) as to be the consequent variable while the others (mentioned in item-ii) as explanatory variables .

3. THE STUDY AREA AND METHODOLOGY

The present study is based on intensive School survey conducted during January – June 2014, in one block of the district of Jalpaiguri of the State of West Bengal. The block (Panchayat Samiti), namely Matiali was selected at random, out of 13 blocks in the district. With the help of random sampling method 150 school teachers were selected from 5 Gram Panchayat (GP) viz. Bidhan Nagar, Indong Matiali, Matiali Hat, Matiali Batabari-I, Matiali Batabari-II of the Matiali Block. During selection of school teachers those schools were given preferences where dropout rate was comparatively high. A structured schedule containing 22 different questions / statements / views / opinion were placed before each teacher teacher separately to measure the level of Efficacy of

SSM. Here, in order to explore the problem, different statistical methods like correlation, regression, and step down regression have been adopted.

4. RESULT AND DISCUSSION

TABLE-I: COEFFICIENT OF CORRELATION BETWEEN Y AND OTHER 18 INDEPENDENT VARIABLES

Variables	"r" value
Age of teacher (X ₁)	-.1368
Education of teachers (X ₂)	0.2356*
Training Experience (X ₃)	0.1573
Year of Experience (X ₄)	0.0937
Engagement in other activities (X ₅)	0.1704
Family Income (X ₆)	0.0372
Social Participation (X ₇)	0.0772
Interactions with Head Teacher (X ₈)	-.1247
Interaction with School Inspectors (X ₉)	0.0108
Interactions with SSM Personnel (X ₁₀)	-.0322
Organizational Interfacing (X ₁₁)	0.0457
Involvement in SSM actions (X ₁₂)	0.0674
Value Judgement (X ₁₃)	0.0479
Response about SSM activities (X ₁₄)	0.1342
Use of TL Materials (X ₁₅)	0.2392*
Exposures to Media (X ₁₆)	0.0467
Opinion about present education system (X ₁₇)	0.0389
Challenges to SSM (X ₁₈)	-.0732
Critical value (1-Tail, .05) = +or- 0.215(*)	*Significant at 5% level
Critical value (2-Tail, .01) = +or- 0.281(**)	** Significant at 1% level

Table I presents the correlation studies between the dependent variable i.e. level of Efficacy of SSM (Y) and other seventeen (18) independent variables viz. Age (X₁), Education of teachers (X₂), Training Experience (X₃), Year of Experience (X₄), Engagement in other activities (X₅), Family Income (X₆), Social Participation (X₇), Interaction with Head Teacher (X₈), Interaction with School Inspectors (X₉), Interaction with SSM Personnel (X₁₀), Organizational Interfacing (X₁₁), Involvement in SSM actions (X₁₂), Value Judgment (X₁₃), Response about SSM activities (X₁₄), Use of TL Materials (X₁₅), Exposures to Media (X₁₆), Opinion about present education system (X₁₇), and Challenges to SSM (X₁₈). It is found that variables like Education of teachers (X₂) and Use of TL Materials (X₁₅) had wielded a substantial influence on the dependent variable that is, level of Efficacy of SSM.

Higher education is an educational level that follows a completion of a school providing a secondary education, such as a high school, secondary school, or gymnasium. Tertiary education is normally taken to include undergraduate and postgraduate education, as well as vocational education and training. In many developed countries, a high proportion of the population (up to 50%), now enter higher education at some time in their lives. Higher education is therefore very important to national economies, both as a significant industry in its own right and as a source of trained and educated personnel for the rest of the economy. Higher educational qualification (X_2) means enrichment in academic arena in terms of innovations; new experiences; deeper understanding in subjects; and better output in classroom teaching and accordingly teachers could have associated themselves in the participatory interacting during different training programmes. Higher Educational qualification enhances the teacher to know the different subjects at its higher level. As a result, they built up higher Efficacy index towards implementation of Sarva Shiksha Mission objectives.

In the field of Education, TLM is a commonly used acronym that stands for "teaching/learning materials." Broadly, the term refers to a spectrum of educational materials that teachers use in the classroom to support specific learning objectives, as set out in lesson plans "Teaching materials" is a generic term used to describe the resources teachers use to deliver instruction. Teaching materials can support student learning and increase student success. Ideally, the teaching materials will be tailored to the content in which they're being used, to the students in whose class they are being used, and the teacher. Teaching materials come in many shapes and sizes, but they all have in common the ability to support student learning.

Teaching materials are the aids used by the teacher to help him/her in teaching his/her lesson effectively. Learning materials are the aids used by the learner to help him/her learn effectively. Both teaching and learning materials can be big or small. The teaching and learning materials can be bought or made easily by both the teachers. Teaching and Learning materials are useful for following reasons:

- a) make lessons interesting
- b) make learning easier
- c) help learning (i.e. what has been learnt) to remain in the minds of the learner for a longer time
- d) help the teacher to deliver his/her lesson successfully and easily
- e) enable the teacher to express intended concepts of learning effectively and
- f) are things and ideas which are usually familiar to the teachers.

Teaching Learning Materials can be found locally and are, therefore, cheap. They are usually easy to carry (i.e. portable). TLMs should be simple and adaptable to the local situation/conditions. They enable everyone in a classroom situation to participate actively. TLMs help teachers to relate what is being taught to real life situations. The teachers are generally using the following TLMs:

- 1) Maps
- 2) Charts
- 3) Diagrams

- 4) Books
- 5) Overhead projectors/transparencies
- 6) Power Point Presentations
- 7) TV and Videos
- 8) Slide projectors
- 9) Blackboards/chalkboards/flip charts
- 10) Chalk/ felt pens/markers

Teaching Learning Materials (TLM) cannot be always invented from the market rather it is articulated within teachers' innovations. The Teaching Learning materials have immense importance for following grounds:

- i. The teachers must be able to handle the TLMs themselves.
- ii. There should be a variety/wide range of TLMs.
- iii. Use teaching and learning activities that lead to the achievement of the lesson objective(s).
- iv. Make full use of teaching and learning materials.
- v. Adapt TLMs to suit the teachers' ability, background and classroom situation.
- vi. Integrate two or more teaching methods or approaches into the design and use of TLMs.
- vii. The teachers should be able to decide which TLMs to use for which subjects.
- viii. Every subject should have relevant TLMs.

But at the same time, there are some limitations while using teaching learning materials in the classroom environment. Sometimes it affects badly on the minds of the learners. So keeping in mind, some precautions would be adopted before using teaching learning materials before students. They are given below:

- i. The TLMs must be used often.
- ii. Teachers must be familiar with the TLMs.
- iii. Each teacher must always have an opportunity to handle the TLMs.
- iv. Much as the TLMs are there to enable the teacher to teach well, they are also there to ensure the students learns well.
- v. TLMs are important to both students and teacher.
- vi. Proper use of TLMs facilitates learning.

So, the variable like Teaching Learning Material has its enormous dependability for upgrading the whole educations environment. It is the teacher who ultimately invented and use of TL Materials (X_{15}) during class room teaching which ultimately influenced learning Efficacy index and impart quality of education.

