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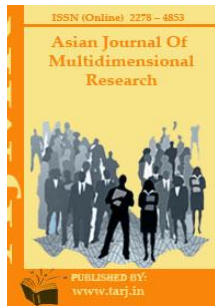
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## **VISION**

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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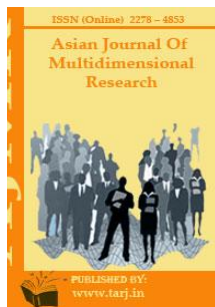
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## **PSYCHOLOGICAL CAPITAL A TOOL TO FIGHT WITH EMPLOYEE TURNOVER AND STRESS- A STUDY ON EMPLOYEES FROM INSURANCE SECTOR**

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### **ABSTRACT**

*Employee turnover and work stress are frequent issues in every organisation. This hampers the productivity and workers satisfaction in large. Several approaches induced to reduce the workers turnover and handle the stress. As the time passes the practicability of various approaches are seems to be failing. The overall development in retaining the employees needs to be identified and measured empirically. The study considered employee stress, turnover and job search behaviour as the issue that can be overcome by maintaining the Psychological Capital. The Psychological Capital i.e. resilience, hope, Efficacy and optimism are considered to identify its impact on the above said issues. The result confirms that the levels of stress and turnover are reacting differently towards behavioural work outcomes but the result of job search behaviour is found negatively related to the PsyCap. This practical output can benefit the human resource practitioners to implement their strategies that will give priority on leverage and employee's development. Here, the pscap is found as the best alternative to adjust with the work stress environment.*

**KEYWORDS:** Employee Stress, Employee Turnover, Job Search Behaviours, Psychological Capital

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### **INTRODUCTION**

According to the declaration by the World Health Organisation occupation induced stress is extensive throughout the world. Undoubtedly this could be the reaction to the increase in the



pressure of working environment which appears to be conspicuous across the American industries. According to an analysis done recently it was observed that up to 20% of the payroll of a quintessential company is used to deal with the problems associated with stress (Riga, 2006), according to American Psychological Association, 2007; as per the Americans the most noteworthy source of their stress is their work because of factors like long working hours, dubious job expectations along with heavy workloads. According to Colligan & Higgins (2006) since many years substantial amount of research has been done to identify the factors that give rise to stress, (like Nelson & Sutton, 1990) coping techniques, along with (Kram & Hall, 1989) the methods by which the organizations as well as their individual employees cope up with stress. Regardless to the heed rendered towards the development of counter measures of occupational stress, the remedies still remain ambiguous.

Considering a rather unconventional perspective, this study deduces from both the emerging study of positive organizational behaviour and positive psychology to scrutinize whether the newly distinguished fundamental set up of psychological capital (Luthans, Youssef, & Avolio, 2007; Luthans, Avolio, Avey, & Norman, 2007) could be an essential aspect for superior conceptualisation regarding employees' ability to distinguish stress indicators, along with the influence of stress on the motives to quit and job search behaviours of the employees. Specifically, we propose that may reduce The employees' comprehension of the reasons of stress along with the limit successive turnover could be reduced by application of human resource development policies which are targeted on augmenting all the factors associated with the employees' overall psychological capital or PsyCap (hope, efficacy, resilience and optimism).

Primarily, the background of positive organizational behaviour would be reviewed by us, especially the conceptual foundations of the fundamental constitute of psychological capital, along with concisely encapsulating stress in workplace focusing on motives to quit and job search behaviours of the employees which are related to stress. This study primarily emphasises on emotive, physiological and cognitive stress indicators in place of entire cognitive appraisals for the demands of a job which in itself is very taxing. For testing the hypothesis of this study after presentation of methodology and results, we could deduce a few practical insinuations based on the findings of this study, particularly towards building and supporting PsyCap of the employees, which would assist in countering the stress of the employees and causing reduction in turnover rate.

### **The Emerging Positive Approach**

As the significance of positivity and concentration on developing the vitality of the employees are recognized by the organizations, they thus now are trying to figure out ways to assist their employees to steer through the continuously changing work environment, instead of brooding over the negative and seeking to find remedies for the frangibility and weaknesses of their employees. Instead of claiming to have found the value of positivity in this approach, it rather indicates to a better pragmatic perspective than that of the prevailing ascendant negative approach relating to stress related to occupation. According to a assessment done by Schaufeli & Salanova (2007) of the literatures available in this sector of occupational health deduced that there exists a 1:15 ratio (of positively to negatively concentrated studies). According to Seligman & Csikszentmihalyi, (2000); Snyder & Lopez, (2002) referring to positive psychology, the transpiring approach of positive organizational behaviour (Luthans, 2002a, 2002b; Luthans & Youssef, 2007, along with Nelson & Cooper, 2007; Wright, 2003) providing this kind of an exemplary positive perspective, which serves as the base for this study. Indicatively according to Luthans (2002b, p. 59), positive organizational behaviour (POB) could be stated as "the study and application of positively oriented human resource

strengths and psychological extents that can be measured, developed, and effectively managed for improvement of performance”.

However according to Luthans & Youssef (2007); Nelson & Cooper (2007) approaches related to POB are increasing in number with passing time and according to Cameron, Dutton, & Quinn (2003) positive organizational scholarship as well, in this study the fundamental core constitute of positive psychological capital is being used (Luthans, Avolio, et al., 2007; Luthans, Youssef, et al., 2007). The PsyCap that is being discussed in this study has been defined as “the positive psychological state of development of an individual and is characterized by: (1) making a positive attribution (optimism) about succeeding now and in the future; (2) having confidence (self-efficacy) to take on and put in the necessary effort to succeed at challenging tasks; (3) when afflicted by problems and adversity, sustaining and bouncing back and even beyond (resilience) to attain success; and (4) persevering toward goals and, when necessary, redirecting paths to goals (hope) in order to succeed” (Luthans, Youssef, et al., 2007, p. 3).

The aforementioned operative definition segregates the fundamental constitute of PsyCap (hope, optimism, resilience and efficacy) from the extensively acknowledged facets of human capital (which is defined in terms of skills, knowledge, experience and abilities) and social capital (the people we know, which includes our relationship networks). As supported by the empirically data from recent researches, PsyCap is a higher-order core factor which is open to development (Luthans, Avey, Avolio, Norman, & Combs, 2006; Luthans, Avey, & Patera, 2008) and is analogous with superior performance (Luthans, Avolio, et al., 2007). Upon more reviewing during the development of the hypotheses of this study, it could be deduced that overall PsyCap might also influence stress levels of the employees and their motives to quit the organisation. Before the aforesaid hypotheses are being derived and tested, however, a concise outline of the essence of stress occurring in the workplace is furnished nowadays.

### **Stress in the workplace Relevant to Psychological Capital**

Various aspects affect stress in the workplace, which, according to Colligan & Higgins (2006) ranges from managerial bullying and toxic work environments to from global competitive pressures and technological change. Heftier workloads and increase in business related travel might also be able to influence stress levels as in case of U.S.A. based managers which exceeds one-fifth of them and business professionals work minimum of 60 hours a week and far more are on call at all times for their clients throughout the world (Hymowitz, 2007). Downsizing; expeditious changes in work procedures, competitive pressures and technology; intensified degrees of job insecurity; and always insistent customers makes workplace nowadays arguably far more stressful as compared to stress in the workplace a decade ago. According to a survey conducted widely at Princeton (1997) showed that a large number of employees on every level felt “extremely stressed or quite a bit” at work. According to a study conducted by the American Psychological Association (APA) (2007) showed that as much as 50% of Americans stated that their stress had notably expanded over the last five years, and that their work has been their major stressor for as much as 74% of Americans, which used to be 59% back in 2006.

According to Lazarus (1966) the classic definition of stress is that it “occurs when an individual comprehends that the demands of an external factor are beyond his or her adjudged ability to subsist with those.” Though this kind of stress affects employees these days, however it is highly essential to acknowledge that it ensues in negative outcomes as well as it can have positive outcomes, like increased creativity (Le Fevre, Matheny & Kolt, 2003) and enhanced performance (Marino, 1997).

Though there are some viable advantages, according to Bernard & Krupat (1994) there can be no doubt that stress could cause increased accidents, burnout, and health problems. A significant research body distinctly shows the cataclysmic interrelation between stress in the workplace and sickness. For instance, according to some studies by Goetzel (et al., 1998) stress in the workplace could be one of the major factors which are one of the prominent reasons for death in U.S.A. and health-care expenses are as much as fifty percent more in case of workers who reported high levels of stress. Many researchers have revealed that stress associated with work is linked with far higher organizational (along with societal) health-care expenditure (Colligan & Higgins, 2006; Manning, Jackson & Fusilier, 1996).

Apart from this distinct impact on health care, stress associated with workplace is one of the major HRM concern as for the reason that the perceptible association among the employee performance, perceived stress (Motowildo, Packard, & Manning, 1986), and unpleasant organizational consequences, like organizational withdrawal, burnout and job dissatisfaction (Bhagat, McQuaid, Lindholm, & Segovis, 1985; Boswell, Olson-Buchanan, & LePine, 2004). Almost always, the consequence of these debilitations is volitional separation from the organisation or turnover. For instance, in accordance with the study conducted in 2007 by the American Psychological Association showed that about 52% of employees had looked for a new job or got separated from the organization because of their perception of stress in the workplace. Minimizing this inimical influence and expenditure of stress in the workplace has become one of the primary concerns for both organizations as well as economies at the national level (Le Fevre & Kolt, 2006). In this study it is suggested that when incorporated with the fundamental constitute of PsyCap, the positive resources such as hope, optimism, resilience and efficacy could facilitate a deeper comprehension of, along with pragmatic guidelines for surviving the stress epidemic plaguing organizations these days.

### **Psychological Capital: A Positive Strength for Combating Stress**

In the extensively acknowledged study, *Stress, Appraisal and Coping*, of Lazarus and Folkman (1984) they have stated that employees suffer from stress when they perceive that they don't have the necessary expedients to face challenging situations. They indicated towards the composite interlinkage between individuals and their surroundings as well and highlighted the importance of perceptive procedures and interceding inconstant (like coping and appraisal) that might appear as "hidden factors," but which greatly affects the result of potentially stressful situations. Other researchers have acknowledged ancillary components which has the potential to affect stress, such as personality dimensions (Costa & McCrae, 1990).

PsyCap might become the most important means that Lazarus and Folkman (1984) predicted to be needed for employees to manage stressful situations or events during work, thus drastically reducing symptoms of stress. Besides this, Lazarus (2003) also advised researchers against making an erroneous divergence between "positive" and "negative" human characteristics. He also stated that "one cannot separate them and make good sense" (Lazarus, 2003). According to his analysis of positive psychology, Lazarus (2003) implied that stress and loss are inexorable facets of life that almost always plays an important part in evolving the individual strengths needed not only to survive but also to develop under stress. According to him considerable value could be gained by better understanding of how individuals might overshadow some of the barbarous verity of life and that to disregard negatively oriented stress and subsisting in favour of more "positive" human features would be short-sighted. However, Lazarus (2003) precisely distinguishes optimism, efficacy, hope and resilience as relevant for better knowledge of how people acclimatize themselves to stress.

Though Lazarus (2003) was sceptical about an impertinent positive approach, this study of positive PsyCap acknowledges the similar perceptive capacities which he advocated as instrumental in better subsisting with stress and, hence, causing reduction in related indications. Again, each and every elements of PsyCap have a scope of growth (Bandura, 1997; Masten& Reed, 2002; Seligman, 1998; Snyder, 2000) and according to the recent researches overall PsyCap can also be fourished in small training intercessions done with employees (Luthans, Avey, et al., 2006; Luthans, Avey, &Patera, 2008). By encouraging PsyCap, human resource managers could facilitate a new HRD approach to facilitate employees in building the evaluative expedient that are required in a workplace filled with stress nowadays. Every element of the potentially evaluative expedient of psychological capital is primarily discussed, in short, to assist in deriving the study hypotheses.

*Efficacy* could be explained on the basis of social cognitive theory of Bandura's (1997). When appertained to the workplace, it could be defined as "the conviction of an individual regarding his or her abilities to mobilize the cognitive resources, motivation and courses of action which are necessary to successfully execute a particular task within a predefined context" (Stajkovic&Luthans, 1998b, p. 66). Beliefs of efficacy alter the way people comprehend and elucidate situations. People who have low efficacy are more likely to be convinced that efforts made to manage difficult challenges are in vain as well as more susceptible to experience symptoms related to negative stress, while those who have superior extents of efficacy are more susceptible to comprehend difficulties as surmountable by giving adequate effort and competencies (Bandura, 2008).

*Optimism*, as incorporated in psychological capital, realistic as well as pliable (Luthans, Youssef, et al., 2007; Schneider, 2001). According to Seligman (1998), a sanguine explanatory manner like the one with distinct positive events to personal, pervasive causes and permanent, and negative events to external, situation-specific, and temporary ones. Optimism being a component of PsyCap is related with a positive aspect but is not an unbounded procedure without pragmatic assessment (Luthans, Youssef, et al., 2007).

As in case of efficacy, one of the proven receptors of development is optimism via the techniques which has been prescribed by Schneider's (2001) three-step procedure, which comprises of clemency for the past, admiration for the present, and opportunity visualisation for the future. Like in case of employees who are dealing with stressors which are related to their job, they are required to be prompt in differentiating reality from assumptions and permitting their own selves to consider misfortunes which were conceivably beyond their dominance to be merely coincidence. Schneider (2001) showed that the employees should be careful in evaluating the necessity of grasping on to emotions of shame or guilt, as these negative feelings have the potential to limit the employees' propensity to cherish and assimilate from the positives of the circumstances as well as could potentially impede risk taking behaviour in the future.

*Hope* is liberally used in day to day language, but, according to Snyder (2000), with respect to positive psychology it has its own particular interpretation with significant conceptual evidence. Hope could be elucidated as a "positive motivational condition which could be based on an interactively deduced sense of successful (1) agency (goal-directed energy) and (2) pathways (planning to meet goals)" (Snyder, Irving, & Anderson, 1991, p. 287). We can also say that, hope comprises of both willpower (agency of the individuals, or resolution to attain their objectives in life) as well as "waypower" realizing (being able to concoct different ways and eventuality strategies to attain a target while facing complications). According to recent research, managers with superior measures of hope presented themselves with equivalently superior measures of work unit performance along with higher retention rates and higher numbers of employees are satisfied



(Peterson & Luthans, 2003). The interrelation between hope and job satisfaction and organizational commitment is also apparent (Luthans & Jensen, 2002; Youssef & Luthans, 2007). However, till now, the association of stress in the workplace with hope has encountered negligible attention in terms of research. However there remains compelling proof from hope related research in other contexts (e.g., athletics and clinical psychology) which suggests that hope might be able to bestow people a positive resource for stressful job conditions.

*Resilience* could be stated as “developable capacity to bounce back or rebound from adverse conditions, failure, conflict or even positive events, increased responsibility and progress” (Luthans, 2002a, p. 702), could feasibly be one of the most essential positive resource which could steer through a stressful workplace. In accordance with a contemporary KPMG poll, higher than 25,000 acquisitions, incorporations and organizational restructurings were accomplished during 2007, as many companies desired for a better competitive positioning and substantial ingress across the globe. Downsizing, job redesign and layoffs are highly mainstream for organizations to shift form and focus. Career consultant’s plea individuals to stay prepared “wrenches in one’s career plan” and originate the capability to bounce back, adjust and make conversions (Trunk, 2007). The “survivor” literature shows enthralling proof organizational downsizing and restructuring has the potential to create considerable amount of stress and negative consequences for the employees who remain in the organisation (Makawatsakul & Kleiner, 2003). All the more reason that growth of resilience is required to assist individuals to recuperate from torment or personal problems— not only *if* they occur, but *when* they occur. There is plenty of proof that resilience, which once was presumed to be an infrequent temperamental attribute, provides access to growth (Bonanno, 2004; Coutu, 2002; Masten & Reed, 2002; Youssef & Luthans, 2005).

### **Psychological Capital: Fundamental constitute and Study Hypotheses**

Every component of PsyCap that has been characterized has manifested to be conjecturally maverick (Bandura, 1997; Luthans & Jensen, 2002; Luthans, Youssef, & Avolio, 2007; Snyder, 2000, 2002) as well as factually justified (Bryant & Cvenegros, 2004; Carifio & Rhodes, 2002; Luthans, Avolio, et al., 2007; Magaletta & Oliver, 1999; Youssef & Luthans, 2007). This study also however shows that there is a common underlying link among the four factors which represents a key second-order positive asset called psychological capital (Luthans, Avolio, et al., 2007).

According to Hobfoll (2002) evidence that conceptually supports for the given finding of PsyCap as a fundamental constitute. Psychological resources theory postulates that best understanding of some psychological constructs could be achieved by exemplifying a key, basal constitute. For instance in alternative multifaceted organizational behaviour construct archetypes this kind of theoretical view is also evident, not unlike Judge and Bono’s (2001) core self-evaluations or Spreitzer’s (1995) multifactor emancipation concoct. Law, Wong, and Mobley (1998) argued that this kind multidimensional constructs which has been proposed is a suitable elucidation of positive PsyCap. For instance, Bandura (2008) argued that our routine actualities are distraught with complications (stressors), and a hopeful, resilient, and optimistic sense of efficacy is required for welfare. PsyCap as a fundamental concoct constituted of the dispensed incongruity of all the four constituents verifiably has been perceived to anticipate performance and satisfaction far better than any of the constituents individually (Luthans, Avolio, et al., 2005, 2007).

Basing on the existent associated theory and research encapsulated, we could deduce the first hypothesis of this study which is as follows:



*Hypothesis 1: PsyCap of the employees would have a negative relationship with their symptoms of stress.*

Along with the direct effect between PsyCap of the employees and both actual job search behaviours and motives to quit, a correlation between job stress and the anticipated results are presumed. In case of high-stress environments, employees will not be encountering equanimity in a manner of typical measures of stress confronted. When the indications are at their highest, employees tend to seek to palliate the detachment between desired degree of stress and current degree of stress. Thus, causing eviction from the job resulting to which the origin of the stress occurring from job would follow. This inference is aground in the literature formerly analysed and is backed up with factual proof. According to Saks and Ashforth (1997) a sturdy correlation between indications of stress and motives to quit the organisation, along with real turnover, was observed in a longitudinal study of ten months. Therefore, it could be expected that partial mediation of stress indicators would be observed on the influences of PsyCap on motives to quit and job search behaviours.

Basing on this associated theoretical and empirical literature, the hypotheses which remain of this study are as follows:

*Hypothesis 2a: PsyCap of the employees will have a negative relationship with their reported motives to quit.*

*Hypothesis 2b: Stress indicators of the employees partially mediate with the relationship between their Psy-Cap and motives to quit.*

*Hypothesis 3a: PsyCap of the employees will have a negative relationship with their reported job search behaviours.*

*Hypothesis 3b: Stress indicators of the employees partially mediate the relationship between their Psy-Cap and job search behaviours.*

From the past researches it is confirmed that Psycap can be an option to avoid the work issues. Basing upon such the above mentioned hypothesis needs to be measured empirically to identify how it is related to psycap and can a strategy development on this constraints can help to retain the employees.

## **METHODOLOGY**

The present study considered two survey i.e. Survey-1 where data is collected from 137 working adults from different industries and sectors which states about the demographic elements and their degree of PsyCap. The results are like 78 males and 59 females. The age group are from 1 to 32 (SD, 7.5) years of working experiences. Survey-2 consists of questionnaire containing organisational job search, stress and intentions to quit. This analysis follows the method stated by Podsakoff, MacKenzie, Lee, and Podsakoff (2003) in their study that “The advantage of this procedure is that it makes it impossible for the mind-set of the source or rater to bias the observed relationship between the predictor and criterion variable, thus eliminating the effects of consistency motifs, implicit theories, social desirability tendencies, dispositional and transient mood states, and any tendencies on the part of the rater to acquiesce or respond in a lenient manner”. The survey 2 gives a data point of 124 data points due to full response that are considered for hypothesis testing.

The elements considered were previously validated and verified the reliability of the factors by Luthans, Youssef, et al., (2007) that the factors are measured from 1 to 5 Likert’s Scale i.e. 6 being the highest and 1 being the lowest. Luthans, Avolio, et al., (2007) had found strong internal

reliability ( $\alpha = .92$ ). It has five items of each four components (optimism, hope, resilience, and efficacy). Through factor analysis it is confirmed that the PsyCap have optimal fitting. It means the elements have more in common than not by Luthans, Avolio, et al., (2007). The samples consists of the PCQ i.e. and optimism (“When things are uncertain for me at work I usually expect the best”) hope (“I can think of many ways to reach my current work goals”) resilience (“I usually take stressful things at work in stride”), efficacy (“I am confident helping to set targets/goals in my work area”).

Crossley and colleagues (2007) studied the element of intention to quit and job search characters. The result confirms sufficient alphas of ( $\alpha = .92$  and  $.94$  respectively). The contents mentioned in intention to quit is “I will quit this organization as soon as possible” the Likert scale set was from 1 (strongly disagree to 5 strongly agree). Furthermore, the Job search characters holds distinguished 13 behaviour some are like “Prepared/revised your resume,” “Spoke with previous employers or business acquaintances about their knowing of potential job leads,” and “Used the Worldwide Web or other computer services to locate job openings.” The rating was designed like 1 (almost never) to 6 (Frequently).

Lastly, (DASS; Lovibond&Lovibond, 1995) considered for the measurement of stress i.e. Depression, Anxiety, and Stress Scale. This instruments holds various elements that describe the reasons for stress which are rated as 1 (almost never) to 6 (frequently) the result of the reliability gives  $\alpha = .86$ . one of the statement was “I found it difficult to relax.”

A study also holds a bivariate correlation and regression analysis for all the factors to measure the hypothesis. Table-1 shows the result of mean, SD, and output of bivariate correlations. The result also shows the value of skewness, and kurtosis which confirms the data is normally distributed.

## RESULTS AND TEST OF HYPOTHESIS

The test of hypothesis can be understood from the below table 1 i.e. our hypothesis 1 shows a negative relationship the variable i.e. stress symptoms and positive PsyCap.

**TABLE-1- STANDARD DEVIATION, MEAN AND BIVARIATE CORRELATION OF THE VARIABLES**

	SD	Mean	PsyCap	ITQ	SS	JSB
PsyCap	0.62	3.99	1			
ITQ	1.56	3.01	-0.31	1		
SS	0.79	1.89	-0.41	0.32	1	
JSB	0.81	1.88	-0.21	0.56	0.31	1

Note:  $p < 0.001$ ;  $n = 124$ , PsyCap- Psychological Capital, ITQ- Intention to quit, SS- Stress Symptoms, JSB- Job Search Behaviours.

From the above table-1, it is clear that there exists a negative relation between Stress symptoms and PsyCap as  $\beta = -0.41$ ,  $p < 0.01$  which is our Hypothesis 1. Our Hypothesis 2a and Hypothesis 3a shows a relation which is negatively related to PsyCap i.e. Intention to Quit Job ( $\beta = -0.31$ ,  $p < 0.01$ ) and Job search Behaviour ( $\beta = -0.21$ ,  $p < 0.01$ ) respectively.

Hypothesis 2b and Hypothesis 3b i.e. Stress Symptoms is found to be the mediating factor PsyCap and both Job Search Behaviours and Intention to quit. It is said to be partially mediate when several factors are fulfilled (Baron & Kenny, 1986).

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## DISCUSSION AND IMPLICATION

The test result confirms the existence of negative relationship between the independent variable i.e. PsyCap with other dependent variables. This states that the employees need to draw their mind towards positive resources like PsyCap to help them to stay away from dysfunctional effects of stress i.e. quitting the job. Supporting to it the result also ascertain the negative relationship between intentions to quit job and job search behaviour. This output can support HR training and development to focus more on positive factors to motivate them like resilience, hope, optimism and hope and the PsyCap may support employees to reduce stress and avoid voluntary turnover.

A stress management at workplace are influenced by various reasons few are like better working environment, flexibility in work schedule, employees support, wellness programs and job redesign. The output of the analysis shows the stress combatting goes beyond personality traits. However, personality factors may affect the employees' ability to adjust with the stress.

## CONCLUSIONS

The present study is exploratory in nature as it shows the significant inverse relationship between the variables. The levels of stress are found to be related differently towards behavioural work outcomes and attitudinal. The result of job search behaviour is found negatively related to the PsyCap that causes the challenge stressors which affects personal growth and achievements of self. Alternatively, hindrance stressors are related to turnover intention and withdrawal behaviour negatively. Such output confirms that the results are not similar for all kind of stress. This study supports the traditional concept along with newly identified element i.e. the PsyCap is related to both potential outcomes and perception in workplace stress. Hence, the HR training and development must try to induce several positive elements that help to retain the employees by maintaining the PsyCap high. The present area of research is confined to only few factors but several other elements can be considered that affects the stress of an employee and different factors can be measured empirically that can be identified through literature which can make a widely accepted concept.

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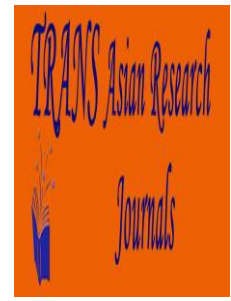
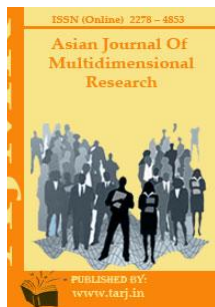
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## THE ROLE OF FOREIGN INVESTMENTS IN THE ECONOMY OF UZBEKISTAN

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### ABSTRACT

*The article discusses the result of attracting foreign direct investment and loans for the implementation of large investment projects. Cooperation with the leading financial organizations promotes exercise of social and economic reforms in the state. Interaction of Uzbekistan with the International Monetary Fund, the World Bank Group, the European Bank for Reconstruction and Development allows to increase effectiveness of participation of the country in the international credit and financial relations, to strengthen the Uzbek positions in the international community, to make use of the international experience in perfecting of a domestic financial system and public administration. For cooperation it is necessary to define legibly roles of each of the parties and monitoring for use of the borrowed tools, it is necessary to differentiate responsibility and functions the international financial institutions and the state departments, in charge of exercise of cooperation with them on behalf of the state. Also state policy of cooperation of the Republic of Uzbekistan with the international financial institutions is important. A review of the interaction of Uzbekistan with the International Monetary Fund, the World Bank Group, the European Bank of Reconstruction and Development was conducted. The development of the economy and social sphere of the Republic of Uzbekistan for the years 2017-2018 was analyzed at the expense of all sources of financing.*

**KEY WORDS:** *Investments, Credit, Investment Projects, Financing, Financial Organizations.*

## **INTRODUCTION**

The process of establishing a market economy in Uzbekistan is uneven, so attention must be paid, first of all, to bridging the growing gap between actively developing and lagging areas. Overcoming limitations in opportunities and finances requires all the resources that a state can mobilize both inside and outside the country.

## **RESEARCH METHODOLOGY**

This paper is diagnostic and exploratory in nature. Research is based on the analysis of key indicators of social and economic development of the Republic of Uzbekistan. They are brought together from various national and international research articles, the official site of the State Committee of the Republic of Uzbekistan statistically, the Ministries of Foreign Economic Relations, Investments and Trades of the Republic of Uzbekistan, the Ministry of Foreign Affairs of the Republic of Uzbekistan, etc. The number of investments, investment sources, types of investments and the directions of investment streams is analyzed. In work methods of the statistical and economic analysis, a method of expert assessment and a method of calculation of cost efficiency are applied.

## **DISCUSSIONS**

Project portfolio management activities should focus on closing down old projects, improving reporting and monitoring, and refusing complex sub-loan agreements. New areas of cooperation include regional development, assistance in creating public-private partnerships, and assistance to the Republic in addressing issues of global and regional importance.

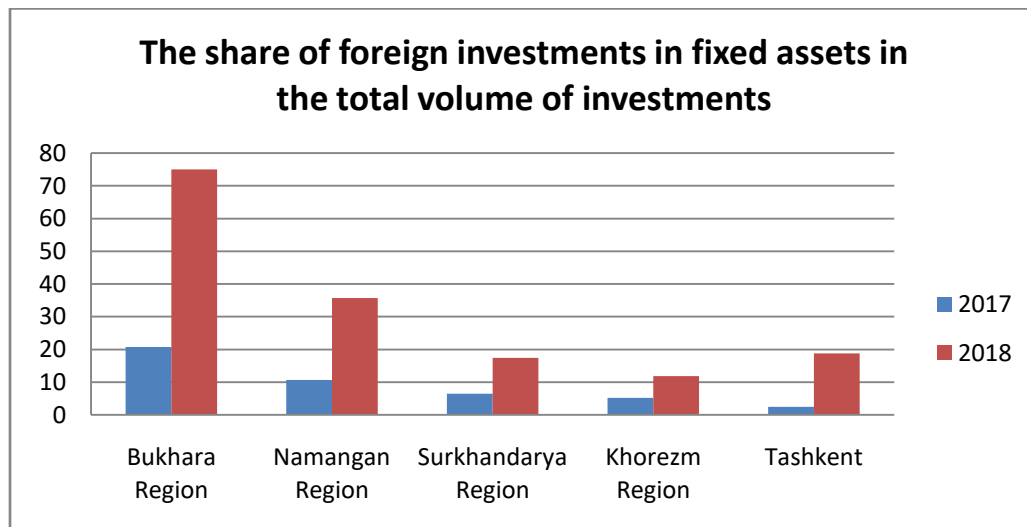
Uzbekistan is interested in further receiving support from international financial organizations in the form of a flexible set of analytical and advisory services and certain priority investment projects in order to implement key reforms. The cooperation program should depend primarily on co-financing, and international financial institutions should provide, not only finance, but above all, their analytical and technical experience, as well as experience in project management. Uzbekistan is developing such partnerships with the World Bank, which would respond to both the main problems of the country and its capabilities.

To improve relations of the Republic of Uzbekistan with international financial institutions, cooperation is needed, which would be carried out on the basis of agreements, programs, strategies that clearly define its goals, facilitate the implementation of medium-term programs for socio-economic development, and a systematic approach should be applied based on the principle of using comparative advantages of cooperation with each international financial organization as its member or on a contractual basis. For cooperation, it is necessary to clearly define the roles of each of the parties and control over the use of borrowed funds; it is necessary to distinguish between the responsibilities and functions of international financial institutions and government agencies responsible for cooperating with them on behalf of the state; Concentration is needed on the implementation of large investment projects of national importance. Information is also needed on the nature and framework of cooperation agreements to be accessible to both government departments and the general public. The state policy of cooperation of the Republic of Uzbekistan with international financial institutions is also important. At the present stage, policies should focus on the effective use of opportunities and advantages offered by membership in international financial organizations.

Cooperation with leading financial institutions contributes to the implementation of socio-economic reforms in the state. The interaction of Uzbekistan with the International Monetary Fund, the World Bank Group, The European Bank of Reconstruction and Development allows increasing the effectiveness of the country's participation in international credit and financial relations, strengthening the Uzbek position in the world community, use international experience in improving the domestic financial system and government.

#### INFLUENCE OF THE RAISED INVESTMENT FUNDS FOR ECONOMY OF UZBEKISTAN

In January-December 2017, for the development of the economy and social sphere of the Republic of Uzbekistan, 60719.2 billion soums of investments in fixed assets (in USD equivalent of 11.9 billion USD), or 107.1% to 2016 In January-December 2018, 107333,0 billion soums of investments in fixed assets (in USD equivalent 13,3 billion in US dollars), or 118,1% compared to the corresponding period of 2017, were mastered from all sources of financing. The ratio of investments in fixed assets to GDP was 26, 3 %, which is 3.7 % more points than in the same period of 2017<sup>1</sup>. The share of foreign investments and loans to fixed assets in the total volume of investments increased from 22.1 to 29, 2 % and increased by 9,1 % by 2017 (figure 1)



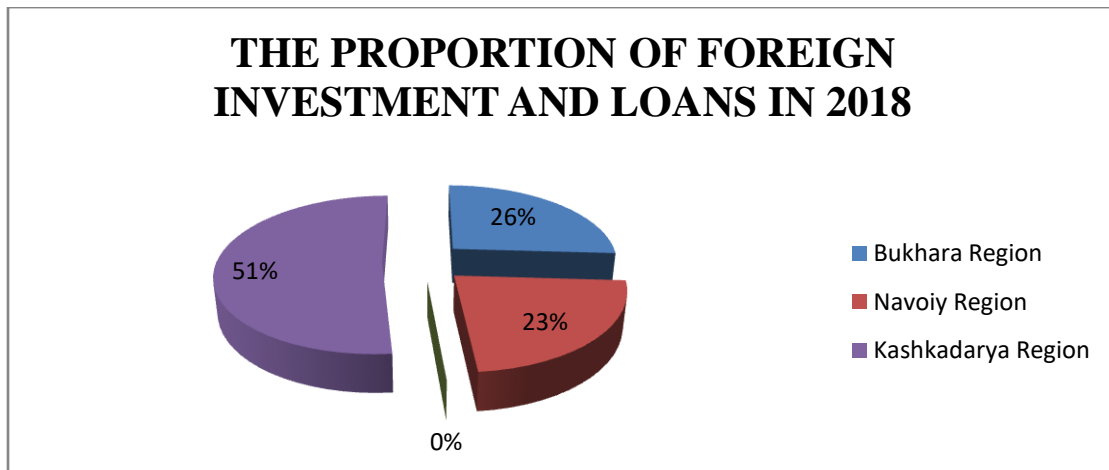
**Fig. 1. The share of foreign investment and loans in fixed capital<sup>2</sup>**

The implementation of large investment projects in the country involved foreign direct investment and loans. Attracting such finances allowed the implementation of the following projects: the construction of a gas processing plant and the development of the Kandym group of fields; arrangement of the Khauzak and Shady fields, as well as expansion of the Kuvachi-Alat fields; the development of deposits and the extraction of hydrocarbons in the territories of the Gissar Investment Block and the Ustyurt Region under PSA terms; arrangement of the Khojisayat gas condensate field (GCF) Dengizkul, GCF Khodzhidavlat and GCF Sharkiy Alat; expansion, technical and technological development of the cellular communication system; creating a network of a national mobile operator; The following major investment projects were implemented at the expense of enterprises and organizations: construction of the Surgil field (stage II); compensation of retired capacity at Mubarek GPP LLC, construction of three new gas desulfurization units; pre-development of the Sharky Berdakh and Shimoliy Berdak fields with the construction of a booster system; geological exploration of all oil and gas (Ustyurt, Bukhara-Khiva, Gissar, Surkhandarya, Fergana) and oil-and-gas prospective regions (Zeravshan depression, Central Kyzylkum Vault,

Middle Syrdarya Depression, the overarching depression, Khorashansky depression, Khorezhansky depression, Central Oral Syrdarya Depression 2016–2020 years (Stage 1); development and modernization of distribution networks and 0.4-6-10 kV power supply facilities throughout the country.<sup>3</sup>

## RECOMMENDATIONS

Improving the mechanism of project financing can significantly expand the possibilities of attracting foreign investment in Uzbekistan. This also becomes relevant because the volume of direct and other foreign investments and loans disbursed in January-December 2018 amounted to 31350.0 billion soums, or 29, 2 % of the total investments. The share of direct and other foreign investments and loans in fixed assets in GDP in January-December 2018 was 7,7 % and increased, as compared to the corresponding period of the last year, by 2,0 items..<sup>4</sup> The highest share of foreign investment and loans in the country is shown in Figure 2.



**Fig.2. High proportion of foreign investment and loans<sup>5</sup>**

## CONCLUSION

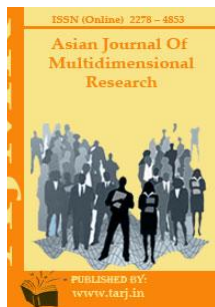
Without belittling and not exaggerating the role of foreign investment in the domestic economy, you still need to understand the ultimate goal of these investments - whether they are aimed exclusively at making a profit (since any investor has the ultimate goal of making a profit) or creating an investment object in the territory of the Republic of Uzbekistan giving a competitive advantage to our country in any field, industry, technology, etc. (reflecting the interests of the Uzbek economy). Therefore, in order to develop a competitive advantage in the international economic space, Uzbekistan needs to pay more attention to mutually beneficial external investments and improve its internal investment policy using various forms of financing (including project financing) and use best practices from Western and Eastern partners.

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## A STUDY OF APPLICATIONS OF I-FUNCTION IN A CERTAIN TYPE-1 BETA DENSITY MODEL

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### ABSTRACT

*In the present paper, the author has studied about the structures which are the products and ratios of statistically independently distributed positive real scalar random variables. The author has derived the exact density of Generalized Type-1 beta density by the Mellin Transform and Hankel Transform of the unknown density and after that the unknown density has been derived in terms of certain generalized hypergeometric functions by taking the inverse Mellin transform and Inverse Hankel Transform. A more general structure of generalised Gamma density has also been discussed. Some special cases in terms of H-function are also given. (2010 Mathematics Subject Classification: 33CXX, 44A15, 82XX)*

**KEY WORDS:** Type-1 Beta density, Wright's Generalized Hypergeometric Function, I-function, H-function, Mellin Transform, Inverse Mellin Transform, Hankel Transform, Inverse Hankel Transform.

### 1. INTRODUCTION

Generalized Wright's function  ${}_2R_1(a, b; c, w; \mu; z)$  defined by Dotsenko [1,2] has been denoted as

$$\begin{aligned}
 {}_2R_1(a, b; c, w; \mu; z) &= \frac{\Gamma(c)}{\Gamma(a)\Gamma(b)} \sum_{k=0}^{\infty} \frac{\Gamma(a+k)\Gamma\left(b+k\frac{w}{\mu}\right)}{\Gamma\left(c+k\frac{w}{\mu}\right)} \frac{z^k}{k!} \\
 &= \frac{\Gamma(c)}{\Gamma(a)\Gamma(b)} {}_2\psi_1 \left[ z \left| \begin{matrix} (a,1), \left(b, \frac{w}{\mu}\right) \\ \left(c, \frac{w}{\mu}\right) \end{matrix} \right. \right] \quad (1.1)
 \end{aligned}$$

The  $H$ -function is defined by means of a Mellin-Barnes type integral in the following manner (Mathai and Saxena, 1978):

$$H(z) = H_{p,q}^{m,n}(z) = H_{p,q}^{m,n} \left[ z \left| \begin{matrix} (a_p, A_p) \\ (b_q, B_q) \end{matrix} \right. \right]$$

$$= H_{p,q}^{m,n} \left[ z \left| \begin{matrix} (a_1, A_1), \dots, (a_p, A_p) \\ (b_1, B_1), \dots, (b_q, B_q) \end{matrix} \right. \right] = \frac{1}{2\pi i} \int_L \theta(s) z^{-s} ds \quad (1.2)$$

Where  $i = \sqrt{-1}$ ,  $z \neq 0$  and  $z^{-s} = \exp[-\sin |z| + i \arg z]$  where  $|z|$  represents the natural logarithm of  $|z|$  and  $\arg z$  is not the principal value. Here

$$\theta(s) = \frac{\prod_{j=1}^m \Gamma(b_j + B_j s) \prod_{j=1}^n \Gamma(1 - a_j - A_j s)}{\prod_{j=m+1}^q \Gamma(1 - b_j - B_j s) \prod_{j=n+1}^p \Gamma(a_j + A_j s)} \quad (1.3)$$

The  $I$ -function introduced by Saxena [6] will be represented and defined in slightly different manner as follows:

$$I(z) = I_{p_i, q_i; R}^{m,n}(z) = I_{p_i, q_i; R}^{m,n} \left[ z \left| \begin{matrix} (a_j, \alpha_j)_{1,n}, (a_{j_i}, \alpha_{j_i})_{n+1, p_i} \\ (b_j, \beta_j)_{1,m}, (b_{j_i}, \beta_{j_i})_{m+1, q_i} \end{matrix} \right. \right] = \frac{1}{2\pi i} \int_L \theta(s) z^{-s} ds \quad (1.4)$$

Where  $i = \sqrt{-1}$ ,  $z \neq 0$  and  $z^{-s} = \exp[-\sin |z| + i \arg z]$  where  $|z|$  represents the natural logarithm of  $|z|$  and  $\arg z$  is not the principal value. Here

$$\theta(s) = \frac{\prod_{j=1}^m \Gamma(b_j + B_j s) \prod_{j=1}^n \Gamma(1 - a_j - A_j s)}{\sum_{i=1}^R \left\{ \prod_{j=m+1}^q \Gamma(1 - b_{j_i} - B_{j_i} s) \prod_{j=n+1}^p \Gamma(a_{j_i} + A_{j_i} s) \right\}} \quad (1.5)$$

For  $R = 1$ , the  $I$ -function reduces to the  $H$ -function.

The Mellin transform of  $f(x)$  denoted by  $M\{f(x); s\}$  or  $F(s)$  is given by

$$M\{f(x); s\} = \int_0^{\infty} x^{s-1} f(x) dx \quad (1.6)$$

The Hankel transform of  $f(x)$  denoted by  $H_\nu\{f(x); p\}$  or  $F_\nu(p)$  is given by

$$H_\nu\{f(x); p\} = \int_0^{\infty} x J_\nu(px) f(x) dx \quad (1.7)$$

## 2. GENERAL STRUCTURES

A real scalar random variable  $x$  is said to have a real type-1 generalized beta distribution, if the density is of the following form:

$$f(x) = \begin{cases} \frac{\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)\Gamma(\beta+qm)} {}_2F_1(a,b;c,w;\mu;z) x^{\alpha-1} (1-x)^{\beta-1} {}_2F_1(a,b;c,w;\mu;px'(1-x)^q) \\ 0, \text{ elsewhere} \end{cases} \quad (2.1)$$

For  $0 < x < 1, \alpha > 0, \beta > 0, a > 0, b > 0, c > 0$ .

Where the parameters  $\alpha$  and  $\beta$  are real. The following discussion holds even when  $\alpha$  and  $\beta$  are complex quantities. In this case, the conditions become  $\text{Re}(\alpha) > 0, \text{Re}(\beta) > 0$  where  $\text{Re}(\cdot)$  means the real part of  $(\cdot)$ .

The  $h^{\text{th}}$ -moment of  $x$ , when  $x$  has the density in (2.1), is given by

$$E(x^h) = \frac{\Gamma(\alpha+tm+h)\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)\Gamma(\alpha+tm+\beta+qm+h)} \quad (2.2)$$

For  $\text{Re}(\alpha+tm+h) > 0, \text{Re}(\alpha+tm+\beta+qm) > 0$ .

When  $\alpha$  and  $h$  are real, the moments can exist for some values of  $h$  also such that  $\alpha+h > 0$ .

The Mellin transform of  $f(x)$  is obtained from (2.2) as:

$$M\{f(x)\} = \frac{\Gamma(\alpha+tm+s-1)\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)\Gamma(\alpha+tm+\beta+qm+s-1)} \quad (2.3)$$

For  $\text{Re}(\alpha+tm+s-1) > 0, \text{Re}(\alpha+tm+\beta+qm) > 0, s = v+2r+2$ .

The unknown density  $f(x)$  is obtained in terms of  $G$ -function by taking the inverse Mellin transform of (2.3). That is

$$f(x) = \frac{\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)} G_{1,1}^{1,0} \left[ x \left| \begin{matrix} (\alpha+tm+\beta+qm-1,1) \\ (\alpha+tm-1,1) \end{matrix} \right. \right] \quad (2.4)$$

The Hankel transform of  $f(x)$  is obtained from (2.2) as:

$$H\{f(x)\} = J_\nu(p) \frac{\Gamma(\alpha+tm+s-1)\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)\Gamma(\alpha+tm+\beta+qm+s-1)} \quad (2.5)$$

For  $\text{Re}(\alpha+tm+s-1) > 0, \text{Re}(\alpha+tm+\beta+qm) > 0, s = v+2r+2$ .

The unknown density  $f(x)$  is obtained in terms of  $G$ -function by taking the inverse Hankel transform of (2.5). That is

$$f(x) = J_\nu(p) \frac{\Gamma(\alpha+tm+\beta+qm)}{\Gamma(\alpha+tm)} G_{1,1}^{1,0} \left[ x \left| \begin{matrix} (\alpha+tm+\beta+qm-1,1) \\ (\alpha+tm-1,1) \end{matrix} \right. \right] \quad (2.6)$$

Consider a set of real scalar random variables  $x_1, \dots, x_k$ , mutually independently distributed, where  $x_j$  has the density in (2.1) with the parameters  $\alpha_j, \beta_j; j = 1, \dots, k$  and consider the product

$$u = x_1 x_2 \dots x_k \quad (2.7)$$

In the standard terminology in statistical literature, the  $h^{\text{th}}$  moment of  $u$ , when  $u$  has the density in (2.1), is given by

$$E(x^h) = \frac{\Gamma(\alpha_j + tm + h)\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)\Gamma(\alpha_j + tm + \beta_j + qm + h)} \quad (2.8)$$

For  $\text{Re}(\alpha_j + tm + h) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0$

Then the Mellin transform of  $g(u)$  of  $u$  is obtained from the property of the statistical independent and is given by

$$M[g(u)] = M[x_1^{s-1}] \dots M[x_k^{s-1}] \quad (2.9)$$

$$M[g(u)] = \frac{\Gamma(\alpha_j + tm + s - 1)\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)\Gamma(\alpha_j + tm + \beta_j + qm + s - 1)} \quad (2.10)$$

For  $\text{Re}(\alpha_j + tm + s - 1) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2$

The unknown density  $f(x)$  is obtained in terms of  $G$ -function by taking the inverse Mellin transform of (2.10). That is

$$g(u) = \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} G_{k,k}^{k,0} \left[ x \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - 1, 1) \\ (\alpha_j + tm - 1, 1) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (2.11)$$

Then the Hankel transform of  $g(u)$  of  $u$  is obtained from the property of the statistical independent and is given by:

$$H[g(u)] = H[x_1 J_\nu(px_1)] H[x_2 J_\nu(px_2)] \dots H[x_k J_\nu(px_k)] \quad (2.12)$$

$$H\{g(u)\} = J_\nu(p) \frac{\Gamma(\alpha_j + tm + s - 1)\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)\Gamma(\alpha_j + tm + \beta_j + qm + s - 1)} \quad (2.13)$$

For  $\text{Re}(\alpha_j + tm + s - 1) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2$

The unknown density  $f(x)$  is obtained in terms of  $G$ -function by taking the inverse Hankel transform of (2.5). That is

$$g(u) = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} G_{k,k}^{k,0} \left[ x \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - 1, 1) \\ (\alpha_j + tm - 1, 1) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (2.14)$$

If we consider more general structures in the same category. For example, consider the structure

$$u_1 = x_1^{\gamma_1} x_2^{\gamma_2} \dots x_k^{\gamma_k}, \gamma_j > 0, j = 1, \dots, k \quad (2.15)$$

Where  $x_1, \dots, x_k$  are mutually independently distributed as in 2.1).

Then the Mellin transform of  $g(u_1)$  of  $u_1$  is given as



$$M[g(u_1)] = M[x_1^{\gamma_1(s-1)}] \dots M[x_k^{\gamma_k(s-1)}] \quad (2.16)$$

$$M[g(u_1)] = \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \gamma_j(s-1)) \Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm) \Gamma(\alpha_j + tm + \beta_j + qm + \gamma_j(s-1))} \quad (2.17)$$

For  $\text{Re}(\alpha_j + tm + s - 1) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2, \gamma_j > 0$ .

The unknown density  $g(u_1)$  is obtained in terms of  $I$ -function by taking the inverse Mellin transform of (2.17). That is

$$g(u_1) = \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} I_{k,k;R}^{k,0} \left[ u_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (2.18)$$

Then the Hankel transform of  $g(u_1)$  of  $u_1$  is obtained from the property of the statistical independent and is given by:

$$H[g(u_1)] = H[x_1^{\gamma_1} J_\nu(px_1^{\gamma_1})] H[x_2^{\gamma_2} J_\nu(px_2^{\gamma_2})] \dots H[x_k^{\gamma_k} J_\nu(px_k^{\gamma_k})] \quad (2.19)$$

$$H\{g(u_1)\} = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \gamma_j(s-1)) \Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm) \Gamma(\alpha_j + tm + \beta_j + qm + \gamma_j(s-1))} \quad (2.20)$$

For  $\text{Re}(\alpha_j + tm + s - 1) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2, \gamma_j > 0$ .

The unknown density  $g(u_1)$  is obtained in terms of  $I$ -function by taking the inverse Hankel transform of (2.20). That is

$$g(u_1) = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} I_{k,k;R}^{k,0} \left[ u_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (2.21)$$

## A MORE GENERAL STRUCTURE

We can consider more general structures. Let

$$w = \frac{x_1, x_2, \dots, x_r}{x_{r+1}, \dots, x_k} \quad (2.22)$$

Where  $x_1, \dots, x_k$ , mutually independently distributed real random variables having the density in (2.1) with  $x_j$  having parameters  $\alpha_j, \beta_j; j = 1, \dots, k$ .

Then the Mellin transform of  $g(w)$  is given by

$$M[g(w)] = M[x_1^{s-1}] \dots M[x_r^{s-1}] M[x_{r+1}^{-(s-1)}] \dots M[x_k^{-(s-1)}] \quad (2.23)$$

$$M[g(w)] = \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)} \left\{ \prod_{j=1}^r \frac{\Gamma(\alpha_j + tm + s - 1)}{\Gamma(\alpha_j + tm + \beta_j + qm + s - 1)} \right\}$$

$$\left\{ \prod_{j=r+1}^k \frac{\Gamma(\alpha_j + tm - (s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm - (s-1))} \right\} \quad (2.24)$$

For  $\text{Re}(\alpha_j + tm \pm (s-1)) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2$

The unknown density  $g(w)$  is obtained in terms of  $G$ -function by taking the inverse Mellin transform of (2.20). That is

$$g(w) = \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ G_{r,r}^{r,0} \left[ w \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - 1, 1) \\ (\alpha_j + tm - 1, 1) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \\ \left\{ G_{k-r, k-r}^{k-r,0} \left[ w \left| \begin{matrix} (-\alpha_j - tm, 1) \\ (-\alpha_j - tm - \beta_j - qm, 1) \end{matrix} ; j = r+1, \dots, k \right. \right] \right\} \quad (2.25)$$

Then the Hankel transform of  $g(w)$  is given as:

$$H[g(w)] = H[x_1 J_\nu(px_1)] \dots H[x_r J_\nu(px_r)] H[x_{r+1}^{-1} J_\nu(px_{r+1}^{-1})] \dots H[x_k^{-1} J_\nu(px_k^{-1})] \quad (2.26)$$

$$H\{g(w)\} = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)} \left\{ \prod_{j=1}^r \frac{\Gamma(\alpha_j + tm + s - 1)}{\Gamma(\alpha_j + tm + \beta_j + qm + s - 1)} \right\} \\ \left\{ \prod_{j=r+1}^k \frac{\Gamma(\alpha_j + tm - (s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm - (s-1))} \right\} \quad (2.27)$$

For  $\text{Re}(\alpha_j + tm \pm (s-1)) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2$

The unknown density  $f(x)$  is obtained in terms of  $G$ -function by taking the inverse Hankel transform of (2.5). That is

$$g(w) = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ G_{r,r}^{r,0} \left[ w \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - 1, 1) \\ (\alpha_j + tm - 1, 1) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \\ \left\{ G_{k-r, k-r}^{k-r,0} \left[ w \left| \begin{matrix} (-\alpha_j - tm, 1) \\ (-\alpha_j - tm - \beta_j - qm, 1) \end{matrix} ; j = r+1, \dots, k \right. \right] \right\} \quad (2.28)$$

We can consider more general structures in the same category. For example, consider the structure

$$w_1 = \frac{x_1^{\gamma_1}, \dots, x_r^{\gamma_r}}{x_{r+1}^{\gamma_{r+1}}, \dots, x_k^{\gamma_k}} \quad (2.29)$$

Where  $x_1, \dots, x_k$ , mutually independently distributed real random variables having the density in (2.1) with  $x_j$  having parameters  $\alpha_j, \beta_j; j = 1, \dots, k$ .

Then the Mellin transform of  $g(w_1)$  is given by

$$M[g(w_1)] = M[x_1^{\gamma_1(s-1)}] \dots M[x_r^{\gamma_r(s-1)}] M[x_{r+1}^{-\gamma_{r+1}(s-1)}] \dots M[x_k^{-\gamma_k(s-1)}] \quad (2.30)$$

$$M[g(w_1)] = \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)} \left\{ \prod_{j=1}^r \frac{\Gamma(\alpha_j + tm + \gamma_j(s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm + \gamma_j(s-1))} \right\} \left\{ \prod_{j=r+1}^k \frac{\Gamma(\alpha_j + tm - \gamma_j(s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm - \gamma_j(s-1))} \right\} \quad (2.31)$$

For  $\text{Re}(\alpha_j + tm \pm (s-1)) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2, \gamma_j > 0$ .

The unknown density  $g(w_1)$  is obtained in terms of  $I$ -function by taking the inverse Mellin transform of (2.31). That is

$$g(w_1) = \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ I_{r,r;R}^{r,0} \left[ w_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \left\{ I_{k-r,k-r;R}^{k-r,0} \left[ w_1 \left| \begin{matrix} (-\alpha_j - tm - \gamma_j, \gamma_j) \\ (-\alpha_j - tm - \beta_j - qm, \gamma_j) \end{matrix} ; j = r + 1, \dots, k \right. \right] \right\} \quad (2.32)$$

Then the Hankel transform of  $g(w_1)$  is given as:

$$H[g(w_1)] = H \left[ x_1^{\gamma_1} J_\nu(px_1^{\gamma_1}) \right] \dots H \left[ x_r^{\gamma_r} J_\nu(px_r^{\gamma_r}) \right] H \left[ x_{r+1}^{-\gamma_{r+1}} J_\nu(px_{r+1}^{-\gamma_{r+1}}) \right] \dots H \left[ x_k^{-\gamma_k} J_\nu(px_k^{-\gamma_k}) \right] \quad (2.33)$$

$$H\{g(w_1)\} = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha_j + tm + \beta_j + qm)}{\Gamma(\alpha_j + tm)} \left\{ \prod_{j=1}^r \frac{\Gamma(\alpha_j + tm + \gamma_j(s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm + \gamma_j(s-1))} \right\} \left\{ \prod_{j=r+1}^k \frac{\Gamma(\alpha_j + tm - \gamma_j(s-1))}{\Gamma(\alpha_j + tm + \beta_j + qm - \gamma_j(s-1))} \right\} \quad (2.34)$$

For  $\text{Re}(\alpha_j + tm \pm (s-1)) > 0, \text{Re}(\alpha_j + tm + \beta_j + qm) > 0, s = v + 2r + 2$

The unknown density  $g(w_1)$  is obtained in terms of  $I$ -function by taking the inverse Hankel transform of (2.5). That is

$$g(w_1) = J_\nu(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ I_{r,r;R}^{r,0} \left[ w_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \left\{ I_{k-r,k-r;R}^{k-r,0} \left[ w_1 \left| \begin{matrix} (-\alpha_j - tm - \gamma_j, \gamma_j) \\ (-\alpha_j - tm - \beta_j - qm, \gamma_j) \end{matrix} ; j = r + 1, \dots, k \right. \right] \right\} \quad (2.35)$$

### 3. SPECIAL CASES

If we take  $R = 1$  in (2.17), the unknown density  $g(u_1)$  is obtained in terms of  $H$ -function by taking the inverse Mellin transform of (2.18). That is

$$g(u_1) = \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} H_{k,k}^{k,0} \left[ u_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (3.1)$$

For  $\gamma_j = 1; j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

If we take  $R = 1$  in (2.21), the unknown density  $g(u_1)$  is obtained in terms of  $H$ -function. That is

$$g(u_1) = J_v(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} H_{k,k}^{k,0} \left[ u_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, k \right. \right] \quad (3.2)$$

For  $\gamma_j = 1; j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

If we take  $R = 1$  in (2.32), the unknown density  $g(w_1)$  is obtained in terms of  $H$ -function. That is

$$g(w_1) = \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ H_{r,r}^{r,0} \left[ w_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \\ \left\{ H_{k-r,k-r}^{k-r,0} \left[ w_1 \left| \begin{matrix} (-\alpha_j - tm - \gamma_j, \gamma_j) \\ (-\alpha_j - tm - \beta_j - qm, \gamma_j) \end{matrix} ; j = r + 1, \dots, k \right. \right] \right\} \quad (3.3)$$

For  $\gamma_j = 1; j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

If we take  $R = 1$  in (2.35), the unknown density  $g(w_1)$  is obtained in terms of  $H$ -function. That is

$$g(w_1) = J_v(p) \prod_{j=1}^k \frac{\Gamma(\alpha + tm + \beta + qm)}{\Gamma(\alpha + tm)} \left\{ H_{r,r}^{r,0} \left[ w_1 \left| \begin{matrix} (\alpha_j + tm + \beta_j + qm - \gamma_j, \gamma_j) \\ (\alpha_j + tm - \gamma_j, \gamma_j) \end{matrix} ; j = 1, \dots, r \right. \right] \right\} \\ \left\{ H_{k-r,k-r}^{k-r,0} \left[ w_1 \left| \begin{matrix} (-\alpha_j - tm - \gamma_j, \gamma_j) \\ (-\alpha_j - tm - \beta_j - qm, \gamma_j) \end{matrix} ; j = r + 1, \dots, k \right. \right] \right\} \quad (3.4)$$

For  $\gamma_j = 1; j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

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## **A STUDY ON YOUTH PROBLEMS**

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### **ABSTRACT**

*Youth is a crucial phase in the life of human being. This period is usually a naturally occurring and at the same time associated with problems as they struggle to fit themselves in society. Irrespective of all regions, youth face a lot of socio-cultural issues in which they cannot develop and empower themselves properly. As they are the future stakeholders of our country, this study was conducted to explore the problems faced by them. The study was carried out in the city Coimbatore, Tamil Nadu. One hundred samples were randomly selected, Out of which 50 girls belong to state Tamil Nadu, and 50 girls belong to other states in the age group of 16-20 years. A questionnaire was constructed to elicit personal information profile of the respondents. To assess the problems of youth the "Youth Problem Inventory" by Dr. (Mrs.) M. Verma (2010) was used. The collected data was coded classified, tabulated and statistically analysed using Mean, standard deviation and 't' test. The findings of the present study revealed that the adolescent girls in the age group of 16-18 years face more family, school/college and overall problems. The family type does not have any influence on all the domains of youth problems. The adolescent girls belonging to the state of Tamil Nadu have more problems than the adolescent girls of other states.*

**KEYWORDS:** Age, Family Type, Problems, Tamil Nadu, Youth.



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## INTRODUCTION

Adolescence means 'to emerge' to achieve 'identity'. It is a period for the maturing of mind and behaviours as well. "Adolescence" is a term derived from the Latin word 'adolescere' which means "to grow" or "to grow to maturity". Maturing is not only bodily but also intellectual growth. Adolescence is a period, which fills the gap between childhood and adulthood. Generally, this phase of life is addressed as "youth".

A.T. Jersild says that "Adolescence is a period of fears where everyone crosses from childhood to adulthood mentally, emotionally, socially and physically". In our country India, adolescence is a stage that is tougher to define, especially in terms of age. The typical age-wise categorising for Adolescence is between 11 to 18 years for girls and between 12 to 18 years for boys.

Adolescence, it is the phase starting from the end of childhood and ends at the start of adulthood. Adolescents is not an age, but a stage. In India, an Adolescent is a person who has not been sufficiently recognised and encouraged. The emotional dependence is also as high, producing what is termed 'Delayed Adolescence'. Adolescence is between 12 to 20 years. Delayed adolescence continues on until 21 years and even up to 25 years.

Physical development and maturation during adolescence have a massive impact on the emotional world of youth. An adolescent obtains a newer body and newer approaches and attitudes. The central aspect of their thought is that they pose themselves to be the fittest in the adult world. However, they can also get a severe inferiority complex.

Adolescence is viewed as the last level in the long period of developmental stages, which begins from conception. Adolescence ends when the development has attained a point where the individual is legally and culturally viewed as mature, and thus able to lead an independent life, free from supervision and guidance.

Chronologically, Adolescence extends from age 12 to 18 years.

The stage of adolescent development is between the start of puberty and adulthood. Adolescence is commonly identified by the occurrence of secondary sex characteristics, usually from 11 to 13 years of age, and spans the teen years.

WHO defines adolescence and youth adolescent to include person aged 10 and 19 Years and youth as those between 15-24 years.

According to Bigner (1983), "Adolescent is a stage in the life cycle, between 13 and 18 years of age characterized by increasing independence from adult controls, rapidly occurring physical and psychological changes, exploration of social issues and concerns increased focus on activities with a peer group and establishment of a basic self-identity".

Many psychologists use the term "youth" synonymously with "adolescence". as this phase of life runs between childhood and adulthood, this period is also called as "the period of storm and stress". Piaget views on adolescence from a psychological viewpoint is, adolescence is the age when the person becomes blended into the community of adults, and he is no longer believes that he is lesser the level of his elders but equal, at least in rights.

Adolescence is not an easy stage by any standards. Adolescent conflicts between dependency and independence. They are held between their parents' expectation and their wants. They are puzzled between what they actually want to be and what they want to do. On the whole, society does not make things easy.

The accelerated changes that bring sexual maturing make young Adolescents uncertain about themselves, their potentials and interests drives them to intense feelings of instability, which are often intensified by the ambiguous treatment they receive from parents and teachers.

Their physical changes, their interests and roles in the social group makes them engage in recreation, in turn, create new problems which may look tougher and less easily solved than those problems they have had faced in their earlier lives. Till they have resolved their problems to their satisfaction, they will be preoccupied with them and with themselves.

Sociologically, Hollingshead defined youth as the "life of a person when the society in which he functions, ceases to regard him as a child and does not accord to him full adult status, role and function."

Youth is a stage in human development that lies between childhood and adulthood. This definition may seem, it is valid nonetheless because it brings out the relativity and state of being exposed to the possibility of being attacked by youth. Youth as such exists only in relation to childhood and adulthood. And it is merely a passing stage.

Youth is ever considered to be the finest period of human life. It is the period when young people can be careless without the burden of responsibility. In this period the youth face so many difficulties in decision making and adjustment. Many youths may not be to a sufficient degree of maturity to cope with such problems. The most common problems during youth relate to growth and development, school,childhood illnesses, mental health disorders and consequences of risky or illegal behaviours. The problems faced by youth as a result of parental indifference, the problem in schools, problem due to teachers, social inferiorities, personal handicaps constitute adolescence problems.

## REVIEW OF LITERATURE

Research studies on problems of youth indicate that today's young generation face numerous challenges which were unheard of in the past. A research work on some common problems of young people in the age group of 10-24 yrs in India conducted by Snitha and Gururaj, 2014 found that nutritional disorders (both malnutrition and over-nutrition), tobacco use, harmful alcohol use, other substance use, high-risk sexual behaviours, stress, common mental disorders, and injuries (road traffic injuries, suicides, violence of different types) specifically affect this population and have long-lasting impact. The weakness of family upbringing was found to be the cause of problems in personality such as: reduced self-confidence, inability to make decisions (Bushra Abu Layla, 2002; Abdul Karimand Adel Mohamed Ali, 2012).Gosain(2013) found that family problems are more responsible for causing truancy among students.The most essential and prominent family problems experienced are problems in communication between family members, problems with emotional expression, lack of respect among family members, and lack of trust in the relationship with the parents (Al-Qudah & Saad, 2016). Relevant literature suggests no significant gender differences in family problems, college problems, social problems or personal problems of college students (Omirin,2007).

## NEED OF THE STUDY

A perusal of related literature throws light on the fact that youth in this new-age society is distraught. Though they are given more importance than before both in family and community, they face many problems. They are also challenged by societal expectations, peer pressure and by their individualism. But today's youth are the pillars of social, economic and political developments.

Having in mind that they are the future stakeholders of our country, it is vital to explore the problems faced by them, the results of which would help us to understand them better and identify and assist those in need of professional help.

Hence, the current descriptive research entitled “problems faced by youth” was conducted with the following objectives.

### **OBJECTIVES**

- 1) To compare the problems of the youth of Tamil Nadu and other states.
- 2) To identify family, school, social and personal problems of selected adolescent girls.
- 3) To assert the influence of demographic variables like age, family type, parent occupation and state.

### **HYPOTHESES**

1. There is no significant difference in problems faced by youth based on age.
2. There is no significant difference in problems faced by youth based on the family type.
3. There is no significant difference between problems faced by the youth of Tamil Nadu and other states.

### **METHODOLOGY**

#### **Selection of Area:**

The present study was conducted in the city Coimbatore, Tamil Nadu. One hundred samples were randomly selected, Out of which 50 girls belong to state Tamil Nadu, and 50 girls belong to other states in the age group of 16-20 years.

#### **Selection of the Sample:**

For the present study, 50 girls from the state of Tamil Nadu and 50 girls from other states in the age group of 16-20 yrs were randomly selected.

#### **Selection of the tools:**

A questionnaire was constructed to elicit adequate information on general and personal profile of the selected girls with reference to their age, status, family type, religion, etc.

To assess the problems of youth the “Youth Problem Inventory” by Dr. (Mrs.)M.Verma (2010) was used. It is a self-administering inventory which measures the problem of youth in four areas which are family school /college, social problems, personal and overall problems.

#### **Statistical analysis:**

The collected data was coded classified, tabulated and statistically analyzed using Mean, standard deviation, and “t” test.

**RESULTS AND DISCUSSION****A. General profile of theselected respondents****TABLE –I GENERAL PROFILE OF THE SELECTED RESPONDENTS**

S. No	Variables	Categories	Number	Percentage
1	Age	16-18 years	60	60
		19-20 years	40	40
		<b>Total</b>	<b>100</b>	<b>100</b>
2	Religion	Hindu	85	85
		Christian	10	10
		Muslim	5	5
		<b>Total</b>	<b>100</b>	<b>100</b>
3	State	Tamil Nadu	50	50
		Other	50	50
		<b>Total</b>	<b>100</b>	<b>100</b>
4	Family Type	Nuclear	77	77
		Joint	23	23
		<b>Total</b>	<b>100</b>	<b>100</b>
5	Father Education	Below Matriculation	17	17
		Matriculation	46	46
		Graduate	26	26
		Above graduate	11	11
		<b>Total</b>	<b>100</b>	<b>100</b>
6	Mother Education	Below Matriculation	26	26
		Matriculation	62	62
		Graduate	5	5
		Above graduate	7	7
		<b>Total</b>	<b>100</b>	<b>100</b>
7	Father Occupation	Private	75	75
		Government	25	25
		<b>Total</b>	<b>100</b>	<b>100</b>
8	Mother Occupation	Private	90	90
		Government	10	10
		<b>Total</b>	<b>100</b>	<b>100</b>

An observation of the details given in Table I show that 60% of the selected girls were in the age group of 16-18 years. Majority of the respondents were Hindus (85%) followed by Christians(10%), and only 5% were Muslims. With reference to the state the adolescent girls are equally divided. The majority of the respondents (77%) were from nuclear family, and the remaining 23% belonged to joint family. Fathers of 46% of adolescent girls were matriculation holders, followed by 27 per cent who were graduates. Below matriculation was 15 per cent and above graduate represented at 11 per cent. About mothers' education, 62 per cent were matriculation level, 26 per cent below matriculation, 7 per cent were above graduate, and only 5 per cent were graduates. Based on parents' occupation a majority of fathers (85%) and mothers (90%) were into private service.

**B. Domains of youth problems and age****TABLE-II COMPARISON OF YOUTH PROBLEMS BASED ON AGE**

Domains of youth problems	Age in years	N	Mean	t-test	df	P-Value
Family problems	16-18	60	21.36	3.349	98	.001**
	19-20	40	13.60			
School/College problems	16-18	60	13.05	2.323	98	.022*
	19-20	40	9.52			
Social problems	16-18	60	2.53	1.897	98	.061 <sup>NS</sup>
	19-20	40	1.77			
Personal problems	16-18	60	17.88	.860	98	.392 <sup>NS</sup>
	19-20	40	16.27			
Overall Problems	16-18	60	55.00	2.596	98	.011*
	19-20	40	42.85			

\*\*-Significance at 1% level, \*-Significance at 5% level ,NS=Non Significance

From the results portrayed in table II, it could be inferred that in family problems domain, the meanvalue of 16-18-year-old adolescent girls is 21.36 and for girls in the age group of 19-20 years it is 13.60 which was found to be significant at 1% level. Hence this shows that the adolescent girls in the age group 16-18 years have higher family problems than 19-20-year-old girls.

In the school/college problems domain girls of age group 16-18 years with the mean value of 13.050 have more school/college problems than 19-20 years girls with the mean score of 9.525 which was found to be significant at 5% level.

When we look at the overall problems, the girls in the age group of 16-18 years have more problems (mean value = 55.000 )than 19-20-year-old girls(mean value = 42.850).This difference is statistically significant at 5% level.

It is clear from the table that there exists no significant difference in social problems and personal problems among young girls with reference to age.Hence, the hypothesis “There is no significant difference in problems faced by youth based on age” is partially accepted.

**C. Domains of youth problems and family type****TABLE-III COMPARISON OF YOUTH PROBLEMS BASED ON FAMILY TYPE**

Domains of youth problems	Family type	N	Mean	t-test	df	P-Value
Family problems	Nuclear	72	18.556	.412	98	.682 <sup>NS</sup>
	Joint	28	17.500			
School/College problems	Nuclear	72	11.347	-.592	98	.555 <sup>NS</sup>
	Joint	28	12.393			
Social problems	Nuclear	72	2.028	-1.575	98	.118 <sup>NS</sup>
	Joint	28	2.750			



Personal problems	Nuclear	72	17.472	.406	98	.686 <sup>NS</sup>
	Joint	28	16.643			
Overall Problems	Nuclear	72	49.792	-.232	98	.817 <sup>NS</sup>
	Joint	28	51.036			

NS=Non Significance

A perusal of the results presented in Table III clearly shows that the family type of the girls has no significant impact on the all the domains of problems studied. Though the mean values shoe some difference it is not statistically significant.

Hence, the hypothesis “There is no significant difference in problems faced by youth based on family type” is accepted.

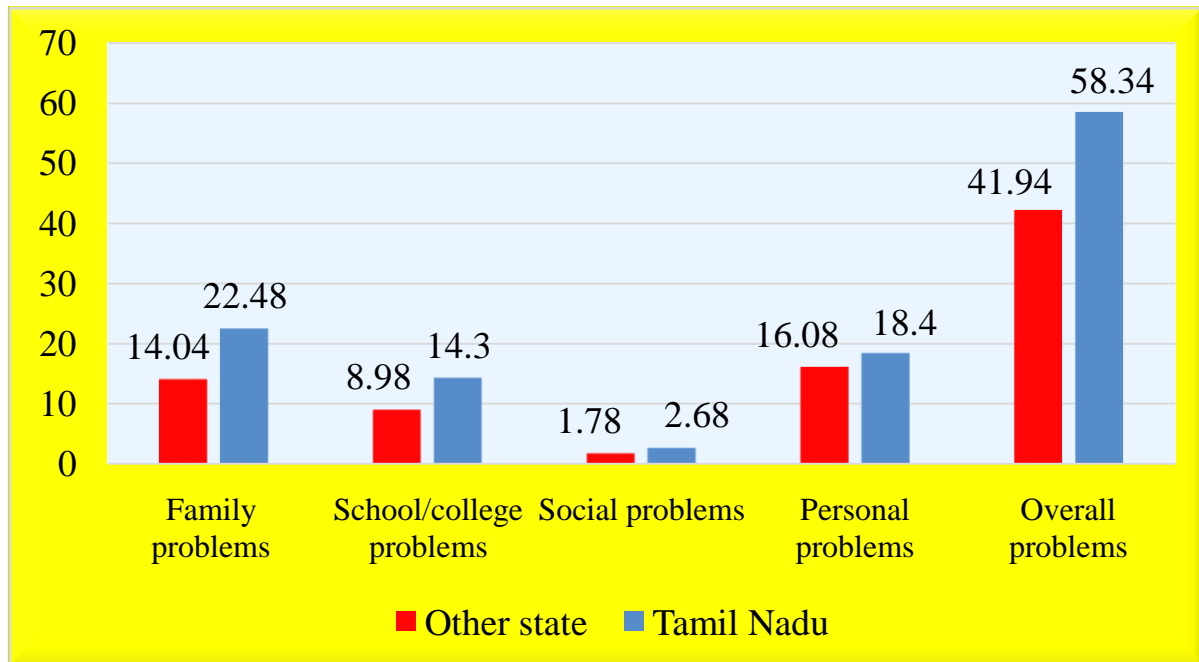
### B. Domains of youth problems and state of residence

**TABLE-IV COMPARISON OF YOUTH PROBLEMS BASED ON THE STATE OF RESIDENCE**

Domains of youth problems	State	N	Mean	t-test	df	P-Value
Family problems	Other	50	14.040	-3.941	98	.000**
	Tamil Nadu	50	22.480			
School/College problems	Other	50	8.980	-3.558	98	.001**
	Tamil Nadu	50	14.300			
Social problems	Other	50	1.780	-2.212	98	.029 <sup>NS</sup>
	Tamil Nadu	50	2.680			
Personal problems	Other	50	16.080	-1.274	98	.206 <sup>NS</sup>
	Tamil Nadu	50	18.400			
Overall Problems	Other	50	41.940	-3.634	98	.000**
	Tamil Nadu	50	58.340			

\*\* -Significance at 1% level, NS=Non Significant

**Figure-I**  
**Mean value of youth problems of adolescent girls from other state and Tamil Nadu**



From the results presented in Table IV it is evident that in the family problems domain, the mean value of adolescent girls from other states is 14.040 and the mean value of adolescent girls from Tamil Nadu is 22.480 which was found to be significant at 1% level. This shows that the adolescent girls of other states have a lower family problems than the girls from the state of Tamil Nadu.

Similarly, in the domain of school/college problems, adolescent girls of other states with the mean value of 8.980 have fewer problems than adolescent girls from Tamil Nadu state with a mean value of 14.300. This difference is statistically significant at 1% level. Hence this shows that adolescent girls from the state of Tamil Nadu have more problems than girls from another state.

When we look at the overall problems, the girls of other state have a mean value of 41.940 which is lower than and the mean value of the selected girls from the state of Tamil Nadu which is 58.340. The difference is statistically significant at 1% level. In other words, adolescent girls from the state of Tamil Nadu have more problems in the overall domain when compared to the adolescent girls from the other states. Hence, the hypothesis, "There is no significant difference between problems faced by the youth of Tamil Nadu and other states" is partially accepted.

## CONCLUSION

- The result of the present study revealed that the adolescent girls in the age group of 16-18 years face more family, school/college and overall problems.
- The family type does not have any influence on the domains of youth problems.
- The adolescent girls belonging to the state of Tamil Nadu have more problems than the adolescent girls of other states.

## LIMITATIONS OF THE STUDY

- The study was conducted on a limited of the sample size, and hence not possible to generalize the results. Increasing the number of samples may enhance the generalization of our findings.

- This study was confined to girls only. This again brings a limitation to the generalizations of results.

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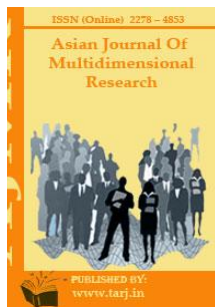
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## JUSTIFICATION THE PROBLEMS IN RELATIONSHIPS OF COUPLES WITHIN A FAMILY ON FOREIGN PSYCHOLOGISTS` RESEARCH

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### ABSTRACT

*Studying foreign psychologists`scientific researches, it was conveyed about family relationships, cultural relationships between the members of a family, children prosperity, husband and wife relationships and published rich references about development of integral humans` characters. Studies have shown that there is a significant difference between adolescence and adolescents` perceptions of important aspects of a “happy family” and “well-being”. This is especially evident in the ideas about the spiritual and material life of the family.*

**KEYWORDS AND CONCEPTS:** *Family, respect, loyalty, happy, family, plentiful marriage, mature in ideas, mutual respect, financial life, politeness, open heartiness, believe, love, desire for ruling, clear conscience.*

### INTRODUCTION

Marriage in the family is one of the pressing issues of psychology, in which there are their socio-psychological characteristics. Despite extensive research into the social problems of lifestyle in social psychology, it still has some unusual aspects. These include socio-psychological characteristics of the coordination of spouses in the family.

Today it is difficult to deny that significant changes are being made in the marriage of a family. They represent broader social change.

Studies have shown that there is a significant difference between adolescence and adolescents' perceptions of important aspects of a “happy family” and “well-being”. This is especially evident in the ideas about the spiritual and material life of the family. Life after a married couple, using their life experiences and their movements to build a happy family and social realities, they begin to understand the reality.

Leading foreign sociologists and psychologists who were happily married found 11 of the most important conditions:

1. Understanding mixed pairs. 2. Having a home. 3. Material well-being. 4. Children. 5. Confidence in marriage. 6. Study of free time in the family. 7. Happy employment. 8. Compatibility of information. 9. Good comfort. 10. Good friends. 11. Freedom of a spouse.

According to their research, if one family has such opportunities, one can say that the family is a happy family, and its members are happy and prospering [1; 108-109].

