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VISION

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UNDERSTANDING THE LINK BETWEEN INPUT-THROUGHPUT- OUTPUT MODEL OF ORGANIZATION BEHAVIOR AND THE INPUT- THROUGHPUT-OUTPUT MODEL FOR ADULT LEARNING AND THE LEARNING OUTCOMES

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ABSTRACT

This paper illustrates the link of input-throughput-output model of organization behavior to the concept of adult learning in organization. It exhibits a parallel model of input-throughput-output for individual adult learning and the output of learning for the organization. In an organization, the output or the product is a result of the inputs and throughputs that you give into the system. Output can be the product or the service. For the requirements of the final product or service to be quality approved and standardized, the dimensional properties of raw materials, machinery, consumables are defined. Although the knowledge, which is required to make that product or to deliver that service is defined, it is a tacit input for the organization, and hence can never be exactly available in the amount or form in which it is defined. In this paper, though the input-throughput-output model for adult learning, we will see the reasons for which the learning outcomes differ every time, even for the same individual.

KEYWORDS: Adult Learning, Organization Behaviour, Input-Throughput-Output, Andragogy

INTRODUCTION

Different components go into making a product or service. Although there is a vast difference between a manufacturing and a service organization, the main concept, of human resource being its major input, remains the same. The main inputs in an organization are land, raw materials, machinery, consumerables, labour, knowledge. In a service organization there would be no raw materials, but the rest of the inputs would be the same.

The human inputs or the labour which makes up the workforce mix in the organization has defined skills as well. These skill inputs are outlined in a skill matrix requirement and job descriptions, personnel specifications, job analysis and put to use.

Organizations also upgrade skills and knowledge of their staff using training and ongoing development methods, wherever requirement exists.

This being, yet when we discuss labour inputs in the organization, it is difficult to judge the actual level of skill and knowledge input which is being poured to the making of the product. Since, its difficult and almost not possible to exactly define and assign dimensional properties to human efforts.

Outputs of the organization that is the product, service, or the reason for which the organization is present in the market, are still produced using the standardised processes or methods. The human inputs although vary at most times, and the final output is and must be delivered in controlled conditions. Looking at how this is possible, we can discuss the link of input-throughput-output theory with adult learning.

RESEARCH OBJECTIVES:

- 1) This research is an effort to explore the variables which are involved in contributing towards an output in an organization.
- 2) The research explores the reasons behind which an individual will respond in a particular way, to obtain a particular outcome, in an organization, and underlying factors towards the particular response.

RESEARCH METHODOLOGY:

This research is an analysis of data obtained from secondary sources. Data is obtained from books, journals and internet references.

The Input-Throughput-Output Model of Organization Behavior:

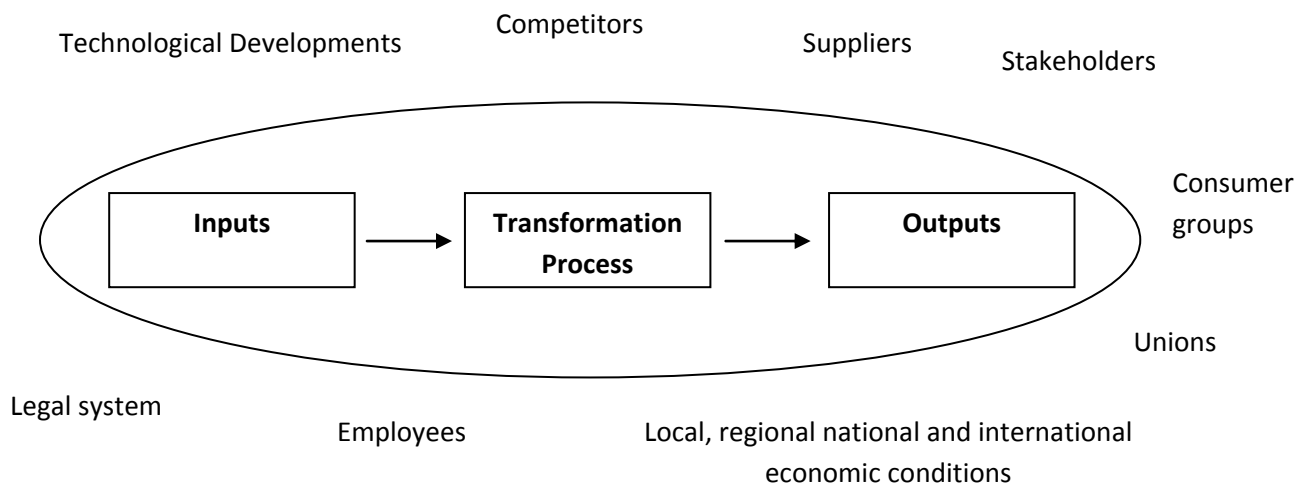
Recent years have brought much attention to the concept of “systems”. System is a collection of interrelated parts, unified by design and created to attain one or more objectives (Cascio, Aguinis 2005). The objective is to be aware of the variables involved in executing managerial functions so that decisions will be made in light of the overall effect on the organization and its objectives. These systems must consider not only the organization itself, but also the larger systems (eg. Industry, environment) in which the organization operates (Whitten, Bentley, & Dittman, 2004).

Three major pioneers in General Systems Theory (GST) are Kenneth Boulding, Daniel Katz, and Robert Kahn. The concept of GST was first advanced by Ludwig von Bertalanffy in 1940 but did not gain prominence until the 1960's. GST is primarily concerned with how systems operate, and integrates a broad range of systems by naming and identifying patterns and processes common to all of them (Bausch, 2002: 421; Capps and Hazen, 2002: 309).

A system is a set of two or more elements where: the behavior of each element has an effect on the behavior of the whole; the behavior of the elements and their effects on the whole are interdependent; and while subgroups of the elements all have an effect on the behavior of the whole, none has an independent effect on it (Skyttner, 1996: 7). In other words, a system comprises of subsystems whose inter-relationships and interdependence move toward equilibrium within the larger system (Martinelli, 2001: 73; Steele, 2003: 2).

The open systems view explains that organizations are open systems, which get affected by the external environment.

Fig1: Organizations are open systems in continual interaction with multiple dynamic environments- Source: **Applied Psychology in Human Resource Management – 6th Ed.**
Wayne F. Cascio and Herman Aguinis, 2009.



This model can be explained as the organization's model of how it operates, in the internal and external environment. The internal operations consist of three elements namely input, throughput and output.

The inputs are the raw material, manpower, information, land, money, ideas, time, facilities, machinery, technologies, and the like, which go into making the product or service.

The throughput or transformation process is the interconnecting link which transforms the raw inputs to the finished product. It involves policies, procedures, functions, project teams, methods, and processes.

Output is the product or service which is critical for the success of the organization. It can also culminate into benefits to customers in form of changed and improved knowledge, changes in behavior, attitudes, values, conditions, stability, security.

These internal transformations from input to output take place in an open environment, that is the organization gets affected by external factors like changes in legislations, economic conditions, technology development, changes in customer demands, markets, competition, changes in workforce supply and demographics, changes in suppliers, changes in stakeholder views.

LEARNING AT THE INDIVIDUAL LEVEL:

The term 'Learning organization' is coined around 1988 by Hayes et al (1988) in the USE and by Pedler et al in the UK. Origins of the concept can be traced back in literature in 1920s. In 1980s the link between learning, training and company performance was further developed.

Human beings receive an input in form of education, training, learning as an outcome of socialisation and as a matter of experience, be it personal or professional. Although adults learn more efficiently through practical exposure, to interpret their ways of behavior in the organizational scenario, we have to consider their exposure to the external environment.

We must study the way in which adult learning takes place for bringing out the best in organizations and individuals.

Emphasis on self-development at workplace, people also acquire skills and knowledge while actually doing their jobs, over a period of time, this is also known as experiential learning.

Argyris and Schon 1978, 1981, have discussed ideas like how can individual learning in the organization be harnessed to produce collective learning. This brings us to the concept of organizational learning. Learning through organizational folklore, is also a vital individual learning method. This is also known as organization grapevine; however can cut down passing of essential information, as it hops through department to department and individual to individual.

ADULT LEARNING:

The concept of learning for adults, or method of delivering knowledge, is termed as 'Andragogy', just as for children it is called 'Pedagogy'. A lot of research is conducted and the theory of adult learning methods are debated over and over again.

Knowles (1980, 1984) argues that adults prefer self-directed learning, learn most effectively through experience, and by means of actual day-to-day jobs and routines, rather than from formal and structured training programmes.

For adults, learning is best accomplished as a social activity, while teaching is a deliberate act, which they subconsciously may resist. Adult Learning is based on the active learning principle, that is, the use of interactive learning for engaging learners.

GROUP LEARNING AND TRAINING:

Most individual learning happens through experiential learning and less through a formalised learning process that is through training, or on-the-job experience, or group discussions and brainstorming. Organizational learning deals more with individual's maturation in groups, his adjustment to work and the social forces which accelerate or inhibit this maturation.

Leymann (1989) advocates what he calls as 'unorganised learning' as an important and integral aspect of individual, group and organizational development. The organizational learning literature describes learning as a collective experience through which there is shared interpretation and integration of knowledge (Leymann 1989). It is our contention that information flow is critical to the opportunities provided for the shared interpretation and integration of knowledge. Knowledge also involves a constant change or transformation and also it involves new knowledge creation. Learning in groups involves sharing climate, group culture, vision, shared norms and values.

VIEWING INDIVIDUAL (EMPLOYEE) AS A SYSTEM:

Individuals receive inputs and interpret them and store them in different ways. They have their own mental models (Senge, 1990, Fifth Discipline) for ideas. These concepts are processed while delivering outputs. Hence there is a difference in the ways in which individuals would react to the input-throughput-output model versus the same for a brick, block of steel or log of wood (any such raw material). Adults learn best by having developed their own interconnections and meanings.

Individual learning that is the inputs can be achieved in form of pragmatic approach, cultural approach, and creative approach.

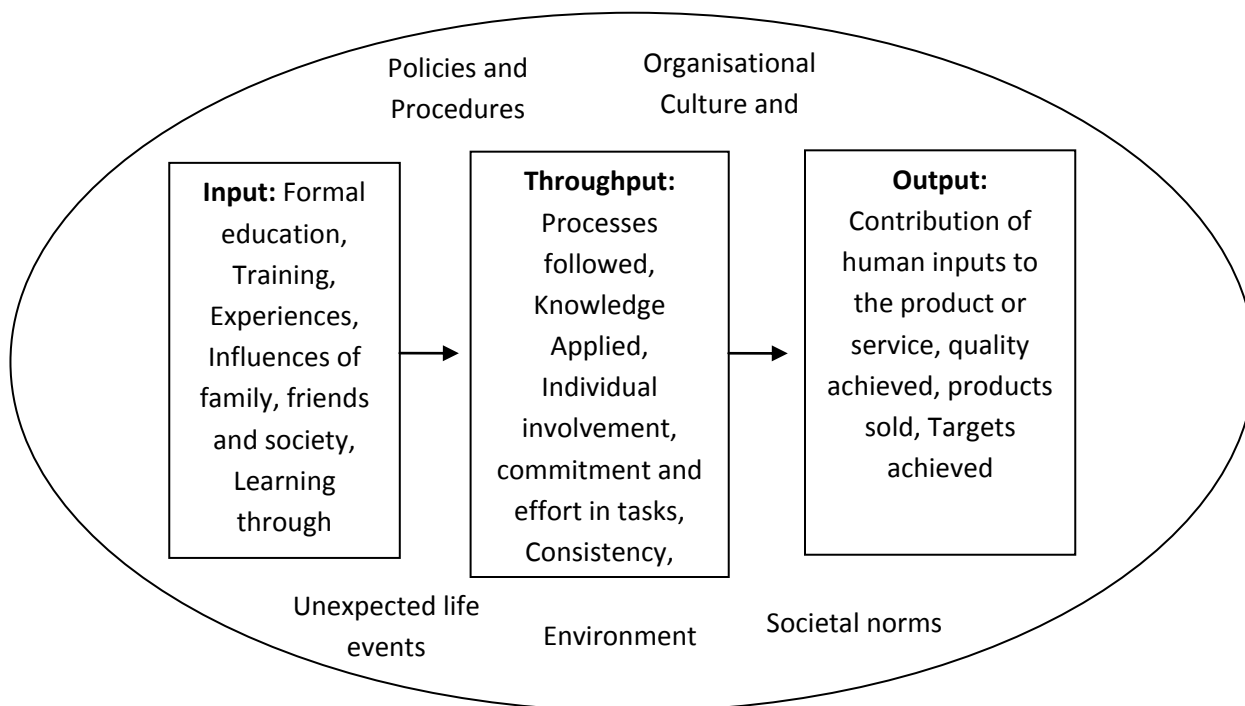
Pragmatic approach is when formal training, education and qualification is viewed as a method of disseminating knowledge and skills. Knowledge and skills can be gained as a ongoing process of socialisation which is the cultural approach. The creative method is when learning happens due to problem-solving, thinking out-of-the-box, managing new experiences. In its broadest terms, learning is seen as sense-making, as the continuous collective construction of a social reality (Billett, 2000).

Organizations are too routine-based to follow this traditional learning sequence (Leavitt & March, 1988). Also, organizations do not provide the optimal (experimental) research site to unravel stimulus-response sequences. Individual inputs (formal training, education, experiences, etc) and their throughputs (processes they follow, efforts, determination, commitment) are a result of the stimulus-response patterns that they are expected and taught to follow in the organization.

According to the social constructivist approach, organizational learning is seen as an institutionalizing process through which individual knowledge becomes organizational knowledge. Institutionalization is the process whereby practices become sufficiently regular and continuous collective practices as to be described as institutions. The attention is on the process through which individual or local knowledge is transformed into collective knowledge as well as the process through which this socially constructed knowledge influences, and is part of, local knowledge.

An input-throughput-output model, if constructed from an individual perspective would look like this (Refer to figure below). This model is an effort to describe the human inputs which can be seen as a part of the OB - input-throughput-output model for the entire organization, discussed earlier.

Fig 2: Input-Throughput-Output (I-T-O) model for Individual/ an employee in the organization



This model can be explained as the model for an individual employee who gains inputs, processes them and produces certain outputs for the organization. This process is a sub-part of the larger input-throughput-output model of the organization. It describes the nature of internal processes which an individual employee goes through with external influences on the individual.

The inputs which an individual employee has achieved over a period of time and gets from the organization as a part of induction and on-the-job training is in form of formal education, training, experiences, influences of family, friends and society, learning through problem-solving.

The throughput or transformation process for an individual employee involves following processes, applying knowledge, individual involvement, commitment and effort taken by the individual in tasks, consistency, determination and dedication.

The output in case of an individual employee is contribution of human inputs to the product or service, quality achieved, products sold, targets achieved.

This model also operates in an external environment which affects the individual employee. These influencing variables are organizational policies and procedures, societal norms, environment, unexpected life events, organizational culture and climate.

Thus, in the I-T-O model for individual as a system, the output is also the input for the I-T-O in the organizational model.

CONCLUSION:

The Input-Throughput-Output (I-T-O) model of an organization, consist of 'human being' as a major input / variable towards making the final outcome for the organization. As discussed the human effort, skill, even when defined cannot be exactly rated every time the I-T-O process occurs. Human inputs and responses can never be constant, they vary. This research explains the reasons for human inputs and responses to vary through the adult learning concept and the input-throughput-output concept developed for an individual employee, when defined as a system.

It can also be concluded that, although human inputs vary, other variables remaining the same, the organization manages to gain equilibrium in its system.

Humans are thinking animals and their inputs cannot be replicated over and over a number of times. Having said that, the human efforts for a particular job are also learnt over a period of time and they are reproduced in more or less the same fashion which helps the organization achieve this equilibrium.

Having said this, the first research objective proposes that "This research is an effort to explore the variables which are involved in contributing towards an output in an organization." The Input-Throughout-Output model of Organization does detail on the variables that make up to form the final organizational outcome. These include inputs and the transformation processes.

The second objective, of the research proposes that "The research explores the reasons behind which an individual will respond in a particular way, to obtain a particular outcome, in an organization, and underlying factors towards the particular response." The research explains that individual response is due to factors like:

- Mental models which an individual possesses over a period of time, as a result of formal or informal, intentional or unintentional learning.

- Stimuli-response patterns which an individual learns over a period of time, and as a result behaves in a set prototype method.
- The organizational learning which collectively influences individual learning and also the individual learning which together gets accepted as group or organizational learning.

RECOMMENDATIONS BASED ON CONCLUSION:

- 1) The variables in the I-T-O model of the organization and individual, both, should be understood by HR professionals, so that they can address skills and knowledge needs of the employees using different training and development methods.
- 2) The research explains how individual learning styles, mental models and reinforcing experiences add to their learning and how it can also influence collective learning or team learning.

RECOMMENDATIONS FOR FUTURE SCOPE OF RESEARCH:

- 1) Further research can be done on the nature of external influences on human inputs in the organization and its effects.
- 2) Research can also explore the influence of I-T-O model of individual learning as a system in manufacturing and service sectors.
- 3) Experimental research can be conducted keeping certain variable in the I-T-O model as controlled to get further insights to impact of type of inputs on human response to organizational requirements.
- 4) Research can be done to understand the impact of formal and informal approaches to adult learning and its impacts on the outputs produced.

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IMPACT OF LEADERSHIP STYLES OF PRINCIPALS ON ORGANIZATIONAL CLIMATE: A STUDY WITH SPECIAL REFERENCE TO COLLEGES IN NADIA DISTRICT (WEST BENGAL)

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ABSTRACT

Leaders are said to be a key human resource in any organization. The success or failure of an organization depends on the role of a leader – how he/she leads the organization- how his/her staff are influenced by his/her activities- how effectively he/she uses his/her reservoir of workforce- how he/she strives to reach the goals of the organization etc. So leadership is an important factor that makes the organization successful. So good leadership style is sine qua non for business, government and other numerous organizations. Leadership transforms potential into reality. In this entire study, Principals/Teacher-in-Charges of higher educational institutions e.g. colleges (Government/Government-aided) have been treated as leaders. They use some styles of functioning while administering/governing the college. Such style of functioning i.e. leadership style may be liked or disliked by the staff of the colleges. Sometimes heads of the institutions prefer to exercise his/her power to make a sense that he/she has a rule book, can take any action against anyone, and above all his/her position makes a difference between him/her and the rest. This fanciful notion hampers the organizational climate, generates a sense of mistrust, insecurity among the staff of the institutions and also hinders the mental and emotional development of the staff. Such circumstances act as a hindrance for creating a congenial/conducive academic atmosphere and disrupt the smooth functioning of the institution. So the choice of leadership styles is very much important for smooth conduct of any organization. The total pattern of leaders' actions (here the actions of the head of the institutions) as perceived by their staff is called leadership style. It represents the leader's philosophy, skills and attitudes in practice. In this paper, an attempt has been made to (a) discuss the different leadership styles in practice and (b) analyze and examine the perceptions of

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the respondents in order to gauge how leadership styles used by the Principals impact organizational climate.

KEYWORDS: *Human Resource, Leadership, Organization, Organizational Climate, Organizational Culture.*

INTRODUCTION

Leaders are said to be a key human resource in any organization. The success or failure of an organization depends on the role of a leader – how he/she leads the organization- how his/her staff are influenced by his/her activities- how effectively he/she uses his/her reservoir of workforce- how he/she strives to reach the goals of the organization etc. So leadership is an important factor that makes the organization successful. So good leadership style is sine qua non for business, government and other numerous organizations. Leadership transforms potential into reality. In case of higher educational institutions, the role of Principal in running the institution with efficiency cannot be gainsaid. Principal is a key administrator of the institution. He/she is to manage everything in an efficient manner (whether it be administrative, academic or staff welfare related).

AIMS OF THE STUDY:

The aims of the study are:

- a. To discuss about different leadership styles in practice;
- b. To analyze and examine the perceptions of teachers and non-teaching staff in order to gauge how leadership styles used by the Principals impact organizational climate and
- c. To make concluding remarks.

RESEARCH METHODOLOGY:

- A. **Data Source:** Primary data have been collected through administration of structured questionnaires to the respondents. The secondary sources of data have been amassed from different books, journals and relevant websites.
- B. **SELECTION OF SAMPLE SIZE:** There are 24 colleges in Nadia district, out of which 5 are Government Colleges. These Government Colleges have not been taken into consideration for the present study. One college has also been kept outside the ambit of our study as it is situated in North 24 parganas (although it is affiliated to the University of Kalyani). 60 teachers (permanent teachers, PTT, CWTT) and 50 non-teaching staff (permanent non-teaching staff) have been randomly selected from 18 colleges for the study.
- C. **STUDY PERIOD:** 15th January, 2016 to 14th February, 2016.
- D. **TOOLS USED FOR ANALYSIS:** Percentage analysis has been used for analysis of the data.

REVIEW OF EARLIER STUDIES:

Ghosh (2000) opined that basically there are basically 3 approaches to leadership- the study of traits, the study of leadership behaviors and the study of contingencies or the situations in which leaders act. **Prasad (2001)** is of the view that leadership is the process of influencing behavior of

others to work willingly and enthusiastically for achieving the predetermined goals. **Haranath and Chalam (2013)** took an initiative to study the differences in the leadership styles as perceived by the leaders and subordinates in a public sector enterprise. **David and Mehta (2013)** studied the competency and Leadership style in Indian Public Sector and the study attempted to find a relation between a public sector organization's employee's competencies and leadership style at executive level. It was found from the study that "Generate & Implement Ideas" competency is directly proportional to autocratic leadership style, "Active listening" to Democratic and Laissez-Faire style and "Process/System focus" to task/people oriented style. **Kotur and Anbazhagan (2014)** investigated the different leadership styles of the workers and the influence of age and gender on the leadership styles of the workers in the Chittoor Sugar Factory located at Chittoor, a south Indian town. The study reveals that the democratic leadership style is the dominant one and age and gender have their own influence on the worker's leadership styles. The study also revealed that with increase in age relatively lesser authority is exhibited by the workers and gender too is found to influence the leadership styles of the workers. **Schneider (1975)** defined 'organizational climate' as the formal and informal shared perceptions of organizational policies, practices and procedures. The study on "Organizational Climate and Its Influence on Organizational Commitment" by **Noordin, Omar, Sehan & Idrus (2010)** manifests that the climate of an organization affects both the employees' physical exertion of their bodies and the mental exertion of their minds. **Holloway (2012)** observed that relations-oriented leadership behaviours have a positive and significant relationship with the organizational climate dimensions reward and warmth. **Shukla & Pareta (2013)** in their study revealed that there is significant difference in the perception of organizational climate by male employees and female employees. It is also observed in the study that there is no significant difference in the perception of organizational climate by lower level employees and higher level employees.

LEADERSHIP

A leader is a person who influences a group of people towards the achievement of a goal while leadership is the art of motivating a group of people to act towards achieving a common goal. In other words, leadership is the ability to influence a group towards the achievement of goals. Without leadership, the institution may become a rudderless boat. A good leader can bring about change in an individual or in a group of individuals. The importance of leadership in management cannot be gainsaid. To get things done by people, management must supply leadership in the organization. The leader has to choose the most effective approach of leadership style depending on situation because leadership style is crucial for a team success. A perfect/standard leadership style is one which assists a leader in getting the best out of the people who follow him.

DEFINING ORGANIZATIONAL CLIMATE:

Organizational climate refers to the psychological environment as reflected in attitudes and perceptions. It describes the morale and perceptions of the organization. It is the state of its health. It is about the perception and feeling of each regarding the culture of a particular organization. It is the shared perceptions and attitudes about the organization. Organizational climate determines the work environment in which the employee feels satisfied or dissatisfied. It is a manifestation of the attitudes of the organizational members towards the organization. Factors affecting organizational climate are: Leadership Style, Attitudes of People, Motivation,

Job Satisfaction, Pattern of Communication, Degree of Conflict, Co-operation, Management Support, Work environment, Inter-personal Relationship, Participative Decision-making, Individual Autonomy, Training and Development, and Promotion-achievement Orientation.

PRINCIPAL: A LEADER

Principal of a college is a key administrator. He/she is to perform many important activities for smooth functioning of college. From pillar to post, he is to take care of. Principal of any college becomes popular when he/she manages everything very efficiently, when grievances of any one is redressed amicably, when there exists a cordial relation among the teachers, non-teaching staff and students, when any staff feels free to exchange their views with him/her, when any decision is taken in consultation with the members of different committees, when he/she is regular in his attendance in the college, when the meetings whether it be Governing Body, Teachers' Council, other Committees are convened in a bid to reach an unanimous decision on any issues and many more. Principal is to look after the interests of the teachers, non-teaching staff and students. He/she always tries to impart quality education to the students through the pool of qualified, talented, dedicated and disciplined faculties. So the principal needs to create an environment that makes his/her staff contented and satisfied and also makes a climate of co-existence of peace, harmony, unity and integrity. Here lies the importance of selecting such leadership style by the Principal that will give birth to job satisfaction and motivation of the staffs, change attitudes of the people, and create a congenial work environment.