TABLE II: THE MULTIPLE REGRESSION ANALYSIS

Variable	Beta Value	“t” Value
Age of teacher	-.375132	-3.165**
Education of teachers	0.196867	2.105*
Training Experience	0.015575	0.165
Year of Experience	0.379747	2.975*
Engagement in other activities	0.187022	2.171*
Family Income	-.082364	-.916
Social Participation	0.153830	1.703
Interaction with Head Teacher	-.050537	-.573
Interaction with School Inspectors	0.001236	0.013
Interaction with SSM Personnel	-.149157	-1.447
Organizational Interfacing	0.002871	0.028
Involvement in SSM actions	-.058516	-.562
Value Judgement	0.058764	0.684
Response about SSM activities	0.177605	2.023*
Use of TL Materials	0.178556	1.977
Exposures to Media	0.061337	0.683
Opinion about present education system	0.126563	1.292
Challenges to SSM	-.104191	-1.120
Critical value of ‘t’ = +or- 1.99 (*)		*Significant at 5% level
Critical value of ‘t’ = +or- 2.638 (**)		** Significant at 1% level
Multiple R	0.51815	
R Square	0.26848	
Adjusted R ²	0.16797	
Standard Error	1.10078	

Table II presents the multiple regression analysis with β values and corresponding t values. It is noticeable that the variables like Age (X_1), Education of teachers (X_2), Year of Experience (X_4), Engagement in other activities (X_5), and Response about SSM activities (X_{14}) have been found to exercise significant regression effect on the level of Efficacy of SSM. It has been found that the different factors affecting the level of Efficacy of SSM in a different way.

Age of teacher has a strong significant role while explaining the level of Efficacy of Sarva Shiksha Mission. The variable (X_1) has the negative value which indicates that at higher ages, the teachers are less interested to accept the challenges for making the success of Sarva Shiksha Mission. On the other hand, teachers comparatively lower ages are ready to cope up with new

technology, new methodology of teaching, address the problems, and have the managerial capacity to achieve the objectives of universalisation of elementary education.

Another factor like year of experience (X_4) has the considerable regressional impact on the level of Efficacy of Sarva Shiksha Mission. With the experience, teacher can understand the school environment, students' psychology, problems of the community, lacuna of teaching which he/she imparted in previous years, and above all he/she has some command of his/her subjects.

Teacher is also the part of society. So like any other people, teacher also takes part in some other activities and from each activity, he/she can achieve knowledge which ultimately helps him/her a lot while imparting education. Now-a-days, co-curricular activities introduce in course curricula of different school level. Thus, Engagement in other activities (X_5) has some regressional implication on the level of Efficacy of Sarva Shiksha Mission.

Sarva Shiksha Mission is a programme with a clear time frame for universal elementary education with a response to the demand for quality basic education all over the country. It is an opportunity for promoting social justice through basic education by way of giving an effort at effectively involving the Panchayat Raj Institutions. School Management Committees, Village and Urban Slum level Education Committees, Parents Teachers Associations, Mother Teachers Associations, tribal Autonomous Councils and other grass root level structures in the management of elementary schools. So, without going into deeper, one cannot understand what to do. So, in that sense, the variable like response about SSM activities (X_{14}) has regressional effect on the dependent variable (Y). It would understand the Sarva Shiksha Abhiyan Mission which strives to secure the right to quality basic education for all children in the 6-14 years age group and its following goals:

- a) Enrolment of all children in School, Education Guarantee Centre, Alternative School, Back to School camp by 2005.
- b) Retention of all children till the upper primary stage by 2010.
- c) Bridging of gender and social category gaps in enrolment, retention and learning.
- d) Ensuring that there is significant enhancement in the learning achievement levels of children at the primary and upper primary stage.

The Sarva Shiksha Mission ultimately promotes the following:

- (1) Empowering of children to be active participants in a knowledge society.
- (2) A result orientated approach with accountability towards performance and out put at all levels.
- (3) A people centred mode of implementation of educational interventions with involvement of all stake holders, especially teachers, parents, community ad panchayati Raj Institutions and voluntary organizations.
- (4) An equity based approach that focuses on the needs of educationally backward areas and disadvantaged social groups including children with special needs.
- (5) A holistic effort to ensure convergence of investments and initiatives for improving the efficiency of the elementary education system.
- (6) Institutional reforms and capacity building to ensure a sustained effort for UEE.

It is also to be mentioned that all eighteen variables put together can explain 26.84 per cent ($R^2 = 0.26848$) of the total effect. This demands inclusion of more variables as well as more number of teachers for being studied across the heterogeneous micro situations to generate higher levels of explicability. Also it suggests that while taking interview in form of filling up the structured schedule, influence of the researcher should not be reflected upon the teachers in order to avoid homogeneity consequence.

TABLE 3: STEP DOWN REGRESSION ANALYSIS

Variable(s) Entered on Step Number 1. X_{15}

Multiple R	0.23916
R Square	0.05720
Adjusted R^2	0.05083
Standard Error	1.17572

Variable(s) Entered on Step Number 2. X_2

Multiple R	0.31242
R Square	0.09761
Adjusted R^2	0.08533
Standard Error	1.15415

ANALYSIS OF VARIANCE

	DF	Sum of Squares	Mean Square
Regression	2	21.17977	10.58989
Residual	147	195.81356	1.33207

F = 7.94998 Significant F = 0.0005

From placing the variables into a step down model of regression analysis, it is found that after step 2, two variables viz. of Education of teachers (X_2), Use of TL Materials (X_{15}) summated had explained only 9.76 per cent of the total effect. Thus, rest 15 variables were explaining only about 17.08 per cent of total effect. It is interesting to note that in the step down model, role of teachers had come up innovatively to characterize the agglomerated effect of these two variables on the level of Efficacy of SSM in the study area.

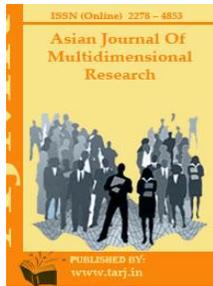
5. CONCLUSION

Education is a multidimensional process. It is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, and hence the role of teacher is significant. Sarva Shiksha Mission is the path way through which the existing educational system can get fillip to achieve the objectives of universalization elementary education. The Efficacy of Sarva Shiksha Mission is the amalgamated goal to be achieved from stake holders' like students and parents, society, education managers, and teachers. Among them, teachers' role is very essential in the sense that the teacher alone can do the stirring components

towards triumph of the objectives of the task. So the consideration of Efficacy of Sarva Shiksha Mission from teachers' psychoanalysis is essential.

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A STUDY ON SERVICE QUALITY ANALYSIS IN HEALTHCARE SECTOR IN INDIA

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ABSTRACT

Healthcare industry is one of the most challenging industries in India with projected revenue of US\$ 30 billion; it constitutes 5.2% of India's GDP. The Indian health industry has had a growth of over 12% p.a. in the past four years and is expected to grow at 15% per annum to US\$78.6, reaching 6.1% of GDP and employing 9 million people by 2012. The private sector plays a significant role by contributing 4.3% of GDP and 80% share of healthcare provision. However, there is deficit with respect to access, affordability, efficiency, quality and effectiveness, in spite of the high spending on overall private and public health. In order to be comparable with the healthcare parameters of other developing countries, India's healthcare sector faces many challenges. For example, to reach a ratio of two beds per 1000 population by 2025, an additional 177 billion beds will be required which will need a total investment of US\$86 billion. There is an acute shortage of doctors, nurses, technicians and healthcare administrators and an additional 0.7 million doctors are needed to reach a doctor population ratio of 1:1000 by 2025. This paper concentrate on

1. To study Need and Scope of Service Quality in Healthcare sector.
2. To present the Role of Government in Healthcare management.
3. To analyze Service Quality in Hospitals.