According to studies by foreign psychologists, it is also known that the aforementioned conditions for a happy and prosperous marriage are not the same for both husband and wife. For example, in the case of "married couples", "separate housing", "financial well-being", "children" and "interesting work", another woman was evaluated differently.

According to the results of studies conducted in foreign countries, high school students must have two important points (they must have) in order to have a happy family. Firstly, ideological maturity (as well as economic dependence) and, secondly, relations of communication. At the same time, young people who build a family are: self-awareness, the ability to reduce their shortcomings, look at events and phenomena of other people, deal with high culture, uphold the desires and opinions of other people, love, have a stable trust, high understanding each other, such as respect and loyalty [1; 111].

Most researchers have concluded that the main causes of family degradation are: loss of trust in each other, weakening of emotions, inadequate character, undesirable character of a spouse, or sexual dissatisfaction. These results are clearly visible in studies conducted far and near by foreign psychologists.

E. Burgess, P. Vollin, L. Terman and M. Odema, G. Roland, based on a number of experiments, state the following types of attributes that are shared by a married couple.

Characteristic description of partners in a successful marriage:

1. Emotional Resilience. 2. Ability to negotiate with others. 3. Kindness. 4. Donation, trust. 5. Emotional needs. 6. Transportation.

Descriptive qualifications:

1. Emotional instability (neuroticism). 2. Critical attitude to people. 3. The pursuit of the rule of law. 4. Brotherhood, stupidity. 5. Suspicion. 6. Confidentiality of the issue [2; 74].

The studies of V.E. Semenov, Masherov and Yu. Timofeev show that the conflict in the family is associated with changes in the sphere of the whole human life. According to the study, for women the most important are "family happiness", "good health", "good work" and "clear conscience". Among working men, the most important of the values are "hobbies", and then "family happiness" [2; 63].

A. Kempinski presented an interesting (surprising) concept of family harmony. The author relies on information about neurotic families, as here presents this concept. In his opinion, superficial qualities are more decisive than the attributes of a person who is crucial to the balance between spouses. The qualities of a person from the second person are manifested in situational behavior. They coordinate mating tasks as a single structure [3; 75].

Forming a culture of interpersonal relationships in the family allows family members to realize their desires and abilities in society. If family relationships are not sufficiently formed or not formed, then various problems and conflicts arise. There is no harmony in the family, and this creates an



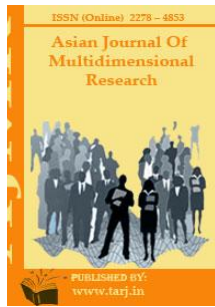
unpleasant psychological environment. Family members cannot find their place in society. More importantly, this situation has a negative effect on the maturity of children.

The negative effects of a divorce can be a burden to children. Judet Walstein and John Keller studied the lives of sixty families living in California. Studies show that in many cases, after the separation of parents, children are very sad. Almost all 131 children surveyed were very emotional when splitting. Preschool children sometimes feel embarrassed and embarrassed by adults, while adults better understand the intentions of their parents, who are deeply concerned about the consequences of divorce and their own future, which of ten causes them to be angry with them [4; 145].

Obviously, the search of foreign psychologists on family problems is significant and comprehensive. However, the results of these scientific studies, scientific commendations and conclusions are of a limited nature. Due to the limited research results, the problems of family life correspond to the national, cultural, traditional and regional characteristics of each nation. A comprehensive study of such issues will lead to stable family relationships, well-being in family life.

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**EMPLOYER BRANDING AS A FOUNDATION FOR EFFECTIVE HIRING:  
A STUDY OF THE POWER SECTOR**

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**ABSTRACT:**

*Employer branding is the process of promoting a company as the employer of choice to a desired target group, one which a company needs and wants to attract, engage, develop and retain as employees. With the increasing talent shortages around the world, this strategy can provide the much needed strong foundation for better hiring/recruitment and selection prospects, while at the same time contributing to better employee morale and retention. The objective of this study was to study the impact of employer branding on an organizations recruitment process. Two well known organizations in the power sector were chosen to collect the data. The idea was to see whether the prospective employees were affected by the employer brand while applying in the organization and does that brand value create a sense of pride in them. It could be clearly seen that the brand image of any organization was a very important criterion for the prospective candidates while considering applying for a job there or deciding to promote that organization as a preferred place of work to others. Therefore modern organizations need to appreciate the value of a well thought out, strong employer brand strategy for profitability and sustainability.*

**KEYWORDS:** Brand value, employer branding, hiring, sustainability.

**INTRODUCTION**

Brands are an organization's extremely precious resource; brand management is a primary action in most organizations. Even though many organizations, when it comes to branding efforts, mainly emphasize on product development and on corporate brands but concept of branding can also be utilized in domain of human resource management. Employer branding is the appliance and use of branding philosophy to human resource management. It comprises of actions activated in order to make the company attractive to future employees and retain current employees. Therefore many

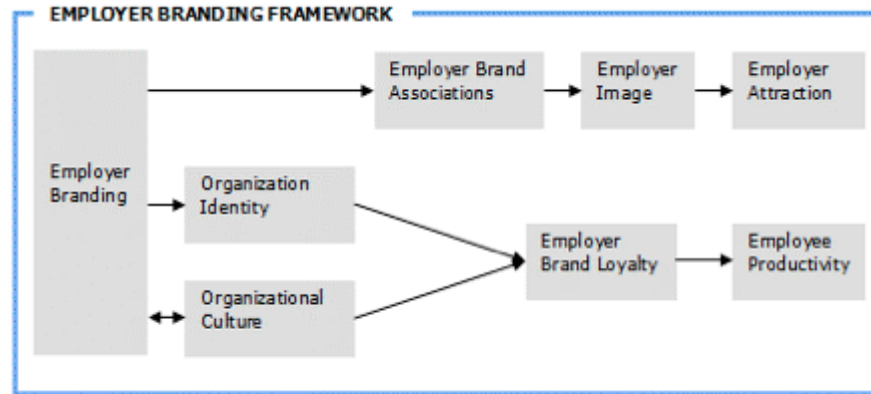
organizations are using employer branding not just to attract recruits but also to engage current employees in strategy and culture of the organization. Employer branding can be explained as process of developing the perception of the brand for the audience and make it so unique that it could be easily differentiated from their competitors. Employer branding produces a glorious reflection of the organization portraying the organization as a comfortable place to work.

Globalization brings with it pressures for speed, efficiency and constant improvements which in turn compel the organizational professionals to invest their systematic efforts in the building of employer brand. Top-quality candidates are in the driver's seat, and today's job seekers are more-sophisticated shoppers. "It's critical that companies focus on establishing and developing their brand in 2016," said Josh Tolan, CEO of Spark Hire, a video-interviewing company. "More and more companies are going to look for ways to showcase why candidates should apply to work there." There are several benefits that employer branding offers like economical use of resources in recruitment, reduced lay-offs, increased volume of unsolicited and talented candidates, better committed prospective employees, greater levels of job and organizational commitment. But on the top of all these benefits lie the advantages of facilitated recruitment and selection. The hiring in an organization is greatly affected by the way that organization is perceived by the people from outside and inside of the organization. The way some organization builds, maintains and highlights its image determines the way in which it is perceived by its key stakeholders like employees and the consumers. It is very natural for the employees to desire to work for the organizations that have well-established reputation and image.

## LITERATURE REVIEW

Talent is one of the biggest costs to a business, even more so when it's unfilled. Organizations that demonstrate they value human capital in a nurturing environment that promotes development have a talent point of view. Employer branding has been part of the business lexicon for a while, but is still not executed seriously by many companies. A lot of organizations aren't even aware of employer branding because they're too focused on building the corporate brand instead. Marketers need to understand it affects the corporate brand. They should take it very seriously (Markelz, 2016). There are many pressures today which make it imperative for the employers to treat their employees with the same care and coherence as they would value their customers. However the demands for good employer brand management have always been with us wherever the expectations of employees have been high (Barrow & Mosley, 2011).

An employer branding can be used as an instrument to position the company as a preferred employer. The EB strategy functions as a means to communicate characteristics of the workplace and how the firm differentiates as an employer from other organizations and therefore becomes a competitive advantage. The employer brand is used both to attract potential employees and to ensure that current employees are committed to the organization. According to Backhaus and Tikoo (2004), when conceptualizing employer branding created a model shown in figure 1, which shows an individual who identifies herself with the image of the company, is more prone to apply to a position. Therefore it is important for firms to communicate their employer brand in order to attract applicants that are considered suitable for the company and the specific position.



(Source: Backhouse & Tikoo 2004: 505)

The importance of employer branding to attract talent in organizations is increasing rapidly. Brand personality traits, particularly, have been shown to explain considerable variance in employer brand attractiveness. Despite such awareness, little is known about the underlying processes of this effect. (Rampl & Kenning, 2014). One component of internal marketing that is still underdeveloped is 'employer branding' and specifically 'employer attractiveness'. Employer attractiveness can be defined as the envisioned benefits that a potential employee sees in working for a specific organization. This constitutes an important concept in knowledge-intensive contexts wherein attracting employees with superior skills and knowledge is a primary source of competitive advantage (Berthon et al., 2005). In modern times, where employees are regularly using IT platforms to share and access work-related experiences openly across organizations, their expectations and assessments of workplaces change accordingly (Dabirian et al., 2016).

### KEY FACTORS EFFECTING EMPLOYER BRANDING

These are certain questions all top managers need to know the answer to. These are also some great questions for employees to assess how serious the company is in its approach to employer branding.

1. Why would a person want to work for you?
2. How many of the organization do managers have received training in how to deliver the brand experience?
3. What are the perceptions employees and candidates have about your employer brand?
4. What is the level of visibility of your employees/talent pool?
5. How many of your own employees would recommend your company as a great place to work?

It has to be understood that branding is not just necessary for better recruitment and selection prospects but for better employee morale and retention. A strategic approach to employer branding calls for a strategic perspective towards how an organization attracts, engages, and retains talent. There are certain factors that can be highlighted as necessary for the success of the employer brand globally. Some of these are:

**Focus on strategic human resource management:** Acquiring and deploying your human resources strategically while keeping in mind the long term implications in terms of both profitability and creating a great reputation in the job market is necessary.

**Valuing and respecting diversity:** Diversity whether gender, age, preferences or region based should be respected and encouraged and the organization's reputation should be that of deriving synergistic benefits from a 'Salad bowl' rather than forcing for a 'melting pot' approach.

**Evolving Organizational culture:** It is important that the culture of an organization is flexible so that it can accommodate most employees. The harder an employee has to work to be accommodated in any organisation, the higher is the job dissatisfaction. This means that company culture should evolve to retain top talent and also to accommodate local cultural requirements. Job satisfaction and employee commitment is vital for employer branding.

**Talent management:** It is of paramount importance to scout for and acquire the right talent and then build upon the competencies of your people and utilizing the same optimally to keep expanding the rich pool of organizational talent which goes a long way in building and strengthening a brand.

**Quality of work life and work life balance:** needless to say that the better the score on these two factors, the more would be the commitment of the employees and higher would be the reputation of the workplace.

**Workforce morale and Motivation:** Much of Employer brand strategy focuses on placing the best foot of the organization forward when it comes to external reputation. Focus on employee motivation could be a valuable step to producing the EVP's and subsequently the Employer brand an organization seeks.

**Employer brand consistency and promotion:** It is necessary not just to take initiative to build a reputation but to maintain that reputation by being consistent with quality and value additions. Moreover the brand should not just be built but promoted through various means too.

#### **POWER SECTOR IN INDIA:**

Power is one of the most critical components of infrastructure crucial for the economic growth and welfare of nations. The existence and development of adequate infrastructure is essential for sustained growth of the Indian economy.

India's power sector is one of the most diversified in the world. Our sources of power generation range from conventional sources such as coal, lignite, natural gas, oil, hydro and nuclear power to viable non-conventional sources such as wind, solar, and agricultural and domestic waste. Electricity demand in India has increased rapidly and is expected to rise further in the years to come. In order to meet the increasing demand for electricity in the country, massive addition to the installed generating capacity is required.

In May 2018, India ranked 4th in the Asia Pacific region out of 25 nations on an index that measures their overall power. Talking about the market size Indian power sector is undergoing a significant change that has redefined the industry outlook. Sustained economic growth continues to drive electricity demand in India. The Government of India's focus on attaining 'Power for all' has accelerated capacity addition in the country. At the same time, the competitive intensity is increasing at both the market and supply sides (fuel, logistics, finances, and manpower).

Total installed capacity of power stations in India stood at 350.16 Gigawatt (GW) as of February 2019.

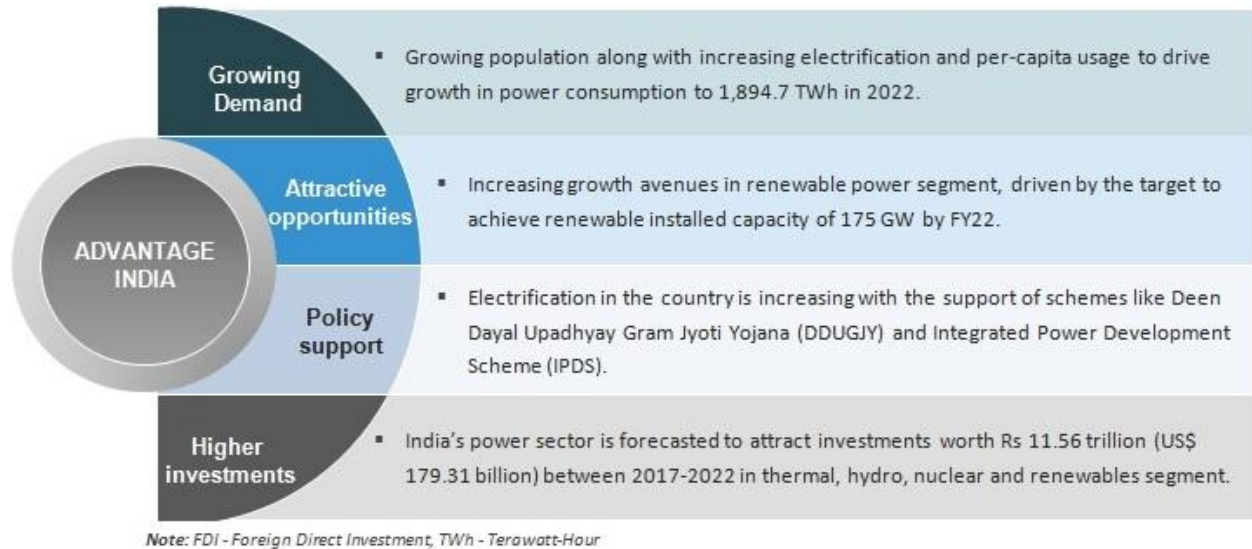


Image Source: ibef.org

### ABOUT THE STUDY:

The objective of this study was to study the Impact of employer branding on recruitment process. The idea was to see whether the prospective employees are affected by the employer brand while applying in an organization and does that brand value create a sense of pride in them. Non Probability- Convenience Sampling was used and a sample size of 150 employees from two well known Public Sector organizations in the power sector was used to gather data for the study. A structured questionnaire (along with a personal interaction wherever possible) was used to collect the data. A restricted sample size and a probable tendency of ideal responses by some respondents were the limitations of this study.

### Major findings

The following responses were received (all data in percentages) :

Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The image of this organization was central to your decision making when considering the job	27.8	48.9	1.1	22.2	0
Organization's brand image was a more decisive factor than the offered Pay	28.9	23.3	16.7	27.8	3.3
The company's brand image has impacted your commitment and productivity.	1.1	53.2	2.3	17.8	25.6
Your interaction with the organization before joining gave a positive perception of the organization	30	50	12	8	0
Your experience with the organization after joining gives a positive perception of the organization	15	63	2	18	2
The opinions of your peers made an impact on your perception of the	4.4	63.3	2.2	11.1	18.9



organization					
You researched about the organization before applying for the job	21	55	4	15	5
Your perception of the organization before joining was different from your experience after joining	5	15	4	43	33
You would certainly recommend working in this organization to your friends/ acquaintances	44	32	4	15	5

It could be clearly seen that the brand image of any organization was a very important criterion for the prospective candidates while considering applying for a job there. Almost half of the respondents also felt that brand image has impacted their commitment and productivity. The pride of being associated with a reputed organization keeps them motivated to put in their best efforts at work. It was also seen that a majority of respondents did a thorough research about the organization before deciding to join it and a positive opinion or word of mouth by their peers who know about the organization made an impact on their perception of the organization.

It was also seen that the kind of interactions people had with the employees of an organization and any experience they had with that organization did affect the perceived image and the joining decision. The study showed that the majority of respondents had a positive perception about their respective organizations and would readily promote and recommend it as a good place to work.

Moreover when the respondents were asked what was the most effective media that impacted their organization's brand image, majority believed it to be the updated information on organization's website(30%) and social networking platforms(25%), followed by information/promotion on electronic(20%) & print media(15%) and the word of mouth(10%).

The respondents were also asked as to what factors in their view enhance their organizations brand value and made employees stay with their organization after joining. Majority of the respondents felt it was the learning opportunities and ability to grow within the organization (30%) followed by the monetary incentives (salary & benefits) (25%), motivating superiors (20%), supportive team (15%) and a comfortable workplace (10%).

Another finding of the study was a moderately positive relationship (.493) between the perceptions before and after joining the organization. It signifies that people who have a positive image of the company before joining it tend to see it in a positive light after they are selected to join as an employee. It means employer branding not only has a positive effect on the recruitment efforts of a company but the subsequent perception and motivation of the staff as well. This relation can also be seen in the response where a vast majority of respondents disagree with the statement that their perception of the organization before joining was different from the experience after joining.

		Positive perception before joining	positive perception after joining
Positive perception before joining	Pearson Correlation	1	.493**
	Sig. (2-tailed)		.000

	N	100	100
positive perception after joining	Pearson Correlation	.493**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table – Correlation between perceptions

## SUGGESTIONS

Though majority of the findings were positive indicating there is a strong employer branding in the power sector, there were still a few respondents who were not convinced about the brand value of their organization and were reluctant to promote it as a preferred workplace. To enhance its brand value, an organization can focus on the following areas:

- For an organization to emerge as a strong brand, it has to make share that it's vision, mission and strategic objectives are clear, not just in words but actions, to the workforce at all levels. The more employees relate to these, the better is the branding.
- Employer brand is a reflection of an organization's culture rather than something that can be prescribed, and so building a positive and nurturing culture is the root of a strong employer brand.
- Building a positive brand perception is necessary for having a strong brand image. This can be done by promoting and publicizing the relevant employees related activities and events by having a strong social media presence. Employees often use social media platforms like Facebook, LinkedIn, Twitter, Glassdoor and Indeed to share their experiences. In fact, Glassdoor reports that currently more than 70% of people look at reviews before they make career decisions. These platforms provide a source of valuable feedback to address elements of your employee value proposition. It surely isn't possible to keep all employees happy all of the time but look out and take steps for the pain points that could deter right-fit talent from applying.
- Since a majority of people prefer peer recommendations over other forms of recruitment advertising, it's necessary to get everyone who can amplify your employer brand on-board, from front-line staff to hiring managers. Organizations need to give employees some freedom on social media and provide platforms for them build their own brand by sharing aspects and perks of their working lives with others. Organizations can think of creatively using posts from employees on enterprise social networks, internal Facebook groups and intranets on their career social channels.
- Technology has provided a boost to the employer branding efforts by providing better communication channels and improving the candidate experience. Organizations should use technology to streamline candidate engagement, job search, applications, assessment and selection processes, as well as interview scheduling and feedback. Today technology has enabled recruitment/hiring teams to provide an exceptional candidate experience which helps to reinforce employer brand.
- There has to be a positive connection between employer and corporate brand. Employer brand enables those outside your organisation to understand your purpose, vision and culture. Although corporate and employer brand have different audiences, the messages should be consistent. In this connected world we use many of the same channels to speak to our customers as we do our

candidates. Consistency would further strengthen an organization's branding efforts, both for their internal as well as external customers.

- Organizations should start taking Corporate Social Responsibility initiatives seriously. Such activities have a positive impact on customers, potential employees and existing workforce as they portray the organization in a good light. Surveys reveal that younger candidates are specifically looking for examples of corporate social responsibility when considering employers. Further, providing opportunities for employees to give back to the society will in turn lead to positive social media interactions, which can go a long way in improving the organization's employer brand.

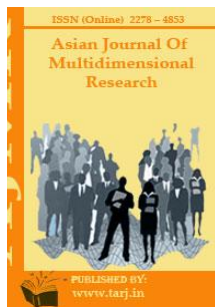
### **CONCLUSION:**

Employer brand is the term commonly used to describe an organization's reputation as an employer, and its value proposition to its employees as well as potential employees, as opposed to its more general corporate brand reputation and value proposition to customers. It is a process of promoting a company as the employer of choice to a desired target group, one which a company needs and wants to attract, engage, develop and retain.

With the increasing talent shortages around the world we will begin to see many more follow the lead of companies such as Google, IBM, Marriott, Facebook etc. by focusing on the value of an employer brand strategy for profitability and sustainability. It is necessary to have audits of your company's reputation to see how you measure up to your competition and to have a comparison between what the business believes its employer brand is and how its employees describe it. Websites like Glassdoor, where current and former employees anonymously review companies and their management, is a common venue for this information, but internal surveys, as long as they provide adequate anonymity, can provide valuable insights as well.

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**“PSYCHOLOGICAL FACTORS IN INVESTMENT DECISIONS: A REVIEW OF LITERATURE”**

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**ABSTRACT:**

*The field of behavioral finance is a multidisciplinary field of study which applies the theories of behavioural sciences to describe the irrational financial behavior of investors. Initially the finance field was hesitant to accept the views of psychologists who had suggested the behavioural finance model but later on financial economists also started to believe that the investors do behave irrationally. The present article focuses to highlight the existing reviews of literature to understand the preconceptions in behavioural finance. Moreover it also tries to highlight different types of relationships between human psychology and its impact on decision making while investing in the market.*

**KEYWORDS:** *Behavioural finance, Efficient Market Hypotheses, Investment psychology*

**INTRODUCTION**

Behavioural finance has unlocked up new outlook to the field of financial research. It studies the psychology of financial decision-making and is different from the traditional Efficient Market

Theory. Emotions are very important in an individual's life and they also affect the investment decisions of an individual. Financial experts believe that greed and fear plays an important role in driving stock markets and Behavioural Finance extends this analysis to the role of preconceptions in decision making. Hence it takes the in-depth understandings of psychological research and applies it to the financial decision. Retail investors do make decisions based on their instincts and feelings rather than gathering enough information which will help in simplifying effective decision making. Many researches show that investors make irrational investment decisions, as there are many factors behind it.

In reality, investors behave irrationally many a times by trading excessively, buying stock without considering the fundamental value, buying stocks which their friends, family or relatives are buying, retaining loss making stocks while selling bullish stocks etc. Here, presumptions have been considered to the irrationality in decision making of the individual. In Behavioural Finance, "sentiment" is considered as the synonymous of "error". The main characteristic of the market is extreme nervousness. The market is influenced with the moods and powerful emotional preferences of investors. The mood of an investor changes from Exuberance to Complacency and creates Panic in the Emotional Life cycle. This can also be seen in the market sentiments. The Enthusiasm and Over Confidence of an investor due to recurring gains may decline extremely on a huge loss, causing frequent biasness in consecutive decisions. This Emotional Cycle repeats again after a short span, when there is improvement of the market. Behavioural Finance has emerged as an area of study which demands academic investigation. As it deals with the influence of psychology on the behaviour of financial experts and the subsequent effect on markets. Although there are enough research evidences which support investment portfolio, the concept of behavioural finance is still at the embryonic stage.

#### **LITERATURE REVIEW:**

Bhatta and Kumar (2009) emphasized the pattern in the financial market scenario and investigated through behavioural finance approach whether, in the background, the Indian investors are really trapped and then, try to throw some advices to get out of the trap.

Sadi et al (2010) tried to find out the popular perceptual errors among investors and its connection with their personality. In his study 200 investors in Tehran's stock market were taken randomly as samples and the data was gathered through questionnaire. By using the parametric analysis and correlation they have tried to find out the accuracy of the hypotheses. The finding proved that the offered perceptual errors have got a significant correlation with the investors' personality. The conclusions showed that there is direct correlation between extroversion and openness with hindsight bias and over confidence bias, between neuroticism and randomness bias, between escalation of commitment and availability biases. It also, highlighted there was a reverse correlation between conscientiousness and randomness bias, between openness and availability bias.

Veeraraghavan and Anbalagan (2011) tried to find out the relationship between the heuristic behavioral factors and the investment decisions of the investor. The study classified the Investors into three categories, i.e., Risk Avoiders, Risk Takers and Risk Neutralists and also identified eight dominant heuristic behavioral factors. These decision biases in each of the heuristic factor varied from investor to investor depending upon, what category the investor fall ie., Risk Avoiders, Risk Takers and Risk Neutralists. The study proved that the economic decisions of investors are more emotionally based rather than rationally based.

Gholizadeh, Shakerinia and Sabet (2013) studied the effect of behavioral financial knowledge on the behaviors of the investors in Tehran Stock. The research studied six behavioral biases, viz., compatibility, familiar concept, idealistic belief, event oriented, fresh pot, irreversibility. Data was collected through a questionnaire. Investors of Tehran stock were selected for filling up the questionnaire. Structural equation method was used for analysis of the data. The results indicated that only event-oriented bias doesn't have significant relationship with investor's decisions.

Sharma and Vasakarla (2013) examined the relation between gender and behavioural finance biases. Effort was made to look at how gender, risk aversion and overconfidence may influence the investment decision making of the individual investor. The purpose of the study was to find out possible gender effects on risk aversion and overconfidence in investment decision making. Data was collected through questionnaire and Chi-square Test was used as a statistical tool for data analysis. The study found that female are more conservative than their male counterparts in terms of risk aversion. In terms of overconfidence, they could not reach to any conclusion with certainty because research has shown diverse results.

Bashir et al (2013) studied the impact of behavioural biases on investor's financial decision making. Behavioral biases including overconfidence, confirmation, and illusion of control, loss aversion, mental accounting, status quo and excessive optimism were considered in the research. Questionnaire was used for data collection. Correlation and Linear regression model techniques were used to investigate whether investor decision making is influenced by these biases or not. The study concluded that the Confirmation, Illusion of control, Excessive optimism, Overconfidence biases have direct impact on the investor's decision making while status quo, Loss aversion and Mantel accounting biases have no impact .

Sanghvi and Gandhi (2014) studied the psychological impact on investors in the financial world. They studied the biases in behavioural finance mainly focused on the impact of loss aversion and mental accounting on investment decision of retail investors. They tried to highlight that behavioural finance tries to explain and increase understanding of the reasoning patterns of market members, comprising the emotional course of actions involved and the degree to which they effect the decision-making process.

Zindel, Zindel, and Quirino (2014) tried to determine that the rise of behavioral finance contributes to a better understanding about the decision making process. They explained that behavioral finance presents proof that the decision making process of investors can be triggered by cognitive illusions, heuristics and cognitive biases, resulting in misleading investment decision-making, which is not based on rationality. The study tried to focus on the cognitive biases. The study enlightened that the knowledge about cognitive illusions can affect the decision process allows investors to avoid mistakes in the financial decisions. Thus, understanding and letting the investors know about cognitive illusions to which they are subject which are crucial for the improvement of investment allocation. It is believed that only through the systematic information on the investor behavior and the process of decision making, it will be possible to construct suitable tools to support decision-making, which can contribute to economic efficiency in the markets.

Onsomu (2014) tried to study behavioural biases which affect individual investors at the Nairobi Securities Exchange. The association between gender and the behavioural biases was also investigated in the study. The study was done by issuing questionnaires to the investors of Nairobi Securities Exchange, Kenya. Total 58 investors responded of which 69% were men and 31% were women. The Collected data was analysed using descriptive statistics and Pearson Chi-square test.



Pearson Chi-square technique was used to examine the relationship between gender and the behavioural biases. The results showed that investors are affected by Availability bias, Representativeness bias, Confirmation bias and Disposition effect. Whereas Overconfidence bias has no significant effect because less than 50% of the investors were affected. There was no significant correlation between Availability bias, Representativeness bias, Confirmation bias, Disposition effect and Overconfidence bias and gender.

Chaffai and Medhioub (2014) studied the effect of psychological and emotional factors on the behaviour of Tunisian stock market investors. Based on a questionnaire, it was distributed to the Tunisian investors in the stock market, and by using the Multiple Correspondence analysis, the study focused to explain how behavioural finance can affect Tunisian stock market. It was determined that persons having a high level of education are subject to behavioural biases, and agents who invest amounts between 1, 000 and 20, 000 TND are most vulnerable to behavioural biases. In this study, the researchers found that the presence of stock market anomalies, a lack of investor behaviour rationality in the Tunisian stock market. They also concluded that subjective judgments and persistence of behavioural biases can give an explanation to the market inefficiency.

Qadri and Shabbir (2014) studied the impact of two biases, overconfidence and illusion of control, on the investor's decisions in the Islamabad stock exchange. Researchers has used questionnaire for data collection. The study found that over confidence and illusion of control bias have a lot of impact on investors' decision in ISE. The study also showed that Male are more overconfident than female and Investors do not focus much on fundamental or technical analysis while taking their decisions.

Raut and Das (2015) studied the psychological and social patterns merging with individual's capital market investing behaviour. Through the review of various studies they observed that social factors like herding, emotional contagion, imitation and information cascades along with psychological patterns like representativeness availability and anchoring heuristics are the basic key influencers that determine individual decisions. The study also highlighted the common decisional errors made by investors to help the investors and portfolio managers in making their choices keeping the deliberated behavioural biases in mind.

## **CONCLUSION:**

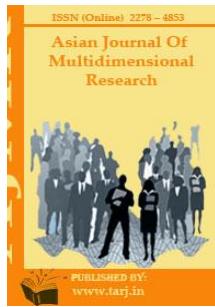
From the review of literature it is clear that there is a pattern in the shift of attention from the Efficient Market Hypothesis to Behavioural Finance. Though there is no concrete elucidation to the unpredictable human behaviour, numerous studies by the behaviorists have thrown light on the biases in Behavioural Finance. Different kinds of biases, like Anchoring bias, Mental Accounting bias, Confirmation Bias, Hindsight Bias, Gambler's Fallacy, Herd Behaviour, Over Confidence, Prospect Theory etc., affect the investment decisions.

While enlightening the different kind of biases, researchers have also tried to give guidelines to avoid being trapped by the investors' biases. Through the review of literature, it is found that Behavioural Finance cannot forecast the future earnings and the actual movements of the stock markets, but supporters the psychological biases which are repetitively found in decision making of individuals. If individuals are aware of the biases then only they can try to avoid them. Human psychology is really an ocean, depth of which cannot be measured accurately. But if individuals are aware of the biases, then they can become cautious before taking any irrational financial decisions.

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## **SOCIO-ECONOMIC STATUS OF DALITS IN ANDHRA PRADESH AND TELANGANA: AN ENQUIRY**

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### **ABSTRACT**

*The Dalits are considered not only impure in terms of their occupations, their very existence, their dwellings, their movements and even their fall of shadow creates a state of impurity among all the upper castes throughout the country. As a consequence, these castes have remained socially, economically, culturally and educationally backward for several centuries. Due to the inhuman and ruthless practice of untouchability by caste Hindus, dalits thought that unless they desert that exploitative order, there was no liberation for them. Then they started movement against the inhuman and antagonistic baseless caste system. The protest movements took strong roots in the nineteenth century, which is mostly concentrated on social issues than economic issues as social discrimination is most important. The movements, which were taken up related to the economic issues may not be neglesable, it also created awareness among the common people about the economic inequalities and the importance of land in the agrarian society. Keeping in the view of these mariganalised and vulnerable castes status, since Independence, several welfare programmes, progressive legislations and constitutional safeguards were enacted and implemented in India in favour of Scheduled Castes and Scheduled Tribes. But the vision of constitution and Indian democracy has not been realized even after 67 years of independence. In this context, in this paper an attempt has been made to analyses i) Socio-economic status of Dalits in Andhra Pradesh and Telangana with selected human development parameters ii) Dalit access to land in Andhra Pradesh and Telangana during post independence period iii) It also examines the implementation of landreforms and its impact on Dalits land ownership in Andhra Pradesh and Telangana. This paper is divided into two parts, first part analyses the status of Dalits with reference to population, demography, education and health. The second part analyses the land distribution pattern among*

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*different social groups and the implementation of landreforms with the help of primary data (case studies)*

**KEYWORDS:** *Dalits, Economic Inequality, Health, Education, Skewed Land Distribution, Landreforms*

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## **I. INTRODUCTION:**

The Scheduled Castes (SCs) are socially, economically and politically deprived and Scheduled Tribes (STs) are economically and politically deprived historically. As policy of Indian democracy to develop marginalized sections, the SCs and STs are explicitly recognized by the Indian Constitution. The National Planning Committee (NPC, 1937) made detailed recommendations on a whole range of social and economic issues particularly distribution, social justice and social welfare. Dr. B. R. Ambedkar also had a vision for socially and economically disadvantaged sections (APHDR, 2008). Keeping in the view of these mariganalised and vulnerable castes status, since Independence, several welfare programmes, progressive legislations and constitutional safeguards were enacted and implemented in India in favour of Scheduled Castes and Scheduled Tribes. But the vision of constitution and Indian democracy has not been realized even after 67 years of independence. Dalits comprises scheduled castes and scheduled tribe population. About three-fourths of the SCs live in rural areas where the main source of income is either cultivation of agricultural land (as self-employed farmer), wage labor or some type of non-farm wage of self-employment. As per 2011 census scheduled castes constitute 16.41% of the total population and scheduled tribes constitute 7 % of total population at Andhra Pradesh state level. 21.84% of SC population and 11.59% of ST population live in urban areas as against 66.57 percent of general population that is more than 78% of SC population and about 88.41% of ST population lives in rural areas as against 33.43 percent of general population. 55.32% of SC population and 42.79% of ST population are literates as against 59.77% of general population that is more than 44.68% of SC population and about 57.2 % of ST population are illiterates as against 40.23 % of general population. Further, major proportion of SC and ST population is landless agriculture labourers and under the clutches of poverty.

In this context, in this paper an attempt has been made to analyses i) Socio-economic status of Dalits in Andhra Pradesh and Telangana with selected human development parameters ii) Dalit access to land in Andhra Pradesh and Telangana during post independence period iii) It also examines the implementation of landreforms and its impact on Dalits land ownership in Andhra Pradesh and Telangana. This paper is divided into two parts, first part analyses the status of Dalits with reference to population, demography, education and health. The second part analyses the land distribution pattern among different social groups and the implementation of landreforms with the help of primary data (case studies)

### **I. Population Size and Growth:**

Dalits comprises of Scheduled Castes and Scheduled Tribes and they have sizable share in the total population of Andhra Pradesh and Telangana states. The data presented in the table 1 indicates that the SC population was increased from 4.9 million in 1961 to 13.9 million in 2011 and their share in total population also increased from 13.8% to 16.4% during the same period. ST population was increased from 1.3 million in 1961 to 5.9 million in 2011 and their share also increased significantly from 3.7% to 7% during the same period respectively. The SC population was spread over both the states but the ST population was concentrated mostly in the hill and forest areas of Srikakulam,

vizayanagaram, Vishakhapatnam, East Godavari and West Godavari of Andhra Pradesh, Khammam, Warangal and Adilabad Districts of Telangana state.

According to the 2001 Census the percentage of SC in the total population was highest in Nellore (22.5%) followed by Prakasam (21% cent) and Chittoor (18.7%) districts in the state of Andhra Pradesh. Kadapa is the district with the lowest percentage of ST, (2.4%) and Vishakhapatnam (14.55%) has the highest in the Andhra Pradesh state. In the case of Telangana State highest SC population was registered in Karimnagar(18.62%) followed by Adilabad(18.54%) and Nalgonda(17.73%) and highest ST population was registered with khammam(26.47%) followed by Adilabad(16.74%) and Warangal(14.10%) respectively. The share of SC/ST together was highest in Khammam(43%) of Telangana and Nellore(31.1%) in the case of Andhra Pradesh. The share of SC/ST was lowest in Hyderabad (8.9%) of Telangana and Srikakulam (15.0%) of Andhra Pradesh.

If you observe the population growth among the social groups across the both telugu speaking states, in the case of Andhra Pradesh the highest SC population growth was registered in Guntur (3.62%) followed by Vishakhapatnam(2.83%) and Krishna(1.99%) whereas highest ST population was registered in Kadapa(2.63%) followed by Kurnool (2.13%) and Chittoor(2.02%) during 1961 to 2001 census period respectively. The growth of SC population in Telangana state was highest in Adilabad(1.80%) followed by Khamma(1.71%) and Rangareddy(1.70%) and ST population was registered highest growth in Medak(3.57%) followed by Nizamabad(3.245%) and Rangareddy(2.98%) during 1961 to 2001 census period respectively

**TABLE 1: POPULATION SIZE AMONG THE SOCIAL GROUPS IN AP AND TELANGANA**

Year	Andhra Pradesh and Telangana					India (%)	
	Population (in MT)			Percentage in Total Population		SC	ST
	SC	ST	All	SC	ST		
1961	4.9	1.3	35.9	13.8	3.7	14.7	6.9
1971	5.8	1.6	43.5	13.3	3.8	14.6	6.9
1981	7.9	3.1	53.5	14.9	5.9	15.8	7.8
1991	10.6	4.2	66.5	15.9	6.3	16.5	8.1
2001	12.3	5.0	76.2	16.2	6.6	16.2	8.2
2011	13.9	5.9	84.5	16.4	7.0	16.6	8.6

As per the 2011 census, Andhra Pradesh accounts for about 6.9% of total population of SCs, and 6.0% of the total STs in India. As compared to all-India, the percentage of SCs in the total population (16.4%) was marginally lower than the all India (16.6%), while ST population was nearly 1.5 percentages lower than all India (8.6%). The share of the state with respect to the population of the country India had declined. Although proportion of the SC/ST population has increased over time in the state as well as all-India, rate of increase in the state seems to be relatively lower than all-India average.

The population of all social groups in Andhra Pradesh and Telangana was increasing in absolute terms; however the growth of population among all the social groups was declining during 1961 to 2001. It is important to note that though the growth of population is declining across social groups but the rate of growth of population among STs followed by SCs is relatively higher than that of the other social group population. As a result the share of these social groups in the total population of



the state has shown a marginal increase over a period. Since these two disadvantaged and marginalized communities have registered sizable share in the states population, unless development potential of these population groups are unleashed overall development of the state may not be realized. Thus, a special concentration is needed for the development of these disadvantaged groups.

## II. Literacy and schooling among the social groups:

Education is a universal right and not a privilege meant for some classes of society. The Indian Constitution and many later policy resolutions have stressed universal access to education and enrolment of children in school-going age irrespective of class and caste. Nevertheless, there is no equal access to education across social groups. In the state as well as in India, the SC and ST are the most backward in terms of education.

Across social groups, there was a similar progress in literacy rate especially SC and ST communities in the state. For SCs it increased from 8.5% to 31.6% between 1961 and 1991 and to 53.5% during 1991-2001. For STs the literacy rate was merely 4.4% in 1961; it increased to 17.2% in 1991 and to 37.1% in 2001. But there huge differences in literacy rate between social groups. Till 1991 the literacy rate of STs was less than one-third of the all community average in the state. The gap between the literacy levels of SC/ST and the state average increased till 1991 and subsequently it narrowed down to some extent. The rate of achievement in terms of literacy levels was higher for the STs and SCs when compared to the state average during 1991-01. However, about half the SCs and two-thirds of the STs are still continuing as illiterates.

**TABLE2: LITERACY LEVELS BY SOCIAL GROUPS IN AP AND TELANGANA**

Year	SC			ST			All		
	Male	Female	Total	Male	Female	Total	Male	Female	Total
1961	13.4	3.4	8.5	7.3	1.5	4.4	30.2	12.0	21.2
1971	15.9	5.3	10.7	8.5	2.1	5.3	33.2	15.8	24.6
1981	24.8	10.3	17.7	12.0	3.5	7.8	39.3	20.4	29.9
1991	34.4	20.9	31.6	20.1	8.7	17.2	55.1	32.7	44.1
2001	63.5	43.4	53.5	47.7	26.1	37.1	70.3	50.4	60.5

The recent trends of literacy performance of different social groups is not yet available with the census based data. Thus, NSSO data has been used and it is presented in the table. The data presented in the table is also indicates that the gap between SC/STs and others is high in the case of literacy. About 50% of SC and ST population are registered as illiterates.

**TABLE 3: LITERACY RATE (%) BY SOCIAL GROUP IN AP AND TELANGANA (2004-05 & 2009-10)**

Social category	AP and Telangana		India	
	2004-05	2009-10	2004-05	2009-10
SC	51.1	56.7	58.2	65.7
ST	44.5	50.0	53.1	63.4
OBC	55.0	63.8	65.6	72.3
Others	70.9	77.3	79.0	82.7
All	58.3	65.4	67.3	73.4

*NSS Report No. 543: Employment and unemployment situation among social groups in India*

*NSS Report No. 516: Employment and unemployment situation among social groups in India, 2004-05*

The literacy levels among urban adults are uniformly higher than in rural Andhra Pradesh among all the social categories. The all-India level of adult literacy was uniformly higher than in Andhra Pradesh across all social categories in both rural and urban areas. The increase in literacy for all-India had also been uniformly higher than in Andhra Pradesh between 1993-94 and 2004-05 across all the social groups in both rural and urban areas except for ST in the urban areas

Improving their human capital base through education among these backward communities could be one of mechanism that helps in breaking the fetter of their backwardness. However, low levels of education among the socially backward communities also perpetuating their historical backwardness. It is very clear from the fact that the percentage of adult population who completed primary and above levels of education is less than one-fourth of its population among STs

The analysis based on NSS data with respect to the illiteracy among adults across different social groups (ST, SC and OBC) presents more recent trends. The level of illiteracy is very high among female adults belonging to ST, SC and OBC in rural Andhra Pradesh. In rural areas the illiteracy rate ranged from 86.3 per cent for ST to 71.6 per cent for OBC in 2004-05. For 'other' (OTH) category female adults, the illiteracy rate in 2004-05 was about 40.6 percent. The decline in illiteracy and the improvement in literacy among ST and SC female adults between 1993-94 and 2004-05 (OBC during 1999-00 to 2004-05) in rural Andhra Pradesh were far from satisfactory as compared to the improvement among OTH female adults in rural Andhra Pradesh. Though the level of literacy among male adults in rural Andhra Pradesh was better when compared to female adults, illiteracy was very high, particularly among ST and SC male adults, even in 2004-05. The progress in literacy among ST and SC male adults from 1993-94 to 2004-05 (OBC between 1999-00 and 2004-05) in rural Andhra Pradesh was also much less than the progress among OTH male adults in rural Andhra Pradesh.

When compared across social groups the achievement of STs is less than the half of that achieved by the 'other' community. Similarly is the case for SCs, although it is relatively better than that of STs. The same pattern can be observed at any level of education. Moreover, if one looks into the rate of improvement between 2004-05 and 2009-10, it is observed across social groups. But rate of improvement among SC/ST is not so different (higher) than that of the 'other' community. One would expect that the higher rate of improvement among these (SC/ST) communities facilitates the catch up with the 'other' community. In the absence of it, the group inequalities in this respect will continue.

**TABLE: PERCENTAGE OF ADULT POPULATION (15+ AGE) ACROSS SOCIAL GROUPS IN ANDHRA PRADESH BY LEVEL OF EDUCATION**

Social Group	61 <sup>st</sup> round(2004-05)					66 <sup>th</sup> round (2009-10)				
	SC	ST	OBC	Others	All	SC	ST	OBC	Others	All
Literates	42.4	30.0	46.7	66.4	50.8	48.1	41.0	57.1	74.0	59.3
Below Primary	1.4	2.2	1.7	1.8	1.7	0.4	0.1	0.6	0.4	0.5
Primary & above	34.5	22.8	37.5	56.9	41.9	40.5	31.9	47.0	66.8	50.6
Middle & above	25.9	17.3	27.7	43.6	31.5	31.8	25.3	36.6	56.2	40.7
Secondary & above	15.4	12.9	17.1	30.6	20.6	21.1	17.5	24.5	42.8	28.7

Postsecondary	2.8	3.1	3.5	8.4	4.8	10.2	9.0	12.7	25.4	15.6
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Source: NSS Report No. 543: Employment and unemployment situation among social groups in India

NSS Report No. 516: Employment and unemployment situation among social groups in India, 2004-05

### School attending children among social groups:

As in the case of literacy, there is also a significant disparity across social groups in respect of children at school. The percentage of children in the 5-14 age group attending school was relatively lower among SC/ST than the 'other' communities (Table 10.3). Many children belonging to these marginalized communities especially ST, are out of school and some are even engaged in economic activities. According to NSSO estimates, the percentage of children in the age group 5-14 years attending schools during 2004-05 in ST, SC, OBC and Others communities were 80.4, 86.6, 86.3 and 89.9 respectively in rural areas and 94.3, 90.0, 89.5 and 92.7 respectively in the urban areas of A.P. Gender disparities (i.e., difference between male and female) in school attendance rate across these communities were 22.6, 11.1 and 7.5 respectively for ST, SC and other communities

The incidence of educational deprivation (i.e. percentage of children who remained out of school) is higher among children belonging to ST and SC communities when compared to 'others'(Table 10.3). Between the SC and ST, the ST children are the most deprived. This is corroborated even by enrolment figures provided by the Education Department (usually suspected of being inflated) and poor enrolment and high drop-out rates were highest among ST children followed by SC and 'others

**TABLE: PERCENTAGE OF OUT OF SCHOOL CHILDREN ACROSS SOCIAL GROUPS IN AP AND TELANGANA**

Year	SC			ST			Others		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1981	68.1	41.1	63.8	82.2	56.3	80.6	63.8	38.2	57.3
1991	64.4	39.0	59.8	76.0	51.7	73.9	53.0	32.5	46.9
2001	24.2	17.8	23.1	36.8	25.3	35.9	21.9	16.9	20.4

**TABLE : PERCENTAGE OF CHILDREN(5-14) ATTENDING SCHOOL IN ANDHRA PRADESH AND TELANGANA**

Social Category	61 <sup>st</sup> round(2004-05)			66 <sup>th</sup> round(2009-10)		
	Andhra Pradesh and Telangana					
	Rural	Urban	Total	Rural	Urban	Total
SC	86.6	90.0	87.2	94.6	93.4	94.4
ST	80.4	94.4	82.2	80.6	95.2	82.0
OBC	86.3	89.5	87.0	94.7	96.7	95.3
Others	89.9	92.7	91.0	96.0	95.3	95.7
All	86.5	91.1	87.6	93.9	95.7	94.4
	India					
SC	77.5	82.2	78.3	84.2	89.4	85.2
ST	72.6	86.5	73.8	81.4	84.9	81.7

<b>OBC</b>	<b>80.5</b>	<b>88.0</b>	<b>82.0</b>	<b>86.3</b>	<b>90.5</b>	<b>87.2</b>
<b>Others</b>	<b>86.0</b>	<b>91.4</b>	<b>87.8</b>	<b>88.9</b>	<b>92.9</b>	<b>90.3</b>
<b>All</b>	<b>80.3</b>	<b>88.5</b>	<b>82.1</b>	<b>85.9</b>	<b>91.1</b>	<b>87.1</b>

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**TABLE: PERCENTAGE OF CHILDREN ATTENDING (5-14) PRIVATE AND PUBLIC SCHOOLS ACROSS SOCIAL GROUP**

Social Group	public		private	
	61 <sup>st</sup> round	66 <sup>th</sup> round	61 <sup>st</sup> round	66 <sup>th</sup> round
SC	85.9	75.5	14.1	24.5
ST	85.8	87.5	14.2	12.5
OBC	73.5	67.6	26.3	32.4
Others	52.2	45.3	47.8	54.7
All	71.1	64.8	28.9	35.2

*NSS Report No. 543: Employment and unemployment situation among social groups in India*

*NSS Report No. 516: Employment and unemployment situation among social groups in India, 2004-05*

The percentage of children in the 5-14 age group attending school was relatively lower among the SC/ST than the 'other' communities. Many children belonging to these marginalized communities especially ST, were out of school and some were even engaged in economic activities. In fact, incidence of child labour was the highest among ST children. The incidence of educational deprivation (i.e. percentage of children who remained out of school) was higher among children belonging ST and SC when compared to 'others'. Between the SC and ST, the ST children were more deprived. This is corroborated even by enrolment figures provided by the Education Department (usually suspected of being inflated) and poor enrolment and high drop-out rates were highest among ST children followed by SC and 'others'. According to the Census 2001, about 23.1% of SC and 35.9% of ST children in the age group 5-14 years were not attending school in the state.

It means that they were deprived of basic right to education. When examined the experiences of these social groups with respect their performance in child schooling - attendance rate, the other positive dimension of the educational deprivation - the recent estimate<sup>2</sup> based on NSS, indicates that the performance of the state is relatively better among the major Indian states. It is not only in terms of the state average of all social groups but also across social groups. Estimates shows that current attendance rate among children (5-14 years age group) during 2009-10 was 82.0%, 94.4%, 95.4% and 95.7% respectively among ST, SC, OBC and Other communities in the state (Figure 3.2a). Between 2004-05 and 2009-10 all social groups have shown an improvement in the school attendance rate. But ST community has not shown any progress during the period. Moreover, the attendance rate (5-14 age group) in Andhra Pradesh is higher than the national average across social groups except STs (Figure 3.2a&b). The national average for STs is carried away by the exceptional performance of tribal communities in North-Eastern states.

On the whole one can say that although ST and SC social groups are improving their literacy levels over time, they continued to be lagging behind the other social groups. These groups are not able to

outperform the 'other' social groups in order to catch up and hence the huge gap between these social groups continued to persist. Moreover the pattern of child schooling indicate the differentiation between social groups in rate improvement and quality of education associated with private and public schools. Most of school going children belonging to SC/ST communities are studying in public schools. The perceived low quality of education associated with inadequate infrastructure and human and financial resource in public schools have implications in their adult life; it may perpetuate the group inequality.

## II. Health status among social groups:

Health status is measured by indicators such as mortality, morbidity, immunization of children and pregnant women and their nutrition levels. The estimates for all these indicators indicate that ST and the SC lag behind other communities. Mortality as measured by the crude death rate is marginally higher among the SC and ST. Infant mortality rate (IMR), which is an important indicator in the human development perspective, is highest among the ST (104) followed by SC (97). The great difference between ST/SC and the others in terms of IMR indicates the difference in development across these communities.

The nutritional status of women is critical for their own health as well as the health of children. There are different indicators to measure the nutritional status of women. For instance, the height of an adult woman also reflects the level of nutrition during childhood and adolescence. And the height of a woman often indicates the level of risk of difficulty in childbirth and delivering a baby with low birth weight. Current diet also influences nutritional status. Women from scheduled tribes/castes have a relatively poor diet that is deficient in fruits and green, leafy vegetables. Although there is no significant difference in terms of the mean height of the women, the percentage of women below 145 cm is highest among women belonging to scheduled castes. The body mass index (BMI) which is a measure of weight to height is used to assess thinness or obesity. A BMI less than 18.5 indicates chronic energy deficiency in a woman. The mean BMI for SC/ST women is the lowest and the percentage of women whose BMI is below 18.5 is the highest among SC and ST

**TABLE: SELECTED HEALTH PARAMETERS ACROSS SOCIAL GROUP IN ANDHRA PRADESH**

Indicators	NFHS II				NFHS III			
	SC	ST	Others	Total	SC	ST	Others	Total
<b>TFR</b>	2.51	2.75	2.00	2.25	1.80	2.50	1.54	1.79
<b>IMR</b>	95	104	47	71	66	78	36	53
<b>Family Planning</b>	52.2	48.5	63.6	59.6	65.6	62.8	69.0	67.6
<b>Vitamin A</b>	14.4	4.8	19.2	14.0	23.2	15.5	18.0	20.0
<b>Immunization</b>	60.7	-	62.3	58.7	80.0	-	96.7	93.2
<b>NO ANC checkup</b>	8.1	25.9	2.9	7.3	5.0	14.6	0.0	4.1
<b>Delivery at home</b>	32.7	62.4	13.1	25.4	14.1	57.9	12.8	19.9
<b>HW visit</b>	22.8	26.4	12.1	17.4	-	-	-	-
<i>Nutritional Status of Ever-married women aged 15-49</i>								
<b>Mean height(cm)</b>	149.9	151.3	152.3	151.2	151.1	151.1	153.1	151.7
<b>%&lt;145cm</b>	16.7	9.4	9.1	12.7	18.9	12.0	8.1	12.4
<b>Mean BMI</b>	19.4	19.1	21.7	20.3	19.5	20.4	22.2	20.9
<b>%BMI&lt;18.5</b>	44.8	44.2	26.9	37.4	42.6	36.8	22.4	33.1



<b>% with Anaemia</b>	56.0	48.6	47.9	49.8	64.9	67.9	58.0	62.9
<b>Nutritional Status of Children aged under 3 years</b>								
<b>Weight for age</b>								
<b>% below-3SD</b>	14.2	7.5	4.8	10.3	7.9	14.9	5.3	8.9
<b>%below-2SD</b>	43.4	45.9	29.7	37.7	30.8	51.6	21.8	29.7
<b>Height for age</b>								
<b>%below-3SD</b>	20.7	18.5	10.1	14.2	7.9	14.9	5.3	8.9
<b>% below-2SD</b>	44.6	49.4	32.3	38.6	42.3	50.4	28.4	38.5
<b>%with Anaemia</b>	79.6	68.2	69.7	72.3	76.0	89.6	75.7	79.6

*Source: NFHS Report*

Anaemia is another indicator of nutritional status and it usually results from a deficiency of iron, vitamin B or other nutrients. Iron deficiency is the most widespread form of malnutrition in the world and in India and in Andhra Pradesh it affects about 50 per cent of the population. Across social groups in the state, anaemia was highest among SC women (56 percent). The severe form of anaemia was highest among ST women (3.2 per cent) and SC women (2.6) in the state

The nutrition status of children, an important aspect of their health and well-being, is expressed in standard deviation units (z-scores) from the median. Children who are under 3 years of age and below 2SD are considered to be undernourished and those below 3SD are considered to be severely undernourished. While weight for age is a composite measure of both chronic and acute under-nutrition, height for age measures linear growth retardation. Across social groups in Andhra Pradesh, the percentage of children characterized as undernourished was higher among the ST community followed by SC when compared with the 'other' children. Severity of under-nutrition was higher among SC children.

Chronic under-nutrition generally results from a failure to receive adequate nutrition over a long period of time or from chronic or recurrent diarrhea. Moreover, under-nutrition among children is strongly associated with their mothers' nutritional status and is more common in children whose mothers' height is less than 145 cm and body mass index (BMI) is below 18.5. Ultimately it is strongly related to the living standards at the household level and children of households with a low standard of living are more likely to be undernourished than children of households with a high standard of living. The other indicator of the health status of the population is access/utilisation of health care services; for this the indicators used are: immunization of children and pregnant women and attention received at the time of delivery. For nearly 62 per cent of ST women and 33 per cent of SC women, child delivery took place at home.

The National Health Policy (1983) gives top priority to providing health services to people residing in tribal, hilly and backward areas as well as to the population affected by endemic diseases and vulnerable sections of society. Therefore, in order to provide better health care to Scheduled Castes and Tribes, the norms for population coverage were relaxed. This is further supported by implementation of programmes like the control of communicable and other diseases and especially undertaking research on diseases to which Scheduled Tribes/ Scheduled Castes are generally prone. Mobile dispensaries and camps organised wherever feasible are catering to their needs at their doorsteps

Information on health care facilities is available by SC village, ST village and all villages, but not on whether these facilities are located in their settlements. This is important for most SC and ST typically live in separate settlements adjacent to the main villages dominantly inhabited by non-



ST/SC population. The information available, however, indicates that the SC and ST are at a disadvantageous position in terms of health care facilities

The recent National Rural Health Mission (NRHM) launched in 2005 to provide accessible, affordable and accountable quality health services to the poorest households in the remotest rural regions. Although the mission is getting implemented in Andhra Pradesh it is not one of those 18 focused states<sup>4</sup> in India that are considered as poor performers in health indicators and health infrastructure.

The Arogyasri health insurance scheme, the most popular scheme in India, implemented in Andhra Pradesh has in fact has improved the sick-poor access to and reduced the economic burden of tertiary health care but it came at the cost of public health care at primary and secondary levels that addresses the larger and wide spread disease burden than that of the tertiary cases (Prasad and Raghavendra, 2012). Although the sick-poor belonging to SC/ST are benefiting from the scheme, the implication of getting neglect of public health at the primary and secondary levels is that it adversely affect these groups concentrated in rural and remote areas.

#### IV. Basic amenities among social groups:

Access to basic infrastructure such as education and health services available at the village level and household amenities such as drinking water, sanitation, and electricity is quite poor for ST and SC. In nine per cent of the total twenty six thousand villages in Andhra Pradesh, the entire population was ST. About 20 percent of the villages were predominantly (i.e. 50% or more) inhabited by ST and another 3% by the SC. Together, these 23% villages account for about 7.2% of the total rural population in the state. About 5% of the total SC and about 45% of ST population in rural Andhra Pradesh were located in villages which were predominantly inhabited by SC and ST

**TABLE: ACCESS TO BASIC INFRASTRUCTURE IN A P: PERCENTAGE OF VILLAGES PREDOMINANTLY INHABITED BY SC AND ST, HAVING FACILITY – 2001**

S.No	Facility	SC	ST	Others	All
1	Education	93.3	80.5	98.0	94.4
2	Medical	34.3	51.9	63.9	60.6
3	Tap Water	44.4	8.4	60.1	49.4
4	Post Office	28.4	14.5	62.4	51.9
5	Phone Connection	39.0	8.5	59.0	48.4
6	Transportation	68.7	26.3	84.0	72.2
7	Road Connection	72.0	33.0	81.5	71.6
8	Electricity	100	100	100	100

The availability of basic infrastructure and access to facilities in these villages was comparatively poor when compared to the 'other' villages (Table 7.3) and the people living in these villages, mostly SC and ST, were more deprived of basic infrastructure. STs were worse affected than the SCs, and the situation was very bad in ST villages. About 90% did not have tap water, while 67% were without a road connection and 73% without any transportation facility. People living in these ST villages were not connected with the outside world, as there were no proper roads or transportation. Medical services were not available in about 50% of ST villages in A.P. ST and SC were also disadvantaged in terms of household amenities (Table 7.4). Though every village and town in the state was electrified, about 32.6% of households did not have electricity connection in 2001. The percentage of households without electricity was highest among ST (64.6%) followed by SC (50.5%), and was higher in rural areas than in urban areas across social groups.

**TABLE: PERCENTAGE OF HOUSEHOLDS WITHOUT SELECTED BASIC AMENITIES  
IN AP 2001**

S.No	Facility	SC			ST			All		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
1	No Electricity	56.6	20.6	50.5	69.5	26.1	64.6	40.3	10.0	32.8
2	No toilet	89.8	37.2	80.9	93.9	37.4	87.4	81.9	21.9	67.0
3	No tap Water	58.9	29.2	53.8	80.8	37.7	75.9	59.7	28.1	51.9
4	One or none dwelling rooms	64.8	49.3	62.1	67.4	51.9	65.6	55.5	36.9	50.9
5	No drainage	62.8	25.8	56.5	75.2	31.4	70.2	58.6	17.7	48.4
6	No bathroom	14.2	63.2	22.5	8.4	60.3	14.3	27.1	78.5	39.8
7	Traditional fuel	93.6	49.3	86.1	96.8	50.4	91.5	87.3	31.4	73.5
8	None of the specified assets	64.8	35.9	59.9	69.6	37.5	66.0	53.2	24.0	45.9

More than 60% of the ST and SC households lived in a single room and about 3 to 4% did not have even that single room. Access to safe drinking water is extremely important for better health and higher human development. But, 52% of the households in general and about 76% and 54% of ST and SC households did not have tap water (safe drinking water). The situation with regard to access to other basic facilities was equally bad. On the whole, deprivation in terms of not having access to basic household amenities was in general higher and more severe for ST and SC.

#### **V. Economic development status of Dalits:**

##### **Occupational distribution among different Social Groups:**

The changes in the occupational distribution during 1971-2011 at Andhra Pradesh state level for different social groups could be seen from the table 8. It is evident from the table that during 1971 to 1981 there was an increase in the percentage of SC workers as cultivators from 14.66% to 17.41% while percentage of SC agricultural labourers declined from 73.04% to 68.24%. In case of general workers the percentage of cultivators declined from 34.43% to 32.73% percentage of agricultural labourers also declined from 38.24% to 36.78% during the same period. Regarding the non-farming workers it increased from 12.3% to 14.35% in case of SC workers while it increased from 27.3% to 30.49% in case of general workers. Thus there is some marginal improvement in the SC workers as cultivators and also non-farming workers. This indicates some upward mobility of SC workers also. This may be attributed to redistribution of wasteland and surplus land under 20-point programme in 1970s (Nancharaiyah, 2000).

It is important to note that during 1981-2011 the percentage of cultivators in all the categories has declined and percentage of non-farm works increased significantly. Land owned by the dominant cultivating castes had declined because they were moving out of rural areas and agricultural activities to the urban areas and the non-agricultural activities. Further, the data explains that despite

land redistribution in several phases most of the dalits retained as landless agricultural labourers. Thus, there is a need to examine the implementation of landreforms and ascertain the reasons for its poor implementation in detail.

**TABLE: 8 OCCUPATIONAL DISTRIBUTIONS AT ANDHRA PRADESH STATE LEVEL**

Category	Percentage in total main workers of scs				Percentage in total main workers of sts				Percentage in total main workers general population			
	1971	1981	2001	2011	1971	1981	2001	2011	1971	1981	2001	2011
Cultivators	14.66	17.41	11.59	7.94	37.05	43.21	41.01	29.70	32.45	32.73	25.47	18.42
Ag.Labourers	73.04	68.24	64.21	64.35	50.40	43.72	41.86	52.75	38.24	36.78	33.83	39.96
Non-farming workers	12.3	14.35	24.20	27.71	12.55	13.07	17.13	17.55	29.31	30.49	40.30	41.62

Source: Statistical Abstract of Andhra Pradesh, 1971, 1981, 1991, 2001, 2011

It is also observed that there are considerable variations across social groups in work participation rates wherein. It is the highest among the ST community and the lowest is among the 'other' community (Table 5.2a). The high work participation is not necessarily due to demand, it could be that out of economic necessity as many family members including the children had to participate in work for their effort to meet their family subsistence.

The incidence of child labour (among 5 to 14 years age group) has been highest among the STs followed by SCs. There was a sharp decline in incidence of children during the last three decades. However, the incidence of child labour among ST children increased between 1983 and 1993-94 and thereafter it began to decline and reached its lowest to 5.5% in 2009-10. The effort of state and community level interventions in reducing the incidence of child labour and increasing the enrolment of children in schools are noteworthy. Yet, considerable proportions (5.5%) of children of ST community are working.

The work participation rate of SCs, defined as the percentage of SC population participating in the work of total scheduled caste population is 51% and that of STs is 54% as against 46percent among general population in 2011. This may happen due to the high participation rate among SC (46.7%) and ST (50.65%) women. It is also to be noted that as per 2011 census 82.18% of SC main workers and 79.98% of ST main workers depend on primary sector only 58 percent of general workers depend upon primary sector. More than 64% of SC main workers and about 53 % of ST main workers were reported as agricultural labour as against only 39.96 percent among general workers (Statistical Abstract of Andhra Pradesh, 2013). With the high dependency of SC/ST on agriculture, let us examine the landholding situation and occupational distribution of Dalits at Andhra Pradesh state level

**TABLE: WORK PARTICIPATION RATE ACROSS SOCIAL GROUPS**

Social Category	Rural				Urban				Total			
	SC	ST	Others	all	SC	ST	Others	all	SC	ST	Others	all
1983	58.3	59.9	52.2	53.9	34.9	39.9	34.7	34.9	55.0	57.6	47.6	49.4
1993-94	59.6	65.9	56.0	57.5	39.0	44.7	37.2	37.6	56.9	63.8	50.3	52.3
2004-05	55.7	55.0	54.0	54.4	37.6	32.8	39.7	39.2	52.3	52	49.9	50.5
2009-10	54.1	57.9	47.1	52.1	39.2	41.8	33.1	36.4	51.1	56.5	41.2	47.6

Source: Various rounds of NSSO report

Income poverty is only one of the multiple deprivations that the SC and ST have suffered continuously, even after nearly six decades of development planning. Across social groups, the percentage of population living below the poverty line is significant and it is the highest among the ST and SC communities when compared to the rest.

The estimates of mean consumption expenditure using NSS Consumption Expenditure Survey data clearly indicate differences in the level of consumption expenditure across social groups, and how far SC/STs lagging behind when compared to the 'others' category social group (Table 7.1). Moreover the gap in terms of mean consumption expenditure between these SC and ST communities and the 'others' are increasing over a period of time, which indicates increasing economic inequalities across social groups.

#### VI. Income Poverty among different Social Groups:

**TABLE: POVERTY LEVELS AMONG DIFFERENT SOCIAL GROUPS**

Social Category	Rural				Urban			
	SC	ST	Others	All	SC	ST	Others	All
1993-94	64.4	58.4	42.4	48.1	45.5	43.9	34	35.2
2004-05	41.8	60.3	16.1	32.3	35.0	50.1	16.5	23.4
2009-10	25.7	40.2	10.3	22.7	19.8	21.2	14.7	17.7

*Source: Various NSSO Reports*

**TABLE: AVERAGE MONTHLY PER CAPITA CONSUMPTION EXPENDITURE ACROSS SOCIAL GROUPS**

Social Category	Rural				Urban			
	SC	ST	Others	All	SC	ST	Others	All
1983	131	129	159	156	131	129	159	156
1993-94	230	263	308	289	347	358	416	409
2004-05	495	431	722	586	829	698	1245	1019
2009-10	962	753	1313	1020	1647	1776	2322	1982

*Source: Various NSSO Reports*

The head count ratio of poverty measured using NSS Consumption Expenditure Survey data also shows that the percentage of poor was much higher among the SC/ST community and lower among the 'others', indicating wide disparities across social groups in the state (Table 7.2). Moreover, the disparity in terms of level of poverty has increased especially between ST and 'others' category. Although, the overall poverty ratio and the ratio among SC and the other social groups had declined, the head count ratio of poverty (HCR) among STs in both the rural and urban areas had increased from between 1993-94 and 2004-05 and but the recent estimate show a sharp decline (between 2004-05 and 2009-10) in poverty ratio among the STs. Most of the increase/decrease in the poverty ratio among STs was due to the increase/decrease of poverty ratio among agricultural laborers belonging to ST community. It indicates the failure of state policy in targeting initiatives and programmes to marginalized sections like ST and SC. Otherwise it would have been seen a further decline in poverty.

### **Land Distribution Pattern at Andhra Pradesh State Level**

Let us examine the land distribution pattern of Andhra Pradesh state level since 1970-71 to 2010-11 with respect of operational holdings. It could be seen from the table that the marginal holdings constitute 46.6% of total operational holdings but control only 9.3% of total operated area in 1976-77. Small holdings constitute 20.3% of total holdings but control 12.8% of total operated area. Marginal and small together constitute nearly 67% of total holdings but control only 22% of operated area in 1976-77. On the other hand, medium and large holdings together constitute about 15% of total operational holdings but control more than 56% of total operated area during the same period. This indicates that the distribution of land was skewed in 1976-77. By 2010-11 there was a tremendous increase in the number of marginal holdings. Their percentage share in total holdings increased to about 64% but area operated under their control increased to only 26% of total operated area. On the other hand, the number of medium and large holdings declined to 3.2% of total operational holdings but control nearly 19% of total area. If we take large holdings alone their share is only 0.27% of total holdings but control nearly 3.87% of total operated area in 2010-11. This clearly indicates that although the number of medium and large holdings declined, area under their control has not been declined proportionately. On the other hand number of marginal holdings increased from 46.6% to 64% but the operated area under their control was only 26% of total operated area in 2010-11. This implies that in the post-independence period inequalities in the distribution of land has increased despite land reform.

The gini-coefficient ratios of operational holdings and ownership holdings presented in the table2 also corroborated the same as the land distribution pattern in the Andhra Pradesh is skewed. The increase in the marginal holdings may be attributed to population explosion and also to redistribution of small pieces of surplus land and waste land to the weaker sections. But medium and large farmers could retain large size of holdings as land reforms were not properly implemented. More than this, during the post-independence period land has passed from rentier class to owner cultivated classes, but not to the landless poor (G. Nancharaiyah, 1988, E.Krishna Rao, 2003, VenkataSubbaiah, 2004 ).

**TABLE: OPERATIONAL HOLDINGS AND OPERATED AREA BY DIFFERENT SIZE GROUPS IN ANDHRA PRADESH STATE LEVEL, 1976-77 TO 2010-11(NOS IN LAKHS, AREA IN LAKH HECT)**

Size group	1976-77		1980-81		1990-91		2000-01		2005-06		2010-11	
	Nos	Area	Nos	Area	Nos	Area	Nos	Area	Nos	Area	Nos	Area
<b>Marginal</b>	28.69 (46.6)	13.36 (9.3)	38.04 (51.6)	18.86 (13.1)	52.11 (56.1)	23.69 (16.4)	70.2 (60.9)	31.0 (21.6)	74.18 (61.58)	32.87 (22.68)	84.25 (63.94)	37.27 (26.08)
<b>Small</b>	12.52 (20.3)	18.36 (12.8)	15.91 (21.6)	24.12 (16.8)	19.72 (21.2)	28.26 (19.5)	25.2 (21.8)	35.6 (24.7)	26.39 (21.91)	37.30 (25.74)	29.18 (22.15)	41.19 (28.82)
<b>Semi-medium</b>	10.72 (17.4)	29.93 (20.8)	11.74 (16.0)	32.61 (22.7)	13.45 (14.5)	36.4 (25.2)	14.2 (12.3)	37.9 (26.4)	14.44 (11.98)	38.35 (26.46)	14.01 (10.62)	36.85 (25.78)
<b>Medium</b>	7.53 (12.2)	46.47 (32.3)	6.46 (8.8)	39.79 (27.8)	6.44 (6.93)	37.77 (26.1)	5.0 (4.4)	28.5 (19.9)	4.87 (4.04)	27.59 (19.04)	3.97 (3.02)	22.09 (15.45)
<b>Large</b>	2.09 (3.4)	35.68 (24.8)	1.55 (2.10)	27.95 (19.5)	1.18 (1.27)	18.48 (12.8)	0.7 (0.6)	10.8 (7.5)	0.56 (0.5)	8.78 (6.05)	0.35 (0.27)	5.52 (3.87)
<b>All</b>	61.55 (100)	143.8 (100)	73.7 (100)	143.33 (100)	92.9 (100)	144.6 (100)	115.3 (100)	143.9 (100)	120.4 (100)	144.8 (100)	131.75 (100)	142.93 (100)

Source: Report on Agricultural Census of Andhra Pradesh, 2013, Note: figures in parenthesis indicates the percentage

**TABLE: GINI- COEFFICIENT OF OPERATIONAL AND OWNERSHIP HOLDINGS**

Year	Operational holdings*	Year	Operational holdings**	Ownership holdings**
1976-77	0.572	1970-71	0.603	0.73
1980-81	0.552	1981-82	0.599	0.74
1986-87	0.545	1991-92	0.576	0.72
1990-91	0.528			
1995-96	0.498			
2000-01	0.486			
2005-06	0.479			
2010-11	0.451			

Source: table 1.1 & NSSO report 1992, Note: \* As per Agricultural census data, \*\* As per NSSO data

### **Land Distribution Pattern among to Dalits:**

Table 3 explains the operational holdings and area operated by different social groups from 1976-77 to 2010-11 at Andhra Pradesh state level. In 1976-77 SC households constituted about 13.4% of total holdings but control only 6.9% of the area, while others constitute about 80.3% of total holdings but control 87% of total operated area. By 2010-11 the percentage of SC holdings declined to about 11.05% and their controlling area share slightly increased to 7.69%. While the percentage of others' holdings retains the same i.e. 80.91% and their operated area share slightly declined to 83.95% of total operated area. In 1976-77, ST operational holdings constitute 6.3% of total holdings and control 6.2% of total operated area. By 2010-11 their holdings increased 8.04% while their share in area also increased to 8.36%. The position of ST households in terms of operational holdings is better than SC households at Andhra Pradesh state level.

**TABLE 3: PERCENTAGE DISTRIBUTION OF OPERATIONAL HOLDINGS AND OPERATED AREA OF DIFFERENT SOCIAL GROUPS IN AP**

Category	1976-77		1980-81		1990-91		1995-96		2000-01		2005-06		2010-11	
	Nos	Area	Nos	Area	Nos	Area	Nos	Area	Nos	Area	Nos	Area	Nos	Area
S.C	13.4	6.9	12.6	6.9	12.73	7.48	12.12	7.42	11.85	7.86	11.80	7.84	11.05	7.69
S.T	6.3	6.2	6.4	6.3	6.88	7.23	7.11	7.56	7.47	8.23	7.69	8.36	8.04	8.36
Others	80.3	86.9	81.0	86.8	80.39	85.29	80.77	85.02	80.66	83.91	80.49	83.80	80.91	83.95
Total	100	100	100	100	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Various issues of Report on SC/ST Land Holdings



**TABLE 4: PERCENTAGE DISTRIBUTION OF OPERATIONAL HOLDINGS AND AREA OPERATED BY SCHEDULED CASTES IN AP**

Size group	1976-77		1980-81		1990-91		1995-96		2000-01		2005-06		2010-11	
	No s	Are a	No s	Are a	Nos	Are a	Nos	Are a	Nos	Are a	Nos	Are a	Nos	Are a
Marginal	64.8	22.3	67.7	27.6	70.67	31.98	73.46	37.15	73.84	36.45	74.59	38.32	76.20	41.44
Small	19.0	23.1	18.9	26.2	18.43	28.28	17.75	29.74	17.64	29.53	17.42	30.21	17.00	31.10
Semi-medium	11.5	26.0	10.2	25.2	8.70	24.40	7.39	22.51	6.98	21.33	6.63	20.90	5.74	19.03
Medium	4.1	21.5	2.9	15.2	2.03	12.38	1.32	8.82	1.42	9.36	1.27	8.64	0.99	7.04
Large	0.6	7.1	0.3	5.5	0.17	2.96	0.08	1.78	0.12	3.33	0.09	1.93	0.06	1.38
All groups	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Source: Various issues of Report on SC/ST Land Holdings

**TABLE 5: AVERAGE SIZE OF THE HOLDINGS OPERATED BY SCHEDULED CASTES (IN HECTARES)**

Size groups	1976-77	1980-81	1986-87	1990-91	1995-96	2000-01	2005-06	2010-11
Marginal	0.41	0.43	0.41	0.41	0.42	0.41	0.41	0.41
Small	1.45	1.46	1.40	1.40	1.39	1.39	1.38	1.38
Semi-medium	2.69	2.62	2.56	2.56	2.53	2.54	2.52	2.51
Medium	6.21	5.66	5.59	5.58	5.53	5.47	5.44	5.36
Large	14.65	16.48	14.41	16.00	19.00	21.88	16.49	16.50
All groups	1.19	1.06	0.95	0.91	0.83	0.83	0.80	0.76

Source: Various issues of Report on SC/ST Land Holdings

**TABLE 6: PERCENTAGE DISTRIBUTION OF OPERATIONAL HOLDINGS AND AREA OPERATED BY SCHEDULED TRIBES IN AP**

Size group	1976-77		1980-81		1990-91		1995-96		2000-01		2005-06		2010-11	
	No s	Are a	No s	Are a	Nos	Are a	Nos	Are a	Nos	Are a	Nos	Are a	Nos	Are a
Marginal	38.2	8.5	43.8	11.7	47.83	14.36	51.59	17.94	53.71	18.86	55.29	20.45	58.99	24.31
Small	21.0	13.3	23.1	17.2	24.80	21.65	25.33	24.84	25.07	25.75	25.01	26.94	24.87	29.54
Semi-medium	24.2	27.2	21.6	30.0	18.90	30.70	16.98	31.0	15.68	30.05	14.79	29.69	12.60	27.79
Medium	14.3	35.5	10.2	31.0	7.67	26.49	5.70	21.90	5.11	20.66	4.58	19.28	3.29	15.27
Large	2.3	15.5	1.30	10.1	0.80	6.80	0.40	4.32	0.43	4.68	0.33	3.63	0.25	3.09

All groups	100	100	100	100	100	100	100	100	100	100	100	100	100	100
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Source: Various issues of Report on SC/ST Land holdings

**TABLE7: AVERAGE SIZE OF THE HOLDINGS OPERATED BY SCHEDULED TRIBES (IN HECTARES)**

Size groups	1976-77	1980-81	1986-87	1990-91	1995-96	2000-01	2005-06	2010-11
Marginal	0.52	0.51	0.49	0.49	0.50	0.48	0.48	0.49
Small	1.47	1.42	1.44	1.43	1.41	1.41	1.41	1.40
Semi-medium	2.62	2.65	2.62	2.66	2.63	2.63	2.63	2.60
Medium	5.82	5.77	5.70	5.65	5.53	5.55	5.51	5.47
Large	15.62	14.49	14.47	13.72	15.67	15.07	14.33	14.53
All groups	2.33	1.91	1.80	1.64	1.44	1.37	1.31	1.18

Source: Various issues of Report on SC/ST land Holdings

It could be seen from the table 4 that, most of the SC holdings are marginal and small. In 1976-77 marginal and smallholdings of SCs constituted 83%(control nearly 46% of total operated area of SCs) of total holdings and their percentage tremendously increased to about 93%(control nearly 72.5% of total operated area of SCs) in 2010-11. On the other hand medium and large holdings declined from 4.7% (control nearly 29% of total operated area of SC) to 1%(control nearly 8.3% of total operated area of SC) during the same period. Their average size of holdings also significantly decreased from 1.19 hectares to 0.76 hectares during the same period (table 5). In 1976-77, marginal and smallholdings of STs constituted 59% of total ST holdings and their percentage also significantly increased to about 83% in 2010-11. On the other hand medium and large holdings declined from 16.6% to 3.5% during the same period (table 6). Their average size of holdings also significantly declined from 2.32 hectares to 1.18 hectares during the same period (table 7).