LEADERSHIP STYLES: A BIRD'S EYE VIEW:

A leadership style is the manner and approach of providing direction, implementing plans and motivating people. The culture and goals of an organization determines which leadership style fits the organization best. Every leader has a particular leadership style through which he/she leads individuals, teams or organizations. There are different leadership styles. These are discussed in a nutshell.

- A. Authoritarian/Autocratic Leadership Style:** In this case, the leader tells his/her employees what to do and how to do it, without getting their advice. An autocratic leader centralizes power and decision-making in himself. He gives orders, assigns tasks and duties without consulting the employees. Subordinates act as he directs. Autocratic leadership is negative, based on threats and punishment. It is likely to produce frustration and retard the growth of the capacity of employees.
- B. Democratic/Participative Leadership Style:** The democratic leader builds consensus through participation. Such leader decentralizes authority. It is characterized by consultation with the subordinates and their participation in the formulation of plans and policies. He encourages participation in decision-making. The leaders guide the employees on what to perform and how to perform, while the employees communicate to the leader their experience and the suggestions if any. Such type of leadership makes the employees satisfied, motivated and skilled. It leads to an optimistic work environment and also encourages creativity. Democratic leadership is also known as 'participative' leadership.
- C. Laissez-faire/Delegative Leadership Style:** Laissez faire is a French phrase meaning "leave it be". In this leadership style, the leader leaves his subordinates to work on their own. The laissez-faire leadership style is where all the rights and powers to make decisions are fully given to the workers. Such style is to minimize the leader's involvement in decision-making

and hence allowing people to make their own decisions, although they may still be responsible for the outcome. Here the leader totally trusts their employees/team to perform the job themselves. It is also known as the 'hands-off' style. This is an effective style to use when followers are highly skilled, experienced, and educated, followers are trustworthy, and they have pride in their own work.

- D. Transactional Leadership Style:** Transactional leaders focus their leadership on motivating followers through a system of rewards and punishments. Transactional leadership style uses 'transactions' between a leader and his/her followers – rewards, punishments and other exchanges- to get the job done. This 'give and take' leadership style is more concerned with following established routines and procedures in an efficient manner. The leader has the right to punish team members if their work does not meet the pre-determined standard. Team members can do little to improve their job satisfaction under transactional leadership.
- E. Transformational Leadership Style:** Transformational leadership is a leadership style that is defined as leadership that creates valuable and positive change in the followers. In this case, the leader inspires his/her followers with a vision and then encourages and empowers them to achieve. The leader also serves as a role model for the vision. In this leadership, the leader enhances the motivation, morale and performance of his follower group.
- F. Bureaucratic Leadership Style:** Leaders who follow this style go by the book of rules. Here the leaders strictly adhere to the organizational rules and policies. Also they make sure that the employees/team also strictly follows the rules and procedures. This leadership style discourages creativity and does not make employees self-contented. This kind of leadership prevents conflict of ideas among leaders and their subordinates because they just have to comply with the written rules/steps.

ANALYSES AND FINDINGS OF THE PERCEPTIONS OF TEACHERS AND NON-TEACHING STAFF ON LEADERSHIP STYLE OF PRINCIPAL

Question: Do you agree that Organizational climate is impacted by the leadership style used by the Principal?

TABLE-1: RESPONSES OF RESPONDENTS

Nature of Respondents	Sampled Respondents	Nature of Response		Nature of Respondents	Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant Professor	11	9	2	Non-teaching staff	50	46	4
Associate Professor	22	18	4				
PTT	14	12	2				
CWTT	13	10	3				
Total	60	49 (82%)	11 (18%)			46 (92%)	4 (8%)

Source: Field Survey

From the above Table-1, it is clear that organizational climate is impacted by the leadership style used by the Principal (82% of teachers and 92% of non-teaching staff). They are of the view that

Principal should not act in an authoritarian way. He/she should think that the members of the organization belong to the same family and he/she is their guardian.

Question: Do you think that Principal takes decisions in consultation with the members of different committees?

TABLE-2: RESPONSES OF RESPONDENTS

Nature of Respondents	Number of Sampled Respondents	Nature of Response		Nature of Respondents	Number of Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant Professor	11	7	4	Non-teaching staff	50	40	10
Associate Professor	22	15	7				
PTT	14	10	4				
CWTT	13	8	5				
Total	60	40 (67%)	20 (33%)			80 (80%)	20 (20%)

Source: Field Survey

Analysis of the Table-2 manifests that Principal takes decision in consultation with members of different committees (67% of teaching staff and 80% of the non-teaching staff). 33% and 20% of the teachers and non-teaching staff respectively are not in line with the statement. It may be due to not giving importance on their views.

Question: Do you think that Principal invites constructive criticism?

TABLE-3: RESPONSES OF RESPONDENTS

Nature of Respondents	Number of Sampled Respondents	Nature of Response		Nature of Respondents	Number of Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant Professor	11	9	2	Non-teaching staff	50	31	19
Associate Professor	22	15	7				
PTT	14	7	7				
CWTT	13	7	6				
Total	60	38 (63%)	22 (37%)			31 (62%)	19 (38%)

Source: Field Survey

The scan of the Table-3 exhibits that 63% and 62% of the sampled teachers and non-teaching staff agree that Principal invites constructive criticism. 37% of the targeted teachers and 38% of the sampled non-teaching staff are not in agreement with the views expressed by the majority of the respondents (table-3).

Question: Do you agree that Principal is sympathetic towards the staff?

TABLE-4: RESPONSES OF RESPONDENTS

Nature of Respondents	Number of Sampled Respondents	Nature of Response		Nature of Respondents	Number of Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant Professor	11	8	3	Non-teaching staff	50	39	11
Associate Professor	22	17	5				
PTT	14	10	4				
CWTT	13	9	4				
Total	60	44 (73%)	16 (27%)			39 (78%)	11 (22%)

Source: Field Survey

Question: Do you think that Principal has a cordial relation with the peers?**TABLE-5: RESPONSES OF RESPONDENTS**

Nature of Respondents	Number of Sampled Respondents	Nature of Response		Nature of Respondents	Number of Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant Professor	11	9	2	Non-teaching staff	50	40	10
Associate Professor	22	16	6				
PTT	14	10	4				
CWTT	13	9	4				
Total	60	44 (73%)	16 (27%)			40 (80%)	10 (20%)

Source: Field Survey

73% of the respondents (teachers) opined that Principal is sympathetic towards the staff (as exhibited in Table-4). The similar views are echoed by the targeted non-teaching staff (Table-4). An overwhelming majority of the sampled teachers opined that Principal has a cordial relation with the peers. The similar revelations are observed when the responses of non-teaching staff are analyzed (Table-5).

Principal encourages participation of staff in decision-making process (as expressed by 70% and 76% of the targeted respondents (i.e. teachers and non-teaching staff). 30% and 24% of the targeted teachers and non-teaching staff expressed otherwise (Table-6).

Question: Do you agree that Principal encourages participation of staff in decision-making process?

TABLE-6: RESPONSES OF RESPONDENTS

Nature of Respondents	Number of Sampled Respondents	Nature of Response		Nature of Respondents	Number of Sampled Respondents	Nature of Response	
		Yes	No			Yes	No
Assistant	11	10	1	Non-teaching	50	38	12

Professor				staff			
Associate Professor	22	20	2				
PTT	14	8	6				
CWTT	13	4	9				
Total	60	42 (70%)	18 (30%)			38 (76%)	12 (24%)

Source: Field Survey

Question: Which type of leadership style you (as a teacher) like the most?

TABLE-7: RESPONSES OF RESPONDENTS

Respondents	Leadership Style				Total
	Autocratic	Democratic	Laissez faire	Bureaucratic	
Assistant Professor	0	9	2	0	11
Associate Professor	0	19	3	0	22
PTT	0	10	4	0	14
CWTT	0	11	2	0	13
Total	0	49 (82%)	11 (18%)	0	60

Source: Field Survey

Question: Which type of leadership style you (as a non-teaching staff) like the most?

TABLE-8: RESPONSES OF RESPONDENTS

Respondents	Leadership Style				Total
	Autocratic	Democratic	Laissez faire	Bureaucratic	
Non-teaching Staff	0 (0%)	56 (93%)	4 (7%)	0 (0%)	60

Source: Field Survey

From analyses of the Table-7 & 8, it is crystal clear that an overwhelming majority (82% of sampled teachers and 93% of sampled non-teaching staff) of the respondents prefer “Democratic Leadership Style” to other leadership styles. Laissez faire leadership style is preferred by 18% and 7% of the sampled teachers and non-teaching staff respectively (Table-7 & 8).

FINDINGS AND CONCLUDING REMARKS:

Organizational climate of an educational institution depends on leadership style practiced by the Principal. It is noteworthy to mention that Principal plays a pivotal role in running the institution adeptly and efficiently. The study reveals that most of the respondents want to see their Principal staff-friendly, co-operative, and sympathetic. If the staff is allowed to take part in decision-making, if they are allowed to give their constructive suggestion, then the organizational climate becomes healthier. This is possible if Principal plays a positive role in this regard. The entire gamut of discussion relating to analyses of the responses received from the sampled respondents reveals that an overwhelming majority prefers democratic leadership style to other leadership styles. In case of democratic leadership style, leaders build consensus through participation. Such

leaders do not resort to fear and force. Participation of staff in decision-making is encouraged by him/her. This fosters enthusiasm in them. Adoption of democratic leadership style results in higher motivation and improved morale, improved job performance, reduction of grievances, absenteeism, and employee turnover. It creates a psychologically safe environment. It builds a sense of commitment and demonstrates that skills and expertise are valued. In this leadership style, the staff and the Principal work hand in hand in accomplishing the tasks set to them. A miniscule numbers of respondents prefer laissez faire leadership style to be used by the Principal as it will allow the staffs to enjoy rights and powers to make decisions solely. In reality, this leadership style should not be used by the Principal as it will create a chaos and anarchy in the institution. Considering all, the democratic leadership style used by the Principal is appropriate and relevant.

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COMPARISON OF COMPONENTS OF PHYSICAL FITNESS BETWEEN SUCCESSFUL AND UNSUCCESSFUL STATE LEVEL KABADDI PLAYERS

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ABSTRACT

The study was aimed to find out the Comparison of Components of Physical Fitness between successful and unsuccessful state level kabaddi players. The sample consists of 50 successful and 50 unsuccessful state level players. The samples are based on random basis. The highest level of participation is not considered, only the state level players are in the sample of present study. The level of participation has been considered as per following norms: (A) Successful Group: State Place Holder. (B) Unsuccessful Group: State Participation. Standing Broad Jump Test, 50m Sprint Test and 600m Run/Walk Test were used to measure power, speed and endurance respectively. Data was analyzed using descriptive statistics such as mean, S.D. and t-value. The level of confidence was set at 5%. From the findings of the study, it was concluded that players of the successful group possessed higher level of power and speed than those of the unsuccessful group, except for endurance.

KEYWORDS: Comparison, participation, analyzed, respectively

INTRODUCTION

Sport, today, is no recreation; it is everything - competition, business, science, management, industry and the like. It is a ruling planet of our existence. There is no life without sport. Everywhere, and at any moment of time, there is some kind of sporting event going on and being televised too. Almost everyone could be considered a fan of at least one sport. Some people follow sport routines religiously. With such an increased focus and emphasis on sports, the athletes' performances are brought under scanner. This puts immense pressure on athletes to give out winning performances. No longer do athletes play for fun; they play to win. This isn't happening just at the professional level, but also at amateur level. From a little league to backyard football, the goal for all athletes is to win at all costs. The ever-increasing craze and

quest for the *Olympic gold* makes the athletes and their trainers to devise more efficient ways to better their performance.

In the context of competitive sport, physical fitness and psychological conditioning are pre-requisites. Physical fitness is 'an ability of the human body to meet demands imposed on it by the environment and daily life'. As understood in a common man's language, fitness is a state of body that helps develop a more positive and dynamic attitude to life and is likely to affect most phases of human existence. Efficiently working lungs and heart, general alertness, muscular strength, energy, and stamina are the obvious signs of physical fitness.

Despite widespread interest, physical fitness is still not understood in different life-contexts. An average person hardly knows what his fitness needs are and how he should meet them through legitimate methods and means. Sportspersons, in general, are well aware of the necessity of being extraordinarily fit. However, both in life and sport, some people always remain indifferent to fitness. As a result, they suffer a lot in terms of life-efficiency and performance. Fitness is, no doubt, a relative matter depending on the individual yet there are commonalities applicable to all. Certainly no single set of standards could apply to all people. The continuity of life's processes is constantly changing as well as the demands of an ever-changing environment interacting with those on-going life processes. Thus, there is probably an optimum level of fitness for each individual depending on his age, sex, body-type and vocation. As one grows older or changes vocation, there is a shift in the needs and emphasis on fitness. A 20-year old young man needs a different type of fitness than a 40-year old individual. The long shore man and the white-collar worker differ significantly in their fitness needs. Inter-sport variation in the fitness level of athletes is also a reality. A soccer player needs a different degree of fitness than a cross-country runner, and the Sunday golfer surely has needs which are different from either of them. Women and men of the same age may have different requirements for fitness mainly due to differences in sex, life-styles, vocation and body makeup. Thus, physical fitness means different things to different people. It must be viewed as an individual affair. It would have little meaning unless considered in relation to the specific needs and interests of each individual.

THE FITNESS SPECTRUM

'To keep themselves in a state of readiness, all sportspersons engage in fitness - improving exercise regime as an essential ingredient of their training methodology. Since fitness is a continuous process, no sportsperson worth the name can afford to skip fitness sessions even during the so-called "off season". By doing this, they keep their muscles well-toned and energy-packed to meet the high demands of competition' (Kamlesh, 2006).

Fitness is general as well as specific. General fitness means not only being free from disease and infirmity but also keeping oneself in fine fettle in all respects – physically, mentally, intellectually, emotionally and socially – to discharge various duties of life enjoined upon man by nature and society without getting unduly fatigued. Specific fitness indicates specific area of function, for example, being fit for military duties, for athletic endeavours or for a particular vocation – such as being a lathe operator, a coolie in the market place, a jet pilot or a farm hand.

COMPONENTS OF FITNESS UNDER INVESTIGATION

While cardio-vascular endurance, strength, flexibility, muscular endurance and body composition are chief components of health-related fitness; agility, balance, coordination, speed, power and reaction time are the major components of performance-related fitness. Highly skilled

athletes possess a very high level of these components because fitness is a pre-requisite for competitive sports, so its importance cannot be under-estimated. Since this study was undertaken with a view to compare successful and unsuccessful state level kabaddi players on a few selected components of physical fitness, it wouldn't be out-of-place to briefly describe them:

POWER

Power and physical performance are closely related and have been investigated by various investigators using different protocols. The ability of an athlete to produce high forces at high velocity is an important component of the physical performance and functional capacity. There is no agreement in the literature over the definition of power. However, it has been defined *as the product of force (or torque) and velocity, i.e. rate of doing work* (Thomas et al., 1997).

According to Brukner and Khan (2001), power is the equivalent of explosive strength. Young and Bilby (1993) have used the term "speed-strength" synonymous with power. Paavola et al. (1999) have suggested that muscle power is the ability of neuromuscular system to produce power during maximal exercise when glycolytic and oxidative energy production is high and muscle contractility may be limited. Schmidtbleicher (1992) has defined power as the ability of neuromuscular system to produce greatest possible impulse in a given time period, which depends on resistance of the load, and organisation of the acceleration. The latter parameter is influenced by the sport played by the athlete. There are other factors as well, which are pertinent for power generation. The exploration of these factors is important for understanding the alterations in the power production under different conditions.

SPEED

Theiss and Schnabel (1987) define speed as *the performance prerequisite to do motor actions under given conditions (movement task, external factors, individual prerequisites) in minimum of time*. Speed is used in sports for such muscle reactions that are characterized by maximally quick alteration of contraction and relaxation of muscles. It is also the ability to execute motor actions, under given conditions, in minimum possible time.

Speed ability is highly movement specific. Like strength and endurance, speed is also a conditional ability but unlike these two, conditional ability (strength and endurance) speed depends to a considerable extent on the nervous system. As a result of this speed is more complex in nature and is comparatively less trainable as compared to strength and endurance. The efficiency of the nervous system, which can be influenced only to a limited extent, becomes a limiting factor in the development of speed.

ENDURANCE

Endurance is defined *as resistance to fatigue and quick recovery after fatigue*. Endurance is characterized by the maintenance of working capacity and by the degree of resistance of the organism against fatigue and against the influence of unfavourable environmental conditions. It is also characterized by the pace of recovery after a tiresome activity. Endurance loads cause numerous changes in the functions and structure of the organism. These changes refer to the performance of heart, circulation, respiration, hormonal system and bio-chemical changes in the muscle cells.

When endurance gives way to fatigue as a result of muscular work, several elements important to good performance such as strength, timing, coordination, speed of movement, reaction time and

general alertness diminish.

METHOD AND PROCEDURE

The present study has been undertaken to investigate the differences between the successful and the unsuccessful state level kabaddi players on the physical fitness components (i.e. Power, Speed, and Endurance). The procedure which has adopted for the selection of sample, selection of variables, selection of tests, description of tests, administration of tests and the statistical techniques used have been described below.

SAMPLE

In the present study investigator used the random sample techniques. Sample of the present study consists of the Kabaddi players only. Who are participating in the state kabaddi competition of Haryana. The sample of 50 successful and 50 unsuccessful state level players are taken. The samples are based on random basis. The highest level of participation is not considered only the state level players are in the sample of present study. The level of participation have been considered as per following norms: (A) Successful Group: State Place Holder. (B) Unsuccessful Group: State Participation.

TOOLS USED

The following Physical Fitness Tests were used to investigate the variables selected for this study:

1. To measure power of the players, Standing Broad Jump Test was used.
2. To measure speed of the players, 50m Sprint Test was used.
3. To measure endurance of the players, 600m Run/Walk Test was used.

RESULTS AND DISCUSSION:

After collecting the raw scores from the physical fitness tests, the raw scores are then used to find out the Mean and S.D. of the power, speed and endurance scores of the successful and the unsuccessful kabaddi players. After that t-value is calculated in order to find out the direction of differences between the successful and the unsuccessful kabaddi players in selected physical fitness components.

TABLE – 1 SIGNIFICANCE OF DIFFERENCES IN THE MEAN OF PHYSICAL FITNESS VARIABLES BETWEEN THE SUCCESSFUL AND THE UNSUCCESSFUL GROUPS

Sno	Variable	Groups	N	Mean	SD	S.E.	t-value
1	Power (Meters)	<i>Successful</i>	50	2.12	0.325	0.046	1.98*
		Unsuccessful	50	2.02	0.140	0.020	
2	Speed (Seconds)	<i>Successful</i>	50	6.88	0.515	0.073	3.63*
		Unsuccessful	50	7.26	0.522	0.074	
3	Endurance (Minutes)	<i>Successful</i>	50	1.88	0.325	0.046	1.48*
		Unsuccessful	50	1.96	0.196	0.028	

* Significant at 0.05 level

From the findings of the study, it is observed that the physical fitness variable i.e. power is found more in players of the successful group than those of the players of unsuccessful group and the

difference in means are statistically significant. Similar result was found in speed scores, players of the successful group possess more speed than those of the unsuccessful group and the difference in mean are statistically significant. The results of this study can further be supported by general thinking that the players who rank among the toppers in the particular event have the higher level of physical fitness than their counterparts. The findings of the study are in agreement with results of the studies made by researchers like Singh and Debnath (1986), Singh (1988) and Legg et al. (1997).

On the other hand, endurance scores of the successful and the unsuccessful groups are similar and the differences in mean are statistically insignificant. This may be due to chance factor.

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COMPENSATION AND WELFARE MEASURES IN ROCKWORTH CO., PVT.LTD. - AN EMPIRICAL STUDY

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ABSTRACT

An organization cannot build a good team of working professionals without good Compensation and Welfare measures. In HR Practices Compensation system and Welfare measures plays vital role in employee retention. The present study deals with study the opinions of employees regarding compensation and welfare measures of Rock worth India Pvt.Ltd., analyze the data and draws the findings and conclusions.

KEYWORDS: *HR Practices, Compensation , Welfare Measures, Rock worth India Pvt.Ltd.*

INTRODUCTION:

The impact of Human Resource (HR) practices on the organization and its effectiveness is an important topic both from an academic and practitioner perspective as it addresses the “value-added” by human resources and the HR function. Much of the work on the impact of HR practices on the organization has been conducted at the macro level, studying the difference between HR practices and firm performance.

As recently as two decades ago, human resource management (HRM) research took a macro approach to studying HR practices (Dyer, 1984; Schuler & Jackson, 1987a). This shift resulted from researcher's desire to demonstrate the importance of HR practices for organizational performance and outcomes. While early HR research has focused on HR practices and employee outcomes, the macro approach shifted the focus to organizational level practices and organizational outcomes. As a result, two streams of macro research evolved in the field of human resources management.

Employee compensation plays such a key role because it is at the heart of the employment relationship, being of critical importance to both employees and employers. Employees typically

depend on wages, salaries, and so forth to provide a large share of their income and on benefits to provide income and health security. For employers, compensation decisions influence their cost of doing business and thus, their ability to sell at a competitive price in the product market. In addition, compensation decisions influence the employer's ability to compete for employees in the labor market (attract and retain), as well as their attitudes and behaviors while with the employer

Welfare facilities are designed to take care of the well being of the employees –they do not generally involve in any monetary benefit but it does involve certain non monetary benefits. It has contributions of not only organization, Governmental and non-governmental agencies and trade unions.

COMPANY OVERVIEW:

Rockworth Public Company Limited Is Thailand Manufacturer, distributor and marketer of quality Office System Furniture.

Established since 1972 to meet the emerging demands of companies in need of specialist design and superior quality in office furniture, the Rockworth name has since become recognized and respected throughout the region, famous for everything from design concepts to after-sales service. The company now has more than 700 dedicated employees and serves clients through a global network of authorized dealers in 22 countries.

RESEARCH METHODOLOGY

Scope of the Study:

Compensation Management & Welfare Measures are going to be covered in the study. These practices planned to be studied in the research.

Need for the Study:

'An organization's success increasingly depends on the knowledge, skills and abilities of its employees, particularly as they help establish a set of core competencies distinguish an organization from its competitors. Therefore, the organizations are striving to implement best practices and policies to retain the talented manpower. This study extend to find the human resource practices that usually implemented in Rockworth India Pvt.Ltd, Sri City, Chittoor, Andhra Pradesh, India.

OBJECTIVES OF THE STUDY:

1. To know the employee opinion on the Compensation System in Rockworth India Pvt.Ltd.
2. To know the employee opinion on the Welfare measures in Rockworth India Pvt.Ltd.

Research Design:

Research Design facilitates a framework for collecting and analyzing data in the light of identification of "causal connection between variables." In the light of the present research intended to study the employee perception on Compensation System and Welfare Measures in Rockworth india Pvt.Ltd, the research design has been framed with a view to track the Research Objective mentioned above.

Sampling:

This study covers the employees in Rockworth India Private Limited is located at Sri City, Chittoor District, Andhra Pradesh, India. Here convenience Sampling is considered to collect the data from three levels of Management namely Top Level, Middle Level and Lower Level of the organization.

Sources of Data:

Both Primary and secondary are the major sources of data to the study. The primary data will be collect through the structured questionnaire from the selected respondents. The Secondary data is going to collect from various sources like textbooks, journals, magazines, and websites.

Hypothesis of Study:

- There is no significant association between the level of management and Compensation System.
- There is no significant association between the level of management and Welfare Measures.

Statistical Tools used:

SPSS 20.0 will be use to do the statistical analysis and the hypothesis test with the help of Descriptive Statistics, ANOVA, and Reliability Tests methods.

Data Analysis

H₀: There is no significant association between the level of management and Compensation System.

SUMMARY STATEMENT:

Dimension/ Attributes	Lower Level	Middle Level	Top Level	F- Value	Significance
The organization has a well-organized and efficient compensation system.	4.00 ± 1.15	3.19 ± 0.91	3.86 ± 0.90	0.121	H ₀ Accepted
The existing compensation system in the organization is enough to influence the performance of the employees.	3.57 ± 0.98	3.56 ± 0.89	3.43 ± 0.98	.824	H ₀ Accepted
The input of individual workers is equal to the reward that they receive from the organization.	3.29 ± 1.11	3.25 ± 1.06	3.29 ± 0.76	1.819	H ₀ Accepted
Additional inputs of the employees get rewarded by the organization.	3.57 ± 1.27	3.56 ± 1.03	3.57 ± 0.79	.464	H ₀ Accepted
The salary received by staff meets the immediate needs of the staff.	4.43 ± 0.53	3.44 ± 1.21	3.43 ± 1.13	2.008	H ₀ Accepted
The organization motivates employees with better remuneration.	4.00 ± 1.53	3.50 ± 1.32	3.57 ± 0.79	.801	H ₀ Accepted
The Employee seniority does not enter in to pay decision.	3.71 ± 1.60	3.25 ± 1.13	3.43 ± 0.53	1.116	H ₀ Accepted
The Bonus is an important part of the	3.57	3.75	3.29	.061	H ₀ Accepted

compensation policy in this organization.	± 1.51	± 0.86	± 1.11		
The Profit sharing is an important part of the compensation policy in this organization.	3.86 ± 1.46	2.06 ± 1.34	3.43 ± 0.98	.297	H ₀ Accepted
The Pay incentives are designed to provide a significant amount of employees' total earnings in this organization.	3.43 ± 1.40	2.69 ± 1.40	3.57 ± 0.98	1.386	H ₀ Accepted
The Fringe benefits motivates employees a lot.	3.71 ± 1.11	3.06 ± 1.29	2.86 ± 0.90	4.757	H ₀ Rejected
Rewards for accomplishment of Short-Term Objectives.	3.29 ± 1.60	3.38 ± 1.02	3.43 ± 0.79	1.262	H ₀ Accepted
The reward system in the organization is poorer than what operate in other organizations.	3.86 ± 1.07	3.13 ± 0.96	2.86 ± 0.69	.188	H ₀ Accepted
Proper compensation system retains the employees for longer period	3.43 ± 0.98	3.06 ± 0.85	2.86 ± 0.69	2.205	H ₀ Accepted

H₀: There is no significant association between the level of management and Welfare Measures.