INTRODUCTION

Health is one of the fundamental human right which has been accepted in the Indian Constitution. Although Article 21 of the Constitution requires the State to ensure the health and

nutritional well being of all people, the federal Government has a substantial technical and financial role in the sector.

Hospitals are the backbone of the healthcare delivery system. Hospital care in India until the early 1980s, were run by Government hospitals and those managed by charitable associations. In the mid 80's, the healthcare sector was recognized as an industry. In the year 1991 Government of India initiated economic reforms. However post liberalization, the sector attracted private capital and fresh investment that took place in setting-up hospitals and smaller nursing homes.

Large corporate groups and charitable organizations brought private finance and these resources were invested in modern equipments and technologies and in developing health infrastructure. This helped in augmenting the availability of super-specialty services across the country. Corporate groups such as Apollo Hospitals group, Care Health Foundation, Wockhardt group of hospitals, Fortis Healthcare, Max India paved the way for corporate organization structure for hospitals and have successfully developed a chain of multi-specialty private hospitals. Private sector entry in India has opened many doors for medical and paramedical manpower, medical equipment, information technology in health services, BPO, telemedicine and medical and health tourism. There is an 20% increase over the pervious year with an estimated 1,00,000 health tourists visiting India.

Govt. of India launched the National Rural Health Mission (NRHM) in 2005. Its endeavor is to provide quality healthcare for all and increase the expenditure on healthcare from 0.9% to 2-3% of GDP by 2012. The Union budget 2010–2011 has the countervailing duty of 4% on all medical equipments, with full exemption from special additional duty and Uniform/concessional basic duty of 5% for all medical appliances. This budget focus is on rural healthcare, with the fund allocations rising to a whopping Rs.22300 crore (Rs 223 billion/\$4.82 billion) from Rs.19534 crore during the previous fiscal year. This rise is keeping up the growing needs of the rising healthcare industry of the country. Convergence of National Rural Employment Guarantee Act with wider Health Insurance coverage for BPL families, through Rashtriya Swasthya Bima Yojana.

Commenting on the union budget 2010-2011 Rajen Padukone, CEO of Manipal Hospital, says “Relaxation of FDI norms may see more international players coming into India in the healthcare sector. Added to it, rationalization of duties on medical equipment can make imports cheaper and can significantly lower healthcare costs in the country.”

Andhra Pradesh state Government has enhanced its budget for qualitative health services keeping its focus on rapid growth in health service delivery system. A budget provision of Rs.925 crore has been made for Aarogyasri Health insurance scheme run by Govt of Andhra Pradesh for BPL families) and Rs.4295 crore allocated for Medical & Health department for the year 2010-11.

TABLE.1 REVENUE EXPENDITURE ON HEALTH AND FAMILY WELFARE AT CENTRAL LEVEL BY GOVT. OF INDIA AND MEDICAL, PUBLIC HEALTH AND FAMILY WELFARE AT STATE LEVEL BY GOVT. OF ANDHRA PRADESH

Year wise Health Budget	Union Budget *	State Budget **
2006-2007	Actual Rs. 10,567.85 crore	Actual Rs. 1,853.93 crore
2007-2008	Actual Rs. 13,951.00 crore	Actual Rs. 2,439.06 crore
2008-2009	Actual Rs. 16505.95 crore	Actual Rs. 2,894.79 crore
2009-2010	Actual Rs. 19,554.09 crore	Actual Rs. 3,239.43 crore

2010-2011	Revised Rs. 23,300.00 crore	Revised Rs. 4,307.75 crore
2011-2012	Budget Rs. 26,897.00 crore	Budget Rs. 5,021.75 crore

* Revenue expenditure on Health and Family welfare

**Revenue expenditure on Medical, Public health and Family welfare

TABLE.2 SAMPLE FOR THE STUDY

Sl.No.	Type	Total No.
1.	Government owned hospital having bed strength 500 and above – NTR Health University General Hospital, Vijayawada	1
2.	Privately owned hospitals having bed strength 500 and above – Pinnamaneni Siddhartha Medical College Hospital, Chinaoutapalli.	1
3.	Government owned hospitals having bed strength 100 and above Government District Hospital, Machilipatnam.	1
4.	Privately owned hospitals having bed strength 100 and above - Dr. Ramesh Cardiac and Multispeciality Hospital, Vijayawada	1
5.	Government owned Hospitals having bed strength 50 to 100 - Area Hospital, Nuzvid	1
6 & 7.	Privately owned hospitals having bed strength 50 to 100 - Prasanth Hospital, Vijayawada - M.J. Naidu Hospital, Vijayawada	2
8.	Trust owned hospitals having bed strength 50 to 100 - Gifford Memorial Hospital, Nuzvid	1
9.	Government owned hospitals having bed strength 30 to 50 - Community Health Centre (C.H.C), Jaggaiahpetta	1
10.	Privately owned hospitals having bed strength 30 to 50 - Latha Super Speciality Hospital, Vijayawada	1

ROLE OF THE GOVERNMENT IN HEALTHCARE MANAGEMENT

TABLE.3 ESTIMATED NUMBERS OF DEATHS IN INDIA FROM CHRONIC DISEASES

Cause of Death	2005	2015
Diabetes	1,75,000	2,36,000
Chronic Respiratory Diseases	6,74,000	8,64,000
Cancer	8,26,000	10,69,000
Cardiovascular Diseases	29,89,000	34,65,000
Total (all causes)	1,03,62,000	1,09,49,000

Health services in various European countries have borrowed elements of reform from one another but have maintained their basic forms; with tax funded systems in UK, Scandinavia, Spain, Italy, Portugal and Greece, Switzerland, Austria and Benelux countries. The Countries of central and south central Europe developed hybrid solutions based on a combination of employment based insurance, tax funding and private insurance. All European health systems operate within financial limits and control the services of health providers through cost and quality defined contracts. In both tax and social insurance systems there is a division between agencies commissioning and funding health and care and the providers of the services. Social insurance agencies have been subject to reform and competition as in the case of Netherlands

and Germany. This as resulted in far fewer social insurance agencies competing on the basis of the quality and cost effectiveness of the services offered. Local health commissioning agencies in tax funded systems do not compete but offer services matched to local needs. This often involves partnerships with other agencies to tackle the poverty and social exclusion of local groups.

While governments delegate health commissioning and provision to local agencies, has gained the health suppliers to exhibit that the services they tender are useful and are sustained by proof based drug. With regard to the prioritization of these health services most of the nations tagged along Norway and Netherlands which are known for paying the highest priority to services that can be shown to the cost effective and cost efficient.

Where patients can reasonably be the expected to bear personal responsibility for services this is further reflected in co-payments ex: to a little extent it's associated to the smoking ailments and duty enhancement healing.

Most of the European health systems have challenged to lay down client charges at a stage that will give self-assurance in the majority cost effective use of services. This promotes the users to use it for telephone triage and advisory services for self care. On the other hand it persuades patients seek early discharge based on low level co-payment.