The analysis clearly indicates that most of the SC and STs are marginal and small farmers and their share in total holdings and area has declined significantly during the study period. However, in absolute numbers along with other social groups, the SC/ST holdings as well as operated area under these categories increased slightly during the study period (in 1995-96 SC holdings were 12.85 lakhs and it increased to 14.57 lakhs in 2010-11, where as it was 7.54 and 1.59 lakhs for STs during the same period; operated area under SC was 7.4 lakh hect in 1995-96 and increased to 7.7 lakh hect in 2010-11, where as it was 7.6 lakh hect and 8.7 lakh hect for STs during the same period). But this increase in the number of holdings and area operated for the ST and SC were probably not only due to land distribution as a part of land reforms. It would be land transfers from dominant cultivating castes as they were moving out of rural areas and agricultural activities to the urban areas and the non-agricultural activities (Reddy, 2006, Nancharaiah, 2000, Rao, 2011). The ST and SC therefore might have acquired land through purchase. Further it would be the fragmentation of land as the land divided among the heirs of particular family. However, one can be understood from the data that the position of Dalits has improved slightly regarding the operational holdings but the gap between SC/ST and others is still persist.

The share of these marginalized communities, especially SC, in the total number of holdings or operated area was well below their share in total population. SCs percentage in total population increased from 15.93 percent in 1991 to 16.7 percent in 2001, but their share in total holdings

declined from 12.73 percent to 11.80 per cent and their share in total area also retain same during 1991 to 2010-11. In case of STs their share in total holdings and area has significantly increased. Although STs are relatively better placed in terms of access to land, factors such as traditional cultivation techniques, lack of access to modern technology and inputs including credit, undermines their economic progress. In case of non-SC/STs population share in total population slightly declined from 77.76 per cent in 1991 to 76.59 percent in 20011, but still they are holding 80.49 percent of share in total holdings and 83.95 percent share in total area during 2010-11. It indicates that the Dalits share in total holdings and area has not increased proportionately to their population despite AP government's distribution of both government and surplus land for theseveral years.

### **Implementation of Landreforms and surplus land distribution in Andhra Pradesh:**

The Andhra Pradesh state government has distributed surplus land among landless people in different phases.As on September 30, 2007 an area of about 5.97 lakh acres at Andhra Pradesh State level was distributed. Of this about 2.29 lakh acres of land was distributed to SC's 1.20 lakh acres to ST's and 2.46 lakh acres to non-SC/STs. A total of 5.05 lakh beneficiaries have been covered so far of whom 2.13 lakh are SCs, 0.85 lakh are STs and 2.06 lakh are non-SC/STs (Annual Report 2007-08, MoRD, SukhadeoThorat, 2001). The land distributed per beneficiary in the SC category households works out to 1.07 acres which is less than what non-SC households obtained (1.2 acres).

**TABLE: DISTRICT WISE LANDLESS SC/ST HOUSEHOLDS IN AP**

S.No	District	SC HH	ST HH	SC LLHH	%	ST LLHH	%
1	Anantapur	112608	28059	45428	40.3	8144	29.0
2	Chittoor	152051	28008	69596	45.8	16256	58.0
3	East Godavari	49898	48163	34678	69.5	10033	20.8
4	Guntur	81205	26644	56559	69.6	13115	49.2
5	Kadapa	89078	12094	50082	56.2	7238	59.8
6	Krishna	112991	17075	75179	66.5	10687	62.6
7	Nellore	118450	42027	49564	41.8	26631	63.4
8	Kurnool	177042	18080	71197	40.2	7508	41.5
9	Prakasam	154079	25510	99261	64.4	18843	73.9
10	Srikakulam	60674	32439	30550	50.4	5619	17.3
11	Visakhapatnam	44554	119423	29264	65.7	16692	14.0
12	Vizianagaram	53126	45532	34900	65.7	14647	32.2
13	West Godavari	116854	19412	85948	73.6	8890	45.8
	<b>AP</b>	<b>1322610</b>	<b>462466</b>	<b>732206</b>	<b>55.4</b>	<b>164303</b>	<b>35.5</b>

**TABLE: DISTRICT WISE LANDLESS SC/ST HOUSEHOLDS IN TELANGANA**

S.No	District	SC HH	ST HH	SC LLHH	%	ST LLHH	%
1	Adilabad	82174	91018	25046	30.5	15751	17.3
2	Karimnagar	148982	20668	51445	34.5	5570	26.9
3	Khammam	78560	126099	39849	50.7	27684	22.0
4	Mahabubnagar	136696	50989	39350	28.8	10544	20.7
5	Medak	110106	32209	16182	14.7	3860	12.0
6	Nalgonda	128728	57351	45708	35.5	11340	19.8
7	Nizamabad	85773	42299	22876	26.7	8510	20.1
8	Ranga Reddy	54057	16992	10248	19.0	2903	17.1

9	Warangal	112866	114250	40257	35.7	17620	15.4
	<b>Telangana</b>	<b>937942</b>	<b>551875</b>	<b>290961</b>	<b>31.0</b>	<b>103782</b>	<b>18.8</b>

The then Congress government embarked on a land distribution programme in the recent past. During 2005-2006 about 4.3 lakh acres were distributed to 3.2 lakh landless poor. Private studies have however observed that most of the lands shown as distributed were already in the possession of the beneficiaries. For instance, the AP government distributed nearly 1, 11,330.86 acres on 19-10-2006 in its third land distribution programme. But out of this total land 82 per cent of land was already under the possession of the beneficiaries. Only 18 percent of the land had been new assignments. As a matter of fact this land distribution programme is nothing but the official confirmation of existing possession.

**TABLE 9: CEILING LAND DISTRIBUTION AT INDIA AND AP STATE LEVEL AS ON SEPTEMBER, 2007**

State	Area Declared as Surplus	Area taken as Possession	Area Distributed	Total Beneficiaries (in lakhs)	Beneficiaries(in lakhs)/ Area(in lakh acres)					
					SC		ST		Others	
					Nos	Area	Nos	Area	Nos	Area
AP	843026	652188 (77.36)	597461 (70.87)	5.31	2.13	2.29	0.85	1.20	2.06	2.47
India	6853624	5989867 (87.39)	4964995 (72.44)	54.57	21.11	18.28	8.48	7.83	24.67	22.59

**Source: Annual Report 2007-08, Ministry of Rural Development, GoI; note figures in the peranthesis indicate the percentage of total area declared as surplus**

The success of land reform has been driven by the political will of specific state administrations. In India, one can say, the land reforms were implemented by the government only half-heartedly as the land distributed through land reforms is less compare to other countries that implemented land reforms. The extent of land redistributed was 43 percent of agricultural land in China, 37 percent in Taiwan, 32 percent in South Korea, and 33 percent in Japan. In India, the efforts of the central and state governments over 60 years implement land reforms resulted only in 2 percent of agricultural land being distributed. In Andhra Pradesh, It is estimated that all efforts taken together including Bhoodan and distribution of government wasteland accounted for less than 10 percent of the cultivated land in Andhra Pradesh (S.R.Shankaran, 1994).

The land reforms attempted by India were more a political stunt than a genuine attempt to evolve a more egalitarian society. The small magnitude of the declared surplus was due mainly to the poor legislation with large number of loopholes. Thus, the opportunity for a more equitable distribution of land was missed. However, Land reforms in India abolished all forms of intermediaries in terms of landholdings viz, Zamindari, Inamdari and landlord system. Those tilling the lands at the time of the abolition of intermediaries were conferred ownership rights and tenants were given protection. The protection and enlargement of control and command over land are crucial issue for the poor. It may not be possible that all rural poor can be accommodated but there is scope for utilizing the wasteland for providing access to the poor and also eliminating the biases against the poor in land relations. As per 2013 agricultural census report 72% of SCs recorded as agricultural labourers. Due to loopholes of land reforms, still most of the land is concentrated among some castes and classes. It is interesting to note that despite government's distribution of land to the dalits, the average size of land holdings

of dalits, number of landholders and the area under SC ownership has not increased as per Directorate of Economics and Statistics Report of Andhra Pradesh (Agricultural Census, 2013).

The reasons for this anomaly are not difficult to ascertain. Quite often assignments were only given on paper and physical possession for many has been a distant dream. Even when physical possession was obtained the lands distributed were mostly degraded lands. As the government did not have any comprehensive plan for the development of the lands distributed to the poor, supporting them with subsidies and incentives the beneficiaries often they had to alienate the land to pay up the debts incurred in attempting to develop the lands assigned to them. Let us examine the few cases related to the implementation of land reforms and how these marginalized communities are struggling to retain distributed surplus land.

#### **CASE:I: MARELLA MADAKA VILLAGE**

For the last 20 years members belonging to the dalit community of MarellaMadaka Village, Chakrayapet Mandal of Kadapa District have been on a struggle for restoration of the lands which had been assigned to them. The Andhra Pradesh government has assigned 40 acres of land (Survey No. 375/3, 375/4, 441/1, 441/4, 460/2, 460/1, 460/4 460/5, 460/8, 460/9 523/8, 523/12, 524/5, 524/7, 525/3, 525/4, 525/5) to 12 landless Dalits in the year 1974. From then onwards they were cultivating the assigned land up to 1985. But in 1985, unfortunately the assignees' houses were destroyed in an accidental fire. Three of the assignees, namely Musalaiah, Rathniyalu and Kadiriah approached the village *sarpanch*, Mr. Musal Reddy and borrowed some money (ranging from 1000-3000) to construct their houses. While lending the money the *sarpanch* had not stipulated any conditions. After a year he asked them to repay the money and some of them made partial payments on demand. Due to their economic backwardness they could not repay the remaining small amount of money. He insisted that they either sell or lease their land to him. Finally they agreed to lease out their land. The *Sarpanch* then took their thumb impressions on blank stamp papers and told them that he would cultivate this land (10 acres) in lieu of their outstanding debt and started cultivating that land. Since 1986, due to drought situation prevailing in the area no assignees could cultivate the rest of the land.

Taking advantages of this situation the *Sarpanch* slowly grabbed the neighboring lands too and ultimately all the 40 acres of assigned land came into his possession. Due to their social and economic backwardness, the assignees could not dare to oppose the *sarpanch's* illegal activities. From 1986 to 1988 the *Sarpanch* had been in adverse possession of the land. The original assignees were not aware of the land legislations, later on they were educated and oriented by the Dalit organizations regarding land legislations. Thus, they submitted memorandum to the MRO, RDO and Joint Collector as per the provisions of the Andhra Pradesh Assigned Lands (Prohibition of Transfers) Act, 1977 by the enactment of the Andhra Pradesh Assigned Lands (Prohibition of Transfers) Act, 2007- Act 8 of 2007 the lands has to be restored. Enquiry by the MRO confirmed that those lands indeed were originally assigned to the petitioners and the process of restoration of lands was set in motion. Finally the Joint Collector was forced to restore the lands to the original assignees. The order excluded 3 acres as that extent was under adjudication by court.

#### **CASE II: VENGAMUKKALAPALEM VILLAGE**

The Revenue authorities of Ongole have granted provisional pattas to 69 Dalit individuals an extent of 99.36 acres (S. No. 122/12, 122/10) in the year 1984 for agriculture purpose. The land is classified as "VaguPoramboke". The possession of Dalits over the land and their cultivation was recorded in the *adangal*. Land revenue was also collected from them for the cultivation of the land. It appears



that till the year 1996 land revenue was collected and their possession was entered in the concerned records.

Although, the landlords had been obstructing the dalits from cultivating the land, the first attempts to dispossess the dalits of their land was made only in the year 1988. By then the dalits had started growing cereals and commercial crops. On the pretext of assigning the land for the landless poor, the revenue authorities made their move by making a proposal for eventual conversion from “VaguPoramboke” to “Assessed Waste” as they were not issued DK pattas. Conversion proposals were submitted to the Revenue Divisional Officer, Ongole, by Tahasildar, Ongole. The Revenue Divisional officer, Ongole, returned the proposals to the Tahsildar, Ongole, with the direction to resubmit proposals after lifting the ban on the assignment of N.S.P lands. The Tahasildar (MRO) and his officers inspected these lands and submitted a report saying that the provisional *pattaholders* were not in possession of the land at the time of the inspection. But the fact was that the assignees were paying revenue tax on that land and the same was also entered in the revenue records. The revenue authorities had not even tried to check the official records before concluding that the dalits were not in possession of the land. The MRO, Ongole, in his letter Rc. HA/2016/86, dated 04-11-1988, requested the RDO, Ongole to convert the entire land into a “village site” on the pretext that there were several representations from the public requesting house sites in and around Ongole town and that this was the only government poramboke land available in the vicinity of Ongole municipality. As a result ignoring the long pending application of the dalits for the issue of DKT *pattas* for their land the Joint Collector of Ongole issued orders, *vide*Rc. B3/11455/88, dt. 31-12-1988, for converting an extent of 139 acres 28 cents of land in S. No.122/6, 122/12 and 122/10 of Mamidipalem village from “VaguPoramboke” to “Village Site Poramboke.” Some token house pattas were issued to a few poor people in the same year.

The dalits, those who are issued provisional pattas in 1984, approached the High court of Andhra Pradesh and filed a writ petition W.P. No. 1854/1989 against assigning land to others. The petition challenged the action of the revenue authorities in attempting to assign the land to other persons ignoring those who were in actual possession and enjoyment of the same. The provisional beneficiaries had neither been given notices nor had their provisional assignmentt been cancelled, they contented. The High Court allowed the Writ Petition and held the action of the revenue authorities allotting house sites to others as arbitrary, illegal and against the principles of natural justice. The High court, however, also held that the revenue officials would not be barred from evicting the petitioners (the dalits of Vengamukkalapalem) from the land after conducting an enquiry in accordance with law. Revenue authorities did not initiate any action in pursuance of the orders of the High court. Instead even after the direction of the High Court, the revenue authorities continued their attempt to help the land grabbers by assigning the lands periodically in their favour. House site pattas were granted to 900 people from 1988-2003 in various spells.

When dalits realized that legal action was making no headway and illegal occupation of their lands was continuing with the connivance of the officials of the revenue department, they resorted to hunger strike before the office of the district collector demanding that the entire land be given to them, first by restoring their provisional patta and thereafter by issuing permanent pattas. The relay hunger strike continued for more than 45 days. The concerned authorities did not initiate any action either for granting permanent pattas or for preventing further illegal encroachments of the land. Emboldened by the inaction of the revenue authorities, the village *sarpanch*, Mr. Linga Reddy, intensified the illegal encroachment of the land. The dalits again approached the district collector to appraise the hectic operations being carried out by the land grabbers. Not only was the collector



indifferent to their representation but was also callous to their desperate threat of attempting suicide. Unable to bear the rebuff and insult they carried out their threat by consuming pesticide right in front of the collector's chamber on 19<sup>th</sup> June 2004. Timely intervention by friends saved the lives of five youth.

The dalits met the then Chief Minister Rajasekhar Reddy in his chambers soon after the suicide attempt and apprised him of the situation. Responding to their representation and the discussions which followed in the assembly Sri T.K. Dewan, IAS (1969), Special Chief Secretary to Government Housing Department was appointed to enquire into the matter and related issues. Despite the passing of three years his report has not been tabled in the assembly. Surprisingly some of the ryots belonging to the upper castes who were occupying another piece of land adjoining these lands were assigned DKpattas, whereas the Dalits were granted only provisional pattas and latter it was assigned to others. This stands as a stark testimony to the bias of the local authorities in favour of the socially and economically powerful sections of the society.

### **CASE III: TADIPARTI VILLAGE**

Taddipatri village is located in Machavarammandal in the district of Ranga Reddy, AP. The Government of AP has distributed 14 acres of ceiling land in S.No.155 to 14 landless agricultural labourers belonging to the SC, ST, and BC communities. These 14 acres of land is located beside the lands of BokkaSrinivasa Reddy and Lakshmi Reddy, who are from upper caste community. Prior to the allocation of the said land to landless people these landlords have been illegally cultivating the 14 acres of land. BokkaSrinivasa Reddy and Lakshmi Reddy did not allow the assignees to cultivate the assigned land even though the ceiling lands were legally assigned to them. As a result, the assignees threatened by dire consequence by the landlords and with no support from the officials did not dare to cultivate the lands assigned to them. The landlords with the support of other dominant caste people forcefully harvested the produce, whereas real assignees were not enjoying their rights. The issue is now subjudice and the revenue officials have an excuse for not going ahead with necessary action from their side.

The case studies reveals that how the poor gullible dalit agricultural labourers are disposed of their lands and the tortuous route that they have to travel to get justice. The very systems established to protect the interest of the poor, landless agricultural labourers especially of the dalit community become their biggest hurdle in justicing their rights. Every loop-hole of law comes handy to the land grabbers to try and retain their ill gotten possessions with the connivance of both police and the revenue officials. It is small mercy that once in a while they find support from the courts and concerned officials. This is further explaining us that the poor implementation of land reforms. A study was conducted by the Dalit Bahujan Shramika Union (DBSU), a dalit NGO, found that 16 districts, covering just 10 mandals around 1, 22,188 acres of assigned land is under grabbing/disputes, out of which 14,359.23 acres (11.75%) of land is restored and cleared through courts and remaining 98% of land is under the control of others but the possession is not given to beneficiaries.

### **SUMMARY AND CONCLUSION**

The analysis indicates that although there has been progress on many development indicators across these SC and ST communities in the state, they still lagged behind the 'other' social groups. Although the gaps between social groups are getting narrower in literacy and child schooling, gaps remained same with respect to educational levels among the adults. Health conditions among these communities have improved at a very slow pace. The situation is alarming with respect to economic

well-being as the poverty level especially among the STs. Slow progress in expected change in structure of employment towards non-agriculture in general and stagnation among STs for a long time is a cause of concern. Moreover, landlessness had increased among these communities especially STs. Even among the SC, total number of operational holdings and area under these holdings is observed to be marginally declined in the recent past.

The Andhra Pradesh government has been implementing the landreforms to mitigate land related problems like concentration, tenancy rights, and land for the landless as a national policy to bring the equity in land distribution. In the process, several legislations and acts are enacted. The state government has successfully abolished intermediary systems in terms of landholdings, i.e. Zamindari, Inamdari, jagiradri and landlord system. It is due to the loopholes that still existed in the implementation of these policies that the inequality in the land distribution pattern is continued to exist. As per 2013 Agricultural Census of Andhra Pradesh, holdings 10 acres and above constitute 16.52 per cent of total number of holdings but control 51.55 per cent of total operated area while the bottom marginal and small holdings of less than five acres constitute 82.49 percent of total holdings but control only 48.42 percent of total operated area.

It is also interesting to note the association of caste with land distribution. Land is mostly concentrated in upper castes to the exclusion of Scheduled Castes and Scheduled Tribes. However, due to the implementation of land reforms the marginalized communities like SC and STs are gained some peace of land but their share in total holdings and operated area has not increased proportionate to their population growth. Major proportion of SC and ST are marginal and small holders and the gap between SC/ST and others in landholdings and operated area is still persisting. The land reform has to be more than the mere redistribution of land to the landless. It is equally important to ensure the availability of other inputs for cultivation to improve the productivity of land. But the extent of SC/ST access to agricultural inputs is too low and inadequate. For instance, the percentage of population in households with irrigated land was the lowest among SC (13.5%) followed by ST (21.7%) when compared to the 'other' community (30.6%) and the state average (22.9%). Availability of other necessary inputs would also be inadequate for these marginalized communities (Agricultural Census, 2013). It can be concluded that on whole the access to land is still denied to major proportion of SCs despite implementation of landreforms in different phases. As a result, a majority of them continue to be landless agricultural labourers.

This is further pointed that most of the SC families, who own land, are marginal and small and their capacity to invest in agriculture is inadequate and credit accessibility is also negligible. Thus the Andhra Pradesh government should implement the radical land reforms to bring the equity. In the context of Andhra Pradesh, if sufficient land is to be generated for the landless poor then the existing land ceiling which is 54 acres of dry land and 10-18 acres for irrigated land with two crops, 27 acres for irrigated land with one crop (Annual Report, 2012-13, MoRD) must be reduced. The Revenue Ministers conference of 1985 also recommended downward revision of the ceiling but revision has not been made in the ceiling limits (12 acres for irrigated land with two crops, 18 acres for irrigated land with one crop and 30 acres for dry land). A state level agriculture labourers' movement is needed to fix new limits of 15 acres of dry land and 6 acres for irrigated land with two crop and 10 acres for irrigated land with one crop, in order to bring about more significant distribution of land to the landless poor in the state. The quality of land is also important, most of the studies observed that nearly 60% of land which has been distributed by the government through land reforms is uncultivable, hill land and unfertile land. In this context the government should take the quality of land and credit as an important issue while distributing the surplus land to the landless people.

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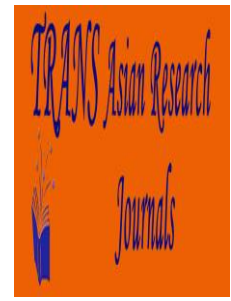
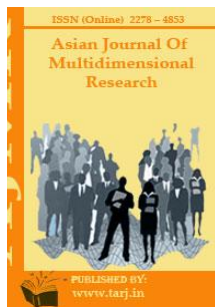
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## **A REVIEW ON HUMAN RESOURCES MANAGEMENT (HRM) THEORIES AND EFFECTIVE HUMAN RESOURCE MANAGEMENT MODELS**

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### **ABSTRACT**

*Human Resource Management (HRM) has become more important to strategic management, particularly as a result of its role in providing competitive benefit, advantage and the rush to competitiveness. Human Resources are seen as the available talents of people to an organization as potential contributors to fulfill the organization's mission, vision, strategy and goals. Drastic changes occurred when machines and industry manufacturing methods were introduced in early 1900. Since machines and devices were introduced for manufacturing industries, laborers and workers expected very high output minimizing the labour cost. When a machine or device required several number of workers to operate its different functions, supervisory and control procedures were necessary and must for managing the workers owing to the factors like how different duties are assigned and allocated among workers, and to maintain worker relationships, communication, and job divisions. Factory authorities started to frame and design rules, regulations, work time schedule, job assignment methods and procedures, remuneration pay structures. They further designed proper and appropriate plans for getting a maximum output of the labour through job specialization. This trend was mostly influenced for the development of the theory called Scientific Management. Taylor (1856-1915) is called as the father of scientific management, who introduced several management principles and rules for organizations. This is one kind of first theoretical approaches for HRM during that period. The second theoretical approach of HRM is the human relation school developed by Mayo (1880-1949) and Roethlisberger through their Hawthorne research studies. The above theories are not classified as HRM theories, but they have a direct influence for the advancement and development of HRM theories. This review paper discusses on Human Resources Management (HRM) theories and effective human resource management models, HRM definition, nature of HRM,*

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*scope of HRM, role of HRM, importance of HRM, models and theories of HRM. Besides, HRM theories like universalistic theory, contingency theory, configurationally theory are discussed.*

**KEYWORDS:** *HRM, SHRM, theories of HRM, RBV, models of HRM, management models, role of HRM, Universalistic theory, contingency theory, configurationally theory*

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## **1.0 INTRODUCTION**

Human Resource Management (HRM) is concerned with the human beings in business organizations. The management of man is a very important because of the dynamic nature of the people. No two people are similar and same in mental talent and abilities, sentiments, and behaviors. They differ very widely also as a group and are subjected to many influences. People are more responsive, they feel, think and act. They cannot be operated like a machine or shifted like template in a room layout. So, they need a tactful handling by management personnel in business firms. HRM is the process of managing and maintaining people of an organization with human approach. Human resources approach to manpower enables the manager and senior personnel to view the people as an important resource. It is the right approach through which organization can utilize the manpower for the benefits of the organization and for the growth, development and self satisfaction of the people. HRM is a system that focuses on human resources development on one hand and effective management of people on the other hand so that all will enjoy human dignity in their employment. HRM is involved in providing human dignity to the workers taking into account their capability, potential, capacity, talent, achievement, motivation, skill and so on. Their personalities are recognized and considered as valuable human beings. The main component of an organization is its human resource or people at work. According to Leon C. Megginson, Human Resource is defined as “the knowledge, skills, creative abilities and aptitudes obtained in the human population whereas from the individual enterprise point of view, they represent the total of inherent abilities, acquired knowledge and skills as exemplified in the aptitudes of its employees in organizations. Human resource has great importance in the success of business organizations because most of the problems associated in organizational setting are human and social rather than physical, technical or economical failure. According to Oliver Sheldon, “No factory can be rendered efficient so long as the basic fact remains unrecognized that it is principally human.” Human Resources Management is concerned with the “people” dimension in management. Since every organization is made up of people acquiring their services, developing their skills, motivating them to high level of performance and ensuring that they can continue to maintain their commitment to the organization are essential to achieve organizational objectives. This is absolutely true regardless of the type of business organization, government, business, education, health, and social action.

## **2.0 DEFINITIONS OF HRM**

The primary definition of HRM is: “It is the process of managing and maintaining people in firms in a structured and thorough manner.” It covers the fields of staffing: recruiting and hiring people, retention of people, payment and perks setting and management, performance management, change management and taking care of exits from the company to round off all activities. This is the traditional meaning of HRM which leads some experts to define it as a modern version of the personnel management function that was used earlier. The second definition of HRM explains as “The management of people in firms from a macro perspective: managing people in the form of a collective relationship between management and workers. This approach focuses on the aims, objectives and outcomes of the HRM functions. It means that the HR function in contemporary



business organizations is concerned with the notions of people enabling, people development and a clear focus on making the employment relationship fulfilling for both the management and employees. Human resource management is management function that helps the manager to recruit, select, train and develop business organization members. It is a process of making the effective use of human resources so that the set goals are achieved.

Human Resource Management is concerned with the people dimension in management. Since every organization is made up of different varieties of people, acquiring their services, developing their talents and skills, motivating them to high levels of performance and ensuring that they continue to maintain their commitment to the organization are essential for achieving organizational aims, objectives and goals. This is true regardless of the type of organization government business, Education, Health, regression or social action. According to Dunn and Stephens, "The HRM is the process of attracting, maintaining, holding and motivating all manager line and staff. The National Institute of Personnel Management (NIPM) of India has defined human resource as "that part of management organization which is concerned with people at work and with their relationship within an enterprise. Its intention and aim is to bring together and develop into an effective organization of both the genders who make up an enterprise and having regard for the well being of the individuals and of working groups, to enable them to make their best contribution to its success."

### 3.0 NATURE OF HRM

HRM is a management function that helps managers and senior personnel to recruit, hire, select, train and develop members for a business firm. It is concerned mainly with people's dimension in organizations. The following aspects frame and constitute the core of HRM:

- HRM majorly involves the Application of Management Functions and Principles. The functions and principles are applied for acquiring, holding developing, maintaining and providing remuneration to employees in organization.
- Decision relating to Employees working in firms must be integrated. Decisions on different aspects of employees must be consistent with other human resource (HR) decisions.
- Decisions made Influence the Effectiveness of an Organization. Effectiveness of an organization will result in betterment of services to customers in the form of high quality products supplied at reasonable costs.
- HRM functions are not confined and firmed to Business Establishments, but mainly applicable to non business organizations such as education, health care, recreation and like. HRM refers to a set of well defined programmes, functions and activities designed and carried out in order to maximize both employee as well as organizational effectiveness.

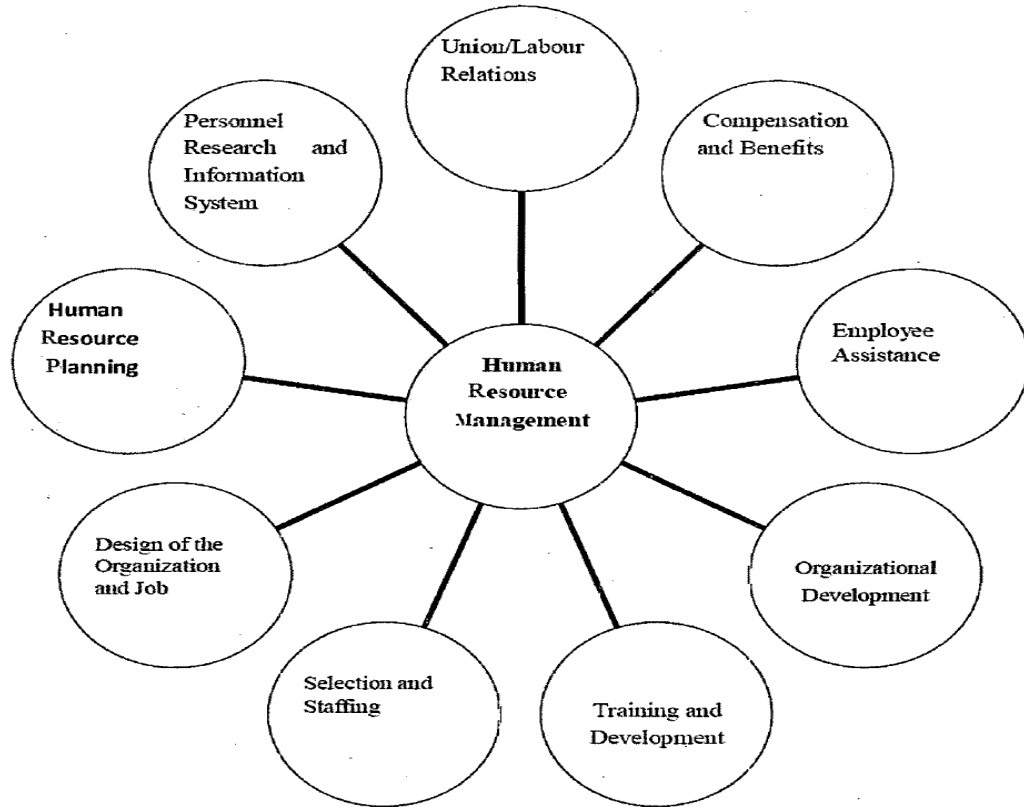
### 4.0 SCOPE OF HRM

The scope of HRM is a vast one. Major functions and activities in the working life of a labour from the time of his entry into an organization until he leaves the organization comes under the preview of HRM. The major HRM activities include HR planning, job and work analysis, job design, employee hiring, employee and executive remuneration, employee motivation, employee maintenance, industrial relations and prospects of HRM. The scope of Human Resources Management extends as follows:

- ✓ All the decisions, strategies, factors, principles, operations, practices, functions, activities and methods related to the management of people as employees in any type of business firm.



- ✓ All the dimensions related to people in their employment relationships and all the dynamics that flow from it. American Society for Training and Development (ASTD) conducted fairly an exhaustive research study in this field and identified nine broad areas of activities of HRM. Figure 1 shown below explains the scope of HRM.



### Scope of HRM

(Source: Ms. Sinha Ragini, Civil India Service, Section III, Human Resource Management Online)

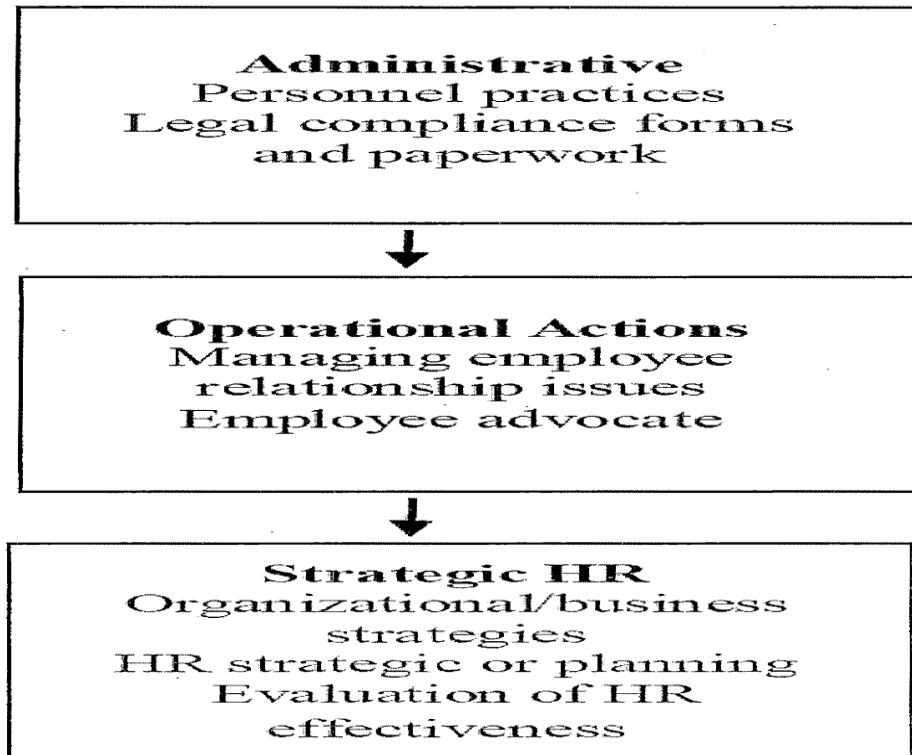
Figure 1 the scope of HRM

Based on the scope of HRM, these are given below:

- ❖ Human Resource Planning and execution
- ❖ Design of the business Organization and Job
- ❖ Selection, hiring and Staffing
- ❖ Training, practicing and Development
- ❖ Business Organizational Development
- ❖ Compensation, package and Benefits
- ❖ Organization Employee Assistance
- ❖ Union and worker, Labor Relations
- ❖ Personnel Research and Information System

### 5.0 ROLE OF HRM

The role of HRM is to plan, develop, execute and administer policies and programs designed and framed to make optimum use of an organizations human resources. It is that part of management which is concerned with the organization people at work and with their relationship within organizations. According to R.L Mathis and J. H. Jackson (2010), various roles can be fulfilled by HR management. The nature and extent of these roles depend on both what upper management wants HR management to do and what competencies the HR staff have demonstrated. Figure 2 shown below explains the scope of HRM.



**Figure 2 the scope of HRM**

Three roles are typically identified for HR and are listed below.

- Administrative role
- Operational Actions role
- Strategic HR role

## **6.0 IMPORTANCE OF HRM**

The importance and significance of human resource management is discussed by Yodder, Heneman and others from three standpoints, namely social, professional and individual enterprise.

**1. Social Significance:** Proper and appropriate management of personnel improves and enhances their dignity by satisfying their social needs. This is done by:

- (i) Maintaining a consistent balance between the jobs available and the jobseekers, according to the qualifications and needs
- (ii) Providing suitable and most suitable and productive employment, which might bring them psychological satisfaction

(iii) Making maximum and complete utilization of the resources in an effective manner and paying the employee a reasonable compensation in proportion to the contribution made by him

(iv) Eliminating and eradicating waste or improper use of human resource, through conservation of their normal energy and health and

(v) By helping and assisting people make their own decisions, that are in their interests.

**2. Professional Significance:** By providing and giving healthy working environment. It promotes team work in the employees. This is done by:

(i) Maintaining and giving the dignity of the employee as a human being

(ii) Providing maximum and hundred percent opportunity for personal development

(iii) Providing very healthy relationship between different work groups so that work is effectively performed

(iv) Improving and enhancing the employees working skill and capacity

(v) Correcting and removing the errors of wrong postings and proper reallocation of work.

**3. Significance for Individual Enterprise:** It can help the business organization in accomplishing its goals by:

(i) Creating and setting right attitude among the employees through effective motivation

(ii) Utilizing efficiently and effectively the available goals of the enterprise and fulfilling their own social and other psychological needs of recognition, love, affection, belongingness, esteem and self actualization. Dynamic and growth oriented business organization do require effective management of people in a fast changing environment. Organizations flourish only through the efforts and competencies of their human resources. Employee capabilities must continuously be acquired, sharpened, and used.

Any organization will have proper human resource management to:

(i) Improve the capabilities and potential of an individual

(ii) Develop, inculcate and maintain team spirit of an individual and the department

(iii) Obtain required and necessary cooperation from the employees to promote organizational effectiveness.

## 7.0 HRM MODELS AND THEORIES OF HRM

Different HRM theories have been described and introduced to management discipline in business organizations. Among them, few theories are developed within the management field. Some are owed and applied from other fields and disciplines like philosophy, psychology, education, sociology and natural sciences. In the literature, various terms have been used. Frequently, the model is used for a theory and other terms like approach, view, and system are used. Terms like principles and schools of thought are used to describe the general management theories. It is better to see how model and theory are defined in the management literature. According to Ghosh, Sharma and Raj, model is a term which causes few controversy, largely because there are so many forms from a scale model to a mathematical equation. So, a model is any means of simplifying a statement, or hypothesis,. For example, an organizational chart which reduces a complicated and difficult idea to a visually comprehensible statement. Thus, models can be simple statements, definitions, or theories

for study or application. Models can also be to construct formulae, hypothesis, programmes, or systems. Theory, according to Ghosh, Sharma and Raj, "a body of principles which enables us to approach the bewildering complexity and chaos of facts, select the facts significant for our purposes, and interpret that significance" Stoner and Freeman has defined theory as follows, "is a coherent group of assumptions put forth to explain the relationship between two or more observable facts and to provide a sound basis for predicting future events." Model is easy to comprehend whereas theory is not so. The researcher explores the fact that different books and articles in management literature have no unanimous consensus in using these two terms hence the usage of terminology is varied from person to person, text to text but the crux of the meanings are totally unaffected. This researcher is of the view that the term 'model' is very suitable for utilizing for a very clear and simple hypothetical statement or an illustration for deducing accurate conclusions and actions, while theory could be interpreted as genuine constituted abstract, about many facts which lead to some confusion however in the end leads us for a solid stance for achieving the expected target. A model is a concrete part of the theory whereas the theory is the implicit or abstract entirety of a model. In this perspective, a theory is entrenched in a model and therefore the implicit theory has to be construed from the explicit model. Since each model is underpinned a theory, the researcher attempts to explore and to design a name for each HRM theory.

#### **8.0 THEORIES OF HRM (UNIVERSALISTIC, CONTINGENCY, CONFIGURATIONALLY THEORIES) AND MODELS OF HRM**

HRM and performance can be divided into three main kinds of theories universalistic, contingency and configurationally, Gooderham et al., 2008. Wright et al, 1992, have mentioned that "One of the original and more popular theoretical models used in the HRM literature is the Behavioral Perspective". This theory focuses on the mediator effect on the relationship between strategy and firm performance. As Wright et al.,1992 empathies "Another set of popular theoretical models being applied to SHRM (Strategic Human Resource Management) research is the use of cybernetic systems models." An agency cost theory approach to examining the problems of human exchange are based in the fields of finance and economics (Wright et al., 1992). "The implications of the institutional perspective for SHRM are important". The best practice approach to managing people is based on Universalist principles that assume some HRM practices are appropriate for all organizations, Armstrong, 2009. There is a universal prescription or one best way or a general pattern that can be adopted by various organizations to manage their people, without considering organizations circumstances. Another important issue is although the best practice approach has considerable support, this approach is also criticized by different perspective in the literature. In contrast to the Universalistic or best practice approach, the best fit approach adopts a contingency approach. The linkage between strategy and HRM has received extensive attention from contingency school of thought. By considering all these it can be concluded that by empathizing Wright et al., 1992 explanation on important of theory for a researcher, "unless SHRM research becomes strongly grounded in theories of organizations, others may view the prescriptions of SHRM as being similar to burning down a house in order to cook the pig. After considering all the relevant theories the highly relevant and recommended theory for this research is RBV (Resource based view) while other theories facilitating and supporting. Descriptive theory emanates the wholesome coverage of HRM functions or their elements into one content. Beer et al attempts to analyze the fundamental elements instilled in HRM functions into micro minute forces, emphasizing the utility and interrelationships of those elements are so valid and reliable in achieving the objectives of HRM. It is clear that the underlined ideology of this model is the analytic theory of HRM.

## 8.1 THEORIES OF HRM

### Universalistic theory

This theory is recounted with the term "best practice" and "high performance work practices" and its underlying assumptions or arguments may seem somewhat simplistic:

- That there is a linear relationship between human resource practices or systems and organizational performance.
- That best practices are universally applicable and successful.
- That organizational success is best measured in terms of financial performance indicators like profits, or by market share and sales levels.

Pfeffer argues, that use of sixteen specific practices, such as employment security, selectivity in recruiting, high wages, incentive pay, employee ownership and empowerment, teams and job redesign, training and skills development, cross utilization and cross-training, symbolic egalitarianism, wage compression, promotion from within, long term perspective, measurement of practices, overarching philosophy have been observed. Proponents of universalistic theory believe that there is a universal and global practice to be remained with HRM. It is the best practice that any organization can adopt it anywhere and these proponents are against using culture, environment, heterogeneity of people and their behavior. It is better if those proponents are classified as universalists and their ideology is as universally best practice theory or universalistic theory of HRM. From the above argument one may deduce that attempts are made to standardize the model so that its universalistic application is envisioned.

### Contingency theory

Theorists like Selznick, Burns and Stalker, Woodward, Lawrence and Lorsch, Thomson were the principal developers and pioneers of the contingency theory. According to Delery and Doty, the contingency theory indicates and highlights that the relationship between the relevant independent variable and the dependent variable will vary according to such influences as company size and age, technology, and capital intensity, the degree of unionization, industry sector, ownership and location. Contingency arguments imply potentially complex interactions amongst HRM variables, between HRM variables and performance indicators, between HRM variables and contingency factors, and between performance and contingency factors. This theory expresses the definitions of aims, policies and strategies, lists of activities and analyses of the role at Human Resource Department are valid only if they are related to the circumstances of the organization. Contingency theory is essentially about the need to achieve best "fit" between what the organization is and wants, technology, size, structure, the people, its employees and its external environment and what the organization performs and how it is structured and the processes, procedures and practices it implements. Therefore the proponents of this theory are classified as contingentists and their ideology as 'best fit theory or contingency theory of HRM.

### Configurational theory

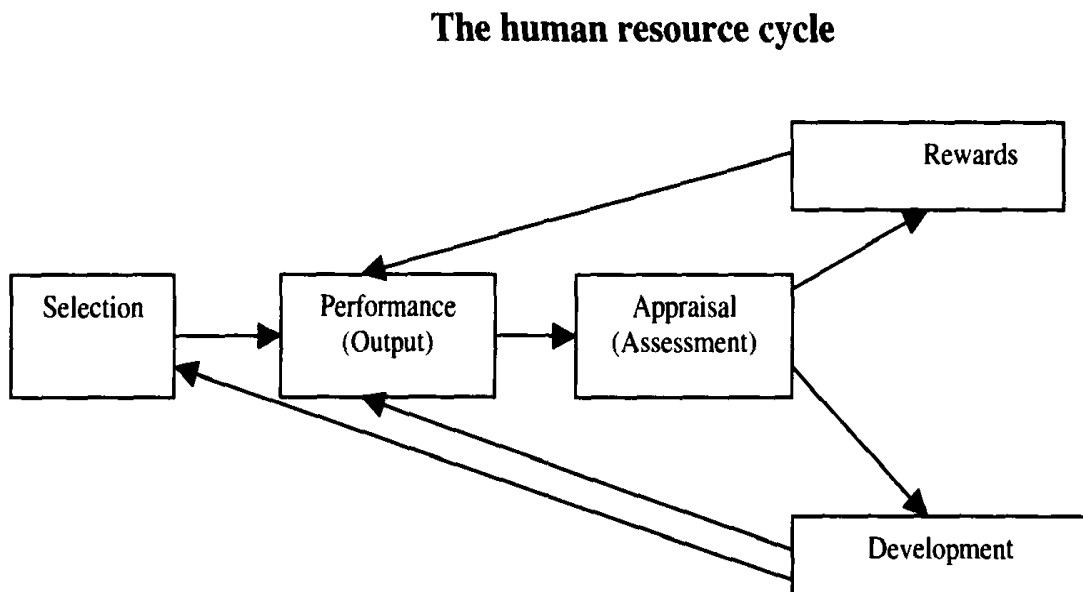
Configurational theory asserts that the integration of relevant and pertinent concepts and perspectives of a theory or theories under consideration. Arthur's control and commitment HR systems gain higher and greater performances for the organization if these systems are applied for achieving corporate objectives of the organization through business strategy. MacDuffie's research finding in the automobile industry is seen as representative of the configurational perspective, where the holistic principle of inquiry identifies a unique pattern of factors. From the argument, it is unclear

about his thinking on the notion of holism as a whole because he immediately links uniqueness with wholeness. Unique here implies a single unit and not the entirety. Holistic means attempting cover and apply all suitable views and practices for achieving the expected routine common goals. It is a combined approach of all the relevant view points and concepts of certain models and theories into one. The favorable and appropriate concepts, techniques belonging to management theories like classical, neo-classical, behavioral, scientific management, system, universalistic and contingency are utilized in combination of all. Managers are emphasized to utilize the most suitable and appropriate ideas, concepts and systems, using them in a more combined approach, in order to achieve the goal and objectives of the organization. Integration could be done between two theories or several theories. The proponents of this theory prefer to utilize the other views and systems hence it is mixed perspective or integration of whole suitable views and systems for the advancement of HRM. Therefore proponents of this theory could be interpreted as configurationalists and their rationale as a 'mixed or integrated or configurational theory of HRM.

## 8.2 MODELS OF HRM

### Matching model

Matching model was developed by Fombrun, Tichy, and Devanna which is shown below in Figure 3. The five important functions are clearly presented in the matching model.



**Figure 3 the Matching Model**

Matching model ensures and paves the way to achieve the organizational objectives and goals on applying the above five important and major functions of HRM effectively. The work and contribution of properly selected human resource has to be evaluated in using appropriate techniques. Rewards have to be offered on the basis of results of appraisal and the performances of employees. According to matching model, this process is totally dependent on the HRD procedures and programmes of the organization. It is trusted and believed that the whole of HRM is a cyclical process which every function is interdependent hence value of each function is very identical for



acceding the organizational objectives. In matching model, it tries to encapsulate all key functions of HRM and to utilize in a more comprehensive manner.

### Hard model and Soft model

Truss mentions that most widely adopted models of HRM are the hard and soft models, which are based on opposing views of control and human nature strategies. The hard model is based on notions of: (i) tight and rigid strategic control and (ii) an economic model of human, according to McGregor's Theory X. On the other hand, the soft model is based on: (i) managing human resource through commitment and (ii) through cohesion or Theory Y. Legge narrates that hard model belongs to traditional view and perspective of management and it aims to make a control environment in the workplace by tight rules and regulations, order, authority, strict supervision. She expresses that hard model sees human resources as an economic resource. Guesf has noted that hard model considers human resource as an economic resource or commodity or like a new technology. Hence, the performances or output are expected through using tight control strategies like, rules, regulations, more supervision and disciplinary actions. The underlined ideology of this model could be specified as the control theory of HRM. Soft model aims to make a conducive and potential work environment that induces people to work effectively. According to this model, workers in manufacturing or business firms are inspired to work. Commitment, involvement and participation are highly expected in the work place within this model. People tend to work and behave without any supervisory order or authority, command or force within this model. Soft model sees employees as valued assets and as a source of competitive advantage through their commitment, adaptability and high level of skills and performance. According to Legge, the three key features of soft HRM model are, first various forms of flexibility; second teambuilding, empowerment, involvement and the third, culture management. Comparison of Hard and Soft model of HRM is given below in Table 1. The underlined ideology of this model could be interpreted as commitment theory. As stated by Arthur this theory indicates that employees are working in a self guided environment rather following supervisory or control strategies.

**TABLE 1 COMPARISON OF HARD MODEL AND SOFT MODEL OF HRM**

<b>Hard Model (Control)</b>	<b>Soft model (Commitment)</b>
Traditional view of management	Modern view of management
More control and supervision	Self-guided employees
Commitment is not seen	High commitment of employees
Related to bureaucratic model	Related to Human relations
More hierarchical structure	Flatter structure
Teamwork is hardly seen	Teamwork is fully used
Employees are treated as workers	They are treated as valued asset
Skills and competencies are not highly valued and recognized	They are highly valued and recognized
Culture management is not expected	Culture management is practiced
Employee empowerment and involvement are hardly available	Employee empowerment and involvement are fully used
More traditional	More strategic
Achieving objectives of the organization is the sole aim	Attempts to achieve the objectives of the organization and those objectives of its employees

## 9.0 CONCLUSION

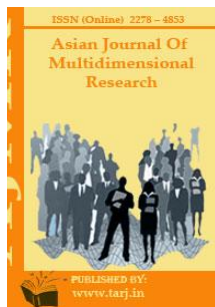
HRM is the process of managing and maintaining people of a business firm with human approach. Human resources approach to manpower enables the manager and senior personnel to view the people as an important resource. It is the approach through which organization can utilize the manpower for the benefits and advantages of the organization but for the growth, development and self satisfaction of the concerned people. Thus, HRM is a system that focuses clearly on human resources development on one hand and effective management of people on the other hand so that people will enjoy human dignity in their employment. A perfect and good theoretical model has great potential and value to theorist researchers. This will help and enhance them to test the model. Based on these tests, they may be able to revise and upgrade the model to increase the accuracy. It is very important to use theoretical models that allow for both predicting and understanding the effect of HR practices on organizational functioning. There is no overall model that explains how human resource can be managed to achieve the business needs.

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**ONLINE SHOPPING, INTERNET PENETRATION, AND CONSUMER E –  
PAYMENT BEHAVIOUR OF ONLINE RETAIL CUSTOMERS: A STUDY OF  
LAKHIMPUR DISTRICT OF ASSAM**

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**ABSTRACT:**

*The instantaneous progression of information technology, improved usage of the internet, rapid mobile penetration, and kaleidoscopic lifestyle of the people lead to the evolution of online marketing in India. Consequently, it has prominence over the traditional brick and mortar stores, during the 21<sup>st</sup> century. There are many direct and subsidiary benefits associated with shopping online, to both customers and to the retailers such as convenience, time-saving, reasonable prices, store-less market, and so forth. E-marketing is now in the reformative stages of development, and the credit for its success goes to the heavy dependence on the internet and mobile phone revolution which changed the mode of businesses reach to their customers. The dynamics of its success lies in the versatility of the e-payment system. Present research paper makes a sincere attempt to study the e- behavioral payment pattern of the customers shopping online, centering on the amount of internet penetration.*

**KEYWORDS:** *Technology, Internet, online retail, E- payment.*

**INTRODUCTION**

The presentation and application of the internet and technologies have created a different market for the manufacturer's service providers and also has provided a new arena for advanced marketing strategies by the professionals. There are numerous reasons for shifting the customers purchasing patterns towards online retail shops. The facility of equating your product with competitive products by price, color, size, and quality is one of the largest benefits of online shopping. Moreover, the product remains in its place even you purchase it. It looks comical, but this is also one of the most

noteworthy reasons reported by the online purchasers. The other standard terms for online shopping are a virtual store, e-shop, web-shop, internet shop, web store, and online storefront, and so forth. These days Mobile commerce or m-commerce is also one of the common means of shopping. The amenities of many coupon and discount schemes are also fascinating the customers in online shopping. In our time, the price of manufactured goods and service delivery and extended geographical boundaries in getting buyers and sellers together. The improvement in the usage of the internet by the buyers in the younger age bracket in India has delivered a favorable attitude for online vendors. Most of the companies are functioning their online portals to offer of both products & services for sale, to shrink marketing costs, and successively dropping the prices of their goods and services to continue their spot in the forthcoming marketplace.

Previously the Indian consumers were more fascinated towards electronic appliances and mobile phones for online shopping but now the goods suggestive of the standard of living, viz., watches, apparels, perfumes, beauty products are also in extraordinary demand through the intermediate of online shopping. The market is also increasing for books, jewelry, home appliances, and kitchen appliances, and so forth. The following facts can benefit the academicians and researchers to know the size and performance of Indian e-commerce business. In 2013, the magnitude of the market was \$ 16 billion which was \$ 8.5 billion in 2012. The progress rate in metro cities of India is anticipated to be much superior to the other cities of the country. The e-commerce business is estimated to be of \$56 billion by 2023. However, controvert to it, another forecast supported by IANS, the e-commerce market is projected to rise by \$ 50- 70 billion by 2020.

The Internet is accredited as a notable valuable communication channel taxing with the traditional ones, such as a walkie-talkie, magazines, and small screen. From the past few years, online shopping is the predominant way of doing dealings in the arena of E-Business and is indisputably going to be the future of shopping in the human race. The growing consumer base, principally of youths, is playing a unique part in online shopping. Through this means, the customer can purchase the product from wherever he wishes. Because of extensive communication network e-commerce has become the new intermediary among the companies/producers and their clients.

The progression rate of India's e-commerce industry is unusual. It was stated as 88% in 2013 which is a clear transformation depiction of the slow economic progress of India. The increasing inflation rate in latest years has not skidded away from the act of online shopping industry in India. If one attempts to recognize the reason for this growth rate, then it will not take any pains to find the answer. The more advanced ways of online payment and increasing internet penetration has given a paradigm shift and pushed to this industry. The growth of internet technology in India has enormous potential. It will be slender down the Corporations are consuming the internet to put across and commune the information. Instantaneously it assists the companies to offer an idea about their products and promptly to develop the response of customer's fulfillment to get an encouraging business for the future. In India the progression of the e-commerce industry is incredible. Bearing in mind the most recent updates from IBN 7, the number of online shopping have crossed 600 in the year 2013 which was totaled as only 100 in 2012. The admiration of local e-commerce sites is also remarkable in accumulation to global leaders like eBay and Amazon. The following table gives a suggestion of the top ten leading e-commerce sites of 2013.



**TABLE NO. 01: WEBSITES RANKING AND SERVICES OFFERED BY VARIOUS WEBSITES**

Ranking	Websites	Services Offered
1	Flipkart	It is a mega online store which offers a broad variety of products including clothes, books, and electronics.
2	eBay India	It has a distinctive business concept where a seller can sell the product directly to the purchaser.
3	Snapdeal	It is an online marketing and shopping company which has a presence in more than 400 cities in India.
4	Jabong	It has been a front runner in online shopping websites in India and offers eye-catching discounts, promotions and deals for Indian customers on many fashions, home décor, and lifestyle options.
5	Myntra	It sales many renowned national and international brands like Puma, Adidas, John Miller, Lotto and much more.
6	Tradus	It offers a wide-ranging variety of wholesale and retail products online. Tradus. Com is an Auction and shopping company operating in many European countries.
7	Junglee	Junglee is an online website which offers electronics, lifestyle, men & women clothing, fittings, movie CD/DVD, home décor goods, etc.
8	Homeshop18	It is an online shopping portal and retail supply network company.
9	Shop clues	A mega online store recorded the highest growth in the year 2012, and Alexa ranked 1000 in mid of August -13.
10	Yebhi	It deals with many top national & international brands and products such as footwear, fashion, accessories, and jewelry.

Source: IBN 7

## LITERATURE REVIEW

Maignan and Lukas's research (1997)<sup>1</sup> and Rowley (2000)<sup>2</sup> studied that the financial risks had been identified as the principal cause to discontinue internet shopping, and security had become a major concern both in online transaction relationships. Needs Solomon (1998)<sup>3</sup> considered the Customer behavior and said that it is the study of the procedures involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy wants and requirements. In an opinion, for the Internet to spread out as a retail channel, it is impervious to understand the customer's mindset, intent, and conduct in light of the online buying practice. Bellman, Lohse, and Johnson (1999)<sup>4</sup> examine the relationship between demographics, personal characteristics, and attitudes towards online shopping. These authors discovered that people who have a more extravagant lifestyle. Moreover, who are more time constrained tends to buy online more frequently, i.e., those who use the Internet as a convenient tool and those who are more time-starved prefer shopping on the Internet. Swaminathan, Lepkowska-White, and Rao (1999)<sup>5</sup>

referred to retailer characteristics, the safety of transactions, content for privacy and consumer characteristics as factors influencing electronic exchange. Donthu and Garcia (1999)<sup>6</sup> anticipated that risk aversion, innovativeness, brand awareness, price cognizance, significance of convenience, variety-seeking propensity, suddenness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing would be an inspiration for online shopping behavior and found that among them, age, income, significance of ease, innovativeness, risk aversion, impulsiveness, variety-seeking tendency, approach toward direct marketing, and attitude toward advertising were reasons inducing online shopping behavior. Bhatnagar, Misra, and Rao (2000)<sup>7</sup> quantify how demographics, vendor/service/product characteristics, and website quality influence the consumers, their attitude towards online shopping and subsequently their online ordering behavior. They report that the convenience the Internet affords and the risk perceived by the users are associated with the two dependent variables (attitudes and behavior) positively and negatively, respectively. Sultan and Henrichs (2000)<sup>8</sup> concluded that the consumer's readiness to and preference for accepting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness. According to Miyazaki and Fernandez (2001)<sup>9</sup>, perceived risk affected consumer online purchasing behavior negatively. They also found that Internet experience is negatively related to the existence of concerns regarding the privacy and security of online purchase and the perceived risks of conducting online purchases.

Sharma.R and et al. (2014)<sup>10</sup> in study it was attempted to point out shopping behaviour of the customers and also suggested how the online shopping websites can be improved the paper also highlights how online shopping is advantageous over traditional brick and mortar industry and how improvement of internet and communication technologies has helped in flourishing the market.

Mishra (2013)<sup>11</sup> in the study attempted to discuss the perceived risks such as physical time, safety, financial and performance dimensions affect the online shopping the paper further investigates the reason why despite high potential in online shopping why the online purchase is so less.

Kumar and et al. (2014)<sup>12</sup> in their study tried to shed light on the present status on online shopping and search the factors that are affecting the online Shopping they have identified three factors which influence the online shopping viz Convenience, Better useful Delivery mode, and better product selection. The paper also discusses the Advantages and Hurdles of Online Shopping.

Schiffman, Scherman, & Long (2003)<sup>13</sup> in their study researched that "yet individual attitudes do not, by themselves, impact one's intention and behavior. Instead, that intention or action is an outcome of a range of approaches that the consumer has a range of matters pertinent to the condition at hand, in this instance, online purchasing. Shergill and Chen (2005)<sup>14</sup> piloted a study on 'Web-Based Shopping: Consumer's Attitudes Towards Online Shopping In New Zealand' The model included several indicators belonging to four wide classes; the worth of the product, the shopping experience, the quality of service presented by the website and the risk sensitivities of Internet retail shopping. The study established that consistent web buyers were much more pleased with all site variables than experimental web consumers. Sorce et al. (2005)<sup>15</sup> prove that younger consumers explored for more products online, and they were more expected to approve that online shopping was more convenient. This study was presented on the behavior of youth in Malaysia. Wang, Liu, and Cheng (2008)<sup>16</sup> led a study on the Inducing Aspects of Online Shopping and recognized that customers ponder it to be unsafe to make online payments. The consumers were also expectant a greater level of privacy in online shopping. This study was piloted in China, and the Chinese purchaser's familiarity with the internet and computer skill were also found a factor persuading the buyer behavior.

Norazah Suki and Norbayah Suki (2009)<sup>17</sup> piloted a study on 'Cellular Phone Users' Willingness to Shop Online.' The study put forward that marketers should offer more on attractive promotion such as advertisements or discounts through the internet.

Chowdhury and Ahmad (2011)<sup>18</sup> piloted a study on 'factors affecting consumer participation in online shopping in Malaysia.' The first stress of the survey was to define the link between independent variables and a dependent variable using Pearson's correlation method. The drawback of this study was that it only used four variables (ability, benevolence, integrity, and trust) in elucidation the customer involvement but did not take additional relevant variables into account (e.g., cost switching vendors and the existence of the third party. The study provides a useful insight into the significant part of reliance on students for online shopping. Yulihatri, Islam and Daud (2011)<sup>19</sup> led a study on 'Factors that Influence Customer's Buying Intent on Shopping Online.' The variables that were tested the incorporated utility of internet shopping, ease of use, compatibility, privacy, security, normative views, self-efficacy, attitude, and student's buying intention. Pearson correlation analysis provided statistical information about the relationship between each independent variable With dependent variables. It was studied that online advertising favorably impacts the buying of a firm's products.

Delafrooz, N. And et. al (2016)<sup>20</sup> in their study titled 'Students shopping behavior: An empirical study found that consumers perception of factors which influence the customers online shopping. They further say that price, Convenience, Time saving and has an impact on consumers buying online.

Morris (2013)<sup>21</sup> conducted a study on 'More Consumers Favor Online Shopping' Shoppers progressively want what's entitled a "seamless omnichannel experience," meaning one in which retailers let them pool online and brick and mortar surfing, shopping, ordering and returning in whatsoever combination they would like. With the new size, auxiliary demand by youth and alteration in the behavior of young people towards shopping has evidently indicated an enormous market is accessible to the incumbents and steady performers. Moreover, at this phase, it is imperative to comprehend the procurement behavior of Indian customers towards online shopping which is compulsory for an excessive marketing strategy by the players in this business. The scope and progression rate of this industry was never like this before. Moreover, considering all this, the present study has attempted to understand the online shopping behavior of Indian customers.

Ghosh (2015)<sup>22</sup> in his study titled 'An Empirical Study of Consumer Buying Behavior towards E-marketing with Special Reference to Kolkata' highlighted the factors which influence the shoppers to shop online and he also tried to trace whether age gender income and occupation and other factors such as hassle less purchase delivery at doorstep influence the shopper buying behavior or not and from the study it is revealed that there is a significant shift in the buying behavior of the youths and slowly online shopping is beginning to gain popularity among the shoppers who used to shop at the brick and mortar store due time-saving, cheaper price than traditional outlets, Numerous options and so forth.

## **OBJECTIVES OF THE STUDY**

The primary aims or Objectives of the present research are as follows:

- 1) To explore the degree of internet penetration among online consumers in Lakhimpur district of Upper Assam.

- 2) To analyze the impact of income, on the frequency of online shopping and amount of goods purchased from online.
- 3) To examine the impact of other factors on the incidence of online Shopping customers.

### Hypothesis

**H<sub>0</sub>:** There is no significant Impact of Income on the frequency of online shopping and the number of goods purchased.

**H<sub>1</sub>:** There is no significant impact of Other Factors Such as (Search for Product information Saves Time, Saves Money, Convenience, Company Name and Relevance of Brand Equity, Detail Product Information, Large Number Options Internet Security, Cost of Delivery, Simplicity of Buying, Privacy of Information, Ability to Track Shopping History, Website Response Speed Website Interface, Personalised Offer, and After-Sale Service, Security of Services, Speed of Delivery, Packaging of Products) on the frequency of online Shopping customers.

## RESEARCH METHODOLOGY

### Research Design

The present study is both Analytical and Descriptive devoted to tracing out the influence of Internet Penetration and Consumer E – Payment Behavior of Online Retail Customers It made an effort to get information about the scope of enhancement in penetration of internet and E-payment practices of online consumers.

**Area of Study:** For the present study, Lakhimpur District of Assam is selected as the field of study for the following reasons: The ancillary services which are indispensable for online shopping like good internet connectivity and availability of good and reputed courier services for faster delivery of orders are present in the study area.

**Sample, Universe, and Sample Design:** For the present study the data is mainly collected through primary survey through both questionnaire and schedule method. A sample of 100 online shopping customers is selected through Simple random sampling method.

**Statistical Tools and Methods to be used:** For analysis of data, Table, mean, correlation and Regression analysis, and Frequency Distribution and ANOVA technique and Factor analysis are used to draw inferences from the sample about the universe. Moreover, dependence on Statistical Package for social science such as SPSS 20.0 and M.S Excel is a must for Analysis of the Data.

### Analysis and interpretation of data

**TABLE NO.02. : DEMOGRAPHIC ANALYSIS OF THE RESPONDENTS**

Demographic Features	Number of Respondents	Percentage in the total sample
<b>Gender</b>		
Male	51	51.00
Female	49	49.00
<b>Total</b>	100	100.00
<b>Age</b>		
25-30	4	4.0
31-40	43	43.0

<b>41-50</b>	35	35.0
<b>Above 50</b>	18	18.0
<b>Total</b>	100	100.00
<b>Occupation</b>		
<b>Self-</b>	72	72.00
<b>Private sector employee</b>	4	4.00
<b>Government employee</b>	8	8.00
<b>Others</b>	16	16.00
<b>Total</b>	100	100.00

*Source: Primary Data Collected in 2016 and Analysis Afterward*

From Table No. 02 it can be inferred that Male respondents are more active online shoppers than Females which stands at 51% of the total respondents. Moreover, most of the interviewees are in the age group of 31-40 years which stands at 43 percent followed by respondents in the age group of 41-50 years which stands at 35 percent. Most of the occupation of the interviewees are in the category of Self-Employed/Business Men which stands at 72 percent of the total respondents, and the next highest level is others category which stands at 16 % which comprises of Students, Housewives, Widowed, Separated and so forth.

**TABLE NO.03. : DISTRIBUTION SHOWING INCOME OF THE ONLINE SHOPPING CUSTOMERS**

<b>Income</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>
Income of Respondents	100	150000	450000	239690.00
Valid N (list wise)	100			

*Source: Primary Data Collected in 2018 and Analysis Afterward*

Table No. 03 among the 100 respondents the above table reveals that minimum respondent's income is 150000 and maximum income is Rs. 450000, and Average income of the 100 respondents is 239690.

**TABLENO.04: DISTRIBUTION SHOWING LEVEL OF EDUCATION OF THE ONLINE SHOPPING CUSTOMERS**

<b>Education Level</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Matriculate	3	3.0	3.0	3.0
Intermediate	3	3.0	3.0	6.0
Graduate	56	56.0	56.0	62.0
Post Graduate	38	38.0	38.0	100.0
Total	100	100.0	100.0	

*Source: Primary Data Collected in 2018 and Analysis Afterward*

Table No. 04 reveals that most of the level of education is Graduation and it stands to 56 percentage of the total respondents i.e. is 100 and next highest level of education is Post Graduate which stands at 38 Percent from this we can infer that most of the interviewees are well informed and educated and have knowledge of online shopping functioning.

**TABLE NO.05: DISTRIBUTION SHOWING EXPERIENCE OF USING THE INTERNET OF ONLINE SHOPPING CUSTOMERS**

Experience	Frequency	Percentage	Valid Percent	Cumulative Percent
>1 month	6	6.0	6.0	6.0
<1 year	76	76.0	76.0	82.0
1-2 years	14	14.0	14.0	96.0
3-4years	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No. 05 reveals that most of the respondent's experience of doing online shopping is less than one year which stands at 76 percent and the next highest level is 1-2 years which stands at 14 percentage.

**TABLE NO.06: DISTRIBUTION SHOWING FREQUENCY OF CUSTOMERS GOING FOR ONLINE SHOPPING**

Internet shopping frequency in a month	Frequency	Percent	Valid Percent	Cumulative Percent
Below 5 Times	9	9.0	9.0	9.0
5-10times	23	23.0	23.0	32.0
10-15 Times	32	32.0	32.0	64.0
15-20 Times	25	25.0	25.0	89.0
Above 20 Times	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2016 and Analysis Afterward

Table No. 06 reveals that most of the respondents do shopping online 10- 15 times in a month from the table it is pertinent that respondents often shop online out of 100 respondents 32 percent respondents do online shopping very frequently, and 23 respondents resort to online shopping 5-10 times in a month.

**TABLE NO.07: DISTRIBUTION SHOWING MEDIUM USED BY THE CUSTOMERS DOING ONLINE SHOPPING**

Mode of shopping	Frequency	Percentage	Valid Percent	Cumulative Percent
Desktop /Laptop	50	50.0	50.0	50.0
Mobile Application	48	48.0	48.0	98.0
Others	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No.07 reveals that 50 respondents out of a total of 100 respondents use Desktop/ Laptop as their medium of doing online shopping while 48 respondents use mobile application for doing online shopping while 2 respondents neither uses mobile application nor Desktop /Laptop from the Table it can be inferred that the use of Desktop and Laptop is the preferred medium of doing online shopping.



**TABLE NO.08: DISTRIBUTION SHOWING PRODUCTS PURCHASED BY THE CUSTOMERS FROM ONLINE**

Products Purchased	Frequency	Percentage	Valid Percent	Cumulative Percent
Books	21	21.0	21.0	21.0
Software	6	6.0	6.0	27.0
Electronics	23	23.0	23.0	50.0
Toys	1	1.0	1.0	51.0
Tickets	4	4.0	4.0	55.0
Apparels	39	39.0	39.0	94.0
Gifts	1	1.0	1.0	95.0
House wares	4	4.0	4.0	99.0
Hotel Travel	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No.08 reveals that most of customers do online shopping for purchasing apparels which is 39.00 percent and the item which is second most favored item for the online customers are electronic items which stand at 23 % and 21 % of the respondents purchase books from online from the above table it can be inferred that most of the customers favor purchasing apparels from online.

**TABLE NO.09. DISTRIBUTION SHOWING CUSTOMERS INFORMATION REGARDING E-COMMERCE**

Information regarding E-Commerce	Frequency	Percent	Valid Percent	Cumulative Percent
T.V Advertisements	32	32.0	32.0	32.0
Word of Mouth Promotion	17	17.0	17.0	49.0
Mail Advertisements	18	18.0	18.0	67.0
Internet	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No. 09 reveals that Among the 100 respondents majority of the interviewees get to know about online Shopping from the internet and T.V advertisements which are depicted in the above table which stands at 32 and 33 percent respectively.

**TABLE NO.10. : DISTRIBUTION SHOWING PAYMENT MODE PREFERRED BY CUSTOMERS IN E-COMMERCE**

Payment mode Preferred Most	Frequency	Percent	Valid Percent	Cumulative Percent
Credit Card /Internet Banking	65	65.0	65.0	65.0
Personal cheque	32	32.0	32.0	97.0
Bank Transfer	2	2.0	2.0	99.0
Third party	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No.10. Reveals that Most of the respondents out of 100 interviews use Credit Card or Internet banking to payment while shopping online which stands at 65 percent for using Online Shopping and next Payment Mode used Personal Cheque which stands at 32 percent.

**TABLE NO.11. : DISTRIBUTION CUSTOMERS CHOOSE ONLINE SHOPPING DUE TO A LARGE NUMBER OF OPTIONS**

Internet Security	Frequency	Percent	Valid Percent	Cumulative Percent
Fully Protected	84	84.0	84.0	84.0
Needs Improvement	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Source: Primary Data Collected in 2018 and Analysis Afterward

Table No.11. Reveals that Most of the respondents opine that Online Shopping is Fully Protected which stands at 84 Percent and 16 percent of the interviewees reveal that online Shopping needs Improvement.

### Test of statistics of the responses about the impact of income on the frequency of online shopping using correlation

( $H_0$ : There is no significant Impact of Income on the frequency of online shopping and the number of goods purchased.)

**TABLE NO.12: DISTRIBUTION SHOWING CORRELATION BETWEEN REVENUE AND FREQUENCY OF ONLINE SHOPPING**

Correlations		Income of Respondents	Internet Shopping frequency
Income of Respondents	Pearson Correlation	1	.350**
	Sig. (2-tailed)		.000
	N	100	100
Internet Shopping frequency	Pearson Correlation	.350**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data Collected in 2018 and Analysis Afterward

The above table No.12. Depicts that there exists a Positive correlation between income and Frequency of Online Shopping. From the table, it is found that income has a positive Impact on shopping frequency at 1% level of significance and hence we reject the null hypothesis and conclude that income has a positive impact on shopping frequency.

$H_0$  : There is no significant impact of Other Factors Such as (Search for Product information Saves Time, Saves Money, Convenience, Company Name and Relevance of Brand Equity, Detail Product Information, Large Number Options Internet Security, Cost of Delivery, Simplicity of Buying, Privacy of Information, Ability to Track Shopping History, Website Response Speed Website Interface, Personalised Offer, and After-Sale Service, Security of Services, Speed of Delivery, Packaging of Products) on the frequency of online Shopping customers.

**TABLE NO.14: ANALYSIS OF OTHER FACTORS USING FACTOR ANALYSIS**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.803	1.307		2.909	.005
Experience of using internet	-.078	.218	-.040	-.356	.723
Search for product information	.017	.178	.011	.095	.925
Mode of shopping	-.263	.240	-.125	-1.099	.276
Amount of goods purchased in a month	.354	.119	.350	2.970	.004
Products Purchased	.051	.056	.103	.914	.364
Saves Time	-.182	.217	-.104	-.836	.406
Saves Money	.240	.196	.152	1.224	.225
More Relaxing	.202	.243	.109	.830	.409
Company name and Relevance of Brand equity	-.140	.248	-.080	-.566	.573
Detail product information	-.418	.236	-.229	-1.771	.081
Information regarding E- commerce	.069	.097	.076	.711	.479
Payment mode preferred Most	-.144	.210	-.074	-.686	.495
Large number options	.170	.386	.072	.440	.661
Internet security	-.202	.327	-.064	-.619	.538
Certification of security	-.012	.314	-.006	-.039	.969
Cost of delivery	-.114	.340	-.053	-.335	.738
Simplicity of buying	-.179	.362	-.088	-.496	.622
Privacy of information	-.465	.315	-.206	-1.474	.145
Ability to track shopping history	.350	.335	.180	1.044	.300
Website response speed	.485	.299	.239	1.620	.110
Website interface	-.090	.347	-.042	-.260	.796
Personalized offer	.060	.302	.032	.198	.843
After sale service	.418	.298	.212	1.403	.165
Security of services	-.452	.287	-.250	-1.573	.120
Speed of delivery	-.165	.341	-.081	-.485	.629
Packaging of products	.043	.304	.021	.143	.887
Experience of shopping online	-.552	.286	-.232	-1.932	.057

a. Dependent Variable: Internet shopping frequency

Source: Primary Data Collected in 2018 and Analysis Afterward

From the above table no. 14 it is found that the factors which influence the customers most are Search for product information, Amount of goods purchased in a month Products Purchase Saves Money, More Relaxing, Information regarding E-commerce, Large number options, Ability to track shopping history, Website response speed, After sale service, Packaging of products are the most important factors which have a bearing on the frequency of online shopping.

**Key Findings from the study are as follows**

1. From the study, it is found that Male customers are more active online shoppers than Females. Moreover, most of the interviewees are in the age bracket of 31-40 years which stands at 43.
2. Most of the Customers have their occupation as Self-Employed/Business
3. The consumer's average income of the 100 respondents is 239690.
4. The level of education of the consumer is Graduation out of the total number of respondents
5. Most of the defendant's experience of doing online shopping is less than one year
6. The study reveals that most of the interviewees do shopping online 10- 15 times in a month
7. The study shows that 50 respondents out of total 100 respondents use Desktop/ Laptop as their medium of doing online shopping
8. The study shows that most of the customers do online shopping for purchasing apparels which are 39.00
9. The study shows that Most of the respondents out of 100 interviews use Credit Card or Internet banking to payment while shopping online.
10. The study indicates that Among the 100 respondents the majority of the interviewees get to know about online Shopping from the internet and T.V advertisements.
11. The study shows that Most of the respondents opine that Online Shopping is Fully Protected which stands at 84 Percent
12. Depicts that there exists a Positive correlation between income and Frequency of Online Shopping.
13. It showed a positive association between online shopping frequency and other factors when we calculated the Regression Analysis.
14. From the study it is found that the factors that influence most are Search for product information, Amount of goods purchased in a month Products Purchase Saves Money, More Relaxing, Information regarding E-commerce, Large number options, Ability to track shopping history, Website response speed, After sale service, Packaging of products are the most important factors which have a bearing on the frequency of online shopping.

**SUGGESTIONS**

1. For online shopping to improve the consumers should be computer literate first which is the most important factor for online shopping. The consumers should be educated on consumers.
2. Internet connectivity should be improved for online shopping to increase at a rapid scale.
3. Consumers should use the cashless way of purchasing things.
4. Delivery of goods should be done at a faster rate to improve consumer frequency of online shopping.

**CONCLUSION**

Online shopping in India and Lakhimpur District of Assam is still in an infancy and Nascent stage the ancillary facilities which are must for the online shopping platform to operate are not fully developed and equipped in a country where internet penetration and digital literacy is shallowly

coupled by poor and erratic internet connectivity and also online banking or digital payment system is still underdeveloped or still developing it can be concluded that online shopping to flourish has a long battle ahead of it to prosper.

The major limitation of the study is it is confined to a particular one district only. So it may not reflect the abject picture of the online shopping behavior and E-payment modes used and degree of internet penetration.