SUMMARY STATEMENT:

Dimension/ Attributes	Lower Level	Middle Level	Top Level	F-Value	Significance
Drop up and Drop down facilities are provided by this organization during late working hours.	3.86 ± 0.69	3.44 ± 1.03	4.14 ± 0.38	.464	H ₀ Accepted
Additional facilities are provided within the organization for the belongings to make employee feel safe.	4.14 ± 1.46	4.50 ± 0.82	4.14 ± 0.90	2.008	H ₀ Accepted
Rest rooms, Drinking water and canteen facilities are provided to workers.	4.71 ± 0.49	4.06 ± 0.85	4.00 ± 0.82	.801	H ₀ Accepted
The Organization provides uniform & Shoes to technical employees.	4.71 ± 0.49	4.25 ± 1.06	4.14 ± 0.90	1.116	H ₀ Accepted
The organization spends enough money on health related matters.	4.86 ± 0.38	4.50 ± 0.82	4.29 ± 0.76	.061	H ₀ Accepted
The organization provides ambient atmosphere to work.	3.86 ± 1.46	4.00 ± 0.89	3.86 ± 1.21	.297	H ₀ Accepted
The Organization facilitates Employee education	4.29 ± 1.11	4.06 ± 1.00	3.86 ± 1.07	1.386	H ₀ Accepted
The Organization facilitates provision for employees' children education	3.00 ± 1.41	2.69 ± 1.25	3.57 ± 0.53	4.757	H ₀ Rejected
The Organization spends enough money to sports and recreational facilities	3.57 ± 1.81	1.94 ± 1.06	2.71 ± 0.49	1.262	H ₀ Accepted
The Organization provide leaves as per norms and conditions.	4.00 ± 1.15	3.19 ± 1.33	3.14 ± 0.90	.188	H ₀ Accepted
The Permanent employees are given	4.14	3.94	3.86	2.205	H ₀ Accepted

Provident fund and Gratuity.	± 1.07	± 0.77	± 1.07		
The organization spends enough time on Disciplinary practices method.	4.71 ± 0.49	4.38 ± 0.89	3.71 ± 1.25	.001	H ₀ Accepted
The employer supports employees in balancing of their work with family responsibilities.	3.86 ± 1.46	3.88 ± 0.81	3.86 ± 0.90	1.197	H ₀ Accepted
Additional facilities like medical allowance and housing rent are given to the employees.	4.00 ± 1.00	3.38 ± 1.09	3.86 ± 0.69	.564	H ₀ Accepted
The Grievance redressed cell is operated in an Effective way in this organization.	3.71 ± 1.11	3.31 ± 1.20	3.86 ± 1.46	1.472	H ₀ Accepted
Satisfied with the statutory and non statutory welfare measures provided by this organization.	3.57 ± 1.27	2.75 ± 1.18	3.29 ± 0.76	2.288	H ₀ Accepted

FINDINGS:

Compensation System:

- It is found from the study that organization has efficient compensation system.
- It is found from the study that existing compensation system in the organization is enough to influence the performance of the employees.
- The study found that employees are agreeing that the input of individual worker is equal to the reward that they receive from the Organization.
- The study found that employees are agreeing that Additional inputs of the employees get rewarded by the organization.
- It is observed from the study that the salary received by staff meets the immediate needs of the staff.
- The study found that employees are agreeing that organization motivates employees with better remuneration
- The study found that employees are agreeing that Employee seniority does not enter in to pay decision
- It is observed from the study that Bonus is not an important part of the compensation policy in this organization
- The study found that employees are agreeing that Profit sharing is an important part of the compensation policy in this organization
- It is observed from the study that Pay incentives are designed to provide a significant amount of employees' total earnings in this organization.
- The study found that employees are agreeing that Fringe benefits motivate employees a lot.
- It is observed from the study that Rewards for accomplishment of Short-Term Objectives in this Organization.

- It is observed from the study that reward system in the organization is not poorer than what operate in other organizations.
- The study found that employees are agreeing that Proper compensation system retains the employees for longer period

WELFARE MEASURES:

- The study found that employees are agreeing that Drop up and Drop down facilities are provided by this organization during late working hours
- The study found that employees are agreeing that Additional facilities are provided within the organization for the belongings to make employee feel safe
- The study found that overall opinions with respect to Rest rooms, Drinking water and canteen facilities are provided to workers are satisfactory.
- The study found that employees are agreeing that Organization provides uniform & Shoes to technical employees
- The study found that employees are agreeing that organization spends enough money on health related matters
- It is found from the study that organization provides ambient atmosphere to work
- It is found from the study that Organization facilitates Employee education
- It is found from the study that Organization do not facilitate provision for employees' children education
- It is found from the study that the Organization spends enough money to sports and recreational facilities
- It is observed from the study that the Organization provides leaves as per norms and conditions
- The study found that employees are agreeing that Permanent employees is given Provident fund and Gratuity.
- It is observed from the study that the organization spends enough time on Disciplinary practices method.
- It is found from the study that the employer supports employees in balancing of their work with family responsibilities
- It is found from the study that the Additional facilities like medical allowance and housing rent are given to the employees.
- It is found from the study that the Grievance redressed cell is operated in an Effective way in this organization.
- It is observed from the study that the employees are Satisfied with the statutory and non statutory welfare measures provided by this organization.

SUGGESTIONS:

- The organization Policies are satisfactory and also focus more welfare measures like Work life balance to retain the employees for longer Period.
- Organization has to implement the Mentoring / Coaching programs to reduce the conflicts and to maintain healthy work atmosphere.
- If the company concentrates more on HR practices, it will improve the performance of the organization and also the productivity and profitability of the organization.

CONCLUSION:

- This study shows strong, positive and direct difference between the extent of firm's adoption of high performance human resource practices and firm's managerial performance such as low employee turnover, productivity and financial performance. The present business environments are such that firms must increasingly rely on the discretionary contribution of employees. Therefore the adoption of high performance human resource practices may enhance the quality of employee's discretionary contribution. The managers responsible for making strategic decision may do well to recognize the possible impact of high performance human resource practices and align them with their firm's strategic decisions.

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ROLE OF ADVERTISING IN CONSUMER DECISION MAKING WITH RESPECT TO “AIDA” APPROACH

Shilpa.K.P*

ABSTRACT

Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix. Every piece of advertising turns the attention of the readers or the listeners or the viewers or the onlookers towards a product or a service or an idea. Therefore, it can be said that anything that turns the attention to an article or a service or an idea might be well called as advertising. This paper investigates the role of advertisement in consumer decision making with respect to “AIDA” approach, (AIDA stands for attitude, interest, desire, and action) by tapping the responses of 30 respondents. The basic objective of this research is to access the influence of advertising in consumer decision process. The study conclude that advertisement play a major role in persuading, informing, and reminding both potential and existing customer towards making a purchase decision. Advertisement plays a vital role in shaping dreams and customer take conscious product and brand decisions.

KEYWORDS: *Consumer, Advertisement, Attitude, Interest, Desire, Action*

1.1 INTRODUCTION

In every organization, they are produced products for sales and profits. In order to remain in business, an organization must generate enough sales from its products to cover operating cost and post reasonable profit. The sales estimate is the starting point in budgeting or profit planning of an organization, because it must be determined the production unites and the material purchase. Decision taking on sales is most difficult task, because it is difficult to predict. The sales is depends on the consumer demand. The consumer demands are depends on the products. There the relevant of advertisement. Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion.

As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country. Today's modern environment, advertisements have become one of the major sources of communicational tool between the manufacturer and the user of the products.

Advertising is the best way to communicate to the customers. Advertising helps informs the customers about the brands available in the market and the variety of products useful to them. Advertising is for everybody including kids, young and old. It is done using various media types, with different techniques and methods most suited.

1.2 OBJECTIVES OF THE STUDY

- To analyze the role of advertising in creating attention about the product.
- To analyze the role of advertising in creating interest about the product
- To analyze the role of advertising in creating desire about the product
- To analyze the role of advertising in creating action about the product

1.3 SCOPE OF THE STUDY

The Inferences from the study are based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the perception of Consumers on Advertisements.

1.4 RESEARCH METHODOLOGY

Data for this study was collected by means of survey conducted in Kozhikode district. The type of research was descriptive analytical in value based on a sample survey. The questionnaire was used to collect data for the study.

METHODE OF DATA COLLECTION:

- Primary data
- Secondary data

PRIMARY DATA

The primary data was collected through structured questionnaire for which sample of 30 respondents were selected for the study.

SECONDARY DATA

The secondary data was collected from database sites and articles.

RESEARCH INSTRUMENT

The data is collected by well developed, structured five point Likert scale is considered. All of the questionnaires were distributed among the respondents in the different areas

The likert scale has been considered which consists of 5 point scale, where 1 as strongly disagree and 5 as strongly agree. For the analysis of the responses, under the five point Likert scale, it is defined as

- ❖ Strongly agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly disagree

TOOLS USED: T-test

A 't' test is any statistical hypothesis test in which the test statistic follows a 't' distribution if the null hypothesis is true. It is most commonly applied when the test statistics would follow a normal distribution.

As far as the study is concerned the sample size taken is 30, that is why these I have used T-test. For the 't' distribution, the number of degree of freedom is the sample size minus one. That is (n-1).

1.5 LIMITATIONS OF THE STUDY

- The study is limited in Kozhikode district.
- The research is only generalizing 30 samples.
- There is a chance of personal bias.
- Irresponsiveness of sample respondents.
- Changing trends in preferences.

2.1 REVIEW LITERATURE

Dr. D.Prasanna Kumar & K. Venkateswara Raja (2013); In their study "**The Role of Advertising in Consumer Decision Making**" they says that, Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services etc. The basic objective of this research is to assess the influence of advertising through attitudinal buying behavior of consumer (male & female) and analyze the influence of Advertising between male and female.

Gîrboveanu Sorina Raula (2008); In his study "**The Role of advertising in the purchase decision process**" says that, The purchase process is a decision-making process under risk. The selection of one brand over all other brands is a process of optimizing the consumer's utility. This optimization is done under uncertainty, since the buyer does not have perfect information.

Dr. Deepa Ingavale ; in her study "**An impact of advertisements on purchase decision of youth with reference to consumer goods**" she says that, Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions.

3.1 ADVERTISEMENT

According to *American Marketing Association*, “Advertising is any paid form of non-personal perception of ideas, goods or services by an identified sponsor”

3.2 CONSUMER

According to International Dictionary of Management, “consumers are purchaser of goods and services for immediate use and consumption”

3.3 The AIDA Process in Advertising

Several advertising formulas are in existence today but one of the most commonly used is the acronym AIDA — Attention, Interest, Desire and Action. This refers to specific techniques necessary to implement when creating an ad. Correctly combine these four components in an ad campaign, and you can accomplish your advertising and marketing objectives.

Attention

You must first capture the viewer’s attention — an essential component of any ad campaign. Most campaigns rely on a mix of visual stimuli to accomplish this, using images to help an ad stand out and create a lasting impression. Text is then employed to further grab attention, enticing the reader to continue reading in search of more information. That is why the first paragraph of a sales letter, direct mail piece or ad needs to be the strongest.

Interest

Now that you have their attention, you need to keep them reading. This is accomplished a few different ways. Establish a need, create a bond and let them know they are about to learn something very special. Consumers don't actually need most of the products they buy but think they do. Being able to establish a need in the mind of a consumer is the cornerstone of an effective ad campaign. Creating a personal link helps build trust; hinting at something special to come cements their interest in what you have.

Desire

You've got your reader this far, and they think they may need your product but are not sure. This is the stage where you stoke the flames of their desire until they are absolutely certain they have to have what you are selling. This is often accomplished through the problem-solution technique. Your consumer has a problem — you have the solution. The solution is so amazing, they simply cannot live without it. This phase also covers another vital facet in any advertising campaign — what's in it for them. This will build the desire you need them to feel to make that decision.

Action

You've attracted their attention, built their interest and fanned their desire. Now it's time to get them to take action. A call to action should be in every single ad, regardless of format. Whether it is a special offer, a free gift or time-limited discount, you need your customer to act and act now. Whether it's going to your website, picking up the phone or sending an order, the last section of your advertisement needs to contain a powerful call to action

4.1 DATA ANALYSIS AND INTERPRETATION

ONE SAMPLE T-TEST

OBJECTIVE. 1. To analyze the role of advertising in creating attention about the product.

HYPOTHESIS: THERE IS NO SIGNIFICANCE DIFFERENCE IN CREATING ATTENTION OF A PRODUCT WITH REGARD TO ADVERTISEMENT.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
AWARENESS	30	13.5333	3.80320	.69437

One-Sample Test

	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AWARENESS	19.490	29	.000	13.53333	12.1132	14.9535

INTERPRETATION:

In the above analysis the test results gives t-test statistics of 19.490 with 29 degrees of freedom. The corresponding two-tailed p-value is .000. If we take the significant level of 5%, the p-value obtained is less than 0.05. Therefore we can reject the null hypothesis. It means that attention of product plays a vital role in advertising. It persuading a buyer to buy the particular product. So advertisement has a great role in consumer decision making.

ONE SAMPLE T-TEST

OBJECTIVE. 2. To analyze the role of advertising in creating interest about the product.

HYPOTHESIS: THERE IS NO SIGNIFICANCE DIFFERENCE IN CREATING INTEREST OF A PRODUCT WITH REGARD TO ADVERTISEMENT

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
INTREST	30	13.5000	3.98921	.72833

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
INTREST	18.536	29	.000	13.50000	12.0104	14.9896

INTERPRETATION:

From the above test results gives t-test statistics of 18.536 with 29 degrees of freedom. The corresponding two-tailed p-value is .000. If we take the significant level of 5%, the p-value obtained is less than 0.05. Therefore we can reject the null hypothesis. It means that an advertisement create an interest among the consumers to buy the product. So ads has vital role in creating interest among the consumers.

ONE SAMPLE T-TEST

OBJECTIVE. 3. To analyze the role of advertising in creating desire about the product.

HYPOTHESIS: THERE IS NO SIGNIFICANCE DIFFERENCE IN CREATING DESIRE OF A PRODUCT WITH REGARD TO ADVERTISEMENT

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
DESIRE	30	14.7000	4.26817	.77926

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
DESIRE	18.864	29	.000	14.70000	13.1062	16.2938

INTERPRETATION:

From the test results gives t-test statistics of 18.864 with 29 degrees of freedom. The corresponding two-tailed p-value is .000. If we take the significant level of 5%, the p-value obtained is less than 0.05. Therefore we can reject the null hypothesis. It means that desire of products plays a vital role in advertisement. The presentation of advertisement creates a desire to customer, to buy a product from the market. So desire has a great role in the purchasing behavior of a consumer.

ONE SAMPLE T-TEST

OBJECTIVE. 4. To analyze the role of advertising in creating action about the product.

HYPOTHESIS: THERE IS NO SIGNIFICANCE DIFFERENCE IN CREATING ACTION OF A PRODUCT WITH REGARD TO ADVERTISEMENT

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
ACTION	30	13.3333	2.95172	.53891

One-Sample Test

	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
ACTIO N	24.741	29	.000	13.33333	12.2311	14.4355

INTERPRETATION:

From the above analysis THE TEST RESULTS GIVES t-test statistics of 24.741 with 29 degrees of freedom. The corresponding two-tailed p-value is .000. If we take the significant level of 5%, the p-value obtained is less than 0.05. Therefore we can reject the null hypothesis. From this study it can be found that advertisement plays a vital role in the purchase of a product.

5.1 FINDINGS

- Here the study reveals that youngster (the respondents having the age between 26 and 35) are most of the viewers of the advertisement.
- There is equal proportion in watching advertisement in rural and urban areas.
- The study reveals that most of the respondents are watching all type of advertisements.
- As per the study most of the respondents are students followed by professionals, service, business, and others.
- The test result gives t-test statistics of 19.49 with 29 degree of freedom. The corresponding two tailed p-value is 0.000. if we take the significant level of 5%, the p-value obtained is less than 0.05. There for we can reject the null hypothesis. It means that attention of product plays a vital role in.
- Attention of advertisement helps the buyer to buy the product. Attention on of advertisement has a greater role in the purchasing behavior of a consumer
- The test result gives t-test statistics of 18.536 with 29 degree of freedom. The corresponding two tailed p-value is 0.000. if we take the significant level of 5%, the p-value obtained is less than 0.05. there for we can reject the null hypothesis. It means that interest of a product plays a vital role in advertising.
- Interest of advertisement helps the buyer to buy the particular product. Interest of advertisement has a great role in the purchasing behavior of a consumer.
- The test result gives t-test statistics of 18.864 with 29 degrees of freedom. The corresponding two tailed p-value is 0.000. if we take the significant level of 5%, the p-value obtained is less than 0.05. There for we can reject the null hypothesis. It means that desire of a product plays a vital role in advertising.
- Desire of advertisement helps the buyer to buy products. Desire of advertisement has a great role in the purchasing behavior of a consumer.

- The test result gives t-test statistics of 24.741 with 29 degrees of freedom. The corresponding two tailed p-value is 0.000. if we take the significant level of 5%, the p-value obtained is less than 0.05. there for we can reject the null hypothesis. It means that action of products plays a vital role in advertising.
- It persuade to buy a product from the market. It can be found that advertisement plays a vital role in the purchase of a product. It has a great role in the purchasing behavior of a consumer.

5.2 SUGGESTIONS

- ❖ Advertisement should have to more attractive and effective.
- ❖ Advertisement should give more emphasis on a key factor. That is a factor that the company has more command on it.
- ❖ Apart from traditional advertisements, company can more repay upon online advertisement.
- ❖ Follow advertisement campaigns.
- ❖ The advertisement should neither be long nor be short.
- ❖ The highest percentage of viewer of advertisement is belongs to the age of 26-35. So the companies must adopt new ideas and technologies to attract youth.
- ❖ Sometimes customers may be irrational, so the advertisement should try to include emotional appeals to exploit them.

CONCLUSION

Advertisement plays a vital role in consumer decision making. Through the advertisement he knows the products. Here the researcher attempts to analyze the role of advertisement in consumer decision making process. For this, I have conducted a detailed study in order to find out the rule, by using 'AIDA' approach. There I have taken 30 respondents as sample, and applied t-test for testing above said objectives. From this study it can be concluded that the advertisement has an important role in consumer decision making process. And also be concluded that advertisement create attention and interest in the mind of consumers about the product. Through this attention and interest advertisement is able to make a desire about the product, and eventually it leads to the purchase of the product. Simply, Thus advertisement and provides knowledge about the product and create interest and desire about the product and persuade the consumers to buy it.

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BHISMAKNAGAR FORT- A LESS EXPLORED CULTURAL HERITAGE OF NORTH EAST INDIA

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ABSTRACT

Cultural Heritage is a legacy. It includes physical artifacts and intangible attributes of a group or society. It is inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Inherited beliefs, traditions, lifestyles, customs, practices, places, objects, artistic expressions, values artworks, buildings, books, objects, songs, folklore, and oral history etc constitute cultural heritage. Bhismaknagar Fort is one of the important built environment and tangible cultural heritage of Arunachal Pradesh in particular and North East India in general. Nevertheless, it has always been less explored heritage site due to less accessibility for long time and insufficient publicity. It is an ancient site comprising amazing historical value which was built in 8th Century by King Bhismak. He was the father of Rukmini who married to the Lord Krishna. Bhismaknagar Fort exhibits splendid works of architecture. The fort is built of burnt bricks with strong fabrication works which gives testimony of dexterity

of the ancient people. Infact, Bhismaknagar Fort is valued heritage site located amidst dense forests, beautiful valleys, rich giant mountains and so on which still awaits massive tourist exploration. With this background, the paper makes an attempt to discuss concept of cultural heritage. Also, it endeavors to give account on history, architecture and natural heritage of Bhismaknagar Fort.

KEYWORDS: *Arunachal Pradesh, Bhismak, Bhismaknagar, Cultural Heritage, North East India*

INTRODUCTION

BACKGROUND

Cultural Heritage is a wide concept. However, it is perceived as legacy of many important components. It includes physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. It is an expression of the ways of living developed by a community and passed on from generation to generation. It encompasses beliefs, traditions, lifestyles, customs, practices, places, objects, artistic expressions and values. Also, it includes artworks, buildings, books, objects, songs, folklore, and oral history. Infact, cultural heritage signify unique ways of living of a particular community that have emerged over periods of time. Basically, it is inherited from previous generations to present and preserved for future generation. Cultural heritage is well understood through the Heritage Cycle. It gives an idea as to how a cultural heritage is understood, valued, cared, enjoyed and again generated understandings on the same. Cultural Heritage has three overriding components. The first component is Built Environment which includes buildings, townscapes, and archaeological remains. Natural Environment like Rural landscapes, Coasts and Shorelines, Agricultural practices is the second important component. Third component is Artifacts which covers Books & Documents, Objects, Pictures, Utensils, Dresses, Ornaments, and War Materials etc. Cultural heritage can be tangible or intangible. Cultural heritage is not only manifested through tangible forms but also through intangible forms. Tangible cultural heritage refers to things that we can store or physically touch. Examples of tangible cultural heritage include cuisine, forms of shelter, traditional clothing, tools, buildings, artwork, monuments, and modes of transportation etc. However, intangible cultural heritage refers to things that are not physical items but existing intellectually. It includes traditional skills & technologies to make traditional crafts, religious ceremonies, performing arts, oral traditions songs, rituals, values, superstitions and myths, beliefs, social practices etc. So, tangible and non-tangible cultural heritage are the two important representation of cultural heritage. Both of them come from the past, valued in the present and preserved for future generation.

OBJECTIVES OF THE PAPER

The paper makes an attempt to:

1. Make discussion on Cultural Heritage.
2. Give an account on history of Bhismaknagar Fort.
3. Discuss Architecture and Natural Heritage of Bhismaknagar Fort.



DISCUSSION

Bhismaknagar Fort is one of the important built environment and tangible cultural heritage of North East India. Nevertheless, it has always been less explored heritage site due to less accessibility for long time. It is an ancient site comprising amazing historical value. Several historical tales are there related to this fort and thus, it gives a proud feeling to visitors when they visit this site. Overall, it is a true symbol of grandeur of past and unfolds graceful standard of Indian civilization. *Bhismaknagar Fort* was built in 8th Century by King *Bhismak*. The *Bhismaknagar Fort* is located at 30 km away from *Roing*- the headquarter of *Lower Dibang Valley* district of Arunachal Pradesh. It is recorded as the oldest archaeological site in the region. The site was first explored by I. Block in 1848. Later on, it was excavated from 1965-70. *Bhismaknagar* is the pilgrim place for the *Idu-Mishmis* of Arunachal Pradesh. *Bhismaknagar* is one of the prevalent archeological site and the most hallowed place in Arunachal Pradesh. This place experiences copious visitors every year. An emblem of historical opulence and indicates the extraordinary and classical civilization of *Bhismaknagar* Arunachal Pradesh. Currently it is maintained by ASI. The Archeological Department of India has very well retained and preserved the monument and it has been affirmed as a secured monument. Some important aspects of the heritage site can be discussed under various heads as follow:

- A. History of Bhismaknagar Fort:** *Bhismaknagar* has a glorious history of ancient civilization. Interestingly, it has been mentioned in the *Kalika Purana*. It has been inhabited by the *Idu Mishmi* tribe since centuries. The excavations done here have revealed that Synthetic fabric was first introduced in India by the *Idu tribe*. The fort was built in the 8th century BC by King *Bhismak*. So, the name of this city was derived from the name of a king *Bhismak* who was reigning over this place in ancient time. The name of this king *Bhismak* is written in the Hindu Mythological books as he was the father of *Rukmini* who was the wife of the *Lord Krishna*. Later on, *Bhismaknagar* was ruled by the *Chutiya Kingdom* from the 12th to 16th centuries. It was later ruled by the *Ahom Kingdom*- the rulers of Assam. Again, in the 18th century, the entire area came under the control of British. However, they had no concern for development of the tribes.
- B. Architecture:** Excavation conducted at the site by the Research department, Govt. of A.P in 1965-70 yielded large number of wheel turned pottery, terracotta plaque with animal and floral design, decorative tiles, figurines of horse and elephant, inscribed bricks with animal motifs etc. The fort is built of brick over 1860.52 sq.m plinth area. It has three halls, two extension rooms and six entrances in all. It has two impressive gates– Eastern Gate and Western Gate. Almost the entire area of the fortress is protected with a rampart wall made of bricks, stone and mud. Fascinatingly, the Northern side of the fort is protected by natural boundary of hills. The fort is built of burnt bricks with strong fabrication works which gives testimony of dexterity of the ancient people. The architecture of the fort displays the primeval culture. While quarrying the fort the enormous pieces of work of art like potteries, terracotta figurines, terracotta plaques and decorative tiles were found and preserved.
- C. Natural Heritage of Bhismaknagar:** Arunachal Pradesh is a beautiful Indian state offering variety of attractions to tourists. If someone wants to explore unseen beauty of a nature, then certainly *Bhismaknagar* is an ideal location. The location where this fort is built is quite soothing. The lush greenery all around the valley bewilders the visitors. Trekking through this valley is a way to soothe your soul and eyes in such a magnificent way. In

Bhismaknagar, tourists will find scenic beauty consisting dense forests, beautiful valleys, rich giant mountains and so on. It is a perfect destination for sports or adventure lovers as they can enjoy hiking or trekking in the ranges of eastern Himalayas.