HEALTHCARE IN INDIA

India is a Democratic Republic consisting of 28 States and 7 Union Territories (directly administered by the Central Government). According to the Constitution of India, state governments have jurisdiction over public health, sanitation and hospitals while the Central Government is responsible for medical education. State and Central Governments have concurrent jurisdiction over food and drug administration, and family welfare. Even though health is the responsibility of the states, under the Constitution, the Central Government has been financing the national disease control, family welfare and reproductive and also the programmes that are related to child health. Each state therefore, has developed its own system of Health care delivery, independent of the Central Government.

In India, public spending on healthcare is low compared to the developed countries, having declined from 1.3% of GDP in 1990 to 0.9% of GDP in 1999. The Government, in its National Health Policy, 2002 (NHP 2002), is targeting an increase of healthcare expenditure to 6% of GDP by 2010, with 2% of GDP being funded by public health investment. Today public spending on health is a mere 1% of GDP calculated in India Budget 2011-2012. Public spending on health care as per the World Health Organization recommends should be at least 5%. The government over the last six years has not been able to move towards its own target of 3% of GDP for health. The share of the Central government in public spending for health is a mere 0.25% of GDP when as per the UPA target it should be 40% of 3% of GDP that is 1.2% of GDP or Rs. 86,400 crores at today's prices.

The official governing bodies of the health system at the national level consist of (a) The Ministry of Health and family Welfare (b) The Directorate General of Health Services and (c) The Central Council of Health and Family welfare. At the state level the healthcare administration comprises (a) State Ministry of Health (b) State Health Directorate and District Medical and Health Officer (DMHO) at District level.

TABLE .4 PUBLIC HEALTH SYSTEMS IN INDIA

	NATIONAL LEVEL Ministry of Health and Family Welfare	
	STATE & U.T.S. Department of Health Family Welfare	
	Apex Hospital	
	DISTRICTS District Hospital	
RURAL AREAS		URBAN AREAS
Community Health Centre		Hospital
Primary Health Centre		Dispensary
Sub-centre		
Village Health Guides and trained Dias		

AT THE CENTRAL: The Central responsibility consists mainly of policy making, planning, guiding, assisting, evaluating and coordinating the work of the State Health Ministers, so that health services cover every part of the country and know state lags behind for want of these services.

AT THE STATE: Historically, the first mile stone in State Health Administration was the year 1919, when the states obtained autonomy, under the Montague – Chelmsford reforms from the Central government in matters of public health. The Government of India act 1935 gave further autonomy to the states. The position has largely remained the same even after the new constitution of India came into force in 1950. The state is ultimate Authority responsible for all the health services operating within its jurisdiction. At present there are 28 states in India with each state having its own health administration. In all the states the management sector comprises the State Ministry of Health and a Directorate of Health.

AT THE DISTRICT: The principal unit of administration in India is the district under a Collector. Within each district again, there are six types of administrative areas

- Sub – divisions.
- Tehsils (Talukas).
- Community Developments Blocks.
- Municipalities and Corporations.
- Villages.
- Panchayats.

Most districts in India are divided into two or more sub-divisions, each in-charge of an Assistant Collector or Sub-Collector. Each division is again divided into tehsils (taluks), in-charge of a Tehsildar. A tehsil usually comprises from 200 to 600 villages. Community Development Block is a unit of rural planning and development, and comprises approximately 100 villages and about 80000 to 120000 population, in-charge of a Block Development Officer. Municipal Boards – in areas with population ranging between 10000 and 2 lakhs, Municipal chairman is the in-charge of Municipal Boards and Mayor is the in-charge of corporations with population above 2 lakhs

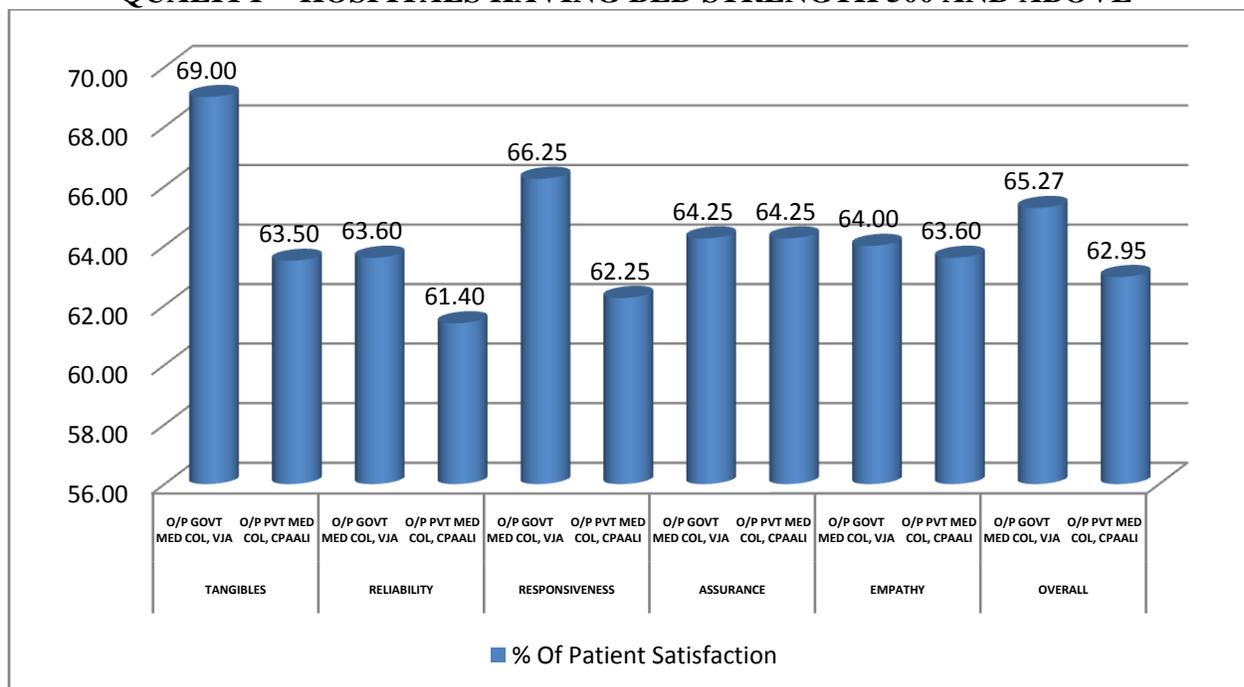
and above. Finally there are the village panchayats, which are institutions of rural local self government.

TABLE.5 OUT-PATIENTS' SATISFACTORY LEVELS TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE

Satisfactory levels	Tangibles	Reliability	Responsiveness	Assurance	Empathy	Overall
Government Hospital	69.00	63.60	66.25	64.25	64.00	65.27
Private Hospital	63.50	61.40	62.25	64.25	63.60	62.95

The above details are also shown in the following graph.