Lastly, it can be concluded that in Years to come Online shopping has a very bright Prospect as Government is taking many initiatives to encourage financial literacy, computer literacy rapid Internet penetration and a boost to digital payments can be a boon to the online retail shopping industry.

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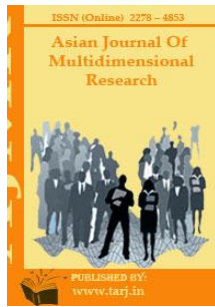
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## **SITUATING WOMEN'S UNPAID WORK IN A DEVELOPMENT CONTEXT**

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### **ABSTRACT**

*This paper seeks to critically review existing literature that addresses issues of unpaid work, particularly, the conceptualisation and valuation of care work as part of unpaid work. The valuation of unpaid care work appears to be largely delayed due to practical and methodological difficulties. On the contrary, what may be required is a value based framework based on equity considerations to pitch for recognition, reduction and redistribution of unpaid care work. This becomes all the more important considering how engagements with unpaid work particularly care work can be disempowering and negatively affect women's well being. We also critically examine the rationale for unpaid care work through the theoretical frames of the Neoclassical, the Feminist Marxist and the Feminist schools of thought. Though there are divisions within the feminist thought on valuation and payment for unpaid work, it provides a more nuanced treatment to the motives behind care work. The paper also assesses the policy sensitiveness of the rights based employment program MGNREGA in incorporating unpaid care concerns in terms of its stated objectives, implementation and outcomes. Evaluation studies on MGNREGA shows that while the intent of the program appears satisfactory, the implementation and outcomes leave much to be desired.*

**KEYWORDS:** *Unpaid Work, Care Work, Valuation, Gender Equality*

### **INTRODUCTION**

It has been globally recognised that women's work is underestimated in the national income accounts as well as in the labour force participation. Men tend to receive a major share of income and are recognised for their economic contribution whereas women's contribution is not just unrecognised and undervalued but also unpaid for (UNDP, 1995). It was not until the 1960's and 70's that unpaid care concerns found a partial recognition in the academic interests of economists and sociologists (Swiebel, 1999).

There is also a growing consensus about the connections between unpaid work and women and girls empowerment. Women's participation in the economic, social and political life is considered necessary for moving towards gender equality. Since unpaid work is usually time intensive (Boserup, 1970), it restricts women and children involved in unpaid work from participating actively in public life (Chopra et al, 2013). Unpaid care work burden falls on women and girl children due to traditional gender norms (Birdsall and McGreevey 1983; Budlender 2010) and at the same time the maternal and caring instincts of a woman ensure that these roles never change (Chopra, 2013). This means that gender roles are not only stereotyped but also sticky in nature. All the same time, it must be recognised that unpaid work is a social good that sustains and reproduces society. It includes activities such as taking care of children and their education, and support to the elderly and the sick apart from preparing meals and collecting inputs such as fuel, water etc. for the household production of goods and services. A number of studies have, therefore, tried to incorporate the significance of unpaid work into global development discourses.

Concerns and debates around the issue of unpaid work have mostly been conceptual and methodological in nature. For instance, questions of what constitutes unpaid work, whether monetary values are to be imputed for such work and what should be the appropriate methods of valuation warrant some discussion. There are also dominant theoretical frameworks that provide an explanation for the existence of unpaid work, the prominent ones being the Neoclassical, the Marxist-feminist and the Feminist. The other important aspect often discussed is about how public policies, be it in the realm of gender equality or employment and wage policy in labour markets could be directed towards reducing the drudgery of unpaid work. Policies that address how unpaid work burden could be combined with opportunities of paid work as well as redistributive policies that could transfer the burden of unpaid care work from the family to the state warrant our attention. The issue of double burden of work or 'second shift' is yet another problem area in the context of unpaid work. Even though gender roles are socially constructed and are not like natural laws that are immutable, the domestic chores mostly remain a preoccupation for the women of the households. It is observed that even when women take up paid work in labour markets they are unable to substitute for the work undertaken at home and thus, end up doing a second shift. This has an important implication. For women who are pushed to work due to poverty, it becomes a matter of compulsion than a matter of choice. Thus, for the vast majority of women from poor or low income families from rural areas, the double burden effect will be more pronounced than for their middle or higher income counterparts in urban areas. The latter could reduce this burden by having paid nannies, tutors, cooks or have the luxury of dishwashers, washing machines, microwaves etc., all of which aim to reduce the burden of unpaid work. Unpaid work, therefore, has uneven consequences among women themselves.

The literature on unpaid work reviewed here will cover the following broad themes and offer critical perspectives on the ideas most often discussed and debated in the realm of unpaid care work. Section I will engage in a critical analysis of the conceptual definitions of unpaid work and its distinction from unpaid care work. Section II will explain the existence or rationale of unpaid care work from competing theoretical frameworks of the neoclassical economists, the Marxist-feminists and the Feminists. Section III will delve on a critical understanding of the valuation methods which attempt to impute values for unpaid care work. Finally, section IV will present some debates on policy frameworks addressing unpaid care work. In this context, the literature on MGNREGA Program will be evaluated in particular, to see the extent to which the program incorporates unpaid care concerns.

## **I. Conceptualising unpaid care work and its treatment in national income accounts**

In this section, we understand the treatment of unpaid care work within the realm of unpaid work and provide a critical examination of reasons as to why unpaid care work is not considered for inclusion in the System of National Accounts (SNA). “Work” has been defined as a paid economic activity that is linked to the market (Beneria, 1999). Thus, unpaid non-marketed activities are left outside of its ambit. Unpaid work belongs to this non-marketed segment of activities. It may include housework such as care for children, old or the sick, fetching water or gathering fuel wood, cooking and cleaning etc. largely seen to be performed by women in every household.

Unpaid activities are to be distinguished from activities such as sleep or leisure performed by women for their own personal consumption even though they are also non- marketable. The issue of valuation of such unpaid work arises due to the fact that such work can be performed by a third person for a payment and therefore imputing the value of such work should be possible. In contrast, activities for personal consumption such as sleep or leisure cannot be performed for oneself by a third person. Thus, the third person criterion becomes critical in the definition of unpaid work. An extension of this understanding is offered by Reid’s definition. Reid (1934) gave a formal definition for “housewives services”. She defines household production to include activities which are carried on by women for the members of the households which are unpaid for but which could be delegated to a third person for a payment if there are improvements in household income or if women are able to alter their personal inclinations towards such work. However, it may be noted that a distinction is made within the unpaid work realm. Hiraway (2015) notes that SNA document, 2008 considers certain forms of unpaid work as part of the production boundary called unpaid SNA work whereas some other forms of unpaid work to be part of the general production boundary but outside the production boundary of SNA and hence is called unpaid non-SNA work.

Activities in the former unpaid SNA work includes engaging in the production of fixed assets for household use such as building a house, subsistence production work or production for markets such as crop cultivation, fishery or animal husbandry for household consumption, collection of water and fuel wood for household consumption, and collection of raw materials for income generating activities. Thus, activities involving the procurement of inputs and producing for household consumption or for sale in the market can be called as unpaid production of goods. On the contrary, work that is excluded from the production boundary is the production of services for final consumption by households. These include activities such as provision of care for children or elderly or the sick as well as household maintenance activities such as cleaning, cooking, washing and voluntary community services. Such types of work are classified as unpaid care work.

However, the distinction between unpaid SNA work and unpaid non-SNA care work is quite fuzzy and arbitrary (Razavi, 2007). In developing countries where there is less formal conception of jobs, there could be a merging of roles. For instance, women are seen carrying children on their back as they work on farms or while fetching water or fuel wood. In cases like these, separating between care services and unpaid production work makes little sense. It is generally argued that care work when combined with other forms of work results in blurring of production boundaries and that makes inclusion and valuation of unpaid care work difficult.

The other reasons cited for not considering the inclusion of unpaid care work in the national accounts is several and varied. Blades (1975) for instance, concluded that the case to include general services rendered by housewives is weak due to the practical issues that arise in measurement. Hiraway (2005) argues that the reasons stated for exclusion of unpaid care services in the production

boundary by the SNA 1993; 2008 are not acceptable. The reasons put forward in the SNA document are that: i) unpaid care services are seen to have little effect on the rest of the economy as these are non-monetary flows; ii) it is difficult to assign monetary values to unpaid care services; iii) the inclusion of unpaid care services will disturb historical trends since this work has not been traditionally accounted for and this can adversely affect the usefulness of the national accounts for any kind of macroeconomic analysis. It is, perhaps, due to the third reason that it has been recommended that unpaid work that is excluded from SNA is to be included in the Extended SNA account and their valuation be considered through satellite accounts so that historical trends do not get disturbed.

Addressing the first concern, one may ask as to how an important function of social reproduction can be seen to have little effect on the rest of the economy. Apart from the reproductive functions of a woman which are biologically determined, an associated role of grooming young ones to become morally conscious and responsible citizens of the society also generally falls on the mother. There are studies that suggest that deviant and juvenile behaviours that upset the moral fabric of the society are always traced back to the incapability of the mothers to provide for an enabling environment for socially desirable behaviours.

The argument around methodological difficulty of valuation of unpaid care services also sounds unreasonable for the fact that most such services have an established market today. In fact, it is seen that certain direct care services such as childcare, elderly care or care for the sick, especially in urban contexts, command a much higher market price when compared to low end manual tasks in the paid informal labour markets. Hence, if the latter jobs can be considered to be part of the production boundary, there is a stronger case for inclusion of the former.

## II.

### III. Theoretical frameworks explaining existence of unpaid care work

The neo-classical tradition assumes utility functions as being exogenously given. The social constructions of these functions are ignored. Man is seen as a rational, self-interest maximising individual. However, caring labour which mostly women perform is crucial to the well-being of both men and women (Barker and Edith, 2003) and therefore the central economic paradigm of rationality does not explain the women's world adequately. Thus, according to the neo-classical economists, if a woman makes a choice to remain at home to devote time to her caring responsibilities, it means that this work gives her more utility than market work. This is based on the premise that choice reveals preference, conveniently failing to ask how these preferences are formed by women and where they come from. The rational choice model of individual behaviour dismisses the altruistic and intrinsic motivation particularly of women towards provision of care of other members in the family, either direct or indirect. This inadequacy of treatment does not limit itself to the understanding of the nature of human beings but also extends to the realm of work. The neo-classical model of labour supply assumes only two uses of time. People are engaged in either paid work outside home or leisure. Thus, all forms of unpaid work performed by women are treated as leisure. There was however, some reformation in this line of thinking with the homecoming of the New Home Economics pioneered by Gary Becker. Becker did not ignore the sphere of unpaid work but had some heroic assumptions such as altruism on part of the head of the household and therefore ignored the power equations within households and the associated inequalities. It was also criticised by the feminists due to the circular arguments it raised. Women were seen to be specialising in homemaking because of the disadvantage of lower earnings in the market and the fact that they are specialised in homemaking activities therefore, puts them at a disadvantage in terms of market

earnings (Ferber and Nelson, 2003). Becker (2009) also went on to claim that division of labour within the household where one member specialises in household production and the other in paid work outside, results in more cooperation and less conflict thereby maximising mutual dependence. Such a paradigm of seemingly rational thinking reinforced the gendered divisions of labour by focusing only on perceived benefits which are cut off from the reality of economic choices and their related outcomes for women.

The Marxian framework essentially treated men and women as “workers”. This gives little opportunity to look at care work as a distinct activity. According to Molyneux (1985), the day to day need of wage workers could find its market equivalent easily while it is not so in the case of care work since the care giver is inalienable from the care receiver. Also, this lack of distinction gave rise to the domestic labour debate in the late 1960s which was an attempt by Marxist feminists to provide an account of the oppression faced by women in capitalist societies. This set the stage for conceptualizing the domestic work of women and its relation to the capitalist mode of production helping to understand the material basis of women’s subordination. Domestic labour was described as a client mode of production within peripheral social formations (Harrison, 1973). The argument was that domestic labour largely performed by women produces a “surplus value” which is then transferred from the domestic to the capitalist sphere. The historical roots of this debate can be found in Engels’s (1972) work on *The Origin of the Family, Private Property and the State* where he analyses the position of women across different economic modes of production and finds that women were equally empowered if not more, when there were communal forms of production and matrilineal family systems. The emergence of private property and the alienation from one’s land to take up waged labour for the capitalists had two effects; one, a clear division between family household production and commodity production came about. Secondly, it resulted in the disintegration of joint- family system and gave rise to nuclear families. Women, in such new social environment, tend to confine themselves to their homes and take care of the children and other domestic responsibilities even though capitalism may provide the necessary opportunities for women to take work in the market sphere. Such confinement to the domestic sphere of work tends to intensify the control of men over women and results in a typical ‘male bread-winner and female care giver’ kind of social arrangement.

Marxist feminist have also tried to situate women’s social power, or its lack thereof, amidst varied forms of kinship and economy through historical and cross-cultural studies (Leacock 1972, Rosaldo et al 1974). Some believe that the development of capitalism undermined the emancipation of women (Mies 2014; Federici 2004; Saffioti 1982). However, feminist anthropologists have argued that there are variables other than women’s role in production that must be considered in assessing women’s power and social status (Sanday 1981; Leghorn and Parker 1981). Studies have therefore examined how ethnicity, race and class have situated woman differently with respect to production relations (for example, Davis 2011; Amott and Matthaei 1991). There is also a strong support to the idea that women’s liberation requires giving attention to the most deprived such as poor women from poor-post colonial countries. The initial phases of feminist movements have been critiqued for their exclusive emphasis on the problems of upper class white women.

Feminist discourses on unpaid work largely focus on the care component of unpaid work. The debates in this realm revolve around two main areas; the motives for undertaking care work and the valuation of such work. Both these areas have been critically examined to expose the shortcomings of the neoclassical economists. The motives for caring include altruism, reciprocity and responsibility. According to Folbre (1995), caring labour in an altruistic sense, can be defined as



labour undertaken out of a sense of affection and responsibility without immediate expectations of monetary returns. Altruism in a more bounded sense may be explained by the existence of interdependent preferences where making others happy enhances one's own level of happiness and therefore, involves some degree of self gratification. This however depends on the importance that one may place in the well-being of another person relative to one's own well-being. Care labour, thus, performed with an altruistic motive is not entirely absolute or limitless. The second motive of long run reciprocal expectations can be explained along similar lines where the notion of self-interest re-appears. These reciprocal benefits could either be in the form of tangibles or by way of emotional services and constitutes the second motive for caring labour. However, Folbre misses out on the notion of *experienced utility* whereby one may derive and even look forward to immediate gratification in the experience of providing care. For instance, a mother embracing her baby experiences pleasure which is not connected to either long term reciprocal expectations or to the notion of interdependent preferences mentioned above. The third motive of caring labour hinges on a moral category of obligation. Tending to a child who is sick or pacifying a crying baby in the middle of the night is indicative of this sense of responsibility and not a part of altruism or preference. This sense of responsibility cannot be separated from the idea of preferences even though we know that such preferences are largely social constructions. Thus, it becomes difficult to separate ideas of norms, responsibility, preferences and values from each other.

The motivations for caring labour discussed above are bound to have an implication on the valuation of care that would be proposed. There are three possible policy implications that emerge from the type of motives attached to caring behaviour. If one were to view caring behaviour as a personal preference, the need for valuation would not even arise. However, if one subscribes to the view that preferences are socially constructed, appropriate policies should be designed which not only recognises care work but also aims at redistributing or reducing this burden thereby enabling women to go beyond the domestic realm of unpaid work to paid works in the labour market. In other words, the logic of redistribution or reduction implies changing the social constructions of gendered roles. The third policy implication is that if care was to be recognised as a distinct activity where quality of care matters, and if women were considered to be naturally endowed with superior caring qualities, then the policy direction should be to recognise value and pay the woman for this role. Thus, one may find that there are debates within the feminist circles on whether the invisible work of women be made visible through inclusion in accounting statistics and on the other hand there are those who emphasize on the unpaid care aspects of social reproduction. In most discourses around unpaid care concerns, the former has found more favour and the latter has been raised only tangentially. So, the key differences among feminist may be summed up into largely two areas. One, which believes that there is a need to highlight the distinctive function and skills of motherhood as work which women are naturally good at (Ellen Keys, 1909; 1914). This school supports the recognition, valuation and payment for unpaid work performed by women. Second, which believes that care work restrict women to homes and makes them socially unequal and, therefore, emphasize on the equality side of the debate (Gilman, 1979); Goldman, 1969). Here, the idea is to help women reduce the drudgery of unpaid work and enhance their capabilities to participate in paid works. The next section critically examines the former part of the debate and analyses ways and methods by which unpaid work could be accounted.

#### **IV. A critical analysis of unpaid care valuation methods**

The System of National Accounts has a restrictive boundary in terms of the activities it includes in its production boundary. But it must be recognised that people may be productive outside this



boundary as well. A socially productive activity such as care work is an important example since such activities are carried out through social agreements not included in the SNA framework. The participation of household members in the personal care services, health, education services and community welfare services are as important as their involvement in economic areas of production of goods and services. Such activities generate positive externalities for societies in the form of long life, better health, capable and responsible people, fairly distributed nutritional intake and good participation in civic responsibilities (United Nations, 2000).

Human resource accounting (HRA) implemented jointly by United Nations Statistics Division (UNSD) and the National Statistical Office of Korea has been developed to incorporate the economic items into the household sector accounts of the SNA (United Nations, 2000). The development of these procedures however restricts their domain to the description of social issues related to the economic system. Therefore, the need to study “total production” through satellite accounting methods has gained ground to account for the socially productive work but this will be human resource intensive and will require extra breakdowns of the household sector and a more disaggregated and detailed description of the labour force.

There are two principal ways of measuring and valuing unpaid work, the input method and the output method (Bruyn-Hundt, 1996); the former has found more favour in developing countries. The input method assigns a price to the number of hours devoted to unpaid productive activities which can be calculated through time use surveys. Time use surveys are most often used for obtaining reliable information on time use in household production among various activities like leisure, household work, care of members etc. These surveys help to quantify the amount of time spent on unpaid household activities and a monetary equivalent of the same is computed to enable comparison with market production (Hiraway 1999). With special reference to India, a number of time use survey and pilot studies have been conducted. Among some methodological constraints, the problem of illiteracy happens to be an important one and hence the established time diary system<sup>i</sup> cannot be adopted because of the same. This results in a one-day memory recall problem at the time of survey interviews. The other issue stems from possibility of male biases in responses where men offer to respond on behalf of the women in the household and may understate their efforts. Also, most unpaid care activities are carried out in intermittent spurts and are overlapping. This is particularly true in the context of developing countries where there is no strict division of time between different types of unpaid care activities leading to paradoxical results exceeding 24 hours of a day. The usual practice, therefore, is to account only for primary activities and ignore the secondary activities (Chadeau 1992).

The price component on the other hand, is calculated through the opportunity cost method and the market replacement cost method. The former, values the unpaid working time of a person at the wage rate that he or she would be entitled to expect if working in the paid labour market. The problem with such a method is that it will place the value of care work performed, for instance, by a poorly educated woman in a rural area below that of an urban educated woman in an urban area since their opportunity costs would differ although the rural woman may be a better cook and would be spending roughly the same amount or perhaps more amount of time in cooking. The other variant of this opportunity approach is the average earnings approach. Also, this approach would be sex-disaggregated since the question of what would the person earn in the labour market will be answered through a comparison with the average earnings of women workers in comparable jobs. Wolf (2004) notes that some researchers reject this approach since it reflects gender discrimination as men are usually paid higher than women and, therefore, would understate the value of women's

work. However, Budlender (2007) observes that disaggregation does not endorse the idea of discrimination in wages between men and women but simply states that if women were to work they are likely to be paid lower than men. Therefore, given the economic reality of wage discrimination between sexes, the average earnings may not be a poor proxy for valuation of unpaid care work, in a more practical sense.

The second method i.e. the market replacement method values the unpaid services at the price that one would expect to pay had the same services been purchased from the market. There are two types of the market replacement method: the generalist approach and the specialist approach (Budlender, 2007). The generalist approach uses the average wage paid to the worker who would perform all the tasks of a typical domestic worker or housekeeper. The specialist approach, on the other hand, assumes that a household employs specialists for different types of work within the larger domain of domestic work. For instance, a household could employ a nanny to take care of children; a nurse to care for the old; a tutor to help out the children with their school work; a cook to prepare meals and a housemaid to clean the house and do the laundry. Bruyn-Hundt (1996) rejects the specialist approach because productivity of a specialist is higher than that of a non-specialist and may result in over-valuation of unpaid works. However, there is little reason to deny the distinction between skilled and unskilled works in the non-market domain considering that such a distinction exists in market domain as well where jobs are segregated owing to skill differences.

Wolf (2004) argues that the market replacement approach reflects the savings of the household by not hiring the services from the market but rather being performed by member within the household. In urban areas, among high double income families, such services are often hired from the market and the expenditure on the same can be calculated as value of domestic services performed at home. However, in rural areas, while households may hire services of domestic help for indirect work like household maintenance, cleaning, washing etc., there may not be a proper market for the services of a nanny or a nurse. Here, a good proxy is available in case of indirect care work but may not be available for direct care work. Also, with respect to direct care work, the quality of care becomes more important. Meagher (2006) argues that in closely knitted family and friendship ties, good caring relationships happen effortlessly but if the same were to be performed by paid care givers one may have to be concerned about the quality of such care. Folbre and Nelson (2000) therefore, caution about the mixing of the realms of 'love' and 'money' for economic analysis, societal well being and public policy.

The output method tries to attach a price to the quantities of goods and services produced. This method though, is superior from a theoretical sense, identifying physical units of output is difficult. This should be all the more true for direct care services since care is not tangible and the quality of care is even more difficult to assess. Ironmonger (1996; 1997; 1998) found a way for managing this difficulty by segregating production processes within private households in aggregate input-output tables. The final output is valued at market prices and the value of unpaid labour is a residual after deducting the costs of capital and intermediate goods used. Household outputs are categorized in six broad headings; accommodations, meals, clean clothes, transport, recreation and care. The output method has found less favour due to the difficulty of obtaining data on the quantities of goods and services produced within the household.

The UNDP Human Development Report (1995) states that the value of unpaid works in industrial countries are considerable. "It is at least half of the GDP and it accounts for more than half of private consumption" (UNDP, 1995). If this be the case of industrial countries, percentage of unpaid work in

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less developed countries should be only higher and this warrants policy attention and appropriate methods of valuation.

### **Policy issues on unpaid care work**

There are two major types of public policies which addresses the issue of unpaid work. The first relates to specific policies aimed at recognising and valuing unpaid work in monetary terms. The second type relates to indirect policies which may be part of larger welfare or employment policies. Such policies do not target unpaid work concerns directly, but have implicit effects on reducing or redistributing the burden of unpaid work. Both policies are however, not without their criticisms. For instance, a specific policy aimed at giving financial compensation through state sponsored subsidies or allowances to women undertaking unpaid work will only result in institutionalising the gendered division of labour and therefore gender roles may never change. Recognising unpaid work through payments does not change the unequal power relations but merely compensates for it (Sweibel, 1999). Moreover, allowances or subsidies in lieu of unpaid work performed by women is most likely to be a poor proxy of the real worth of such work because of the methodological complications in imputing the value of unpaid care works, be it through the market replacement or the opportunity cost method.

Within the realm of specific policies, the emphasis should be on the need to reduce the drudgery of unpaid work taken by women and aims to correct unequal relations through economic independence of women. According to Sweibel (1999), there are three types of public policy measures that can economically and socially empower women – equal sharing of domestic work, provision of public services and re-arrangement of paid work. With regard to equal sharing of unpaid work between men and women, the difficulty lies in the fact that actual bargaining happens by the ‘kitchen table’ where the scope for institutional regulation is highly limited. Thus, with little or no external monitoring, the party with a higher bargaining power (generally men) will end up with a more favourable outcome for themselves. The second policy measure of providing utility services such as clean drinking water, subsidised LPGs can go a long way in reducing the time and energy spent by women in fetching water and collecting firewood. Also, crèches and day-care arrangement in work places etc., encourages them to take up work in the paid labour market. To this end, such a policy can help in reducing the toil associated with unpaid work. Concerning the third policy measure of altering work arrangements in paid labour market, devising flexible working hours, work-from-home options, and maternity leaves for both parents and so on could substantially raise the labour force participation of women in the market. However, policy options like part-time work given only to women may help women to multitask and juggle responsibilities between work and home but will tend to reinforce gender roles, even though it may have the effect of increasing women’s participation in the labour market.

On the indirect policy front, wage and income policies are the most discussed. The concept of a ‘family wage’ involves paying the male bread winner a certain wage plus a remuneration for the unpaid work performed by the wife. This idea has little relevance with the enactment of minimum wages which does not make such a distinction. The other policy is of providing basic income in place of employment opportunities without any coercion to actively search for a job. However, this has been questioned since the economic burden of such a policy on the State would be very high. Moreover, the long term unintended consequence of such a provision may discourage women from participating in the paid labour market.

It is important to note at this juncture that indirect policies do not have the primary objective of addressing unpaid care concerns, but may have effects on unpaid work. Many employment generation programs also fall under this category such as MNREGA in India. The ensuing discussion will provide an evaluation of the MNREGA program in terms of its potential for addressing unpaid care concerns.

MNREGA is an interesting case of bringing to the fore the unpaid care concerns and making them more visible in the development policy agenda in India. Such policy attention enhances the capability of women by facilitating economic independence and at the same time reduces the burden of unpaid work. A simple methodological framework for analysing visibility and success in incorporating unpaid care concerns in national policy was proposed by Chopra et al (2013). There were three parameters proposed; (a) *intent*, which looks into the objectives and provisions in policy designs (b) *implementation*, the seriousness with which the intention is translated into actual, visible and productive actions (c) *outcomes* which look into the concrete and measurable consequences of such policies. If the assessment of these parameters were to be satisfactory, then it would reflect the recognition of women's share of contributions through unpaid care work, minimise the drudgery associated with delivering care works and redistribute the responsibilities of care from women to the state.

In the context of the first parameter i.e., on *intention* of the program objectives, it is clear that the program seeks to address the redistributive aspect of unpaid care works from women to the state. Through provisions of social overhead capital by involving local people in building community assets such as roads, ponds, and wells and so on, women's livelihood securities and well-being improves. The under-provision of many of these capital assets adversely affects the work loads of women and girls. The MNREGA scheme also has provision for equal wages for equal work for both men and women and has a one third reservation of all work opportunities for women. Further, this scheme also provides work for women within the 5 km radius of their houses thus, enabling a balance between paid labour market work and unpaid work at home. There are also reasonable arguments to suggest that working close to home is less susceptible to exploitation of any kind against women. They can therefore avoid the costs and risks associated with migration and to that extent, translate into an improvement in their quality of life.

More importantly, MNREGA scheme has a provision to employ elderly women who would give child care support through crèche facilities at the work sites to young working mothers with children in the age group of 0-6 years. This reduction in the distance between work site and home coupled by crèche facilities at worksites is a significant policy innovation to address unpaid care concerns. The employment of elderly women to provide child support reflects policy recognition of the value of unpaid care work and also serves as a good proxy for valuing the same when it is undertaken in the home-sphere instead of the market-sphere. Thus, it may be observed that MNREGA cannot be seen merely as an indirect policy addressing employment generation but also appears to operate in the realm of specific policies aimed at reducing unpaid care work. Thus, in terms of the first parameter, i.e. the intent in incorporating unpaid care concerns, it is fairly strong and well reflected in the objectives and policy designs of MNREGA.

We examine a number of empirical research works on MNREGA conducted earlier to assess the implementation of the intent as well as the outcomes. Dev (2012) cites a study conducted by the GB Pant Social Science Institute (GBPSSI) study of six north Indian states in 2009 that basic work site facilities were missing in most of the cases. It was found that only 17 percent of work sites had child care facilities in Rajasthan while it was zero for the other five states, viz. Bihar, Uttar Pradesh,

Chhattisgarh, Jharkhand and Madhya Pradesh. Even in the case of Rajasthan, crèche facilities were lacking in most of the sites thus, discouraging the young working mothers from participating in this programme (Joshi et al. 2008). In such cases, women were found to be either hesitant to take their children to the worksites or compelled to reconsider about applying for work. The actual provision of child care facilities was therefore very low despite the provisions arranged in the statutes. Another study by Singh (2009) found that apart from a lack of provision of crèche facilities, workers in both Rajasthan and Madhya Pradesh recorded very low awareness about the facilities that were guaranteed to be provided at the work sites. In the event that the State fails to meet any of the provisions, the awareness of these provisions will enable redressing grievances by the intended beneficiaries. Another study by Borah and Bordoloi (2014) found that while MNREGA funds have been allocated for the provision of facilities like safe drinking water, first aid, resting rooms, recreational facilities for children, crèche facilities etc., most facilities, except for clean drinking water was absent in Sonitpur district of Assam.

Outcomes may be measured in concrete ways through indicators such as number of days of employment generated, female labour force participation and wage parity. All of these have a bearing on unpaid care work burden faced by women. In terms of the average number of work days in MNREGA, a study by Dheeraja and Rao (2013) found that it was less than fifty days/year though it varies across regions, states or districts. The net redistributive effect of unpaid care work would therefore, come down with reduced days of employment. A related area of assessment pertains to the participation rates of women in the labour market which ideally should have increased under such provisions. A study conducted by Desai & Vanneman (2015) found that there was a significant positive impact for female work. It was reported that 45% of women employed in NREGA works either did not work earlier or worked only in family farms. Thus, MNREGA was seen as the first opportunity for many women to earn cash income and thereby translating into an improvement in their control over economic resources. However, it has also been found that while women's participation rates is satisfactory at an aggregate all India level, the same cannot be said of all states, bringing to the fore the specific need to address the low participation rates found in some states (UNDP India 2015). One also needs to be careful in interpreting higher visibility of women in work sites as it could be indicative of feminisation of poverty and unskilled workforce. MNREGA official data indicates that women's participation in MNREGA increased from 40% in 2006-07 to 53% in 2013-14 although there are wide variations across states. The actual proportion in fact ranged from 22% in Uttar Pradesh to 93% in Kerala in 2013-14. It is interesting to note a negative trend in women's labour force participation in rural India as indicated by the 68<sup>th</sup> round of NSSO data between 2004-05 and 2011-12. The data indicated a fall from about 25% in 2004-05 to around 17% in 2011-12. However, Azam (2012), using a National Sample Survey data, argued that MNREGA has significantly contributed to mitigate such a decline. This study observed that the decline in the labour force participation in MNREGA districts is lower than the decline observed in non-MNREGA districts. Additionally, the study also found that the real wages of female casual workers has increased by 8% more in MNREGA implemented districts in comparison with non-MNREGA districts. This could be explained by the provision of 'equal pay for equal work' in MNREGA policy design.

The brief review above suggests that MNREGA is a good policy initiative, in principle, to see how unpaid care concerns can be made more visible in development policy. However, the hard evidences on the lack of implementation and awareness of child care facilities at work sites reveal that much is left to be achieved in terms of recognising and addressing unpaid care works as an important policy



agenda. Final outcomes as measured through increased labour force participation and wage equality for women offers a mixed bag of results.

## CONCLUSION

This paper has critically reviewed existing literature that addresses issues of unpaid work particularly the conceptualisations of care work, the various theoretical frames that explains its existence and the issues of valuation. We found that unpaid care works particularly those belonging to the realm of unpaid care services are outside the SNA production boundary and are hence unaccounted for. Existing discussions on the methods of unpaid work valuation revealed that the input method is more widely used than the output method even though the latter may be more theoretically rigorous. Within the input method, the average earnings approach under the opportunity cost method and the generalist approach under the market-replacement method seems to have found favour among practitioners with respect to valuation. An analysis of the theoretical frameworks with respect to unpaid care work revealed that feminist economists are particularly critical about the neo-classical labour leisure models which treats all forms of non-marketed activity as leisure and therefore does not account for household production of goods and services. However, it was also noted that there is some disagreement even among feminist economists over the issue of unpaid care work. While there are those who wish to make the invisible work visible through inclusion in accounting statistics, on the other hand, there are those who emphasise on the unpaid care aspects of social reproduction. In most discourses around unpaid care concerns, the former has found more favour and the latter has only been a digression from the mainstream argument for inclusion.

While academic debates on inclusion or valuation of unpaid care work continues to dominate the discourses, a pragmatic approach urges the recognition of unpaid care work as productive work to begin with. This has been achieved in so far as the SNA is concerned. But such recognition in national accounts does not change bargaining positions of women within household. The attitude of men towards unpaid household work of women is less researched and for any changes to be affected at the household level, the male attitude towards such work needs to change. Awareness campaigns, media publicity etc. of the need to have equal sharing of unpaid responsibilities as well as an emphasis on the importance of women to engage in paid market work have a role in bringing about this change. But more importantly, women should be able to exercise their agency. Education, awareness and exposure have an important role to play here. Discriminatory practices that confine girl children to household work and deny education to them only reinforces the vicious cycle of unpaid work burden on women. Educational policies that provide incentives to families to educate the girl child should be implemented along with equitable opportunities for women's employment in formal labour markets. However, considering that social norms are resistant to change and the transition to egalitarian labour markets is a long one, unpaid work must be valued and paid for, at least in the short run. The motivation for such valuation is not to institutionalise such work by women but ensure some compensation for the providers. Caring for others, in particular, is an important value societies must have but naturalisation of care by women imposes unfair burden on them.

In the context of the MGNREGA program, the brief review revealed that MNREGA is a good policy initiative, in principle, to see how unpaid care concerns can be made more visible in development policy. However, the hard evidences on the lack of implementation and awareness of child care facilities at work sites revealed that we have a long way to go in terms of recognising and addressing unpaid care works as an important policy agenda. As of now, there does not seem to be any policy



guidelines in place that aims at redistribution of unpaid care work from women to men, except some initial initiatives from family to the state as reflected in MNREGA programme.

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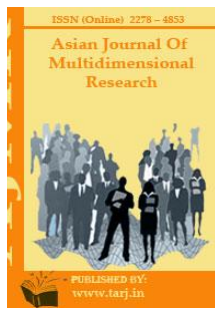
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## A STUDY OF APPLICATIONS OF H-FUNCTION IN A MATRIX-VARIATE PATHWAY DENSITY MODEL

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### ABSTRACT

*In the present paper, the author has discussed about the structures which are the products and ratios of statistically independently distributed positive real scalar random variables. The author has derived the exact density of a Matrix-variate pathway density model by using the Hankel Transform as the unknown density and after that the unknown density has been obtained by taking the inverse Hankel Transform. In the last, a more general structure of a Matrix-variate pathway density model has been discussed.*

*(2010 Mathematics Subject Classification: primary: 33CXX secondary: 44A15, 82XX)*

**KEYWORDS:** *Generalized Gamma density, Type-1 Beta Density, Type-2 Beta Density, Matrix-Variate Pathway Density, H-function, Hankel Transform, Inverse Hankel Transform.*

### 1. INTRODUCTION

#### General structures

A real scalar random variable  $x$  is said to be generalized gamma density, when the density function is defined in the following form:

$$f(x) = \begin{cases} \frac{\beta a^{\frac{\alpha}{\beta}}}{\Gamma(\frac{\alpha}{\beta})} x^{\alpha-1} e^{-ax^{\beta}}, & x > 0, a > 0, \alpha > 0, \beta > 0 \\ 0, & \text{elsewhere} \end{cases} \quad (1.1)$$

The parameters  $a, \alpha$  and  $\beta$  are real. Let

$$u = x_1 x_2 \dots x_k \quad (1.2)$$

Where  $x_j$  has the density in (1.1) with the parameters  $a_j > 0, \alpha_j > 0, \beta_j > 0; j = 1, 2, \dots, k$  and let  $x_1, \dots, x_k$  be statistically independently distributed. For  $\beta_j = 1$  in (1.1), one has the standard gamma density. Hence, if  $y_j$  has the density in (1.1) with  $\beta_j = 1$ , then a density of the structure in (1.1) can be created by considering  $x_j = y_j^{\beta_j}; j = 1, \dots, k$ . Hence,

$$u^* = y_1^{\beta_1}, y_2^{\beta_2}, \dots, y_k^{\beta_k} \quad (1.3)$$

The  $h^{\text{th}}$ -moment of  $x$ , when  $x$  has the density in (1.1), is given by

$$E(x^h) = \frac{\Gamma\left(\frac{\alpha+h}{\beta}\right)}{\Gamma\left(\frac{\alpha}{\beta}\right) a^{\frac{h}{\beta}}} \quad \text{for } \text{Re}(\alpha+h) > 0, \quad (1.4)$$

Where  $R(\cdot)$  denotes the real part of  $(\cdot)$ . Thus, when  $\alpha$  and  $h$  are real, this expected value of the  $h^{\text{th}}$  moment of  $x$  can exist for some negative values of  $h$  also such that  $\alpha + h > 0$ .

Due to statistical independence,

$$\begin{aligned} E(u^h) &= [E(x_1^h)] [E(x_2^h)] \dots [E(x_k^h)] \\ &= \prod_{j=1}^k \frac{\Gamma\left(\frac{\alpha_j+h}{\beta_j}\right)}{\Gamma\left(\frac{\alpha_j}{\beta_j}\right) a_j^{\frac{h}{\beta_j}}}, \text{Re}(\alpha_j+h) > 0, j = 1, \dots, k \end{aligned} \quad (1.5)$$

A real scalar random variable  $x$  is said to have areal type-1 Beta distribution, if the density function is of the following form([3],p.121,eq.(48)):

$$f(x) = \begin{cases} \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)} x^{\alpha-1} (1-x)^{\beta-1}, 0 < x < 1, \alpha > 0, \beta > 0 \\ 0, \text{elsewhere} \end{cases} \quad (1.6)$$

The parameters  $\alpha$  and  $\beta$  are real. The following discussion holds even when  $\alpha$  and  $\beta$  are complex quantities. In that case, the condition becomes  $\text{Re}(\alpha) > 0$  and  $\text{Re}(\beta) > 0$  where  $\text{Re}(\cdot)$  means the real part of  $(\cdot)$ .

The  $h^{\text{th}}$  moment of  $x$ , when  $x$  has the density in (1.6), is given by

$$E(x^h) = \frac{\Gamma(\alpha+h)}{\Gamma(\alpha)} \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha+\beta+h)}; \text{Re}(\alpha+h) > 0 \quad (1.7)$$

Where  $\alpha$  and  $h$  are real, the moments can exist for some negative values of  $h$  also such that  $\text{Re}(\alpha+h) > 0$ .

Consider a set of real scalar random variables  $x_1, \dots, x_k$ , mutually independently distributed, where  $x_j$  has the density in (1.6) with the parameters  $(\alpha_j, \beta_j)$ ,  $j = 1, \dots, k$  and consider the product

$$u = x_1 x_2 \dots x_k \quad (1.8)$$

Due to statistical independence,

$$\begin{aligned} E(u^h) &= [E(x_1^h)] [E(x_2^h)] \dots [E(x_k^h)] \\ &= \prod_{j=1}^k \frac{\Gamma(\alpha_j + h)}{\Gamma(\alpha_j)} \frac{\Gamma(\alpha_j + \beta_j)}{\Gamma(\alpha_j + \beta_j + h)}, \operatorname{Re}(\alpha_j + h) > 0, j = 1, \dots, k \end{aligned} \quad (1.9)$$

A real scalar random variable  $x$  is said to have areal type-2 Beta distribution, if the density function is of the following form([3],p.124,eq.(4.21)):

$$f(x) = \begin{cases} \frac{\Gamma(\alpha+\beta)}{\Gamma(\alpha)\Gamma(\beta)} x^{\alpha-1} (1+x)^{-(\alpha+\beta)}, 0 < x < \infty, \alpha > 0, \beta > 0 \\ 0, \text{elsewhere} \end{cases} \quad (1.10)$$

Where the parameters  $\alpha$  and  $\beta$  are assumed to be real. The following discussion holds even when  $\alpha$  and  $\beta$  are complex quantities. In that case, the condition becomes  $\operatorname{Re}(\alpha) > 0$  and  $\operatorname{Re}(\beta) > 0$  where  $\operatorname{Re}(\cdot)$  means the real part of  $(\cdot)$ .

The  $h^{\text{th}}$  moment of  $x$ , when  $x$  has the density in (1.10), is given by

$$E(x^h) = \frac{\Gamma(\alpha + h)}{\Gamma(\alpha)} \frac{\Gamma(\beta - h)}{\Gamma(\beta)}; \operatorname{Re}(\alpha + h) > 0, \operatorname{Re}(\beta - h) > 0 \quad (1.11)$$

Consider a set of real scalar random variables  $x_1, \dots, x_k$ , mutually independently distributed, where  $x_j$  has the density in (1.10) with the parameters  $(\alpha_j, \beta_j)$ ,  $j = 1, \dots, k$  and consider the product

$$u = x_1 x_2 \dots x_k \quad (1.12)$$

Due to statistical independence,

$$E(u^h) = [E(x_1^h)] [E(x_2^h)] \dots [E(x_k^h)] = \prod_{j=1}^k \frac{\Gamma(\alpha_j + h)}{\Gamma(\alpha_j)} \frac{\Gamma(\beta_j - h)}{\Gamma(\beta_j)}, \quad (1.13)$$

Where  $\operatorname{Re}(\alpha_j + h) > 0, \operatorname{Re}(\beta_j - h) > 0; j = 1, \dots, k$ .

The  $H$ -function is defined by means of a Mellin-Barnes type integral in the following manner (Mathai and Saxena, 1978):

$$H(z) = H_{p,q}^{m,n}(z) = H_{p,q}^{m,n} \left[ z \left| \begin{matrix} (a_p, A_p) \\ (b_q, B_q) \end{matrix} \right. \right] = H_{p,q}^{m,n} \left[ z \left| \begin{matrix} (a_1, A_1), \dots, (a_p, A_p) \\ (b_1, B_1), \dots, (b_q, B_q) \end{matrix} \right. \right] = \frac{1}{2\pi i} \int_L \theta(s) z^{-s} ds \quad (1.14)$$

Where  $i = \sqrt{-1}$ ,  $z \neq 0$  and  $z^{-s} = \exp[-\sin |z| + i \arg z]$  where  $|z|$  represents the natural logarithm of  $|z|$  and  $\arg z$  is not the principal value. Here



$$\theta(s) = \frac{\prod_{j=1}^m \Gamma(b_j + B_j s) \prod_{j=1}^n \Gamma(1 - a_j - A_j s)}{\prod_{j=m+1}^q \Gamma(1 - b_j - B_j s) \prod_{j=n+1}^p \Gamma(a_j + A_j s)} \quad (1.15)$$

## 2. A Matrix-Variate Pathway Density

A general density that was introduced by Mathai[1] is a matrix-variate pathway density. The scalar version of the pathway density in the real case is the following:

$$f_x(x) = c |x|^\gamma \left[1 - a(1 - \alpha) |x|^\delta\right]^{\frac{\eta}{1 - \alpha}}; \delta > 0, \eta > 0, a > 0, 1 - a(1 - \alpha) |x|^\delta > 0 \quad (2.1)$$

And  $f(x) = 0$  elsewhere, where  $c$  is the normalizing constant.

When  $\alpha < 1$  the range of  $x$  is

$$-\frac{1}{[a(1 - \alpha)]^{\frac{1}{\delta}}} < x < \frac{1}{[a(1 - \alpha)]^{\frac{1}{\delta}}}, \quad (2.2)$$

As  $\alpha$  moves towards 1, the range becomes larger and larger and eventually  $-\infty < x < \infty$  when  $\alpha \rightarrow 1$ . Thus, for  $\alpha < 1$ , (2.1) remains as a generalized type-1 beta family of densities (1.6). When  $\alpha > 1$ , we can write  $1 - \alpha = -(\alpha - 1)$ ,  $\alpha > 1$ , and then  $1 - a(1 - \alpha) |x|^\delta = 1 + a(\alpha - 1) |x|^\delta$ ,  $-\infty < x < \infty$ , then, the density in (2.1) becomes a generalized type-2 beta family of densities (1.10). When  $\alpha \rightarrow 1$ , either from the left or from the right,

$$\lim_{\alpha \rightarrow 1} \left[1 - a(1 - \alpha) |x|^\delta\right]^{\frac{\eta}{1 - \alpha}} = e^{-a\eta|x|^\delta}, \quad (2.3)$$

In this case, (2.1) becomes a generalized version of the density in (1.1). Thus, the model in (2.1) switches into three different families of densities, represented by three different functional forms, namely the generalized type-1 beta, type-2 beta and generalized families. Then  $\alpha$  becomes a pathway parameter. As can be expected,  $c$  in (2.1) will be different for the three cases  $\alpha < 1$ ,  $\alpha > 1$  and  $\alpha \rightarrow 1$ , and the respective densities are the following:

$$f_1(x) = c_1 |x|^\gamma \left[1 - a(1 - \alpha) |x|^\delta\right]^{\frac{\eta}{1 - \alpha}}; \delta > 0, \eta > 0, a > 0, \quad (2.4)$$

$$-\frac{1}{[a(1 - \alpha)]^{\frac{1}{\delta}}} < x < \frac{1}{[a(1 - \alpha)]^{\frac{1}{\delta}}}, \text{ and } f_1(x) = 0 \text{ elsewhere,}$$

$$f_2(x) = c_2 |x|^\gamma \left[1 + a(\alpha - 1) |x|^\delta\right]^{\frac{\eta}{\alpha - 1}}; \delta > 0, \eta > 0, a > 0, \alpha > 1, -\infty < x < \infty \quad (2.5)$$

$$f_3(x) = c_3 |x|^\gamma e^{-a\eta|x|^\delta}; \delta > 0, \eta > 0, a > 0, -\infty < x < \infty \quad (2.6)$$

Where the conditions on  $\gamma$  will be available from the normalizing constants  $c_1, c_2$  and  $c_3$ , and these constants are evaluated with the help of type-1 beta integral, type-2 beta integral and gamma integral, respectively, and they are the following :

$$c_1 = \frac{\delta [a(1-\alpha)]^{\frac{\gamma+1}{\delta}} \Gamma\left(\frac{\gamma+1}{\delta} + \frac{\eta}{1-\alpha} + 1\right)}{2\Gamma\left(\frac{\gamma+1}{\delta}\right) \Gamma\left(\frac{\eta}{1-\alpha} + 1\right)}, \alpha < 1, \gamma > -1, \eta > 0, \delta > 0 \quad (2.7)$$

$$c_2 = \frac{\delta [a(\alpha-1)]^{\frac{\gamma+1}{\delta}} \Gamma\left(\frac{\eta}{\alpha-1}\right)}{2\Gamma\left(\frac{\gamma+1}{\delta}\right) \Gamma\left(\frac{\eta}{\alpha-1} - \frac{\gamma+1}{\delta}\right)}, \alpha < 1, \gamma > -1, \frac{\eta}{\alpha-1} - \frac{\gamma+1}{\delta} > 0; a, \eta, \delta > 0 \quad (2.8)$$

$$c_3 = \frac{\delta (a\eta)^{\frac{\gamma+1}{\delta}}}{2\Gamma\left(\frac{\gamma+1}{\delta}\right)}; \delta, a, \eta > 0, \gamma > -1 \quad (2.9)$$

The  $h^{\text{th}}$  moment of  $x$ , when  $x$  has the density in (2.4), (2.5) and (2.6) respectively, are given by

$$E_1(x^h) = \frac{1}{[a(1-\alpha)]^{\frac{h}{\delta}}} \frac{\Gamma\left(\frac{\gamma+h+1}{\delta}\right) \Gamma\left(\frac{\gamma+1}{\delta} + \frac{\eta}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma+1}{\delta}\right) \Gamma\left(\frac{\gamma+h+1}{\delta} + \frac{\eta}{1-\alpha} + 1\right)} \quad (2.10)$$

For  $\alpha < 1, a > 0, \eta > 0, \gamma h + 1 > 0, \delta > 0, \gamma + 1 > 0, \frac{\eta}{1-\alpha} + \frac{\gamma+h+1}{\delta} + 1 > 0, \frac{\eta}{1-\alpha} + \frac{\gamma+1}{\delta} + 1 > 0$ .

$$E_2(x^h) = \frac{1}{[a(\alpha-1)]^{\frac{h}{\delta}}} \frac{\Gamma\left(\frac{\gamma+h+1}{\delta}\right) \Gamma\left(-\frac{\gamma+1}{\delta} + \frac{\eta}{\alpha-1}\right)}{\Gamma\left(\frac{\gamma+1}{\delta}\right) \Gamma\left(-\frac{\gamma+h+1}{\delta} + \frac{\eta}{\alpha-1}\right)} \quad (2.11)$$

For  $\alpha > 1, a > 0, \eta > 0, \gamma h + 1 > 0, \delta > 0, \gamma + 1 > 0, \frac{\eta}{\alpha-1} - \frac{\gamma+h+1}{\delta} > 0, \frac{\eta}{\alpha-1} - \frac{\gamma+1}{\delta} > 0$ .

And

$$E_3(x^h) = \frac{1}{(a\eta)^{\frac{h}{\delta}}} \frac{\Gamma\left(\frac{\gamma+h+1}{\delta}\right)}{\Gamma\left(\frac{\gamma+1}{\delta}\right)} \quad (2.12)$$

For  $a > 0, \eta > 0, \gamma + h + 1 > 0, \delta > 0, \gamma + 1 > 0$ ,

### 3. Hankel Transform of $g(u)$

Consider a set of real scalar random variables  $x_1, \dots, x_k$  mutually independently distributed, where  $x_j$  has the density in (2.4), (2.5) and (2.6) respectively with the parameters  $(a_j, \gamma_j, \eta_j, \delta_j); j = 1, \dots, k$  and consider the product

$$u = x_1 x_2 \dots x_k \quad (3.1)$$

Then the Hankel transform of  $g_1(u), g_2(u), g_3(u)$  respectively, obtained from the property of the statistical independent and are given by:

$$E_1[uJ_v(pu)] = E[x_1 J_v(px_1)] E[x_2 J_v(px_2)] \dots E[x_k J_v(px_k)] \quad (3.2)$$

$$\begin{aligned} E_1[uJ_v(pu)] &= \int_0^\infty u J_v(pu) g_1(u) du \\ &= \sum_{r=0}^{\infty} \frac{(-1)^r}{r! \Gamma(v+r+1)} \left(\frac{p}{2}\right)^{v+2r} \int_0^\infty u^{v+2r+1} g_1(u) du = J_v(p) \int_0^\infty u^{v+2r+1} g_1(u) du \quad (3.3) \end{aligned}$$

Now taking Mellin transform of  $g_1(u)$  with  $h$  replaced by  $(v+2r+2)-1$  and putting  $s = v+2r+2$ .

$$= J_v(p) \prod_{j=1}^k \frac{1}{[a_j(1-\alpha)]^{\frac{s-1}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j+s}{\delta_j}\right) \Gamma\left(\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(\frac{\gamma_j+s}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)} \quad (3.4)$$

For  $\alpha < 1, a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j+s}{\delta_j} + 1 > 0,$

$$\frac{\eta_j}{1-\alpha} + \frac{\gamma_j+1}{\delta_j} + 1 > 0.$$

$$E_2[uJ_v(pu)] = J_v(p) \prod_{j=1}^k \frac{1}{[a_j(\alpha-1)]^{\frac{s-1}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j+s}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+s}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)} \quad (3.5)$$

For  $\alpha > 1, a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} - \frac{\gamma_j+s}{\delta_j} > 0, \frac{\eta_j}{1-\alpha} - \frac{\gamma_j+1}{\delta_j} > 0.$

And

$$E_3[uJ_v(pu)] = J_v(p) \prod_{j=1}^k \frac{1}{[a_j \eta_j]^{\frac{s-1}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j+s}{\delta_j}\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} \quad (3.6)$$

For  $a_j > 0, \eta_j > 0, \gamma_j + s > 0, \gamma_j + 1 > 0.$

Now, the unknown density  $g(u)$  of  $u$  is available from the inverse Hankel transform in (3.4), (3.5) and (3.6) respectively, that is

$$g_1(u) = J_\nu(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{1}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} H_{k,k}^{k,0} \left[ \prod_{j=1}^k \frac{u}{[a_j(1-\alpha)]^{\frac{1}{\delta_j}}} \left| \begin{matrix} \left(\frac{\gamma_j+\eta_j}{\delta_j}, \frac{1}{1-\alpha}, \frac{1}{\delta_j}\right) \\ \left(\frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j}\right) \end{matrix} \right. ; j=1, \dots, k \right] \quad (3.7)$$

For

$$-\frac{1}{\prod_{j=1}^k [a_j(1-\alpha)]^{\frac{1}{\delta_j}}} < u < \frac{1}{\prod_{j=1}^k [a_j(1-\alpha)]^{\frac{1}{\delta_j}}}, \alpha < 1,$$

$$a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + s}{\delta_j} + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + 1}{\delta_j} + 1 > 0.$$

And 0 elsewhere.

$$g_2(u) = J_\nu(p) \prod_{j=1}^k [a_j(\alpha-1)]^{\frac{1}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)} H_{k,k}^{k,k} \left[ \prod_{j=1}^k \frac{u}{[a_j(\alpha-1)]^{\frac{1}{\delta_j}}} \left| \begin{matrix} \left(\frac{\gamma_j-\eta_j}{\delta_j}, \frac{1}{1-\alpha}, \frac{1}{\delta_j}\right) \\ \left(\frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j}\right) \end{matrix} \right. ; j=1, \dots, k \right] \quad (3.8)$$

For  $-\infty < u < \infty$  and all the constants given in (3.5) are also satisfied. And

$$g_3(u) = J_\nu(p) \prod_{j=1}^k [a_j \eta_j]^{\frac{1}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} H_{0,k}^{k,0} \left[ \prod_{j=1}^k \frac{u}{[a_j \eta_j]^{\frac{1}{\delta_j}}} \left| \begin{matrix} \left(\frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j}\right) \end{matrix} \right. ; j=1, \dots, k \right] \quad (3.9)$$

For  $\delta_j = 1, j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

If we take

$$u_1 = x_1^{\theta_1} x_2^{\theta_2} \dots x_k^{\theta_k}, \theta_k > 0, j = 1, \dots, k \quad (3.10)$$

Then the Hankel transform of  $g_1(u), g_2(u), g_3(u)$  respectively, obtained from the property of the statistical independent and are given by:

$$E_1 [u_1 J_\nu(pu_1)] = J_\nu(p) \prod_{j=1}^k \frac{1}{[a_j(1-\alpha)]^{\frac{\theta_j(s-1)}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j + s\theta_j}{\delta_j}\right) \Gamma\left(\frac{\gamma_j + 1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right) \Gamma\left(\frac{\gamma_j + s\theta_j}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)} \quad (3.11)$$

For  $\theta_j > 0$  and all the conditions are given in (3.4) are also satisfied.

$$E_2 [u_1 J_\nu(pu_1)] = J_\nu(p) \prod_{j=1}^k \frac{1}{[a_j(\alpha-1)]^{\frac{\theta_j(s-1)}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j + \theta_j s}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j + 1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j + s\theta_j}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)} \quad (3.12)$$

For  $\theta_j > 0$  and all the conditions are given in (3.5) are also satisfied.

$$E_3 [u_1 J_\nu(pu_1)] = J_\nu(p) \prod_{j=1}^k \frac{1}{[a_j \eta_j]^{\frac{\theta_j(s-1)}{\delta_j}}} \frac{\Gamma\left(\frac{\gamma_j + \theta_j s}{\delta_j}\right)}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right)} \quad (3.13)$$

For  $\theta_j > 0$  and all the conditions are given in (3.6) are also satisfied.

Now, the unknown density  $g(u_1)$  of  $u_1$  is available from the inverse Hankel transform in (3.11), (3.12) and (3.13) respectively, those are:

$$g_1(u_1) = J_\nu(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j + 1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right)}$$

$$H_{k,k}^{k,0} \left[ \prod_{j=1}^k \frac{u}{[a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}}} \left( \frac{\gamma_j + \frac{\eta_j}{1-\alpha} + 1, \frac{\theta_j}{\delta_j} \right); j=1, \dots, k \right] \quad (3.14)$$

For

$$\frac{1}{\prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}}} < u_1 < \frac{1}{\prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}}}, \alpha < 1,$$

$$a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + s}{\delta_j} + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + 1}{\delta_j} + 1 > 0.$$

And 0 else where.

$$g_2(u_1) = J_v(p) \prod_{j=1}^k [a_j(\alpha-1)]^{\frac{\theta_j}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}$$

$$H_{k,k}^{k,k} \left[ \prod_{j=1}^k \frac{u}{[a_j(\alpha-1)]^{\frac{\theta_j}{\delta_j}} \left| \begin{matrix} \left(\frac{\gamma_j-\eta_j}{\delta_j} + 1, \frac{\theta_j}{\delta_j}\right) \\ \left(\frac{\gamma_j}{\delta_j}, \frac{\theta_j}{\delta_j}\right) \end{matrix} \right|}; j=1, \dots, k \right] \quad (3.15)$$

For  $-\infty < u_1 < \infty$  and all the constants given in (3.5) are also satisfied.

And

$$g_3(u_1) = J_v(p) \prod_{j=1}^k [a_j \eta_j]^{\frac{\theta_j}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} H_{0,k}^{k,0} \left[ \prod_{j=1}^k \frac{u}{[a_j \eta_j]^{\frac{\theta_j}{\delta_j}} \left| \begin{matrix} \left(\frac{\gamma_j}{\delta_j}, \frac{\theta_j}{\delta_j}\right) \\ \left(\frac{\gamma_j}{\delta_j}, \frac{\theta_j}{\delta_j}\right) \end{matrix} \right|}; j=1, \dots, k \right] \quad (3.16)$$

For  $-\infty < u_1 < \infty$  and all the constants given in (3.6) are also satisfied.

For  $\delta_j = 1, \theta_j = 1, j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

#### 4. A More General Structure

We can consider more general structures. Let

$$w = \frac{x_1, x_2, \dots, x_r}{x_{r+1}, \dots, x_k} \quad (4.1)$$

Where  $x_1, \dots, x_k$ , mutually independently distributed real random variables having the density in (1.1) with  $x_j$ . Then the Hankel transform of  $g(w)$  in (2.4), (2.5) and in (2.6) respectively, are given as:

$$E[w J_v(pw)] = E[x_1 J_v(px_1)] \dots E[x_r J_v(px_r)] E[x_{r+1}^{-1} J_v(px_{r+1}^{-1})] \dots E[x_k^{-1} J_v(px_k^{-1})] \quad (4.2)$$

$$E_1\{w J_v(pw)\} = J_v(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{1}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)}$$



$$\left\{ w \prod_{j=1}^r \frac{\Gamma\left(\frac{\gamma_j + s}{\delta_j}\right)}{\left[ a_j(1-\alpha) \right]^{\frac{s}{\delta_j}} \Gamma\left(\frac{\gamma_j + s}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)} \right\} \left\{ w \prod_{j=r+1}^k \frac{\left[ a_j(1-\alpha) \right]^{\frac{s}{\delta_j}} \Gamma\left(\frac{\gamma_j - s}{\delta_j}\right)}{\Gamma\left(\frac{\gamma_j - s}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)} \right\} \quad (4.3)$$

For  $\alpha < 1, a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + s}{\delta_j} + 1 > 0, \frac{\eta_j}{1-\alpha} + \frac{\gamma_j + 1}{\delta_j} + 1 > 0$

$$E_2 \{ w J_v(pw) \} = J_v(p) \prod_{j=1}^k \left[ a_j(1-\alpha) \right]^{\frac{1}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j + 1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}$$

$$\left\{ w \prod_{j=1}^r \frac{\Gamma\left(-\frac{\gamma_j + s}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{\left[ a_j(1-\alpha) \right]^{\frac{s}{\delta_j}}} \right\} \left\{ w \prod_{j=r+1}^k \frac{\Gamma\left(-\frac{\gamma_j - s}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{\left[ a_j(1-\alpha) \right]^{\frac{-s}{\delta_j}}} \right\} \quad (4.4)$$

For  $\alpha > 1, a_j > 0, \eta_j > 0, \gamma_j + s > 0, \delta_j > 0, \gamma_j + 1 > 0, \frac{\eta_j}{1-\alpha} - \frac{\gamma_j + s}{\delta_j} > 0, \frac{\eta_j}{1-\alpha} - \frac{\gamma_j + 1}{\delta_j} > 0$ .

$$E_3 \{ w J_v(pw) \} = J_v(p) \prod_{j=1}^k \left[ a_j \eta_j \right]^{\frac{s}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right)}$$

$$\left\{ w \prod_{j=1}^r \frac{\Gamma\left(\frac{\gamma_j + s}{\delta_j}\right)}{\left[ a_j \eta_j \right]^{\frac{s}{\delta_j}}} \right\} \left\{ w \prod_{j=r+1}^k \frac{\Gamma\left(\frac{\gamma_j - s}{\delta_j}\right)}{\left[ a_j \eta_j \right]^{\frac{-s}{\delta_j}}} \right\} \quad (4.5)$$

For  $a_j > 0, \eta_j > 0, \gamma_j + s > 0, \gamma_j + 1 > 0$ .

The unknown density  $g(w)$  of  $w$  is available from the inverse Hankel transform in (4.3), (4.4) and (4.5) respectively, those are:

$$g_1(w) = J_v(p) \prod_{j=1}^k \left[ a_j(1-\alpha) \right]^{\frac{1}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j + 1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j + 1}{\delta_j}\right)}$$

$$H_{r,r}^{r,0} \left[ \prod_{j=1}^r \frac{w}{[a_j(1-\alpha)]^{\frac{1}{\delta_j}} \left| \begin{matrix} \left( \frac{\gamma_j + \eta_j}{\delta_j} + 1, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = 1, \dots, r \right]$$

$$H_{k-r,k-r}^{0,k-r} \left[ \prod_{j=r+1}^k \frac{w}{[a_j(1-\alpha)]^{\frac{-1}{\delta_j}} \left| \begin{matrix} \left( -\frac{\gamma_j + 1}{\delta_j}, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j - \eta_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = r+1, \dots, k \right] \quad (4.6)$$

For all the conditions mentioned in (3.7) are satisfied.

$$g_2(w) = J_v(p) \prod_{j=1}^k [a_j(\alpha-1)]^{\frac{1}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}$$

$$H_{r,0}^{0,r} \left[ \prod_{j=1}^r \frac{w}{[a_j(\alpha-1)]^{\frac{1}{\delta_j}} \left| \begin{matrix} \left( \frac{\gamma_j - \eta_j}{\delta_j} + 1, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = 1, \dots, r \right]$$

$$H_{0,k-r}^{k-r,0} \left[ \prod_{j=r+1}^k \frac{w}{[a_j(\alpha-1)]^{\frac{-1}{\delta_j}} \left| \begin{matrix} \left( \frac{\gamma_j - \eta_j}{\delta_j}, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = r+1, \dots, k \right] \quad (4.7)$$

For all the constants given in (3.8) are also satisfied. And

$$g_3(w) = J_v(p) \prod_{j=1}^k [a_j \eta_j]^{\frac{1}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} H_{0,r}^{r,0} \left[ \prod_{j=1}^r \frac{w}{[a_j \eta_j]^{\frac{1}{\delta_j}} \left| \begin{matrix} \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = 1, \dots, r \right]$$

$$H_{k-r,0}^{0,k-r} \left[ \prod_{j=r+1}^k \frac{w}{[a_j \eta_j]^{\frac{-1}{\delta_j}} \left| \begin{matrix} \left( 1 - \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \\ \left( \frac{\gamma_j}{\delta_j}, \frac{1}{\delta_j} \right) \end{matrix} \right.}; j = r+1, \dots, k \right] \quad (4.8)$$

For all the constants given in (3.8) are also satisfied.

For  $\delta_j = 1, j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

If we consider more general structures in the same category. Consider the structures

$$w_1 = \frac{x_1^{\theta_1}, x_2^{\theta_2}, \dots, x_r^{\theta_r}}{x_{r+1}^{\theta_{r+1}}, \dots, x_k^{\theta_k}} \quad (4.9)$$

Where  $x_1, \dots, x_k$ , mutually independently distributed real random variables having the density in (1.1) with  $x_j$ . Then the Hankel transform of  $g(w_1)$  in (2.4), (2.5) and in (2.6) respectively, are given as:

$$E_1 \{w_1 J_\nu(pw_1)\} = J_\nu(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} \left\{ \frac{w_1 \prod_{j=1}^r \frac{\Gamma\left(\frac{\gamma_j+\theta_j s}{\delta_j}\right)}{[a_j(1-\alpha)]^{\frac{s\theta_j}{\delta_j}} \Gamma\left(\frac{\gamma_j+\theta_j s}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}}{w_1 \prod_{j=r+1}^k \frac{[a_j(1-\alpha)]^{\frac{s\theta_j}{\delta_j}} \Gamma\left(\frac{\gamma_j-\theta_j s}{\delta_j}\right)}{\Gamma\left(\frac{\gamma_j-\theta_j s}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}} \right\} \quad (4.10)$$

For all the conditions are given in (4.3) are also satisfied.

$$E_2 \{w_1 J_\nu(pw_1)\} = J_\nu(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)} \left\{ \frac{w_1 \prod_{j=1}^r \frac{\Gamma\left(-\frac{\gamma_j+\theta_j s}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{[a_j(1-\alpha)]^{\frac{\theta_j s}{\delta_j}}}}{w_1 \prod_{j=r+1}^k \frac{\Gamma\left(-\frac{\gamma_j-\theta_j s}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}{[a_j(1-\alpha)]^{\frac{-\theta_j s}{\delta_j}}}} \right\} \quad (4.11)$$

For all the conditions are given in (4.4) are also satisfied.

$$E_3 \{w_1 J_\nu(pw_1)\} = J_\nu(p) \prod_{j=1}^k [a_j \eta_j]^{\frac{\theta_j s}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} \left\{ \frac{w_1 \prod_{j=1}^r \frac{\Gamma\left(\frac{\gamma_j+\theta_j s}{\delta_j}\right)}{[a_j \eta_j]^{\frac{\theta_j s}{\delta_j}}}}{w_1 \prod_{j=r+1}^k \frac{\Gamma\left(\frac{\gamma_j-\theta_j s}{\delta_j}\right)}{[a_j \eta_j]^{\frac{-\theta_j s}{\delta_j}}}} \right\} \quad (4.12)$$

For all the conditions are given in (4.5) are also satisfied.

The unknown density  $g(w_1)$  of  $w_1$  is available from the inverse Hankel transform in (4.3), (4.4) and (4.5) respectively, those are:

$$g_1(w_1) = J_v(p) \prod_{j=1}^k [a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}} \frac{\Gamma\left(\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha} + 1\right)}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)}$$

$$H_{r,r}^{r,0} \left[ \prod_{j=1}^r \frac{w_1}{[a_j(1-\alpha)]^{\frac{\theta_j}{\delta_j}} \left| \left( \frac{\gamma_j + \eta_j}{\delta_j} + 1, \frac{\theta_j}{\delta_j} \right) \right|}; j = 1, \dots, r \right]$$

$$H_{k-r,k-r}^{0,k-r} \left[ \prod_{j=r+1}^k \frac{w_1}{[a_j(1-\alpha)]^{\frac{-\theta_j}{\delta_j}} \left| \left( \frac{\gamma_j}{\delta_j}, \frac{\eta_j}{1-\alpha}, \frac{\theta_j}{\delta_j} \right) \right|}; j = r+1, \dots, k \right] \quad (4.13)$$

For all the conditions mentioned in (4.6) are satisfied.

$$g_2(w_1) = J_v(p) \prod_{j=1}^k [a_j(\alpha-1)]^{\frac{\theta_j}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right) \Gamma\left(-\frac{\gamma_j+1}{\delta_j} + \frac{\eta_j}{1-\alpha}\right)}$$

$$H_{r,0}^{0,r} \left[ \prod_{j=1}^r \frac{w_1}{[a_j(\alpha-1)]^{\frac{\theta_j}{\delta_j}} \left| \left( \frac{\gamma_j - \eta_j}{\delta_j} + 1, \frac{\theta_j}{\delta_j} \right) \right|}; j = 1, \dots, r \right]$$

$$H_{0,k-r}^{k-r,0} \left[ \prod_{j=r+1}^k \frac{w_1}{[a_j(\alpha-1)]^{\frac{-\theta_j}{\delta_j}} \left| \left( \frac{\gamma_j}{\delta_j}, \frac{\eta_j}{1-\alpha}, \frac{\theta_j}{\delta_j} \right) \right|}; j = r+1, \dots, k \right] \quad (4.14)$$

For all the constants given in (4.7) are also satisfied. And

$$g_3(w_1) = J_v(p) \prod_{j=1}^k [a_j \eta_j]^{\frac{\theta_j}{\delta_j}} \frac{1}{\Gamma\left(\frac{\gamma_j+1}{\delta_j}\right)} H_{0,r}^{r,0} \left[ \prod_{j=1}^r \frac{w}{[a_j \eta_j]^{\frac{\theta_j}{\delta_j}} \left| \left( \frac{\gamma_j}{\delta_j}, \frac{\theta_j}{\delta_j} \right) \right|}; j = 1, \dots, r \right]$$

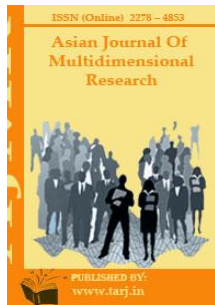
$$H_{k-r,0}^{0,k-r} \left[ \prod_{j=r+1}^k \frac{w_1}{[a_j \eta_j]^{\frac{-\theta_j}{\delta_j}} \left| \left( 1 - \frac{\gamma_j}{\delta_j}, \frac{\theta_j}{\delta_j} \right) \right|}; j = r+1, \dots, k \right] \quad (4.15)$$

For all the constants given in (4.8) are also satisfied.

For  $\delta_j = 1, j = 1, \dots, k$ , the  $H$ -function reduces to the  $G$ -function.

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## **THE CONCEPT OF YOUTH TOURISM AS A DISTINCT TOURISM MARKET SEGMENT: A REVIEW OF LITERATURE**

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### **ABSTRACT**

*Youth tourism represents a significant and flourishing section of the tourism market and has become one of the fastest growing segments of international tourism. Youth tourism is highly popular in the developed nations and countries like India also hold tremendous potential for this segment. The youths showcase characteristics, needs, motivations and travel behaviour which is fairly distinct from the conventional travellers. However, despite the growing number of young tourists, researchers have generally neglected this segment. Thus, there is a lack of accurate information and statistics on such tourists. Understanding them and their needs is important for making better strategies for successful integration of young tourists in the overall tourism market. Nevertheless, the concept of youth tourism is comparatively very new in India. So, the present paper is an attempt to review the concept of youth tourism to have a better understanding of its recognition as a distinct tourism market segment. With limited studies in this field, this paper aims to review some relevant literature to gain insight into the meaning of youth and youth tourism, its important features and motivations etc. Such an understanding could provide useful inputs to academicians as well as various stakeholders and policy makers in their decision making.*

**KEYWORDS:** *Conventional Travellers, Motivations, Travel Behaviour, World Tourism Organisation, Youth Travel*



## 1. INTRODUCTION

The term 'tourism' is defined by the World Tourism Organization as: "activities of people who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year, for leisure, business or other purposes"(Demeter & Bratucu, 2014, pp. 115) (Moisa, 2010a, pp. 102). According to the World Tourism Organisation (UNWTO), International tourist arrivals have increased manifold, from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. Estimates show that international tourist arrivals would reach 1.4 billion by 2020 and 1.8 billion by the 2030 (UNWTO, 2017). As per the Global Report on the Power of Youth Travel, over 23 per cent of one billion and more international tourists are represented by youths. The youth travellers generated around USD 165 billion in 2010 (UNWTO & World Youth Student and Educational (WYSE) Travel Confederation, 2011). Also, the total Global Youth Travel Expenditure was USD 286 billion in 2014 and the same is estimated to go over USD 400 billion by 2020 (UNWTO & WYSE Travel Confederation, 2016). With 196 million young tourists' arrivals in 2012, the figures may reach to 300 million by 2020 (Demeter *et al.*, 2015). There are also significant domestic markets.

Thus, youth tourism represents a significant and flourishing section of the tourism market and has become one of the fastest growing segments of international tourism. Asia, Africa and the Middle East are experiencing a growing market share while Europe and America are the most popular destinations among the youth. Europe, North America and Asia generate the largest revenue in international youth travel (Moisa, 2010c). However, despite the growing number of young tourists, researchers have generally neglected this segment (Carr, 1998). Because of this, there is a lack of accurate information and statistics on youth tourists even though they contribute significantly to the national and the local economy of the destinations they visit. The increasing trend of young travellers across the globe justify the need for identifying them as a potential market segment in the tourism sector due to their varied characteristics, needs, motivations and travel behaviour which is distinct from conventional travellers. Understanding the young travellers and recognizing youth tourism as a potentially significant tourism segment is, thus, important for making better strategies for successful integration of young tourists in the overall tourism market.

## 2. OBJECTIVES AND METHODOLOGY OF THE STUDY

The present study is descriptive in nature and is based on secondary sources. Relevant journals, conference publications and reports as well as internet websites and thesis have been referred to, the primary reading of which constitutes the core of this review paper. This paper attempts to gain insight into the meaning of youth and youth tourism, its features and motivations etc. and thus, have an understanding of its recognition as a distinct tourism market segment. Such an understanding could provide useful inputs to academicians as well as various stakeholders and policy makers in their decision making. Based on the literature review, the concept of youth and youth tourism and its definitions have been discussed in the next section, followed by the features and motivations of youth travel segment. Thereafter, some popular forms of youth travel are highlighted in brief.

## 3. YOUTH AND YOUTH TOURISM

The importance of youth tourism was first highlighted by UNWTO in the first International conference on Youth Tourism held in New Delhi in 1991 (Richards & Wilson, 2003). The UNWTO and WYSE Travel Confederation believe that the youth travel is no longer a specialised tourism niche market and has emerged as an important element of the travel industry. More than just a leisure pursuit or an escape from reality, the young people sees travelling as an important part of

their lives. Research on youth is, however, among the less developed areas in sociology and it is only from mid-seventies that sociological studies on youth started to rise (Ruiz, 2010). The road culture or tramping culture which developed in the seventeenth and eighteenth century Europe was mostly associated with young working class people and later it evolved into a cultural form where more middle-class youths started adopting this travel pattern. (Adler, 1985). Hollingshead (1949) in Ruiz (2010) defined youth as a period when the society would no longer regard a person as a child but also does not treat him as an adult. However, he also suggested that the nature and form of youth as well as its length or time in peoples' life tend to be different among cultures and societies.

Age has been the most common and simplest criteria so far to be used to define youth tourism. Most of the young travellers today are those born between the early 1980s and 2000s (UNWTO & WYSE Travel Confederation, 2016). 'Youth' as per the United Nation (UN) represents people between the ages of 15 and 24 years. The UN describes 'Youth' as a phase in a person's life where he evolves from childhood to adulthood and gain independence that was earlier not enjoyed by him due to being a child. The current definition was first referred to in 1981. For activities at international or regional level, UNESCO uses the UN's universal definition of youth<sup>1</sup>. However, within UN entities, several other definitions can be found (see Table 1 below) which changes according to demography, economic or socio-cultural settings.

**TABLE 1: DEFINITIONS USED BY UN ENTITIES/INSTRUMENTS/REGIONAL ORGANISATIONS**

Entity/Instrument/Organisation	Age	Reference
UN Secretariat/UNESCO/ILO	Youth: 15-24	UN Instruments, Statistics
UN Habitat (Youth Fund)	Youth 15-32	Agenda 21
UNICEF/WHO/UNFPA	Adolescent: 10-19, Young People: 10-24, Youth: 15-24	UNFPA
UNICEF /The Convention on Rights of the Child	Child until 18	UNICEF
The African Youth Charter	Youth: 15-35	African Union, 2006

Source: United Nations – Definitions of Youth<sup>2</sup>

Despite the growing number of youths in tourism, there is no clear universally accepted definition (Farahani & Sukmajati, 2011; Demeter & Bratucu, 2014) due to which it has been difficult to study the aspects of this market segment. Carr (1998) points out that, although important, 'youth' shouldn't be particularly determined by 'age' alone as it is just a chronological category and psychological, sociological, behavioural and cultural factors etc. are also important. The current trends suggest that growing life expectancy and tendency to delay marriage and parenthood have led to such adults who reflect the characteristics and spirit of the young. As such, the young age is being pushed back to include older people [Carr 1998].

WYSE Travel Confederation highlighted the term 'independent travel' which means trips taken by young people independently, without being accompanied by any parent or guardian. Moisa (2010a) defined youth travel as a phenomenon resulting from the movement and stay of young people aged up to 30. The UNWTO mentions the young travellers as aged between 15 to 29 years. However, the traditional age of the youth travellers has now shifted and includes people even above 30 years of age (Khoshpakyants & Vidishcheva, 2010; UNWTO & WYSE Travel Confederation, 2011). The Canadian Council and the North American Student & Youth Travel Association include people up to

30 years old and the Romanian Youth Law considers 14-35 years old as young (Demeter & Bratucu, 2014). The Phocus wright report sponsored by Google Travel Spain considered young travellers between 18 to 24 years and from 25 to 34 years as separate groups within the segment (UNWTO & WYSE Travel Confederation, 2011).