END WORDS

Cultural heritage is seen as legacy of many important components. It includes physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. It encompasses inherited beliefs, traditions, lifestyles, customs, practices, places, objects, artistic expressions and values etc. Also, it includes artworks, buildings, books, objects, songs, folklore, and oral history etc. *Bhismaknagar Fort* is one of the important built environment and tangible cultural heritage of Arunachal Pradesh in particular and North East India in general. Nevertheless, it has always been less explored heritage site due to less accessibility for long time and insufficient publicity. It is an ancient site comprising amazing historical value which was built in 8th Century by *King Bhismak*- the father of *Rukmini* who was the wife of the *Lord Krishna*. *Bhismaknagar Fort* exhibits splendid works of architecture. The fort is built of burnt bricks with strong fabrication works which gives testimony of dexterity of the ancient people. Many antique items like wheel turned pottery, terracotta plaque with animal and floral design, decorative tiles, figurines of horse and elephant, inscribed bricks with animal motifs etc had been found during excavation period.

Thus, *Bhismaknagar Fort* is valued heritage site located amidst dense forests, beautiful valleys, rich giant mountains and so on which still awaits massive tourist exploration.

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RECONNOITER THE CONSUMER'S KNOWLEDGE REGARDING FOOD SAFETY PRACTICES IN SOUTHERN DISTRICTS OF TAMIL NADU

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ABSTRACT

The aim of the present study is to investigate the consumer's knowledge regarding food safety practices in southern districts of Tamil Nadu. Home interviews of 951 randomly selected consumers representing five districts in southern district of Tamil Nadu. Food safety knowledge among male and female respondents is the same. Food safety awareness is essential to avoid food borne diseases. Food safety awareness leads to food safety practices. There is a relationship between preference given to health in food preparation and Government should take steps to create awareness in food safety practices and food borne diseases.

KEYWORDS: Consumer, Food borne illness, Food safety, and Practice.

INTRODUCTION

In India, around 76 million cases of food borne diseases are reported, resulting in 3, 25,000 hospitalizations and 5,000 deaths are estimated to occur each year (Mead et al., 2002)¹. Food borne illness usually arises from improper handling, preparation, or food storage and poor hygiene practices (Patil, et al., 2004)². In underdeveloped countries, many people are victims of food poison because of the consumption of food produced under unhygienic conditions, lack of hygiene education, drought, contaminated water, inappropriate food storage condition, lack of cleaning and pesticide residues (Eves and Kips, 2005)³. The surveillance of food borne disease outbreaks have been fairly well established in developed countries but in spite of that, only a small percentage of actual cases of less than 10% in industrialized countries are recorded in official statistics. In case of developing countries, it could be even less than 1% (WHO 2006)⁴. Even though there have been substantial developments in food production and safety management, developed countries continue to face numerous and critical food safety problems (Anklam and Battaglia 2001)⁵. Consumers everywhere view food borne disease outbreaks with ever-increasing concern. Consumers today demand that the food they eat be safe and free from harmful contaminants that cause illnesses. Prevention is the front line of food safety defense.

REVIEW OF LITERATURE:

Angelillo et al., (2000) in their study evaluated the food safety knowledge, attitudes and behavior concerning food borne diseases and food safety issues among food handlers. The result indicated that a great majority of the food handlers lack knowledge in proper food handling practices and concluded that the food handlers need proper educational programs for improving food safety knowledge and control food borne diseases.⁶

Anne Wilcock et al., (2004) in their study analysed the relationship between consumer attitudes, knowledge and behaviour regarding food safety. They indicated that different attitudes do not lead to behaviours that increase the safety of the food consumed. They also concluded that there exists the need for professional assistance for consumers regarding food safety issues.⁷

Binkley and Ghiselli (2005) in their study pinpointed that consumer purchase of food away from home increases annually. The increase in take-out food is accompanied by the increasing risk of foodborne illness.⁸

Bolton et al., (2008) in their study concluded that the food handlers in the agricultural food sector are unaware of food safety. Studies involving the head chefs and catering managers indicated that 20% of kitchen staff lacked formal training and also suggested that proper training should be given to these food handlers in order to avoid food borne illness.⁹

Brewer et al., (2004) in their study suggested that consumers have relatively high levels of concern about food safety issues, but they are not overly concerned about the different measures to increase food safety.¹⁰

Brown et al., (2007) reported in their study that although frequent handwashing reduces microbial load, the best hand cleansing agents and handwashing methodologies should be applied to reduce microbial load on hands.¹¹

CDC (2005) in its report demonstrated that handwashing with soap can reduce the number of pneumonia-related infections in children under the age of five by more than 50 percent.¹²

CDC (2005) reported that handwashing is one of the most important hygienic procedures in preventing the transmission of infectious disease. It is the first line of defence against infectious disease, including respiratory infection and gastrointestinal disorders among others.¹³

Chandrasekhar et al., (2003) in their study identified that microbial and chemical contamination will be at a higher level in street vended food when compared to home-made and restaurant foods.¹⁴

Chung-Tung Jordan and Lin Kimberly (2005) in their study pointed out that each year in United States, microbial pathogens cause millions of cases of food borne disease and result in many hospitalizations and deaths. He also stated that if effective consumer education programs are conducted to promote safer food handling practices and other averting behaviors, they may benefit and increase the consumer awareness of microbial pathogens.¹⁵

MATERIALS AND METHODS

OBJECTIVES

The main objective of the study is to investigating consumers' knowledge regarding food safety practices among southern districts of Tamil Nadu. Based on the main objective, the following other objectives are discussed:

- To analyze the food safety knowledge among consumers.
- To examine the awareness about the food borne diseases.

HYPOTHESIS

1. H_0 Gender is not related with the food safety knowledge of the respondents.
2. H_0 Awareness of food safety does not influence the killing pathogenic germs

SAMPLE SIZE

The quantitative data for the study was collected from 951 respondents randomly selected from southern districts of Tamil Nadu. In the field work, the data were collected through a well-structured questionnaire through personal interview mode after obtaining consent from them.

RESEARCH DESIGN

The survey analyses the awareness and execution of hand washing practice of respondents during the period of January 2010 to May 2013 as a part of Doctoral research work. The questionnaire was divided into three sections (1) Demographic factor, (2) hand washing practices and the infrastructure facilities, (3) Awareness about food adulteration and the complaint giving attitude of consumers and the knowledge of consumers regarding food safety.

PILOT STUDY

The questionnaire was pre-tested by collecting data from 95 respondents. The questionnaire was revised and restructured based on the results of the pilot study. The final draft was prepared after revising the schedule based on the feedback of the pilot study.

DATA ANALYSIS

The collected data was analyzed using the Statistical Package for the Social Science (SPSS) software package version 17. The t test has been used to infer the food safety knowledge among male and female respondents. Factor analysis has been used to depict the food safety knowledge of the respondents. Regression analysis has been used to reveal the relationship between the preference given to health and its impact on food borne diseases.

RESULTS AND DISCUSSIONS

TABLE - 1

FOOD SAFETY KNOWLEDGE AMONG MALE AND FEMALE RESPONDENTS

Outbreaks of foodborne illness, especially in the home, occur as a result of improper food hygiene practices in which cross-contamination in combination with inadequate storage or cooking was implicated in many instances (olsen, et al., 2000)¹⁶. In Table 1, food safety knowledge among male and female respondents is analysed.

TABLE – 1 FOOD SAFETY KNOWLEDGE AMONG MALE AND FEMALE RESPONDENTS

Null Hypothesis: Gender is not related with the food safety knowledge of the respondents

Food Safety Knowledge statement	Gender	N	\bar{X}	σ	t value	P value
Food should be sterile before eating	Male	192	4.2448	1.11509	0.070	0.944
	Female	759	4.2385	1.11350		
Dishcloths carry unsafe bacteria	Male	192	3.9063	1.21576	0.998	0.319
	Female	759	3.9934	1.04450		
All Bacteria found in foods are not harmful	Male	192	3.3802	1.42756	0.665	0.506
	Female	759	3.4532	1.34247		
Perishable items should be refrigerated immediately	Male	192	3.5000	1.36524	0.560	0.575
	Female	759	3.5599	1.31413		
Bacteria grow rapidly at ordinary room temperatures	Male	192	3.7292	1.14388	1.300	0.194
	Female	759	3.8472	1.11849		

*Significant at 5% level

Table 1 reveals the association between the food safety knowledge and the gender of the respondents. As per the acceptance of null hypothesis ($P > 0.05$), the variables that food should sterile before eating, dishcloths carry unsafe bacteria, all bacteria found in foods are not harmful, perishable items should be refrigerated immediately, bacteria grow rapidly at ordinary room temperatures are not associated with the gender of the respondents. It is concluded that food safety knowledge among male and female respondents is the same. There is no difference with gender.

TABLE – 2 FOOD SAFETY KNOWLEDGE

Food safety requires proper handling of from production through consumption. The most common food handling problems are due to obtaining food from unsafe sources, inadequate cooking or heat processing, improper cooling, intervals of 12 hour or more between preparation and eating, poor hygiene or sick person handling implicated food (Bryan 1988)¹⁷. In Table 2, factor analysis has been used to analyse the food safety knowledge of the respondents.

TABLE 2.1 FOOD SAFETY KNOWLEDGE OF THE RESPONDENTS

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.660	33.245	33.245	2.660	33.245	33.245	1.820	22.752	22.752
2	1.237	15.460	48.704	1.237	15.460	48.704	1.662	20.773	43.524
3	1.078	13.481	62.185	1.078	13.481	62.185	1.493	18.660	62.185
4	.807	10.093	72.278						
5	.643	8.043	80.320						

6	.575	7.192	87.512						
7	.535	6.687	94.199						
8	.464	5.801	100.000						
.Extraction Method: Principal Component Analysis.									

TABLE 2.2

Rotated Component Matrix			
	Component		
	1	2	3
Washing hands before cooking is important	.780	.138	-.230
Perishable items should be refrigerated immediately	.741	.017	.321
Bacteria grow rapidly at ordinary room temperatures	.649	.168	.448
Dishcloths carry unsafe bacteria	.044	.800	.204
Feeding pet animals in the kitchen creates food safety risk	.038	.729	.219
All Bacteria found in foods are not harmful	.429	.623	-.131
Doubtful food items should throw out	.219	.061	.766
Food should be sterile before eating	-.073	.227	.666

TABLE 2.3

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.741
Bartlett's Test of Sphericity	Approx. Chi-Square	1263.344
	df	28
	Sig.	.000

In using Kaiser's criterion, the component Eigen value should be 1 or more in the total variance. In this study only the first three components recorded Eigen values above 1 (2.660, 1.237, and 1.078). These three components explain a total of 62.185 percent of variance.

To verify that the dataset is suitable for factor analysis, check the KMO measure of sampling adequacy value is .06 or above and that the Bartlett's Test of sphericity value is significant (the sig. value should be .05 or smaller). In this study, the KMO Value is .920 and Bartlett's test is significant (P=.000). Therefore, factor analysis is appropriate.

Factor 1 can be named as '**Food Safety Knowledge**'

1. Bacteria grow rapidly at ordinary room temperatures .649
2. Perishable items should be refrigerated immediately .741
3. Washing hands before cooking is important .780

Factor II can be named as '**Food safety Awareness**'

1. All bacteria found in foods are not harmful .623
2. Feeding pet animals in the kitchen creates food safety risk .729

3. Dishcloths carry unsafe bacteria .800

Factor III can be named as ' **Food safety Practice** '

1. Food should sterile before eating .666
2. Doubtful food items should be thrown out .766

1. FOOD SAFETY KNOWLEDGE is the name given to the first factor and is identified through factor analysis. Bacteria grow rapidly at ordinary room temperatures is one of the important food safety knowledge aspect. In addition to this, perishable items should be refrigerated immediately is considered as the most important factor in food safety knowledge. It is followed by washing hands before cooking and it is considered as an important food safety aspect. To avoid food borne diseases, awareness of food safety knowledge is very essential. Hence, it is important to be aware of food safety knowledge.

2. FOOD SAFETY AWARENESS

Food safety awareness includes the awareness that all bacteria found in foods are not harmful, feeding pet animals in the kitchen creates food safety risk and dishcloths carry unsafe bacteria. It is a set of awareness designed for prevention of food borne diseases. All bacteria found in foods are not harmful is considered an important factor in food safety awareness. It is followed by feeding pet animals in the kitchen creates food safety risk. Further, dishcloths carry unsafe bacteria is also a crucial factor. Hence, it concludes that food safety awareness is essential to avoid food borne diseases.

3. FOOD SAFETY PRACTICES

Food safety practices emerged as an important factor in avoiding food borne diseases and it includes food should be sterile before eating and doubtful food items should be thrown out. Food safety is very essential before and after doing work at home and in all the places. Food should be sterile before eating and this is considered as an important factor in food safety practices. Further, doubtful food items should be thrown out immediately for this is also an important factor in food safety practices. Hence, it is concluded that execution of food safety practice is important to maintain a healthy life.

From the factor analysis it is clear that respondents should give equal importance to food safety knowledge, food safety awareness and food safety practices to avoid food borne diseases and sustain a healthy and happy life

In food safety knowledge the respondents give first preference to the act that bacteria grow rapidly at ordinary room temperatures :(0.649) and that perishable items should be refrigerated immediately :(0.741). It is followed by food safety awareness. In it, the respondents give importance to the fact that feeding pet animals in the kitchen creates food safety risk: (0.729), dishcloths carry unsafe bacteria (0.800). Finally, in food safety practices, the respondents give preference to the fact that food should be sterile before eating (0.666) and doubtful food items should be thrown out (0.766).

TABLE – 3**KILLING OF PATHOGENIC GERMS**

Food safety is a major focus of food microbiology. Pathogenic bacteria, viruses and toxins produced by microorganisms are all possible contaminants of food. Probiotic bacteria, including those that produce bacteriocins, can kill and inhibit pathogens. Thorough preparation of food, including proper cooking, eliminates most bacteria and viruses (Ljungh 2009)¹⁸. Table 3 shows the association between food safety awareness and temperature in killing of pathogenic germs.

TABLE 3 TEMPERATURE IN KILLING PATHOGENIC GERMS

Null Hypothesis: Awareness of food safety does not influence the killing pathogenic germs

Food safety awareness	N	\bar{X}	σ	t value	P value
Aware	726	3.6171	1.31702	2.908	.003
Unaware	225	3.3244	1.32509	2.899	

*Significant at 5% level

Table 3 shows the relationship between food safety awareness and temperature for killing pathogenic germs. As per the rejection of null hypothesis ($P < 0.05$), food safety awareness is associated with the temperature killing of pathogenic germs. Food safety awareness leads to food safety practices.

TABLE - 4**PREFERENCE TO HEALTH AND FOOD BORNE DISEASES**

Foodborne illnesses usually arise from improper handling, preparation, or food storage. Foodborne disease can also be caused by a large variety of toxins that affect the environment. Food preparation and storage play a vital role in prevention of food borne diseases. Regression has been used to analyse the association between preference given to health and its impact on food borne diseases.

Table 4 PREFERENCE TO HEALTH IN FOOD PREPARATION AND FOOD BORNE DISEASES

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.663	.126		36.911	.000
2	Diarrhoea	.077	.106	.033	.721	.471
3	Fever	-.369	.113	-.160	-3.255	.001
4	Vomiting	.094	.132	.041	.712	.477
5	R value 0.120					
6	R ² – 0.014					
7	F statistics (3, 947) - 4.642					
a. Dependent Variable: Health						

Dependent Variable : Health

Independent variable: Diarrhoea, Fever, Vomiting

Multiple of R : 0.120

R square : 0.014

Adjusted R square : 0.011

F value : 36.911

P value : 0.000

R^2 describes the amount of variability that has been caused by independent variables of diarrhoea, fever and vomiting. Here it is (0.00) 1%. Adjusted R^2 indicates whether there is any insignificant factor or not. It should be close to R value (Multiple). Here R^2 0.014 and adjusted R^2 0.011 are close to each other which indicates a good model. (Adjusted R^2 always $<$ or $=$ multiple R square).

The regression analysis R^2 value always increases with the inclusion of parameters, but adjusted R^2 may not be. This indicates the presence of nuisance parameters in the model.

The significant P value of F test indicates that at least one variable has a significant contribution to the model. The P value of t – test is significant ($P < 0.05$), which indicates that all these variables have significant effect on health.

R^2 is a measure designed to indicate the strength of the impact of independent variables of diarrhoea, fever and vomiting on dependent variables which can be between 0 and 1, with values closer to 1, meaning a strong relationship. R^2 is 11% of variation in preference given to health in food preparation that is connected by the independent variables of diarrhoea, fever and vomiting. This analysis indicates that the independent variables of diarrhoea, fever and vomiting.

CONCLUSION

Many food poisoning cases originate in homes because of lack of basic knowledge of safe practices. Consumers are unaware of the storage of perishable and leftover food. Government through media should advise the consumer to store the perishable food items immediately after purchase. Most of the consumers are aware of food safety. However, they do not execute safe food handling practices. Awareness should be created among consumers regarding the execution of food handling practices.

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OVERALL COST IN CEMENT COMPANIES AND ITS PERCENTAGE TO TOTAL COST: A CASE STUDY

Sakshi Vij*

ABSTRACT

There is the problem of weak and irregular profitability in the Indian cement industries as a result as this the issue of analysis and examination of both the cost on the one hand and profits on the other and also a systematic study of one in relation to other have gained special significance. Establishment of the industry on a sound and stable cost profit base of is indispensable because the industry given enormous revenue to the government to spent on national development. Cost analysis is process of evaluation of an undertaking. It serves as an important tool for efficient decision making and control. The term of cost analysis came into existence due to need and urgency of the business managers to investigate into the inherent causes of frequent variations in cost and profit. The actual earning of a concern may differ from the expected or budgeted earning on account of variation in demand, selling price, production, cost productivity, severely of competition and government legislations etc. Cost analysis examines the relationship of cost and profit to the volume of business to maximize profit. There may be a change in the level of production due to many reasons, such as competition, introduction of a new product, trade depression or boom increased demand for the product, scarce resources, changes in selling prices of products etc. Cost analysis as a technique is used to determine whether a particular project is worthwhile, to choose between alternative projects, or as a guide to the timing of Individual projects. Cost analysis relationship helps the management in discovering the requisite sales strategy to achieve a desired target. This paper tries to highlight about the Overall Cost in Cement Companies and its percentage to Total Cost.

KEYWORDS: Overall Cost, Depression, Profitability, Cost Analysis, Cost Productivity.

INTRODUCTION

Cost accounting was merely considered to be a technique for the ascertainment of costs of products or services on the basis of historical date. In course of time, due to competitive nature of the market, it was realized that ascertain of cost is not as important as controlling cost. Hence, cost accounting started to be considered more as a technique for cost controls compared to cost

as containment. Due to the technological development in all fields cost education has also come within the ambit of cost accounting. Cost accounting is, thus, concerned with recording, classifying and summarizing costs for determination of costs of products or services, planning, controlling and reducing such costs and furnishing of information to management for decision making. Cost analysis relationship helps the management in discovering the requisite sales strategy to achieve a desired target. The presentation of relevant information before management in the form of accurate and intelligible reports is useful for timely guidance and intelligible reports is useful for timely guidance and prompt decision making for this purpose the accountant shall have to classify all the relevant costs and revenue data. This type of analysis is a subject, which gives a sweeping overview of planning process and provides a clear understanding of behavior of costs and their impact on profits. A study of cost analysis in case of the industry involves an examination of the cost structures profitability analysis. All these facets are dealt with at length in the relevant chapters.

TOOLS AND TECHNIQUES FOR COST ANALYSIS

There are a number of tools and techniques used for cost analysis of any industry. There are the accounting, statistical and mathematical techniques. The various forms of accounting techniques are break-even analysis, ratio analysis, trend analysis and common-size analysis etc. The statistical Techniques commonly used for analysis are measures of central tendency, measures of dispersion, co-efficient of co-relation, regression analysis variance analysis and chi-square and 't' test etc. Mathematical techniques for analysis include programmer evaluation and review Technique (PERT) critical path method (CPM) and linear programming etc. The use of any of these techniques largely depends upon the nature of the industry and the use of trend analysis and ratio analysis is more appropriate and applicable. The marginal costing techniques involve a study into the contribution, profit volume ratio, breakeven point, margin of safety, profit graph etc. While the investment appraisal techniques comprise the application of payback period method, return on investment method, net present value method, profitability index and internal rate of return. All these techniques shall be discussed and applied in the chapter on profitability analysis of cement Industry.

(1) TREND ANALYSIS:

Trend analysis is useful to understand and depict the changes in items or group of items over a period of time and to draw conclusions regarding the variations in data. To analyze the cost, production and sales trends in cement Industry index numbers have been calculated taking 1995-96 as base. Analysis by this method indicates the direction in which the business is proceeding. Trend values based on the least squares method have also been calculated. Trend analysis is a dynamic technique of analysis. It is useful to understand and depict changes in items or group of items over a period of time and to draw conclusions regarding the changes in data. For this purpose Index numbers are calculated. Analysis by this method indicates the directions in which a business is proceeding. It is also helpful for future forecasts. The Trend percentages are calculated as follows:

- a) A statement is taken as base with reference to which all other statements are to be considered in the studies.
- b) Each item is to be stated as hundred (100), in the statement, which is considered as base.

- c) Ratios are calculated by dividing each amount into the statements with the corresponding item in the statement considered as base.

(2) RATIO ANALYSIS

Ratio analysis is an important technique, which is most commonly used now days. It is widely accepted in the accounting as well as mathematical world. It provides values in spotting the trends and in finding out the significant deviations from the average or relatively applicable standards. Ratios are used for different purposes. There are classified in a number of ways according to use and particular purpose. One way of classification is Balance sheet ratios, activity ratios and profitability ratios. To analyses the profitability of cement industry in India profitability ratios based on sales and investment have been applies. These are gross profit ratio, operating ratio, operating profit ratio, net profit before tax ratio, net profit after tax ratio, return on equity capital, return on net worth and earning power ratio besides these interest coverage ratio has also been calculated as the fixe interest charges affect the tax liability and return on capital. Ratio analysis is a principal technique, which is used nowadays by the concerns to find out their financial growth and present condition. In the words of Hunt E.C.. "All ratios are simply a means of highlighting in arithmetical terms the relationship between figures drawn from financial statement.

"A ratio can relate any magnitude to any other such as profit to total assets, as wide and numerous as literally hundreds of relationship can draw the usefulness of any particular one, however is strictly governed by the objectives of the analysis, the ratio analysis to management and others who are interested in the analysis of financial statement.

This technique is widely accepted in accounting as well as mathematical world. The ratio analysis provides guides and clues especially in spotting the trend towards better or poorer performance and in finding out significant deviation from any average or relatively applicable standards.

Several indications which cumulatively assist considerably in appraisal of the financial position and operations of the organizations, ratios are in a number of ways according to use for particular purpose. The one way of classification is as under.

(a) BALANCE SHEET RATIOS: These ratios indicate the relationship between two items appearing in the balance sheet. For example current ratio, quick ratio or acid test ratio debt equity ratio.

(b) PROFIT & LOSS RATIOS: These ratios deals with the relationship between two items one appearing in the profit and loss account and another in the balance sheet for example profit margin ratio and operating ratio.

(c) COMBINED RATIOS: These ratios deals with the relationship between two items, one appearing in the profit and loss account and the other in the balance sheet for example net profit to net worth ratio, sales to working capital ratio, return on shareholders fund ratio etc. The above classification however is rather crude since it leads one to think that the analysis of the income statement or the balance sheet can be attempt in isolation.