GRAPH 1 OUT-PATIENTS' SATISFACTORY LEVELS TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE



The above table and graph represent satisfactory levels of service quality of out-patients' services of NTR Health University General Hospital, Vijayawada and Private Medical College Hospital, Chinaoutapalli. Patients of NTR Health University General Hospital are more satisfied with 65.27% to 22 attributes of service quality against 62.95% in case of Private Medical College Hospital. On observation the researcher found that NTR Health University General Hospital is creating more awareness among public by displaying placards and conducting specialized medical camps with the help of private hospitals being suggested by Government. It is also found that the NTR Health University General Hospital is offering all specialized medical services including cardiology, neurology, urology, nephrology, pulmonology and gastroenterology in OPD services supported by all diagnostic services having skilled and experienced medical and paramedical staff. On the other side, Private Medical College hospital management is not showing much interest on public awareness towards health and diseases at

least by displaying statements, boards, disturbing pamphlets as it wants their premises neat, clean and good looking. OPD services are offered only in mornings and evenings, as all the time specialized doctors are not available except OPD timings, due to the reason hospital does not stand on promises to do something by certain time and in the absence of doctors concerned staff feel free and show full of activity to patients.

TABLE .6 ANOVA BETWEEN OUT-PATIENTS' PERCEPTION TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE

ANOVA TEST						
		N	Mean	Std. Deviation	F	Sig.
TANGIBLES	Government Hospital	20	13.8000	4.4909	0.514	0.478
	Private Hospital	20	12.7000	5.1921		
	Total	40	13.2500	4.8238		
RELIABILITY	Government Hospital	20	15.9000	5.4086	0.087	0.769
	Private Hospital	20	15.3500	6.3185		
	Total	40	15.6250	5.8120		
RESPONSIVENESS	Government Hospital	20	13.2500	4.7114	0.278	0.601
	Private Hospital	20	12.4500	4.8826		
	Total	40	12.8500	4.7531		
ASSURANCE	Government Hospital	20	12.8500	4.5338	0.000	1.000
	Private Hospital	20	12.8500	4.8043		
	Total	40	12.8500	4.6107		
EMPATHY	Government Hospital	20	16.0000	5.5630	0.004	0.952
	Private Hospital	20	15.9000	4.8330		
	Total	40	15.9500	5.1438		
OVERALL	Government Hospital	20	71.8000	23.5810	0.107	0.745
	Private Hospital	20	69.2500	25.6163		
	Total	40	70.5250	24.3363		

F Table value (1, 38, 0.05) = 4.08. The above ANOVA Table discloses P value is >0.05 i.e. level of significance is found to be not significant at 95 percent confidence level. This shows that there is no significant difference in service quality in the mean variance among the responses given by out-patients of NTR Health University General Hospital & Private Medical College Hospital, because the overall ANOVA value of out-patients is 0.745.

TABLE.7 ANOVA BETWEEN IN-PATIENTS' PERCEPTION TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE

ANOVA TEST						
		N	Mean	Std. Deviation	F	Sig.
TANGIBLES	Government Hospital	20	13.7500	4.5983	0.553	0.462
	Private Hospital	20	12.6000	5.1647		
	Total	40	13.1750	4.8616		
RELIABILITY	Government Hospital	20	15.8000	5.0325	0.145	0.705
	Private Hospital	20	15.1000	6.4962		
	Total	40	15.4500	5.7466		
RESPONSIVENESS	Government Hospital	20	12.4000	4.2723	0.043	0.837

	Private Hospital	20	12.1000	4.8764		
	Total	40	12.2500	4.5277		
ASSURANCE	Government Hospital	20	13.6000	4.1600	0.297	0.589
	Private Hospital	20	12.8000	5.0845		
	Total	40	13.2000	4.6032		
EMPATHY	Government Hospital	20	16.2500	4.1533	0.238	0.629
	Private Hospital	20	15.5000	5.4820		
	Total	40	15.8750	4.8155		
OVERALL	Government Hospital	20	71.8000	21.4663	0.232	0.633
	Private Hospital	20	68.1000	26.8051		
	Total	40	69.9500	24.0426		

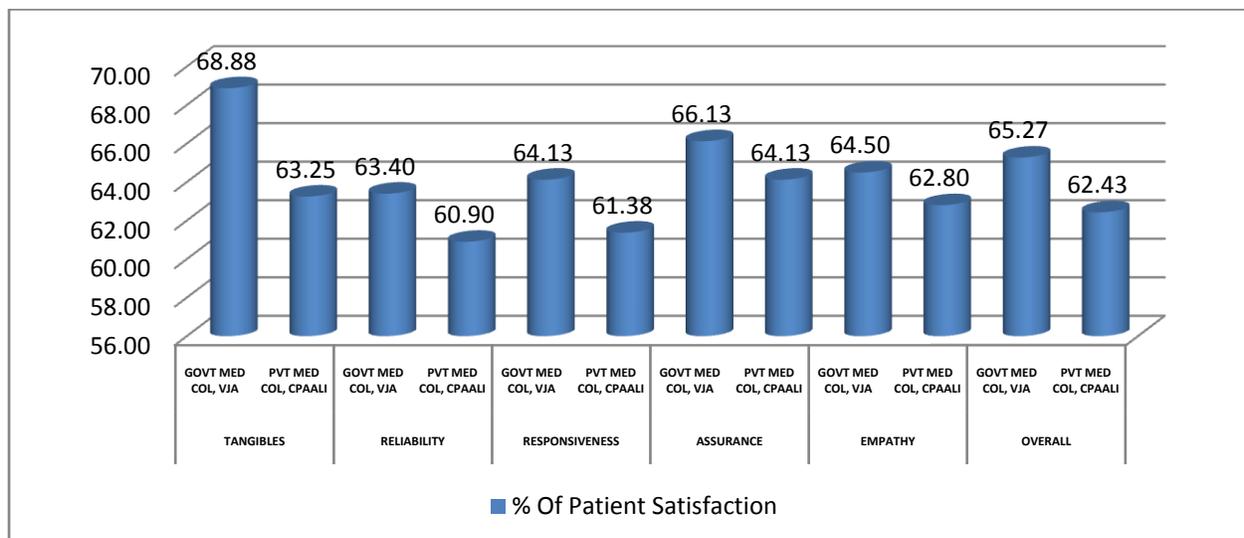
F Table value (1, 38, 0.05) = 4.08. The above ANOVA Table discloses P value is >0.05 i.e. level of significance is found to be not significant at 95 percent confidence level. This shows that there is no significant difference in service quality in the mean variance among the responses given by in-patients of NTR Health University General Hospital & Private Medical College Hospital because the overall ANOVA value of in-patients is 0.633.

TABLE.8 OUT & IN-PATIENTS' SATISFACTORY LEVELS TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE

Satisfactory Levels	Tangibles	Reliability	Responsiveness	Assurance	Empathy	Overall
Government Hospital	68.88	63.40	64.13	66.13	64.50	65.27
Private Hospital	63.25	60.90	61.38	64.13	62.80	62.43

The above details are also shown in the following graph.

GRAPH 2 OUT & IN-PATIENTS' SATISFACTORY LEVELS TOWARDS SERVICE QUALITY – HOSPITALS HAVING BED STRENGTH 500 AND ABOVE



The above table and graph represent satisfactory levels of service quality of overall patients (O/P & I/P) of NTR Health University General Hospital, Vijayawada and Private Medical College Hospital, Chinoutapalli. Patients of NTR Health University General Hospital are more satisfied with 65.27% to 22 service quality attributes of SERVQUAL than Private Medical College Hospital with 62.43%.

On observation researcher found that in NTR Health University General Hospital most of the consultants are available in the day time only to give treatment to OPD patients due to the result specialized procedures and diagnostic tests are conducting during day time.