There are various definitions of young tourists, as shown in Table 2 and 3 below, ranging from 15 years, which is the minimum age used by the UNWTO, to maximum 38 years as used by American Adventures operators.

**TABLE 2: DEFINITION OF YOUTH TOURISM IN SOME COUNTRIES**

Country	Age of young tourists( <i>in years</i> )
Poland	15-19
France	Under 35
Argentina	20-35
Finland	15-24
Morocco	15-25
Italy	15-26
Philippines	15-24
Thailand	Under 25
Pakistan	15-29
Nepal	16-30
Slovenia	15-29
Hungary	Under 30

Source: UNWTO, 2005

**TABLE 3: DEFINITIONS OF YOUNG TOURISTS USED BY SOME COMMERCIAL ORGANISATIONS**

Source	Age of young tourists( <i>in years</i> )
Club 18-35	18-30
Escapades	18-30
Sundance	18-30
American Adventures	18-38
Oasis	20-35

Source: Carr, 1998

The existence of such diverse definitions leads to difficulties in identifying the segment properly. However, from the above definitions and considering the current scenarios, we can treat those between 15 and 30 and sometimes, their late 30s, as 'youth travellers'. However, it should not be seen as a rigid category as it is a dynamic segment and its characteristics may change or evolve with the changing times.

#### 4. FEATURES AND MOTIVATIONS OF YOUTH TRAVEL BEHAVIOUR

The changes in lifestyles of the young people have led to the increase in their discretionary income and availability of free time for travel (Carr, 1998). In addition, factors such as easy credit facilities, favourable administrations and increasing use of internet in making travel arrangements have encouraged more youngsters to travel abroad (Khoshpakyants & Vidishcheva, 2010). Ruiz (2010)

found that 'study' and 'job' are two important parts of youth. The parents have strong influence in the lives and decisions of the youths as the youths are mostly dependent on them. Also, the young people have considerable free time and they spend their free time mainly with their friends followed by family (Fernandez *et al.* 2016). But, tourism helps to expand their horizon and the area of their free movement (Schonhammer, 1992) and also serves to fulfil the major objective of socialisation among them (Moisa, 2010a).

Farahani & Sukmajati (2011) observed the backpackers and youth tourists to have similar characteristics. Globalisation has led to new trends among youths resulting in the emergence of a new categories of young tourists. Moisa (2010b) points out that the youth travel market differs significantly from the mainstream tourism market in terms of motivations and characteristics of the tourists. It is observed that with experience, the youth tend to travel more and, thus, build a travel career by starting from easy destinations and moving to more adventurous ones with time (Moisa, 2010c). However, the youth travellers have been regarded as inexperienced and younger versions of the adult tourists by many (Carr 1998).

Literature suggest that the young people mostly travel outside of their residence area for reasons like studying, resting and recreating, learning foreign languages, practicing various sports, etc. and activities other than paid employment. They are characterised by highly level of mobility and since their income is not high, they save money for long journeys. The main motivation factors influencing youth travellers' decision making are culture exploration, excitement, knowledge enhancement as well as meeting new people and place (Richards & Wilson, 2003). Buffa (2015) also observes that discovery of new cultures and new landscapes, observation of natural and artistic heritage, contact with local community and nature are the main motivations for destination choice. Thus, as suggested by Cakar and Seyitoglu (2016), it is the push factors, rather than pull factors, that mainly motivate youth travellers and the main motivation to emerge is the aspect of quality of life experience. And, although Slabbert *et al.* (2012) found 'education and participation' to show the lowest motivation, education is still identified as one of the major motivational force for youth travellers.

According to the International Chamber of Service Industry (ICSI), the young Indian travellers mostly prefer independently organised, flexible and longer holidays with budget accommodations. They mostly prefer to indulge in physical activities like cycling, trekking, kayaking, wildlife, eco and cultural activities etc. and are also motivated to meet other travellers. Carr (1998) viewed that young people are more influenced by the media. He also supported that the youth travellers are more interested in sporting and adventurous activities and recreation involving risk, excitement and freedom. He also observed that beach oriented holidays are more popular among the youth tourists. Fernandez *et al.* (2016) also found young people to mostly prefer travelling to beach areas, followed by motivation to meet people. They prefer the summer season for travel. This is supported by findings made by Thrane (2016) who found that the trips of longest duration were during the peak month of July. This may be because the academic obligations are very low during that time due to summer holidays. Chiu *et al.* (2015) also found that most of the young travellers travel during semester breaks and also weekends and public holidays.

Farahani & Sukmajati (2011), observed young travellers to mostly engage in visiting historical sites and monuments followed by walking and trekking and other leisure activities. They observed females to engage more in trekking/walking and cultural events while males are found to participate more in sports and adventure activities. However, Carr (1999) found little difference in the leisure activities of young men and women contrary to previous studies. The desire to 'relax' and 'enjoy

themselves were found to be the most important reasons for both the genders for taking a vacation which is similar to the findings made by Huang and Tian (2013) among Chinese International Students in the UK. In 2002, Carr observed that the domestic young, single British tourists were more active and less hedonistic than the international ones which may be because they were in a similar environment to that of their place of origins. Sellars (1998) identified an important relationship between music and youths' leisure activities. He observed that the young people have increasingly taken holidays to pursue their interests in dance music. This has influenced the marketers to adopt strategies like stipulating closeness to bars and nightclubs and developing tour packages with distinct dance music themes to pull the youth travellers.

UNWTO & WYSE Travel Confederation (2011) highlighted the greater economic impact of youth tourism which is due to the implications of longer stays, more extensive travel, a desire to consume local services and the likelihood that young people will attract other travellers and return themselves in the future. The youth travel more frequently and to distant places as compared to the older tourists and tend to stay for longer periods and spend more on local goods and services leading to lower income leakage in the economy (Carr, 1998). According to the Global Report on the Power of Youth Travel (UNWTO & WYSE Travel Confederation, 2016), the youths search for new and unique experiences and tend to spend directly with local businesses and make contacts with people. They tend to be more adventurous and they seamlessly use technology as part of their travel experience and means of communication. The report describes youth travel as a high value, more resilient and less volatile market with more purposeful travel in the form of work and study programs, volunteering and language learning travel etc. Also, today's youths are inspired to pursue educational endeavours in other countries. The youth travel style has become increasingly culturally driven and food tourism is also growing rapidly among the young tourists. Apart from that, language travel has become a structured and significant part of the global tourism sector.

Although, the young travellers are full of ideas, they are limited financially due to modest incomes. Fernandez *et al.* (2016) regarded the young people as mostly budget travellers and Slabbert *et al.* (2012), Buffa (2015) and Demeter *et al.* (2015) also viewed this segment to be price sensitive and highly influenced by finances. But despite their lower income, they tend to save or work while traveling to pursue their travel activities and the main benefit derived from their travels is a greater thirst for more travel (Richards & Wilson, 2003).

Due to their budget constraints, the young tourists prefer cheaper accommodations. Findings by Richards and Wilson (2003) support friends and relatives as the most popular form of accommodation and air travel as the main mode of transport followed by rail travel. Slabbert *et al.* (2012) also suggested that students mostly preferred to stay with relatives but found travel by car as more popular among the youths. Buffa (2015), Demeter *et al.* (2015) and Chiu *et al.* (2015) also observed that friends' or relatives' houses and hotels are the most preferred accommodation for the young tourists. Schonhammer (1992) observed that youth hostels provide the young tourists with the possibility of meeting new people and to exchange information or experiences and to form peer groups. Although the problem of language barrier is often experienced, a common interest in travel, seeing different places and meeting different people are motivations that bind the youths in youth hostels. Fernandez *et al.* (2016), however, indicated that the youth mostly lack knowledge on hostels which may limit their ability to travel.

The young tourists tend to participate in travel and tourism activities using social media and Information Communication Technologies more than older tourists (Cakar and Seyitoglu, 2013). Richards and Wilson (2003), Buffa (2015) and Fernandez *et al.* (2016) also found that Internet is the



main sources of information for young tourists. However, Richards and Wilson (2003) found that majority of the young people use travel agents for booking their travels. Tugulea *et al.* (2013) also observed that the Internet is more used by young tourists in planning trips, followed by recommendations from family, friends and colleagues and specialised tourism sites. The least preferred sources are travel agency staff and brochures, catalogues, posters of travel agencies. Buffa (2015) identified two different profiles of youth tourists: ‘hard path young tourists (HYPT)’ and ‘soft path young tourists (SPYT)’ and observed that the HPYT use the internet more and are more willing to spend time collecting information. The findings show that more HPYT participate in cultural and voluntary work and adventure is the most important factor for most of them. They also worry more about pollution and are more aware of the impacts of tourism on the climate and the environment.

Bizirgianni & Dionysopoulou (2013) and Dionysopoulou & Mylonakis (2013) also found that most of the young tourists preferred internet for planning their trips and suggest the use of social media by the tourism industry for realising the needs of the younger people as the rate of influence of social media on tourist behaviour is growing. Rathonyi (2013), however, found that, although active users, majority of the students don’t really use social networking sites every day during their trip planning process and friends and relatives were found to be the most important, trustworthy and influential as a source of information. Tugulea *et al.* (2013) suggest that the managers should focus on information placed on the Internet for attracting young tourists. Tourist agencies need to place information on credible Internet sources and focus on constantly delivering real information. Based on the existing studies, a brief summary is presented in Table 4 below highlighting some of the major characteristics of the youth travellers that distinguish them from a typical tourist.

**TABLE 4: DISTINCTIVE CHARACTERISTICS OF YOUTH TOURISTS**

- *Tend to travel more*
- *Mostly purposeful travelling (example, for education, work, sports etc.)*
- *Limited income; budget travellers*
- *High level of mobility and flexibility*
- *More leisure time*
- *Urge to venture new and unexplored places*
- *Tend to stay or travel for longer durations*
- *Spend more locally and on local goods and services*
- *More tech-savvy and social media presence; and frequent user of ICT platforms*
- *Tend to be more repeat visitors*
- *More resilient to political or economic problems*
- *More adventurous and excited*

Carr (1999) pointed out the lack of research among youth tourists in beach oriented vacations and their gender differences even though a good proportion of youths prefer such vacations. The tourism industry has also its influence on the health and development, as indicated by Biernat & Tomaszewski (2013), and the level of activity of the children and young people. As such, it should play an important role in promoting health consciousness attitudes. Farahani & Sukmajati (2011), however, indicated that tourists, particularly young ones may bring in negative elements like drugs and negative lifestyles and also negatively affect the environment. This places importance on promoting responsible tourism for sustainable and balanced growth as there are various economic, social, educational as well as international challenges for youth tourism (Khoshpakyants and Vidishcheva 2010).

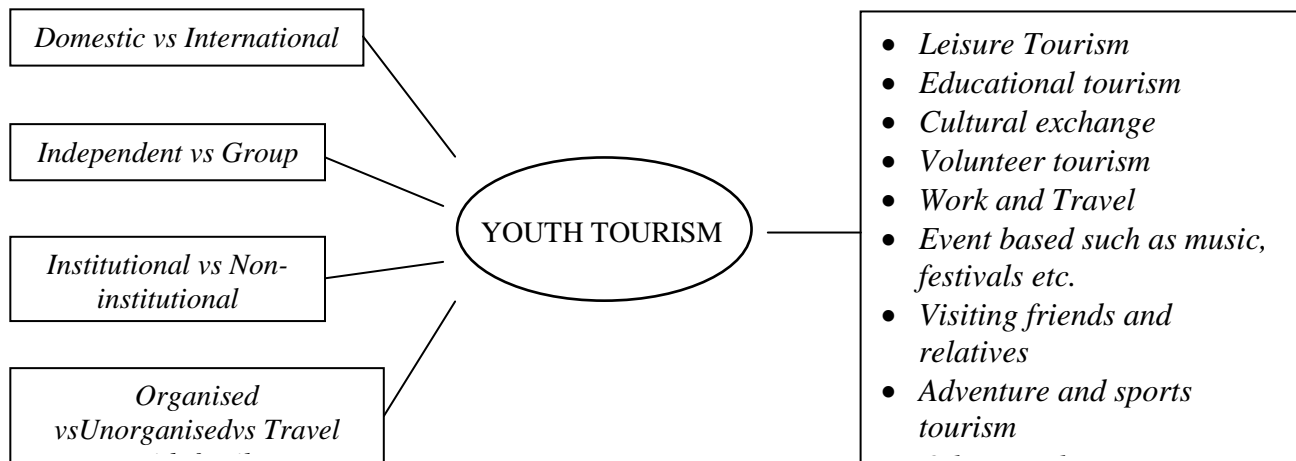


## 5. FORMS OF YOUTH TOURISM

Youth tourism can take many forms such as leisure tourism, educational tourism, adventure and sports tourism etc. There are independent youth travellers and also group travellers. Schonhammer (1992) mentions three forms of juvenile tourism: travel with the family, organized youth tourism and unorganized youth tourism. The unorganized youth tourism is the only form that do not involve any form of adult control. Carr (1998) has highlighted seven unique segments of the young tourism market given by Kreul (1991). They are: international and domestic tourists, educational tourists, alternative tourists, short and long-term tourists, institutionalised tourists, non-institutionalised tourists and experience tourists. Mostly, the young peoples' holidays are claimed to be of institutionalised nature.

Huang and Tian (2013) found considerable Visiting Friends and Relatives (VFR) market among the youths and supported its development based on a study among the Chinese international students in UK. However, as Moisa (2010b) and Demeter and Bratucu (2014) identified, the most popularly known forms of youth tourism are educational tourism, volunteer tourism, work and travel, cultural exchange, sports and adventure tourism and leisure tourism. Figure 1 gives a brief picture of some popular forms of youth tourism.

Figure 1: Forms of youth tourism



Educational tourism generally refers to people travelling primary for the purpose of learning and gaining experience related to a destination. But it can also take the form of ecotourism, rural tourism, heritage tourism etc. Many institutions and organizations have been established to facilitate and encourage tourism among youths within the European Union. In Europe, Spain is a mostly preferred destination by international students under Erasmus Programme. According to Huang and Tian (2013), the international students will soon grow into a significant portion of the overall international travel industry. Cultural exchange programs expose students to people from different cultural, religious, geographic and socio-economic backgrounds and helps them to share with and learn from others and to develop a greater understanding of the diversity among people. Generally, such exchange takes place between two or more different countries trying to promote same or similar understandings.

Volunteering is “the practice of individuals going on a working holiday, volunteering their labour for worthy causes in an organised way” (Demeter & Bratucu, 2014, p. 117). Volunteerism is rising

globally now with large number of organisations facilitating such experiences. The Work and travel programs started from the USA and became very popular among the youths. Here, they get to work in companies in foreign countries and the opportunity to travel simultaneously. According to Moisa (2010c), it is the fastest growing segment and USA is the most favourite destination among the young people who combine travelling with working. Sport Tourism involves travelling for either observing or participating in a sporting event. Majority of such tourists tends to be young and between 18-34 years age. Adventure tourism is closely related to sport tourism but involves exploration or travel of risky nature and may potentially demand physical effort and special skills. Youth leisure market includes young people on non-working holidays, for recreational activities or visiting friends and relatives. However, this form is mostly practiced by youths with a stable income.

There is lack of enough statistics to give a comprehensive picture of youth tourism in India. Nonetheless, The NSSO report on domestic tourism in India for 2014-2015 indicates that the majority of the Indian youths reported that the overnight trips completed in the last 365 days were for holidaying, leisure and recreation. However, the proportion of such overnight trips decreases with the increase in age. However, the proportion of social trips is more for those who reported overnight trips in the last 30 days. The report mentions different forms of tourism among the people of India such as business; social; pilgrimage and religious activities; education and training; holidaying, leisure and recreation; health & medical; shopping and others. However the report doesn't provide data on such tourism activities which is specific to young travellers. There are many other forms of tourism prevalent among the people such as wildlife and nature tourism, heritage and cultural tourism, spiritual tourism, rural tourism etc. MICE (meetings, incentives, conferences and exhibitions) tourism is a new form of tourism to emerge in the sector.

India has been increasingly attracting young domestic tourists as tourism in the country is relatively inexpensive and offers great amount of opportunities for adventure and to witness diverse cultural as well as natural locations. More importantly, the youths visit places that are new and undiscovered by the mainstream tourists. Some states in the north-east India have tried to utilise the untapped potential of the youth tourism by organising music events and river festivals and other events. However, India lacks proper research in the area of youth tourism making it quite difficult to distinguish this segment.

## 6. CONCLUSION

It is understood that the earlier views on youth tourists didn't distinguish them much from the mainstream tourism sector. They were, at most, regarded as the younger versions of the general tourists. They are too often subject to stereotyping, suspicion and poor service and at most considered as a niche market. But it has evolved considerably in the last few decades. As their numbers began to rise, their style and travel patterns gave way to new trends. The young tourists are constantly evolving, making new trends, creating their own style and identity, their own culture thereby creating an image for themselves as distinct from their older and more general tourist counterparts. They are motivated to explore new places and experience new cultures. In their pursuit for memorable experiences, they even venture to remote areas and stay for longer periods.

The development of this segment has been slow and the tourism industry must take faster steps to recognize it as a distinct and essential part of tourism with long term development potentials. The young travellers are very active consumers and one should seriously consider the economic impact of young visitors and the importance of youth travel for the global community. What makes it more substantial is the fact that they often turn out to be repeat visitors and also, due to their strong

presence in social media and other internet platforms, they are a great source of word of mouth publicity, thus, attracting many others to visit. So, not considering these points could lead to loss of good business opportunities. Young travellers are the earliest visitors to a place and, thus, a potential market for future. The student market should also be considered an important market as today's students are tomorrow's tourists.

Youth tourism market is now regarded as an important market segment. There is no doubt that the characteristics of the youth tourists are unique and this segment can be regarded as distinct with its distinct features, behaviours and motivations. However, there is need for more studies in this area. Studies on youth tourism are rare and are generally neglected by researchers. In order to develop this segment, one needs to develop cost effective tools and flexible itineraries and create safe and positive environment for them. This demands the need to know what tourists really want. Due to lack of an established definition, it has been difficult to study the aspects of young tourism market and its various segments. Lately, many tour operators have started to recognise and appreciate the varied needs and motivations of the young tourists. But more research in this field is still required and more inclusive studies on their travel activities and preferences is recommended.

Although, highly popular in the well developed countries, countries like India have tremendous potential for youth tourism. In India, the concept of youth tourism is comparatively new and not yet recognized by the government policies as a niche tourism market. The country is rich in diverse tourism resources and youth tourism could contribute significantly to the tourism sector. However, there is need to create awareness and opportunities, organise more youth related programmes and innovative marketing and promotional strategies as well as understand the importance of the internet to encourage this tourism segment in India. By introducing youth related events and promoting tourism packages to cater specifically to the needs of the youth could help in attracting greater number of young tourists. Most important consideration will be to develop tourism related infrastructure in the states and providing an environment of security and stability. Domestic visitors constitute a big part of the tourism industry and it is a big challenge to the state governments, tourism departments and other stakeholders to strengthen the present tourism scenario and reap the maximum benefits by attracting more domestic travellers, both young and adults.

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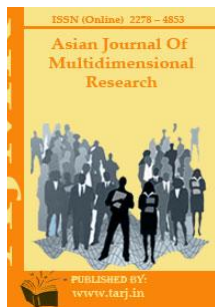
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## **FOOD ADULTERATION, IT'S IMPACT ON YOUNGSTER'S HEALTH- PREVENTION AND CHALLENGES**

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### **ABSTRACT**

*Food is one the basis of life. Along these lines, it ought to be unadulterated, nutritious and free from a debasement for proper maintenance of human wellbeing. Adulteration of food has ramification within society and cannot be ignored since interference with foodstuffs may potentially lead to the production of food which is harmful to health. The Government of India enacted a Central Legislation called the prevention of Food Adulteration Act, 1954. The goal of the Government of India is to create food quality for enhancing wellbeing (Health) results of nationals and increment Indian intensity in the International food markets. India's long-term vision is to have a solid and proactive arrangement of value affirmation for food that depends on the three mainstays of self-control, solid customer mindfulness, and lawful authorizations. The adulteration of food has advanced from being basic methods for misrepresentation to a profoundly complex and worthwhile business. The problem is further increased by the lack of clear international definitions for enforcement purposes. We will also briefly look at the laws that are in place protect us from food adulteration and their implications on controlling food adulteration. Further ,my study will help to identify ways that enable people to identify whether a product is adulterated or not .This paper highlights the forms of adulteration, effects on health and its prevention through Government Act.*

**KEYWORDS:** *Adulteration, Food, Government, Health, Law, Nutrition, People, Prevention.*

### **INTRODUCTION:**

Food is one of the fundamental necessities for the sustenance of life. The unadulterated, new and solid eating regimen is most basic for the wellbeing of the general population. It is no big surprise to state that network wellbeing is national riches. Food adulteration is one of the serious challenges in Indian society. Despite various measures and penalties, the problem continues to remain a big

challenge for the country. Consumers around the country are increasingly more stringent laws besides demanding information on the source and reassurance of the origin and details on reprocessed food.

### **MEANING OF FOOD ADULTERATION:**

It is a demonstration of including or blending of low quality, sub-par, destructive, inadequate, pointless or superfluous substances to sustenance. This demonstration of ruining the nature and nature of sustenance things is viewed as nourishment defilement instances of Adulterants. At the point when water is added to liquor, the water is an adulterant. In the sustenance and medication industry, a lot more instances of adulterants might be found. Melamine has been added to drain and other protein-containing nourishments to support rough protein content, regularly in danger of ailment or passing.

Defilement of sustenance kinds of stuffs was so wild, no matter how you look at it and tenacious that completely a somewhat extreme fix as a sweeping institution transformed into the need of incredible significance. To check this kind of antagonistic to social fiendishness a deliberate and chose flood was propelled by the Legislature by the Government by the introduction of the Prevention of Food Adulteration Bill in the Parliament to proclaim a period of much-required expectation and alleviation for the buyers on the loose.

### **OBJECTIVES:**

- To study the meaning of food adulteration and the existence of adulterer food in the Indian market.
- To analyze the role and power of food inspector in controlling food adulteration.
- To find out the awareness on the preventions of food adulteration programmes and its constraints.

### **STATEMENT OF THE PROBLEM:**

Food adulteration has turned out to be wild in India. Organic products, vegetables may be debased, sodas and dairy items as well and this with the goal that makers can spare a couple of rupees. "Food adulteration in India begin from the field itself where manures and pesticides are abused. Subsequently, one sort of contaminant that is an available overall scope of food is an abnormal state of pesticide deposits". Be that as it may, pesticide buildups are by all account not the only issue. Numerous items utilized in ordinary cooking, for example, curds and cleared up the spread, are tainted. Shading operators in flavors are additionally presenting issues. The utilization of carbide to influence natural product to age quicker has made various wellbeing dangers. Contaminated food is tainted, hazardous and youthful age today. Food can be adulterated intentionally and accidentally. Inadvertent adulteration is a consequence of obliviousness or the absence of offices to keep up food quality. In this manner, the present examination tosses light on the current issue of India might be brought about by overflow impact from pesticides and composts on food as a healthy.

### **METHODOLOGY:**

The study was overviewed in the Indian food market. The source of data is purely secondary which has been collected from books, journal, and magazines and from the internet.

**ACT 37 OF 1954:**

The Prevention of Food Adulteration Parliament and got the consent of the President on 29th September 1954. It came into power on first June 1955 as THE PREVENTION OF FOOD ADULTERATION ACT, 1954 (37 of 1954).

Food Implies Any Article Utilized As Food or Drink For Human Utilization Other Than Medications and Water and Incorporates:

- a) Any article which normally goes into, or is utilized in the arrangement or planning of,
- b) human food,
- c) Any enhancing issue or toppings, and
- d) Whatever another article which the Focal Government may, having respect to its utilization, nature, substance or quality, announce, by notice in the Official Newspaper, as food for the motivations behind this Act;

“**Food (Health) Authority**” signifies the Director of Medical and Health Services or the Main Officer responsible for Wellbeing organization in a State, by whatever assignment he is known, and incorporates any officer engaged by the Focal Government or the State Government, by warning in the Official Periodical, to practice the forces and play out the obligations of the Food (Wellbeing) Specialist under this Act regarding such neighborhood might be indicated in the notice.

**ADULTERATION:**

Adulteration – is a term lawfully used to characterize any sort of food item that does not fulfill the guidelines set by the center or the state. The counteractive action of Food Adulteration Act expresses that any substance that might be utilized for adulteration can be called as an adulterant.

**HARMFUL EFFECTS ON YOUNGSTER’ HEALTH:**

Customarily, our Indian families used to prepare food at home with sound fixings and recognized what went into the dinner, in present-day times, with rising earnings and prosperity, an ever-increasing number of individuals are moving ceaselessly to readymade quick foods and eating regularly at restaurants. The food in a large number of these outlets is cooked with low- quality fixings to draw in and fulfill the sense of taste instead of giving a healthy dietary dinner. We currently have significantly more assortments and the decisions are many. However, a few of us may not know about the way that the food we expend might be corrupted, 25 to 30 percent of the food things in India are purposefully debased.

**IMPURE AND UNSAFE:**

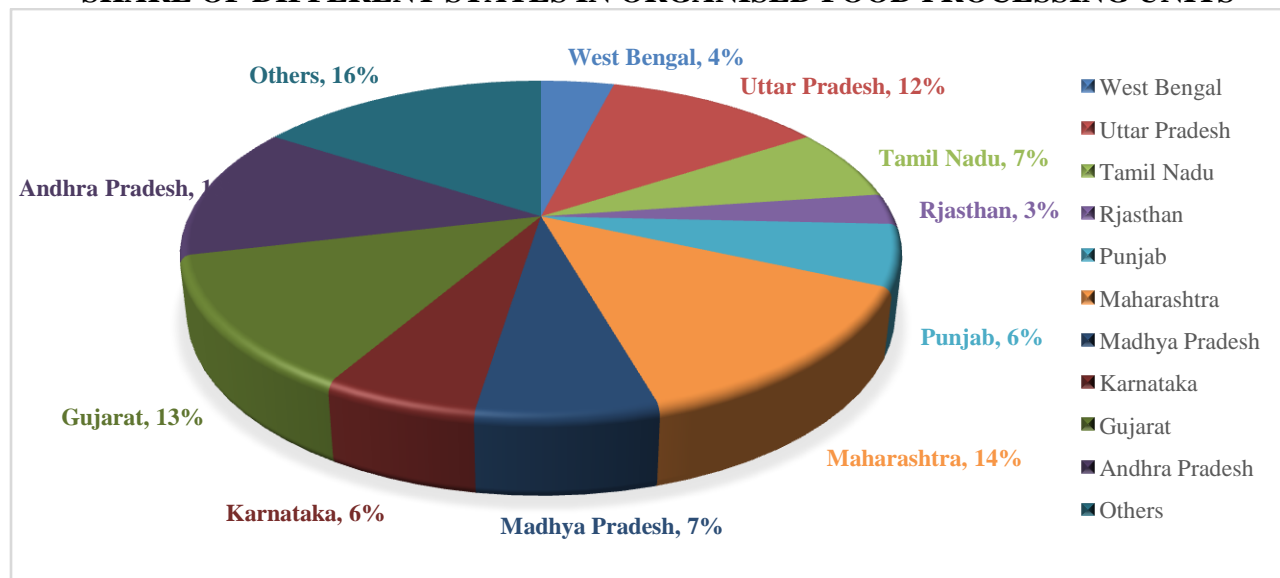
Food adulteration is the expansion or evacuation of any substances to or from food, with the goal that the character creation and quality is influenced. Corrupted food is polluted, dangerous and not healthy. Food can be corrupted intentionally and incidentally. Inadvertent corruption is an aftereffect of numbness or the absence of offices to keep up food quality. This might be brought about by overflow impact from pesticides and fertilizers. Wrong food taking care of and bundling techniques can likewise result in corruption.

Intentional food adulteration is normally accomplished for monetary benefit. The most well-known type of purposeful corruption is shading debasement. A few instances of intentional adulteration are an expansion of water to fluid milk, unessential issue to ground flavors or the evacuation or substitution of milk solids from the natural product. Natural adulteration happens because of the nearness of specific synthetic substances, natural mixes or radicals normally happening in foods

which are damaging to wellbeing and are not added to the foods deliberately or accidentally. A portion of the models is poisonous assortments of heartbeats, mushrooms, green and different vegetables, fish and seafood. Around 5,000 types of marine fish are known to be noxious and a large number of these are among eatable assortments. Children and elderly people are the most helpless against these poisons in food. Albeit a few people say that in a nation where 40 percent of the population lives below the poverty line, there should be less weight on tainted food and more on the way that individuals ought to have enough food to eat. Be that as it may, the food ought to be protected. The government has introduced a "midday meal" scheme for children in primary schools. Be that as it may, the food is basically not sufficient. Mineral oil might be added to palatable oil and fats and can cause diseases. Lead chromate added to turmeric powder and flavors can cause paleness, loss of motion, cerebrum harm and premature births. Lead added to water, normal and prepared food can prompt lead harming. Lead harming causes foot drop, a sleeping disorder, stoppage, weakness, and mental impediment. Cobalt added to water and mixers and can cause cardiovascular harm. Copper, tin, and zinc can cause colic, heaving and the runs. Mercury in mercury fungicide treated grains or mercury defiled fish can cause cerebrum harm, loss of motion and demise. Non-allowed shading or allowed food shading like metanil yellow, past as far as possible in hued food can allergies, hyperactivity, liver damage, infertility, anaemia, cancer and birth defects.

In spite of the fact that there exist laws to control and screen the food business, as of not long ago, there were no uniform food directions keeping the adulteration of food. Specialist's trusts that the new food security and models act will bring some constructive change: "With the happening to this demonstration an entire structure will be redone, more mindfulness has been produced and individuals are acknowledging how vital food wellbeing is. However, for the normal mass, there is an inquiry in light of the fact that the frameworks that have been set up, the sort of accreditation are for the most part over the top expensive. A little scale road merchant won't almost certainly bear the cost of it".

#### SHARE OF DIFFERENT STATES IN ORGANISED FOOD PROCESSING UNITS

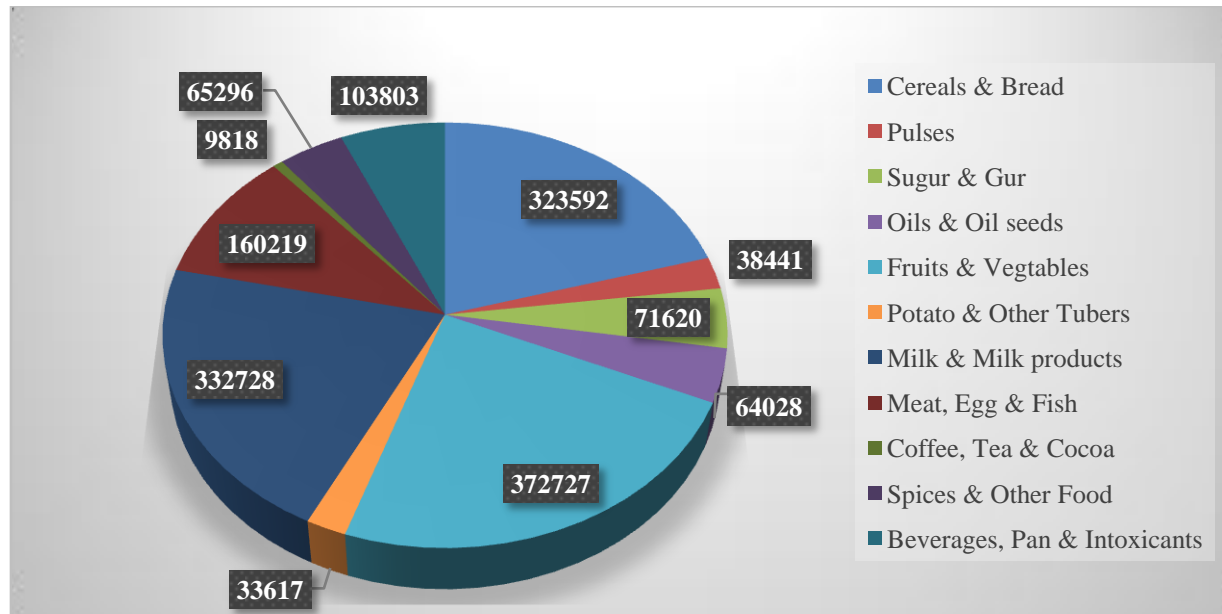


Source: Major Food Processing In States in India Fig-1

Major food processing states in India are Andhra Pradesh (13.4% of India's food handling industry, and an inside for organic products, vegetables, grains and animals items viz. Poultry, dairy, fisheries, meat, and so forth.), Gujarat (12.7%, and an inside for consumable oils and Dairy), Maharashtra (14%, and a middle for natural product, vegetables, grains, and drinks), and Uttar Pradesh (12%, crosswise over practically all item classes).

The items are advertised in a precarious way, which is generally bamboozling the clients. Be that as it may, FSSAI has made solid laws against adulteration, it's still not ceasing the little merchants and representatives to swindle clients. The Yearly Open Lab Testing Report for 2014-2015 brought out by the Food Safety and Standards Authority of India (FSSAI) says that of the 49,290 instances of nourishment things it attempted, 8,469, around one-fifth, were found tainted or misbranded.

### HOUSEHOLDS IN INDIA SPENT, IN CRORE RUPEES AND ALL PUT TOGETHER, ON MAJOR FOOD CATEGORIES IN 2011-2012.



Source: Makanaka.Wordpress.com

Fig -2

It is the food classification of the PFCE that I am keen on and, at current costs, consumption expenditure by India's households on food has ascended from NR 990,511 crore (about USD 182 billion) in 2008-2009 to INR 1,472,086 crore (about USD 271 billion) in 2011-12 (in current costs, the relating figures in steady 2004-2005 costs are INR 929,881 crore and INR 1,046,228 crore).

There is a prior year given, 2004-2005, which is the year to which the steady cost has been based, and it winds up valuable to utilize this to appraise the ascent (in a straight line for accommodation) for the interceding a long time to give a feeling of what parts of the food primary class are rising more rapidly than others.

Under food, the part with the most elevated PFCE is 'fruits and vegetables' with INR 372,727 crore – see the pie diagram. This is trailed by 'milk and milk items' with INR 332,728 crore and by 'oats and bread' with INR 323,592 crore.

Utilizing the arrangement of current costs, and looking at the increments in PFCE for two periods – 2008-2009 to 2011-2012, and 2004-2005 to 2011-2012 – we can see which food parts have pulled in the best consumption. These increments (as they are determined utilize current costs) are probably

going to be as much a story of swelling in the cost of that food segment as they are to be because of the changing dietary examples in urban and rural India.

Subsequently, we see the use on 'potato and other tubers' having risen 78% in 2011-2012 from 2008-2009, and this is the steepest food segment rise (this is a riddle). Not far behind is the 76% expansion in 'lodging and eateries' which without a doubt mirrors the becoming new propensity (particularly among youth who have moved to urban communities to take up administration division employments) to eat their dinners out. Consumption on 'tobacco and its items' from 2008-2009 to 2011-2012 has risen 61% while on 'milk and milk items' it has risen 59% over a similar period, and this gives a number to the blast of dairy items over the most recent five years.

### **HERE IS A RUNDOWN OF MOST BASIC ADULTERANTS IN INDIA:**

#### **1. Milk**

A 2012 study conducted by the FSSAI crosswise over 33 states found that milk in India was corrupted with weakened water, cleanser, fat and even urea. A portion of the adulterants that are utilized in milk are water, chalk, urea, scathing soft drink and skimmed milk, while Khoya is defiled with paper, refined oil and skimmed milk powder. The dimension of adulteration in milk is risky to such a large number of levels and has the most noteworthy possibility of causing stomach issue.

#### **2. Tea/Coffee**

Tea and coffee are two most utilized refreshments in India, and consequently very defiled. Tea leaves are normally contaminated with same shaded abandons, some probably won't be palatable. A few instances of liver disease the nation over have been accounted for because of expending tainted tea. Espresso seeds, then again are debased with tamarind seeds, mustard seeds and furthermore chicory. These adulterants are the primary driver of loose bowels.

#### **3. Wheat and other food grains**

Everyone realizes that wheat is exceptionally usually tainted with ergot, a parasite containing toxic substances and is incredibly damaging to wellbeing.

#### **4. Vegetables**

Be careful with the gleaming vegetables! Truly, adulteration of vegetables is in news for a long while now. Diverse hued and finished vegetables are regularly hued with various colors and substances. These vegetables are for the most part debased with malachite green, a concoction color which is known to have cancer-causing. Basic adulterants in products of the soil are oxytocin saccharin, wax, calcium carbide, and copper sulphate.

#### **5. Sweets**

Do you get Indian desserts secured with a silver foil amid Diwali? As per Indian controls, silver must be 99.9 percent pure if it is used as a food ingredient. Be that as it may, with silver getting to be costly numerous sweet shop proprietors utilize silver bark that could contain aluminum. The most widely recognized fixings in making these desserts are khoya and chenna and they're frequently debased with starch. In any case, fortunately, you can test if the desserts are contaminated by heating up a little example in water, cool it at that point include a couple of drops of iodine arrangement. A blue shading demonstrates the nearness of starch. Likewise, sugar utilized in making these desserts may be debased with tar color which just exacerbates it.



## **6. Honey**

There are such a significant number of assortments of nectar (Honey) accessible in the market, however, because of its precarious cost, nectar (Honey) is ordinarily corrupted with molasses sugar to expand the container amount. As per an examination did by the Middle for Science and Condition, most nectar brands being sold in the nation contain shifting measures of anti-microbial and their utilization after some time could initiate protection from anti-toxins, lead to blood-related disarranges and damage to the liver.

## **7. Dal**

The most normally corrupted dal is arhar dal and is typically contaminated with metanil yellow. Metanil yellow is an essential non-allowed food shading utilized widely in India. The impact of long haul utilization of metanil yellow on the creating and grown-up mind causes neurotoxicity. Neurotoxicity happens when the presentation to characteristic or fake dangerous substances, changes the typical movement of the sensory system so as to make harm the sensory tissue. Metanil yellow is utilized in dal as an adulterant for shading. Its quality can be tried in dal by including a couple of drops of HCl to a test if the arrangement turns pink in shading, it shows the nearness of metanil yellow.

## **8. Spices**

As of late, a noteworthy Indian provider was gotten and needed to annihilate huge amounts of turmeric for risky adulteration utilizing metanil yellow and red oxide of lead - the later being exceptionally cancer-causing. Cleanser stone or other gritty material and outside resin are the normal adulterants utilized in Asafetida. Papaya seeds, dark berries are the regular adulterant utilized in dark pepper as they are practically comparable in size however bland (some of the time unpleasant). Red stew powder is contaminated with block powder, salt powder or powder and fake hues like Sudan Red. The most costly zest on the planet. Saffron is contaminated by hued dried ringlets of maize cob.

## **9. Butter and cream**

Spread (Butter) can be weakened with water or somewhat supplanted with less expensive plant oils, for example, palm oil, sunflower oil, and soybean oil. This expands the benefits got from a given volume of milk.

## **10. Ice cream**

Most regular adulterants in frozen yogurt are pepperoni, ethyl acetate, butraldehyde, emil acetic acid derivation, nitrate, washing powder and so forth are at least toxin. Pepper oil is utilized as a pesticide and ethyl acetic acid derivation causes terrible maladies influencing lungs, kidneys, and heart. Dessert is produced in the incredibly chilly chamber where fat is solidified and a few unsafe substances are included. Additionally, a sort of gum is included which is sticky and moderate liquefying. This gum is acquired by bubbling creature parts like tail, the nose, the udder and so forth.



Fig -3

**POWERS OF FOOD INSPECTORS:**

- A nourishment monitor will have control
- To take tests of any article of sustenance from—
- Any individual moving such article;
- Any individual who is throughout passing on, conveying or planning to convey such an article to a buyer or proctor;
- A recipient after conveyance of any such article to him; and
- To send such example for examination to the general population examiner for the neighborhood which such example has been taken.
- With the past endorsement of the Local (Health) Authority having an award in the neighborhood, or with the past endorsement of the Food (Health) Authority, to preclude the clearance of any article of sustenance in light of a legitimate concern for general wellbeing.
- Any nourishment investigator may enter and assess wherever where any article of sustenance is produced, or put away available to be purchased, or put away for the production of some other article of sustenance available to be purchased, or uncovered or displayed available to be purchased or where any adulterant is made or kept, and take tests of such article of nourishment or adulterant for examination:
- Provided that no example of any article of nourishment, being essential sustenance, will be taken under this sub-area on the off chance that it isn't proposed available to be purchased all things considered sustenance.
- Where an example is taken understatement (an) of sub-segment (1) or sub-segment (2), its cost determined at the rate at which the article is generally sold to the general population will be paid to the individual from whom it is taken.
- If an article proposed for nourishment appears to any sustenance overseer to be tainted or misbranded, he may seize and divert or keep in the sheltered care of the merchant such article all together that it might be managed as hereinafter gave: and he will, in either case, take an example of such article and present the equivalent for examination to an open investigator: Gave that where the sustenance assessor keeps such article in the protected care of the seller he may require the merchant to execute a security for a whole of cash equivalent to the estimation of such article

with at least one sureties as the nourishment examiner esteems fit and the seller will execute the bond in like manner.

### **PREVENTION OF FOOD ADULTERATION PROGRAMME: ROLE OF STATE/ UT GOVERNMENTS:**

Implementation of the food laws basically rests with the State/UTs. There are 28 States and 7 Union Territories in the country. The execution of the Demonstration in the greater part of the States is under the managerial control of the Directorate of Wellbeing Administrations, though, in a couple of States the implementation is being combined with Drugs Administration under the Joint Food and Drug Administration. The usage has been left to the authoritative setup of the States, however it has been worried on the States that whatever the structure be, there ought to be an entire time Senior Officer properly qualified and experienced in Nourishment (Food) Science, Sustenance (Food) Innovation, Nourishment Investigation w rules setting down subtleties of permitting states of nourishment, the foundations of sustenance ventures and recommending permit expenses.

The arrangements under PFA Rules have been revised almost 360 times and benchmarks of around 250 articles of food which are of mass utilization have been recommended. While making revisions, models detailed by Codex/innovative improvement in the food industry sector/dietary habits/nutritional status of our population, social/cultural practices are taken into consideration.

All things considered, in a large portion of the States, usage incorporation/municipal territory rests with the Local Bodies which utilize their own nourishment examiners. Authorizing of sustenance enterprises/foundations is additionally left to them.

There are 72 sustenance (Food) research centers in the nation at District/Regional or State level notwithstanding four Central Food Laboratories set-up by the Central Government. Pretty much every State has got at least one research center contingent on its need. Around 12 of these labs are under the regulatory control of the neighborhood bodies through the staying ones are under the managerial control of the State Government.

### **FOLLOWING CONSTRAINTS HAVE BEEN NOTICED IN THE PROGRAMME:**

- Shortage of Food Inspectors with the States/Local Bodies,
- Deficiency in the testing laboratories on the following counts:
  - Inadequate trained manpower,
  - Inadequate testing facilities,
  - Non-availability of sophisticated equipment,
  - Inadequate budgetary provision,
  - Non-availability of reference standard material,
  - Non-availability of programme officer for PFA with the State/Local Bodies at State and District levels,
  - Non-availability of the separate legal cell for a trial of PFA cases with the State/Local Bodies,
  - Non-availability of a regular refresher training programme for all the functionaries.

**EFFORTS OF CENTRAL GOVERNMENT FOR SOLVING THE CONSTRAINTS:**

- Refresher preparing programmes are being orchestrated every one of the functionaries to be specific: (a) Food Assessors, (b) Neighborhood (Wellbeing) Specialists, (c) Food (Wellbeing) Experts, (d) Open Examiner and Scientist. Preparing for Investigators and Scientists are being sorted out in their very own labs via mentor deputed by the Central Government. These coaches remain in one lab for six working days and above all else, they setup the research facility according to Great Lab Practices and from there on, the particular preparing is sorted out.
- Sophisticated types of gear are being provided to State Food Testing Research centers so that somewhere around one lab in each State is fittingly reinforced. Endeavors are being made to guarantee that guarantee of the hardware so provided are for least 3 years alongside consumables and legitimate pieces of training is given to the examiners/scientific experts by the provider for taking care of and running the gear.
- Efforts are likewise being made to guarantee that each State is connected electronically with its District Headquarters. The consumption for this is proposed to be given from the World Bank Assisted Capacity Building Project for food and medications being executed by the Focal Government. This will encourage smooth sharing of data and systems administration.
- Efforts are being made to give somewhere around one examiner from the Central Budget through the World Bank Assisted Project in every Food Testing Lab for a time of 5 years.
- Standard reference material for pesticides, recorded under Guideline 65 of PFA Rules, every one of the metals recorded under Standard 57 of the PFA Tenets and aflatoxin are being provided to one lab in each State.
- Books on techniques for an investigation like AOAC, Pearson, Food Synthetic Codex, have just been provided to a dominant part of the research centers.
- Training programme for purchasers, merchants, sellers, and road food vendors have been sorted out and will be composed in the future as a shopper instruction programme on food safety.
- Sensitisation preparing programmes have been sorted out for Port (Health) Officers/Customs Officers/Customs House Clearing Agents and shippers on different arrangements of PFA Act/Standards and different arrangements to be specific bundled Item Request and Traditions Act, with the goal that these officers may suitably deal with the imported food item.

**INDIAN SCENARIO**

Source: Ministry of Consumer Affairs, Food and Public Distribution Fig- 4

**THE FOOD SAFETY AND STANDARDS ACT, 2006:**

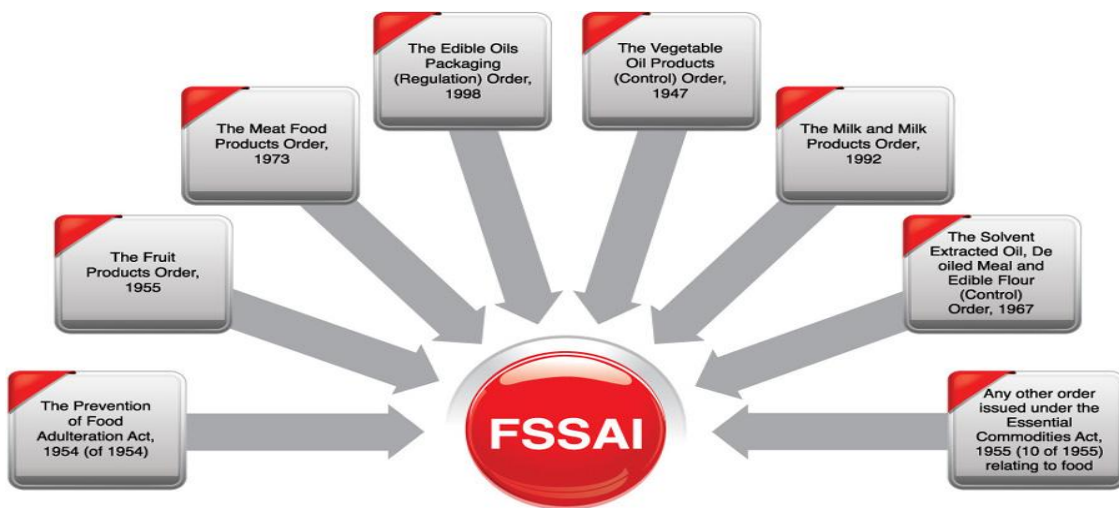
With the becoming effective of the Food Safety and Standards Act, 2006 (FSSA) ordered by Parliament in August 2006, the Prevention of Food Adulteration Act, 1954 stands revoked from the date on which Food Safety and Standards Act comes into power on such date as the Central Government may, by notification in the Gazette.



Source: Food Safety and Standards Act, 2006. Fig-5

Establishment and Requests indicated in the Second Timetable, the gauges, security necessities and different arrangements of the Act and the rules and regulations made thereunder and Requests recorded in that Calendar will keep on being in power and work till new benchmarks are determined under this Demonstration or guidelines and directions made thereunder.

Despite the nullification of the Given that anything is done or any move made under the institution and Requests under nullification will be regarded to have been done or taken under the comparing arrangements of this Demonstration and will proceed in power in like manner except if and until supplanted by anything done or by any move made under this.



Source: FSSAI ACT 2006

Fig-6



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**GOVERNMENT INITIATIVES:**

In India, the Ministry of Health and Family Welfare is totally in charge of giving safe food to the residents. The Prevention of Food Adulteration Act, 1954 has set down rules to give unadulterated and healthy food to consumers. The Demonstration was last altered in 1986 to make disciplines increasingly stringent and to enable shoppers further. But recently, the government is planning to enforce harsher punishment. The FSSAI has issued the draft alterations to Food Safety and Standards (FSS) Act, which was passed in 2006 yet the directions were informed just in 2011. Among key amendments, FSSAI has proposed to incorporate another segment to take action against food adulteration. For instance, "Any person...adds an adulterant to food in order to render it harmful for human utilization with a characteristic potential to cause his demise or is probably going to cause terrible hurt, independent of the reality whether it causes genuine damage or not, will be culpable for a term which will not be under 7 years but rather which may stretch out to detainment forever and furthermore fine which will not be not as much as Rs 10 lakh," the FSSAI said.

Among other amendments, FSSAI has proposed setting of state food safety authorities with the goal that this law can be implemented in letter and soul. It has likewise proposed increment in the discipline for blocking, mimicking, scary and undermining and ambushing a food wellbeing officer. The administrative body has prescribed detainment of at the very least a half year and as long as two years, other than punishment of up to Rs 5 lakh. At present, the detainment is as long as three months and fine is up to Rs 1 lakh. One of the among the new stringent states of the FSSAI is that it has additionally suggested that an individual indicted under this law should pay charges and different costs coincidental to the examination of any food or food contact article in appreciation of which the conviction is acquired and some other sensible costs brought about by the arraignment. This has been proposition was made in accordance with the arrangement of Singapore's Sale of Food Act.

**SUGGESTIONS:**

The best way to avoid these health problems is prevention. There are many steps we can take to ensure this.

- ❖ We can initiate by taking interest in the place from where we buy our food ingredients, for example, is it from reputed departmental stores or retailer, we need to check out.
- ❖ We also need to confirm, if these outlets are regularly checked by food inspectors and if the premises are kept clean with no infestations.
- ❖ We need to check if the packaging is intact, as also the expiry date and the source of the product.
- ❖ It is additionally important to talk normally to the neighborhood community to check if individuals are falling wiped out subsequent to eating in a specific eatery or food fixings purchased from a specific retailer.
- ❖ We ought to likewise make mindfulness in the local community on the evil impacts of food adulteration with the goal that when it happens the open realizes when to look for help.
- ❖ A government must create massive awareness of food and adulterants among children in schools and colleges.

**CONCLUSION:**

Food adulteration is a major social problem in every society. Increase in population, rapid urbanisation, the growth of slums with unhygienic conditions, changing lifestyles, increased



consumption of food cooked outside the home through street vendors or small eating establishments, have necessitated that sufficient attention to be focused on quality assurance and hygiene standards. The effect of food adulteration on the health and lives of victims, look at some of the most common forms of food adulteration that takes place in our country. Except if people in general are facing the brokers and corrupt food controllers, this malice can't be checked. Protecting the health of the consumer alongside rights must be the essential objective. Furthermore, counteracting misrepresentation or wrong practices are imperative and testing issues confronting the food industry. Along these lines, the food business and producers must additionally play out their part to check the threat of food adulteration? In any case, declining to help by that adulterants are obscure, and troublesomely to perceive utilizing the focused on screening strategies from the business communities can't be acknowledged. In addition, these makers and organizations should likewise give and affirm the credibility and wellspring of food items and their segments. In addition, FSSAI proposition to authorize stringent law to combat the growing measures must be implemented.

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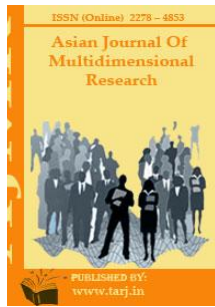
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**GREEN MARKETING: GO GREEN**

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## ABSTRACT

*Everyone needs a healthy, eco-friendly world. That's a reason than everybody focused to be green and go green. Because if you save environment, environment save you. Green marketing is an emerged step in all over world to save the earth through modifies the process of producing and selling goods and services based on their environmental benefits. Every industry tries to reduce plastic consumption for packaging and reuse as well as recycle the products more times. So green marketing becomes an essential tool for sustainable business strategy and for the better business performance and consistency companies are adopting green marketing practices. Green marketing is not only for related to term selling of goods & services but it is wide term which incorporates a broad range of marketing activities, i.e. product modification, production process, packaging styles, way to advertise, etc. Green marketing has lots of opportunities to utilised their all resources and satisfied not even customer's wants but organisational goals always fulfil but in other side it also cover with lots of different challenges yet their organisational goals achieve with satisfaction of customers with proper utilisation of limited resources. In current scenario mostly companies are starting to follow this eco-friendly concept. Consumer plays a catalytic role in making business firms green marketing oriented. At the same time not only rural consumers but urban consumers are not more totally aware regarding the knowing about green marketing concept at the same time. Green marketing associate with various challenges and lots of opportunities and Government of India taken initiative to realize importance of this concept of Make in India.*

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**KEYWORDS:** *Green Marketing, green code, green consumerism, adoption reason & challenges.*

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## 1. INTRODUCTION

Green Marketing appears frequently in the popular press. This is green revolution in market with marketing activities. This concept is environmental safe concept not only for human being but animals and planets also. The environment issues always influenced the activities of business and its growth. This is right and true way of marketing because if society concerned more about natural environment then business has start to modify their attitude and behaviour to aware and address society with “new” concern (Polonsky, 2008). In all over world mostly countries adopt this concept quickly to save earth. Business houses taking those steps which are environment friendly; like to reduce the plastic consumption, recompose wastage, reuse waste material as a raw material for another product. After taking these steps even we are not save the earth but in other side it’s helpful to save the health of people. In future green revolution became the part of organization and its activities because an organisation made by society, made for society and made in society so to save environment and society is key responsibility of a business firm. Because a business have CSR (corporate social responsibility) and the safety of environment is one of them, then some business houses include the EMS (Environment management system) WMS (Waste minimization system) and some other environmental issues in their organizational activities.

Some journals such as “Greener Management International”, “Business Strategy and the Environment” are especially designed for showing research related to the behaviour of business regarding environment. All around the world, government of every country concerned about the activities of green marketing and launch programs and authorities to regulate its activities. For instance, Federal Trade Commission and the National Association of Attorneys- General in the United State have developed an extensive document to examining the issues related to green marketing (Polonsky, 2008).

### 1.1 Background

To promote the environmentally safe beneficial products, the concept of green marketing began in Europe firstly during in the early period of 1980’s when specific available products were identified as harmful to the atmosphere. Then as the result the new concept “green” products were introduced; these were less harmful to the environment. The concept caught on in the United States and has been gaining steadily ever since.

The revolution in marketing i.e. Green Marketing came into late 1980s and early 1990s. The first workshop on “Ecological Marketing” was held by American Marketing Association (AMA) in 1975. The result of workshop proceedings in one of the first books based on green marketing entitled “Ecological Marketing”.<sup>[2]</sup>

The first Corporate Social Responsibility (CSR) Report incorporated Ben & Jerry’s (an ice cream seller) financial report along with company’s environmental efforts. Later, in 1987 World Commission on Environment and Development prepared Brundtland Report which defined sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own need”. The report was widely acknowledged as thinking toward sustainability in everyday activity. Two authors Ken Peattie in the United Kingdom (1992) and Jacquelyn Ottman in the United States of America, (1993) published respective books highlighting a common wave “Green Marketing”.<sup>[3]</sup>

## 2. GREEN MARKETING

Green marketing which is also known as Environmental Marketing or Ecological Marketing is not only concerned with selling of products or manufacturing of goods. It's a very wide term which includes product modification and advertisement too. Putting in simpler words, green marketing is the process of producing and selling package of visible and invisible products which are based on environmental benefits. The holistic nature of green marketing suggests that the Environmental issues should be balanced with primary customer needs besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs<sup>[3]</sup>.

Green marketing are the efforts of business or organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. Kumar(2012) forwarded the golden rule of green marketing, which is as follows:

Know your Customer → Empower Customer → Be Transparent → Reassure the Buyer



Participation of customer ← Consider your Pricing

A number of organisations globally are adopting green marketing strategies to behave eco-friendly and nature protector. Some of the examples of green marketing are:

- McDonald's restaurant's napkins, bags are made of recycled paper. Green efforts of McDonalds have removed tens of millions of pounds from the waste stream (Grove et al., 1996).
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- L'Oreal: World famous body shop retailer L'Oreal has declared stoppage of animal testing and commenced a range of natural and herbal beauty products (Tanwar et al., 2011)
- Ben & Jerry's was first brand who put green values in its mission statement; the ice cream promotes natural ingredients and their business practices also promote the health on earth. From last 15 years, its parent company Unilever manages more than 400 brands to produce eco-friendly products and recyclable packaging.<sup>[7]</sup>
- Tata Metaliks Limited, who deals in mining and metal sector, has given a green view to reduce its carbon foot prints. The objective of Tata Metaliks Limited is to increase the green cover through plantation, ground water, power generation and use of natural fertilizers. The major green initiatives of this company are related to water utilization. It depends entirely on the ground water or no municipal supply and it will perform complete water neutral operations (Sharma, 2015).
- Shoppers Stop has taken an initiation by launching an environmental concerned campaign called "Think Green". As part of the campaign, they planted more than 500 trees and distributed 1.5 lakh Neem seed sachets along with Life Merchandise (Tanwar et al., 2011)
- Kirloskar Brothers Limited had employed green business practices for the pump manufacturing, by reducing 40% water consumption and 30% energy consumption
- To curb pollution, Delhi Government had introduced Compressed Natural Gas in the public transport system.<sup>[3]</sup>

## 3. GREEN PRODUCTS

Green products are those goods or services whose effect on human health and environment is less in comparison to the effect caused by competing goods or services serving the same function (Yunus

and Rahman, 2014). Green product provides not only utility but psychological satisfaction too (Tanwar et al., 2011). Customers will pay premium prices for green products when its value outrightly exceeds its cost prices (Grove et al., 1996). Some of the features of green products are:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc (Kotler, 2013).

#### 4. GREEN CODE

As the world awakens to its environmental conundrums, corporates are inevitably forced to behave 'green'. Companies are embracing sustainability in all aspects of business, not just marketing or CSR. To get a competitive advantage, companies are following green code. <sup>[2]</sup>

*G: Generalise with care*

The 'G' of green code defines:

- Behaviour of consumer will not be consistent for different product types.
- Particular market segment may be responsible and respond to the some important and certain issues on green agenda not others.

*R: Remember the validity*

The 'R' of green code reflects:

- Validity of every piece of market research.
- The research is not related to degree which supports preferred option.

*E: Explore the context*

The 'E' of green code discusses:

- Context from where data comes for market research.
- Clearly defined the nature of sample which is used in research.
- Way of asked questions.
- Recorded responses of asked questions.
- Time and place of response.

*E: Ensure*

The 'E' of green code states:

- The market research helps to do marketing globally.
- Ensure customers that the terminology and interpretations will remain consistent if the market research crossing their international boundaries.

*N: Neutrality*

The 'N' of green code reflects:

- Lack of bias and prejudice
- Open mindedness
- Ensure consumers that they are free to respond in any way for asked questions without feeling any guilt or being uncomfortable.
- Also ensure that their own preconceptions about green agenda are not encoded with in questions.

## 5. GREEN CONSUMERISM

Green consumerism is an attempt by individuals to protect themselves and the planet by buying only green products on the shelves (Ottman, 1992). It includes 3 "R" like Reduce, Re-use and Recycle. Reduce consumption means turn-off lights, car use, fuel consumption, etc. Re-use means repurchase rechargeable batteries, washable towels, shopping bags, etc. Recycle means re-blending, reprocessing, and recyclable packaging, products, papers, etc. (Tanwar, 2017) It has been observe that cans bottles, plastics, paper, cardboard can all be recycled easily (Yunus and Rahman, 2014).

### 5.1 LOHAS

LOHAS is an acronym for Lifestyles of Health and Sustainability. LOHAS describes a type of consumer that actively seeks out healthier and more sustainable lifestyle, product and service options and also the market for the products and services they buy. In other words, LOHAS is an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions (Shopify, nd).

LOHAS consumers prefer to purchase green products even they might be more expensive. These types of consumers are more active supporters of environmental health and also the heaviest purchasers of green and socially responsible products. They also have the power to influence other consumers (Shopify, nd). The NMI- Natural Marketing Institute's estimates the US LOHAS consumer market of products and services to be USD 209 billion – sold across all consumer segments<sup>[3]</sup>.

According to Natural Marketing Institute (NMI) LOHAS has the following segments:

- LOHAS: Active environmental stewards dedicated to personal and planetary health. These are the heaviest purchasers of green and socially responsible products and the early adopters who influence others heavily.
- Naturalites: Motivated primarily by personal health considerations. They tend to purchase more LOHAS consumable products vs. durable items.
- Drifters: While their intentions may be good, DRIFTERS follow trends when it is easy and affordable. They are currently quite engaged in green purchasing behaviours.
- Conventionals: Pragmatists who embrace LOHAS behaviour when they believe they can make a difference, but are primarily focused on being very careful with their resources and doing the 'right' thing because it will save them money.
- Unconcerned: Either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means – these consumers are largely focused on getting by[3].



## 6. PAYING NATURE OF CONSUMERS FOR GREEN PRODUCTS

According to The Nielsen Global Survey on Corporate Social Responsibility in 2014 polled 30,000 consumers from 60 countries to determine statistics on consumer preferences for sustainable purchasing, and found that:

- 55% of consumers were willing to pay extra for those company's products and services who committed to positive social and environmental impact
- 52% made at least one purchase in the past six months from at least one socially responsible company
- 52% check product packaging to ensure sustainable impact (Kenton, 2018)

64 percent consumers in Asia-Pacific, 63 percent in Latin America, and 63 percent in Middle East/Africa showed a higher preference to pay extra for green products whereas the preference score of North Americans (42%) and Europeans (40%) were quite low.

## 7. REASONS FOR GOING GREEN

Today more and more companies are joining the green league of business. The reasons companies are adopting green practices are as follows:

### **Opportunity**

Many firms consider green marketing as an opportunity to take competitive advantage. In India, around 28% consumers are health conscious and people are increasingly (25%) going for eco-friendly products. For instance, Surf Excel promotes their detergent powder as water saver with the punch line "2 bucket paanironahaibachana". Likewise, McDonald's replaced its clam shell packaging with waxed paper because of consumer's concern relating to polystyrene production and ozone depletion.

### **Government pressure**

Various regulations are framed by the government to protect consumers and the society at large. Globally, frameworks are developed to reduce the production of harmful goods and services. Governments are legally reducing the industry's production and consumer's consumption of harmful and non-degradable goods. For instance, ban of plastic bags, prohibition of smoking in public area.

### **Competitive pressure**

The next major force is competition level. Many companies take up green marketing to have an edge over competitors. In some instances the competitive pressure has caused an entire industry to modify and reduce its detrimental environment behaviour. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suits.

### **Social responsibility**

Many companies have started realising that they must behave in an environment- friendly fashion. They believe in achieving both environmental objectives and profit related objectives. Like, HSBC became the world's first bank to go carbon-neutral. Following the same lines Coca-Cola has invested in various recycling activities.

**Cost and profit issues**

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as cost-effective raw materials. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purpose (Ward, 2018).

**8. CHALLENGES IN GREEN MARKETING**

Though the concept of green marketing is gaining popularity among producers, but there are certain challenges which are being faced by them:

**Need for Standardization**

There is no standardised place where products are certified as organic or green. For labelling and licencing a standard quality control board is needed. Only 5% of the “green” message marketing campaigns is true.

**New Concept**

Only few urban customers are aware about green products, rest are still unaware. That’s why green marketing is still called a new concept. The consumer needs more awareness and education programmes regarding environmental threats.

**Patience and Perseverance**

Investors and corporates need to view the environment as a long-term investment opportunity; thus they need to look at the long-term benefits from this new green movement. It will require a lot of patience as the gestation period is also long. Since it is a new concept and idea, it will have its own acceptance period.

**Avoiding Green Myopia**

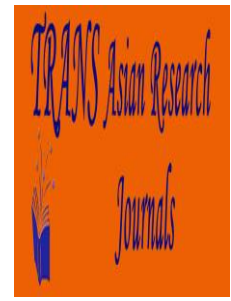
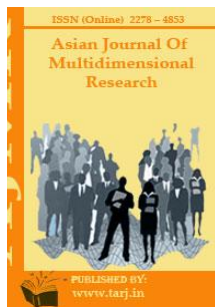
The game of marketing revolves around ‘customer’s benefits’. Marketers need to motivate consumers to substitute their products with green alternatives. Moreover, awareness campaign needs to be organised so that the benefits of green product can be communicated. If the message is communicated well, then consumers are ready to pay a high price for green products (Essays, 2018).

**9. CONCLUSION**

Green marketing is the process of producing and selling package of visible and invisible products which are based on environmental benefits. Though the concept is in infancy stage but a lot of research needs to be done to explore its full potential. If marketers think that today’s customers are not concerned about environmental issues or will not pay a premium price for eco-responsible products, then they should think again. By behaving green, they will find an opportunity to enhance products performance and strengthen their customer’s loyalty. From loyal customers a higher price can be commanded comfortably. Consumers from Asia-Pacific, Latin America, and Middle East/Africa are ready to pay extra for green products. A small effort from each part of the society (whether producer or consumer), will save the environment from being degraded.

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## **ECONOMIC DIVERSIFICATION AND STRUCTURAL TRANSFORMATION IN THE UNITED ARAB EMIRATES: AN OVERVIEW**

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### **ABSTRACT**

*To understand the success of economic diversification in the UAE, it is crucial to analyse the pattern and type of change that has occurred in the economy since the discovery of oil to up until now. For this purpose, this study incorporates a descriptive case study methodology in which the economic performance of UAE in terms of GDP with particular focus on oil GDP and non-oil GDP has been done covering the period 1975-2017. Through this, the key contributors or drivers to economic growth can be found. Further, which of the sectors in the UAE significantly helped in its process of transition over the years from a resource-based oil economy to a dynamic and diversified one can also be understood. Therefore, in this study, the change in the pattern and role of various economic sectors such as mining and quarrying, finance, manufacturing, agriculture, hotels and retail trade, construction, transport, and communication has been analyzed over the period 1975-2017.*

**KEYWORDS:** *Economic Diversification, Structural Transformation, Non-oil Sector*

### **1. INTRODUCTION**

Currently, the UAE is regarded as the most diversified economy among the GCC countries as well as in the Middle East. It is a member of the Organization of Petroleum Exporting Countries (OPEC), the Organization of Arab Petroleum Exporting Countries (OAPEC), the Gulf Cooperation Council (GCC) and the United Nations. With continuous efforts and initiatives to diversify away from oil, the UAE economy has attained worldwide recognition by becoming a major "regional and global hub of trade, business, and finance (Annual Economic Report, 2018)."

Apart from the oil sector, the major contributors to the economic growth of the UAE are non-oil sectors such as trade, tourism, real estate, finance, air, and maritime transport, services of the health sector and lastly renewable energy (Annual Economic Report, 2018). As of 2017, the UAE has a

population of about 9,400 million people (World Bank Database), with about 6447.2 thousand labourers aged 15 years and above (Annual Economic Report, 2018).

Launched in February 2010, the Vision 2021 plan which was implemented by the UAE government at the 50<sup>th</sup> anniversary of the UAE as a federation of seven emirates is almost near to its completion. The success of UAE in diversifying away from oil is noteworthy, and currently, the UAE is a successful and apt model of economic diversification to the rest of resource-dependent economies in the world. The UAE government has in the past launched initiatives such as the UAE Government Strategy (2008-2010) and the National Work Program (2005) before the implementation of Vision 2021 plan (Hvidt, M. 2013). Diversifying away from oil was planned in the GCC countries in early years of post-oil discovery as massive investment projects such as the port in Dubai, cities such as Yanbu and Jubail in KSA and so on were established in the 1970s to channelize oil revenues into various productive investments (Hvidt, M. 2013).

In this research paper, the success of UAE's economic diversification has been examined. This is done by employing a descriptive approach. The structural transformation in UAE has been discussed in-depth by analyzing the changes in the pattern of the GDP by various economic activities. The next section of the study consists of literature review. Part three of the paper consists of data and methodology used in this study. Part four is composed of findings and discussion. The last part is conclusion of the study.

## 2. LITERATURE REVIEW

In their book, *"From Oil to Knowledge: Transforming the United Arab Emirates into a Knowledge-Based Economy Towards UAE Vision 2021"*, Ahmed, A., & Alfaki, I. (2016) state that the success of diversification across the UAE is different for each Emirate. For instance, Dubai has managed to drift away from oil dependency by 90 percent, however, Abu Dhabi is still largely dependent upon oil resource, and it is for this reason that the government has launched a separate "Abu Dhabi Vision 2030" initiative for diversification in Abu Dhabi by investing heavily in non-oil and knowledge-based sectors in the coming years.

Almutairi, H. (2016) studies economic diversification by examining the performance of GCC countries in terms of non-oil sectors, business environment, dependency and share of oil exports in GDP and role of the private sector. The indirect study reveals that among the 6 GCC economies, Kuwait is the least diversified GCC country. A notable finding in the study is that due to lack of benefits in jobs in private sector, 90 percent of employees in the public sector are young nationals while on the other side, 90 percent of employees working in the private sector are expatriates. However, opportunities in the public sector are currently not ample enough to absorb the growing young nationals, and therefore, the governments of GCC feel the urge to diversify. It is also highlighted that diversification results in a better and attractive environment for investors and businesses. The paper fails to examine other areas such as tourism, bank, and finance and doesn't justify how diversification contributes in a better investor and business environment.

In an empirical study conducted by Coury, T., & Dave, C. (2010), diversification in the GCC countries is examined by employing panel data approach through pooled mean group estimates. The study period covers time series data from 1980-2005. Results obtained from the test revealed that government expenditure by the GCC doesn't significantly impact the non-oil output.

Alam, F. (2009) in doctoral study examines economic diversification in Saudi Arabia by adopting a case study method. It is observed that in terms of long term sustainable economic growth and

development, the economy of Saudi Arabia cannot continue to depend upon hydrocarbon revenues because of current issues such as lack of employment opportunities and an over-utilized oil sector for jobs. The study emphasized the importance of setting up manufacturing industries to diversify. However, the positive effect of manufacturing industries in diversification shall offset in case of increase in oil revenues due to the possibility of an over-valued exchange rate. Therefore, it is imperative for the Saudi Arabian economy to get rid of Dutch Disease to avoid such negative implications and benefit ultimately from its non-oil based sectors.

In a study conducted by Hvidt, M. (2013) on Economic Diversification in the GCC region, past, and future trends of diversifying away from oil were analyzed. Using a comparative approach of study, the paper aims at examining diversification plans and vision initiatives in the six GCC countries. While examining present trends of diversification, the study discusses that the Gulf states are currently allocation states that are dependent upon oil revenues (also known as oil rents) and do not have another source of non-oil revenues such as taxes. So, to transform their economic structure, these economies need to implement taxes to generate other forms of government revenues.

Utz, A., & Aubert, J. E. (2013) in their report on "Transforming Arab Economies: Traveling the Knowledge and Innovation Road" examine diversification in terms of performance in knowledge, education, innovation, and competitiveness. The report subdivides the diversification strategy into two types of diversification initiatives; 1. Diversification by developing new growth sectors such as tourism, health, creative industries, etc. 2. Diversification by introducing innovation sites such as economic zones, new cities, technoparks and by building a knowledge-based economy and stable business environment. The report states that UAE has successfully built a substantial tourism industry by investing in its transport and logistics industry and has also built competitive industries such as media, technology, and telecommunications. It also rightly highlights the fact that the MENA countries are in dire need for diversifying away from oil as they face great structural issues, one being, the largest unemployment rate in terms of youth employment in the world.

Masood, O., & Sergi, B. S. (2008) empirically examine the economic sectors that impact the non-oil GDP in the UAE economy. The study period covers time series data from 1970-2006. The study states that efforts have been made to increase investment in the agriculture sector and fisheries sector and this is noted in the fact that the economy is independent in poultry and crops and has consequently become an exporter of crops to Europe. However, due to increased investments in the agricultural and industrial sector, the economy faces problems of water and electricity shortage which have to be dealt with. Further, industrialization is concentrated in only Dubai and Sharjah with almost insignificant efforts in other emirates. In terms of well-performing sectors in the region, trade, transport and communication, financial sector and construction sector contributed significantly.

### **3. DATA AND METHODOLOGY**

This study is based on secondary data. To examine the patterns of structural changes and transformation in the UAE, the various economic activities' contribution to GDP has been taken into account. Data provided by the Federal Statistics and Competitiveness Authority of the UAE has therefore been used.

### **4. RESULTS AND DISCUSSION**

In this section, the evolution of change in the economic structure of the UAE has been examined and analysed in detail. In the context of UAE, which is a resource based economy; significant structural



transformation through changes in the sectoral contribution to GDP is attained when there is a significant increase in the contribution of non-oil sectors to GDP such as manufacturing, real estate, financial corporations, and so on. In simple words, a successful structural transformation in the UAE can happen when the sectoral contribution to GDP is not dominated solely by the oil sector.

### **1. Structural Changes in Oil and Non-Oil Sector**

As per the availability of data, the analysis of the economic structure in terms of GDP by Economic Activities been divided into various intervals, the estimates of which are displayed in different tables. We begin with analyzing the data on GDP by Economic Activities from 1975-1985. This period can be regarded as the beginning of economic growth and development in the UAE. As evident from table 1, it may be observed that among all the sectors, Mining & Quarrying and Crude oil & Natural Gas have the largest share in total GDP contribution by various economic sectors. This is relevant because it was in the 1970s that the UAE government began exporting oil, which was at that time the only and significant natural resource on which the entire UAE economy was dependent. The revenues obtained from oil exports were then channelized into various other sectors, especially construction, transport, trade, and finance sector.

Next to the oil-related economic activities, in terms of contribution to GDP, Wholesale Retail Trade, Hotels and Restaurants and Construction secure the second and third largest shares in the GDP. Overall, the total GDP from various economic activities in 1975 amounted to 77,486 Million Dirhams which rose to 1,50,731 in 1985. Of this, the total contribution of activities from Non-Oil sector to total GDP was 32,250 Million Dirhams. The composition of non-oil sectors to GDP registered a continuous increase up till 1984 and amounted to 97,053 Million Dirhams in 1984. In the year 1985, the GDP contribution from the non-oil sector suffered a decline from 97,053 in 1984 to 93,561 Million Dirhams. It can be noted from Table 1 and 2 that over the period 1985 to 1987, the GDP contribution from the non-oil sector registered a continuous decline. The reason to be attributed behind this trend is the negative impact of the late 1980s oil price downturn due to which there was an overall decline in the total GDP in all the oil exporting GCC economies. Another reason is the natural tendency of oil-dependent economies such as the UAE that remain exposed to oil price fluctuations.

Furthermore, the UAE had to cut its oil production at the domestic level in order to fulfill OPEC'S regulations that focused on bringing back the oil prices to higher levels [Shihab, M. (2001)]. In periods of oil price boom, for instance, those of the early 1980s, the countries witness a continuous increase in their economic growth rates and reap significant benefits through massive oil export revenues. However, in the case of oil price downturns, the oil exporting economies face a huge loss in terms of declining growth rates, massive cut in investment projects, an increase in unemployment rates, inflation and so on. It may be observed from table 2 and 3 that over the period 1989 to 2009 both total GDP and non-oil GDP from economic activities registered an appreciable and significant surge. However, it was only starting from the year 2001 that the contribution of the non-oil sector to total GDP surpassed that of the oil sector's contribution a few times.

### **2. Structural Change in Industrialization/Manufacturing:**

As evident from tables 1-5, the contribution of manufacturing industries in total GDP rose from 679 Million Dirhams in 1975 to 13,577 Million Dh in 1985. Due to the oil price downturn in the late 1980s, there was a steady decline in its contribution over the period 1986-89. Thereafter, the sector's contribution to GDP registered a significant increase from 13,185 Million Dh in 1990 to 49,982 in 2000 and further to 94,268 Million Dh in 2008. Thereafter, owing to the global financial crisis in

2008, this contribution declined to 81,021 Million Dh in 2009. However, over the period 2010-2017, the contribution of the manufacturing sector to GDP has increased enormously from 84,803 Million Dh in 2010 to 1,23,422 Million Dh in 2017.

In terms of percentage contribution to the GDP, the manufacturing sector's performance has remained more or less the same over the recent time period of 2010-2017. From 13.3 percent in 2001, the percentage contribution to GDP was 8.0 percent in 2010 and 9 percent in 2016. Therefore, there has been no substantial improvement increase or shift in the importance of the industrial sector in the UAE in recent years. However, overall, the manufacturing sector has expanded appreciably. This is evident from the fact that the percentage contribution of the manufacturing sector to GDP was just 0.9 percent in 1975 and this increased substantially to 9 percent in 2016. The manufacturing sector is also prone to oil price volatilities and financial instabilities as it registered a decline in 1991, 1986-89, and even in the current 2013-14 oil glut.