COMMON CLASSIFICATION OF RATIOS

- (i) **LIQUIDITY RATIO:** Liquidity refers to the ability of the firm to meet its short time obligations usually in an accounting year. Commercial banks and other short-term creditors i.e. suppliers of goods and services are generally interested in such ratios. A liquidity ratio measures a company ability to pay its bills. Investor look at liquidity ratios to determine the ability of a business to pay off its short term obligations from cash or near cash assets to evaluate the risk associated if were to invest in this company.
- (ii) **LEVERAGE OR CAPITAL STRUCTURE RATIO:** Leverage or capital structure ratios are calculated to test the long term solvency or financial position of the firm. Hence, the ratios are known as long term solvency ratios. Leverages allow a financial institution to increase the potential gains or cases on a position or investment beyond what would be possible through a direct investment of its own funds.
- (iii) **ACTIVITY RATIO:** The object of activity ratios is to judge the performance and evaluation of managerial efficiency. These ratios enable the firm to know how efficiency the assets are employed by It? These ratios indicate the speed with which assets are being converted or turn over into sales. These ratios are also called turn over ratios.

As such, these ratios indicate the relationship between sales or cost of goods sold and the investment in various assets (such as, stock, debtors, bills receivable, fixed assets, investment etc.) of the firm an activity ratio is one of several accounting ratio that measure how quickly a company can convert of its assets into cash.

- (iv) **PROFITABILITY RATIO:** A measure of profitability is the overall measure of efficiency. Profitability is a relative term, which reflects the earning capacity of the concern either in rotation to rates or capital employed. The following ratios may be including in profit ability ratio.

- Gross Profit Ratio
- Net Profit Ratio
- Return on Capital employed Ratio
- Net Profit to Net worth Ratio
- Price earnings Ratio
- Dividend yield Ratio.

Besides the above two classifications, Ratios may be further classified according to time importance nature and functions or tests satisfied etc.

(3) FUNDS FLOW ANALYSIS

These techniques used to find out the sources of funds and their application. Fund how analysis is the analysis of flow of fund from current assets to fixed assets or current assets to long term liabilities or vise-versa. Assets which can convert in the form of money. Funds in addition to cash items such as bills and notes, govt. obligations and mutual funds.

“Through examining the sources and use of funds statement, the analyst can determine the relative build up in short term and long term assets. Furthermore, he can examine the various

means of financing that have been utilized to support the growth of the firm, He can then determine if a proper mix is being utilized and the implications for financing in the future.”

OBJECTIVES OF COST ANALYSIS:

The cost analysis is the process to examine performance and draw conclusions from it. The objective of performance appraisal is also a detailed cause and effect of the study, effectiveness in the use of resources available and to evaluate cost and financial position of the businesswomen.

The cost and financial statements give an accurate picture of the financial condition of an enterprise in a condensed form. The objectives of cost analysis through the analysis of cost and financial statements are different. These vary according to the requirements of the users viz., management, investors suppliers, employees, government authorities and other interested parties.

Cost analysis depicts the profitability and cost and financial position of a concern. Through cost and financial statements analysis, the users try to find out answers to the following questions:

- Do investors consider the firm profitable?
- Are the earnings of the firm adequate?
- Is the firm in a position to meet its current obligations?
- Is their money safe in the firms
- Are the assets of the firm used efficiently?
- Is there any danger to the solvency of the enterprise?

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3. Waste electrical and electronic equipment management in Botswana: Prospects and challenges *Daniel Mmereki, Baizhan Li & Wang Li'ao* Journal: Journal of the Air & Waste Management Association Volume 65, Issue 1, January 2015, pages 11-26
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10. Attitudes towards Recycling Household Waste in Exeter, Devon: Quantitative and qualitative approaches *Stewart Barr, Nicholas J. Ford & Andrew W. Gilg* Journal: Local Environment Volume 8, Issue 4, August 2003, pages 407-421
11. Recovery and recycling of post-consumer waste materials. Part 1. Generalities and target wastes (paper, cardboard and aluminum cans) *Jan Baeyens, Anke Brems & Raf Dewil* Journal: International Journal of Sustainable Engineering Volume 3, Issue 3, September 2010, pages 148-158

THE PURPOSE OF THE STUDY:

The main purpose of the present study is to analyses the profitability position of the cement industry of India. This study has been undertaken with the following objectives:

1. To study the production trends with rapidly rising demand of cement for internal consumption as well as export.
2. To examine the reasons of low efficient and low production of cement in the country.
3. To analyze cost structure of cement and the reasons responsible for the high cost of production of cement in the country.
4. To evaluate the impact of government policies and impact of pricing on cement companies, distributors and consumers etc.
5. To find out the possibilities of fuller utilization of byproducts.
6. To examine scope for improvement in profitability in Indian cement Industry by eradicating reasons responsible for low profit margins.
7. To undertake critical examinations of the operation of cement industries.

METHODOLOGY:

Research methodology is scientific means of taking decision from the results obtained by collection, presentation, analysis and interpretation of data pertaining to natural or social phenomena. The stages in the progress range from selection of the research problems to the presentation of the report or thesis. First of all the research problem has got to be identified and properly formulated and the research design and procedures are to be finalized. The present study has a focus primarily on the general features, growth and development of the industry in different part of the country. The relevant data relating to cost, sales and profit have been collected from different cement companies as primary data and also from important newspapers and magazines etc. as secondary data for the period of study. Questionnaires were sent by post to

different companies with personal letters of request and also through reliable messengers, friends and relatives. Cement companies of different production capacity from different states have been selected. In this study more emphasis has been given on the conditions of the following five cement industries in the India. Five years annual reports were demanded form the cement companies and on their basis the relevant cost and profit items were sorted out and tabulated in the different ways to facilitate easy generalizations.

Available data has been systematically complied and analyzed by calculating averages, percentages and ratios for comparative study schedules relating to average cost, average sales revenue, average investment break-up of cost ingredients have been prepared on the basis figures collected form leading cement companies in the country. The statistical techniques viz. index numbers, percentages, averages and trend analysis have also been applied for the pyros of cost analysis. Besides these, techniques of social cost analysis has also been applied to study the social aspect of the industry suggestion have been offered to the government as well as the cement companies to eradicate the sickness of the industry and to give stable base to the profit ability.

HYPOTHESIS:

Hypothesis is an important and integral part of research work. In the present work the hypothesis is based on the unwise of the cement Industry including the primary and secondary sources. Thus, evaluating and making a selection of the topic has been made with a view to evaluate appraisal of the financial and operational performance of the cement companies and measuring the efficiency and effectiveness of the cement industry in performing different activities in various areas of operation hypothetically, an effort has been made to trace the chronological development of cement industry in the country. In cement Industry the cost is very high and profitability is quite weak and the profit position of cement industry has been dissatisfactory. The inefficiency, uneconomic nature of production the high price of raw material and heavy excise duties are responsible for the high cost of production of cement in India. Cement industries are not able to implement zealously their schemes of rehabilitation, expansion and plant modernization due to low profitability and hugs costing. All cement industries are capitalized and have a very high investment in the field's assets. In results in low turnover and underutilization of their capacity. Besides they had to in cure heavy expenditure on administration leading to high cost of production. As such it had been assumed that the profitability of these companies is not up to the mark much more needed to be thoughts and done in this respect so that they may be put ahead on better profit footing. However some constraints and limitations unfortunately due to certain problems had to be forced the development of cement industry has not attained the desired level of progress. Therefore, the study presupposes that the leading factor that has been preventing the growth of the cement industry in the country should be highlighted. If the performance had been efficient and effective, the industry would have been put back upon a better footing.

SCOPE OF THE STUDY:

The study is restricted to the cost and profits aspects with and aim to analyses the extent trends and stability of profitability. The scope of the study stands limited to the years 2014-15 to 2014-15. The present study is based on the average figures of production, sales, cost, profit and capital investment. These average figures are obtained from the data collected from leading cement companies of the country. In the present study, five companies of the cement industry in India

have been selected which are the leading ones among the various other companies. The study covers the cost analysis of selected cement industry in India during the period of years i.e. from 2014-15 to 2014-15.

Overall cost in cement companies and its percentage to total cost

1) Ambuja Cement Company Ltd.

TABLE 1 OVERALL COST IN CEMENT INDUSTRY AND ITS PERCENTAGE TO TOTAL COST FROM 2010-11 TO 2014-15 (IN CRORE)

Expenses	2010-11	2011-12	2012-13	2013-14	2014-15
Material	1007.07	953.32	1251.08	1642.09	1475.20
	(24.84%)	(25.43%)	(28.05%)	(32.14%)	(26.51%)
Wages	1239.87	1004.20	1325.69	1422.75	1697.34
Manufacturing	185.59	124.50	145.61	161.66	227.03
	(4.58%)	(3.39%)	(3.26%)	(3.16%)	(4.08%)
Employee Cost	344.91	274.29	266.94	274.29	344.91
	(8.51%)	(7.46%)	(5.98%)	(5.37%)	(6.20%)
Selling and Admix.	1273.55	1254.41	1276.80	1426.15	1591.44
	(31.41%)	(34.11%)	(28.62%)	(27.91%)	(28.59%)
Others	122.96	140.63	215.64	202.19	241.12
	(3.03%)	(3.82%)	(4.83%)	(3.96%)	(4.33%)

2) Ultra Tech Cement Ltd.

TABLE 2 OVERALL COST IN CEMENT INDUSTRY AND ITS PERCENTAGE TO TOTAL COST FROM 2010-11 TO 2014-15 (IN CRORE)

Expenses	2010-11	2011-12	2012-13	2013-14	2014-15
Raw-Material	902.06	1008.92	1193.97	1588.44	3013.54
	(25.88%)	(26.66%)	(25.72%)	(31.36%)	(28.29%)
Wages	117.227	171.55	216.76	250.28	690.64
	(3.36%)	(4.53%)	(4.67%)	(4.94%)	(6.48%)
Manufacturing	1194.54	1314.78	1805.56	1528.33	3302.56
	(34.27%)	(34.74%)	(38.89%)	(30.17%)	(31%)
Selling Exp.	1137.66	1143.02	1256.46	1477.88	3188.54
	(32.64%)	(30.20%)	(27.07%)	(29.18%)	(29.75%)
Adm. Exp.	133.93	160.03	177.93	224.27	487.27
	(3.27%)	(4.23%)	(2.54%)	(4.43%)	(4.57%)

3) India Cement Ltd.

TABLE 3 OVERALL COST IN CEMENT INDUSTRY AND ITS PERCENTAGE TO TOTAL COST FROM 2010-11 TO 2014-15 (IN CRORE)

Expenses	2010-11	2011-12	2012-13	2013-14	2014-15
Raw-Material	260.86	340.90	406.38	540.62	565.84
	(17.23%)	(17.20%)	(16.70%)	(18.30%)	(18.40%)
Power and fuel	549.00	690.75	891.60	999.85	1020.08

	(36.25%)	(34.85%)	(36.64%)	(33.95%)	(33.18%)
Manufacturing	25.14	30.87	49.99	47.18	56.07
	(1.66%)	(1.56%)	(2.05%)	(1.60%)	(1.82%)
Selling & Adm. Exp.	541.66	664.35	769.93	953.30	1022.47
	(35.77%)	(33.52%)	(31.64%)	(32.37%)	(33.26%)
Employee cost	103.40	186.61	218.74	276.81	265.44
	(6.83%)	(9.41%)	(8.99%)	(9.40%)	(8.63%)
Other cost	34.34	68.50	96.50	127.07	144.48
	(2.27%)	(3.46%)	(3.97%)	(4.31%)	(4.70%)

4) ACC Cement Ltd.

TABLE 4 OVERALL COST IN CEMENT INDUSTRY AND ITS PERCENTAGE TO TOTAL COST FROM 2010-11 TO 2014-15 (IN CRORE)

Expenses	2010-11	2011-12	2012-13	2013-14	2014-15
Raw-Material	1513.55	1843.65	1180.48	1233.42	1520.68
	(37.73%)	(37.17%)	(21.67%)	(22.49%)	(25.23%)
Power and fuel	430.98	517.56	1598.96	1538.65	1598.67
	(10.74%)	(10.43%)	(29.35%)	(28.07%)	(26.52%)
Manufacturing	262.45	344.17	362.90	421.69	538.24
	(6.54%)	(6.94%)	(6.66%)	(7.69%)	(8.93%)
Selling and Adm. Exp.	1298.32	1547.30	1620.65	1658.79	1594.53
	(32.36%)	(31.20%)	(29.75%)	(30.25%)	(26.45%)
Employee cost	318.02	352.73	413.04	367.71	461.89
Other Cost	189.08	354.51	270.99	262.72	313.33
	(4.71%)	(7.15%)	(4.98%)	(4.79%)	(5.20%)

5) Jaypee Cement Ltd.

TABLE 5 OVERALL COST IN CEMENT INDUSTRY AND ITS PERCENTAGE TO TOTAL COST FROM 2010-11 TO 2014-15 (IN CRORE)

Expenses	2010-11	2011-12	2012-13	2013-14	2014-15
Raw-Material	779.75	816.41	1068.36	1709.89	1636.98
	(31.28%)	(28.71%)	(26.25%)	(22.61%)	(16.33%)
Power and fuel	207.69	201.19	264.69	474.95	1490.64
	(8.33%)	(7.08%)	(6.50%)	(6.28%)	(14.87%)
Manufacturing	161.08	255.27	330.79	453.35	595.72
	(6.46%)	(8.98%)	(8.13%)	(6.00%)	(5.94%)
Selling and Adm. Exp.	762.24	935.51	1711.84	3690.53	5022.23
	(30.58%)	(32.90%)	(42.05%)	(48.81%)	(50.08%)
Selling and Adm. Exp.	802.86	537.40	620.90	9565.31	1431.59
	(20.18%)	(18.90%)	(15.25%)	(12.65%)	(14.28%)
Other Exp.	78.94	97.31	73.95	493.50	157.23
	(3.17%)	(3.42%)	(1.82%)	(6.53%)	(1.57%)

Source: Computed From Annual Reports Of Cements Companies for The Period of 2010-11 to 2014-15.

Above tables reveals that the total cost has increased abruptly during the period of study. Total cost has increased form during the period of study. This indicates a high cost of production and raw productivity. Which has adversely affected the profitability of the company. Therefore efforts should be made to control the cost and increase production.

The proportion of different cost in the total cost indicates that the proportion of manufacturing cost was the highest, administrative expenses share was the lowest through out the period of study.

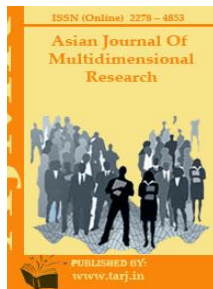
LIMITATIONS:

The data used in the present study have been primarily collected from published financial and cost statements and reports obtained from different cement companies for the year from 2010-11 to 2014-15. Although questionnaires were sent to many cement companies but relevant information's have been received only from one third of the companies. The total cost per bag of cement has been worked out on the basis of information given in the financial statements and reports. The study is based on the average figures of cost, profit and sales computed from the data collected from leading cement companies of the country. Data have also been collected from various publications of the cement manufactures association, website of different cement companies, and other institutions engaged in the field. However, association was reluctant to provide information about cost per unit. In spite of the above constraints, statistical methods and quantitative techniques wherever possible have been applied to arrive at objective conclusion in the present study.

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PERFORMANCE EVALUATION OF INDIAN MUTUAL FUNDS : WITH SPECIAL REFERENCE TO BIG AND SMALL FUND HOUSES

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ABSTRACT

Among different investment alternatives, mutual funds have emerged one of the important investment alternative. While choosing a mutual fund company, investors perceive that big fund houses perform better than small ones therefore they prefer to invest in big funds. The present study focused on factors like risk, return, and market timing ability of fund managers, while evaluating the performance of select mutual fund schemes. For evaluating the performance of schemes like Equity large cap funds and Equity Mid-Small cap funds three years annualized returns are considered. Select mutual fund schemes are analysed by using Sharpe's Index ratio and Treynors Index ratio. From the evaluation, it is evident that Mid-Small funds are performing well than that of large cap Funds. Investors are advised not to conclude, this paper based on this criteria small AUM's (assets under management) are performing well than that of large AUM's (assets under management).

KEYWORDS: *AUM's, Large cap funds, Small Cap funds, Investors, Performance.*

INTRODUCTION:-

India has become one of the most attractive destinations for investment owing to favorable government policies and reforms in the past few months. The approval of FDIs in several sectors have allowed investments to pour into the economy. According to the data provided by department of Industrial policy and promotion (DIPP) the cumulative amount of FDI inflows in the country in the period April 2000-september 2014 was US \$ 345,073 million. Growth in India raised to 5.6% in 2014 and expected a pick up future to 6.4% in 2015, as both exports and investment will increase, to the world economic outlook (WEO) report released by international monetary fund (IMF), sectors projected to do well in the coming years include automotive technology, life sciences and consumer products. Engineering and research and development

(ER&D) export revenue from India is expected to reach US \$37-45 billion by 2020 from an estimated US \$12.4 billion in FY14, according to NASSCOM.

Furthermore, the US \$1.2 trillion investment that the government has planned for the infrastructure sector in the 12th five year plan is set to help in future importing the export performance of Indian companies and the Indian growth which will consequently improve the over all Indian economy.

MARKET SIZE:-

Indian markets grew by 19% in the first half of FY15 ,the best performance by any market during this period globally. The rise was primarily due to strong inflows from foreign institutional investors (FIIS).As of September 26, 2014 FIIS had invested Rs 61,024 Crores (US \$9.86billion) this financial year ,while mutual funds had put in Rs 15,298 Crore (US \$2.47billion) during the same period ,according to securities Exchange board of India (SEBI) data.

GOVERNMENT INITIATIVES:-

Mr. Narendra Modi, Prime Minister of India, has launched the “Make in India” initiative with the aim to give the Indian economy global recognition. This initiative is expected to increase the purchasing power of the common man, which would future boost demand and hence spur development in addition to benefiting investors. Only India is anticipated to witness better growth momentum among the BRIC bloc where as other member Countries are expected to see stable growth momentum, according to Organisation for Economic Corporation and Development (OECD).India could become the world’s seventh biggest nation in terms of private wealth, with 150% increase in total US\$ 2 Trillion in 2013 to US\$ 5 Trillion in 2018,as per a recent study by the Boston consulting Group (BCG).Major sectors attracting highest FDI Equity inflows are service Sector, construction, development, telecommunication, computer software and hardware, Drug and Pharmaceuticals, Automobile,(as on september2014). Mauritius, Singapore, Uk, Japan, Netherlands, USA and Cyprus are the major FDI equity investing countries in India (As an September 2014) cumulative FDI equity inflows are US \$345,073 million (April 2000to sep 2014).Therefore ,India is said as stable economy to maximize returns to the investors.

ROLE OF FOREGIN INSTITUTIONAL INVESTORS :

Capital flows into emerging markets are influenced more by global than domestic forces. While domestic macroeconomic policy actions have ensured resumption of capital flows into the country and SEBI will undertake specific measures to smoothen the process of investments and to safeguard the return to its investors. . FII investment into India have grown since 2009-10.Net investment of 1,68,367 crores received in 2012-13,showing a drastic decline of 69.3%.in US dollar terms, the net investment amounted to USD 8,876 million in 2013-14.The combined gross purchases of debt and equity by FIIS increased by 12.8% to 10,21,010 crore in 2013-14 from 9,04,845 crore in 2012-13.The combined gross sales by FIIS increased by 31.6% to 9,69,361 crore from 7,36,481 crore during the same period in previous year.

MOBILISATION OF RESOURCES BY MUTUAL FUNDS:-

Year	Gross Mobilisation period	Redemption	net inflows	assets at the end of
2007-08	44,64,376	43,10,575	1,53,802	5,05,152
2008-09	54,26,353	54,54,650	-28,296	4,17,300
2009-10	1,00,19,022	99,35,942	-83,080	6,13,979
2010-11	88,59,515	89,08,921	-49,406	5,92,250
2011-12	68,19,678	68,41,702	-22,024	5,87,217
2012-13	72,67,885	71,91,346	-76,539	7,01,443
2013-14	97,68,100	97,14,318	-53,782	8,25,240

During the periods 2009-10 and 2013-14, the gross mobilization of mutual funds capital are noticed that, assets are high the year 2013-14 i.e. 8,25,240 crores. Redemption are also high, even some times in year it was negative. An analysis of the FII net investment reveal that the majority prefer investing in equity. This has been the trend over the years except 2011-12. In 2013-14, the FII net investments into equity segment declined by 43.1% to 79,708 crore from 1,40,033 crore in 2012-13. In debt segment, the FII net investments were 28,061 crore in 2013-14 as compared to 28,334 crore in 2012-13.

REVIEW OF LITERATURE:-

- Sharpe (1966) suggested a measure for the evaluation of portfolio performance. Drawing on results obtained in the field of portfolio analysis. Economist Jack L Treynor suggested a new predictor of mutual fund performance, one that differs from virtually all those used previously by incorporating the volatility of a fund's return in a simple yet meaningful manner. Jensen (1967) derived a risk adjusted measure of portfolio performance (Jensen alpha) that estimates how much a manager's forecasting ability contributes to a fund's returns.
- Burmeister et al (1986-88) used a set of multi index models based on a priori hypothesized set of macroeconomic variables. They found that five variables were sufficient to describe the return on securities. Along with the growth of GDP, if inflation also increases, then the real rate of growth of economy would be very little. The demand in the consumer product industry is significantly affected.
- Mohinder N. Kaura and Jayadev.M (1995), in their paper entitled, "**Performance of Growth Oriented Mutual Funds: An Evaluation**", have empirically examined the performance of five growth oriented Mutual Funds during the accounting period 1993 to 1994. This paper used the methodology which was derived by Jensen, Treynor, Sharpe and Fama. The paper concluded that growth oriented Mutual Funds possibly outperformed the market with respect to systematic risk and exceptionally demonstrate the superior performance in terms of total risk.
- Soumya Guha Deb Icfai University Press 2008 Vol.14 No.8 "performance of Indian equity Mutual funds Vis-a-Vis their style benchmarks" has suggested that in her evaluation of fund managers performance found that Indian equity fund managers have not been able to beat

their style benchmarks (William Sharpe ratio) on the average and pointed out the weaknesses of fund managers.

- As per the recent study, Dash and Dinesh Kumar (2008) examined the impact of macroeconomic variables such as exchange rate, inflation rate, oil price, interest rate and market return by observing high volatility in Indian financial markets, the results indicated that return and variance of some of the funds return is affected by macroeconomic variables, and also 35.29% of the desired funds were not sensitive to any of the macroeconomic variables.
- Ravi vyas and suresh Chandra moonat (2012) Indian Journal of Finance, Vol. 6 No. 8, "Perception and behaviour of Mutual Funds Investors in Madhya Pradesh" concluded that the highly volatile funds are risky and therefore the fund manager should collect all possible information before making an investment. A careful and reasonable diversification of investment in mutual funds should be done on the investor's part to balance the risk involved in investment. And suggested that investors should inculcate the habit of saving regularly so, that the little savings will grow into a big returns.
- Poonam M Lohana (2013) studied on performance evaluation of selected mutual funds of india based on risk-return relationship models and measures: Treynor ratio, Sharpe ratio, Jensen's alpha. The study found that Returns of all funds are more than market index returns, but not high.
- Yadav and O.S.Yadav (2012) analysed, for Forgein Institutional investors, India is the most suitable destination to invest in mutual fund industry. During the recession mutual funds industry played vital role in supporting the economy to throw upward, while FII withdrew their investments from Indian economy.
- Ravi vyas and suresh Chandra (2012),concluded that markets are high volatile, so fund managers should collect the exact market related information before invest. A careful and reasonable diversification of investment in mutual fund should be done by the investors,and also habituate the habit of savings.

OBJECTIVES OF THE STUDY:

1. To study the present India financial system especially based on FIIs.
2. To appraise the performance of selected mutual funds using risk adjusted measures proposed by Sharpe and Treynor.
3. To find out if there is a significant difference in the performance of different category of funds
4. To offer recommendation

HYPOTHESIS:-

Based on the above objectives the following hypothesis has been set.

H1: There is a significant difference between the performance of large cap funds and mid-small cap funds.

H2: There is a significant difference in the performance of same category of funds.

RESEARCH METHODOLOGY:-

Research methodology adapted to evaluate the performance of mutual funds are clearly given here.

SAMPLE SELECTION OF FUND HOUSES:-

The selection of fund houses based on 5Star and 4 star rated funds by value research on 4th feb 2015. The fund houses selected in this study are top ten fund houses of large cap and mid-small cap funds houses. For data analysis 3 years returns values of top ten large cap and small-mid cap funds are considered. The present study purely based on secondary data from the value research online.com. 3 years annualized returns are taken for evaluation. Top ten large cap funds, top ten small and mid cap funds are considered. The evaluation is based on information up to 4th feb 2015 is considered.

RISK FREE RETURNS:-

In this study 91 days Treasury-Bills (T-Bills) have been used as risk free rate of returns. The T-bill information is obtained from RBI. As present study is concerned it is taken as 7%.

DATA ANALYSIS:-

The analysis of data has been carried out three Phases.

(i) Risk-adjusted performance measures such as shape and Treynor ratios.