Because of this reason the staff pretends full of activity not even to respond patients' requests in the day time. In absence of administrative staff and concerned doctors during night times, nursing and other staff feel free and do not show much interest to perform regular duties. In Private Medical College hospital, the management is not showing interest towards health and diseases among public, OPD services are offered in morning and evening times only and the specialist doctors are not available except OPD timings, due to which the hospital is failing to fulfill its promises and to do things by time. Available few consultants have to take care of both out-patients and in-patients due to the reason individual attention is limited to nursing staff only not by the doctors.

SUGGESTIONS

It is difficult to implement Hospital quality accreditations for Government hospitals but continuous improvement by regular medical audits, patients and employees satisfaction surveys and by recruiting candidates who are having academic background of Hospital Administration/Management for the post of Hospital superintendents who are liable for entire hospital administration brings quality out-put in medical services offering by the Government hospitals. Due to affordability it is suggested to private hospitals to take quality certifications from quality standard institutions offering by both national and international standards institutions to provide more standardized and quality medical services to their patients.

Service Quality gaps existed in Government hospitals in relation to personnel in the hospital pretends busy to respond patients' requests, personal attention towards patients and moreover patient attention limited to nursing staff only not by the doctors. Attractive compensation and facilities makes qualified doctors to join in Government sector and continuous monitoring by administrative staff may fulfill these service gaps in Government sector.

Creating awareness among public towards diseases, causes and effects of diseases, precautions for good health and offer preventive health care for general public are the responsibilities of every doctor and hospital not only by government but also by private doctors and hospitals. It is suggested to private hospitals along with their routine medical services, creating awareness among general public towards health by displaying placard by following modern technology to look good and pleasant.

Success of any hospital/organization depends on continuous and constant effort made by it to meet and match the needs of the patients/customers with their expectations. Enhance the levels of patients satisfaction is an essential task for every hospital to sustain in this competitive environment. Quality has emerged as a key competitive component of service organizations. Regular patient satisfaction surveys enable hospital managers to become aware of the changing levels of patients' satisfaction and operational efficiency of hospital. Logical approaches to

know patient satisfaction, dissatisfaction, factors associated with these, patient expectations and service gaps are from regular feedbacks of patients by structured questionnaire and conduct patient surveys to measure service quality gaps between perceptions and expectations by modified SERVQUAL scale on regular interval basis for proper alternatives/steps to consider/identify solutions accordingly. Hence it is suggested to follow the above approaches by hospital managements/administrations to measure patient satisfactory levels.

CONCLUSIONS

Both public and private hospitals attempt to develop their Service Quality to fulfill the needs of the patients. However, public hospitals like many public institutions suffer from low productivity and low Service Quality while the private hospitals make use of this opportunity. The present study results confirms that the demographic factors and socio economic status plays vital role in patients' satisfaction towards Service Quality.

The above philosophy was proved in the present study based on the revealed results of gaps between perceptions and expectations of service quality opined by patients of various category hospitals (i.e. Government, Private and Missionary owned hospitals) and the same philosophy was confirmed once again based on satisfactory levels of patients in respect of SERVQUAL dimensions.

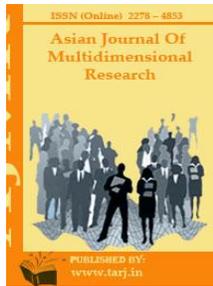
The collective findings of the present study titled "A study on Service Quality measurement in Healthcare sector" highlighted the service gaps between patients' perceptions and expectations of service quality and patients satisfactory levels in different category of hospitals. This study confirms SERVQUAL scale finds short falls in the service quality being offered by the hospitals and based on the results managements may take necessary steps accordingly.

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FACEBOOK MARKETING CHANGE THE FACE OF WORLD

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ABSTRACT

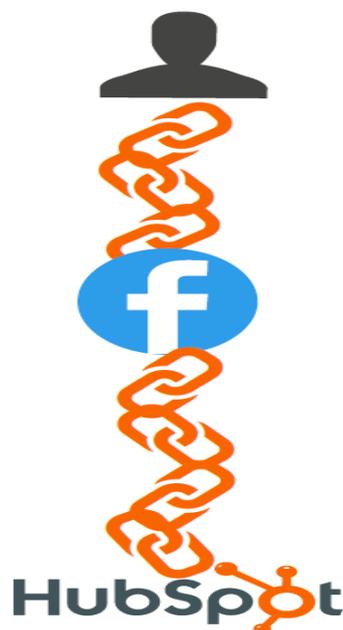
“Facebook can help you reach all the people who matter most to your Business” Facebook is a social utility for connecting people with those around them – friends, family, coworkers, or simply others with similar interests. Facebook started in 2004 as a closed community for college students (requiring users to sign up with a valid university email address) but has since expanded beyond that to high schools, corporations, regional networks, or any user across the world. Facebook allows users to connect and share information in a variety of ways. Social media and inbound marketing are increasingly important assets for businesses to get found by and connect with potential buyers on the web. Think about the way you find information about products and services – are you watching TV ads? Going through your junk mail? Or are you consulting a search engine or a friend? People have gotten better and better at ignoring marketing messages with DVRs, caller ID, and spam filters. Instead they visit Google and social networks for answers to their questions. Facebook is a tool for connecting people with those around them, and, as with any social media tool, marketers have an opportunity to use Facebook to expand their online footprint and directly engage with customers and prospects. There are a number of good reasons for businesses to participate in and maintain an attendance on Facebook. Here are a few:

- *Get found by people who are searching for your products or services*
- *Connect and engage with current and potential customers*
- *Create a community around your business*
- *Promote other content you create, including webinars, blog articles, or other resources*
- *Generate lead for your business*

KEYWORDS: *Social Utility, Consulting, Opportunity, Community, Connecting.*

INTRODUCTION

Facebook is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquialism for the directory given to students at some American universities. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. Facebook is currently the single largest publisher of all U.S. display ad impressions. Facebook delivered 28 percent of all display ad Impressions – more than yahoo, Microsoft, Google and All combined. 39% of respondents said they plan to spend money on Facebook marketing in 2012. 25% will invest in social media management software & 24% will spend money on twitter marketing. There are over 500 million people who use Facebook and about half of these people log in every day. Can you imagine how many people you would be able to spread the word about your business to if you used Facebook ads as a part of your marketing promotion? Make use of Facebook ads and you will really see a great impact in the success of your business.



80% of US
social network
users prefer to
connect to
brands through
Facebook.

Source: State of Inbound Marketing,
HubSpot, March 2012

YOUR FACEBOOK PAGE MAKES YOUR BUSINESS

- **DISCOVERABLE:** When people search for you on Facebook, they'll be able to find you.
- **CONNECTED:** Have one-on-one conversations with your customers, who can like your Page, read your posts and share them with friends, and check in when they visit.
- **TIMELY:** Your Page can help you reach large groups of people frequently, with messages tailored to their needs and interests.
- **PERCEPTIVE:** Analytics on your Page will give you a deeper understanding of your customers and your marketing activities.