### **3. Structural Change in Agriculture Sector**

Although the UAE is not naturally endowed with fertile lands and high-quality soil and agricultural resources, there has been a considerable improvement in the agricultural sector over the years. This may be observed from the table 1 and 5 that from just 352 Million Dh in 1975, the contribution of the agricultural sector to GDP increased to 10,176 Million Dh in 2016.

### **4. Structural Change in the Services Sector**

The services sector in the UAE forms one of the most critical sectors and is sector wise, the largest contributor to the economic growth in the UAE. It comprises of transport, storage & communications, Wholesale Retail Trade and Hotels & Restaurants, Real Estate & Business Services, Social & Personal Services, Financial Corporations Sector, Government Services Sector and Domestic Services of Households.

In terms of contribution to GDP (at constant prices) by economic activities, it may be observed from the tables (1-5) that the services sector as a whole has contributed immensely to the GDP. The services sector has evolved successfully towards the structural transformation of the UAE economy.

Within the services sector, Wholesale Retail Trade and Hotels & Restaurants secure the largest share in contribution to total GDP as compared to the rest of the services industries in the UAE. The central role of the services sector in the GDP has been since the earliest period of the start of economic development in the UAE. This is evident from table 1; the contribution of the service sector to GDP was 25.4 percent in 1975. In 1991, it rose to 51.9 percent and was the second largest contributor to GDP sector wise. After that, excluding periods of oil price downturn or the global financial crisis in 2008, performance of the services sector in terms of contribution to GDP has not changed much. During the financial crisis, the contribution from the services sector declined steeply to 41.1 percent in 2008. This continued in the oil price downfall of 2013-14. Since 2015, the contribution again paced up from 46.5 percent in 2014 to 55.3 percent in 2015 and further to 57.7 percent in 2016.

### **5. CONCLUSION**

It can be concluded from this research study that over the period of only 42 years, the UAE has attained tremendous success in diversifying away from the non-oil sector. This is evident in the structural transformation and resilience that the UAE economy has attained from the instable oil sector. It is found from the data that although inconsistently, but the contribution of the non-oil

sector to GDP has surpassed that of the oil sector since 2001 in the UAE. In terms of non-oil sector's contribution to economic diversification, the services sector plays a crucial role due to its significant impact on the growth in the non-oil GDP of the UAE. Therefore, it can be said that the UAE's economic diversification can serve as an apt model for rest of the oil-dependent GCC economies.

**TABLE 1: GDP AT CONSTANT PRICES (1980=100) BY ECONOMIC ACTIVITIES  
(MILLION DIRHAMS)**

Sectors	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
-											
<b>Agriculture, Live stock and Fishing</b>	352	460	540	622	701	793	977	1,034	1,184	1,342	1,461
-											
<b>Mining and Quarrying :</b>	45,348	49,975	52,802	47,703	66,515	89,296	82,641	67,451	57,049	59,651	57,489
*											
<b>Crude oil and Natural Gas</b>	45,236	49,828	52,609	47,512	66,306	89,073	82,392	67,161	56,741	59,298	57,170
*											
<b>Quarrying</b>	112	147	194	192	209	223	249	291	309	353	319
-											
<b>Manufacturing Industries</b>	679	1,009	2,765	3,270	3,655	6,026	11,488	13,301	13,107	13,882	13,577
-											
<b>Electricity, Gas and Water</b>	370	506	706	1,022	1,448	1,674	1,947	2,206	2,248	2,613	2,871
-											
<b>Construction</b>	9,922	9,872	15,353	20,279	20,287	20,456	20,000	20,160	21,321	24,233	18,767
-											
<b>Wholesale Retail Trade and Hotels &amp;</b>	13,482	18,097	24,709	21,958	22,695	24,819	28,339	28,096	26,129	25,247	24,630

<b>Restaurants</b>												
-												
<b>Transports, Storage and Communication</b>	2,366	3,377	4,289	4,691	5,226	5,490	5,752	5,709	5,366	5,724	5,812	
- <b>Real Estate and Business Services</b>	2,118	2,663	3,265	3,965	4,722	6,399	7,003	7,150	9,116	9,036	8,022	
- <b>Social and Personal Services</b>	612	696	790	834	873	966	1,336	1,464	1,747	1,750	1,875	
Financial Corporations Sector	<b>1,710</b>	<b>3,025</b>	<b>4,039</b>	<b>3,298</b>	<b>3,873</b>	<b>4,401</b>	<b>8,500</b>	<b>9,308</b>	<b>10,780</b>	<b>10,051</b>	<b>10,921</b>	
Government Services Sector	<b>1,653</b>	<b>2,437</b>	<b>2,714</b>	<b>2,913</b>	<b>3,320</b>	<b>3,880</b>	<b>5,250</b>	<b>5,721</b>	<b>6,149</b>	<b>6,391</b>	<b>6,992</b>	
- <b>Domestic Services of Households</b>	53	68	90	117	145	197	220	230	303	354	404	
<b>Less : Imputed Bank Services</b>	1,179	1,893	2,411	2,765	2,975	2,757	4,284	4,029	4,186	3,923	2,091	
Total	<b>77,486</b>	<b>90,292</b>	<b>1,09,650</b>	<b>1,07,907</b>	<b>1,30,485</b>	<b>1,61,638</b>	<b>1,69,169</b>	<b>1,57,802</b>	<b>1,50,313</b>	<b>1,56,351</b>	<b>1,50,731</b>	
Total of Non Oil Sectors	<b>32,250</b>	<b>40,464</b>	<b>57,042</b>	<b>60,396</b>	<b>64,179</b>	<b>72,565</b>	<b>86,777</b>	<b>90,642</b>	<b>93,572</b>	<b>97,053</b>	<b>93,561</b>	

Source: Department of Economic Statistics – National Accounts and government (UAE).

**TABLE 2: GDP AT CONSTANT PRICES (1985=100) BY ECONOMIC ACTIVITIES  
(MILLION DIRHAMS)**

<b>Economic Sectors/ Activities</b>	<b>1986</b>	<b>1987</b>	<b>1988</b>	<b>1989</b>	<b>1990</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>
<b>Agriculture, Live stock and Fishing</b>	1,603	1,558	1,622	1,835	1,986	2,431	2,668	2,933
<b>Mining and Quarrying :</b>	<b>33,549</b>	<b>40,606</b>	<b>36,231</b>	<b>45,937</b>	<b>63,633</b>	<b>60,380</b>	<b>59,026</b>	<b>51,754</b>
<b>Crude oil and Natural Gas</b>	33,251	40,374	35,985	45,673	63,348	60,075	58,717	51,421
<b>Quarrying</b>	297	232	246	264	285	306	309	332
<b>Manufacturi ng Industries</b>	10,741	11,580	11,431	11,898	13,185	13,281	14,199	14,984
<b>Electricity, Gas and Water</b>	2,723	2,610	2,703	2,809	3,081	3,382	3,565	3,339
<b>Constructio n</b>	19,181	17,602	17,849	19,245	19,191	20,223	20,857	22,417
<b>Wholesale Retail Trade and Hotels &amp; Restaurants</b>	26,003	25,113	26,068	27,029	31,681	33,598	36,436	38,912
<b>Transports, Storage and Communicat ion</b>	6,611	6,780	7,118	7,969	8,485	8,815	9,514	10,126
<b>Real Estate and Business Services</b>	8,035	7,856	8,795	9,488	10,310	10,635	11,514	13,183
<b>Social and Personal Services</b>	1,986	2,123	2,214	2,428	2,664	2,842	2,920	3,191
<b>Financial Corporation s Sector</b>	<b>11,402</b>	<b>10,668</b>	<b>8,421</b>	<b>10,472</b>	<b>10,948</b>	<b>11,369</b>	<b>11,469</b>	<b>13,318</b>
<b>Government Services Sector</b>	<b>6,567</b>	<b>6,634</b>	<b>7,188</b>	<b>7,449</b>	<b>7,637</b>	<b>7,963</b>	<b>8,298</b>	<b>8,797</b>

<b>Domestic Services of Households</b>	<b>404</b>	<b>394</b>	<b>415</b>	<b>443</b>	<b>470</b>	<b>498</b>	<b>627</b>	<b>782</b>
<b>Less Imputed Bank Services</b>	<b>2,044</b>	<b>2,478</b>	<b>2,443</b>	<b>3,642</b>	<b>3,636</b>	<b>4,324</b>	<b>4,275</b>	<b>4,689</b>
<b>Total</b>	<b>1,26,760</b>	<b>1,31,047</b>	<b>1,27,615</b>	<b>1,43,360</b>	<b>1,69,635</b>	<b>1,71,094</b>	<b>1,76,817</b>	<b>1,79,047</b>
<b>Total of Non Oil Sectors</b>	<b>93,509</b>	<b>90,673</b>	<b>91,629</b>	<b>97,687</b>	<b>1,06,287</b>	<b>1,11,019</b>	<b>1,18,110</b>	<b>1,27,626</b>

**Source:** Department of Economic Statistics - National Accounts and government finance department (UAE)

**TABLE 3: GDP AT CONSTANT PRICES (2000=100) BY ECONOMIC ACTIVITIES (MILLION DIRHAMS).**

Sectors	1994	1995	1996	1997	1998	1999	2000	2001
The Non Financial Corporations Sector	2,58,404	2,75,386	2,91,510	3,15,730	3,16,268	3,22,770	3,55,565	3,59,898
- Agriculture , Live stock and Fishing	4,160	4,468	4,995	5,939	6,186	7,293	8,670	8,475
- Mining and Quarrying :	1,00,371	1,02,858	1,02,869	1,10,249	1,01,984	97,406	1,10,126	1,10,157
* Crude oil and Natural Gas	99,953	1,02,307	1,02,307	1,09,672	1,01,385	96,783	1,09,478	1,09,491
* Quarrying	418	551	563	576	599	623	648	667
- Manufacturing Industries	22,041	24,666	26,998	33,546	35,179	38,316	49,982	50,413
- Electricity , Gas and water	4,920	4,288	4,549	5,159	5,323	5,632	5,955	6,248
- Construction	27,295	29,522	31,207	33,061	34,145	34,752	35,064	35,753
- Wholesale Retail Trade and Repairing Services	48,996	51,275	57,159	61,216	62,889	63,845	65,898	66,259
- Restaurants and Hotels	4,053	4,209	5,429	6,535	7,284	8,489	8,855	9,197



- <b>Transports , Storage and Communication</b>	13,76 5	16,49 5	17,33 4	18,35 6	20,18 7	22,19 3	25,37 7	26,92 0
- <b>Real Estate and Business Services</b>	28,76 2	33,36 1	36,22 1	36,49 3	37,73 5	39,18 3	39,53 1	40,16 7
- <b>Social and Personal Services</b>	4,043	4,244	4,749	5,178	5,356	5,661	6,108	6,308
The Financial Corporations Sector	<b>9,618</b>	<b>10,967</b>	<b>12,206</b>	<b>13,424</b>	<b>15,572</b>	<b>16,385</b>	<b>17,634</b>	<b>19,775</b>
Government Services Sector	<b>10,957</b>	<b>11,388</b>	<b>11,908</b>	<b>12,339</b>	<b>13,152</b>	<b>14,607</b>	<b>16,560</b>	<b>17,067</b>
- <b>Domestic Services of Households</b>	1,153	1,237	1,291	1,359	1,439	1,533	1,617	1,872
<b>Less : Imputed Bank Services</b>	5,860	6,364	7,333	7,914	10,515	9,630	8,197	10,072
<b>Total</b>	<b>2,74,272</b>	<b>2,92,615</b>	<b>3,09,582</b>	<b>3,34,938</b>	<b>3,35,916</b>	<b>3,45,665</b>	<b>3,83,179</b>	<b>3,88,540</b>
Total of Non Oil Sectors	<b>1,74,319</b>	<b>1,90,308</b>	<b>2,07,275</b>	<b>2,25,265</b>	<b>2,34,531</b>	<b>2,48,882</b>	<b>2,73,701</b>	<b>2,79,049</b>

**Source:** Department of Economic Statistics - National Accounts and government finance department (UAE).

**TABLE 4: GDP BY ECONOMIC ACTIVITIES AT CONSTANT (2007) PRICES (MILLION DIRHAMS)**

Sectors	2001	2002	2003	2004	2005	2006	2007	2008	2009
The Non Financial Corporations Sector	<b>6,12,933</b>	<b>6,27,646</b>	<b>6,83,630</b>	<b>7,50,142</b>	<b>7,81,777</b>	<b>8,59,834</b>	<b>8,82,736</b>	<b>9,14,038</b>	<b>8,51,500</b>
- <b>Agriculture , Live stock and Fishing</b>	10,964	11,316	10,964	10,748	10,316	9,425	9,251	8,243	8,210
- <b>Mining and Quarrying :</b>	2,83,746	2,66,527	2,82,996	3,03,925	3,11,039	3,46,211	3,21,845	3,14,420	2,87,798
<b>*Crude oil and Natural Gas</b>	2,82,961	2,65,728	2,82,175	3,02,930	3,09,975	3,44,678	3,20,349	3,12,791	2,84,893
<b>*Quarrying</b>	786	798	822	995	1,064	1,533	1,496	1,629	2,904
<b>Manufacturing Industries</b>	63,394	65,230	68,027	73,413	78,238	83,918	85,490	94,268	81,021
<b>. Electricity ,</b>	10,064	11,052	13,478	15,131	16,469	17,172	17,396	20,202	22,966

<b>Gas and water</b>									
<b>Construction</b>	43,062	42,985	48,491	59,102	63,271	86,136	94,714	1,04,443	1,06,213
- <b>Wholesale Retail Trade and Repairing Services</b>	71,374	85,792	1,02,950	1,10,568	1,16,096	1,24,803	1,32,166	1,35,703	1,20,570
- <b>Restaurants and Hotels</b>	14,561	15,039	15,543	16,771	16,572	16,887	17,939	18,300	17,516
- <b>Transports , Storage and Communication</b>	38,141	43,866	47,075	54,595	59,538	64,561	76,088	85,033	87,605
<b>*Transport, Storage &amp; Other Communication</b>							56,887	62,027	61,285
<b>*Telecommunication</b>							19,201	23,006	26,320
- <b>Real Estate and business Services</b>	67,921	75,022	82,052	92,318	96,499	95,774	1,11,180	1,14,042	99,033
- <b>Social and Personal Services</b>	9,705	10,818	12,053	13,572	13,739	14,947	16,666	19,384	20,569
<b>The Financial Corporations Sector</b>	<b>25,187</b>	<b>27,402</b>	<b>30,389</b>	<b>35,046</b>	<b>46,929</b>	<b>54,377</b>	67,872	68,686	69,148
<b>Government Services Sector</b>	<b>24,888</b>	<b>25,718</b>	<b>26,982</b>	<b>27,072</b>	<b>28,092</b>	<b>26,626</b>	<b>27,575</b>	<b>33,217</b>	<b>44,080</b>
- <b>Domestic Services of Households</b>	2,585	2,683	2,858	3,128	3,542	3,331	3,582	3,983	3,868
<b>(Less : Imputed Bank Services)</b>	12,859	14,831	16,399	18,335	24,590	26,203	34,567	42,494	42,412
<b>Total</b>	<b>6,52,734</b>	<b>6,68,618</b>	<b>7,27,460</b>	<b>7,97,052</b>	<b>8,35,750</b>	<b>9,17,965</b>	<b>9,47,197</b>	<b>9,77,430</b>	<b>9,26,184</b>
<b>Non Oil</b>	<b>3,69,773</b>	<b>4,02,889</b>	<b>4,45,285</b>	<b>4,94,123</b>	<b>5,25,775</b>	<b>5,73,287</b>	<b>6,26,849</b>	<b>6,64,639</b>	<b>6,41,291</b>

Source: Department of Economic Statistics - National Accounts and government finance department (UAE).

**TABLE 5: GDP BY ECONOMIC ACTIVITIES (MILLION DIRHAMS)**

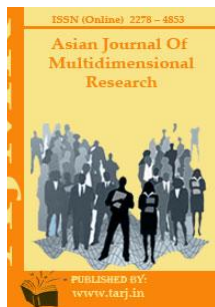
Economic Activity	2010	2011	2012	2013	2014	2015	2016	2017
Non-Financial Corporations	9,35 ,739	11,5 ,204	12,2 ,601	12,5 ,732	12,8 ,424	11,0 ,599	10,9 ,092	11,7 ,144
		4	0	4	6	0	9	8
Agriculture, forestry and fishing	8,12 5	8,65 3	8,78 9	9,22 3	9,46 8	9,74 6	10,1 76	10,7 21
Mining and quarrying (includes crude oil and natural gas)	3,31 ,042	5,01 ,453	5,37 ,337	5,28 ,820	5,05 ,157	2,86 ,970	2,53 ,148	3,13 ,052
Manufacturing	84,8 03	99,4 02	1,05 ,690	1,08 ,085	1,15 ,141	1,16 ,380	1,17 ,808	1,23 ,422
Electricity, gas, and water supply; waste management activities	26,4 72	30,9 34	34,7 63	35,7 05	38,8 25	46,4 71	48,7 19	53,3 15
Construction	1,16 ,939	1,15 ,806	1,12 ,728	1,15 ,646	1,22 ,268	1,27 ,693	1,23 ,820	1,22 ,749
Wholesale and retail trade; repair of motor vehicles and motorcycles	1,26 ,794	1,30 ,089	1,37 ,178	1,50 ,680	1,55 ,774	1,60 ,969	1,70 ,458	1,72 ,288
Transportation and storage	61,7 90	72,0 94	75,8 24	79,5 98	84,2 60	89,9 83	80,4 34	82,4 61
Accommodation and food service activities	18,9 02	22,0 27	24,3 75	28,5 64	31,9 68	32,4 02	31,6 31	32,3 57
Information and communication	30,9 88	31,1 99	31,9 37	32,8 75	36,1 82	37,9 29	40,1 62	41,3 47
Financial and insurance activities	73,2 37	77,5 36	83,7 47	1,00 ,537	1,15 ,541	1,25 ,221	1,31 ,646	1,34 ,773
Real estate activities	52,6 60	56,7 11	65,1 48	66,0 70	74,4 00	81,1 84	89,3 57	89,4 32
Professional, scientific and technical activities	32,4 86	33,0 31	34,0 33	36,6 86	39,1 18	40,7 83	42,2 38	43,4 25
Administrative and support service activities	18,3	19,7	21,2	23,6	25,8	27,3	29,8	31,4

	85	88	42	43	71	77	14	53
Public administration and defence; compulsory social security	55,2 68	58,2 42	65,9 26	74,8 09	80,7 35	84,0 40	88,6 73	98,7 86
Education	9,14 7	11,3 88	13,1 93	14,0 00	15,6 48	16,2 37	18,3 12	18,8 36
Human health and social work activities	6,54 6	8,92 3	12,0 14	14,8 66	16,0 12	16,6 29	18,1 62	19,2 98
Arts, recreation and other service activities	6,01 0	5,44 2	6,30 7	6,07 5	6,54 5	7,01 2	7,83 6	8,13 6
Activities of households as employers	4,65 1	5,10 4	5,45 1	6,78 8	7,60 8	8,22 5	8,85 4	9,15 6
Total	10,6 4,24 4	12,8 7,82 1	13,7 5,68 4	14,3 2,67 0	14,8 0,52 1	13,1 5,25 1	13,1 1,24 8	14,0 5,00 7
Total Non-oil	7,33 ,202	7,86 ,369	8,38 ,347	9,03 ,850	9,75 ,364	10,2 8,28	10,5 8,10	10,9 1,95
						0	1	5
<b>Source: Department of Economic Statistics - National Accounts and government finance department (UAE).</b>								
<b>*Preliminary</b>								

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## PROPERTY RIGHTS OF WOMEN

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### ABSTRACT

*In the ancient period, women were treated only as commodity and subservient to the men in the society. On the other hand, daughter did not have any right to partition and to claim share in the ancestral property since she was not a coparcener. In such circumstances, they can't demand partition of the said house unless the male members decide to partition that property. Courts have held even in the case where there is a single male member in the family, the females can't demand partition of the joint dwelling house. Mahatma Gandhi commented that Women are the "Embodiment of tolerance and patience". He went to the extent of saying that the "Extinction of women race will lead to the extinction of human race ". In view of our aforesaid discussion, in the said partition suit, share will devolve upon the appellants as well. Since, savadi died leaving behind two sons, two daughters and a widow, both the appellants would be entitled to 1/5<sup>th</sup> share each in the said property. The Hindu Succession Amended Act 2005 has removed the anomalies and accorded equal right to women along with men in the co-parcenary properties. Women need to empower and men need to be oriented about their obligations towards women. At present, daughters are not members of the coparcenary under the Hindu Mitakshara Law and therefore they are not entitled to claim partition in coparcenary property, and such exclusion of daughters has led to the creation of socially pernicious dowry system with its attendant social evils. Hence, it is clear that the right to partition has not been abrogated. The right is inherent and can be availed of by any coparcener, now even a daughter who is a coparcener. In the present case, no doubt, suit for partition was filed in the year 2002.*

**KEYWORDS:** *Partition, Tolerance, Embodiment*



## INTRODUCTION

Mahatma Gandhi commented that Women are the "Embodiment of tolerance and patience". He went to the extent of saying that the "Extinction of women race will lead to the extinction of human race ". Despite that women still suffer from discrimination and exploitation and victimization. Women empowerment can influence not only their own lives but also the lives of men and children. Women Empowerment is nothing but recognition of women's basic human rights and creating an environment whereby they are treated as equal to men. Women empowerment is legal, social, political, and economic which requires to be enhanced. Need for empowerment arose due to centuries of domination and discrimination done by men over women. Women are the suppressed lot. They are the targets of varied types of violence and discriminatory practices done by men all over the world.

To-day we have noticed different Acts and Schemes of the Central government as well as state government to empower the women of India. But in India, women are discriminated and marginalized at every level of their social, political, and economic participation, access to education and reproductive health care.

According to the scriptures of the Hindu Dharmashastra, men and women together form a complete whole. A wife is the half of the man. She is his best companion. She is the basis of inspiration for the realization of three aims of life namely righteousness, prosperity and fulfilment of desire. Men and women put together are regarded as one entity, one whole and one without the other is never complete.

In the ancient period, women were treated only as commodity and subservient to the men in the society. Women participated in the freedom struggle in equal measure with the leaders like Mahatma Gandhi, Nehru, and Patel etc. With remarkable foresight and experience and the indomitable spirit and other inherent qualities / traits, women now a days are found committed to achieve more laurels and encomium in every field they have chosen. The difference between male and female entitlements is clearly visible in work, employment, earnings, education, health status and decision-making power. It is an awesome fact that the proportion of women among the poorer strata is always on the rise in most developing countries. In this research paper an attempt has been made to study and present "the property rights of women denied for a long time".

### **Objective of the Hindu Succession Act, 1956**

Pro-active steps have been taken by Government through various legislations to eliminate gender inequalities and to advance the interest of women. Right of women to have a share in the coparcenary property of the ancestors on par with men or to have equal rights in their ancestors' property along with those biological siblings.

Any property inherited up to four generations of male lineage from the father, father's father or father's father's father i.e. father, grandfather etc., is termed as ancestral property. In other words, property inherited from mother, grandmother, uncle and even brother is not ancestral property. In ancestral property, the right of property accrues to the coparcener on birth.

It was only the male who would have been coparcener and entitled to claim the partition and share from the joint family property. On the other hand, daughter did not have any right to partition and to claim share in the ancestral property since she was not a coparcener. At the most, at the time of partition, she could only ask for reasonable maintenance and marriage expenses.<sup>1</sup>

### Anomalies in the Hindu Succession Act 1956

There are two anomalies in the Hindu Law which needed rectification. The first one is, the discrimination being shown against daughter by not conferring on her a right to a share equal to that of a son in the joint family property, though she is entitled to such share in the self-acquired property of her father. The other anomaly is, the deprivation of the mother in the family to a share equal to that of her son at the family partition taking place between her husband and sons. Under the Hindu Succession (Amendment) Act 39 of 2005, the first disability the daughter suffers is rectified.<sup>2</sup>

Under the un-amended Hindu Succession Act of 1956, there was a provision where women members of the family can't demand partition of the joint dwelling house held by them as joint owners with male members. In such circumstances, they can't demand partition of the said house unless the male members decide to partition that property. Courts have held even in the case where there is a single male member in the family, the females can't demand partition of the joint dwelling house. This position has been causing great hardship in that the females are not able to get any relief in respect of share they own in the joint dwelling house. This incongruity is removed by the latest Amendment of 2005 whereby Section 23 of the original Act is deleted.<sup>3</sup>

### Hindu Succession (Amendment) Act 2005

In its application to the State of Tamil Nadu, after Chapter II, the following Chapter II-A shall be inserted which deals with succession by survivorship and equal rights to daughters in coparcenary property. Accordingly the Hindu Succession Act, 1956 (Central Act 30 of 1956) seeks to amend and codify the Hindu Law relating to intestate succession. At present, daughters are not members of the coparcenary under the Hindu Mitakshara Law and therefore they are not entitled to claim partition in coparcenary property, and such exclusion of daughters has led to the creation of socially pernicious dowry system with its attendant social evils. In order to eradicate these evils and ameliorate the conditions of women in Hindu society, it is proposed to confer the same rights on a Hindu daughter as that of a son has in a Hindu joint family, so as to achieve the Constitutional mandate of equality by suitably amending the said Act. The amendments proposed are made inapplicable to daughters married before the date of the commencement of the proposed Amendment Act. The provisions of clause (ii) of the proposed section 29-A will not apply to a partition which had been effected before the date of the commencement of the proposed Amendment Act.<sup>4</sup>

### Substitution of new section in the Principal Act:

The substituted new section dealing with devolution of interest in coparcenary property as follows. On and from the commencement of the Hindu Succession (Amendment) Act, 2005, in a Joint Hindu family governed by the Mitakshara law the daughter of a coparcener shall, by birth become a coparcener in her own right in the same manner as the son; have the same rights in the coparcenary property as she would have had if she had been a son; be subject to the same liabilities in respect of the said coparcenary property as that of a son and any reference to a Hindu Mitakshara coparcener shall be deemed to include a reference to a daughter of a coparcener;

Provided that nothing contained in this sub-section shall affect or invalidate any disposition or alienation including any partition or testamentary disposition of property which had taken place before the 20<sup>th</sup> day of December, 2004.<sup>5</sup>

Any property to which a female Hindu becomes entitled by virtue of sub-section (1) shall be held by her with the incidents of coparcenary ownership and shall be regarded, notwithstanding anything contained in this Act, or any other law for the time being in force, as property capable of being disposed of by her by testamentary disposition.

Where a Hindu dies after the commencement of the Hindu Succession (Amendment) Act, 2005, his interest in the property of a Joint Hindu family governed by the Mitakshara law, shall devolve by testamentary or intestate succession, as the case may be, under this Act and not by survivorship, and the coparcenary property shall be deemed to have been divided as if a partition had taken place and the daughter is allotted the same share as is allowed to a son; the share of the pre-deceased son or pre-deceased daughter, as they would have got had they been alive at the time of partition, shall be allotted to the surviving child of such pre-deceased son or of such pre-deceased daughter; and the share of the pre-deceased child of a pre-deceased son or of a pre-deceased daughter, as such child would have got had he or she been alive at the time of the partition, shall be allotted to the child of such pre-deceased child of the pre-deceased son or a pre-deceased daughter, as the case may be.

Explanation: For the purpose of this sub-section, the interest of a Hindu Mitakshara coparcener shall be deemed to be the share in the property that would have been allotted to him if a partition of the property had taken place immediately before his death, irrespective of whether he was entitled to claim partition or not.

After the commencement of the Hindu Succession (Amendment) Act, 2005, No Court shall recognise any right to proceed against a son, grandson or great-grandson for the recovery of any debt due from his father, grandfather or great-grandfather solely on the ground of the pious obligation under the Hindu law, of such son, grandson or great-grandson to discharge any such debt: Provided that in the case of any debt contracted before the commencement of the Hindu Succession (Amendment) Act, 2005, nothing contained in this sub-section shall affect- the right of any creditor to proceed against the son, grandson or great-grandson, as the case may be; or any alienation made in respect of or in satisfaction of, any such debt, and any such right or alienation shall be enforceable under the rule of pious obligation in the same manner and to the same extent as it would have been enforceable as if the Hindu Succession (Amendment) Act, 2005 had not been enacted.<sup>6</sup>

### **Supreme Court and Rights of Women in Ancestral Property**

The Supreme Court of India in a land mark judgment in *Danamma @ SumanSupur & ANR* upheld the Rights of Women in ancestral Property in 2018. The case of *State Bank of India V. Ghamandi Ram* is essential to understand the incidents of coparcenership as was always inherited in a Hindu Mitaksharacoparcenership: "According to the Mitakshara School of Hindu Law all the property of a Hindu Joint family is held in collective ownership by all the coparceners in a quasi-corporate capacity. The textual authority of the Mitakshara lays down in express terms that the joint family property is held in trust for the joint family member's then living and thereafter to be born (see Mitakshara, Ch.I. 1-27). The incidents of coparcenership under the Mitakshara law are: first, the lineal male descendants of a person up to the third generation, acquire on birth ownership in the ancestral properties is common; Secondly, those such descendants can at any time work out their rights by asking for partition; thirdly, that till partition each member has got ownership extending over the entire property, conjointly with the rest; fourthly, that as a result of such co-ownership the possession and enjoyment of the properties is common; fifthly, that no alienation of the property is possible unless it be for necessity, without the concurrence of the coparceners, and sixthly, that the interest of a deceased member lapses on his death to the survivors."<sup>7</sup>

Hence, it is clear that the right to partition has not been abrogated. The right is inherent and can be availed of by any coparcener, now even a daughter who is a coparcener. In the present case, no doubt, suit for partition was filed in the year 2002. However, during the pendency of this suit, Section 6 of the Act was amended as the decree was passed by the trial court only in the year 2007. Thus, the rights of the appellants got crystallised in the year 2005 and this event should have been kept in mind by the trial court as well as by the High court. This court in *GanduriKoteshwaramma & Anr.Vs.Chakiriyanaadi & Anr.* held that the rights of daughters in coparcenary property as per the amended Sec. 6 are not lost merely because a preliminary decree has been passed in a partition suit. So far as partition suits are concerned, the partition becomes final only on the passing of a final decree. Where such situation arises, the preliminary decree would have to be amended taking into account the change in the law by the amendment of 2005.

On facts, there is no dispute that the property which was the subject matter of partition suit belongs to joint family and Gurulingappa Savadi was propositus of the said joint family property. In view of our aforesaid discussion, in the said partition suit, share will devolve upon the appellants as well. Since, savadi died leaving behind two sons, two daughters and a widow, both the appellants would be entitled to 1/5<sup>th</sup> share each in the said property. Plaintiff (respondent No.1) is son of Arun Kumar (defendant No.1). Since, Arunkumar will have 1/5<sup>th</sup> share, it would be divided into five shares on partition i.e. between defendant No.1 Arunkumar , his wife defendant No.2, his two daughters defendant Nos.3 and 4 and son/plaintiff (respondent no.1 ).<sup>8</sup>

## CONCLUSION

Enactment of legislations confers various rights on women to achieve Economic Empowerment. It helps to remove gender inequalities in the society. The Economic freedom of women leads to have independent thinking and enhances their decision making capabilities. The Hindu Succession Amended Act 2005 has removed the anomalies and accorded equal right to women along with men in the co-parcenary properties. Women need to empower and men need to be oriented about their obligations towards women.

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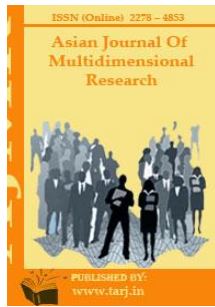
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Law Commission of India 174<sup>th</sup> Report-Property Rights of Women: “Proposed Reforms under the Hindu Law” May 2000.



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## JUDICIAL SYSTEM IN ANCIENT INDIA: A REVIEW

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### ABSTRACT

*Ever since Mankind made its mark on the planet of earth, there has been one consistent effort on the part of rulers as well ruled to ensure 'justice' to 'all', irrespective of any differentiation on the basis of any of the factor which can be the cause of such differentiation. India, a country reckoned with early civilizations of the world has long history to provide ample literature on the most vulnerable aspect of Government-the judicial system. The Judicial system evolved itself from the rich resources like Vedas, writings of thinkers and philosopher of that times which are still considered as relevant literature on governance. The justice system of ancient times was far from any bias as it had roots in its Secular principle. The strength of judicial system of those times can be gauged from the fact that some of the features of the system are in vogue even today or some of these are reflected in the present system in one way or the other. The present paper tries to deal with the topic keeping in view the earlier efforts while highlighting some of the unique features of the ancient judicial system which were of relevance and importance even today.*

**KEYWORDS:** *Justice, Reflected, Differentiation*

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### INTRODUCTION

India is of the oldest Civilizations of the World and was known by Indus Valley Civilization or Harappan Civilization which began around 3300 BC. Until, 1920's nothing was known of Ancient India Civilization till the excavations of Mohenjodaro and Harappa were carried out. The close study of the ruins established, beyond doubt, some four to five thousand years ago a highly developed Urban Civilization flourished in this region with rich Culture and Heritage. The Administrative and Legalsystems were not lagging behind and there are evidences to prove that these systems were strong and performed remarkably well.



Thus, presumably, India had cherished a distinct legal history well before the earliest Vedic ages dating back to the Neolithic age (7000 BC to 3300 BC). There existed a Civil and Criminal adjudication process and it continued through the Bronze Age to the Indus Valley Civilization. The evidence can be traced from the ancient texts – The Vedas, Smritis, Upanishads and Arthashastra. One of the salient features of the Ancient Indian Law was that it was secular in nature based on Dharma Principal (Natural Justice). The Indian populace at that time was accustomed to the idea of living under the law and had court systems to deal with Civil and Criminal cases. “Thus, India has the oldest judiciary in the world. No other judicial system has a more ancient or exalted pedigree”.<sup>i</sup>

“The ancient Aryan rules of India were confronted by political, economic, and social problems in many ways similar to those with which Modern India statesmen and social reformers are facing and struggling to find solutions of these, according to all the evidence of history, these solutions of the ancient times were much more satisfactory to the people at large than any which modern Europe has found”<sup>ii</sup>. The claims of the west that ancient India had no rule of law sounds hallow as no Civilization can be termed advanced in the absence of elaborate and fair judicial system. Dispensation of justice in the society is one of the factors to judge the degree of advancement of society at that time. Therefore, legal system of that period was sound enough to provide adequate justice.

### **Judicial system in Ancient India: Importance and Evolution**

“A legal system encompasses a set of legal principles and norms to protect and promote a secure living to its subjects in a cultured society and is known as judicial system. It recognizes rights, prescribes duties of people and provides the ways and means of enforcing the same. To achieve this particular objective, the legal system considering the sociological, economic and political conditions in the society designs its own goals and evolves a set of principles, rules and laws which help the society to attain its identified goals. A system connotes a coherent whole. It is animated by a philosophy or ideas which connect its different parts leading to a harmonious working. The corpus of the system is its variable elements. Changes in the laws may result from legislation and judicial decision. But the concept and methods of the system are its constant elements”.<sup>iii</sup>

The present judicial system of India is not a sudden creation. “It has been evolved as the result of slow and gradual process and bears the imprint of the different period of Indian history. The periods which however, have made the greatest impact on the existing systems are those nearest to the present times and it is not surprising that the period preceding and following the dawn of independence, more particularly that one after the coming into force of the constitution has been the greatest molding factors”.<sup>iv</sup> “In Ancient India, the different branches of knowledge were grouped under four heads, namely, Philosophy, the Vedas, Economics, and Politics”.<sup>v</sup> Of these, Politics was regarded as a very important if not the most important subject of study. The Mahabharata says, “When the Science of Politics is neglected, the other three spheres of knowledge and virtues decline as well”.<sup>vi</sup>

It is a well-known fact that Administration of justice is one of the most essential functions of the state.<sup>vii</sup> “If men were gods and angels, no law courts would perhaps be necessary though even then the skeptics might refer to the quarrels among gods, particularly in the context of goddesses. As it is, we find that though man may be a little lower than the angels, he has not yet shed off the brute. Not far beneath within the man, there lurks the brute and the brute is apt to break loose on occasions, To curb and control that brute and to prevent degeneration of society into a state of tooth and claw, we need the ‘rule of law’. We also need the rule of law for punishing all deviations and lapses from the



code of conduct and standard of behavior which the community speaking through its representatives has prescribed as the law of the land. Being human, disputes are bound to arise amongst us and for the settlement of those disputes; we need guidelines in the form of laws and forums to redress the wrongs in the form of courts. Laws and courts have always gone together. There is a close nexus between them; neither court can exist without the laws nor laws without the courts".<sup>viii</sup>

The judicial systems deal with the administration of the laws through the agency of the courts. "The system provides the machinery for the resolving of the disputes on account of which the aggrieved party approaches the courts. "Nothing rankles in human heart more than a brooding sense of injustice. No society can allow a situation to grow where the impression prevails of there being no redress for grievances. A State consists of three organs, the legislature, the executive and the judiciary. The judiciary, it has been said, is the weakest of the three organs. It has neither the power of purse nor the power of the sword, neither money nor patronage, not even the physical force to enforce its decisions. Despite that, the courts have by and large enjoyed high prestige amongst and commanded respect of the people. This is so because of the moral authority of the courts and the confidence the people have in the role of the courts to do justice between the rich and the poor, the mighty and the weak, the state and the citizen, without fear or favor".<sup>ix</sup> "India has one of the oldest legal systems in the world. Its law and jurisprudence stretches back centuries, forming a living tradition which has grown and evolved with the lives of its diverse people."<sup>x</sup>

### **Law and Justice in Ancient India: Sin Based**

The world is in unceasing state of progress and Law is a fundamental phase of progressive human civilization. Law and justice have a changing career and it changes as the life changes. This is a natural phenomenon of the evolution of the legal culture of the world. Indian justice system is almost unique and can be traced back to immemorial times. In most of the cases, each legal rule has its history and was not enacted by a stroke of a pen of the legislator but evolved slowly. Judicial system of India was never static but harmonized with the social and economic conditions existing in various times. As time marched on, the legal rules also were evolved and developed to suit the needs of the times.

The legendary sages of ancient India, who were great social and legal philosophers, received their bodily extinction long ago, but their exceeding creative minds, elegant social philosophy and highly developed legal thinking are still vivacious.

"Justice is not merely right determination and adjudication of disputes and enforcement of Law, but it is so comprehensive in its meaning and important that it takes with in its ambit the whole of political, social, juristic and moral idealism. It is so, because Justice has reference to the whole of human existence which we want to realize by our thought, will and action. The mystery of Justice cannot be unraveled by human reason, logic or language completely. It has greater appeal to human soul. Justice as reality is only fully reflected in our conscience and felt through our intuition. Jurists and philosophers have seen in the concept of justice their own ideal. To Plato Justice is realization of 'Good' which can be achieved in society by doing one's own duty according to one's station in life otherwise, Justice achieves 'Good' by retribution; To Aristotle Justice in its general meaning is 'righteousness'. In its particular meaning it means proper or equitable distribution of the goods of existence, correction of wrongs and exchange of goods. It has thus distributive, corrective and commutative functions. In Judaism, in the theology of Hebrews we find that in the Old Testament God is described as the 'Just God' who gives his Commandments or Law and punishes for violation or disobedience. According to the theological myth God had decreed the whole human race to suffer

for the sins of primal human couple Adam and Eve who had eaten the forbidden or prohibited fruit of 'Knowledge' while living in their, primordial happy adobe in the 'Garden of Eden'. Adam and Eve were cast down to this mortal earth to suffer the punishment forever. Mankind as a whole which is the progeny of Adam and Eve, thus, was made to suffer for the sins of mankind's progenitors vicariously without any great hope of salvation. This shows the grim side of Justice which is sternly punitive and retributive. But it is the one side of the coin, for it has also the bright side which is represented in the 'New Testament' by the prospective theory of redemption according to which Jesus Christ as the son of God descends on earth and takes birth to suffer and to be crucified. So he comes to redeem humanity by his own blood and preaches 'love thy neighbor' to all. Justice then becomes pure and unconditional love of human beings as brothers. Service and sacrifice thus becomes the modes of enforcement of Justice which uphold the love of man for another man as 'brother', for all are the children of the same god. There are the two poles of Justice in the doctrine of Justice which has a wide horizon extending from retribution to reformation, from condemnation to condonation, from bondage to redemption and from human guilt to Godly grace. Justice is, then, also forgetfulness of wrongs and complete forgiveness in love and sympathy. Justice, in this sense, rises above all the false distinctions of class, creed, color, social discriminations and disabilities and turns into man's pure love, regard, mutual concern and welfare. It enjoys upon all to love by mutual understanding and respect beyond all the privileges of authority, status and position. Such an ideal human existence may seem impossible with in the present frame work of the State in this world today, which is swayed by the sorrow and trouble generated by mutual distrust, prejudice and greed. But the truth is that in the heart of our hearts we have begun to realize that all men are brothers and should love each other, that all power and property is meant ultimately for human service and welfare. This is the heavenly destination of Justice which man has necessarily to travel by passing through all the trials and tribulations, retributions and condemnations to have the grace of salvation from the varied ills and wrongs, pains and tortures, fears and frauds and all the unnerving illusions and delusions of human life".<sup>x1</sup>

The legal thinking evolved in ancient India can be well-defined in two ages. The principal periods of legal evolution in ancient India can be demarcated and confined in two ages:

- (1) The Vedic Age.
- (2) The Age of Dharma Shastra.

The law conceived in the Vedas was the beginning of the legal civilization, but it was not the ages of sheer primordially. This age signifies some well-developed stages of civilization having definite signs of maturity. After the Vedic age different types of literature relating to law evolved, such as the Arthshastra, NitiShastra, The Puranas etc., but they all lost their entity in the DharmasShastra. The Dharma Sutras and the Smritis are the main pillars of the Dharma Shastra. All topics of law are found discussed in the Dharma Shastra and these Shastras became the prominent text to cite before the law courts. It functioned as guide poles of the nation in region of law and accelerated and augmented the value of the DhramaShastras.

### **Concept of Justice, Dharma and DharamaShastra in Ancient India:**

"The word justice comes from its Latin root 'Jus' meaning 'right'. It has its literal meaning as 'binding' or fitting or tying together of things and qualities harmoniously in human life. Thus, Justice becomes a means of adjustment and a measurement. The idol of Justice blindfolded with balance in hand gives the expression of balancing, weighing and impartial judging which applies to

disputes and conflicts. For this purpose justice has become the referee to give decision of victory or defeat to parties. It seems that Justice has more utility for a conflict situation. It balances principles like liberty, equality and fairness. Speculation about justice grew early in western materialistic society which from the very beginning had political orientation. In contrast to this, in Indian culture there had been no loss of faith between religious authority and political authority. Indian cultural drive from the very beginning is more towards integration and less towards deciding the conflicts between individual, state and society interest. Law as dharma was verdict and a faith, political trust, the commandment of Law as well as justice".<sup>xii</sup>

The word Dharma coming out from the root "Dhri" to hold connotes the same idea as the Law, which is derived from root "Lego" of Latin as "I bind". The word Dharma in proper and practical aspect means the rules and regulations which govern the State. In practical consideration, the word Dharma coincides with the word Law. Both have the same significance. Law means to bind and Dharma also means to bind and hold. Law, Dharma and Justice are same in nature. Word Shastra has also a great significance. The word Shastra comes out from the root Shas to command. Therefore, it means that by which a command is enforced. In a more practical significance the word "Dharma Shastra" means the rules or ordinance or regulations of (Dharma) which have a bind force (Shastra). Therefore, the Dharma Shastra means the combination of rules having binding force.

In such view of the matter Dharma Shastra includes the Dharma Sutra, Smritis, Arthashastra and NitiShastra, Samkhya and Mimansa rules and the Epics and the Puranas having the utility force of law. The Dharma Shastras exhibit the maturity of legal thoughts and the heightening of legal civilization of ancient India. The maturity of Justice can be well visualized from a verse of Katyayana.<sup>xiii</sup>

Justice means to attain the individual and social objectives of life and it is a great instrument to government to maintain individual rights and liberties, that can made social balance. The Mahabharata rightly says – "The purpose of Dharma" (Law and Justice) is the stability and order of the society, so the general welfare could be made."<sup>xiv</sup> Ancient Law and Justice have its foundation in morality and also in self-discipline. In modern are, a tendency has developed to think that justice and law are such matters which bears no connection with moral ideas and purity of thoughts. But such thinking is beyond the practical importance and significance of Justice. Justice can't be made successfully operative, implemented and enforced remaining absolutely in aloofness from morality and ethical surrounding.

### **Ethics and Morality in Judicial system of Ancient India**

In Ancient India, when the civilization was in a creative stage, the legal thinkers of the time considered that ethical and moral ideas were necessary requisites of Justice and Law. Justice could not move and prosper if bereft of morality and religiousness. In the Vedas, a great stress has been given on these virtues. The Athrvaveda says "Great Truth (Satyam Brihad), stern Law (RitamOgram), consecration (Diksha), austerity (Tapah), prayer (Brahma) and sacrifice (Yajana) are the sustainer of earth." These have been further developed in the ChandogyaUpnishad.<sup>xv</sup> It leads to infer that in ancient India, the philosophy of Justice envisaged the self-control to avoid law breaking and maintenance of social order. Manu also said about the three methods of self-control by control over speech (Vagdanda), by control over thoughts (Manodanda) and by control over body (Kayadanda). Thus, the history of the evolution of the philosophy of Justice has its foundation in spiritual development. The concluding lines of the Rig Veda say-"From the blazing glaze of spiritual austerity, justice and truth were begotten".<sup>xvi</sup>

## Administration of justice in Ancient India

“History of our judicial system takes us to the hoary past when Manu and Brihaspati gave us DharamShastra, Narada the Smritis, and Kautilya the Arthshastra. A study of these memorable books would reveal that we, in ancient India, had a fairly well-developed and sophisticated system of administration of justice. In broad outlines there is considerable similarity between the system then in vogue and the system now in force”.<sup>xvii</sup>

As the civilization evolved, the sources of Justice and Law also multiplied and the various phases of legal problem evolved. In this way, healthy literature developed in the domain of Justice. The philosophy of Justice in ancient India was based on Ideal, Placidity, Effervescent and Glory. Justice in ancient India molded the society and controlled aberration of the individuals. Justice was above the ruler and the ruled. Justice in ancient India had another remarkable feature that it was rooted in morality and ethics to make it more effective and acceptable for the larger utilization on masses.

From the very Vedic times there appears to be existence of the different systems of justice. The concept of the state was definitely in picture. Without the formation of the state there could be no evolution of law & justice. So when the state evolved law automatically evolved. The Vedas reveal justice in its very clear vision and idealism. Veda’s study reveals that the Vedic people were mostly depending on the pursuits of agricultural economy and also slightly on trade. During Vedic period, “justice was administered by the tribe and clan assemblies where the judicial procedure was very simple”.<sup>xviii</sup> Necessarily, laws were simple and bereft of much complication. The Vedas show repeated prayers for effective arrangements for strict vigilance over the law-breakers and control the crimes distinction between the civil and criminal law.

But with “the extension of the functions of the State and the growth of the royal powers, the King came gradually to be regarded as the fountain of justice and a more or less elaborate system of judicial administration came into existence”.<sup>xxi</sup> Justice evolved in a greater perspective and elasticity in past Vedic age. Manu and Yagyavalkya dealt with the 18 titles of law in a clearer and specific way, which gave vivid picture about the legal concepts of civil and criminal branches of law.<sup>xx</sup> Three saints (Rishis) Narada, Brihaspati and lastly Katyayana were great procedural writers. Narada says: “Family meetings (kula), corporation (sreni), village assemblies (gana), one appointed (by the King), and the King (himself) is invested with the power to decide lawsuits; and of these, each succeeding is superior to the one proceeding it in order.”<sup>xxi</sup> Subsequently Justice took four defined methods- Dharma (Law), Vyavhara (Procedure), Charita (Usages) and Rajshasan (Edicts of the King) - which means a sort of legislative action through the agency of the State.<sup>xxii</sup>

In the Rig Veda the mention of Sabha, Samiti and Vidatha has been made to denote the meeting places of the people or the assemblies of warriors to settle private or public disputes. The tribal chief or the king as the case may be, remained the Supreme authority in such assemblies.<sup>xxiii</sup>

Brhspati has referred to four kinds of courts;

- i) established in a fix place such as a town or a village (pratisthita)
- ii) mobile or circuit court, not fixed in one place (apratisthita)
- iii) the court of a judge appointed by the king, authorized to use the royal seal (mudrita) and
- iv) the court in which the king presided (Sasita)

The court held by the King was supreme court.<sup>xxiv</sup>

Kautilya's stated that there should be court for

- i. every ten villages called Sangrahana
- ii. for four hundred villages dronamukha court (district court)
- iii. and for eight hundred villages Sathaniya court (Provincial)

All these three types of courts were in hierarchy and were inferior to King's court. Kautilya made mention of three judges for the each types of courts.<sup>xxv</sup> On the top of the judicial system, there stood the King's Court. Manu speaks of this court as Sabha which looked after disputes relating to Vyavhara and was presented by the King. The Dharmasan, the chair of law was occupied by the King and in his absence their duty was performed by the Brahmana.<sup>xxvi</sup> Manu also speaks of Dharmastha and Pradvivaka, former in the sense of judge, next to the king and the latter concerned with examining the parties.<sup>xxvii</sup>

"The King, together with the Pradvivaka and three or four other judges (Dharmikah), formed the highest Court of Justice. It was, however, the Chief Justice who in reality presided over the King's Court, even when the King was present. Brihaspati describes the respective duties of the different members of the King's Court in these words: "The Chief Justice decides causes: the King inflicts punishments: the judges investigate the merits of the case." The number of judges varied. According to Manu, three judges, besides the Chief Justice, were enough to form a court, but Chanakya held that the judicial assembly should consist of six persons, three Officers-of-State, and three other learned persons. According to the Sukraniti, the number of judges was to be uneven, seven, five, or three. The jury system, as it now prevails in the European countries, is somewhat different from what prevailed in Ancient India. The three or five members of the judicial assembly acted as jurors as well as judges, but the final decision rested with the Chief Judge"<sup>xxviii</sup>

"A civil judicial proceeding in ancient India, as it is at present, commenced ordinarily with the filing of a complaint or what was known as PurvaPaksha before a competent authority. A complaint, it was required, must be brief in words, unambiguous and free from confusion. In case of disputes about property, elaborate rules laid down the requirement about giving detailed and full description of the property. Written statements known as UttaraPaksha were required to be filed by the defendants and the rules enjoined that they must not be vague and must meet all the points of the plaint. Normally, parties were required to procure their witnesses. The presence of the witnesses who were far away or would not stir out was secured by the orders of the judge. Different modes of proof for substantiating allegations were prescribed. On the conclusion of the trial, judgment known as Nirnaya was pronounced and the successful party became entitled to Jayapatra or a document of success, Execution of the decrees could entail imprisonment, sale, fine and demand for additional security. The doctrine of res judicata known as PranNyaya was well-known.

Besides the courts mentioned above there were Tribunals with powers to decide law suits. Yajnavalkya mentioned four types of tribunals; a) King Officers, b) Pugas, c) Srenis, d) Kulas. These tribunals were entitled to decide legal disputes.<sup>xxix</sup>

In criminal law there was an elaborate classification of offences. Apart from offences like rape, dacoity and the like (which may be called conventional offences), there were other offences like not running to the rescue of another person in distress. Punishment was prescribed for causing damage to trees in city parks, to trees providing shades, to trees bearing flowers and fruits and to trees in holy places. It was an offence for a judge to give a wrong decision out of corrupt motives. Perjury by a



witness attracted severe penalty. There were six types of punishment, namely, fine, reprimand, torture, imprisonment, death and banishment.

The Dharmasastras did not provide for a detail the punishment for all miscellaneous offences. However, Kautiliya on the other hand provides for the punishment to be inflicted on delinquents and offenders. Kautiliya prescribes alternative punishment for several offences, such as theft or assault, abuse and defamation or other offences like fabricating royal orders.

Further, Kautiliya says that punishment of fines can replace punishment of cutting limbs or mutilation of limbs.<sup>xxx</sup> Narada has mentioned 18 heads under which litigation can be initiated. Manu has also listed 18 heads of litigation.

Kautiliyalisted the disputes in the Dharmasthiya chapter under 15 titles: i) marriage and relations between men and women and other allied topics b) partition of heritage iii) boundary disputes iv) compensation for non-participation in public work v) money lending vi) deposits vii) slavery and payments of wages viii) partnership ix) recession of sales and purchase x) revocation of gift xi) sale of ownerless property xii) crimes with violence xiii) abuse and defamation xiiii) hurt and assault xv) gambling and betting xvi) miscellaneous.<sup>xxxii</sup>

Though there was no classification of law such as criminal cases and civil suits in ancient times yet Brhaspati pointed the distinction between the cases arising out of violence and cases arising out of non-payment of dues.

“Theft was classified into three kinds according to the value of the thing stolen. There was also a classification of thieves. Some were considered open or patent thieves and other secret thieves. Open or patent thieves included traders who employed false weights and measures, gamblers, quacks and persons who manufactured counterfeit articles. Secret thieves were those who moved about clandestinely”.<sup>xxxiii</sup>

“Adultery, according to Shastras, consisted of three categories, Flirting about with another man’s wife, dallying with her clothes or sending her a pimp, being with her in an unfrequented place, or bathing in her company in the same pool or holding conversation with her, with winks, gallantries and smiles passing on both sides, or at any improper time constituted one of the species of adultery and was punishable ordinarily with small fines only. Sending woman sandalwood, a string of beads, drinks, clothes or gold or jewels was another species of adultery punishable with larger fines. Sleeping together or delaying upon the same carpet or kissing, caressing, or embracing a woman or carrying her into a retired place with her tacit consent was the third and worst species of adultery, punishable with still larger fines. A mediator or go-between could also be punished with fines; and the woman was not considered exempt from punishment”.<sup>xxxiiii</sup>

“Visnu also lays down that, women who are disloyal to their husband and who indulge in adultery with strangers shall be put to death. Visnu is here definitely strict towards women. Sexual connection with animals is treated as an offence in the 41 Visnumrti. By the side of the Sutra works there is another work called the Arthasastra of Kautilya which is no less important in the study of legal history. The text is perhaps anterior to the extant Manusmrti. The Arthasastra deals more elaborately with the rules relating to sexual offences. It is interesting to note that many of the rules relating to rape and adultery of the Arthasastra are also found in the Smrtis of Manu, Yajnavalkya and Narada. From the study of the Arthasastra it is found that the law relating to sexual offence is applied only to definite overt acts of omissions capable of being distinctly proved. Kautilya, for the first time, lays down what constitutes a sexual offence (adultery), and what proof and circumstantial evidences are necessary in such trial. In addition to the provisions laid down in the Dharmasutras,



Kautilya's texts provide for many new rules. It is very significant to note that the question of age in sexual offence is first expressly referred to by Kautilya. He states clearly that a girl below the age of twelve years, and a boy below the age of sixteen years, is regarded as 'minor in law and the penalty will be different'.<sup>xxxiv</sup>

Manu prescribed the following oath for parties and witnesses: "Let the Judge cause a Brahmin to swear by his truth or sat, a Kshatriya by his chariot or the animal he rides or by his weapons, a Vaishya by his cattle, grain and gold, and a Shudra by imprecating on his held the guilt of all grievous offences". If the idea of oath, according to Bentham, is to have a ceremony composed of words and gestures by which the Almighty is engaged eventually to inflict on the taker of the oath punishment in quantity and quality in the event of his doing something which he engages not to do or omitting to do something which he is like manner engages to do the oath administered in ancient India was perhaps more effective compared to the present lifeless recital of formula about swearing to speak the truth".<sup>xxxv</sup>

"From the records preserved in India literature as well as from the accounts left by foreign travelers, it seems quite clear that the administration of justice was very efficient in Ancient India. This must have been the result of three factors, namely, the uprightness of the judges, the efficiency of the police, and the general honesty and probity of the people. Judges were recruited from the class of learned Brahmins who were noted for their high character and purity of life. Adequate measures were taken to secure the efficiency of the police force. As for the last factor, the testimony of the most eminent foreign observers is conclusive.

Theft, says Megasthenes," is of very rare occurrence .... The simplicity of their laws and their contracts is proved by the fact that they seldom go to law. They have no suits about pledges or deposits, nor do they require either seals or witnesses, but make their deposits, and confide in each other. Their houses and property they generally leave unguarded. These things indicate that they possess good, sober sense." This statement is confirmed by HiuenTsiang, the great Chinese monk, who travelled in India a thousand years after Megasthenes. His words are: With respect to the ordinary people, although they are naturally light-minded, they are upright and honorable. In money matters they are without craft, and in administering justice they are considerate. They dread the retribution of another state of existence, and make light of things of this world. They are not deceitful or treacherous in their conduct, and are faithful to their oaths and promises. In their rules of government there is remarkable rectitude, while in their behavior there is much gentleness and sweetness.<sup>xxxvi</sup>

Ancient India had seen various phases of Justice. The word Dharma and Justice has been synonymously used in the Ancient times. Manu has given a very interesting narration of justice when he says-"Where justice is destroyed by injustice, truth by falsehood, and judges connive at it, they are themselves destroyed. (Therefore) justice being violated but injustice being preserved ... violated justice destroys us. The only friend, who will follow men, even after death, is justice."<sup>xxxvii</sup> "Manu further says-having occupied the seat of justice, with covered body and having worshipped the main deities with a concentrated mind. The king should begin the trial of the cases in a manner as a hunter traces the wounded deer by the drops of blood, in like manner the king should discover on which side the right lies by inferences. When engaged in judicial proceedings, he must pay full attention to the truth, to the witnesses, to the place, to the time."<sup>xxxviii</sup>

Hinsamula and Dharmamula were two forms of law, which can be seen as Criminal and Civil Law. These two had separate existence. The most fundamental aspect of the concept of law in ancient India is that, since the Vedic times, the justice and law is administrated by the state and the ruler. The administration of Justice and law was never in hands of the aggrieved as in the case of old Babylonian Law. This aspect of the concept of law is the glorious record of the developed civilization.

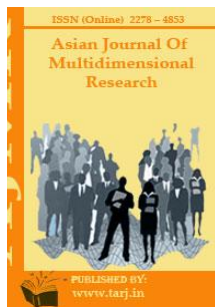
According to Narda Punishment was classified in two categories; bodily and monetary. Bodily meant whipping, imprisonment, restraints by fetters, mutilation, and inflicting death whereas monetary punishment meant fine, forfeiture of property. Manu listed corporal punishment in 10 classes according to the limbs of the body.<sup>xxxix</sup>

The present attempt to review the judicial system of ancient India has given an analytical and realistic picture of the glorious legal achievements of justice and judicial system of Ancient India. It has been seen that the judicial system was elaborate and well explained. The system was adequate enough to address to the needs of society at that time. The elegant legal thoughts of Ancient India have certainly served as a useful guide in developing the modern system of justice. It is of utmost importance to unravel the achievements of ancient legal culture of India, which can be of great inspiration to the judicial thinkers and researchers not only of modern India but of the modern world.

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## **A STUDY ON STORE BRAND LOYALTY OF APPARELS IN CHENNAI CITY**

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### **ABSTRACT**

*Loyalty, in general use, is a devotion and faithfulness to a nation, cause, philosophy, country, group, or person. Businesses seek to become the objects of loyalty in order to retain customers. Brand loyalty is a consumer's preference for a particular brand and a commitment to repeatedly purchase that brand. Loyalty programs offer rewards to repeat customers in exchange for being able to keep track of consumer preferences and buying habits. Store brands are those products manufactured specially for a retailer and bearing the retailer's name. Store Brands are those brands on which the retailers have full control. The Study aims at measuring the level of store brand loyalty of multi brand apparel retailer. The study has important implications on organizations and has the potential to benefit the retailer. For this purpose, descriptive research design is applied. Non-probability sampling method called convenience sampling is done with the sample size of 150. Statistical techniques like ANOVA, Correlation, Chi- Square were applied. Based on the review of literature various variables were considered in this study in measuring the store brand loyalty of Reliance Trends Apparels. Findings were derived based on the analysis which would be useful to the retailers to enhance their customers' loyalty with a view to retain them and in turn will result in attracting new customers, thereby reducing the cost of acquiring new customers.*

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**KEYWORDS:** *Customer, Loyalty, Brand, Apparels, Store brands, Retailer etc.*

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## INTRODUCTION

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from that of your competitors. Brand is derived from who you are, who you want to be and who people perceive you to be.

A product can be easily copied by other players in a market, but a brand will always be unique. For example, Pepsi and Coca-Cola taste very similar, however for some reason, some people feel more connected to Coca-Cola, others to Pepsi.

More recently, technological, cultural and economic changes have shifted the balance of power to retailers. Retail stores have launched in-store brands, making them viable competitors with major manufacturers. In other words, as retailers have increased their capabilities and power, being able to come out with their own brands. With the help of Store brands, retailers possess a high bargaining power with National & International brands. It enables them to have a high margins with full control over their own products in terms of quality, quantity, price of the product and self-space etc.

## OBJECTIVES

- To study the level of store brand loyalty of apparels.
- To study the various factors affecting store brand loyalty of apparels.
- To study the relationship between the demographic factors of respondents with the factors affecting the store brand loyalty of apparels.

## REVIEW OF LITERATURE

- **Norzalita Abd Aziz & Norjaya Mohd Yasin (2016)**, in their study on Analyzing the Brand Equity and Resonance of Banking Services: Malaysian Consumer Perspective focuses on the conceptual framework of this study and is based on customer-based brand equity called the Brand Resonance model, which comprises six building blocks, namely, brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance. The results indicate that there are strong, positive and significant relationships between brand performance and brand judgment, and between brand performance and brand feelings, also between brand performance and brand resonance, brand judgment and brand resonance as well as between brand feelings and brand resonance. The multiple regression results show that only Brand Feelings, Brand Judgments and Brand Performance have a significant influence on Brand Resonance.
- **H Anil Degermen Erenkol and Adnan Duygun (2016)**, quoted in their article titled, Customers' Perceived Brand Equity and A Research on the Customers of Bellona Which is a Turkish Furniture Brand having the primary goal of the study is to measure the brand equity and the factors affecting the brand equity of one of the leading brands of Turkey, namely Bellona, according to the perceptions of Bellona's customers. From their research study, it is observed that not only the perceived quality but also all other factors such as brand image, brand loyalty, and brand awareness have a positive impact on the brand equity. Within this context, the managers,

should review their marketing strategies and goals under the light of factors that contribute to the brand equity and rebuild them for the success of these factors.

- **Bandyopadhyay and Martell (2015)**. The authors suggest that true loyalty should be seen as comprising a favorable repeat purchase (behavioral) pattern, and a favorable disposition (attitude) towards the brand. To operationalize behavioral pattern, respondents are grouped into three behavioral categories: single users (highest level of behavioral loyalty, purchasing only a single brand on every purchase occasion), multiple users (an intermediate behavioral loyalty), and non-users (the least amount of behavioral loyalty is shown by those respondents who do not use the brand even once over the study).
- **McMullan and Gilmore (2014, 2013, 2012)** seek to explore the complex inter-relationships between the attitudinal and behavioral dimensions of customer loyalty development, proposing a multiple-item scale for measuring customer loyalty development.
- **Ji-Hern Kim; Yong J. Hyun (2014)**, conducted a research study in the topic “ A Model to Investigate the Influence of marketing-mix Efforts and Corporate Image on Brand Equity in the IT Software Sector”. A model is developed to examine the relationships

## RESEARCH DESIGN

Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research question and to control variance. A research design is the specification of methods and procedures for acquiring the information needed for solving the problem. This study is **Descriptive** in nature as it brings out the facts of understanding market potential for Reliance Trendsstore brands apparels in the Chennai City.

## SAMPLING METHOD

For this research Convenience sampling is used. As the name implies, convenience sampling refers to the collection of information from members of the population based on the convenience of the researcher.

## DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE TEST

NULL HYPOTHESIS ( $H_0$ ): There is no relationship between gender of the respondents and level of loyalty towards store brands of apparels.

ALTERNATIVE HYPOTHESIS ( $H_1$ ): There is relationship between gender of the respondents and level of loyalty towards store brands of apparels.



**Gender \* Level of loyalty**

Gender	level of loyalty				Total
	hardcore loyal	split loyal	shifting loyal	shifters	
Male	18	16	30	11	75
Female	19	24	15	17	75
Total	37	40	45	28	150

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.913 <sup>a</sup>	3	.048
Likelihood Ratio	8.031	3	.045
Linear-by-Linear Association	.095	1	.757
N of Valid Cases	150		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 14.00.

**INFERENCE**

As, the p value is less than 0.05, reject Null Hypothesis and accept the alternate hypothesis

**INTERPRETATION**

There is relationship between gender and level of loyalty among customers' of store brand apparels.

**CORRELATION TEST**

**Relationship between age of the respondents and loyalty when price increases.**

**Age of customers \* I am loyal even after the price Increases**

Count

		I am loyal when price increases					Total
		Strongly agree	Agree	neutral	disagree	Strongly disagree	
age of customers	18-25	13	14	4	1	13	45
	26-35	1	15	16	0	13	45
	36-45	0	16	1	13	0	30
	46 above	15	0	15	0	0	30
Total		29	45	36	14	26	150

**Symmetric Measures**

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Pearson's R	-.176	.079	-2.172	.031 <sup>c</sup>
Ordinal by Spearman Correlation	-.106	.091	-1.301	.195 <sup>c</sup>
N of Valid Cases	150			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

**INFERENCE**

As the p value is between 0 and 1, it is a positive correlation.

**INTERPRETATION**

There is relationship between age and level of loyalty among customers' of store brand apparels.

**4.3 ONE WAY ANOVA****NULL HYPOTHESIS (H<sub>0</sub>)**

There is no significant difference between the level of loyalties when competitors do heavy advertisement and when competitors offer discounts

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>)**

There is significant difference between the level of loyalty when competitors do heavy advertisement and when competitors offer discounts

**ANOVA**

I am loyal when competitors do heavy advertisement

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	123.500	4	30.875	48.399	.000
Within Groups	92.500	145	.638		
Total	216.000	149			

**INFERENCE**

As the p value is less than 0.05

Reject Null Hypothesis and accept the alternate hypothesis

**INTERPRETATION**

There is significant difference between the level of loyalty when competitors do heavy advertisement and when competitors offer discounts.

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**FINDINGS**

- 60% of the respondents prefer store brand apparels because of its high quality or user friendliness of employees and store ambience.
- 24.7% and 26.7% of respondents are hardcore loyal and split loyal respectively, while 30% are shifting loyal and 18.7% of them are shifters towards store brand apparels.
- 49.3% of the respondents are loyal while a total of 24% are not loyal. The remaining 30% are neutral towards store brand apparels in the event of increase in prices.
- 22.7% of respondents strongly agree while 20% agree followed by 20% for respondents who disagree and 4.7% for those who strongly disagree. The remaining 32.7% are neutral that Store brand apparels meets customer expectations.
- 20% of respondents strongly agree while 30% agree followed by 10% for respondents who disagree and 10% for those who strongly disagree. The remaining 30% are neutral that the customers are loyal towards store brand apparels in spite of heavy advertisement and brand ambassador done by its competitors.
- In an event of discounts offered by the competitors, 40% of the respondents are loyal while a total of 40% are not loyal. The remaining 20% are neutral to the store brand apparels.
- There is relationship between gender of the respondents and level of loyalty towards store brand apparels.
- There is relationship between age and level of loyalty among customers' of store brand apparels.
- There is significant difference between the level of loyalty towards store brands apparels when competitors do heavy advertisement and when competitors offer discounts.

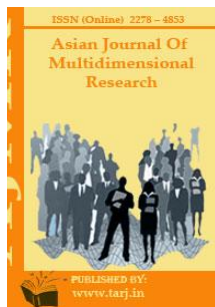
**CONCLUSION**

The study showed the importance of brand loyalty which is very hard to produce. The study also highlighted the importance of brand the time a customer spends looking for a right product. People become loyal for product quality; price and convincing brands create loyalty through emotional connections and good products. The study examines the level of customer loyalty towards Reliance Trends Store brand apparels. The existing level of loyalty towards store brand apparels seems to be satisfactory.

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## **COPYRIGHT AND LIBRARIES: BALANCING THE INTERESTS OF STAKEHOLDERS IN THE DIGITAL AGE**

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### **ABSTRACT**

*Copyright has become an important topic and a frustrating issue for those who have a stake in scholarship and scholarly communication. Copyright laws are complex and ambiguous and these even become obsolete when technology renders the assumptions on which they were based outmoded. In such a situation, the role of libraries in providing access to copyright materials in the digital age while maintaining balance of power between copyright holders and users becomes very important. Violation of copyright laws leads to several judicial consequences. This paper provides an overview of some of the major copyright issues and the challenges posed to the protection of intellectual property especially copyright by the emergence of the digital age; besides, pointing out on the roles of libraries with regard to copyright laws. This study is based on the review of primary and secondary literature, which includes books, journals, documents, seminar papers etc. Relevant literature were also collected and consulted through internet browsing.*

**KEYWORDS:** *Copyright law, Fair use, Copyright Infringement, Digital libraries, Intellectual property*

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### **INTRODUCTION**

A simple definition of copyright is that it is a bunch of rights in certain creative works such as text, artistic works, music, computer programs, sound recordings and films. These rights are granted exclusively to the copyright owner to reproduce the material, and for some material, the right to perform or show the work to the public. Copyright owners can prevent others from reproducing or communicating their work without their permission or may sell these rights to someone else.

### **HISTORICAL BACKGROUND**

The history of copyright can be traced back to 1662, when the concept was developed to protect publishers against piracy following the technological advances of the day, which enabled cheap and

easy printing of books. The world's first copyright law was the Statute of Anne, enacted in England in 1710 and first time introduction of the concept of the author of a work being the owner of its copyright was made in this act and laid out fixed terms of its protection. Gradually, legislation based on the Statute of Anne came into effect in other countries, in the shape of Copyright Act of 1790 in the United States, but copyright legislation remained uncoordinated at an international level until the 19th century. Within national territories, copyright protection is provided by national laws. International protection has been provided since 1886 through the International Copyright Act and the Berne Convention provides for a minimum level of copyright protection.

The spirit behind the concept of copyright is enshrined and exemplified in the United States Constitution, which provides that Congress has the power to “promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and their discoveries”, (Besek, 2003). Under US, UK, Canadian, and Indian law, the copyright in a work is usually held by the author of the work under Section 2.6: Fair Use of US Copyright Works, under Section 2.7: Fair Dealing (UK), under Section 2.8 Fair Dealing (Canada)), or under Section 2.9 Fair Dealing & Other Exceptions (India). According to Ike (1992), “copyright is the right granted to an individual against unauthorized copyright or reproduction of his intellectual creation or work”. However, a major limitation on copyright on ideas is that copyright protects only the original expression of ideas, and not the underlying ideas themselves. According to Davis (2012), Copyright provides the holder with a “suite of exclusive rights: the right to reproduce, to make derivative works, to distribute, to publicly perform, and to display”. The purpose of the copyright laws is to balance society's need for access to and use of these creations for growth against the author's rights to credit and payment.

## **BASICS OF COPYRIGHT**

In copyright laws ownership of a copyright gives an author control over the content and form of a work, and grants a monopoly for a period of time. Copyright can be applied to the subjects: literary works (including scientific works and software); dramatic works; pantomimes and choreographic works; musical works; motion pictures; pictorial, graphic, and sculptural works; sound recordings; and Architectural work. However, copyright cannot be applied to ideas, methods, procedures, titles, names, systems and processes, short phrases, and slogans. Besides, facts, news, research and works in the public domain are not copyrightable. Works that are in the public domain may be used freely, without obtaining permission from or compensating the copyright owner. Anyone who exploits any of the exclusive rights of copyright without the copyright owner's permission commits copyright infringement. Copyright is not absolute. However, there are certain exceptions to copyright with respect to libraries which includes;

- face-to-face teaching
- public domain materials
- governmental materials
- reproduction by libraries and archives
- fair use

## **COPYRIGHT INFRINGEMENT**

Copyright infringement is a legal framework for pursuing damages against someone who wrongfully violates the exclusive rights the author has with his copyright. If a lawsuit is brought in a court, the infringer will have to pay the copyright owner the amount of money the infringer made from using the work or that the owner would have made if the infringement had not happened. In addition, an



infringer may be found guilty on criminal charges and have to pay criminal penalties. Moreover, the infringer will also be stopped from making any further use of the work. Fair use or fair dealing being part of copyright, has attracted the attention of many researchers. In a study Reddy, (2007) analyses the Indian laws related to copyright, concept of infringement of copyright and exceptions to the same particularly with regard to fair use. Although, libraries as intermediaries have an important role to play in ensuring compliance with copyright law, liability should ultimately rest with the infringer. Copyright law should enunciate clear limitations on liability of third parties in circumstances where compliance cannot practically or reasonably be enforced.

### **DURATION OF COPYRIGHT**

The duration of copyright may vary from country to country according to the type of work. Although Berne sets a minimum duration of a copyright in a literary work equal to the life of the author plus 50 years, in most cases and countries today, the general rule is that copyright in literary, dramatic, musical or artistic works lasts for the life of the author and then until 31 December of the year 70 years after his or her death (usually referred to as life plus 70). As a limitation to duration of copyright prior to recent term extensions, first in the European Union and then the United States, the generally accepted duration for copyright protection was life of the author plus fifty years. Although in principle this remains the international standard for duration both under the Berne Convention and the TRIPS Agreement, there is a clear push through regional and bilateral Free Trade Agreements to extend the international standard to life plus seventy years.

### **INTERNATIONAL COPYRIGHT ISSUES**

International copyright conventions and treaties have been developed to establish obligations for treaty member countries to adhere to, and implement in their national laws, thus providing more certainty and understanding about the levels of copyright protection in particular countries. Many copyright issues that appear to be national copyright issues are in fact international copyright issues. Original works of expression that are eligible for copyright protection are protected under national copyright laws. Protection against unauthorized use in a particular country depends on the national laws of that country; in other words, copyright protection depends on the national laws where protection is sought. With the internet and the way we use, share and publish content in our digital environment, many issues that were once domestic copyright issues have become international copyright issues. A global copyright issue arises in a variety of situations like access of licensed databases while travelling out of the country; posting of content on a website or intranet that will be accessed outside the country; posting of photograph on facebook page and some accesses the photograph from another country; organisations have their locations in more than one country; librarians from more than one country join a journal club and share articles through the club; Two colleagues share research papers by authors from several countries via share-point etc.

### **INTERNATIONAL COPYRIGHT LAW**

One of the most important things to learn about international copyright law is that it doesn't exist! There is no such thing as an international copyright law that will automatically protect a work throughout the world. Each country has its own domestic copyright laws that apply to the use of foreign content when used in one's country. These individual laws, and international copyright treaties, are what we refer to as international copyright law. Copyright law aims to reward authors for their creative efforts, provide an economic incentive to write and publish, advance the learning, teaching and research ecosystem and provide legal protection in case of infringement of the law. International copyright is a copyright which by force of international agreement is extended, in

reference to the protection granted an author, beyond the territorial limits of the jurisdiction in which it was obtained. Protection against unauthorized use in a particular country depends on the national laws of that country. Most countries offer protection to foreign works under certain conditions that have been greatly simplified by international copyright treaties and conventions.

### **INTERNATIONAL COPYRIGHT TREATIES**

There are two principal international copyright conventions, the Berne Convention for the Protection of Literary and Artistic Works (Berne Convention) and the Universal Copyright Convention (UCC). Generally, the works of an author who is a national or domiciliary of a country that is a member of these treaties or works first published in a member country or published within thirty days of first publication in a Berne Convention country may claim protection under the treaties. Most significantly the Berne Convention, which has been ratified by more than 176 countries - that set minimum standards for the protection of copyrighted works under the laws of all participating countries. However, it is up to each country to determine how those treaties are implemented under their own national laws, and each country is free to set additional limitations or higher standards. India is a member of the Berne Convention of 1886 (as modified in Paris in 1971) as well as the Universal Copyright Convention of 1951.

### **BERNE CONVENTION**

The Berne Convention for the Protection of Literary and Artistic Works is the most important international treaty that addresses international protection for copyright. It usually known as Berne Convention, is an international agreement governing copyright, which was first accepted in Berne, Switzerland, in 1886. The Berne Convention was introduced to provide mutual recognition of copyright between nation states and requires its parties to treat the copyright of works of authors from other parties to the convention (known as members of the Berne Union) at least as well as those of its own nationals. The United States acceded to that treaty in 1989. With the accession of China in 1992 and the Russian Federation in 1995, almost all of the world's most important countries now belong to the Berne Union. The Copyright Office publishes a listing of the countries that are parties to the Berne Convention, as well as other international copyright treaties like the Universal Copyright Convention. India is a member of the Berne Convention (as modified in Paris in 1971) as well as the Universal Copyright Convention of 1951. Therefore, work created in other member states is accorded protection in India as well. The 2012 amendments have made the Indian Copyright Law compliant with the Wipo Copyright Treaty and Wipo Performances and Phonograms Treatt. A total of 176 countries including the United States, Canada, Mexico, U.K., France, Germany, China, India and Australia are party to the Berne Convention for the Protection of Literary and Artistic Works.