(ii) Evaluation of performance

(iii) Companion between

The selected mutual funds.

Risk adjusted performance measures:-

Shape ratio:-

The sharpe's performance measure makes

A measurement of the risk premium of risk. The following equation gives us sharpe's index

$$sp = \frac{Rp - Rf}{\sigma_p}$$

p

Sp- sharpe index

Rp- Average rate of return on this port flow

Treynor ratio:-

The treynor index is different as the risk premium earned

Per unit of systematic risk, where it is measured in terms of the beta (B) of the portfolio.

Formula to know Treynor ratio

$$Tp = \frac{Rp - Rf}{Bp}$$

Bp

Tp- Treynor ratio

Rp- Average rate of returns on the portfolio

Rf- Risk free rate of return

B- Systematic risk.

DATA ANALYSIS :-

The following tables shows 3 years rate of return in terms of percentages,(Rp)risk free rate of returns (Rf) standered deciations (both systematic risk and un systematic risk)and the values of systematic Risk.

TABLE-1 EQUITY LARGE CAP FUNDS :- TOP 10-STAR RATED FUNDS:-

Fund name	3 years return % Rp	risk free rate premium Rf	S.D	Sharpe ratio RP- RF/p	Rank	B	Treyonr ratio	Rank
icici prudintal blue chip- equity fund- institutional plan	23.97	7%	13.81	1.215	3	0.96	17.48	3
icici prudintal blue chip- equity fund- regular plan	22.73	7%	13.80	1.139	4	0.96	16.38	5
L&T Equity fund	23.17	7%	14.53	1.112	5	0.98	16.5	4
UTI Equity fund	24.83	7%	14.00	1.273	2	0.96	18.57	2
UTI Opportunity fund	22.27	7%	14.01	1.089	7	0.95	16.07	7
Axis Equity fund	24.61	7%	13.63	1.292	1	0.92	19.14	1
canara Robecolarge cap fund - regular plan	20.37	7%	13.46	0.980	8	0.93	14.37	8
HDFC Indexfund- sensex plus plan	19.70	7%	13.96	0.909	10	0.97	13.09	10
JP Morgan India Equity	22.35	7%	14.05	1.092	6	0.95	16.15	6

fund								
Kotak 50	21.54	7%	15.25	0.953	9	1.04	13.98	9

Equity Mid and small cap funds:- top 10 star rated funds

fund name	3 year return %Rp	risk free return Rf	S.D	Sharpe ratio	rank	B	Treynor ratio	rank
birla sunlife pure value fund	35.95	7%	21.68	1.335	10	1.05	27.57	10
B N P paribas Mid cap fund	36.55	7%	15.98	1.849	5	0.96	30.78	6
Canara Roboco energizing equity fund- regular plan	39.33	7%	19.85	1.628	9	1.07	30.21	7
Franklin india smaller companies fund	43.42	7%	16.66	2.186	2	0.97	29.45	9
HDFC Mid- cap opportunities fund	34.1	7%	16.05	1.688	7	0.92	29.45	9
Mirae Asset energizing blue chip fund-regular fund	38.2	7%	15.73	1.972	4	0.91	34.08	7
J P Morgan India mid and small cap funds	37.48	7%	18.07	1.686	8	1.01	30.17	8
S B I Magnum global fund	34.39	7%	13.79	1.992	3	0.73	37.52	3
Reliance small cap fund	41.44	7%	15.49	2.223	1	0.91	37.84	1
U T I mid cap fund	38.81	7%	17.74	1.793	6	0.95	33.48	5

Source:- online research .com

ANALYSIS AND DISCUSSIONS:-

From the above tables it is clear that mid small cap funds are performing better than the large cap funds. Of course, all funds are top rated fund category. Among them also Mid-small cap funds are performing superior than the top rated large cap funds. Sharpe's index and Treynor's index portfolio performance measures ranked almost similar, in spite of their differences.

Using these two index methods the performance index are:-

(1) Equity large cap funds:-

performer Best - Axis Equity fund

Poor Performer- HDFC Index sensex plus plan

(2) Equity Mid-Small cap funds:-performer Best- Reliance small cap fund

Poor Performer- Birla sunlife pure value fund

Equity large cap fund best performer, Axis equity

fund sharpe index is 1.292, Treynor index is 19.14, compared to equity Mid-small cap fund best performer, i.e. Reliance small cap fund, sharpe index is 2.223, Treynor index is 37.84, which is also noticed best performance.

10th rank fund from large cap fund i.e. HDFC index fund-sensex plus plan-sharpe ratio-0.909, Treynor ratio index 13.09 and 10th rank fund from mid-small cap fund i.e. Birla sunlife pure value fund sharpe ratio-1.335, treynor index 27.57. 10th rank fund from the category of mid-small cap fund also shows remarkable returns. So it is clear that mid-small category funds are also not ignorable. Large cap funds returns range is from 19.70 to 24.83, and mid-small cap fund rate of returns range is from 34.39 to 43.42. Large cap funds returns range is quite lower than that of Mid-small cap fund returns.

So Mid-small fund houses AMC's (Asset under management) are performing well and efficiently choosing the sector which they are investing. They try choosing the risk (both systematic and unsystematic) in most impressive way. So it is clear that Mid-small funds are performing well.

CONCLUSION:-

Market has performed well over the last 12-15 months and we believe this trend will continue over the next few years. Reasons are – One is the formation of new and recently formed Government, so next five years market will be operating in a steady and single government policies. And market driven structural returns steady government policies leads to structural reforms steady government policies leads to structural changes. But changes are not noticed overnight it takes few years to reach the goal. From the point of view of the government also right time to invest more and more. And the second one Size of the fund is not the index economy. Criteria to invest funds. Performance of the fund, risk, premium are the things to be considered while investing mutual funds. If a scheme has managed its benchmark and performing well in the suggestable portfolio to invest. Investors should bother on this not on AUM's (Asset under management). The performance evaluation paradigm using benchmark characteristics assumes that the portfolio risk level to be stable through time. Therefore portfolio managers may correctly examine the market timing for generating superior returns. It is also not a strict rule that large fund houses perform

better than the small cap fund houses. The mutual fund industry is closely regulated with SEBI (Securities Exchange Board of India) and all mutual fund transparency. Therefore small fund houses will perform significantly than the large fund houses which is proved empirically. Through this analysis.

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THE ORIGINS OF ENGLISH LANGUAGE: OLD ENGLISH AND ITS CHARACTERISTICS - AN ANALYTICAL STUDY

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ABSTRACT

Old English belongs to Germanic group of Indo-European family. Old English is also known as Anglo-Saxon. When the Anglo-Saxons came to England from Northern Germany in 5th century, they brought their language to England and that language slowly became English language i.e. Old English. In fact, their language has similarities to Modern German. Due to political and cultural events, Anglo-Saxon language became English language. In Old English period, English alphabet was introduced by Irish missionaries and that alphabet is different from Modern English alphabet in terms of shape and pronunciation. Old English had no silent syllables and it was more or less a phonetic language. As far as grammar is concerned, Old English was an inflected language and the gender system was also irrational and illogical. Vocabulary was also limited and spelling (orthography) was also different. The English language began as a crude linguistic tool of the Anglo-Saxon tribes but today it has developed into a mighty instrument of expression, an effective and cosmopolitan means of communication of the world. It is a noble, rich, expressive, interesting and inspiring language. It can be understood only if we study the origin, development of English of the countless generations that have welded and polished it into what it is today. In this chapter, the focus is on the origin, history and characteristics of English and also this paper throws a light on its journey from Old English to Middle English.

KEYWORDS: Alphabet, Anglo-Saxons, Characteristics, Old English, Orthography, Pronunciation, Vocabulary.

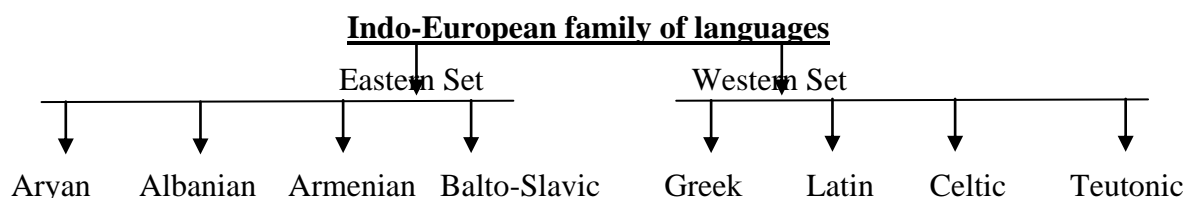
INTRODUCTION

According to the philologists, there are about one hundred families of languages but a few of these families have been examined scientifically. Here we have four families that have been studied thoroughly- the Hamitic, the Semitic, the Ural-Altaic and the Indo-European families. Among these families, Indo-European family is a significant one from which the Teutonic

branch descends and English belongs to this branch. Here we are concerned with Indo-European family of languages to which English belongs.

The Indo-Europeans wandered from their original home in the Southern steppes of Russia in successive migrations both eastward and westward some several thousand years back. As they spread, their languages were mixed with many non-Indo-European languages and modified by them. As they moved farther and farther, the speech of each group developed more and more qualities which made it different from the parent language as well as from the languages of the other groups. The parent tongue gradually split up into many dialects. It must have been taken place around 2000 B.C. The fact is that the history of the language of the Vedas, written in 1500B.C, proves it.

The Indo-European family has eight branches. They are divided as Eastern and Western set of branches and each branch has sub-divisions.



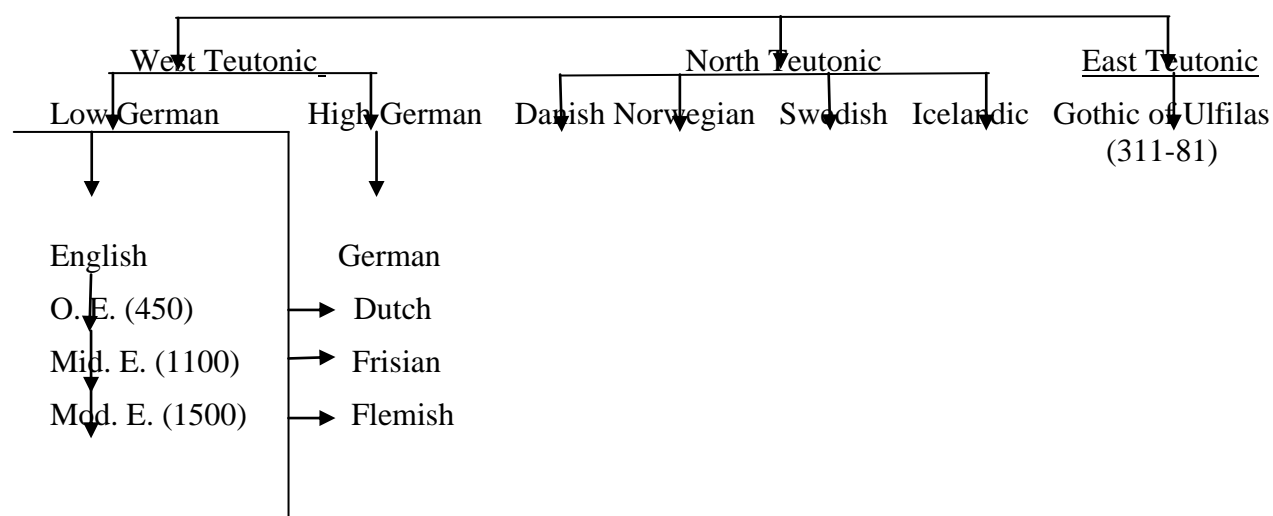
Every branch in Indo-European family of languages has its own peculiarities in sounds, grammar and vocabulary. But Teutonic is different from other branches when compared with them related to the first sound shifting or a great consonant shift (Grimm's Law), the accent of words and the verbal system.

Indo-European is one of the four important families of languages. There are two important characteristics indicate the 'Indo-Europeanness' of a language-its structure and vocabulary. A language is Indo-European if it uses the parts of speech, whether with full inflexions synthetically as in some classical languages or with reduced inflexions as in modern English. Secondly, in all Indo-European languages there are many identical fundamental words which cannot be found, except by borrowing, in the languages of other families. The parent tongue, from which the Indo-European languages came out, had become differentiated before the dawn of history. Moreover, it was a highly complicated and full of irregularities, grammatically and lexically. It was an inflexional language. There were eight cases- nominative, accusative, instrumental, dative, ablative, genitive, locative and vocative. In most cases they did not indicate clear, concrete, outward relations; the result was a great number of clashings and overlappings in form as well as in function. The moods and tenses of the verb did not always agree closely with any definite logical categories.

In Indo-European family of languages, Teutonic is one of the important branches. In their migration, some of Indo-Europeans wandered towards the west and settled in the Continental North Sea Coast, from Denmark to Holland. In course of time, a language called Teutonic emerged from these Indo-Europeans. Later Teutonic had been divided into three groups- East Teutonic, North Teutonic and West Teutonic. The principal language of East Teutonic is Gothic. The only source of Gothic is the Biblical translations made by Bishop Ulfilas in fourth century A.D. North Teutonic includes Swedish, Danish, Norwegian and Icelandic. They are also known as Scandinavian group of languages. West Teutonic is another group to which English belongs. The languages of Germany, Holland, Friesland, Flemish Belgium and England belong to this

group. West Teutonic has two divisions- High German and Low German. The modern representatives of Low German are English, Dutch, Frisian and Flemish.

THE TEUTONIC LANGUAGES



THE TEUTONIC INVASION OF BRITAIN

In 410 AD, Rome withdrew its army from Britain for the protection of Italy from the Goths. Two Celtic races – the Goidels and the Brythons – occupied the different parts of Great Britain, who are called Britons now. Later, the Picts and Scots raided the island after the departure of Romans. The Britons waged a war against the Picts and Scots but it was useless. Then they sought the help of Romans but the Romans did not help them. Meanwhile, the Jutes came forward to help the Britons to defeat the Picts and Scots. The Teutonic tribes – the Jutes, the Saxons and the Angles – dwelt on the Continental North Sea Coast, from Denmark to Holland. The Jutes landed the shores of Britain in 449 AD under the leadership of Hengest and Horsa. This event profoundly changed the course of history and the history of English began. After repulsing the enemies of Britons, these three tribes settled down in this island because it was a fertile land and the inhabitants were cowards. According to Kluge, “The Jutes settled in Kent, the isle of Wight and the neighbouring part of Hampshire. The Saxons occupied the banks of Thames and the remaining portion of England southward. The rest of England was possessed by the Angles” (Quoted by O.F.Emerson in his ‘the history of English language’, P.42.)

The Jutes, the Saxons and the Angles were the founders of English nation as well as English language. The Angles were more influential than the other two tribes (The word English is derived from the name of the Angles but is used without distinction for the language of all the three Teutonic tribes and for all the people living in the island). In fact, the earliest name of Britain was Albion. The Romans called the island Britannia and the people Britanni. From about 1000AD, the land was called Engla-land which has become England in modern English. When the three tribes left for Britain, they took their language with them. The dialects spoken by these tribes were very closely related and the English language resulted from the fusion of these dialects. So English is not the result of any human design but the result of historical incidents. Many men played a role in fashioning the language as we find it today.

The English language belongs to the Teutonic family of speech. But the Teutonic tongues form one branch of another great family called Indo-European, the Indo-Germanic or the Aryan which is spread from India in the East to Ireland in the West and includes Greek, Latin, Sanskrit, Persia and several other languages.

OLD ENGLISH

The English language came into existence separately when the Teutonic tribes became masters of South Britain. Since then, the language has been undergoing constant change and still it is changing. Thus, the study of English is divided into three stages – Old, Middle and Modern English. According to the historians, the Old English period extends from 450 to 1100AD, Middle English from 1100 to 1500 AD and Modern English from 1500 to till the date. Old English had four principal dialects – Northumbrian, Mercian, West Saxon and Kentish. Northumbrian and Mercian were the dialects of Angles and they were known as ‘Anglian’. West Saxon was the dialect of Saxons and Kentish was used by the Jutes. Northumbrian was the first dialect in which Old English poetry was produced in the end of seventh century and the beginning of eighth century. Beowulf, the greatest epic, was composed in it. But during the reign of Alfred the great in the West-Saxon kingdom, West Saxon became the standard literary language of England. Even Northumbrian poetry was recopied into West Saxon dialect. For this reason, West Saxon has been the basis of the study of Old English. Later, the Norman Conquest reduced all dialects to a common level of unimportance. In Middle English period, a Standard English began to arise on the basis of Mercian.

CHARACTERISTICS OF OLD ENGLISH

A language naturally undergoes changes constantly. No language can be written or spoken in the same form for a long time. A language experiences natural growth gradually. Modern English has been derived from Old English by a regular process of change. Old English has evolved into Modern English through gradual changes in pronunciation, grammar and vocabulary.

Most Old English texts, especially manuscripts such as ‘Beowulf’, were in a modified Roman alphabet. This alphabet was introduced by Irish missionaries and the letter shapes were not identical to those of Modern English. Let us examine the alphabet of Old English:

A _a	Æ _æ	B _b	C _c	D _d	Ð _ð	E _e	F _f	E _ȝ	h _h	I _i	L _l
a	ash	be	c	de	eth	e	eff	yogh	há	i	ell
a	æ	b	c	d	ð	e	f	ȝ (g)	h	i	l
M _m	N _n	O _o	P _p	R _r	S _s	T _t	U _u	P _p	X _x	Y _y	þ _þ
emm	enn	o	pe	err	ess	te	u	wynn	eks	yr	thorn
m	n	o	p	r	s	t	u	p (w)	x	y	þ

It is very difficult to get the exact pronunciation of any language in its oldest periods. In the same way, it is impossible to give complete rules for Old English pronunciation but a few points can be mentioned. Old English had no silent syllables and its spelling was more or less phonetic and its letters represented its sounds quite closely. In Old English, long vowels were mostly pure. There were a few differences in consonants when Old English compared with Modern English. In Old English, the letter **h**, when it is first letter in a word, was an aspirate like the **h** in **hand**. In all other positions, **h** was a palatal spirant. The letter **c** had k-sound, **sc** like **sh** and the letter **r**

was trilled in all positions and the final **e** was always sounded. Old English is different from Modern English in terms of pronunciation. The pronunciation in Old English age is given below:

OLD ENGLISH PRONUNCIATION

Vowels and diphthongs

a	ā	æ	ǣ	e	ē	i	ī	o
[ɑ]	[ɑ:]	[æ]	[æ:]	[e]	[e:]	[i]	[i:]	[o]
ō	u	ū	y	ȳ	ea	eo	ie	
[o:]	[u]	[u:]	[y]	[y:]	[æa]	[eo, eou]	[i]	

Consonants

b	c	c3/cg	d	ð	f	ff	3/g	h	l	m
[b]	[k, tʃ]	[dʒ]	[d]	[θ, ð]	[f, v]	[f:]	[g, ɣ, j, dʒ]	[h, ɣ, x]	[l]	[m]
n	p	r	s	ss	sc	t	þ	þþ	p/w	x
[n]	[p]	[r]	[s, z]	[s:]	[ʃ, sk]	[t]	[θ, ð]	[θ:]	[w]	[ks]

Some abbreviations used in Old English manuscripts

7	þ	—	g / 3	þon
and/ond	þæt	-m or -n	ge-/ge-	þonne
		eg. sūne = sumne		

DESCRIPTION OF CONSONANTS

C = (**ʃ**) before or after a front vowel, (**k**) elsewhere.

ð/þ = (**θ**) initially, finally or next to voiceless consonants, (**ð**) elsewhere.

f = (**f**) initially, finally or next to voiceless consonants, (**v**) elsewhere.

g (3) = (**ɣ**) between vowels and voiced consonants, (**j**) usually before or after a front vowel, (**dʒ**) after **n**, (**g**) elsewhere.

h = (**ç**) after front vowels, (**x**) after back vowels, (**h**) elsewhere.

n = (**ŋ**) before **g (3)** and **k**

s = (**s**) initially, finally or next to voiceless consonants, (**z**) elsewhere.

The letters **j** and **v** were rarely used and they were nothing more than variants of **i** and **u** respectively.

The letter **k** was used only ever rarely and represented (**k**) but not (**ʃ**).

Grammar in Old English was different from Modern English. Old English was an inflected language like Sanskrit, Latin, Greek and German but in Modern English, inflexions almost disappeared. Old English was a synthetic language whereas Modern English is an analytic language. In Old English, nouns had two numbers – singular and plural; three genders – masculine, feminine and neuter. Here the gender system was irrational and illogical because it was not used according to sex. For example, hand, Sun and hen were feminine; fot (foot), stone, Moon were masculine, maegen (maiden), wif (wife), child and girl were neuter. ‘Woman’ was masculine perhaps it depends on the strength of the sex in the second syllable ‘man’. There were five cases – nominative, accusative, genitive, dative and instrumental. The system of declension was very intricate. For example, some nouns made their genitive singular in –es, others in –e, others in –a, others in –an. In some nouns the genitive had the same form as the nominative. In Old English, adjectives had a lot of inflexions. The solitary Modern English form glad had

eleven distinct forms in Old English. The definite article was fully inflected in Old English. It had twelve different forms according to the gender, number and case of the noun. Old English had two forms of verbs – strong and weak – and two tenses only, by inflexion, past and present but willan and scullan (will and shall) were occasionally used to show future developments. When it comes to adverbs, many adverbs were formed from adjectives with the suffix –e (hearde< heard, hard; wide<wid). In Old English, -lice was a very common adverbial suffix but in Modern English it survives as –ly. A few genitive forms adjectives survive as adverbs (needs, once).

When it comes to orthography, some letters in OE represented more than one sound, but pronunciation and spelling were much closer in OE than in Mod E. OE spelling did not distinguish long and short vowels; however, modern editors sometimes place a macron (e.g. ē) over long vowels to help students.

<u>OE Spelling</u> <u>Sound to OE</u>	<u>OE Word</u>	<u>OE sound</u> (IPA)	<u>Mod E word with similar</u>
<u>& Mod E translation</u>			
Vowels			
<i>	bringan <i>bring</i>	/i/	bring
	biddan <i>bid</i>	/ɪ/	bid
	rīdan <i>ride</i>	/i:/	machine
<y>	hyll <i>hill</i>	/y/	French <i>tu</i>
	hȳf <i>hive</i>	/y:/	French <i>lune</i>
<e>	Dene <i>Danes</i>	/e/	date
	elm <i>elm</i>	/ɛ/	elm
	fēdan <i>feed</i>	/e:/	wade
	brocen <i>broken</i>	/ə/	broken
<æ>	æsc <i>ash</i>	/æ/	cat
	clǣne <i>clean</i>	/æ:/	bad
<a>	sacc <i>sack</i>	/a/	American English sock
	gāt <i>goat</i>	/a:/	American English cod
<o>	ofer <i>over</i>	/o/	goat
	fox <i>fox</i>	/ɔ/	for
	gōs <i>goose</i>	/o:/	goad
<u>	duguþ <i>retainers</i>	/u/	hoop
	ful <i>full</i>	/ʊ/	full
	fūl <i>foul</i>	/u:/	fool
<ea>	earnian <i>earn</i>	/ɛə/	no equivalent

	east <i>east</i>	/ɛə:/	no equivalent
<eo>	eorþ <i>earth</i>	/eə/	no equivalent
	prēost <i>priest</i>	/eə:/	no equivalent
Consonants			
<c>	col <i>coal</i>	/k/	coal, king
	or		
	ċirice <i>church</i>	/tʃ/	church
<f>	fisc, gif	/f/	fish if
	or		
<f>	eofon	/v/	heaven
<g>	gat <i>goat</i>	/g/	goat
	or		
	geong <i>young</i>	/j/	young
	or		
	bog <i>bough</i>	/ʏ/	no equivalent
<cg>	heċġ <i>hedge</i>	/dʒ/	hedge
<p> and <ð>	þæc or ðæc <i>thatch</i>	/θ/	thatch
	or		
	feþer or feðer <i>feather</i>	/ð/	feather
<s>	sendan <i>send</i>	always /s/, never /z/	send
<sc>	sċip <i>ship</i>	/ʃ/	ship
<h>	her <i>here</i>	/h/	here
	or (before dental sounds)		
	sihþ <i>sight</i>	/x/	Scottish <i>loch</i> , German <i>Bach</i>

The letter <f> was pronounced /f/ at the beginnings and ends of words; elsewhere it was pronounced /v/. The letters <b, d, k, l, m, n, p, q, r, t, w, x, z> have the same values as ModE. <k, q, z> were rarely used. Modern editions sometimes use <ċ> and <ġ> to indicate the palatal pronunciations /tʃ/ and /dʒ/ which in OE occur when the letters come before and after <i, e, æ>. It is clearly understood that spelling and pronunciation in Old English were close to each other except a few letters.