INFORMATIVE MARKETING STATS ABOUT FACEBOOK FOR BUSINESS

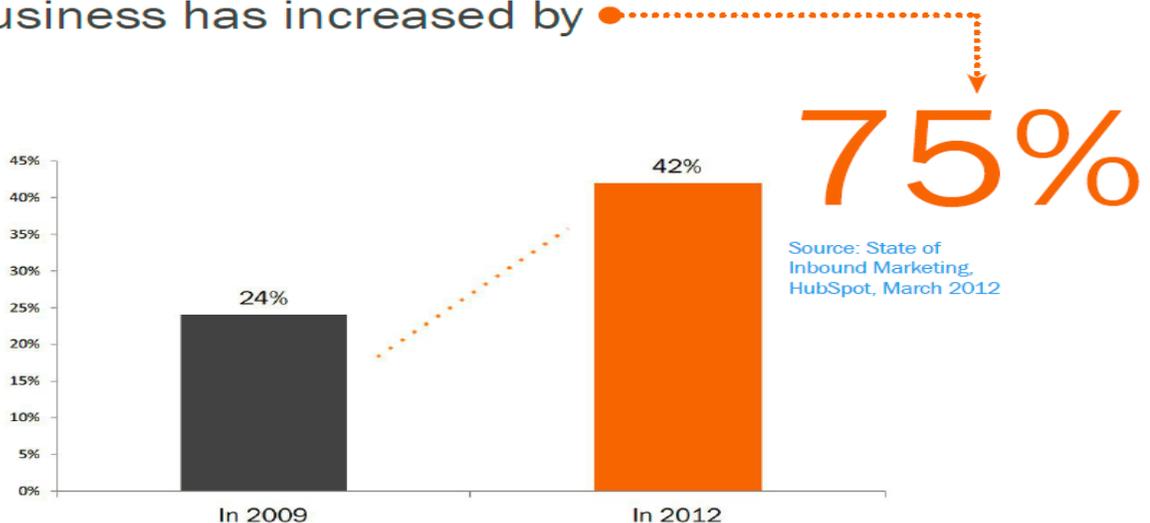
1. Facebook matters for business owners.



That's not just the **MARKETERS** who think it's nice. There's a significant chunk of Marketers and business owners whose marketing strategies rely heavily on Facebook.

2. How does that compare to business owners' opinion of Facebook marketing in 2009?

The number of businesses that say Facebook is **critical** or **important** to their business has increased by ●

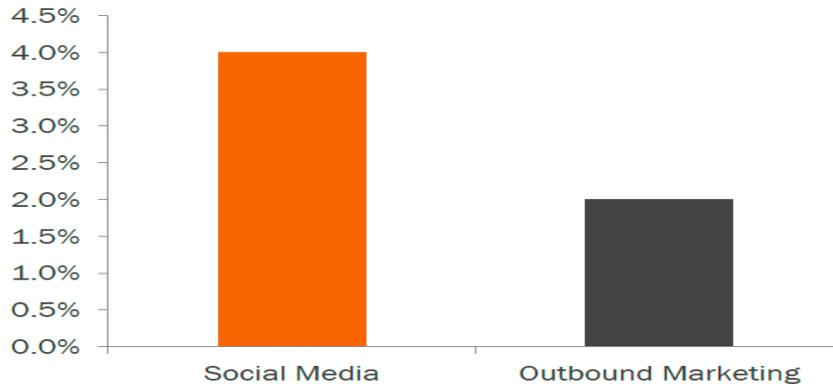


Wow, we've come a long way, baby. And I only expect that number to keep skyrocketing as marketers learn more about how Facebook can help their businesses, and as Facebook continues to roll out more personalization options for advertisers and marketers.

3. Marketers' investment in social media makes sense....

Social media has a 100% higher lead-to-close rate than outbound marketing.

Source: State of Inbound Marketing, HubSpot 2012



OBJECTS OF FACEBOOK MARKING

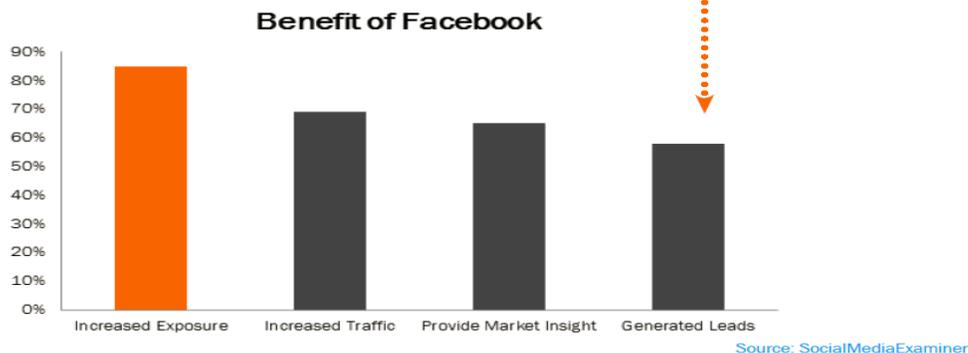
- Brand Awareness
- Audience Reach
- Audience Engagement
- Support of Business Objectives

TRACKING AND ANALYZING YOUR FACEBOOK MARKETING

REVIEWING THE PERFORMANCE OF YOUR BUSINESS'S FACEBOOK PAGE, AND DATA INVOLVING ITS PAGE LIKES, REACH, ENGAGEMENT AND MUCH MORE, IS MADE POSSIBLE WITH FACEBOOK INSIGHTS. TO ACCESS YOUR PAGE'S FACEBOOK INSIGHTS, GO TO YOUR BUSINESS'S FACEBOOK PAGE AND CLICK THE "SEE INSIGHTS" BUTTON IN THE TOP RIGHT CORNER.

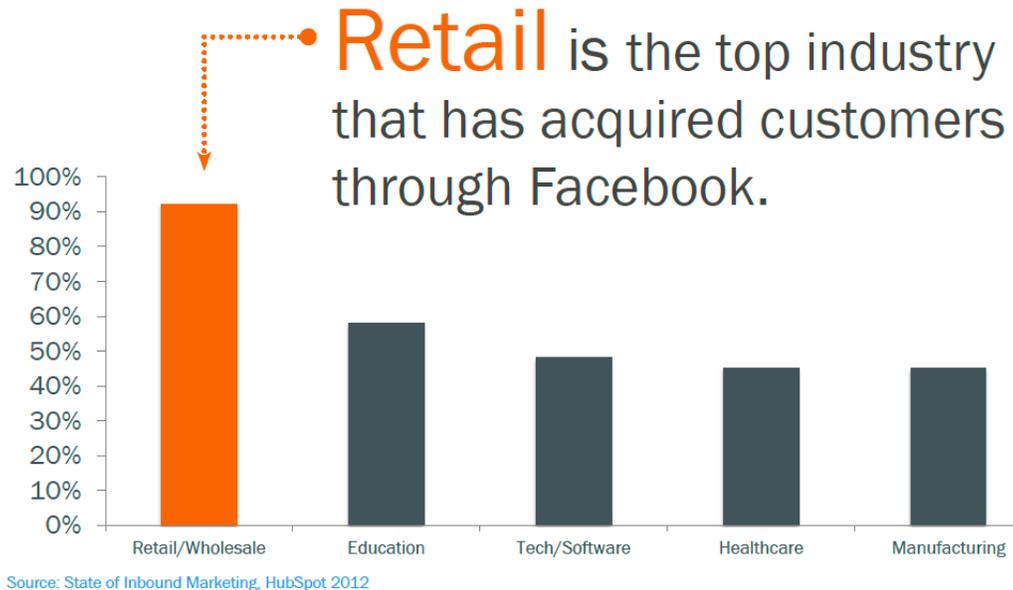
4. Where do marketers struggle with Facebook?