### **UNIVERSAL COPYRIGHT CONVENTION (UCC)**

The Universal Copyright Convention (UCC), adopted in Geneva, Switzerland, in 1952, is one of the two principal international conventions protecting copyright. The UCC was developed by United Nations Educational, Scientific and Cultural Organization (UNESCO) as an alternative to the Berne Convention for those states which disagreed with aspects of the Berne Convention, but still wished to participate in some form of multilateral copyright protection. These states included developing countries as well as the United States and most of Latin America.

### **WIPO COPYRIGHT TREATY**

The World Intellectual Property Organization Copyright Treaty (WIPO Copyright Treaty or WCT) is an international treaty on copyright law adopted by the member states of the World Intellectual

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Property Organization (WIPO) in 1996. It provides additional protections for copyright to respond to advances in information technology since the formation of previous copyright treaties before it. The WCT and WIPO Performances and Phonograms Treaty, are together termed WIPO "internet treaties

### **LIMITATIONS AND EXCEPTIONS OF COPYRIGHT LAW**

In this knowledge based environment, proper balancing between the parties may be achieved through the integration of exceptions and limitations which is an integral part of copyright law. But the question arises as to whether the current exceptions to copyright granted in contemporary intellectual property agreements give effect to the user rights to learn. It looks into the nature of the user rights to learn and how it is affected by copyright, technological protection measures, and digital rights management. Critical analysis is made of the effectiveness of exceptions to copyrights in international law, for advancing the users' right to learn in the reviews of Wahid (2011) observes that several studies have been conducted on the issue of exceptions and limitations to copyright law within the international copyright system and according to Okediji (2006) the Berne Convention recognised the possibility and role of limitations and exceptions to the exclusive rights given to authors of creative works and made these exceptions and limitations permissive in nature. This means that while the rights recognised by the Convention are mandatory and must be implemented by all member countries, the limitations and exceptions are merely permissive and there is no requirement that countries implement them in its totality rather the provisions of respective national copyright laws can be made applicable.

The Berne Convention includes a number of specific copyright exceptions, scattered in several provisions due to the historical reason of Berne negotiations. For example, Article 10(2) permits Berne members to provide for a "teaching exception" within their copyright statutes. As per Thomas, D. and Hugenholtz, P. (2016) the exception is limited to a use for illustration of the subject matter taught and it must be related to teaching activities. In addition to specific exceptions, the Berne Convention establishes the "three-step test" in Article 9(2), which establishes that the legislation be limited to certain special cases; that the exception does not conflict with a normal exploitation of the work, and that the exception does not unreasonably prejudice the legitimate interests of the author. However the Berne Convention does not expressly reference doctrines such as fair use or fair dealing, leading some critics of fair use to argue that fair use violates the Berne Convention. But the United States and other fair use nations argue that flexible standards such as fair use include the factors of the three-step test, and are therefore compliant. Masnick, (2012) stated that the World Trade Organisation panel has ruled that the standards are not incompatible. The Berne Convention also fails to include Internet safe harbours, as is common in many countries. However, the Agreed Statement of the parties to the WIPO Copyright Treaty of 1996 states that: "It is understood that the mere provision of physical facilities for enabling or making a communication does not in itself amount to communication within the meaning of this Treaty or the Berne Convention." This language may mean that Internet service providers are not liable for the infringing communications of their users.

The role of limitations and exceptions in promoting public welfare is a matter of importance not only for users of knowledge goods, but for creators as well. Without the appropriate balance between protection and access, the international copyright system not only impoverishes the global public but, ultimately, it undermines its own ability to sustain and reward the creative enterprise for the long-term future.

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## COPYRIGHT AND ROLE OF LIBRARIES

Copyright was from its early days meant to balance the need to protect creators with the user's right to access information for teaching, learning and further creative endeavours. Libraries have long acknowledged that they have a role in informing and educating users about the importance of copyright law and in encouraging compliance. Libraries recognise the need for creators to be rewarded for their work and for creative works to be protected from piracy and other unfair exploitation that is why libraries uphold copyright laws and encourage users to respect them. (McLlnes, 1988) also discussed relevance of copyright law to archives in a study. But copyright is not just about protection for right holders. Several studies has undertaken by many researchers, to identify the influencing factors or elements for the development of copyright policy of different country. In an investigation, the author analysed the role of the Association of Research Libraries in the public policy development process that led to the 1976 U.S. Copyright act. Expressions based on analysis of, archival sources, the primary government document and the contemporary professional literature Miller (2009) revealed how change in copyright law had affected the library services. In a study examined the mandates of the Copyright Law in the European Union and the problems and positions of the various interest groups in amending the German Copyright Law. Bager (2005), further finds out that German library organizations are striving to help create a legal frame work in which the interests of the right holders, the providers of services for users and the end users are balanced. Altman, F. (1994) examined Irish copyright law provisions for librarians in a report, with special reference to copyright deposit rules, government publications, and fair dealing.

Harris (2009), commented that copyright policy is a summary of copyright management procedure. Depending on the contents of the policy, it can also be an educational tool and serve as reference material on copyright issues relevant to the library. The article also offers guidelines for developing a copyright compliance tool for the library. According to Araas Vesely, (2006), Librarians can play the role of a copyright specialist. In a study the author suggested ways for a librarian to integrate copyright reference responsibilities along with other library work. Copyright law should not prevent libraries from relying on new technology to improve preservation techniques. Westbye & Cutler, (2011) stated that Academic libraries can provide guidance to doctoral candidates regarding copyright issues.

### Difficulties faced by Libraries

Libraries are information centres and are long-established institutions that play a unique role in collecting, preserving and providing access to knowledge. The documentary heritage will disappear and may not be available to future generations in the absence, in many countries, of exceptions to copyright for preservation, replacement and even for print materials. Without an appropriate exception, a library cannot copy or digitize the newspaper collections of important historical and cultural value in order to preserve it. The availability of Internet has created new opportunities of Information and communication and has established practices of resource-sharing among libraries to advance knowledge are increasingly cross-border and multi-jurisdictional. Yet these practices are not always reflected in current copyright law. If libraries are unable to provide access to materials that are only available internationally through another library, education and scholarship will be impaired. This would be especially harmful for developing countries and for those living in rural or remote areas.

Libraries now provide access to large quantities of 'born digital' works that are not available in print format. Exceptions to copyright which enabled libraries to preserve and make available works in the

print era have not been updated to the digital age. Without the legal certainty to preserve such material the world will face a digital black hold for this material for future access. Imposed licences and increased use of licensing for the provision of digital information such as electronic journals are often used to undermine limitations and exceptions to copyright designed to support education, learning and creativity. This trend affects library and information users everywhere, but it has an even greater effect on those in developing countries.

### **Challenges in libraries**

Technology has played a key role in the development of intellectual property laws and of copyright laws in particular and is posing challenges to the traditional copyright regime. Besides technology, the increasing importance of intellectual property to trade and globalization are the factors that have created recent challenges to the protection of copyright. According to Graveline (2010) the challenge of balancing the need to safeguard interests of rights owners with facilitating access to information by the university library user community has been left to the library, yet this balancing act is not mandated by law except that it is a role that both librarians and users assume is the librarian's obligation. At the same time Albanese (2008) states that fear of having their universities dragged into copyright lawsuits and the cost of such lawsuits is pushing more librarians to play the role of protectors of right holders.

In a survey based study Bhatt, (2006) discussed simultaneously the problems that Indian libraries are facing towards protection of intellectual property of authors and the amendments in the provisions of existing copyright laws. This combined complexity required multilateral efforts for tackling the interconnected issues raised by these developments for the protection of copyright. Discussions in this field centred on two main issues: first the nature of the reforms and second, which international body was to be responsible for administering any agreement in this area. Subsequent developments witnessed efforts from the GATT and then WIPO to respond to the recent challenges to the traditional international copyright regime.

To face these challenges much is needed to be done to raise awareness and provide the tools and training to protect businesses from inadvertently violating others' copyright rights. Libraries serve as gateways for education, research, scholarship, creativity and innovation. Without adequate access to information, authors and creators would not be able to create new works, innovate and expand local and global knowledge. This can threaten their traditional roles of providing access to knowledge and preserving our cultural and scientific heritage.

If these issues relating to copyright and protection of intellectual property are not seen in the right perspective then there is a concern, however, that libraries, instead of asserting fair use rights, will default in seeking permission from licensing agreements or a business such as the Copyright clearance Centre (Chang, 2007; Fineberg, 2009). IFLA believes that exceptions and limitations to copyright, which exist for the public good, are being jeopardized by the increased use of technological protection measures and licensing restrictions. It also endorses the notion that copyright must be balanced.

### **CONCLUSION**

Copyright legislation and the new challenges faced by academic librarians is a generalised problem. The library is a central place for copyright information and libraries are in a good position to build a wider understanding of copyright and to introduce ways of creating and using information in an academic setting. Though the calls for copyright reform at both the national and international level



are growing louder yet the existing rules are inadequate to deal with copyright in the digital world as the developments in the digital setting have led to a more homogeneous array of activities and services provided by academic librarians and therefore, partial solutions are not likely to go a long way. Academic librarians need a solid foundation in basic copyright knowledge, as well as a wider understanding of scholarly communication and publishing. Librarians need to be on the front line and look for emerging trends, identify new copyright issues and be active in developing new services. Libraries and information centres and library organizations have a responsibility to increase copyright knowledge by supporting copyright training and to push for a balanced approach to copyright.

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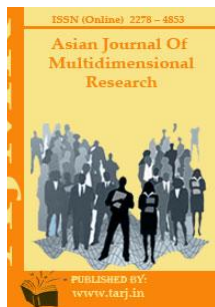
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## ‘PUBLIC POLICY’ IN COMMERCIAL ARBITRATION AND ROLE OF THE COURT

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### ABSTRACT:

*Under the Arbitration and Conciliation Act, 1996 a court may set aside the arbitration award by interpreting the Article 34 (2) (b) (ii)<sup>1</sup>, i.e. Public Policy. India, being a party to the UNCITRAL and the New York Convention, accepts the fundamental principle of arbitration. It says a minimum judicial intervention, and this minimization is accomplished through non-substantive review of arbitral awards by national courts in the subject matter of Arbitration. However, for quite some time, the actions of national courts erupted. This article would focus on contemporary judicial pronouncements in terms of defining the word ‘public policy’ and would examine with the UNCITRAL.*

**KEYWORDS:** *Public policy, Minimum intervention of the Court, Set-aside, Arbitral award, UNCITRAL, Court,*

### INTRODUCTION

The Indian Arbitration system follows the mandate of "minimal court intervention" and Courts can interfere in the arbitral process only under the limited grounds provided under the Arbitration and Conciliation Act, 1996 and one such provision is section 34 which provides grounds on which an arbitral award can be set aside by the Court.<sup>3</sup> This provision mirrors the UNCITRAL Model Law on International Commercial Arbitration. Section 48 of the Act<sup>4</sup> also states that a foreign arbitral award may be set aside if it is in opposition to the public policy of India.<sup>5</sup> Public policy has been described as 'a principle of judicial legislation or interpretation founded on the current needs of the community'.<sup>6</sup> When courts perform this function they legislate judicially.<sup>7</sup> Public policy is one of the most popular grounds commonly used by parties to international arbitration to resist enforcement of arbitral awards. Till today, it remains a highly debated, controversial and complex subject. This is because of the diverse approach taken by national courts in relation to the concept of public policy in international arbitration.<sup>8</sup> The prominent role of national courts in international arbitration has been

recognized in almost every country, some more than the others. This is because arbitrations are regulated pursuant to national laws and, accordingly, have a close relationship with the national courts.<sup>9</sup> Although national courts play an important role at different phases of the arbitral process,<sup>10</sup> their role is perhaps most prominent once the arbitral award has been rendered. This is particularly true at the enforcement stage where the arbitral award must survive certain statutory conditions for it to be successfully enforced. Once an arbitral award has been rendered, national courts may refuse to enforce it based on one of the grounds specified in Article V<sup>11</sup> of the Convention on the Recognition and Enforcement of Foreign Arbitral Awards 1958 (popularly known as the ‘New York Convention’).

### Interpretation of the Public Policy

In the landmark judgment in *Renusagar Power Co Ltd v. General Electric CO*<sup>12</sup>, dealing with the Foreign Awards (Recognition and Enforcement) Act 1961 section 7(1) (b) (ii), the Supreme Court.<sup>13</sup> The Supreme Court stated that, "Since the Foreign Awards Act is concerned with recognition and enforcement of foreign awards which are governed by the principles of private international law, the expression "public policy" in section 7(1) (b) (ii) of the Foreign Awards Act must necessarily be construed in the sense the doctrine of public policy is applied in the field of private international law.<sup>14</sup> Applying these criteria it must be held that the enforcement of a foreign award would be refused on the ground that it is contrary to public policy if such enforcement would be contrary to (i) fundamental policy of Indian law; or (ii) the interests of India; or (iii) justice or morality."<sup>15</sup> Further the court held that "awarding compound interest was not a violation of public policy of India.<sup>16</sup> It is pertinent to note that these observations were made in the context of a case where the arbitral tribunal had expressly pointed out that they were not concerned with a contract to pay compound interest but were awarding compound interest as a remedy for a breach of contract in order to put the injured party in the same economic position it would have been in if the contract had been duly performed.<sup>17</sup> This award was held to be in consonance with the public policy of India. Furthermore, as set out above, it was explicitly stated that compound interest can be awarded when it is permissible to do so under the statute."<sup>18</sup>

The decision of the Supreme Court in *ONGC v. SA W Pipes Ltd.*<sup>19</sup> has provoked considerable adverse comment. The Court held that in case of an application u/s 34 to set an award aside, the role of the Court was similar to an appellate/revision court, therefore, it had wide powers. Further, the Court also added a new ground – patent illegality to the grounds enumerated in *Renusagar Power Co. Ltd.*; under which the arbitral award could be set aside.<sup>20</sup> The court held that "Therefore, in our view, the phrase 'Public Policy of India' used in Section 34 in context is required to be given a wider meaning. It can be stated that the concept of public policy connotes some matter which concerns public good and the public interest. What is for public good or in public interest or what would be injurious or harmful to the public good or public interest has varied from time to time. However, the award which is, on the face of it, **patently in violation** of statutory provisions cannot be said to be in public interest. Such award/judgment/decision is likely to adversely affect the administration of justice."<sup>21</sup> This opened a floodgate of litigation under S. 34 as every award where there was an alleged error of application statutory provisions could now be challenged.<sup>22</sup>

In this case, the respondent company agreed to supply casing pipes to the appellant and placed an order for steel plates, i.e. the raw material required for their manufacture, with the appellant, an Italian supplier within a certain time frame.<sup>23</sup> As the flow of the supplies was impeded by a general strike of steel mill workers all over Europe, the respondent requested the appellant to extend the time limit for completion of the supplies.<sup>24</sup> The appellant granted the request, subject to the condition that

the amount of liquidated damages stipulated in the contract for delay in supply of pipes would be recovered from the respondent.<sup>25</sup> The appellant accordingly deducted amounts towards liquidated damages as specified in the contract while making payment of the price.<sup>26</sup> In the arbitration proceedings that followed, the appellant did not prove that it had suffered any loss or damage because of the delay. The tribunal decided in favour of the respondent, holding that the amount of liquidated damages was wrongfully deducted.<sup>27</sup> The Bombay High Court dismissed the petition for setting aside the award inter alia on the ground that the expression "in conflict with public policy of India" used in section 34(2)(b)(ii) could not be interpreted to mean that in case of violation of some provisions of law, without anything more, the court could set aside the award.<sup>28</sup> On appeal, on a review of the earlier dicta, the Supreme Court held that the phrase "public policy of India" used in the context of section 34, is required to be given a wider meaning than in *Renusagar*, because the concept of public policy connotes some matter which concerns public good and the public interest. What is for the public good or in the public interest or what would be injurious or harmful to the public good or public interest has varied from time to time. An award which, prima facie violates statutory provisions cannot be said to be in the public interest, because it is likely to adversely affect the administration of justice. Accordingly, in addition to the three heads set forth in *Renusagar*, an award can as well be annulled, being in conflict with public policy of India, if it is patently illegal.<sup>29</sup> The court however clarified that the illegality must go to the root of the matter and, if the illegality is of a trivial nature, it cannot be held that the award is against public policy.<sup>30</sup> An award could also be set aside if it were so unfair and unreasonable that it shocked the conscience of the court.<sup>31</sup>

### **Distinction between Domestic and Foreign Award & Application of Public Policy**

The Supreme Court in its judgment dated October 12, 2011 in the matter of *Phulchand Exports Ltd. vs. OOO Patriot*<sup>32</sup> held that "patent illegality" under the term "public policy of India" needs to be looked into even while examining the enforcement of a foreign award under Section 48 (2) (b) of the Arbitration and Conciliation Act, 1996. Enforcement of foreign awards under Part II of the Act are now required to meet the tests as applicable for domestic awards thereby erasing the distinction of enforceability between domestic and foreign awards in India.<sup>33</sup>

The sole issue in the instant case for consideration before the SC was regarding enforceability of foreign awards if "patently illegal" and against the public policy of India.<sup>34</sup>

In the case, the parties entered into a Cost Insurance Freight ("CIF") contract for sale of certain goods at a fixed price to be delivered to Novorossiysk. The Buyer provided an open irrevocable letter of credit for the total value of the contract. Due to the delay of 16 days by the Seller in shipping the goods, the vessel left the port of loading (Kandla) 38 days later than the scheduled time of departure.<sup>35</sup> The goods never reached the port of destination owing to the occurrence of an engine failure. The vessel was rescued in Turkey and the entire cargo was sold out towards compensating the cost of the rescue.<sup>36</sup> The Buyer preferred their claims before United India Insurance Company Limited for non-delivery of goods to Novorossiysk. The liability was denied by the insurers on the ground that the risk of detention was not covered within its policy. As a result, the Buyer brought its claims of USD 285,569.53 before the International Court of Commercial Arbitration at the Chamber of Commerce and Industry of the Russian Federation ("Arbitral Tribunal").<sup>37</sup> The Appellant/Seller contended that all risks in the goods and the property were transferred to the Buyer upon shipment of the goods and relief could be obtained by approaching the insurers. Further, the delay caused in the shipment of the goods, was acquiesced by the Buyer as the contract was not repudiated by them at any stage.<sup>38</sup> The Arbitral Tribunal after hearing both the parties held that non-delivery of the shipment and refusal of the Seller to reimburse clearly amounted to breach of the terms of the

contract. However, due to the delay on the part of the Buyer to act in accordance with the provisions of the contract towards demanding reimbursement within 180 days of the receipt of moneys, the Arbitral Tribunal split the amount of losses and ordered the Seller to pay half the amounts along with interest and legal expenses to the Buyer.<sup>39</sup> The Respondent/Buyer filed an arbitration petition for enforcement of the award before the Bombay High Court. The Appellant/Seller contended that the award passed was against the public policy of India and thereby unenforceable in India.<sup>40</sup> The Single Judge of the Bombay High Court rejecting the objections held that the said award could be enforced as a decree of the Court. The same was appealed before the Division Bench. Relying on the judgment of *Renusagar Power Co. Ltd vs. General Electric Co.*, the Division Bench dismissed the appeal by holding that no public policy was involved in the said matter, leading to the Special Leave Petition before the SC. The matter was undefended before the SC.<sup>41</sup>

The court held that, firstly, with regard to the contention of risk being transferred to the buyers, the SC interpreting the provisions of the Goods Act held that the goods remain at the seller's risk until the property in the goods is transferred to the buyer.<sup>42</sup> However, the proviso to Section 26 of the Goods Act clearly states that in case of delay in delivery of goods due to fault of either party, the goods are at the risk of the defaulting party. The Appellant/Seller not only delayed in the shipment of goods but also having shipped the goods in a vessel with no firm commitment to reach Novorossiysk as the first port of discharge clearly breached the terms of the contract and is liable to compensate the loss as per the provisions of the Goods Act. The Respondent/Buyer was entitled to invoke the contractual clauses for reimbursement.<sup>43</sup>

Secondly, with regard to the said contractual clause being penal in nature and void are also untenable as award of liquidated damages is no way illegal under the provisions of the Contract Act. The stipulation for reimbursement in the contract is not in the nature of penalty; the clause is neither in *terrorem* and cannot be regarded as damages.<sup>44</sup> Determination of public policy in a contract depends upon the nature of the transaction. The said clause cannot be held to be void under Section 23 of the Contract Act as the object/consideration is neither forbidden/fraudulent nor immoral or against the public policy. In the instant case, the award is not patently illegal or contrary to public policy of India as the clause for reimbursement or repayment is neither unreasonable nor unjust and only half of the price paid was required to be paid by the Respondent. The SC relying on the decision of *Saw Pipes Ltd.*<sup>45</sup> held that the expression 'public policy of India' used in Section 48 (2)(b) has to be given wider meaning and the award could be set aside, 'if it is patently illegal'.<sup>46</sup>

**In another case**, the Supreme Court clarifies the narrow scope of public policy for challenge of Indian award. Supreme Court provides guidance on the term 'public policy' under Section 34 of the Act and clarifies the extent of judicial intervention in an India seated arbitration; Supreme Court discusses the term 'morality' in a challenge under Section 34 of the Act; draws a distinction between 'error of law' and 'error of fact' and the extent of interference permissible to that effect; further held that when a court is applying the "public policy" test to an arbitration award, it does not act as a court of appeal and consequently errors of fact cannot be corrected unless the arbitrators approach is arbitrary or capricious.<sup>47</sup> Recently, the Supreme Court of India ("Supreme Court") in *Associate Builders v. Delhi Development Authority*<sup>48</sup> has dealt with some of the key issues involving challenge of an arbitral award in an arbitration seated in India. The Supreme Court discussed and clarified some of the earlier rulings on the scope of 'public policy' in Section 34 of the Arbitration and Conciliation Act, 1996 ("Act"), under several headings (viz. patent illegality, contrary to justice, contrary to morality, interest of India and fundamental policy of Indian law). **The primary issue** before the Supreme Court was to decide the correctness of the Impugned Judgment. While deciding



the same, the Supreme Court looked into the scope of 'public policy' as a ground for setting aside an award under Section 34(2)(b)(ii) of the Act. Supreme Court also considered the extent to which a court can replace the Ltd. Arbitrator's conclusion with its own conclusion by way of judicial interference.<sup>49</sup>

The Supreme Court allowed the appeal and set aside the Impugned Judgment. In effect, the Supreme Court refused to interfere with the arbitral award with the following reasoning:

First, Supreme Court observed that the grounds for interfering with an arbitral award are limited to those mentioned in Section 34 of the Act and held that merits of the award can be looked into only under the broad head of 'public policy'. The Supreme Court relied on the landmark judgments like, *Renusagar*<sup>50</sup>, *Saw Pipes*<sup>51</sup>, *McDermott International*<sup>52</sup>, *Western Geco International Ltd*<sup>53</sup>. and others, and laid down the heads under the ground of 'public policy' as:

"Fundamental Policy of Indian law" would include factors such as a) disregarding orders of superior courts; b) judicial approach, which is an antithesis to an arbitrary approach; c) principles of natural justice; d) decision of arbitrators cannot be perverse and irrational in so far as no reasonable person would come to the same conclusion." Supreme Court held that an arbitrator is the sole judge with respect to quality and quantity of facts and therefore an award is not capable of being set aside solely on account of little evidence or if the quality of evidence is of inferior quality. Supreme Court further held that when a court is applying the "public policy" test to an arbitration award, it does not act as a court of appeal and consequently "errors of fact" cannot be corrected unless the arbitrators approach is arbitrary or capricious.

Supreme Court described "Interest of India" as something which deals with India in world community and its relations with foreign nations. Notably, the Supreme Court did not illustrate this ground in detail as the same is a dynamic concept which needs to evolve on a case by case basis.<sup>54</sup>

Supreme Court held that the term "award is against justice and morality" would include the following: a) with regard to justice, the award should not be such that it shocks the conscience of the court; b) with regard to morality, there can be no universal standard however, Supreme Court observed that both the English and the Indian courts have restricted the scope of morality to "sexual immorality" only; c) With respect to an arbitration, it would be a valid ground when the contract is not illegal but against the mores of the day, however, held that this would only apply when it shocks the conscience of the court.

Supreme Court further held that "Patent Illegality" would include: a) fraud or corruption; b) contravention of substantive law, which goes to the root of the matter; c) error of law by the arbitrator; d) contravention of the Act itself; e) where the arbitrator fails to consider the terms of the contract and usages of the trade as required under Section 28(3) of the Act; and f) if arbitrator does not give reasons for his decision.<sup>55</sup> Second, the Supreme Court held that the Division Bench has lost sight of the fact that it is not a first appellate court and cannot interfere with errors of fact.

### **Judgments of Supreme Court on Public Policy - 2018**

The District Court of Columbia in recent proceedings between *Hardy Exploration & Production (India) Inc. ("HEPI") v. Government of India (Ministry of Petroleum and Natural Gas)*<sup>56</sup>, have witnessed fervent debates on enforcement of arbitral award and its far-reaching impact across jurisdictions.<sup>57</sup>



Union of India appealed before the Supreme Court of India. The Supreme Court referred the appeal to a larger bench before the Chief Justice of India to decide the law applicable to post arbitral award proceedings when the 'seat' is not expressly specified. The appeal is pending. UOI sought a stay on the proceedings in the US, pending the challenge to the Award before Indian courts. UOI relied upon Article V and VI of the New York Convention<sup>58</sup> and the doctrine of forum non convenienc and international comity. HEPI argued that conditions under Article VI of the New York Convention were not met as the Award was not challenged before the competent authority (Malaysian court). It is well settled that a district court has the inherent authority to issue a stay but such authority should be used judiciously.<sup>59</sup> Even in circumstances where the Indian courts do have the jurisdiction to set aside the award, the US Court noted that a stay on confirmation should not be lightly granted, defeating the purpose of arbitration. The US Court relied on the six criteria set out in *Europcar Italia, S.p.A v. Maiellano Tours, Inc.*<sup>60</sup> to ascertain if a stay should be granted.<sup>61</sup>

HEPI urged that two portions of the arbitral award should be confirmed, i.e., specific performance allowing HEPI to re-enter the Block for a period of three years and UOI's payment of interest on HEPI's original investment. Specific Performance UOI argued that an order of specific performance should not be granted:<sup>62</sup>

- Specific performance would be against the US public policy of respecting the sovereignty of foreign nations, including their right to be in possession and control of their own land and national resources.
- Specific performance of the Award would violate Indian law, which permits such specific performance only in limited circumstances.
- Confirming the arbitral award would be difficult to enforce and supervise and would go against international comity. HEPI's arguments:
- UOI has overstated the implication of the enforcement of Award on its sovereignty and the US hesitancy to hold foreign governments accountable when they harm private parties.
- UOI attempted to re-argue the merits of the case by raising grounds of public policy;
- Courts in the US have, in the past, enforced arbitral awards for specific performance and such extra-territorial performance does not violate public policy. The US Court discussed the concepts of sovereignty, independence, and dignity of each foreign State.

### Changes made by 2015 amendments

The Arbitration and Conciliation (Amendment) Act, 2015 made major changes to section 34. The changes were suggested by the 246th Report of the Law Commission of India on Amendments to the Arbitration and Conciliation Act, 1996 of August 2014 and the Supplementary to the 246th Report of the Law Commission of India on Amendments to the Arbitration and Conciliation Act, 1996 of February 2015. These changes were aimed at restricting Courts from interfering with arbitral awards on the ground of "public policy."<sup>63</sup> Accordingly, the amendment added "Explanation 2" to section 34(2) as well as Section 2A. Explanation 2 of section 34(2) states – "*For the avoidance of doubt, the test as to whether there is a contravention with the fundamental policy of Indian Law shall not entail a review on the merits of the dispute.*"<sup>64</sup> Thus, this explanation significantly curtailed the scope of interpretation supplied in *ONGC v Western GECO*. Because of this amendment, Courts would no longer be able to interfere with the award passed by the arbitrator. The explanation makes it especially clear that in no way would a Court be entailed to review the award on merits of the dispute. Similarly, section 2A also curtails the scope of interpretation of "patently illegal" as propounded in *ONGC v Saw Pipes*. Section 2A states – "*An arbitral award arising out of arbitrations*

*other than international commercial arbitrations, may also be set aside by the Court, if the Court finds that the award is vitiated by patent illegality appearing on the face of the award: Provided that an award shall not be set aside merely on the ground of an erroneous application of law or by re-appreciation of evidence.*<sup>65</sup> Thus, Courts can no longer reappraise evidence or set aside awards merely because the Arbitral Tribunal has made errors when dealing with the same. It is interesting to note that the amendment did not make any changes to the interpretation of "justice and morality" as explained in Associate Builders.<sup>66</sup>

### **Recent Trends in Interpretation of "Public Policy"**<sup>67</sup>

Since the amendment, Courts have refrained from giving a wide interpretation to "public policy" or interfering with the merits of the case. In the November<sup>68</sup> 2017 Supreme Court Judgment of *Venture Global Engineering LLC and Ors v Tech Mahindra Ltd. and Ors*<sup>69</sup> the Court observed – "The Award of an arbitral Tribunal can be set aside only on the grounds specified in Section 34 of the AAC Act and on no other ground. The issue before the court was: Whether the award is contrary to public policy of India since compliance with the award would amount to violation of the provisions of the FEMA? The court held that as provided in section 34(2)(b)(ii) of the Act, an award which is in conflict with the public policy of India, is liable to be set aside, which includes instances where the award was induced or affected by fraud. However, in the given case, the trial court had failed to sustain its conclusion that the transfer of shares at book value results in violation of FEMA in India. More importantly, even the relevant provision of FEMA had not been identified. The Court cannot act as an Appellate Court to examine the legality of Award, nor can it examine the merits of claim by entering in factual arena like an Appellate Court." A similar view was also taken in the judgment of *Sutlej Construction v. The Union Territory of Chandigarh*.<sup>70</sup> These judgments show that the recent trend of interpretation of "public policy" has been one where the Courts have refused to examine the arbitral awards on merits, thereby upholding the legislative mandate of "minimal intervention of the Courts in the arbitral process" as reflected by the changes brought by the Arbitration and Conciliation (Amendment) Act, 2015.<sup>71</sup>

In light of the dissenting views of the Division Bench, this matter has now been referred to a larger Bench and awaits the final verdict of the Supreme Court. Nonetheless, this case belongs to an era when foreign awards could be challenged under Part I of the Act.<sup>72</sup> Thus, with the Supreme Court's judgment in *Bharat Aluminium Co Ltd v Kaiser Aluminium Technical Service Inc* (2012) 9 SCC 649 and the subsequent amendments to the Act in 2015, Part I of the Act (including s 34 of the Act) would not be applicable to arbitrations seated outside India. Thus, the judgment would have a limited application going further, and would gain relevance only in case of arbitration agreements executed in the pre-BALCO era, considering its prospective applicability. The views expressed are not necessarily those of the proprietor.<sup>73</sup>

A patently illegal award, where its illegality goes to the root of the matter or is so unfair and unreasonable that it shocks the conscience of the court, will be void ab initio and a nullity. In view of the law laid down by the Supreme Court, it will be incapable of enforcement under section 36.<sup>74</sup> Its enforcement, therefore, under section 38 and Order XXI of the Code of Civil Procedure 1908 may be successfully resisted, because it will cause substantial injustice to the applicant.<sup>75</sup>

### **CONCLUSION**

Public policy remains an important weapon in the hands of a national court wishing to interfere with the arbitral process. The reason being that public policy differs from one state to another and, so far, there is no universal agreement as to what its contents should entail. Whilst it is true that public

policy is an unruly horse which can lead you astray, it is not impossible to tame this unruly horse. The US courts have taken a conservative approach to interferences with international arbitration and the issue of public policy. The seminal case highlighting the American pro-arbitration public policy is the case of *Scherk v Alberto-Culver Co*<sup>76</sup>. In enforcing the arbitration agreement, the Supreme Court held: 'The invalidation of such an agreement in the case before us would reflect a parochial concept that all disputes must be resolved under our laws and in our courts. We cannot have trade and commerce in world markets and international waters exclusively on our terms, governed by our laws, and resolved in our courts.'

The case of *American Construction Machinery & Equipment Corporation Ltd. v Mechanised Construction of Pakistan Ltd.*<sup>77</sup> is another example of the US courts' pro-arbitration attitude. In that case, the Southern District of New York ignored the fact that a Pakistani Court had declared both the arbitration agreement and the ICC arbitral award invalid. Rather than setting aside the arbitral award, the Court stated that the American public policy would be violated if the arbitral award was not enforced. This case is particularly important as it highlights the US courts' pro-arbitration attitude overriding considerations of comity. With the right approach, India, like the US will soon become one of the leading arbitral jurisdictions of South-East Asia.<sup>78</sup> This is evident from the sincere efforts taken by the Government of India and the change in approach of the national courts dealing with arbitration matters. The new era for international arbitration in India is already in sight.<sup>79</sup>

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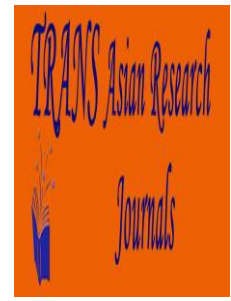
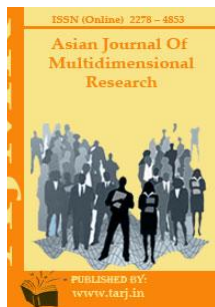
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## **FAMILIES OF PERSONS WITH PSYCHIATRIC DISABILITY: CONCERNS AND WAY FORWARD**

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### **ABSTRACT:**

*The mental illness of a family member can have profound effects on his/her family. Families are often placed in the position of being the primary caregiver for their ill family member. Families of the mentally ill persons are frequently confronted with the need to deal with problems and requiring practical coping skills. People involved with mental illness note that the family is under a great deal of stress every day. While any member in the family is affected by a serious physical illness, family goes through enormous distress, similarly when someone becomes mentally ill the feelings, emotions and the emotional state of mind is very much different among the family*

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*members. Disbelief and denial are the first to appear, followed shortly after by blame and anger. The pointers below will help families to understand the feelings of loss, blame and sorrow are quite normal and that there are ways of overcoming them in time.*

**KEYWORDS:** *Mental Illness, Problems of Families, Psychiatric Disability, Psychosocial Interventions.*

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## **INTRODUCTION:**

The mental illness of a family member can have profound effects on his/her family. It is a well established fact that mental illnesses are connected with a significant disability. Almost 31% of the world's disability is accounted by mental disorders. It was found that five of the ten leading causes of disability worldwide are in the group of mental illnesses: major depression, alcohol dependence, schizophrenia, bipolar affective disorder and obsessive compulsive disorder (Mohan et al., 2005; Chandrashekar et al., 2010). According to World Health Organization, 10% of the world population is disabled, psychiatric disorders account for almost one-third of the disability in the world, and this disability is present in 27% of the population in the South East Asian region. In India it is predictable that 50 million people suffer from various disabilities. Out of this, 46 million individuals are moderately or severely disabled and they require rehabilitation. Of this, 50% of them have locomotor disabilities, 2.3% of them have mental retardation, and 1% of them have severe psychiatric disability (WHO, 2001). Family members are the primary caregivers of persons with mental illnesses in most of the nonwestern world.

In India, more than 90% of patients with chronic mental illness live with their families. The family caregiver plays multiple roles in care of persons with mental illness including taking day-to-day care, supervising medications, taking the patient to the hospital and looking after the financial needs. The family caregiver also has to bear with the behavioral disturbance in the patient (Thara et al. 1994; Chadda, 2014; Karkal and Ismail Shihabuddeen, 2014). Families of the mentally ill person are frequently confronted with the need to deal with problems and requiring practical coping skills. People involved with mental illness note that the family is under a great deal of stress every day. Family member of mentally ill person states: "Personal stress is something the often goes unacknowledged. The ill person becomes a priority, and we forget our own needs. The day-to-day tasks involved in caring for a dependent – sudden crises, worry, financial problems, searching for community services, coping with problem, squeezing our precious moments for our other family member – depletes and robs us of our energy. Eventually we end up with stress exhaustion, and this lead to depression, anxiety, burnout, and psychosomatic illnesses."

## **PROBLEMS OF FAMILY OF PERSONS WITH MENTAL ILLNESS:**

The mental illness of a family member can have profound effects on his/her family. Families are often placed in the position of being the primary caregiver for their ill family member. Families of the mentally ill persons are frequently confronted with the need to deal with problems and requiring practical coping skills. People involved with mental illness note that the family is under a great deal of stress every day. While any member in the family is affected by a serious physical illness, family goes through enormous distress, similarly when someone becomes mentally ill the feelings, emotions and the emotional state of mind is very much different among the family members. Disbelief and denial are the first to appear, followed shortly after by blame and anger. The pointers below will help families to understand the feelings of loss, blame and sorrow are

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quite normal and that there are ways of overcoming them in time.

**Denial:**

Most people, when faced with the diagnosis of mental illness in a loved one, go through a phase of denial, “This can’t happen in our family”. This makes it very difficult for other members of the family to cope. Any effort they make on the patient’s behalf may be nullified when another family member doesn’t accept the diagnosis. Removing the defences of a family member, who is protecting himself by denying that a real disorder is at work, is difficult and distressing. Arguments may occur to disrupt the household even further. There is no particular solution to this problem except to provide information about mental illness so that the person can see that many of the events happening in his family could be related to the disorder. Time may be the ingredient necessary for acceptance even when knowledge and support are available.

**Blame:**

Sometimes families look around for a scapegoat for their situation, “You should have stayed home with the kids”. Sometimes the victim himself comes in for some blame. Later everyone realizes that the real enemy is the mental disorder itself, and the sooner they begin to cooperate with each other and work towards the person’s recovery, the better it is for the family to find support and cope with the situation better.

**Shame:**

To come to terms with feelings of shame, it is necessary to assess how you felt about mental illness before it happened to you. If your attitude was of compassion before, then you may have no problem with shame. If you viewed mental illness with fear, extreme embarrassment or even horror, your feelings of shame will be difficult to overcome. Remember that 30 years ago people were ashamed if a relative developed cancer. It was spoken of in whispers because it frightened and horrified people. Today no one would dream of being ashamed about cancer. Through education, understanding the better medical knowledge, society has come to terms with a devastating disease. In time, this will be true about mental illness. You may feel that you cannot tell anyone about mental illness in your family, but making up false excuses or white lies for your relative’s behaviour will only compound the problem which is difficult enough. You may want to join a self-help group where your problems will be treated in confidence, where you can speak freely about your experiences and fears.

**Guilt:**

Whenever anyone gets any illness, members of the family wonder how the illness developed, “Where did we go wrong?”. The difference with mental illness is that society has for a long time erroneously believed that it had to do with family life or due to events in one’s past. Thus people spend endless hours wondering if in some mysterious way they could be responsible for the illness. It is doubtful whether families can avoid this soul searching but it is important that this initial reaction be overcome. Research today informs us that serious Mental Illnesses like Schizophrenia and Manic Depression are due to chemical imbalance in the brain.

**Anger:**

Strong emotions are natural when your suspicions are confirmed by a diagnosis of mental disorder. Realize that anger can be destructive to other members of the family as well as to yourself. Your relative will also sense a more stressful environment. When anger or grief are overwhelming,

release these emotions in as harmless a way as possible away from your family.

**Acceptance:**

Accepting illness is often looked upon as proof that you are not going to fight against it. Those who have been diagnosed quite naturally often feel that they are unable to accept the diagnosis. Coming to terms with mental illness means knowing the stigma and fear with which society has surrounded it. If you accept what people say about the possible long term nature of the illness then hopes and dreams for future are in jeopardy. Families sometimes continue to seek the same goals for their relative, despite the limitations that the illness begin to impose upon them.

**Happiness:**

Even happy moments are difficult to enjoy. Sometimes it seems as if there are no happy moments. Families are so busy looking after the needs of a sick relative that they are worn out and are unable to enjoy ordinary pleasant events.

**Burden:**

Mental illnesses affect the functioning and thinking processes of the individual, greatly diminishing his or her social role and productivity in the community. In addition, because mental illnesses are disabling and last for many years, they take a tremendous toll on the emotional and socio-economic capabilities of relatives who care for the patient, especially the health system is unable to offer treatment and support at an early stage. Some of the specific burdens the families may face are:

- Emotional burden and diminished quality of life for family members.
- Direct and indirect financial burden for families caring for the mentally-ill person.
- Lost of productivity from family members caring for the mentally ill person.
- Effect on the family member's social relations.
- Ill effects on the health conditions of the caregivers.
- Strained relationship among the family members.

**Stigma:**

The stigma associated with all forms of mental illness is much more than most other illnesses. Because of stigma, families are:

- often rejected by friends, relatives, neighbours leading to aggravated feelings of rejection, loneliness and depression;
- often denied normal social networks.
- Stigma has a detrimental effect on ability to find access to services, the type of treatment and level of support received and acceptance in the community.
- rejection of people with mental illness also affects the family and caretakers of the mentally ill person and leads to isolation and humiliation.
- Major reasons of stigma associated with mental illness are due to the myths, misconceptions and negative stereotypes about mental illness held by many people in the community.

## PSYCHIATRIC DISABILITY

World Health Organization recognized the importance of conceptualizing and defining disability in view of increased morbidity associated with chronic disorder and variability in definition and measurement of disability. World Health Organization in its International Classification of Impairment, Disability and Handicap (ICIDH), categorized disability into impairment, disability and handicap. Impairment is defined as any loss or abnormality of psychological, physiological or anatomical structure or function. Disability is defined as any restriction in the ability to perform an activity, in a manner or within the range considered normal for a human being. Handicap is defined as disadvantage for a given individual resulting from an impairment or disability, which limits or prevents fulfillment of a scope that is normal for the individual (WHO, 1980). Disabilities that occur in the context of psychiatric illness are referred to as psychiatric disability.

The World Health Organization (WHO, 1997) released a new framework, known as the International Classification of Functioning, Disability and Health (ICFDH). The ICF was a seven-year effort involving some around 65 countries which now has been accepted as a new framework by 191 countries. This new framework goes beyond a medical approach to take a much broader view of disability. The ICF looks at the body, individual activities, social participation and social environments. Instead of a negative description of disability, impairment and handicap, the ICF provides a neutral description of body structure, function, activities and participation. It also recognizes the role of environmental factors in either facilitating functioning (body functions, activities and participation) or raising barriers. Under the framework, the term "disability" refers to externally imposed impairments, activity limitations and participation restrictions. In recent years, the concepts have been modified. The terms "disability" and "handicap" have been referred to as "activity limitation" and "participation restriction" respectively. An umbrella term "disablement" has been used to cover these concepts, i.e., impairment, activity limitation and participation restriction (WHO, 2003).

A World Health Bank study revealed the magnitude of the long underestimated impact of mental health problems. Depression is the leading cause of disability worldwide in terms of number of people affected. Moreover, four of the top 10 conditions resulting in disability are mental disorders: these are alcoholism, bipolar disorders, schizophrenia, and obsessive-compulsive disorders. It is estimated that about 10-15% of the general population are suffering from common mental disorders, with 1% having major psychiatric illness (World Health Bank, 1993).

The World Health Report (WHO, 2001) cited huge burden of mental disorders, which accounted for 10% of the total "Years Lived with Disability", and mental and neurological disorders accounted for 30.4% of "Years lived with Disability". In young people age 15-44 years, four of the five leading causes of 'Living with Disability' were mental disorders. Among psychiatric disorders, schizophrenia is associated with greater chronic disability. In spite of vigorous treatment with continuous medication, about 30% of chronic psychotic persons suffer from various disabilities. Recent studies estimating the total burden of schizophrenia have found that the disease causes distress, loss of productivity, lower quality of life, and secondary mental and medical problems for patients and their families (WHO, 2001).

## UNIQUE FEATURES OF PSYCHIATRIC DISABILITY

- It is not visible like physical disabilities (e.g. lack of motivation).
- Experienced subjectively (e.g. hearing voices when alone).



- Fluctuates (e.g. disability differs with duration and nature of symptoms).
- Recurrent (e.g. disability reoccurs with fresh episode of illness).
- affects thinking processes, emotions and behaviour.
- Involves both excesses and deficits (e.g. excesses like overspending, over talkativeness, over socializing as seen in acute manic episode; deficits like lack of socializing, decreased personal hygiene).
- Affects the individual as well as the family (e.g. family is burdened emotionally, financially, and in areas of health, occupation, leisure, social relations).

#### **FUNCTIONING AREAS AFFECTED BY PSYCHIATRIC DISABILITY:**

Psychiatric illnesses affect fundamental areas of an individual's functioning such as

- Personal hygiene
- Social interaction
- Money management
- Work habit
- Leisure time activities
- Interpersonal relationship
- Time management
- Communication
- Crisis management
- Household activities
- Emotional expression
- Decision making

#### **PSYCHOSOCIAL INTERVENTIONS FOR PSYCHIATRIC DISABILITY:**

Stein and Test (1980) studied the efficacy of an environmental intervention namely 'Training in Community Living' (TCL) with chronic mental patients to gain living skills to secure material resources, developing support systems, and involving environmental systems in the rehabilitation. The results showed that after 14 months, the TCL group was better than control group on measures like independent living, satisfaction with the life situation, symptom severity and degree of interpersonal contacts.

Bentley (1990) studied the effects of a short term model of social work intervention on out patients with schizophrenia and their relatives. The social work intervention package consisted of in-home ten sessions, educational and skill training programme adopted from existing model. The results showed that significant improvement in the social functioning, relative's attitude and family stress. The improvement in social measure was found to be significantly associated with improvement in clinic status.

Viswanath and Padmavathi (1992) conducted a study on family intervention using Social Group Work approach. The results revealed that there was a change in the attitudes of family members

towards the patient, significant knowledge gains were noticed particularly in the management of specific problems, the members felt they could face the burden better, also members were making attempts to involve other relatives in the care of the patient.

Dixon et al (2001) demonstrated that family psychoeducation is a structured approach for partnering with consumers and families to support recovery. Consumers and families receive information about mental illnesses and learn problem solving, communication, and coping skills. Research shows that individual outcomes improve if families receive information and support. Falloon (2003) established that the basic strategy in family psychoeducation attempts to reduce the impact of environmental stress on biologically vulnerable individuals by promoting communication within the family, increasing coping skills and improving problem-solving abilities.

Ponnuchamy et al (2005) studied the families of persons with schizophrenia, who attended the self-help group meeting in the Day Care Centre regularly for a period of six months using Social Group Work approach. The results showed that the benefits received from the family support group meeting were that feeling of togetherness, learnt skills to deal with patients at home, improved the relationship with patients, got emotional support from the family support group, understood problems of the patients well and had reduction of fear and anxiety.

Ponnuchamy and Chandrasekhar Rao (2012) in their study on efficacy of Social Work Interventions for Disability Management of persons with schizophrenia in Rural Areas using Social Group Work Approach. The results showed that extent of disability was reduced significantly on all the domains except getting around, level of satisfaction of the family members was increased, expectation of the family members was reduced significantly, free time activities of the patient was improved and performance of patient's social activities was increased and feeling of rejection of the family members was reduced significantly.

Ponnuchamy (2015) studied the social adjustment of persons with schizophrenia in rural areas. The results showed that after social work intervention overall there were changes in social adjustment domains. The performance of social activities of patient and free time activities of patient had increased significantly. Further the level of expectations of family members had decreased and the level of satisfaction of family members had increased significantly. The results have indicated that the social work intervention has contributed to improve the social functioning of the patients in rural areas.

Ponnuchamy and Chandrasekhar Rao (2016) conducted study on psychiatric social work intervention for social rejection of persons with schizophrenia in rural areas. The results showed that after psychiatric social work intervention overall there were changes in the domains of social rejection and orientation towards mental illness. The performance of social activities and free time activities of patient had increased significantly. Further the level of expectations of family members had decreased and the level of satisfaction of family members had increased significantly. The results have indicated that the psychiatric social work intervention has contributed to improve the social functioning of the patients in rural areas.

## **CONCLUSION:**

Psychiatric illnesses are disabling conditions. Psychiatric disabilities are dynamic but not visible. The families living with persons with psychiatric disability experience enormous difficulties in terms of sadness, anxiety, shame, guilt, stigma and burden. The problems faced by the family members are often unnoticed. It can be reduced by professionals such as psychiatric social

workers, psychologists, occupational therapists and psychiatrists through psychosocial interventions. Moreover psychiatric disability can be reduced through a combination of medical and psychosocial interventions.

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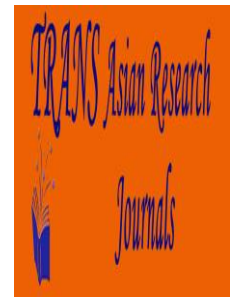
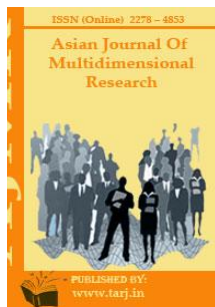
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## TRANSITIONING FROM MULTICHANNEL RETAILING (MCR) TO OMNICHANNEL RETAILING (OCR) – A CONCEPTUAL MODEL

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### ABSTRACT:

*The retail industry in India is witnessing exciting developments as global retailers increase their footprint in India. The young customers are oriented towards online purchase and therefore the major retailers in India are providing their offerings across multiple channels even as the next paradigm shift happening in the developed countries is towards omnichannel. Omnichannel enables customers to transact across different channels seamlessly. This paper looks at what transitional strategies need to be followed for this shift from Multichannel Retailing to Omnichannel Retailing to happen in India and proposes a conceptual model therein based on Literature and the impediments for the same.*

**KEYWORDS:** Retail, Multichannel, Omnichannel, Online, Offline, Showrooming, Webrooming

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### INTRODUCTION

Over the past few years the share of organized retail in India has been steadily increasing. Global retail brands like Zara, H&M, Walmart to name a few have been steadily making inroads into the Indian retail space. The demographic dividend that India enjoys currently implies that 62.5% of the population is in the working age group of 15-59 years and this share is estimated to reach 65% by 2036 (Devender Singh, 2019) This age group is a regular and heavy user of mobile devices, laptops and desktops on the hardware side and also very active on the social media channel. This age group is not averse to channel hopping. The concepts of showrooming and webrooming have also found increasing acceptance among this young population. Moreover, there is stiff competition from e-

commerce based platforms vending products at a retail level. As a result, the Indian retailers apart from their traditional store offering have been compelled by market dynamics to offer online channels for enabling purchases after giving full information on the product. This channel traditionally operated independently of the store based physical retailing. This concept has been termed as multichannel retailing.

In multichannel retailing, pricing across channels can vary. The SKUs across channels could be different. The promotional campaigns across channels may not be similar. Discount coupons may not be redeemable across all the channels. Product distributions and shipments to customers are operated through different supply chains. Typically, the different channels compete among each other rather than offer an integrated experience. The evolving customer of the current generation given his tech savviness would prefer a seamless experience.

Leveraging technology, the next development in this space has been Omnichannel retailing which involves a seamless integration of all the channels calling for an innovative approach. Omnichannel enables customers to switch effortlessly across different channels and devices thereby offering a higher level of customer satisfaction. However, Omnichannel involves significant capital investments in technology and in hiring skilled human resource. It also involves many challenges which need to be overcome.

There are several barriers that need to be surmounted for achieving channel integration which is the key to successful Omnichannel Retailing.:

- a) Organizations basing their operations where the channels operate in silos or different channels operating as separate compartments with little integration.
- b) Little or consistency across channels and devices leading to a lack of uniformity in terms the products on offer.
- c) Not clearly understanding each customer's purchase journey. Omnichannel Retailing works on the clear assumption that no two customer's purchase journey need to be similar.
- d) Channel specific promotional activities and goals thereby leading to the possibility of customers getting obfuscated.
- e) On the technology front a large number of devices, browsers and operating systems of different types pose a challenge to the retailers. Product description along with their images and colours may look very different on a tablet as compared to a laptop or mobile device. Also varying screen sizes and models of devices may result in customers perceiving the products differently. This technological ecosystem makes it not so easy for a retailer to maintain uniformity across devices and channels unless there are substantial investments to overcome this challenge.
- f) Omnichannel Marketing also calls for accurate inventory data available across channels. It should be possible for consumer to verify product availability at a local store for an intend to purchase product found on a smartphone, tablet or a personal computer. Similarly, the retailer should have correct data on inventory to fulfil orders from a local store placed online.

If the channel integration is not achieved fully, many situations are possible leading to many types of errors like incorrect levels of inventory displayed online, stocking of a product in a store while the product has received poor customer reviews online and products with great online reviews not available in store or not displayed properly. All these situations result in a poor experience for the customer.



In case of decline in store sales vis a vis online channels, retailers could tend to neglect in-store experience which again may result in channel disintegration. Therefore, in an omnichannel environment, there are a few key questions arise with reference to the role of a store. Does the store need to be a place mainly for a high involvement purchase? Should the store be a place for order fulfilment? Should the store be a pickup point for orders placed online? Should the store be a location for product returns? These questions need clear answers from the retailer.

## LITERATURE REVIEW

The Literature review on Multichannel and Omnichannel retailing is rich in a global context. However there is not much of Literature available in an Indian context. According to (Brynjolfsson *et al.*, 2013, Cummins *et al* 2016), the crux of the omni channel experience lies in the integration of the offline and online worlds seamlessly.(Wolny and Charoensuksai, 2014) indicated that customers in the current retail context are not bound by a single channel for their retail purchasing requirements. Consumers are often prone to hopping across channels even for completing a single purchase transaction across stores, kiosks, tablets, smartphones and social media sites. Both firms and customers are utilizing these touchpoints consistently (Verhoef *et al.*, 2015).

(Barry Berman and Shawn Thelen, 2018) in their paper clearly brought out the contrasts between multichannel and omnichannel marketing explained how retailers can benefit by moving from multichannel marketing to omnichannel marketing in view of its advantages. They also further stated that that Omnichannel as a strategy is seamless across channels.

(Piotrowicz and Cuthbertson, 2014) stated that omnichannel marketing in the area of academic research can be classified into multiple dimensions. Omnichannel be researched across channel integration, social media and its impact, store role in omnichannel, varied requirements of customers, new supply chain designs, mobile based solutions, personalization and privacy.

As per (Gustafson, 2014) customers now routinely study and analyse a product physically in the store, then search for the lowest prices available online and then ask the retailer to provide the product at the lowest price offered online. This practice is now popularly called as showrooming.

On the other hand, (Kramer, 2014) indicated that webrooming referred to the habit of customers searching products on a mobile device or online but eventually purchasing products offline.

Both showrooming and webrooming have become buzzwords in retail with the current generation of customers.

Cao and Li (2015) in their study found out the different ways through which cross-channel integration impacts an organization's growth in sales namely Higher levels of customer loyalty, increase in trust, better rates of customer conversion and cross-selling opportunities. Cross-channel integration lies at the core of Omnichannel retailing.

(Bezes, 2013) stated that 1478 French customers were studied for a retailer selling across multiple channels. It was found that the image of a retailer improved if the consumer perceived a high level of similarity between its physical stores and online stores.

The literature also has pointed out that there are significant barriers to put omnichannel into practice among retail firms.

(Rigby, 2011) indicated that a consultant pointed out the HR challenges in Omnichannel namely low levels of computer literacy, fear of technology adoption among the retail personnel and getting right talent with computer skills as barriers. This challenge has to be viewed in the context of retail in

India wherein the hired personnel usually comprise of a population that has just cleared 10<sup>th</sup> grade and may not have a college degree.

(Gallino and Moreno, 2014) stated that most multichannel retailers had separate structures for offline and online operations which were independent and therefore breaking down of silos was quite difficult.

Brown et al. (2014) highlighted in their study the vital role played by a retail store. For test and trial of the product, buying, pickup at the store, delivery and returns, the stores were found to be playing a vital role. Due to multiple roles played by a store it can surmised that even in Omnichannel retailing, retailers need to create a great in-store experience for their patrons.

(Roy Larke et al 2018) in their study found out the complexities involved in achieving Omnichannel Retailing for creating a uniform customer experience across different channels. The study made out a case of leveraging the existing retail infrastructure and systems for multichannel and also brought out the scope for cross-channel integration via different touchpoints.

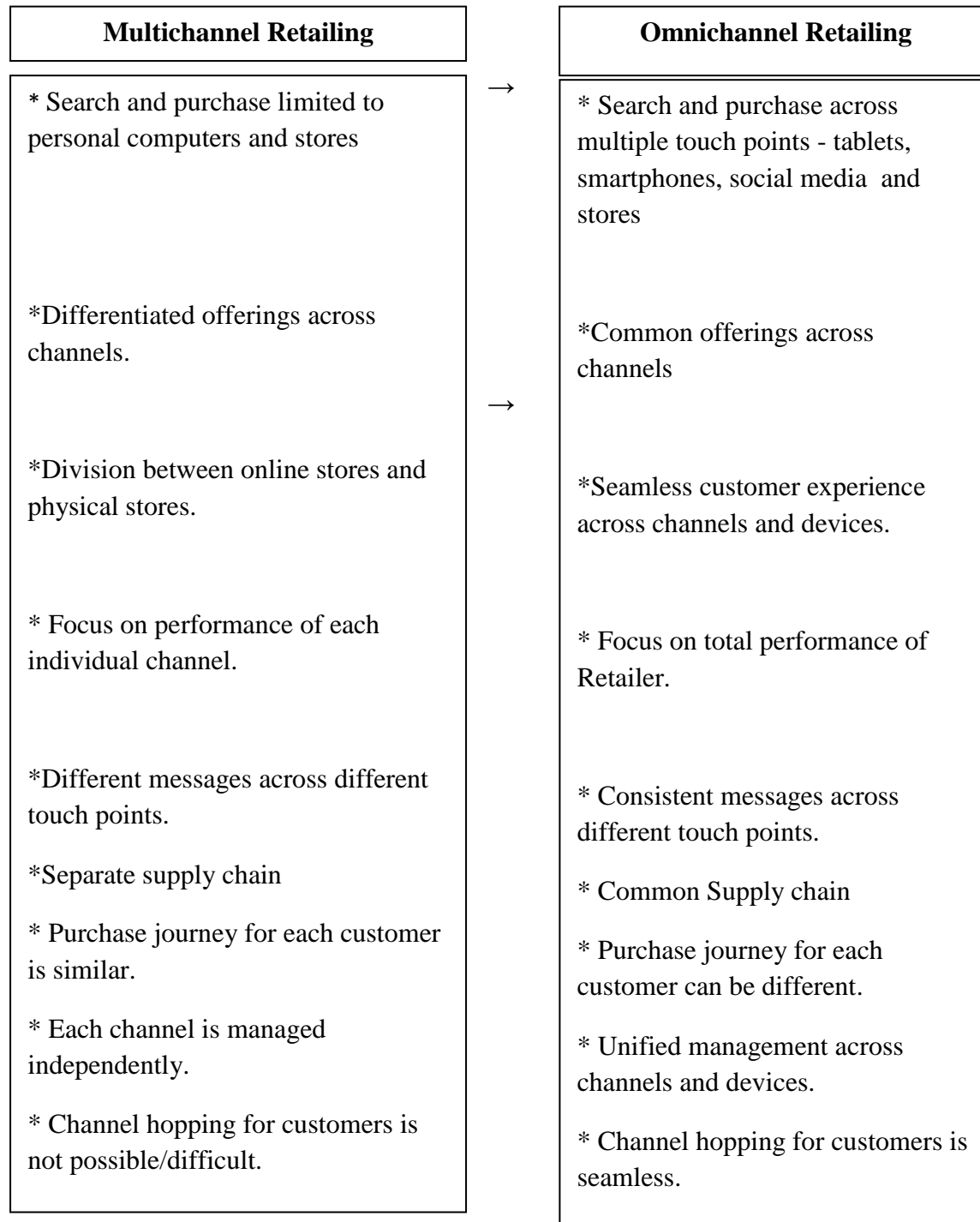
Omnichannel Retailing requires the integration of customer touchpoints which in turn leads to a consistent customer experience thereby resulting in sales which is based on better quality of interactions. This outcome is what differentiates Omnichannel Retailing from Multichannel Retailing (Beck and Rygl, 2015; Picot-Coupey et al., 2016).

(Cao, 2014; Hübner, Wollenburg and Holzapfel, 2016; Picot-Coupey et al., 2016) pointed out that Omnichannel due to its requirement of integration of different customer touchpoints provides a window to lower costs variable in nature, it comes with a high level of risk in view of the need for heavy resource requirements, new investments in information systems and skilled human manpower.

(Tim Hilken et al, 2018) stated that Augmented Realty provided a unique of set of experiences to customers thereby blurring the boundaries between online and offline channels.

## CONCEPTUAL MODEL

Based on Literature Review and the discussion a model for retailers to transition from Multichannel Retailing to Omnichannel Retailing is proposed as below:



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**Table-I indicating a conceptual model for transitioning from Multichannel Retailing to Omnichannel Retailing****DISCUSSION & CONCLUSIONS**

Today's consumer is demanding and is technology savvy. The customers are open to channel hopping. They want a seamless experience while moving across different channels when purchasing a product. On the other hand, competition is also increasing by the day. Hence retailers would do well to acquire the capability of Omnichannel Retailing. The conceptual model proposed in this paper should assist the retailers in making the transition from Multichannel Retailing to Omnichannel. Similarly, the retailers should understand the challenges involved in this transition and plan accordingly. However, while doing this strategic shift, they may have to re-plan their budgets and look at the financial implications. Costs involve both software and hardware, additional research in consumer behaviour and hiring and training skilled personnel. Possible benefits include increase in customer base, higher sales, reduction in promotional costs due to unified campaigns across channels, reduction in shipping costs due to localized handling of products and lower inventory costs due to centralized inventory management across channels. To conclude, as the market is becoming more competitive and consumers more demanding, the retailers need to make the movement from Multichannel Retailing to Omnichannel Retailing not only to survive but also to grow and thrive.

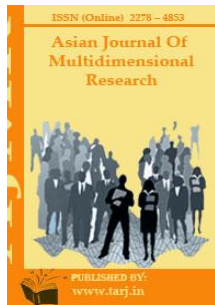
**Scope for future studies**

As Omnichannel Retailing is an emerging area, it offers great scope for future research. Every element of channel integration can be studied in detail independently. The role that would be played by a store in an Omnichannel setting can be studied. Another area with scope for future research is the emergence of Augmented Realty and its application in Retail.

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**AN EMPIRICAL STUDY: DEVELOPING SELF-RESPONSIBILITY AND SELF-MANAGEMENT “GOALS IMPLEMENTING POSITIVE BEHAVIORAL STRATEGIES” AMONG ACADEMIC STUDENTS**

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**ABSTRACT**

*This study seeks to identify the developing self-responsibility and self-management “Goals implementing positive behavioral strategies” in students because strategies have fundamental plays a vital role in every management. This research study set of behavioral positive strategies was developed for management to use with students who may require academic and/or behavioral support is necessary. The strategies are intended to assist teachers working with students with primary academic deficits and challenging behaviors, modification of learning, how to deal with in a difficult situation, and decision making. For the positive implementation of students with more intensive behaviors, potential intensification strategies also are included in the introduction part. The data was adopted gathered through unstructured interviews and answers were analyzed through SPSS statistical Analytics. Its improvement of self-management condition in the higher level of students, Results indicated has positive improvement significant statistical composite association between dimensions of self-management, management support and self-performance of an individual. Specifically, the research study supports has steadily linked between self-management, self-responsibility, and positive improvement (material and immaterial incentives motivation, and professional development ace variable dimensions of the) and these performance level has been improved positively. However, a positive statistically significant relationship was found between modern behavioral strategies offered by the corporate and self-performance in a different level of positive implementation of an individual.*

**KEYWORDS:** *Self-management, positive reinforcement, behavioral strategies, self-esteem*



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**INTRODUCTION: (BACKGROUND OF THE STUDY)**

Learning environments based on three-dimensional simulations are suitable platforms for enabling students to put their valid knowledge into practice in an integrated way. Part of this knowledge is a set of competencies that can be positively implemented in a wide range of personal and professional situations.

This present research study examines the report of an initial review of the literature used in an ongoing research study. The aim of this research is to examine the impacts of students' self-responsibility in the process of development of employability competencies in a higher level of students, alumni, university lecturers, and industry. Thus, the objectives of this research are to (1) examine the comprehensive understanding of the concept of students' self-responsibility for developing employability competencies; (2) examine self-responsibility as an appropriate self-management in students to develop their own reflection to address their competency related deficiencies and their own approach to improve in this area; (3) study the factors that may become the perceived barriers for self-responsibility enhancing self-management positive strategies; and (4) identifying if self-responsibility and self-management has improved the student behavior or modification of an individual's learning.

In behalf of this, several studies have been conducted within and outside, has been to examine the self-management competencies that are applicable for a different level of the students. The despite those studies about competency developing self-responsibility, without any commitment by or support from students, the self-management development process cannot create graduates with the qualities that could meet student' expectations. Thus, several questions have arisen with regard to the objectives of this research. We ask what the notion of 'developing self-responsibility and self-management in students' means for higher education can develop and enhance the positive behavioral strategies. Several researchers have been defined as the developing self-responsibility and self-management among the students. These are:

**Self-Responsibility**

The study of self-responsibility originated from the idea of 'self-directed adult learning' in which the learners take the primary responsibility either in the method or the outcome or the content of education. Lead by Knowles, several studies emphasized the contribution of 'self-responsibility' in the conception of andragogical principles. It is commonly accepted that andragogical principles empower learners to accept the responsibility for their learning.

The concept of self-direction in those studies led to the examination of factors that tend to promote self-responsibility in adult learning environments. Most studies heavily put attention to student's independence, for example: 'Andragogy leans heavily towards learner freedom ..., promoting self-direction and personal autonomy'. Student independence in determining their learning needs, identifying resources, choosing the activities and evaluating the outcomes appears to be a major determinant for their future career. The notion of 'independent', however, 'defined differently by different people'. If, as emphasized by behaviorist theory, personal independence is determined by environmental influences, how could self-responsibility be developed or exercised when confronted with a constraining learning environment? According to Guglielmino, "problem may arise such as lack of resources or lack of time". Attention was given, therefore, to the different interests of an individual related to accepting responsibility for their learning process and progress. One consequence of the learner's independence is the capability to take primary responsibility in making critical judgments about a range of tasks and functions. Brookfield referred to this as the "field

independent learner' who is influenced by 'both the external characteristics of an instructional process and the internal characteristics of the learner'. Therefore, the notion of responsibility encompasses both the capability of a learner to set their own pace and to put a personal structure on their learning. "As learner's responsibility increases, they show a higher degree of control over the planning and management of their learning; they can effectively locate and use a variety of resources; they are able to organize and make the best possible use of time; they see themselves as competent and effective and are confident in their ability to direct their own learning".

### **Developing Self-Managing Skills and Behavioral Strategies**

In recent years the acquisition of skills, especially those known as transferable skills, has become a central issue in educational debate. Transferable skills are those that are common to the majority of professions, contribute to valued outcomes for societies and individuals, and help individuals meet important demands in a wide range of contexts (OECD, 2005). These generic skills or competencies are important for adapting to change, promoting democratic citizenship, and remaining informed and involved in society (European Communities, 2007). In the present study, we analyzed two of these skills: teamwork and self-management.

Self-management and teamwork are considered one of the most effective ways of improving performance in educational and professional contexts. Self-management improves the quality of learning, increases productivity and promotes the creation of knowledge. Over the last 20 years, it has become an important building block of organizational effectiveness (Wilson, Goodman & Cronin, 2007).

The Secretary's Commission on Achieving Necessary Skills (SCANS) report (1991) defined this competence as the capacity to work cooperatively with others and to contribute to the group with ideas, suggestions, and effort. The Association of American Colleges and Universities (2007) placed this competence in the group of essential learning outcomes for the twenty-first century. Teamwork and collaborative learning combine two key goals: learning to work and to solve problems in the company of others, and sharpening one's own understanding by listening seriously to the insights of others, especially those with different backgrounds and life experiences.

Self-management and collaboration mean cooperative interaction between two or more individuals working together to solve problems, create novel products, or learn and master content (Burkhardt et al., 2003). If we observe learning models based on self-management or teamwork, we can see that their effectiveness can be conditioned by aspects (Van Woerkom & Croon, 2009) such as awareness of self-management and task (Fransen, Kirschner & Erkens, 2011) or by those defined by Salas, Sims and Burke (2005), i.e. team leadership, self-management, team orientation, mutual performance, behavioral monitoring, backup behavior (the ability to anticipate other team members' needs) and adaptability, and mechanisms to support and coordinate the construction of shared mental models.

The skill of self-management (also called personal management) on the other hand, is the capacity to accurately assess one's own knowledge, skills, and abilities; to set well-defined and realistic personal goals, to monitor progress towards the attainment of goals, and to motivate oneself by achieving goals (SCANS, 1991). It is the ability to set learning-related goals, to plan to achieve those goals, to independently manage time and effort, and to assess the quality of learning and any product of the learning experience (Burkhardt et al., 2003). The term self-directed learning is also often used to refer to this concept. This can be more focused on the educational process and encompass both individual and social dimensions (Song & Hill, 2007). Academic self-regulation refers to students'

proactive efforts to regulate their own academic learning and performance meta-cognitively, motivationally, and behaviorally (Zimmerman & Martínez-Pons, 1992).

According to the DeSeCo project (OECD, 2005), individuals need to be able to take self-responsibility for self-managing their own lives, to situate their lives in the broader social context and to act autonomously. Similarly, according to the Ministry of Education of Singapore (2010), students can manage themselves effectively if they have the capacity to manage their own emotions. They should be self-motivated, exercise discipline and display strong goal-setting and organizational skills. Finally, the Partnership for 21st Century Skills (2011) defined self-management as the ability to: set goals with tangible and intangible success criteria; balance tactical and strategic goals; utilize time and manage workload efficiently; and monitor, define, priorities and complete tasks without direct oversight.

As we can see, these competencies are complex constructs that can be integrated by multiple knowledge, abilities, and attitudes. It will be necessary for operational definitions by describing their elements and learning objects (digital online educational resources) in order to develop and assess them according to their complexity (Simpson, 2003). In fact, these competencies are described through four dimensions of an analytical rubric that has already been validated in a Spanish research and development project called Simul@ (2012). For the present research, we define the rubrics of these competencies with these dimensions: a) Teamwork skills: (1) Identification and (2) Communication; and b) Self-management: (1) Planning and placement, (2) Organization, (3) Development self-responsibility and (4) Assessment of good behavior.

The findings showed that students and teachers gave positive responses to the benefits of the concept. However, the findings also showed that without any commitment supports from students, the integration process did not create graduates with the qualities that could meet the employers' expectations. According to Callan, '...fostering generic skills requires changes to the motivations of students. Learner's need to take self-responsibility for their own learning'. Thus, the student's self-responsibility and self-management should be seen as one of the key components of effective employability competencies development.

### **Implementation of Positive Behavioral Strategies**

Self-responsibility and self-management play a vital role in human behavior. Students have used to some strategies to monitor and self-manage their own behaviors can support them with independent regulation of emotions or positive behaviors. Self-management systems include self-monitoring (e.g., recording), self-evaluating (e.g., rating) of behaviors, or both in conjunction with reinforcement strategies of individuals. Students need to be taught how to use self-management systems, as well as the purpose of monitoring or evaluating one's own behavior. Implementation positive behavioral strategies procedure these are:

#### **Self-Monitoring**

1. Identify the problem behavior and an appropriate replacement behavior that can be monitored.
2. Define the appropriate behavior that will be targeted for monitoring. The behavior should be specific and observable.
3. Identify a predetermined success criterion (e.g., student will demonstrate the appropriate behavior six times to earn reinforce).
4. Obtain the student's cooperation for self-monitoring and teach the student how to record and graph his or her performance.

5. Have the student record his or her performance on a self-monitoring recording form. Inform the student that you also will be recording his or her performance to compare results.
6. At the end of the time period or day, have the student graph his or her performance and identify whether he or she met the predetermined success criterion.

**Self-Evaluation** After self-monitoring, self-evaluation may be used to help students make judgments about their behavior.

1. Follow all steps from the self-monitoring steps 1–8. Self-evaluation also may be used by a student to identify how well he or she was able to use a learned strategy.
2. At the end of the time period or day, compare the student’s self-evaluation with a teacher’s evaluation.
3. If the student’s evaluation closely matches that of the teacher, allow the student to select a reward or reinforce.

### **The objective of the study**

In this research study aimed in general to examine the factors that lead to the worldwide of the developing self-responsibility and self-management “Goals implementing positive behavioral strategies” in students from our objective these are following:

- 1- To examine the comprehensive understanding of the concept of students’ self-responsibility for developing employability competencies.
- 2- To examine self-responsibility as an appropriate self-management in students to develop their own reflection to address their competency related deficiencies.
- 3- To study the factors that may become the perceived barriers for self-responsibility enhancing self-management positive strategies.
- 4- To identifying if self-responsibility and self-management have improved the student behavior.

### **METHODS**

#### **(Sample size and Data analysis)**

In this research study population consisted of 100 students (40 males and 60 females), the participant was engaged by convenience sampling from the academic sections. The 100 questionnaires were completed. Participant in the research was voluntary with the number of incentive r credits given to students.

#### **Hypotheses**

H1: There is a positive significant relationship between modern behavioral strategies and self-management performance of the student’s improvement.

H2: There is a positive significantly relationship between student’s self- performance and management strategies performance.

H3: There is a positive significant relationship between modern behavioral strategies and self-management positive behavioral strategies performance.

**Statistical Analysis** For the statistical treatment of data that were collected in light of study objectives and variables measured, the following statistical methods were employed:

- Frequencies and percentages to describe participant characteristics.

- Means and standard deviations to identify the degree to which respondents were responsive to instrument items.
- Statistical analysis: Correlations analysis.

**TABLE 1: GENDER FREQUENCIES  
DESCRIPTIVE STATISTICS**

	N	Frequency	Percent	Valid Percent	Cumulative Percent
AGE	100	78	76.4	76.4	76.4
GENDER	100	26	24.8	24.8	1.04
Valid N (listwise)	100				

**TABLE 2: DESCRIPTIVE STATISTICS OF A PSYCHOLOGICAL MEASURE  
DESCRIPTIVE STATISTICS**

Variables	N	Scores range	Mean	Std. Deviation	Levels
Self-management	100	0 to 37	16.13	6.57	Neutral
Self-monitoring	100	1 to 5	2.87	0.84	Neutral
Self-responsibility	100	1 to 5	3.97	.840	Neutral
Valid N (listwise)	100				

**TABLE 3: RESULTS OF THE COEFFICIENT OF CORRELATION BETWEEN THE  
VARIABLES OF THE STUDY**

Self-management	.421 <sup>**</sup>
Self-responsibility	.521 <sup>**</sup>
Self-monitoring	.403 <sup>**</sup>
Total N=100	

## RESULT AND DISCUSSION

Percentage, frequency, mean and standard deviation were used to describe the sample and basic responses. The simple co-relational analysis was used with SPSS (v20) was used to analyze all the data. There is no significant statistical developing self-responsibility and self-management at the level of ( $p \leq 0.05$ ) but subs hypothesis is a significant statistical relationship with self-management and behavioral strategies at the level of ( $p \leq 0.05$ ) and is the positive significant statistical effect of environmental quality on self-monitoring at the level of ( $p \leq 0.05$ ). A low degree of importance was less than 2.33, the median was 2.33–3.66 and high was 3.67 and above. There were no missing data from the pilot study, suggested that the respondents found all the questions comprehensible. The responses from the pilot study were grouped into factors. Although the pilot sample size was small, the results suggest that the variables within each factor showed a correlation of over 60%.



Cronbach's alpha for the overall pilot study was, .88 showing good reliability. However, a positive statistically significant relationship was found between modern behavioral strategies offered by the corporate and self-performance in a different level of positive implementation of an individual. In addition, it is clear that the choice of indicators used will influence the positive correlational assessment of developing self-management and self-responsibility in the academic students has more effective strategies and the perspective of the much higher education's institutions.