Vocabulary was limited in Old English but it had vocabulary related to the affairs of everyday life and the subtle shades of thought and feeling. Old English was extremely flexible with old words to new uses. With prefixes and suffixes, a single root was made to produce a plethora of derivations. It is evident from the fact that the prefix wip (with) was used in some fifty Old

English verbs. Compounds were also freely formed when two or more native words were joined together. A word like 'medicine' was in Old English *laececraeft* (leechcraft), and geometry was *eorpcraeft* (earthcraft). Old English was free from words of foreign origin. It had a few Latin, Celtic and Scandinavian words. In Old English period, religious, intellectual and artistic activity went hand in hand with the creation of indigenous words. Indeed, a large portion of the Old English vocabulary consisted of words formed from words that already existed in the language. It is found that Old English had a remarkable capacity to form new words that can convey all kind of ideas – scientific, metaphysical and theological. New words were made in two ways: by composition and by derivation.

COMPOSITION:

Composition means 'joining two existing words to form a compound'. Old English had a large number of compounds that are also called 'self - explaining compounds' as A.C.Baugh says. Their meaning in combination is self-evident. *Leohtfaet* (leoht-light+ faet-vessel), *tugol-ae* (star-law) are examples. 'Lord' in Modern English is taken from Old English *hlaford*, the early form of which was *hlafweard* (half-loaf + weard- keeper). The capacity of Modern English to make such compounds is an inheritance of Old English tradition.

DERIVATION:

Derivation means 'forming a new word out of the old one by adding prefix and suffix'. Indeed, the use of prefixes and suffixes to form new words was common in Old English. The prefixes which were used in Old English are: *a*, *be*, *for*, *fore*, *ge*, *mis*, *of*, *on*, *to*, *un*, *under* and *wip* (with). There were about fifty words having prefix *wip*. In Modern English 'withstand' only survives. In Middle English, two new verbs were formed- *withdraw* and *withhold*. Suffixes were also abundantly used – *ig*, *-full* (ful), *-leas*, *-lice* (ly), *-nes* (ness), *-ung* (ing), *-sum* (some), *-Wis* (wise), *-dom* (dom), *-end*, *-ere(er)*, *-had* (hood), *-scipe* (ship) etc. These derivations have come down to Modern English in slightly different forms: *dagung* (dag+ung – dawning), *cildhad* (cild+had – childhood), *cyningdom* (cyning+dom – kingdom), *freondscipe* (freond+scipe – friendship) etc. Synonyms were also there in Old English. The wealth of synonyms made Old English poetic vocabulary attain a remarkable flexibility. For 'hero' or 'prince', there are about thirty synonyms and 'sea' had seventeen expressions.

In the beginning, Old English was purely Teutonic tongue with a few borrowings. Gradually it developed contacts with three other languages – the languages of Celts, the Romans and the Scandinavians. These three languages enriched the English vocabulary before the end of eleventh century. The Celtic had a little influence on English. Henry Bradley says, "Modern investigation has shown that the number of Celtic words which are found in English before 12th century are less than a dozen, and of these several appear from their form to have been learnt not from the Britons but from the Irish missionaries from Iona to Northumbria". In fact, Anglo-Saxons conquered the Celts, who were the aborigines of England. The Celts were made as slaves and they lived in the mountainous regions of Ireland and West Scotland. The Celtic names in Old English are: *bannock*, *bin*, *brock*, *brat*, *crag*, *dun*, *ass* and the place names are: *Kent*, *Thames*, *Devon*, and *York*. Even the name 'London' itself, of uncertain origin, goes back to a Celtic designation. The first syllable of '*Salisbury*', '*Exeter*', '*Gloucester*', '*Worcester*', '*Lichfield*' and a score other names of cities are traceable to a Celtic source. Various Celtic words for river or water are preserved in the names '*Avon*', '*Exe*', '*Usk*', '*Dover*' and '*Wye*'. The Celtic influence upon English is almost negligible. The Celts, a submerged race, impressed themselves upon the

Teutonic Consciousness in making the newcomers to adopt many of the local names current in Celtic speech and a permanent part of their vocabulary.

Before 1100 A.D, English adopted about 450 words from Latin. Latin words were introduced in Old English in three phases. Some Latin words were borrowed by the Teutonic tribes before they invaded England. The first Latin words were borrowed by the Angles, Saxons and Jutes before they left for the continent. They carried these words along with them when they settled in Britain in 5th century. The words are:

Lat. *Calcem* < O.E. *Cealc* < Mid.E. *Chalk* < Mod.E. *Chalk*

Lat. *Strata* < O.E. *Straet* < Mod.E. *Street*

Lat. *Vinum* < O.E. *Win* < Mod.E. *Wine*

Lat. *Moneta* < O.E. *Mynet* < Mid.E. *Mint*, *Mynt* < Mod.E. *Mint*

Lat. *Monasterium* < O.E. *Mynster* < Mid.E. *Ministre* < Mod.E. *Minister*

Lat. *Angelus* < O.E. *Engel* < Mod.E. *Angel*

Lat. *Diabolus* < O.E. *Deoful*, *Deofol* < Mod.E. *Devil*

The Britons borrowed some Latin words from the Romans. When the three tribes settled in Britain, they learned these Latin words from the Britons and incorporated them into English.

Lat. *Castra* < O.E. *Ceaster*, *Caster* < Mod.E. *Chester*, *Cester*, *Caster* (Winchester, Leicester, Doncaster)

Lat. *Portus* < O.E. *Port* < Mid.E. *Port*, Mod.E. *Port*

Lat. *Mont* < O.E. *Munt* < Mid.E. *Mount*, *Mont* < Mod.E. *Mount*

From Latin, Old English borrowed a majority of words relating to religion after the conversion of England to Roman Christianity. There was a lot of influence of Christianity on Old English vocabulary. Examples are:

Lat. *Apostolus* < O.E. *Apostol* < Mod.E. *Apostle*

Lat. *Episcopus* < O.E. *Papa* < Mid.E. *Pope* < Mod.E. *Pope*

Lat. *Presbyter* < O.E. *Preost* < Mid.E. *Preest* < Mod.E. *Priest*

Lat. *Scrinium* < O.E. *Scrin* < Mid.E. *Shrine* < Mod.E. *Shrine*

Lat. *Templum* < O.E. *Templ*, *Tempel* < Mid.E. *Temple*

Lat. *Messa* < O.E. *Maesse* < Mid.E. *Messe* < Mod.E. *Mass*

Lat. *Offere* < O.E. *Offrain* < Mod.E. *Offer*

Scandinavian influenced Old English greatly. They are:

Names of animals: *bull*, *kid*, *rein* (*deer*).

Organs of body: *leg*, *skin*, *skull*.

Adjectives: *ugly*, *weak*, *wrong*, *sly*, *rugged*, *odd*, *ill*, *happy*, *awkward*, *rotten*, *scant*.

Verbs: *snub*, *take*, *thrive*, *thrust*, *call*, *crawl*, *cut*, *drown*, *die*, *gape*, *gasp*, *glitter*, *lift*, *rid*, *scare*.

Prepositions: *fro, thwart, till, until.*

Other substantives: *birth, boon, booth, dirt, egg, haven, knife, loan, race, sky, trust, window.*

The most significant change between Old English and Modern English is that the shift from many to a few endings and the introduction of grammatical words such as prepositions. In Old English, prepositions were not used. The other synthetic characteristics are free word-order, omission of subject pronouns and the lack of auxiliaries. Moreover, the frequent use of coordinate structure, the use of adverbs as discourse markers and the placing of the negation *-ne* or *n* before the verb in Old English are also discussed below.

In Old English, there are a few rules in free word order. Pronouns occur near the beginning of the sentence.

E.g.:- *he ælfrede cyninge aðas swor gislas sealde*

The verb often occurs at the end especially in subordinate or embedded sentences. In the above example, we have two verbs (*swor* and *sealde*). The verb can also occur in second position mostly in main clauses.

E.g.:- *7 py ilcan geare for se here ofer sæ*

(And the same year went the army oversea)

Py ilcan geare – in the same year (first section)

For – verb in second section

Sentences can be connected in a number of ways. Old English often uses no connection or coordination with **and**, indicated in the manuscript by the symbol 7 (and).

There are two kinds of questions: yes/no and wh- questions.

E.g.:- 1. *Gehyrest pu eadwacer*

Hear you Eadwacer (Do you hear, Eadwacer)

2. *hwæt gehyrest pu*

What hear you (what do you hear?)

In the first example, verb comes first and in the wh- question, verb follows **what**. The auxiliary verb 'do' was not used in questions in Old English. The auxiliaries *be* and *have* occurred but were infrequent.

Subject pronouns are more optional in Old than in Modern English.

E.g.:- 1. *Peah ðe hordwelan heolde lange*

Though that treasure held long

Though he held the treasure long (Beowulf 2344)

2. *swylc her ær beforean sæde*

Which here previously before said

Which **he** had said here before (Alfred's Orosius 27.14)



Adverbs in Old English can be used to express the mood of the speaker and they are considered discourse markers, also known as mood particles.

E.g.:- *ac hi peah ledað to deðe on ende*

But they though lead to death in end

But they lead to death, however, in the end (Lambeth Homilies 119, from 1175)

These are often hard to translate into Modern English since some are replaced by forms such as *well*, *however* and *fortunately* placed at the beginning or the end of the sentence. Adverbs are formed with *-e* or *-lic* endings mostly in Old English. In grammar, negative adverb often immediately precedes the verb.

E.g.:- *hleopre ne mipe*

Sound not conceal

I don't conceal sound (Riddle 8, line 4)

In short, Old English is a synthetic language with elaborate case and agreement paradigms.

When it comes to literature, Old English poetic style had a great charm but prose had no lucidity, simplicity and easy flow. In Old English poetry, synonyms, alliterations and repetition of ideas and words were abundantly used. The Norman Conquest in 1066 gradually changed the character of Old English and it was called 'Middle English'. Some of the works in Old English period are:

Beowulf. Mixed dialect Northumbrian / West Saxon; manuscript from c. 1000 but based on earlier version.

Lindisfarne Gospels. Northumbrian interlinear gloss; c.950.

Rushworth Glosses. Interlinear gloss; c. 970. Matthew is Mercian; Mark, Luke and John are Northumbrian.

The Junius Manuscripts. Written between the 7th and 10th centuries (some argue partly by the Caedmon poet); compiled towards the late 10th; contains Genesis, Exodus, Christ and Satan.

The Exeter Book. Early poetry; contains Riddles, Wulf and Eadwacer, The Wanderer, and the Seafarer.

Gregory's Pastoral Care. Early West Saxon, late 9th century, ascribed to King Alfred.

Boethius and Orosius. Early West-Saxon, ascribed to King Alfred.

Homilies, by Aelfric. West Saxon, circa 1000.

Anglo-Saxon Chronicle. Many versions, one composed in Peterborough that continues to 1154.

We had wonderful poetry in Old English period. Even Old English poetry influenced modern writers and such is the beauty of Old English poetry. Though it was not a glorious period for English literature, it had roots in Old English period. The impact of Old English poets on English literature in Middle English period was remarkable

CONCLUSION

English began as a language in an island in 5th century and gradually attained global status. In Old English period, we had alphabet, vocabulary, grammar etc. Even old English texts were

found mainly literary works. The Norman Conquest in 1066 AD influenced English and there were unimaginable changes in English language. The journey of English language from Old English period to Middle English period and later to Modern English period has been constant. The growth in vocabulary, simplified grammar, changes in pronunciation, the availability of dictionaries and the rich stock of literary works have made English popular besides the colonialism of Britain and imperialism of America in spreading English to every nook and corner. Today, English is the only language used widely by people around the world.

In this paper, the origins of English language, Old English and its characteristics have been discussed with all relevant examples. Surprisingly, we find so many differences between Old English and Modern English in terms of vocabulary, grammar, pronunciation, spelling etc. The transformation of English as a global language today has been amazing and perhaps nobody thought in 5th and 6th centuries that English would become a global language by 20th century. However, it is quite interesting that a language of two small tribes has become a global language today.

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**FEDERALISM EFFECT ON REGIONAL POLITICS PARTIES****Dr. Sultan****Assistant professor,
INDIA**ABSTRACT**

Although, the Constitution of India has nowhere used the term “federal”, it has provided for a structure of governance which is essentially federal in nature. Within the basic framework of federalism, the Constitution has given overriding powers to the Central government. The objective of the constitution makers was to have Cooperative Federalism. However, it is observed that national parties tend to lead to centralization of powers. Since independence, for four decades, India under One-party dominant system, which was seen as a unitary government? However, the emergence of regional parties has contributed to the break-down of One-party dominant system at the Centre. The regional parties has made the state as the epic-Centre of Indian Politics and also playing major roles at the national policies and further federalized the working of federalism.

KEYWORDS: *Federalism, Co-operative, Regional, Autonomy, Bargain.***INTRODUCTION**

India covers an area of 3.28 million square kilometers with a population of 120 crores. This is a country having wide range of Ethnic backgrounds, languages and cultures. It has 29 states and seven union territories, which differ greatly in terms of their natural resources, administrative capacity and economic performance. To begin with, India was a highly centralized federation. It has made a success of it's a democratic and federal system because of its democratic record, institutional strengths, strong civil society and vibrant political culture. The federal principles has/have helped India to live peacefully with its remarked difference. The essence of federalism that it is a political system which creates in a society broadly two levels of government with assigned powers and functions originating from a variety of factors and political bargain and displaying a tendency to insist through active response to the challenges of the changing environment by the process of adaptation through creative modes of institutions as well as functional relationship. India has all essential criteria of federalism are like two sets of governments, written constitution, independent judicial set up etc. In Indian federal system have been put to trial, in last six decades. This article intended to focus on the impact of party system in general and regional party in particular on the working style of Indian federalism. Political

Party and Federalism in India After independence, the Indian National Congress transformed itself into a political party and took over the administration and formed governments both at the Centre and the States. The Congress defended the strong centre in order to maintain national integrity of nation. This situation remained unchanged till Jawaharlal Nehru presided the destiny of the nation as its first premier. There were no dissidents and the centre-state relations were generally amicable, because of (a) the role of the Congress party which won freedom and institutionalized state-society relationship, (b) the national elite enjoyed high legitimacy because of contribution to the freedom struggle, (c) despite elitist predisposition, there was moderation in the use of state-power and, (d) the states as largely utilized as an instrument of social change (Chakraborty, 1999).

Centralized Federalism During Nehru Era, India had a highly centralized federalism. The Congress party remained a centralized party, formulating all-India policies of the guidance and control of the Congress-led ministries in the states. After the death of Sardar Patel in December 1950, Nehru combined the premiership and the party President, and later handover to his protege. It was in this context in 1953 Nehru came to proclaimed that the „Congress is the country and country is the Congress“ (Khan, 1999), Intra-party democracy in the political parties was not looked upon with favour and dissidence as suppressed with heavy hands. The Parliamentary wings of most of the national political parties followed the Congress line and voices from below were ignored and dissidence forcefully curbed. The Centre, in order to maintain its supremacy, proclaimed President’s Rule under Article 356 of the constitution. It was so common that, from June 1951 to November, 1967 President’s Rule was proclaimed 14 times- in Kerala (6 times), Punjab (3 times) and in Andhra Pradesh, Orissa, Goa, Rajasthan and Haryana (one in each). After 1967, its use threatened state’s rights and use of power sharing with regional leaders and parties (Khan, 1999). Between 1960s to 1980s Mrs. Gandhi humbled the Congress machine, re-established the supremacy of the Parliamentary party over the party organization, broke the power of the state Chief Ministers and established a new balance, or rather imbalance between the Centre and the State. The centre had allotted a large funds to states but were centrally sponsored development projects, implemented by states while administered by the centre. However, Indira regime’s policies of centralization, politicization and dictatorship had damaged the federal and democratic structure of the country which led to the rise of non-Congress political parties. The dominance of Congress party could not last long and the consensual politics of “Congress System” (Rajni Kothari, 1974) began to breakdown. The process became evident from 1969 onwards when Nehru’s successor Indira Gandhi faced the strong opposition “rejected the principle of consensus in favour of the majoritarian principles” (Chakraborty, 1999).

Emergence of Regional Parties The need for a truly decentralized federal polity has been a constant demand of the states in the post- 1967 period. The changing nature of the party system and the growing importance of regional parties have federalized the working of Indian democracy to a large extent. In mid 1970s, sub-regional cultures started at the state level. It was difficult for Congress to take care of all provinces and their local issues, as different issues of local nature had begun to raise their heads. For the common masses, their local leaders were very closer to them than the national leaders, and their local leaders were more concerned with local issues than the national (Chakraborty, 2003). As Surendra Mohan in his article “Pivotal role for Regional Politics” (Hindustan Times) has pointed out that „the Central leadership failed to take note of safeguarding distinct cultural identities, persisting regional economic imbalances and as such the regional leaders started to assert their existence. The regional leaders and local leaders came forward to assert their regional issues and play the game of regional politics, and to build a close relationship between state and society for the people’s welfare. The growth of

regional parties, must, therefore be seen as mainly the out-come of over-centralization by national leaders and government. The regional parties have been grown in strength in Assam, Meghalaya, Mizoram, Maharastra, Sikkim, Punjab, Jammu & Kashmir, West Bengal, Andhra Pradesh, Tamil Nadu, Bihar, Orissa, Uttar Pradesh and other states of the Union. Their distinguished feature is their cultural regional identity, their linguistic opposition to in most of the nonHindi states, political commitment to greater regional autonomy and focus on state-specific or regional specific (Khan, 1999). Regional Parties Demand for State Autonomy The regional parties in many states started making suggestions for re-structuring of centre-State relations so as to ensure greater autonomy of state. The demand for more autonomy of the state may be caused out of discriminatory role of the Governor in the dismissal of Chief Ministers, reservation of Bills for consideration of the President, demand for repealing certain laws, dismissal of State Governments under Article 356, non-implementation of Central Laws, deployment of CRP, use of all India Services by the Centre, alleged discrimination against states in allocation of Central projects, allocation of food grains, discrimination in grants and loans, appointment of Inquiry Commissions and CBI against Chief Ministers. As a result, the regional parties started demanding the restructuring of centre-State relations in order to ensure state autonomy. Since then various proposals and suggestions have been made by various regional parties. In 1971. DMK government in Tamil Nadu appointed the Rajamannar Committee to review the federal structure. The CPI (M) led government in Kerala submitted a memorandum to the National Development Council on centre-state financial relations. The Akali Dal in its Anandpur Saheb Resolution of 1973 pleaded for autonomy for states. The CPI(M) led West Bengal government in 1977 published a memorandum calling for a drastic revision of the constitution in order to make India federal rather than union. In 1983 the Janata Party government in Karnataka issued a „White Paper” on centre-state relations held at Bangalore. In this meeting the non-Congress regional Chief Ministers of Andhra Pradesh, Karnataka, Tamil Nadu and Pandicherry demanded an equal distribution of financial resource between the centre and states (India Express, 1983). The Southern Chief Ministers of Tamil Nadu, Karnataka, Andhra Pradesh and Pandicherry founded a forum for tackling their common problems and seeking drastic changes in centre-state relations, particularly in the financial area, known as “Southern Chief Ministers”. These Southern regional parties had demanded more autonomy for the states. The Congress government at centre (Indira Gandhi’s Government) did not give importance to it. But, as it, realized that other states had also begun gathering momentum for state autonomy, the central government announced the appointment of Sarkaria Commission to examine the working of the relations between the Centre and the State on 24th March 1983. (Rao, Ram, 1990). The emergence of some powerful regional parties like DMK and AIADMK and subsequently TMC in Tamil Nadu, Telugu Desam in Andhra Pradesh , the Shivsena in Maharastra, the Akali Dal in Punjab, the national Conference in Jammu & Kashmir, the Assam Gana Parishad in Assam, the RJD in Bihar, Biju Janata Dal in Odisha, Janata Dal in Karnataka, the BSP/SP in Uttar Pradesh and CPM in Kerala and West Bengal and a host of other regional parties in various states replaced the Congress party in states, which is the concrete evidence that Congress had lost its national character. With the growing importance of regional parties in Parliament after 1989, there has been further federalization. The regional parties became more strong (stronger) and started to demand more autonomy for the states. Subsequently a number of conclaves were organized by the regional parties on the issue of centre-state relations. N.T. Rama Rao, the first Chief Minister of a regional party in Andhra Pradesh, and the President of Telugu Desam Party, took initiative to organize a group of non-Congress and regional parties.

The first conclave was called between 31st May to 1st June 1983, joined by leaders of 14 political parties. The main issue of discussion in the meeting was the restructuring of centre-state relations to ensure State Autonomy (Rao, 1998). The second conclave was held on 30th June 1983 and projected a collective stand on the sensitive Punjab issue and urged the centre to attempt a political solution to the problem. The third conclave was held in Srinagar on October 5, 1983, and passed a 31 points resolution suggesting large scale changes in centre-state relation in the administrative, economic and political fields. Further, they suggested that, the centre should confine itself to subject like defense, foreign affairs, currency and communications etc. The Srinagar conclave was an important one (Rao & Sundar Ram, 1990). The regional parties on centre-state relations stressed the need for strengthening the autonomy of the states so as to maintain a proper balance in the centre-state relations. The fourth conclave was held in Calcutta on January 13 and 14, 1984. The conclave adopted a resolution demanding “a total restructuring” of the economic policies of the centre and offered an alternative economic programme for the uplift of the poor and the middle classes (Sen, India Today). On September 17, 1988, seven parties namely, the Janata, Jana Morcha, Lok Dal (B), Congress (U), Telugu Desam, DMK and Assam Gana Parishad agreed to form an alliance known as National Front, at Madras with NTR and V.P.Singh as its Chairman and Convener respectively. One of the important objectives of the Front was to re-examine Centre-State relations so as to remove the imbalance in fiscal, legislative and administrative relations and to usher in an era of harmonious relation between the Union and the States in the true federal spirit. Regional Parties –Partner of Union Government With NTR’s, sudden demise in January 1996, N. Chandra Babu Naidu, his son-in-law led a split group of TDP and fought the elections to the Lok Sabha in 1996 and won 16 seats on its own and captured 22 seats including its electoral allies CPM and CPI. The TDP President and United Front Convener N.Chandra Babu Naidu, played the major role in the formation of the United Front of 14 parties with the Janata Dal, DMK, TDP, AGP, TMC, NC and CPI as the major partners supported by CPM and Congress (I) from outside. After the fall of Atal Bihari Bajpai government, under the Prime Ministership of Deve Gowda, the regional parties joined as partners to form the government at centre. Besides being the Convener and the President of TDP, Chandra Babu Naidu alongwith other regional parties, realized the need for an arrangement for regional parties at the national level, took active role in the formation of another Front known as the “Federal Front” consisting of TDP, TMC, DMK and AGP, so as to protect the interest of the states they were representing, and to gain a better bargaining power for themselves. In the last two decades, the regional parties are the partners of UPA and NDA coalition government at the centre. Bargain by Regional Parties with Federal Government The new role of regional parties has transformed Indian federalism beyond recognition. Once those states were dominated by the Union, became asserted themselves against the super-power of Union Government. They started to bargain with Union government for their state interest. For example, the two Dravidian state parties DMK and AIADMK are alternatively made alliances with the two all-India national parties, Congress and BJP and every time they are extracting some price in the form of project or larger grants for the State. Sometime ago, Tamil Nadu had no ministers in the Union Cabinet, but of late, they have not only been in the Union Ministry, but also able to get the portfolios demanded. In the latest coalition, the DMK has been able to get a commitment from the Congress-led Union Government that, the Tamil will be considered as a national language. Some regional parties blackmailing the union Government even giving support from outside, For example, the Telugu Desam Party in Andhra Pradesh had demanded several times and got concessions from the NDA Government in Delhi between 1999 and 2004. The support of TDP to

NDA Government at New Delhi though from outside, brought benefit to state. The Department of Telecoms (later BSNL) had to give huge bandwidth to link up all the district towns to the State capital without charging a single rupee for years. To cope with natural calamities like flood and drought, the TDP was able to extract generous grants from centre. Even the TDP pushed the central government to endorse its loans from the World Bank; in fact, it extracted the privilege to negotiate with the World Bank directly and got the Union Government's guarantees to backup its debt to the international financial enterprises. The 23 party coalitions Union Government in Delhi in the period between 1999-2004 had went on announces packages of thousands of crores of rupees for development schemes to please the north-eastern states, each one of which contributed one or two MPs to the coalition. The full support and loyalty of some states were secured by financial packages. A Prime Minister of the United Front Government in 1996- 1997 announced Rs.8000 crore package to Jammu & Kashmir. National Conference Party in the hope of buying peace from terrorists. Another Prime Minister in 2004 had announced Rs. 24,000 crore package for Jammu & Kashmir. Every time the regional parties extended support to the Union government in Delhi and got some more packages. The requirements of regional parties ruling in the states have been working havoc in regard to the utilization of the river water, flowing across several states. The water dispute between Karnataka and Tamil Nadu over the Kaveri water, Karnataka, Andhra Pradesh and marginally Maharashtra over sharing of the Krishna water have still pending. The government involves in the water disputes were the partners in the coalition government in Delhi. The Government was unwilling to take the risk of it and did not try to solve the problem rather referred to the judicial court. Till getting the decision from judiciary, there will be lost of time, water and wealth of the farmers. Cover up corruption, shielding of criminals and turning blind eye to illegal infiltration are some of the prices bargain by regional parties as coalition partners. The withdrawal of cases, non-progression of prosecutions already in progress, fabrication of cases, revival of cases, inclusion of criminals in Ministries, non-resolution of inter-state water disputes, extractions of „packages“ of funds from the Union, subversion of states, change of demography by infiltration are some of the challenges of the regional parties on the Union Coalition Government. Thus the regional parties could not remain silence, but raised their voice, for their state interest and to fulfill the aspirations of the people. This need not be seen as a negative growth. It is part of the process of democratization in a federal polity.