Marketers struggle with **lead generation** on Facebook.



The least amount of benefit was seen from lead generation on Facebook — but if the social network is helping brands with customer generation, they might just be dealing with a low-volume/high-quality situation ... which isn't the worst scenario to find yourself in. But, it still may be worth a gander at our free ebook, *How to Generate Traffic & Leads With Facebook*, for a little assistance.

5. Who is kicking the most but with Facebook customer generation?



A Facebook insight is the single best tool for determining whether or not you are on track to achieve your facebook marketing goals, and why or why not. Below are some of the advantageous data reports that facebook insights provides.

WHY TOURISM INDUSTRY NEEDS SOCIAL MEDIA?

The Internet world is constantly evolving. After having passed through the simple transmission process of the provision of information, we have reached a new more interactive era. The new web technologies and the fast internet connections made available to the users more rich/interactive types of data such as audio, videos and photos.

Nevertheless the introduction of Social Media networks has revolutionized the industry. Now it is not only the “industry experts” that publish their reviews on travel related websites and channels but also the simple internet users that rate destinations, create content, write their reviews, exchange experiences, publish their videos and photos etc.

Moreover the social networks made it possible to spread the information even faster and with less cost. The word of mouth has been proven an effective way to promote businesses and several viral marketing techniques have been developed in order to engage the internet users.

The social media networks are valuable tools for companies that belong to the travel industry because they can help them promote their services with less cost, attract user attention and above all generate buzzaround their brands, services or travel destinations.

THE BENEFITS OF SOCIAL MEDIA MARKETING

Below we provide a list with the most important benefits of using social media campaigns. Social Media marketing can help you:

- Create new channels to promote your brand
- Communicate with your clients
- Come closer to your potential customers and engage them
- Generate buzz around your brand and increase your online reputation
- Distribute the content of your company or organization and promote your blog
- Increase the traffic of your website
- Gain links and improve your SEO
- Get feedback from the comments of your visitors and improve your business
- Promote your content without cost
- Build stronger relations with industry experts



FACEBOOK TOOLS TO IMPROVE YOUR BUSINESS

Social media marketing is a must-have tool to promote your business. According to latest research, 55 percent of companies have their own blog. Every second company spends around six hours per day on social media and 90 percent of respondents have a Facebook page. Impressive, isn't it?

And it's not a surprise that Facebook holds its leader position in social marketing. The exponential growth of small businesses has encouraged Facebook to create new tools. This in turn helps companies increase their audience and attract more potential customers. If you consider social media marketing as an important part of your business, you have to be aware of all the new tools created by Facebook.

Graph search is a new tool, created by Facebook. This tool lets you search for four types of Facebook entities: people, places, photos and interests. Graph search gathers its data from your friends and other Facebook users. You can easily use it as you use a simple search engine. Except, the results are based on users' interests. For example, if you go to New York, you could search for the following topic: "Restaurants in New York which my friends like." And you'll get all the restaurants that were ever liked by every friend you have. Just amazing! If you are the owner of a branded Facebook page, Graph Search can help you find a target audience for your business. Also, you'll be able to better know your followers and their interests, drawing more attention on your page. "Know your customer" -- fundamental concept of every business.



FACEBOOK ON MOBILE

Staying mobile is one of the most important things for a modern businessman. Being able to manage Facebook page from your smartphone is yet another way to engage your business. But only if you do it smart. There are two ways to work with Facebook through mobile devices -- via browser and application. If you have a choice, then browser is not the best option when it comes to mobile so I usually use the application. We all know that standard application is a great tool to maintain personal pages. But if you want an effective way to manage and improve branded pages, there is another option for that. Last year Facebook released a new application Facebook Pages Manager, which is available on iOS and Android. It's a perfect tool to maintain your branded page and keep track all the actions of your followers. Sometimes, working on multiple tasks can get out of control, especially when you maintain your business on your own. Having a way to solve some issues directly from your mobile device will give you much more freedom and available time. Here are a few features, which you can do in Pages Manager:

- Post updates and photos
- Respond to comments from your Pages account
- Receive notifications about recent activity on your page
- View your latest Page Insights



OBJECTIVES

- ❖ To study the effect of facebook on marketing scenario.
- ❖ To Investigate the Opportunities made available for Business because of this social websites.
- ❖ To establish better connection with Prospective Customers.
- ❖ To study how to capture outbound markets.
- ❖ To find out which industry had acquired more customers through facebook.

ADVANTAGES OF FACEBOOK WHICH HELPS TO IMPROVE MARKETING

- ❖ Facebook is free and it's one of the best medium for communication. You can send message, start a video call & others.
- ❖ Facebook lets us connect to different people from everywhere in the world, because almost every people these days are familiar with Facebook.
- ❖ Arise opportunity to know more about their culture, values, custom and tradition.
- ❖ Facebook plays a very important role in getting latest valuable information.

DISADVANTAGES OF FACEBOOK WHICH ARISE HARMFUL IMPACT ON MARKETING

- ❖ Fake profile is one of the biggest disadvantage of Facebook.
- ❖ someone check your social media accounts several times a day, disgruntled customers or employees can publish negative comments that are not always removable.
- ❖ Updating your social media accounts takes time and effort.
- ❖ IT governance group the Information Systems Audit and Control Association released a report in June 2010 ranking viruses and malware, brand hijacking, lack of control over corporate content, unrealistic customer expectations and non-compliance with record management regulations as the top five risks of social media.

FINDINGS

- ❖ Usage of Facebook to helped to maintained brand loyalty better than before.
- ❖ It helps to grap more market area world widely.
- ❖ It reduces the Advertising expense on other promotional activities.
- ❖ Build stronger relations with industry and its experts.
- ❖ It proved to be a bridge Between Customers and Business.
- ❖ It enhanced the competitive environment.
- ❖ It can in other sense also put negative effect on business by negative comments by consumers.

SUGGESTIONS

- ❖ More contests on facebook must be run out to attract more public.
- ❖ Real and logical content must made available to retain consumers.
- ❖ Use Facebook Insights to learn more about your customers
- ❖ Find the best tool to measure your Facebook marketing.
- ❖ Learn to make sense of the volumes of data currently available on social media.
- ❖ Activate Facebook fans (don't just collect them like baseball cards).

CONCLUSION

At last we say that facebook really helpful for the business to improve market performance and also market share. Following steps improve business performance.

BE RELEVANT

Target people who have likes and interests listed on their profile that are related to your business. You can also use demographics targeting to reach people likely to be interested in your business. Learn more about targeting and audiences.

ENCOURAGE ACTION

Include a strong call to action like "Click Here" or "Order online today." This gives people a clear idea of what will happen if they click your ad.

CHOOSE A STRONG IMAGE

Use relevant and compelling images that directly relate to the product or service you're promoting. Make sure the images you use are eye-catching and clear, even when they're being viewed at a small size.

SIMPLIFY YOUR LANDING PAGE

Make sure that after people click your ad, they're taken somewhere that is easy to navigate and that presents information related to what they clicked on prominently and clearly.

LEARN WHAT WORKS FOR YOUR AUDIENCE

Try different types of ads to get a better understanding of what works for your audience. Refresh your content and image every couple of days to ensure that your ads don't become stale.

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