CONCLUSION

This paper has tried to show that the rise of regional parties has contributed to the break-down of the one-party dominant at the Centre (which looked like Unitary Form of Government) and a total reversal of the authoritarian and centralized politics of Congress (I) leadership under whose tenure, the Congress (I) High Command was treating the Chief Ministers as though they are the Chief of Municipalities. The Congress (I) Prime Ministers never treated the Chief Ministers as equal partners in the running of federal polity of India. The Chief Ministers had to depend on the Prime Minister. In contrast to these past political cultures, the current Indian politics have been drastically federalized by the regional parties. The Prime Minister is no more as powerful as they used to be under One- party dominant system. The President and the Governors are no more rubber stamps endorsing the dictates of the ruling party; rather they are conscious of their constitutional roles. The new role of regional parties has transformed Indian federalism significantly. Since 1990s have seen the emergence of the state as the epic-Centre of Indian Politics. The regional parties came to play major roles at the national level and also the key

players in coalition government. This kind of change in political parties in India, reflect the drastic change in politics of federalism, shifting from dominant federalism to cooperative Federalism.

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**UNIFORM CIVIL CODE: INTROSPECTION****Dr. Sunita****Lecturer of Political Science &
Public Administration, INDIA**ABSTRACT**

Uniform civil code on the ongoing point of debate within India mandate to replace the personal laws based on the scriptures and customs of each major religious community in India with a common set of rules governing every citizen. Article 44 of the Directive Principles sets its implementation as duty of the State.^[1] Apart from being an important issue regarding secularism in India & fundamental right to practice religion contained in Article 25, it became one of the most controversial topics in contemporary politics during the Shah Bano case in 1985. The debate then focused on the Muslim Personal Law, which is partially based on the Sharia law and remains unreformed since 1937, permitting unilateral divorce, polygamy in the country and putting it among the nations legally applying the Sharia law. The Bano case made it a politicised public issue focused on identity politics—by means of attacking specific religious minorities versus protecting its cultural identity. Personal laws are distinguished from public law and cover marriage, divorce, inheritance, adoption and maintenance. Goa has a common family law, thus being the only Indian state to have a uniform civil code. The Special Marriage Act, 1954 permits any citizen to have a civil marriage outside the realm of any specific religious personal law. Personal laws were first framed during the British Raj, mainly for Hindu and Muslim citizens. The British feared opposition from community leaders and refrained from further interfering within this domestic sphere.

KEYWORDS: *Secularism, Distinguished, Divorce, Inheritance,***INTRODUCTION**

The demand for a uniform civil code was first put forward by women activists in the beginning of the twentieth century, with the objective of women's rights, equality and secularism. Till Independence in 1947, a few law reforms were passed to improve the condition of women, especially Hindu widows. In 1956, the Indian Parliament passed Hindu Code Bill amidst significant opposition. Though a demand for a uniform civil code was made by Prime Minister Jawaharlal Nehru, his supporters and women activists, they had to finally accept the compromise of it being added to the Directive Principles because of heavy opposition. The

debate for a uniform civil code dates back to the colonial period in India. Prior to the British Raj, under the East India Company (1757-1858), they tried to reform local social and religious customs. Lord William Bentinck, the Governor-General of India, tried to suppress *sati*, the prescribed death of a widow on her husband's funeral pyre, and passed the Bengal Sati Regulation, 1829. This was later extended outside Bengal to all English territories in India.

The Lex Loci Report of October 1840 emphasised the importance and necessity of uniformity in codification of Indian law, relating to crimes, evidences and contract but it recommended that personal laws of Hindus and Muslims should be kept outside such codification.^[2] According to their understanding of religious divisions in India, the British separated this sphere which would be governed by religious scriptures and customs of the various communities (Hindus, Muslims, Christians and later Parsis).^[3] These laws were applied by the local courts or panchayats when dealing with regular cases involving civil disputes between people of the same religion; the State would only intervene in exceptional cases. Thus, the British let the Indian public have the benefit of self-government in their own domestic matters with the Queen's 1859 Proclamation promising absolute non-interference in religious matters.^{[4][5]} The personal laws involved inheritance, succession, marriage and religious ceremonies. The public sphere was governed by the British and Anglo-Indian law in terms of crime, land relations, laws of contract and evidence—all this applied equally to every citizen irrespective of religion.^[5]

Throughout the country, there was a variation in preference for scriptural or customary laws because in many Hindu and Muslim communities, these were sometimes at conflict;^[3] such instances were present in communities like the Jats and the Dravidians. The Shudras, for instance, allowed widow remarriage—completely contrary to the scriptural Hindu law.^[6] The Hindu laws got preference because of their relative ease in implementation, preference for such a Brahminical system by both British and Indian judges and their fear of opposition from the high caste Hindus.^[6] The difficulty in investigating each specific practice of any community, case-by-case, made customary laws harder to implement. Towards the end of the nineteenth century, favouring local opinion, the recognition of individual customs and traditions increased.^[5]

The Muslim Personal law (based on Sharia law), was not strictly enforced as compared to the Hindu law. It had no uniformity in its application at lower courts and was severely restricted because of bureaucratic procedures. This led to the customary law, which was often more discriminatory against women, to be applied over it. Women, mainly in northern and western India, often were restrained from property inheritance and dowry settlements, both of which the Sharia provides.^[7] Due to pressure from the Muslim elite, the Shariat law of 1937 was passed which stipulated that all Indian Muslims would be governed by Islamic laws on marriage, divorce, maintenance, adoption, succession and inheritance.^[7]

Legislative reforms

The Hindu law discriminated against women by depriving them of inheritance, remarriage and divorce. Their condition, especially that of Hindu widows and daughters, was poor due to this and other prevalent customs.^{[8][9]} The British and social reformers like Ishwar Chandra Vidyasagar were instrumental in outlawing such customs by getting reforms passed through legislative processes.^[10] Since the British feared opposition from orthodox community leaders, only the Indian Succession Act 1865, which was also one of the first laws to ensure

women's economic security, attempted to shift the personal laws to the realm of civil. The Indian Marriage Act 1864 had procedures and reforms solely for Christian marriages.^[11]

There were law reforms passed which were beneficial to women like the Hindu Widow Remarriage Act of 1856, Married Women's Property Act of 1923 and the Hindu Inheritance (Removal of Disabilities) Act, 1928, which in a significant move, permitted a Hindu woman's right to property.^[8]

The call for equal rights for women was only at its initial stages in India at that time and the reluctance of the British government further deterred the passing of such reforms. The All India Women's Conference (AIWC) expressed its disappointment with the male-dominated legislature and Lakshmi Menon said in an AIWC conference in 1933,^[10] "If we are to seek divorce in court, we are to state that we are not Hindus, and are not guided by Hindu law. The members in the Legislative assembly who are men will not help us in bringing any drastic changes which will be of benefit to us." The women's organisations demanded a uniform civil code to replace the existing personal laws, basing it on the Karachi Congress resolution which guaranteed gender-equality.^[10]

The passing of the Hindu Women's right to Property Act of 1937, also known as the Deshmukh bill, led to the formation of the B. N. Rau committee, which was set up to determine the necessity of common Hindu laws. The committee concluded that it was time of a uniform civil code, which would give equal rights to women keeping with the modern trends of society but their focus was primarily on reforming the Hindu law in accordance with the scriptures. The committee reviewed the 1937 Act and recommended a civil code of marriage and succession; it was set up again in 1944 and send its report to the Indian Parliament in 1947.^[10]

The Special Marriage Act, which gave the Indian citizens an option of a civil marriage, was first enacted in 1872. It had a limited application because it required those involved to renounce their religion and was applicable only to Hindus. The later Special Marriage (Amendment) Act, 1923 permitted Hindus, Buddhists, Sikhs and Jains to marry either under their personal law or under the act without renouncing their religion as well as retaining their succession rights.^[12]

The Indian Parliament discussed the report of the Hindu law committee during the 1948–1951 and 1951–1954 sessions. The first Prime Minister of the Indian republic, Jawaharlal Nehru, his supporters and women members wanted a uniform civil code to be implemented.^[13] As Law Minister, B. R. Ambedkar was in charge of presenting the details of this bill. It was found that the orthodox Hindu laws were pertaining only to a specific school and tradition because monogamy, divorce and the widow's right to inherit property were present in the *Shashtras*.^[13] Ambedkar recommended the adoption of a Uniform Civil Code.^{[14][15]} Ambedkar's frequent attack on the Hindu laws and dislike for the upper castes made him unpopular in the parliament. He had done research on the religious texts and considered the Hindu society structure flawed. According to him, only law reforms could save it and the Code bill was this opportunity.^[16] He thus faced severe criticism from the opposition. Nehru later supported Ambedkar's reforms but did not share his negative view on Hindu society.^[16]

The Hindu bill itself received much criticism and the main provisions opposed were those concerning monogamy, divorce, abolition of coparcenaries (women inheriting a shared title) and inheritance to daughters. The first President of the country, Rajendra Prasad, opposed these reforms; others included the Congress party president Vallabhbhai Patel, a few senior members and the Hindu fundamentalist parties. The fundamentalists called it "anti-Hindu" and "anti-

Indian"; as a delaying tactic, they demanded a uniform civil code.^[10] The women members of the parliament, who previously supported this, in a significant political move reversed their position and backed the Hindu law reform; they feared allying with the fundamentalists would cause a further setback to their rights.^[8]

Thus, a lesser version of this bill was passed by the parliament in 1956, in the form of four separate acts, the Hindu Marriage Act, Succession Act, Minority and Guardianship Act and Adoptions and Maintenance Act. It was decided to add the implementation of a uniform civil code in Article 44 of the Directive principles of the Constitution specifying, "The State shall endeavour to secure for citizens a uniform civil code throughout the territory of India."^[17] This was opposed by women members like Rajkumari Amrit Kaur and Hansa Mehta. According to academic Paula Banerjee, this move was to make sure it would never be addressed.^[18] Aparna Mahanta writes, "failure of the Indian state to provide a uniform civil code, consistent with its democratic secular and socialist declarations, further illustrates the modern state's accommodation of the traditional interests of a patriarchal society".^[18]

Later years and Special Marriage Act

The Hindu code bill failed to control the prevalent gender discrimination. The laws on divorce were framed giving both partners equal voice but majority of its implementation involved those initiated by men. Since the Act applied only to Hindus, women from the other communities remained subordinated. For instance, Muslim women, under the Muslim Personal Law, could not inherit agricultural land.^[18] Nehru accepted that the bill was not complete and perfect, but was cautious about implementing drastic changes which could stir up specific communities. He agreed that it lacked any substantial reforms but felt it was an "outstanding achievement" of his time.^[16] He had a significant role in getting the Hindu Code bill passed and laid down women-equality as an ideal to be pursued in Indian politics, which was eventually accepted by the previous critics of the bill.^[16] Uniform civil code, for him, was a necessity for the whole country but he did not want it to be forced upon any community, especially if they were not ready for such a reform. According to him, such a lack of uniformity was preferable since it would be ineffective if implemented. Thus, his vision of family law uniformity was not applied and was added to the Directive principles of the Constitution.^[16]

The Special Marriage Act, 1954, provides a form of civil marriage to any citizen irrespective of religion, thus permitting any Indian to have their marriage outside the realm of any specific religious personal law.^[12] The law applied to all of India, except Jammu and Kashmir. In many respects, the act was almost identical to the Hindu Marriage Act of 1955, which gives some idea as to how secularised the law regarding Hindus had become. The Special Marriage Act allowed Muslims to marry under it and thereby retain the protections, generally beneficial to Muslim women, that could not be found in the personal law. Under this act polygamy was illegal, and inheritance and succession would be governed by the Indian Succession Act, rather than the respective Muslim Personal Law. Divorce also would be governed by the secular law, and maintenance of a divorced wife would be along the lines set down in the civil law.

After the passing of the Hindu Code bill, the personal laws in India had two major areas of application: the common Indian citizens and the Muslim community, whose laws were kept away from any reforms.^[19] The frequent conflict between secular and religious authorities over the issue of uniform civil code eventually decreased, until the 1985 Shah Bano case. Bano was a 73-year-old woman who sought maintenance from her husband, Muhammad Ahmad Khan. He

had divorced her after 40 years of marriage by triple *Talaaq* (saying "I divorce thee" three times) and denied her regular maintenance; this sort of unilateral divorce was permitted under the Muslim Personal Law. She was initially granted maintenance by the verdict of a local court in 1980. Khan, a lawyer himself, challenged this decision, taking it to the Supreme court, saying that he had fulfilled all his obligations under Islamic law. The Supreme court ruled in her favour in 1985 under the "maintenance of wives, children and parents" provision (Section 125) of the All India Criminal Code, which applied to all citizens irrespective of religion. It further recommended that a uniform civil code be set up. Besides her case, two other Muslim women had previously received maintenance under the Criminal code in 1979 and 1980.^[7]

The Shah Bano case soon became nationwide political issue and a widely debated controversy.^[19] Many conditions, like the Supreme court's recommendation, made her case have such public and political interest. After the 1984 anti-Sikh riots, minorities in India, with Muslims being the largest, felt threatened with the need to safeguard their culture.^[19] The All India Muslim Board defended the application of their laws and supported the Muslim conservatives who accused the government of promoting Hindu dominance over every Indian citizen at the expense of minorities. The Criminal Code was seen as a threat to the Muslim Personal Law, which they considered their cultural identity.^[7] According to them, the judiciary recommending a uniform civil code was evidence that Hindu values would be imposed over every Indian.^[7]

The orthodox Muslims felt that their communal identity was at stake if their personal laws were governed by the judiciary.^[7] Rajiv Gandhi's Congress government, which previously had their support, lost the local elections in December 1985 because of its endorsement of the Supreme Court's decision.^[20] The members of the Muslim board, including Khan, started a campaign for complete autonomy in their personal laws. It soon reached a national level, by consulting legislators, ministers and journalists. The press played a considerable role in sensationalising this incident.^[7]

An independent Muslim parliament member proposed a bill to protect their personal law in the parliament. The Congress reversed its previous position and supported this bill while the Hindu right, the Left, Muslim liberals and women's organisations strongly opposed it. The Muslim Women's (Protection of Rights on Divorce) was passed in 1986, which made Section 125 of the Criminal Procedure Code inapplicable to Muslim women. The debate now centred on the divinity of their personal law. A Muslim member of parliament made a claim emphasising the importance of the cultural community over national by saying that only a Muslim judge could intercede in such cases.^[20] Bano later in a statement said that she rejected the Supreme Court's verdict. It also led to the argument defining a woman's right according to her specific community with political leader Jaffar Sharief saying, "today, in the Shah Bano's case, I am finding that many people are more sympathetic towards Muslim women than their own women. This is very strange."^[20]

The politicisation led to argument having two major sides: the Congress and Muslim conservatives versus the Hindu right-wing and the Left. In 1987, the Minister of Social Welfare, Rajendra Kumari Bajpai, reported that no women were given maintenance by the Wakf Board in 1986. Women activists highlighted their legal status and according to them, "main problem is that there [are] many laws but women are dominated not by secular laws, not

by uniform civil laws, but by religious laws."^[20] The legal reversal of introducing the Muslim Women law significantly hampered the nationwide women's movement in the 1980s.^[20]

The debate for a uniform civil code, with its diverse implications and concerning secularism in the country, is one of the most controversial issues in twenty-first century Indian politics.^[21] The major problems for implementing it are the country's diversity and religious laws, which not only differ sect-wise, but also by community, caste and region. Women's rights groups have said that this issue is only based on their rights and security, irrespective of its politicisation.^[21] The arguments for it are: its mention in Article 44 of the Constitution, need for strengthening the unity and integrity of the country, rejection of different laws for different communities, importance for gender equality and reforming the archaic personal laws of Muslims—which allow unilateral divorce and polygamy. India is, thus, among the nations that legally apply the Sharia law. According to Qutub Kidwai, the Muslim Personal laws are "Anglo-Mohammadan" rather than solely Islamic.^[21] The Hindu nationalists view this issue in concept of their law, which they say, is secular and equal to both sexes.^[21] In the country, demanding a uniform civil code can be seen negatively by religious authorities and secular sections of society because of identity politics.^[21] The Sangh Parivar and the Bharatiya Janata Party (BJP)—one of the two major political parties in India, had taken up this issue to gain Hindu support.^[21] The BJP was the first party in the country to promise it if elected into power.^[21]

Goa is the only state in India which has a uniform civil code. by Akshay Nair The Goa Family Law, is the set of civil laws, originally the Portuguese Civil Code, continued to be implemented after its annexation in 1961.^[22] Sikhs and Buddhists objected to the wording of Article 25 which terms them as Hindus with personal laws being applied to them.^[23] However, the same article also guarantees the right of members of the Sikh faith to bear a Kirpan.^[24]

In October 2015, Supreme Court of India asserted the need of a Uniform Civil Code and said that, "This cannot be accepted, otherwise every religion will say it has a right to decide various issues as a matter of its personal law. We don't agree with this at all. It has to be done through a decree of a court".^[25] On 30 November 2016, British Indian intellectual Tufail Ahmad unveiled a 12-point document draft of it, saying citing no effort by the government since 1950.^{[26][27]}

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**REFIGURING POLITICAL DEMOCRACY****Dr. Rajbans Singh Gill ***

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ABSTRACT

Politicians try to waive the procedural rules or use eccentric devices in order to secure their mass base. The political future of the candidates depends upon the election process. Elections ensure not only the continuance and future of democracy but also provide a polity, which promotes a better and higher form of national character than any other political system. Elections are directly related with the political development. Identity, legitimacy, penetration, participation, integration and distribution can be described as crisis of political development. The causes for the support are usually complex and include ethnic, religious, social, economic, ideological and geographical factors in a variety of combinations. When citizens join political parties, offer their time, contribute money and vote for their leaders, they are exercising their basic democratic rights. Through their efforts to control and influence public policy, political parties play an intermediary role, linking citizens to their representatives, and serving as the primary channel for holding the government accountable for its performance. Meticulous studies of elections give a crystal clear view of the political hierarchy in the state. An image of the general political development and pattern of politics in a particular country is reflected through electoral process. During campaign, elections serve as a forum for the discussion of public issues, precipitate in the expression of public opinion, and permit an exchange of influence between the rulers and the ruled. No free country has been without them political parties provide the dynamics of political process." Political parties are fundamental institutions of democracy.

KEYWORDS: Escalating, Political Structure, Humanizing, Bureaucratic, 'Election', Indispensable

INTRODUCTION

A major distinctive feature of most societies that have emerged as independent entities since World War one is their objective toward modernity. It by and large means that the societies are engrossed in escalating their prosperity by maximizing their own industrious capacities in order to provide a minimum standard of life for the people; development of a political structure; adequate institutional means of mass political culture.

The inclination for humanizing the standards of living of the people in the developing countries arises not only from the depths of severity prevailing there which pains the sensitive conscience of the liberals in the affluent west, but also from an acute awareness of the political implications.

POLITICAL SYSTEM/POLITICIANS

As democratization takes place, more and more sections of society are brought inside the political arena. Accordingly, new aspirations crop up, which the politicians have to cater to. The political leadership seeks to blend some past authoritarian tendencies for rationale of development and also to reconcile it with the democratic urges of the people. A politician works¹ for a change with the belief that policies and decisions will be more coherent and democratic, if they are first widely debated and then approved.

Politicians try to waive the procedural rules or use eccentric devices in order to secure their mass base. Commenting on such an approach by politicians (especially in the case of late Partap Singh Kairon, Chief Minister of Punjab, one journalist observes:²

"..... He was a man blunt in speech, direct in approach, impatient with bureaucratic delays and disdainful of the properties of public life..... That he devoted himself single-mindedly to the economic advancement of the state, few doubted. But the progress was obtained at a terrible price. The rule of law suffered and the morale of the public servants reached an all time low".

In a democracy, elections are indispensable and play a pivotal role. The political future of the candidates depends upon the election process. The term 'election' was derived from the Latin verb 'eligere' which means 'to pick out'.³ It is a form of procedure in which rules are framed whereby small number of the total population gets elected. Elections assume importance in a democracy because it is through this mechanism that the political leaders, who ultimately get mandate to govern the nation, are elected.⁴ It is the contrivance through which people tend to share power by casting vote in favour of representatives of their choice. In this way, elections are the manifestation of people's will. Moreover this incorporates a sense of involvement and spirit of participation in public affairs among the masses. Participation in an election serves to gratify the voters' sense of self-esteem and self respect. Most importantly, it provides legitimacy to a political regime. It also makes the leaders accountable to the people while in the office.⁵ Elections represent popular mandate, attitude and reactions towards the political process as a whole. Meticulous studies of elections give a crystal clear view of the political hierarchy in the state. An image of the general political development and pattern of politics in a particular country is reflected through electoral process.

Political opinions are shared among the common citizens. During campaign, elections serve as a forum for the discussion of public issues, precipitate in the expression of public opinion, and permit an exchange of influence between the rulers and the ruled.⁶

This electoral technique has become a two-way process, in which every political party tries to establish a positive image so as to win and at the same time damage the winning chances of the rival parties. Regular and periodic elections contribute to solve the problem of transfer of power and continuity in democracy⁷. Elections ensure not only the continuance and future of democracy but also provide a polity, which promotes a better and higher form of national character than any other political system.⁸

Norman D. Palmer highlighting the importance of elections observes, "These are complex events involving individuals and collective decisions which directly affect, and are affected by the total political and social process. They open up channels between the elites and the masses, between the individual and the government. They are the major agencies of political socialization and political participation⁹. In the electoral method, the adult franchise is through secret ballot but its multidimensional consequences made it an act of public purpose.

Thomas M. Colley observes, "Suffrage is participation in the government; in a representative country, it is taking part in the choice of offices on in the decisions of public questions. The purpose is to keep up the continuity of the government, and to preserve the public order and the protection of individual rights. The purpose is, therefore, public and general, not private and individual."¹⁰

In the democratic set up, the election process has gained a big leap as the activists of political parties are committed to democratic principle and compete for capturing political power within the confines of democratic rules. Then there are institutional structures that facilitate articulation of divergent public politics and promote smooth transformation of input and outputs, moreover there is a general feeling that election play different roles in different political system.¹¹

The basic crux of the democracy is based upon the vigorous and intellectual interest of the people in the day-to-day affairs of the government as eventually it involves the citizens. Consensus is the outdated word in democracy and consent and dissent has replaced it. These two words can be adequately measured through elections. It is the electoral process, which decides the consent of the masses or its dissent.

The institutional framework of democracy, the holding of elections plays a pivotal role. Elections serve in the first place, the very important purpose of finding out the people's psyche, their attitudes and opinions, and their universal verdict on the performance of the government. The elections also serve to impose a certain discipline especially on the political parties going to the people seeking their vote, compel them to organise themselves, articulate and classify their ideological stance and above all their images so as to be able to create a lasting impression on the minds of the people.¹²

Elections are directly related with the political development.¹³ Identity, legitimacy, penetration, participation, integration and distribution can be described as crisis of political development. Elections provide a central mechanism for dealing with all these crises of development.¹⁴ Political development can be co-related with accountability, which can be achieved in greater or lesser degree through elections. A civil polity is one in which the public interest is served by men accountable to their community enlarging the scope of the civil polity in order to include multiple local communities and still retain the sense of political obligation.¹⁵

Actually, elections have its true meaning in the democratic form of government where the people directly elect their representatives. Free and fair elections are indispensable in a healthy

democracy. It is a vital condition for the triumph of democracy that people maintain their allegiance towards the democratic constitutions based on the rule of law.¹⁶

Political parties make the democracy successful and elections are identified with democracy directly as well indirectly. It is the support of the voters on various issues that strengthen the democratic rights. The causes for the support are usually complex and include ethnic, religious, social, economic, ideological and geographical factors in a variety of combinations.¹⁷ It makes clear that the electoral parties pave the way for the success of democracy. Bryce has said, "Parties are inevitable. No free country has been without them political parties provide the dynamics of political process."¹⁸ Political parties are fundamental institutions of democracy. By contesting in elections, parties offer citizens a choice in governance, and while in opposition they can hold governments responsible. When citizens join political parties, offer their time, contribute money and vote for their leaders, they are exercising their basic democratic rights. Participation of citizens in political parties offers unique benefits, including opportunities to influence policy choices, choose and engage political leaders, and run for office.

Citizens have needs and interests that they expect governments to address. In democratic societies, political parties aggregate these demands from diverse groups and articulate public policy options to respond to them. Elections provide voters the opportunity to choose among political parties offering distinct proposals for addressing societal needs. Through their efforts to control and influence public policy, political parties play an intermediary role, linking citizens to their representatives, and serving as the primary channel for holding the government accountable for its performance.

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