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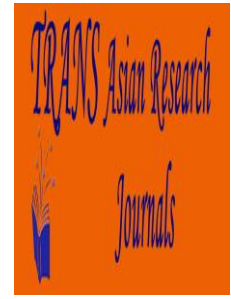
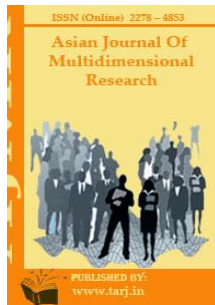
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#### **Undertaking by the author**

- 1- The manuscript in its present final shape was studied by each and every author and consented to it.
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- 3- Funding: none
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## **COMPARATIVE ANALYSIS OF HDFC BANK AND ICICI BANK BY USING CAMEL MODEL**

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### **ABSTRACT**

*In Economic Development in India banking sectors plays a very important role Banks square measure accepts the savings of the individuals and distributes loan and advances to the business, business banks square measure the banks square measure the backbone of the business, industry. Banks square measure the backbone of the business in addition as country conjointly .banks square measure the lifeline of the country dealer of the economic development banks square measure the go-between loaner and money receiver. The present study attempts to evaluate &compare the performance of selected private sector banks in India i.e. ICICI Bank & HDFC Bank by using CAMEL Model during the period 2013-14 to 2017-18.*

**KEYWORDS:** CAMEL Model, Performance Evaluation ICICI Bank, HDFC Bank

### **INTRODUCTION TO CAMEL MODEL**

In the 1980s, CAMEL rating system was first introduced by U.S. supervisory authorities as a system of rating for on-site examinations of banking institutions. Under this system, each banking institution subject to on-site examination is evaluated on the basis of five (now six) critical dimensions relating to its operations and performance, which are referred to as the component factors. These are Capital,

Asset Quality, Management, Earnings and Liquidity used to reflect the financial performance, financial condition, operating soundness and regulatory compliance of the banking institution. A sixth component relating to Sensitivity to market risk has been added to the CAMEL rating to make the rating system more risk-focused. Each of the component factors is rated on a scale of 1 (best) to 5 (worst). A composite rating is assigned as an abridgement of the component ratings and is taken as the prime indicator of a bank's current financial condition. The composite rating ranges between 1 (best) and 5 (worst), and also involves a certain amount of subjectivity based on the examiners' overall assessment of the institution in view of the individual component assessments.

### **SIGNIFICANCE OF THE STUDY**

In banking there square measure four sectors that plays a really immense role in economic development that's square measure public sectors banks, non-public sectors banks, and Indian foreign banks, co-operative and regional rural banks. Indian economic accepts relaxation, privatization and economic process in 1991. Since the beginning of 1991, there are respectable changes within the rules and rules, organization, scope and activity level of Indian banking sector. Currently, banks square measure continuous path of growth, growth and development. Therefore, this study is necessitated to evaluate and compare the performance of selected Indian Private Sector Banks i.e. ICICI Bank & HDFC Bank by using CAMEL Model during the period 2013-14 to 2017-18.

### **LITERATURE REVIEW**

*Sushendra Kumar Misra and Parvesh Kumar Aspal* (2013) studied the financial healthiness and performance of State Bank Group using CAMEL approach.

*CA. Ruchi Gupta* (2014) used CAMEL Approach to analyse the perofmance of Indian Public Sector Banks during the period 20029 to 2013.

*K.V.N. Prasad & G. Ravinder* (2012) they chosen 20 nationalized banks. The result reveled that Andhra Bank was at the top most positioned followed by Bank of Baroda and Punjab National Bank whereas Canara Bank was the last position.

*K. V. N. Prasad, Dr. D. Maheshwara Reddy & Dr. A. A. Chari* (2011) decided to evaluate the performance of all public sector banks of India for study and results shown that on average Andhra Bank was at the top most position followed by Bank of Baroda and Indian Bank also it is observed that Central Bank of India was at the bottom most position followed by UCO bank, Bank of Mysore. The largest Public sector bank in India availed only 20<sup>th</sup> position.

*Said and Saucier* (2003) examined the liquidity, solvency and efficiency of Japanese Banks using CAMEL rating methodology, for a representative sample of Japanese banks for the period 1993-1999, they evaluated capital adequacy, assets and management quality, earnings ability and liquidity position.

*Prasuna* (2003) analyzed the performance of Indian banks by adopting the CAMEL Model. The performance of 65 banks was studied for the period 2003-04. The author concluded that the competition was tough and consumers benefited from better services quality, innovative products and better bargains.

*Bhayani* (2006) analyzed the performance of new private sector banks through the help of the CAMEL model. Four leading private sector banks – Industrial Credit & Investment Corporation of

India, Housing Development Finance Corporation, Unit Trust of India and Industrial Development Bank of India - had been taken as a sample.

*Gupta and Kaur* (2008) conducted the study with the main objective to assess the performance of Indian Private Sector Banks on the basis of Camel Model and gave rating to top five and bottom five banks. They ranked 20 old and 10 new private sector banks on the basis of CAMEL model. They considered the financial data for the period of five years i.e., from 2003-07.

### Objectives of the Study:

7. To evaluate and compare the performance of ICICI and HDFC Banks using CAMEL model.

### METHODOLOGY

This study is an attempt to evaluate & compare the performance of selected Indian Private Sector Banks namely; ICICI Bank & HDFC Bank. This is an analytical research, where researcher used secondary data for the evaluating & comparing the result. The required data has been collected from the annual reports of the selected banks for the period of 5 years i.e. 2013-14 to 2017-18. The researcher adopted CAMEL approach for the study and 10 parameters were used for the analysis.

### Data Analysis & Interpretation

#### 6- Capital Adequacy Ratio (CRAR)

**TABLE NO. 01: CRAR COMPARATIVE ANALYSIS**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	14.82	14.55	15.53	16.79	16.07	15.55
ICICI	17.70	17.02	16.64	17.39	18.42	17.43

*Source: Authors calculation*

The above Table No.01 shows that, the Capital Adequacy Ratio (CRAR) of HDFC bank and ICICI bank under study set by RBI. The highest CRAR of the both banks are 16.79 % & 18.42% respectively whereas the lower CRAR of the both banks are 14.45% & 17.02% respectively. Also the above table shows us the Mean of the HDFC & ICICI banks that are 15.55% & 17.43% so ICICI bank mean is higher than HDFC bank by 2%.

#### 7- Net NPA to Net Advances

**TABLE NO. 02: ANALYSIS OF NET NPA TO NET ADVANCES**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	0.27	0.24	0.28	0.33	0.39	0.302
ICICI	0.97	1.61	0.029	5.43	5.43	2.69

*Source: Authors calculation*

It is observed that, the highest Net NPA to Net Advances of both HDFC and ICICI were 0.39 and 5.43 respectively in the year 2017-18&2016-2017, whereas the lowest Net NPA to Net Advances of HDFC and ICICI was registered in the year 2014-15and 2015-2016were 0.24 and 0.029 respectively. The mean Net NPA to Net Advances of ICICI Bank (2.69%) is higher than that of HDFC (0.302%), which implies that ICICI Bank has higher level of Net NPA to Net Advances than that of HDFC bank.

**8- Return on Assets Ratio****TABLE NO. 03: RETURN ON ASSETS RATIO (%)**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	0.27	0.24	0.28	0.33	0.39	0.302
ICICI	0.97	1.61	0.029	5.43	5.43	2.69

Source: Authors calculation

Return on Assets may be alive of plus quality and management potency of an establishment and also the higher the quantitative relation, higher is alleged to be the performance of the firm. It's quite clear from this table that for each the banks, come back on Assets is at a really low level. the best come back on Assets (%) of HDFC was 0.39% in 2017-18 which of ICICI was 5.43% within the year 2016-17, & 2017-18 wherever because the lowest come back on Assets (%) of each HDFC and ICICI was registered within the year 2014-15 and were 0.24% and 2013-14 were 0.97% severally. Mean come back on Assets (%) of ICICI Bank (2.69%) is above that of HDFC (0.302%) bank. which suggests that ICICI Bank scores over HDFC in terms of come back on assets.

**9- Return on Net-worth Ratio****TABLE NO. 04: COMPARISON OF RETURN ON NET-WORTH RATIO (%)**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFS	19.50	16.47	16.91	16.26	16.45	17.11
ICICI	13.40	13.89	11.19	10.11	6.63	11.04

Source: Authors calculation

Return on Net-worth Ratio help organization to find out the net Surplus and efficiency of the both banks, in the above table, the highest Return on Net worth of HDFC bank is i.e. 19.50 % was in 2013-14 year and highest return of ICICI is 13.89% in 2014-15 and lowest return was HDFC & ICICI banks in 2016-17 & 2017-18 (16.26 & 6.63) respectively and mean of both banks are (17.11% & 11.04%)

**10- Credit Deposit Ratio Analysis****TABLE NO. 05: CREDIT DEPOSIT RATIO ANALYSIS (%)**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	81.79	85.64	83.24	81.71	81.79	82.82
ICICI	100.71	104.17	105.08	98.69	92.92	100.3

Source: Authors calculation

In the above table No. 05 shows that, 85.64 and 105.08 is the Credit Deposit Ratio (%) of both the banks for the last five years from 2013-14 to 2017-18. The highest Credit Deposit Ratio of HDFC banks was 85.64 in 2014-15 & ICICI bank was 105.08 and lowest was 81.7 in 2017-18, and 92.92 in 2017-18 respectively. Also mean of both banks are 82.82% & 100.3% so ICICI banks have more capacity to created more loan.

**11- Debt Equity Ratio****TABLE NO. 06: ANALYSIS OF DEBT EQUITY RATIO**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	11.30	9.52	9.75	9.65	10	10.00
ICICI	8.12	8.03	8.03	7.72	8.36	8.05

*Source: Authors calculation*

Debt Equity Ratio of HDFC and ICICI Bank for the study period are exhibited in Table No.06. Debt equity ratio is a measure of the solvency and management efficiency of company the highest debt equity ratio of HDFC bank was 11.30 in 2013-14 and in case ICICI bank, it was 8.36 in 2017-18, whereas lowest ratio of both banks was 9.52 in 2014-15, & 7.72 in 2017-18. It also indicates that the mean Debt Equity Ratio of HDFC (10) is higher than that ICICI bank (8.05).

## 12- Net Interest to Fund Ratio

**TABLE NO. 07: NET INTEREST TO FUND RATIO (%) COMPARATIVE ANALYSIS**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	4.14	4.14	4.25	4.21	4.16	3.33
ICICI	2.91	3.07	3.11	2.92	2.80	2.96

*Source: Authors calculation*

As indicated in above table, the heights interest to fund ratio, across the 5 years ,is of HDFC that is 4.25 in 2015-16, and ICICI that is 3.11 in 2015-16, and lowest ratio of both banks are in 2013 14 & 2014-15,(4.11), HDFC. In 2017-18 of ICICI bank were 2.80.

Mean of both banks are 3.33 & 2.96 respectively.

## 13- Return on Equity

**TABLE NO. 08: COMPARATIVE ANALYSIS OF RETURN ON EQUITY (%)**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	19.90	16.47	16.91	16.26	16.45	13.81
ICICI	13.40	13.89	11.19	10.11	6.63	10.99

*Source: Authors calculation*

Table No. 08 demonstrates that, Return on Equity is the ratio of net earnings of company. The highest return on Equity of HDFC bank was 15.9 % in the year 2012-13 and in case of ICICI Bank, it was 14.30 % in HDFC the year 2014-15, whereas lowest of HDFC was 7.74 % in 2015-16 and that of ICICI was 11.10% in 2011-12. Whereas the mean of both banks are 13.81 & 10.99 respectively.

## 14- Current Ratio

**TABLE NO. 09: COMPARATIVE ANALYSIS OF CURRENT RATIO**

Banks	2013-14	2014-15	2015-16	2016-17	2017-18	Mean
HDFC	0.4	0.6	0.7	0.4	0.6	0.54
ICICI	0.9	0.6	0.13	0.12	0.12	0.37

*Source: Authors calculation*

Table No.09 show that, the both bank have very low level current Ratio 0.4 & 0.6 in the year of 2017-18& 2014-15 respectively and mean of the HDFC & ICICI banks are 0.54 & 0.37 respectively.



**15- Quick Ratio****TABLE NO. 10: ANALYSIS OF QUICK RATIO**

<b>Banks</b>	<b>2013-14</b>	<b>2014-15</b>	<b>2015-16</b>	<b>2017-18</b>	<b>2018-19</b>	<b>Mean</b>
HDFC	8.55	12.59	14.51	11.19	17.48	12.86
ICICI	11.31	13.81	14.97	16.31	20.44	15.36

*Source: Authors calculation*

Table No.10 exhibits the Quick Ratio of HDFC and ICICI Bank. It is quite clear that both banks have a very high level of quick ratio. Quick Ratio is another measure of the liquidity position, was n of a firm and is determined by the ratio of Quick assets to Quick Liabilities. From the above table shows highest Quick Ratio of HDFC, 17.48, was observed in i.e. in 2018-19. And that of ICICI Bank, i.e. 20.44, was in 2018-19. Whereas, the lowest Ratio Quick Ratio of HDFC, i.e. 8.55 in 2013-14 and that of ICICI Bank were 11.31 in 2013-14. It is also clear that the mean Quick Ratio of HDFC (12.86) lower than that if ICICI (15.36) and as such, it may be concluded that ICICI Bank has maintained a higher Quick Ratio than HDFC for the period under study.

**CONCLUSION**

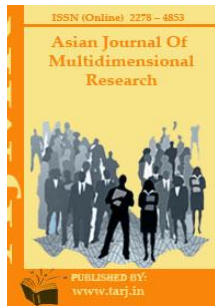
Indian Banking Sector is currently going into a difficult time due to continuously increase in their non performing assets. Therefore is necessary to evaluate performance by using CAMEL model of top Indian Private Sector Banks i.e. ICICI & HDFC. After evaluating and comparing the performance of both banks on selected parameters, it is concluded that, ICICI Bank's performance in CRAR, NPA & ROI whereas HDFC Banks shown performance in ROE, RONW, DER, Net Interest Fund Ratio and Current Ratio. Also it can said that both banks has to focuses on how to increase the ROI and utilization of its assets more efficiently to generate the revenue

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## **LABOR MOBILITY TOWARDS PUNE: ANALYSIS OF PULL AND PUSH FACTORS**

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### **ABSTRACT**

*It has been observed from the past studies that people migrate as labour to other parts of nation but as time advanced the patterns of movement has changed. The paper reviews the lees models of labour mobility is relevant to pune context. A wide range of approaches is briefly reviewed. But particular attention is given to the push and pulls factors that may have particular relevance for analysis and determining the labour mobility. Migrate to the place provide an option to them sustainable income to finance their different needs. For these migrants the push factor such as low wages and inadequate job becomes the guiding force to migrate. Sampling technique is used for obtaining factual information to observe the determinants of labour mobility one favorable and unfavorable impacts of labor mobility on migrant individuals, their families was assessed. Mobility for migrants more often it becomes a survival strategy than a mechanism for economic improvement.*

**KEYWORDS:** *Labor Migration, Mobility Decision, Pulls Factors, Push Factors, Rural-Urban Migration.*

### **INTRODUCTION**

In India people mainly migrated as worker to other places. This movement of people is not new in India. It is reflected in mixing of cultures throughout. Cassen (1978) stated that India is a country of tremendous movement; migration is constantly in progress from one rural area to another, from one urban area to another, from rural to urban and vice-versa. The movement is daily, seasonal and long term. The transportation carries endless streams of people across the country.

Zimmer (1970) stated that it has long been known that cities are made up of migrants. Historically these cities have been dependent upon migration for growth or even maintenance of size. Mukherji (1982) stated that the massive movements of migrants were based on the presence of uneven spatial economic structure. People generally migrate from economically declining areas to the relatively

developing areas. Individuals normally migrate to take advantage of better economic opportunities. In rural areas the increasing population growth putting a heavy pressure on lands forcing many to seek alternative employment elsewhere. Mukherji (1982) found that a great majority lives perpetually in urban squalor and hope that someday they might accumulate sufficient money to buy land in the place of origin or find a decent living in their new place of settlement. Labour mobility is the result of various factors. In other words, there are numerous determinants of mobility. For convenience, the determinants of the labour mobility may be divided into two major groups push and pull factors.

Labour normally migrates (i) to take advantage of better economic opportunities, and /or (ii) to live in environment they consider being more pleasant. There are various factors that have been inducing mobility. With the changes of time, relative importance of one or the other factors has been changing. It is observed that significance of the determinants on mobility have changes vis-a-vis their impact on: (i) the volume and direction of movement, (ii) reasons for movement, and (iii) the demographic characteristics of migrants. Thus with the passage of time, the impact of the various determinants has changed. Those determinants, which use to be considered as important factors influencing migration have now, weaken. The present study tries to examine what roles are played currently by the selected determinants.

### **STATEMENT OF PROBLEM**

Recent academic studies reveal a pronounced trend of increasing income inequality in the India. One view holds that income disparity directly threatens democracy by impairing the economic, social, and political participation of the poor (Sen 2000). Income inequality can be a catalyst for financial crises and social unrest, an alternate and widely held economic view characterizes inequality as an inevitable byproduct of economic growth, emphasizing that, on average, the positive gains of economic growth outweigh the potentially negative consequences of income inequality.

The apparent intensification of income inequality presents policymakers with a complex set of challenges regarding how to weigh the possible costs of income disparity against the obvious benefits of economic growth. For those policymakers concerned with increasing income inequality, wage inequality in particular is a logical policy focus. Insufficient database and uneven academic literature on the implementation and monitoring of them made it difficult to establish their impact on migration. The purpose of this study is to explore and throw light on some of the neglected factors that may be important as determinants of the labour mobility.

### **OBJECTIVES OF THE STUDY**

The objectives of this paper are

- a) to overview of labour migration trends and policy implications.
- b) to review recent theories in labour migration.
- c) Understanding how push and pull factors may influence labor mobility.
- d) to generate an overall picture of pull& push characteristics and trends in the region
- e) Depending upon the relationship between push and pull mobility factors, different policies may produce different outcomes.

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## METHODOLOGY OF THE STUDY

After evaluating concepts and methodology adopted by the various researchers it is found that there are variations in meanings attached to the concept of mobility itself. There are variations in the classes of workers studied, the sources of data on job histories, and the methods of measurement and analysis. Most of the studies have used survey method. Based on the analysis of data from selected samples, they have tried to generalize their findings to the large population. Hence, whenever some degree of generalization is desired the question of the representative sample arises. Given a consideration to the cost, time and labour involved the sampling is an effective way of assessing labour mobility. Hence survey method was used in the study. The sampling technique is used for obtaining factual information to observe the determinants of labour mobility. Based on the multistage sampling with relative distribution the sample was drawn for study.

## REVIEW OF LITERATURE

It has been observed from the past studies that people migrate as labour to other parts of nation but as time advanced the patterns of movement has changed. The present paper reviews the various determinants and models of labour mobility relevant to Indian context. A wide range of approaches is briefly reviewed. But particular attention is given to the conceptual frameworks that may have particular relevance for analysis and determining the determinants of labour mobility. The Firm-Specific Human Capital Theory compared to authors who use job search as motivation for their studies, those who focus on firm-specific human capital examine the relationship between wages and the accumulation and loss of skills resulting from job mobility. In theory, worker investments in firm-specific human capital result in negative effects from job mobility and positive returns to job “immobility”, i.e., job tenure, the length of time spent with a particular employer (Antel 1986).

There are series of forces that encourage individual to leave one place (push) and attract him to another (pull). On the basis of Ravenstein's laws, Stouffer (1940) viewed that the number of persons going a given distance is directly proportional to the number of opportunities at that distance and inversely proportional to the number of intervening opportunities. Stouffer (1960) had further assumed that the migration depends on cost. Migration declines not only as the distance increase but also more probably as the cost of transport increase. The migration between two places is directly a function of the number of other migrants competing for opportunities in preferred area.

Lee (1966) had provided a variety of spatial movements that placed in terms of “pull”, “push” and “neutral” factors. Hence, there are three sets of factors: the “plus”, the “minus”, and “zero” sets. The balance of these sets determines whether the net outcome is positive or negative for a place. The “negative” factors tend to force migrants to leave place of origin while the “positive” factors attracting migrants to destination place. If the condition for some persons at both the places is same with reference to some variables than these things may figure in the zero or “neutral” set. Further, the intervening obstacles (such as transport costs, restrictive laws, uncertainty and so on) have significant influence on migration. He formulated general hypotheses suggesting that factors associated with the place of origin would be more important than destination areas. The personal factors such as age, gender, education level, skill level etc. facilitate or retard migration.

## DATA ANALYSIS

- a) **PULL AND PUSH DETERMINANTS INFLUENCE DECISION TO MOVE:** Identification of the main pull and push factors which stimulate people to migrate was one of the main goals of

this survey. Analysis of their answers provided by respondents gives interesting picture in relation to the migration decisions.

The questions had been designed in such a way that most of the determinants should get covered among the multiple choices provided in the questionnaire. The accumulate money for family events (like wedding) was chosen by 58.7 per cent of the respondents. To accumulate money for purchase of durable consumer goods was indicated as one of the decision making factors by 51.2 per cent of survey respondents. To accumulate money to purchase or construct of house was indicated by 45.1 per cent migrants. The push factors that dominate the labor migration in around the world are unemployment and better job opportunities. The survey confirmed the same as 37.8 per cent migrated due to unemployment and 28.4 per cent migrated due to better job opportunities respectively. The survey revealed the fact that for the migrants working in Pune wasn't a way to survive but it is a way to collect money for the purposes like weddings, purchase of a durable consumer goods or a house. It means that prevalence of pull factors over push factors like higher wages in taking the mobility decision by migrants. The 10 per cent of the respondent's migrants took decision to migrate having a hope to save money for start-up capital for their future entrepreneurship activity.

- b) REASON FOR RESPONDENTS TO MOVE FROM YOUR PREVIOUS PLACE OF RESIDENCE:** The study analyzes the determinants of migrant respondents to migrate from their place of origin to Pune. 59 percent of the respondents gave the reason that lack of job opportunity at the previous place was the major factor for them to move from previous location. 50.9 percent of the respondents indicated that fewer employment benefits were the reason for them to move whereas 43.3 percent of the respondents stated that the income which they were earning at their pervious location was insufficient to meet their personal and their family needs. A poor economic condition at the previous location was the reason stated by 23.9 percent of respondents for their mobility their previous location.
- c) MIGRANTS HAVE ANY INFORMATION IN CONTEXT TO EMPLOYMENT:** According to survey results only 39.3 per cent of the migrants had knowledge where they would be working before arriving in Pune i.e. they had an arranged work placement. 27.5 per cent of them replied that they had some information about their future work placement but didn't have an exact idea. At the same time, almost one third of all respondents confirmed that they hadn't known what they would be doing when they will arrive in Pune. It means that they were in a risk group which could be cheated, exploited or left without any job after their arrival to Pune.
- d) HOW TRAVEL TO PUNE WAS FINANCED:** Different research on mobility states that the very poor do not migrate as they cannot afford the travel costs. In case their travel expenses are covered by the intermediaries their risk become victims of slavery. The survey results confirmed that big shares of migrants are in the middle income range. 66.3 per cent of migrants indicated that their travel to Pune is financed by own (family) means where as 22.7 per cent of migrants borrowed the money for the ticket and other expenses from relatives. The 10 per cent of migrants borrowed money from friends. One per cent of the migrants indicated other sources as a main means for financing their travel expenses. The respondents also confirmed that of course there are a considerable number of very poor people who travel to Pune from their place in search of work. This only becomes possible for them due to agreements with labour contractors whom they have to pay back by working but at last most of these people end up in getting less pay.



- e) **MIGRANT NETWORK:** Migrant network is considered as a main determinant of the labour mobility. This network means the access to job information. The present study examines the relationship between migrant networks and mobility. It helps in reducing the psychic costs. As characteristics it has been an important determinant to the labour mobility. In determining its effect on the migration the additional insights will be gained. The following four categories of sources of information had been considered in the study i.e. relatives, friends, media, and job contractor. The current job held by the workers surely by their own efforts. The important thing was from where they had received the information and not from where their sources received it. The composition of migrant network by their place of origin indicated that total respondents comprise of 74.54 per cent of rural origin (i.e. RO) and 25.46 per cent of urban origin (i.e. UO). The migrants attained the information of job from relatives comprises of 24.24 per cent. It is 55.15 per cent and 13.93 per cent respectively from the friends and media. It is followed by job contractors, which account for 6.66 per cent. It indicates those current jobs held by the migrants are through their friends and relatives i.e. almost 80 per cent. Thus, the friends and relatives play an important role in migrant network.
- f) **REASON FOR LEAVING THE PREVIOUS JOB :** In the present study the reason for leaving the previous job is considered and relates it with the geographical mobility. It examines that what make the migrants leave their previous job. The following four categories of reasons had been considered in the study i.e. inadequate payment, casual employment (unstable job), bad working condition and others. The others reason includes all the factors that make the job uninteresting. These are repetitive job, relation with the boss (bad boss), shift work, inadequate Social Security's Provision, family problems etc. These factors have individually or combined effect on job mobility decision. It is found that it is even difficult for migrant to locate the exact cause for leaving the previous job. To simplify it they were asked to provide only the one main reason for leaving the previous job. These factors are further distributed by migrants place of origin and by sector. The study had limited its scope to the previous job and not to kind of job. It was not asked what their previous jobs were where it was in the same place or in the manufacturing unit or not. The main reasons for migrants that leaving previous job and by migrants' place of origin i.e. rural and urban. The formulated tabulation tries to answer the question why migrants opt for job mobility? The inadequate payment as a reason for job mobility comprises of 56.16 per cent. It is 25.34 per cent and 7.53 per cent respectively in the casual employment and inadequate working condition. The other reasons comprise of 10.95 per cent. The maximum concentration is found in the inadequate payment i.e. 56.16 per cent as a main reason for the job mobility.

## CONCLUSION AND SUGGESTION

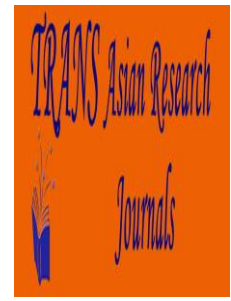
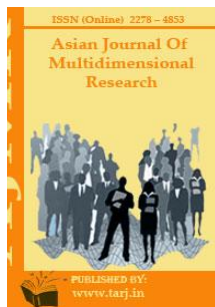
It is revealed from the study that the push and pull determinants that leads the respondents to opt for mobility. The survey confirmed the driven push factors were lower wages and inadequate employment. The pull factors for the respondents were the comparatively high salaries and employment opportunities. The respondents indicate that they do not have enough income at their place. Migrate to the place provide an option to them sustainable income to finance their different needs. For these migrants the push factor such as low wages and inadequate job becomes the guiding force to migrate. One favorable and unfavorable impacts of labor mobility on migrant individuals, their families was assessed. In addition the impact on social status and expansion of social network is originated with the help of graphical model for each level.

The results of survey indicated that most of the migrants sent money to their families. As confirmed by the respondents that it had improved the economical situation of their families as well as uplift

their social well being. The mobility of labor to a region assumed by local people that its increase the unemployment of local peoples. The arguments of the local people are not valid. The most of the migrants enter into the areas untapped by the local workers as well as they are entering into low wage jobs. The competitions for these jobs are ignorable. The migrants who enter into the region sometimes become the self employed in the other sectors of economy. These migrants who come to places create the employment opportunities in the region and give boost to the economy of the region.

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## CONTROVERSIAL ADVERTISING AND CONSUMER BEHAVIOUR

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### ABSTRACT

*Advertising plays a significant role in an economy, but its increased use has led to the use of creative content to “cut through the clutter” that has the capacity to offend consumers. Though, it could help to garner increased attention but may not always increase the sales. Rather could prove fatal if used over a limit in a conservative society. It could offend consumers to the level that they may stop purchasing the products of advertised brand. Use of controversial advertising may not be illegal but it may not be considered ethical and may spoil the image of advertiser and advertised brand. Therefore, it’s essential for an advertiser to understand the belief and values of target customer before using such ads.*

**KEYWORDS:** *Controversial advertising; Controversial products; Controversial executions; Indian society.*

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### INTRODUCTION:

Recent past has seen a sudden increase in the use of controversial advertising. Such ads are used by advertisers mainly to generate greater awareness among consumers so as to increase sales of goods and services. But, such ads also has the tendency to offend consumers that could result in boycott of company related to advertisement (Prendergast et al., 2002). One of the prominent reasons for the increased use of controversial ads in recent past is the over use of advertising by companies. Over use of advertising in every form, specifically on television has created “advertising clutter” and advertisers always try to find innovative ways to advertise products so as to cut through the advertising clutter to market their products. They search for creative ideas, like creative content, that may be unique and has the capacity to attract more attention. Some segment of consumers may not

find such creative content suitable and may offend them thereby, effecting brand image. Waller (2005) defined controversial advertising as “*advertising that, by the type of product or execution, can elicit reactions of embarrassment, distaste, disgust, offense, or outrage from a segment of the population when presented*”.

### **PREVIOUS LITERATURE:**

The concept of controversial advertising is not new. It is in existence from almost last 40 years but its use has increased at present due to the increased advertising clutter. Wilson and West (1981) in their study discussed the “marketing of unmentionables”. This term included “products, services and concepts” that has the tendency to offend people. Wilson and West (1981) described unmentionables as “products, services and concepts that for reason of delicacy, decency, morality or even fear tend to elicit reactions of distaste, disgust, offense or outrage when mentioned or openly presented”. This clearly indicates that either products advertised or used execution could make an advertising controversial. The unmentionable products they identified in their study were “personal hygiene products, birth control products, warfare, and drugs for terminal illness” and the unmentionable services included “abortion, sterilization, VD, mental illness, funeral services and artificial insemination”. Unmentionable concepts they used in their study were “political ideas, palliative care, unconventional sexual practices, racial/religious prejudice and terrorism”. In the same year, Bartos (1981) in his study clearly indicated the correlation between “dislike of ads and negative attitudes towards ads”. The main reasons he reported for disliking ads was due to “the insulting of consumer’s intelligence, advertising poor in taste, offensive and overtly sexual”. Rehman and Brooks (1987) in their study again researched on the same topic with their main focus on advertising “female hygiene products, undergarments, pregnancy test kits, alcohol, contraceptive, medications and VD services” on television. They found that majority of the respondents indicated “contraceptive for men” and “contraceptives for women” as most controversial products to be advertised on television. Katsanis (1994) extended the definition given by Wilson and West (1981) and redefined “unmentionables” as “products/services/concepts that are considered controversial, offensive, harmful and socially unacceptable by some segment of society”. In the same year, Tinkham and Larsy-Weaver (1994) in their study discussed the “controversial status” of “political advertising” and noted that “it is the least regulated form of marketing communication”. They noted that claims used in “political ads” could be “deceptive” and “misleading” and such claims could have “detrimental effects” which could result in “electing of a wrong candidate”. Fahy et al., (1995) studied the attitude of respondents towards advertising of various products on television and found that “women, particularly aged 50 and above had much higher rates of disapproval towards such commercials”.

Waller (1999) in his study in Australia using 15 products considered controversial including “alcohol; cigarettes; condoms; female contraceptives; female hygiene products; female underwear; funeral services; gambling; male underwear; pharmaceuticals; political parties; racially extremist groups; religious denominations; sexual diseases (AIDS, STD prevention); and weight loss programmes” and found that advertising “racially extremist groups” were found most controversial followed by “religious denomination” and “female hygiene products”. He further enquired about the reason that makes an advertisement controversial and found that respondents found advertisements with “racism/racist images” most controversial followed by “anti-social behaviour” and “sexiest images”. Phau and Prendergast (2001) in their study in Singapore found “chat line services”, “sexual diseases” and “dating services” as most controversial product/service/idea to be advertised. One important aspect that Aaker and Bruzzone (1985) in their study discussed was that “apart from changes over time, geographic location also seem to affect levels of offensiveness”. In similar

direction, Phau and Prendergast (2001) also found that “consumers’ attitude towards controversial advertising might vary across cultures and demographic groups”.

Huhmann and Stenerson (2008) cite in their study that controversial executions has “received much attention and has led to calls for bans on specific controversial advertisements or boycott of the advertised brands”. Huhmann and Stenerson (2008) define “*controversial advertising executions as provocative images, words or situations that utilize or refer to taboo subjects (eg. Violence, sex/erotica, death, indecent/vulgar body parts or functions and political/racial issues) or that violate social norms or values*”.

A product may not be controversial but a controversial execution has the potential to make an advertising controversial. The degree of controversy produced by “controversial executions” can be related to its “novelty, distinctiveness or incongruity with the consumers’ daily experience or prior exposure” to advertising in same product category (Venkat and Abi-Hanna, 1995; Vezina and Paul, 1997). Alexander and Judd (1986) in their study too noted that “advertisers must be acutely aware of the people reactions towards used potentially controversial appeals”. Previous studies had found mixed reactions towards the use of controversial nude appeals (LaTour, 1990; Alexander and Judd, 1986). Ford and Latour, (1993) in their study found that women didn’t perceive their role portrayals in advertisements appropriate and it may affect their “purchase intention and brand image”. LaTour and Henthorne (1994) in their study mainly discussed the unethicity of using controversial content and its effects on consumer behaviour. The content they focused was the use of nudity in advertisements. Their results revealed that “overt sexual appeals” could ignite undesirable negative reactions and both males and females showed strong “ethical concerns over the use of such appeals”.

### **Some Examples of Controversial Advertisements in Indian Society:**

Advertisements are the greatest source of information for consumers and income source for advertisers. It needs immense precaution to create and present advertisements in a conservative society like India. Sometimes, advertisers in order to garner more attention create innovative communications that some segment of population may find controversial and may also offend them. Country like India, where women is still treated as a Goddess, may not find it appropriate when women are presented in advertisements with half nude bodies. A country, where talking of sex is still a taboo, may not find the advertisements of products like “female hygiene products, contraceptives, and undergarments” appropriate or may not even find it suitable to watch an advertisement informing about “sexually transmitted diseases” appropriate, may be due to the reasons associated with cause of such diseases. There were many instances in past, when Indian viewers found some ads so controversial that they were banned on television for their “explicit content”. Advertisements of “Manforce Condom” and “Durex condom” two different advertisements were banned on TV due to “explicitly erotic scenes and talk”. Many social organisations and political parties protested against the telecast of these advertisements and made such advertisements “accountable for increasing rape cases in country”. In the advertisement of “Calida underwear” male model was shown “pulling the underwear of female model with his teeth” that made many women organisation to protest against this advertisement and finally, it was banned on television. In another instance, a footwear advertisement with both male and female models were presented fully nude with a python around their neck. This ad was found very controversial and was later banned. One more advertisement that garnered lot of controversy was of “Amul Macho” underwear. The women in this advertisement was shown washing his husbands underwear which was considered very “explicit and vulgar” and was banned (daily hunt news, 3<sup>rd</sup> July, 2017).



**DISCUSSION:**

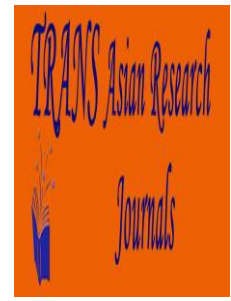
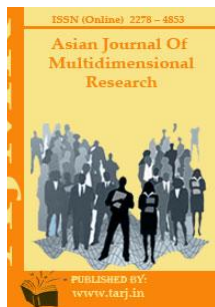
Advertising industry in India has evolved over “period of time reflecting the change in economy and society”. Due to the successful use of advertising, companies has “overused” it to stay in competition. The overuse of advertising has resulted into “advertising clutter” and that has become an “issue” for the advertisers. In order to avoid “advertising clutter”, advertisers come up with “new” and “innovative” advertisement ideas that could “cut through and clutter” and gain “increased attention” for which they use “controversial advertisements involving sexual images, racism, war, child abuse or minorities” (Vezina and Paul, 1997; Prendergast et al., 2002; Waller, 2006; Fam et al., 2008). Companies are now operating at international markets and need to advertise their products in the most effective way so as to persuade consumer to purchase it. Opening up of Indian markets and television channels to international companies after foreign direct investment has “increased the chances of exposure to advertisements that consumers in India could consider controversial”. Such commercials may not be considered controversial at other parts of the world due to different “cultural context”. Advertisers in order to save cost now try to create “standardized advertisements” that they could use at “global levels”. But, it’s a fact that there exist different cultures at different parts of the world and a “standardized advertisements” may not work everywhere. The standardized advertising approach also shows that “human needs are same everywhere”, but it may not always be true. Take a look at country like India, where a handshake between a girl and boy is still considered intimate and women are not even allowed to talk to the strangers at many places, how they could look at advertisements that not only communicate information regarding “contraceptives” or “female hygiene products” or “sexually transmitted disease” but also present such ads with “vulgar scenes”. The need is to identify the target market. Such ads may be suitable in some cultural contexts but may not suit conservative societies like India. Need is to develop culture congruent ads, that “transmit information” in accordance with the “values and beliefs” of consumers. Advertisers need to understand their potential and present customers and must use creative content in their advertisements up to the level of acceptance. They must understand, still “sex” and “sex related issues” and topics are considered “taboos” in Indian society and people don’t like to discuss them openly. All the above given examples of banned ads also indicate about the mentality of Indian consumers. It becomes essential for domestic and international marketers and advertisers to identify and communicate their target consumers in a way acceptable to them and even if they are to use any creative content, should be used with “utmost precaution”, otherwise it could offend target consumers. They must conduct surveys of their target markets that could also provide them with an insight of their values and beliefs. Respondents’ feedback may also help them to better understand their needs and expectations that later on could prove to be a turning point in their success.

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## MINDFUL CONSUMPTION BEHAVIOUR: SCALE DEVELOPMENT AND VALIDATION

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### ABSTRACT

*The concept of mindful consumption is new in the marketing literature. Though a few researchers explained it in different ways but no one actually developed a scale for this novel construct. This research examined Sheth's conceptualization of mindful consumption and developed the scale for measuring mindful consumption behaviour. This research used appropriate qualitative and quantitative research methods for developing the first scale for measuring mindful consumption. The scale may be used by researchers in different academic fields and industry requirements.*

**KEYWORDS:** *Mindfulness, Mindful Consumption Behaviour Scale, Scale Development*

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### INTRODUCTION

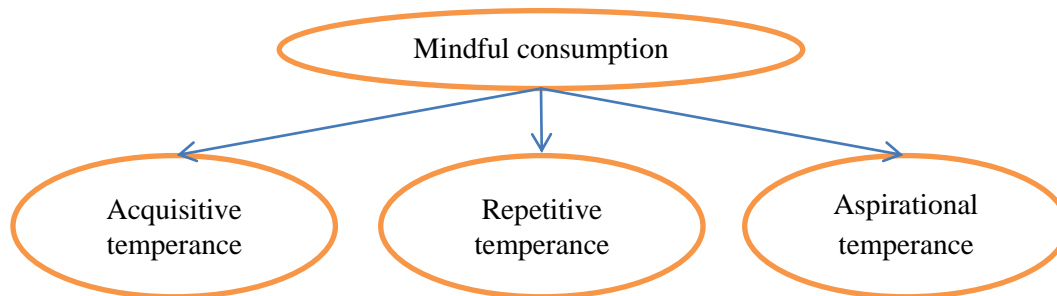
Mindfulness is awareness that arises through paying attention, on purpose, in the present moment, non-judgementally (Kabat-Zinn, 2003). In this state of conscious awareness, the individual is implicitly aware of the context and content of information and actively constructs categories and distinctions (Langer, 2014). Mindfulness is found to influence many aspects of clinical and organizational importance. Clinical applications include stress reduction, dialectical behaviour therapy, relapse prevention, cognitive therapy, acceptance and commitment therapy, and several of their other variations. Organizational applications include greater employee well-being, improved job satisfaction, improved quality consciousness, and increased ethical behaviour.

Apart from these clinical and organizational applications, mindfulness also impacts consumer behaviour. Sheth, Srinivas, and Sethia (2011) started a concerted dialogue on this topic through their seminal paper in Journal of Academy of Marketing Science. After this, a few researchers started focusing on mindful consumption but the concept needed further elaboration. As described by Sheth

et al. (2011), the mindful consumption included mindful behaviour and mindful mindset. Sheth et al. (2011) further stressed that it was the temperance in different types of behaviour that was pertinent to mindful consumption behaviour. This motivated our concentration on temperance in different types of consumption behaviours in the conceptualisation of mindful consumption behaviour scale. This research is based on Sheth's conceptualization of mindful consumption and focused on the behavioural aspect only. Researchers have not yet developed any scale to measure mindful consumption behaviour. There was a strong need to have a scale to measure mindful consumption behaviour. The current research was an attempt to bridge this gap using appropriate method to develop the scale. The objective was to develop a scale for Mindful Consumption Behaviour that can be used for future empirical researches.

### Qualitative research

The research focused on creating the scale using procedure suggested by Churchill (1979) and widely used thereafter (Maklan and Klaus, 2011; Walsh and Neatty, 2007). Sample items were generated from review of literature, experience surveys and focus groups in line with suggestion of Strauss and Corbin (1998). Sample of items were generated using literature review, experience surveys and focus group discussions. Using the literature review, three types of consumption behaviours were identified where temperance was necessary in order to change it to mindful consumption behaviour. These three types of consumption behaviours were acquisitive consumption, repetitive consumption, and aspirational consumption.



**Figure 1. The three-facet structure of mindful consumption from theoretical foundations**

15 experience surveys and four focus group discussions were conducted for generating sample of items. These participants of experience surveys and focus group discussions represented diverse consumer segments in terms of age, gender, education, and family income of participants. Each focus group lasted about 50 minutes and was transcribed. Composition of focus group was such that members in a focus group were similar in noticeable demographic characteristics but members across focus groups were different. This was similar to other such researches (Salmon, Barry, & Hutchins, 2018; Wu & Li, 2017) and was done so that participants can discuss freely within a focus group and different perspectives could be gathered from different types of focus groups. A total of 86 items were generated using this procedure.

The experience surveys and focus group discussions also revealed that consumers showed most mindlessness in frequent buying of mobile phones. This was done due to influence of media (aspirational consumption), novel features (repetitive consumption due to obsolescence, even if these novel features were not used frequently), habit of changing a phone within a short period, say six months (acquisitive consumption), and different variations of these. Most participants emphasised that mindful consumption behaviour must include less frequent buying of mobile phones. Other products were different consumers emphasised on temperance were buying a new car, clothes,

perfumes, watches, handbags, and shoes. Out of all products, mobile phones were chosen later for causal relation with mindful consumption behaviour due to combination of easy recall and high prevalence across different consumers.

Experience surveys and focus groups confirmed three different dimensions of mindful consumption behaviour in terms of temperance in acquisitive consumption, repetitive consumption, and aspirational consumption. These 86 items were subjected to expert screening as done by Dagger et al. (2007). Three marketing faculty members acted as experts to rate how well each item relates to its dimension. Any item that was not rated by all experts as either representative or highly representative of its dimension was rejected at this stage. This process reduced the item pool to 78 items.

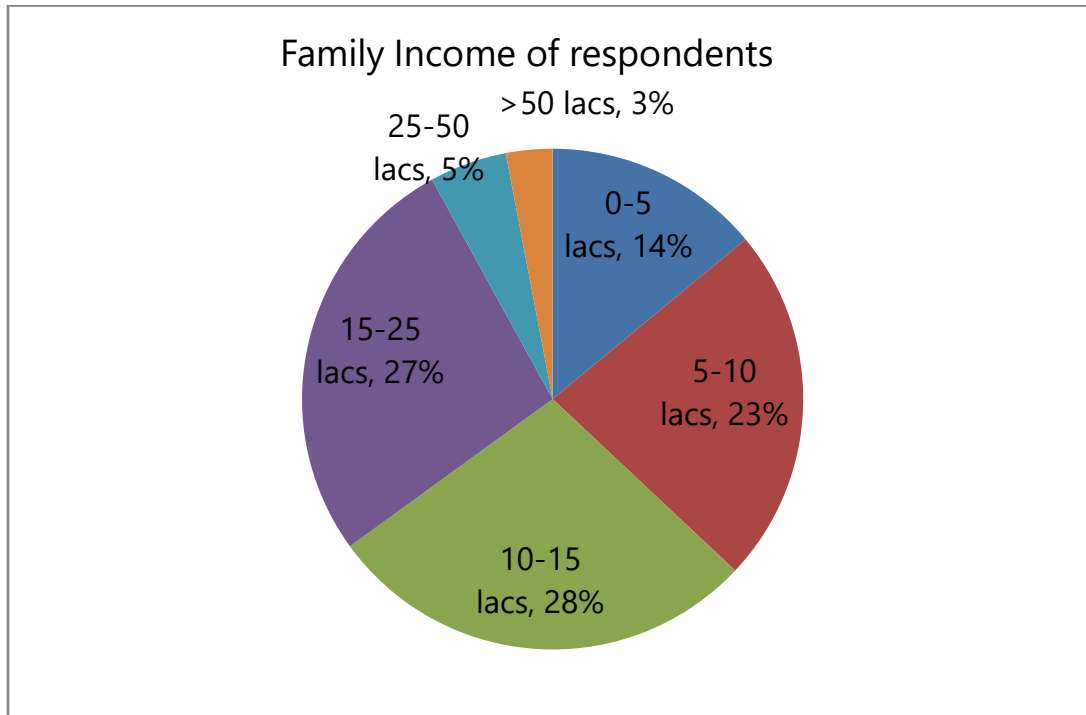
Purification was done through content pretesting as done in Mathwick et al. (2001). The content pretesting requires data to be collected from actual population. For this study, the data was collected from 29 shoppers belonging to diverse demographic backgrounds. These comprised of 41% men, 38% having post-graduate education and 69% having family income less than INR ten lakhs. These shoppers were asked to assign items to their correct dimension. Substantive validity was analysed for these assignments using a procedure recommended by Anderson and Gerbing (1991). As per their suggestion, the substantive validity coefficient ( $C_{sv}$ ) was used in a comparative manner. The substantive validity coefficient was defined as the extent to which respondents assigned the item to its theorized facet more than to any other facet. Any item having higher values of this coefficient would have higher substantive validity.

**TABLE 5. RESPONSES RECEIVED THROUGH DIFFERENT METHODS**

	Reach	Response	Response rate
Online	1121	68	
Offline	802	395	
Total	1923	463	24%

### Quantitative Research

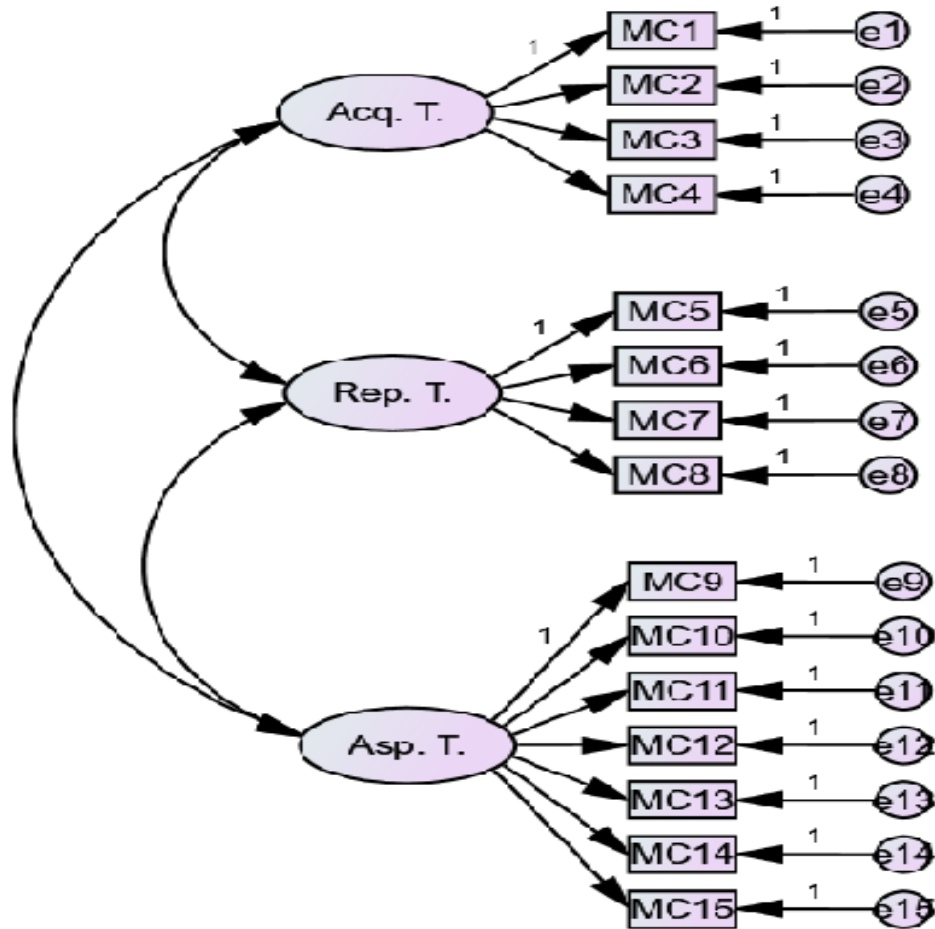
Data collection with 21 items and demographic questions was performed using a combination of paper-pen and online surveys. Paper-pen surveys were conducted in the form of mall-intercept surveys and in residential areas. Online surveys were circulated over LinkedIn and Facebook. In total 463 responses were received as shown in Table 1. The response rate was 24%. For LinkedIn and Facebook, the respective analytics were used to find out reach of the surveys in order to calculate the response rate. These response rates are similar to response rates received in other such studies. Out of total received responses, 17 were discarded for incomplete responses. This left 446 sample data for further analysis. The sample had a mean age of 24 years with 58% females. The distribution of the family income of respondents is presented in Figure 2



**Figure 2. Family income of respondents**

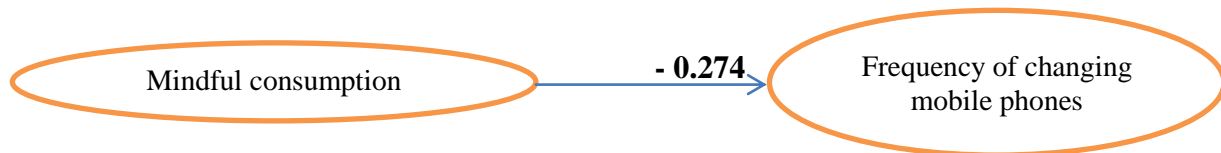
The data was divided into two parts randomly for structure identification and validation. One sample was used for exploratory factor analysis (EFA) and the second sample was used for confirmatory factor analysis (CFA). EFA with varimax rotation was conducted using principal component analysis. Except six items, all other items loaded strongly on one of the factors.

The loadings of 15 items on three factors were as guided by the preceding qualitative research. Six items cross loaded on two factors and was eliminated. The three factors were named as acquisitive temperance, repetitive temperance, and aspirational temperance. These three factors together explained 64% of the variation in the sample.



**Figure 3. Sub-constructs of mindful consumption behaviour scale**

Confirmatory factor analysis was conducted on second sample for the three factor model developed using the first sample. All 15 items loaded on all three factors as expected with significant factor loadings ( $p < 0.05$ ) above 0.5. The model fit indices were  $\text{Chi-sq} / \text{Df} = 2.152$ ,  $\text{CFI} = 0.971$ ,  $\text{IFI} = 0.965$ ,  $\text{TLI} = 0.951$ ,  $\text{RMSEA} = 0.07$ ,  $\text{PClose} = 0.870$ . These were within recommended ranges (Gaskin and Lim, 2016; Hu and Bentler, 1999). Reliability estimates (CR) for all three factors were  $> 0.7$  which establishes the Convergent validity for the scale. AVE for each factor was more than respective MSV and square root of AVE of each factor was correlations with all other factors. These establish the discriminant validity (Fornell & Larcker, 1981; Malhotra & Dash, 2011). Figure 3 shows the factor structure of the mindful consumption behaviour scale.



**Figure 4. Regression model with outcome variable as frequency of changing mobile phone**



**TABLE 6. MODEL SUMMARY OF THE REGRESSION MODEL****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158 <sup>a</sup>	.025	.022	.56953

a. Predictors: (Constant), MCBS

b. Dependent Variable: Freq\_Mob

The Figure 4 shows that the established scale of mindful consumption behaviour was regressed with frequency of changing mobile phones by consumers. As shown in Table 2, it was found that the regression model was significant with a negative regression coefficient. Bootstrap samples (N=5000) established the significance of regression coefficient with upper and lower ranges as -0.203 and -0.342 respectively as presented in Table 3.

**TABLE 7. BOOTSTRAPPING FOR REGRESSION COEFFICIENT (N=5000 SAMPLES)****Bootstrap for Coefficients**

Model	B	Bootstrap <sup>a</sup>				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
1 (Constant)	4.107	-.006	.181	.001	3.766	4.439
MCBS	-.274	.001	.042	.007	-.342	-.203

a. Bootstrap results are based on 5000 bootstrap samples

**DISCUSSION**

Mindful consumption is a novel concept which is very important for current digital era when consumers do not think twice before changing their wardrobes, phones, cars, etc. Even in developing countries, consumers prefer taking disposable products despite their higher prices. Mindful consumption assumes even more importance nowadays since everything acquires aspirational value as soon as it is promoted through popular media channels using celebrities. Consumers tend to follow super rich in order to show high social status and constitute clear cases of conspicuous consumption (Kastanakis & Balabanis, 2012; 2014; Lim, 2017) and leaping luxuries (Belk, 1999). To address such mindless consumption, different researchers defined mindful consumption in different ways. Some defined it purely as temperance (Assadourian, 2008; 2009) and others defined it as a special case of mindfulness (Armstrong, 2012; De wet, 2008; Bahl et al., 2016). But Sheth and colleagues (2011) defined it as combination of caring and temperance. We based our study on the temperance in behaviour as pect of Sheth's conceptualization. This objective of this study was to establish a scale based on this conceptualization of mindful consumption behavior.

This study established a reliable and valid measure for mindful consumption behaviour using mixed method research. It fills a gap in studies relating to marketing as well as psychology. This can be utilised by future empirical studies. Researchers as well as marketers may utilize this scale in different contexts to discover hidden aspects of consumer behaviour and make appropriate decisions. The future research can validate this scale in different demographic settings. Additionally, future research can also use this scale to conduct experiments to find effectiveness of sources of mindful

consumption. Future research can also use it to evaluate influence of mindful consumption on several other traits of consumer behaviour.

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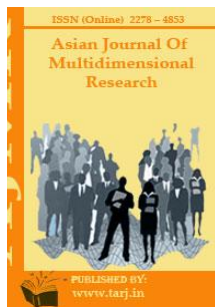
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## A COMPARATIVE AND CORRELATIVE STUDY ON LITERACY AND SEX RATIO OF HOOGHLY DISTRICT IN WEST BENGAL

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### ABSTRACT

*The study is an attempt to find out the correlation and comparison between Sex-ratio and Literacy rate in Hooghly district of West Bengal. All the four Sub-division of the district are taken as the area of research work. The study of literacy rate and sex-ratio is small and there is enough provision to work on macro basis. The image of literacy rate and sex ratio reflects the demographic condition of a nation. India being a country with high population rate but with relatively low literacy rate and sex-ratio, ( Census-2011 the literacy rate was 74.04% and sex-ratio was 940 females per 1000 males). Moving with the study we have observed a curve on sex-ratio which is upward rising .i.e. improving but at a slow rate. Chandan Nagore sub-division of Hooghly district which is our area of study has the highest literacy rate (83.60%) as well as sex ratio (975). Therefore it is a positive sign. Another variable literacy rate is also improving. During the research process it is found that the impact of the traditional superstitions, female infanticides, female negligence and discrimination, which are the biggest obstacles in the field of literacy rate and sex-ratio improvement. The obstacles are not only concentrated in the research but it is prevalent in all most every part of India.*

**KEYWORDS:** Literacy Rate, Sex-Ratio, Census, , Sub-Division, Spearman's Rank Correlation.

**INTRODUCTION:**

The future prospect of a nation depends directly on the mutual correlation of sex-ratio and literacy rate. Sex-ratio is determined as the ratio of women per thousand male. This paper is based on the data retrieved from Ministry Of Statistics and Program Implementation (MOSPI), Govt. of India over Hooghly District on last Census 2011. (Census- It is a procedure of systematic acquiring and recording information about the members of a given population. This term is mostly familiar with national population). The merger of Department of Statistics and Department of Program implementation brings an independent ministry on 15<sup>th</sup> October,1999 as the Ministry Of statistics and Program implementation. The Ministry has two arms one is statistics and other is program Implementation. The statistics wings is called National Statistical Office (NSO), it is further divided into Central Statistical Office and National Sample Survey Office (NSSO), established in 1950. The program implementation wing has three parts: (a) Twenty point program (TPP) whose objective is to irradicate poverty and to improve quality of life, (b) Infrastructure and project Monitoring, (c) Member of Parliament Local Area Development Schemes. The MSPOI brings considerable importance to coverage and quality aspects statistics release in the country.

According to UNSCO the global literacy rate for all people aged 15 and above is 86.3%. the global literacy rate for all males is 90.0% and the rate for all females is 82.7%. In 2015 the world wide ranking of India in literacy rate is 168 out of 234 and education index is 145/191. According to Census-2011 the literacy rate was 74.04% (excluding children below 6 years age). The male literacy rate is 82.14% and female 64.46% and Kerala holds the highest literacy rate 94.00% and Bihar with the lowest 61.80% in India.

According to UNO sex ratio of world 2018 is 982 female per 1000 male and there are more females than males in 128 countries. There is 940 females per 1000 males in India according to 2011 census and ranked 191 out of 201 in 2018 in sex ratio, according to UNO-Department of Economic and Social affair. The highest sex ratio was found in the state Kerala, 1084 females per 1000 males and lowest sex ratio was recorded in the state Utrakhand , 879 females per 1000 males.

In West Bengal the total population is recorded as 91347736 where sex ratio is 950 and literacy rate is 76.26% where male is 81.69% and female is 66.57% which is a captive growth in both the cases. The highest sex ratio in West Bengal is in Darjeeling district -971 and lowest is in Kolkata 899. The highest literacy rate is recorded in Purba Medinipur district-87.02% and the lowest literacy rate is recorded in Uttar Dinajpur district- 60.15%.

Hooghly- which is our area of study is an educationally creative and up growing district of west Bengal whose literacy rate is 82.55% and sex ratio is 958, according to 2011 census. The decadal increase of literacy rate in Hooghly district is 7.44%, which is quite impressive. The highest literacy is found in Chandan Nagar sub-division with 83.60% and the lowest in Arambagh sub-division with 79.98%.

**REVIEW OF LITERATURE:**

Dyson and Moore (1983): They have argued that the northern and Western region of the country has more rigid norms of female seclusion in economic activities and large dowry payments. But in southern and eastern part of India women enjoy greater autonomy and higher social status. The above causes are the evidences of fluctuation of sex-ratio in the northern and western states of India .

Guillot.M.(2002): He conducted a study on “The Dynamics of the population sex-ratio in India from 1971-1996. In this valuable research work it is founded that the mortality of females relative to that

of males in India has improved since 1968. The sex-ratio increased during 1971-1981 and remain constant between 1981- 1991. Again after 1991 it started decreasing.

Sule and Barkade (2012) : in their research work titled as “Correlation between literacy and sex ratio in Solapur district of Maharashtra: A Geographic Analysis”, where they realize that the literacy affects directly on the various attributes of population such as fertility, mortality, migration and also sex-ratio. The knowledge of sex-ratio is essential for understanding condition of women in the society. A downfall of female population is strongly pointing out the neglect of girl children, sex selective abortion and traditionalism of society. So they concluded that the analysis of literacy and sex-ratio is immensely significant.

Barakade.A.J. (2012) : An independent work on “Declining Sex-ratio: an analysis with special reference to Maharashtra state” where he reveals the district wise sex-ratio in Maharashtra state during 1991-2011 and trying to find out the cause of declining sex-ratio in this state. The researcher also said that the sex composition of population is the basic demographic characteristics depending directly on incidences of birth, death and marriage. The district shows 925 females per 1000 males. This happens due to more preference of male child and neglecting the female child. It is to be augmented that economic values of women should increase by higher educational attainment and participation in economic activities.

Singariya.R.M. (2013): He independently worked on “Socio Demographic Determinants of Child Sex-Ratio and It’s Regional Variation in India” where he found that female literacy rate has significant positive while male literacy have a significant negative association with child sex- ratio in India.

Dawn.A and Basu.R. (2015): They conducted a study on “Fluctuation of sex-ratio in India with special reference to West Bengal” and found that West Bengal has exhibited a positive increase in general sex-ratio from 934 (2001) to 950 (2011) while the child sex-ratio has downfall from 960 (2001) to 955 (2011).

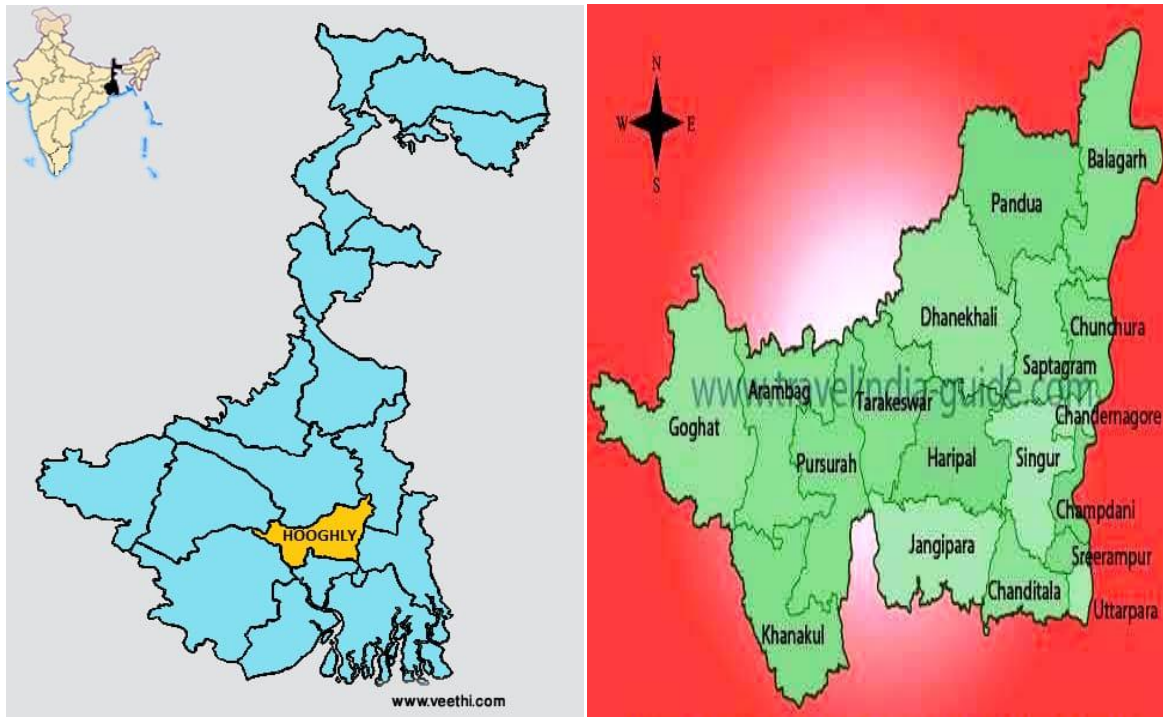
Jasim.H.R (2017): Here in this project “Correlation Between Literacy Rate And Sex Ratio In Tiruvanthapuram District:A geographical Study” the main objective was to study the spatial patterns of literacy rate and sex ratio and correlate them. By Spearman Rank Correlation they find out the correlation between literacy rate and sex ratio and showed that there is a strong and positive correlation ( $\rho = 0.66$ ).

Dr.Suman and Mrs. Seema (2017): They conducted a study on “ Impact of Female literacy on Sex-ratio in Hariyana District and it is a Case Study”. According to 2011 census researchers found that Gurgaon district has maximum literacy rate i.e. 84.4% but the sex-ratio is minimum i.e. 853. Again it is found that Mewat district has lowest literacy rate 56.1%, but sex-ratio is maximum 906. So here inverse correlation between sex- ratio and literacy rate is present. It has been suggested by the researchers that equal social status and employment opportunities must be provided without any gender biasness. They further concluded that domestic violence must be reduced.

**Study area:** The Hooghly district is situated in the eastern part of West Bengal. The Longitudinal of Hooghly is 88°30’15” E to 87°30’20” E and the Latitudinal extent is 23°1’20” N to 22°39’32” N. The total Geographic area covered by Hooghly district is 319km<sup>2</sup>, with four sub-divisions, namely Arambhag, Serampore, Chandan Nagore and Chinsurah. The total population of Hooghly district is 5520389 which is 6.043% of the total population of West Bengal with a density of 1753/km<sup>2</sup>. Hooghly is a major district in West Bengal and is named after the Hooghly river. Chinsurah



(Chucura) is the headquarter of the district. The great river Ganges enhances its importance. The district is rich both in agriculture and Industry. The district has a thousand years rich heritage in the form of great Bengali Kingdom of Bhursut. In 1579 the Portuguese traders obtain permit from Sultan Mohmud Shah to trade in this area. Hooghly became the first district of European settlement in West Bengal. The other European power that came to Hooghly were Dutches, Denish, British, French, Belgian, Germens. The Hooghly city is more than 500 years old. The district of Hooghly was formed in 1795 with the city of Hooghly as its head quarter, later on it was sifted to Chinsurah which is under Burdwan Administrative Division . In 1599 the Portuguese traders built a Convent and a Church in Bandel. This is the first Christian church in Bengal known Bandel Church today.



**Boundary:** the Hooghly district is bounded by river Hooghly in East, Purba Bardhaman in North, Howrah in South, Paschim Medinipur in West and Bankura in North West.

**Nature of land:** the district is completely flat with no land having elevation more 200m, most of the land in this district having alluvial type of soil due to well distribution of river system.

**Rivers:** Damodar, Darakeswar, Hooghly (Ganges), Mundeswari, Saraswati.

**Economy:** Hooghly is one of the economically important district in Bengal. It is a rich zone both in agriculture and industry. Most of the lands are fertile. It is rich in the cultivation of paddy, potato and jute. Jute trade hubs are common trading issues. There are number of industrial complex including both small and heavy industry. Some of them are Mother Dairy, Silk Park, Hindusthan Motor, Textile, Danlop Tyre, Tribeni Tissue Paper Mill, Bandel Thermal Power Station.

**Objectives:** the major objectives of this study are as follows .

- 1) To examine the spatial pattern of sex ratio and literacy rate in the Hooghly district.
- 2) To analyse the correlation between spatial pattern of literacy and sex ratio of Hooghly district.
- 3) How sex-ratio affects on literacy rate.

**DATA BASE AND METHODOLOGY:**

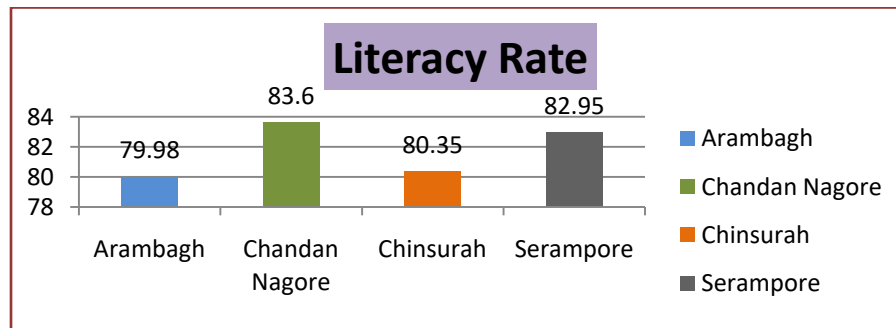
The present study is primarily based on secondary data collected from census report of Government of India 2011. The collected data are processed to analysed the pattern of literacy rate and sex ration in Hooghly district. The sub-division of Hooghly district are grouped into three categories i.e. high, moderate and low literacy rate on the basis of simple statistical method . To analyse the spatial pattern of sex ratio the same technique is used on the basis of these statistical technique. The Spearman's rank and Pearson Product Moment method is used for analyse the correlation of literacy and sex ratio and from this we calculate the output.

**Comparative analysis of literacy rate:** The Hooghly district as a whole had a literacy rate of 75.11% in 2001 census and now it is 82.55% according to 2011 census. The sub-division level literacy rate varies from each other. It ranges from 79.98 % to 83.60%. The four Sub-divisions are categorizes into High, Moderate, Low literacy rate.

**High Literacy Rate:** The sub-division which have literacy rate above mean plus one standard deviation are included in the category 2011. High literacy rate was recorded in the sub-division of Chandan Nagore due to huge number of educational institution and high urbanization, good transportation facilities and European influence.

**Moderate Literacy Rate:** The sub-division having the moderate literacy rate which has mean minus one standard deviation are included I the category. Moderate literacy rate was recorded in the sub-division of Serampore and Chinsurah. Serampore is close to the capital Kolkata and industrialized and having European influence. Chinsurah is very close to Chandan Nagore with numbers of educational institution and having facilities like Chandan Nagore.

**Low Literacy rate:** The sub-division of Arambagh have literacy rate low, mean minus one standard deviation are included in this category. This is because it is mainly surrounded by the rural parts of Hooghly and rural part of Purba Bardhaman. It is not so well connected and lack of infrastructure is present.



SL.No	Sub-Division {N}	Percentage % {X}	$n = \bar{X} - X$	$n^2$
1	Arambagh	79.98	1.74	3.027
2	Chandan Nagore	83.60	1.88	3.53
3	Cinsurah	80.35	1.37	1.88
4	Serampore	82.95	1.23	1.51
		$\bar{X} = 81.72 = (\sum X \div N)$		$\sum n^2 = 9.947$

**Standard deviation ( $\sigma$ ) = 1.57**

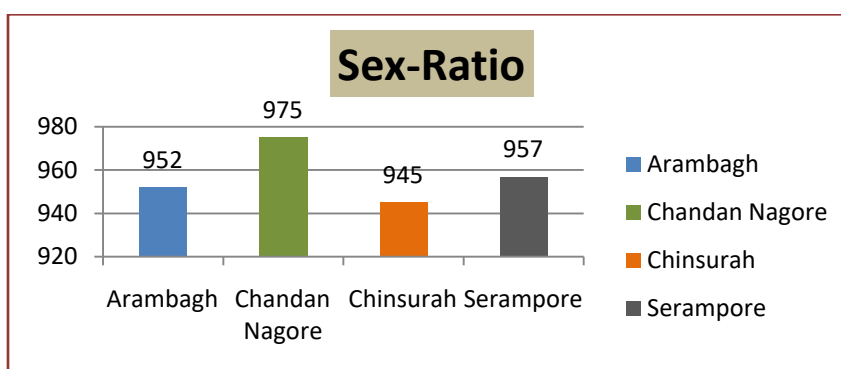
**Highest Range =  $81.72 + 1.57 = 83.29$  i.e. Chandan Nagore.**

**Lowest Range =  $81.72 - 1.57 = 80.15$  i.e. Arambagh.**

**Highest Sex-ratio:** The district as a whole has a sex-ratio of 958 female per 1000 male. The sub-division which has sex-ratio above mean plus one standard deviation is included in this category during 2011. Highest sex-ratio was recorded in the sub-division of Chandan Nagore which is 975, due to well standard of literacy rate and high degree of urbanization, good status of women in the society and other economic and social factors.

**Moderate Sex-ratio:** The sub-division which have sex-ratio less than mean plus one standard deviation and more than more than mean minus one standard deviation are included in this category. Arambagh with 952 females and Serampore with 957 per 1000 male are included in the moderate sex-ratio category.

**Low Sex- ratio:** The sub-division which have sex-ratio mean minus one standard deviation are included in this category. Chinsurah sub-division with 945 female per 1000 male is recorded as lowest sex-ratio category. Some factors behind this are neglect of girl child, high maternal mortality rate, female infanticides and many more. People are moving on for small family norms and rejecting the option of second child. The life expectancy of female if increases then this may move the scale upward.



SL.No	Sub-division {N}	Sex-ratio {X}	$n = \bar{X} - X$	$n^2$
1	Arambagh	952	5.25	27.56
2	Chandan Nagore	975	17.75	315.06
3	Cinsurah	945	12.25	150.06
4	Serampore	957	0.25	0.0625
		$\bar{X} = 957.25 (\sum X \div N)$		$\sum n^2 = 492.74$

**Standard deviation ( $\sigma$ ) = 11.09**

**Highest Range =  $957.25 + 11.09 = 968.34$  i.e. Chandan Nagore.**

**Lowest Range =  $957.25 - 11.09 = 946.16$  i.e. Chinsurah.**

Sl.No	Sub-Division {N}	Literacy Rate	Rank {R <sub>1</sub> }	Sex- ratio	Rank {R <sub>2</sub> }	$D^2 = (R_1 - R_2)^2$
1	Arambagh	79.98	4	952	3	1
2	Serampore	82.95	2	957	2	0
3	Chandan Nagore	83.60	1	975	1	0
4	Chinsurah	80.35	3	945	4	1
						$\sum D^2 = 2$

**Spearman's Rank ( $\rho$ ) = 0.80**

**Correlation between Literacy rate and sex-ratio:** The Spearman's Rank Difference method is used for the calculation of the correlation of literacy and sex-ratio in Hooghly district. It observed that there is rather positive and strong correlation i.e.  $\rho=0.80$  between the literacy and sex ratio in Hooghly District of West Bengal.

**DISCUSSION:**

There is no distant difference in sex-ratio, from country level to sub-division level. A male-female inequality is all over India. Male are in greater number. The male-female inequality is due to negligence, torture towards women, feticides, superstitious mentality and lack of gender incorporated education. But there is an exception in male and female ratio is seen in Kerala.

We have analyzed all the four sub-division of Hooghly districts. In this analysis, we see that the people living in urban areas or sub-urban areas and the village close to urban areas are much more literate compare to the rural areas. Again in all levels we find that male are much more educated.

**CONCLUSION:**

While undertaking the present project we have noticed that gender discrepancies are prevalent mainly in rural areas due to lack of education, jobs and consciousness. We have faced certain obstacles during field survey mostly due to inadequate Government facilities. It can be concluded that lack of proper education is main factor of all discrepancies. If proper education can be well distributed, all the above limitations can be reduced sharply. Still many steps have been taken for the upliftment of women socio-economic conditions. To spread femininity and respect it, 14<sup>th</sup> May as Mother's day and 8<sup>th</sup> March as International women's day is commemorate widely.

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## **ECOLOGICAL BIOTECHNOLOGY OF SEWAGE CLEANING**

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### **ABSTRACT**

*In this article there is given information about the growth, development and multiplication of small duckweed and medium-sized firearms and other poultry farms, as well as the exploration of cleaning water from a pesticide and mineral fertilizers. In this article there was written information about the growth of great water grass little duckweed in foul water of poultry farms and its increase and immaculate water with them. After determining that the small duckweed plant can be grown, evolved, expanded, and polluted in laboratory wastewater by communal farming and poultry farms, the duckweed plant was sown in wastewater treatment tanks and biological pools. For this reason, in order to manifold little duckweeds in the areas of municipal economy enterprises and agricultural zones, to clean water from the crudand to get a large amount of biomass, there are being held experiments in the water of Bukhara municipal economy enterprises and poultry farms.*

**KEYWORDS:** *Great Water Grass, Little Duckweed, Increasing, Poultry, Foul Water, Soiling, Organic, Inorganic Minerals.*

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### **INTRODUCTION**

Little duckweed (Lemnaceae), a plant, is found in quiet waters and it has three types. The most widespread type is Lemna Minor. Little duckweeds are precious food for all kinds of wild animals, birds and legumes. Little duckweeds are rich in foodstuffs that they contain 25-30% protein, 20% lipid, 35% carbohydrates, and 10 more vitamins.

In order to manifold little duckweed and to get a large amount of biomass it is necessary to have other chemical substances which contain the nitrogen, the phosphorus, the methacrylate and the other elements of the molecular chemical substances.

It is known that organic matters develop actively even in the composition of the little duckweeds. For this reason, in order to manifold little duckweeds in the areas of municipal economy enterprises and agricultural zones, to clean water from the crudand to get a large amount of biomass, there are being held experiments in the water of Bukhara municipal economy enterprises and poultry farms.



There held experience in a laboratory in 3 different conditions in the 20 liters aquariums. Clearly speaking, sewage, 75% + 25% water pipeline, sewage 50% + 50% water pipeline. 3 various types of sewage's phisic and chemical composition were explored and planted little duckweed for each type from 100 g/m<sup>2</sup> 1st and the 2nd tables show little duck's growing process in the farmland and poultry farms.

**TABLE 1. DEVELOPMENT OF SMALL DUCKWEED PLANT IN MUNICIPAL SEWAGE TREATMENT PLANTS**

№	Kind of types	Development of duckweed, g/m <sup>2</sup>					
		1	2	3	4	5	6
1	Sewage+duckweed	100	130	290	390	640	780
2	Sewage 75%+25% piped water	100	165	228	360	510	630
3	Sewage 50%+50% pipped water	100	175	260	310	325	390

The growth and multiplying of small duckweeds in municipal wastewater during 6days generated a biomass of 680 g, 630 g for dilution and 390 grams in 50% slaking.

**TABLE 2 THE DEVELOPMENT OF SMALL DUCKWEED PLANT IN SEWAGE OF POULTRY FARMS.**

№	Kind of types	Development of duckweed, g/m <sup>2</sup>					
		1	2	3	4	5	6
1	Sewage+duckweed	100	150	285	400	625	750
2	Sewage 75%+25% piped water	100	185	230	375	520	610
3	Sewage 50%+50% pipped water	100	190	255	320	350	400

The development and breeding of small seedlings in poultry farms continued for 6 days, 750 gr on the surface of wastewater, 610 g in 25% liquefied wastewater, and 400 g of biomass in 50% of liquefied wastewater. From this experiment, it has been established that utility farms and poultry farms can produce large quantities of biomass without increasing the wastewater into the tap water, while the duckweed can be actively developed.

Their physicochemical composition was determined in 2<sup>nd</sup>-3<sup>rd</sup> tables until the duckweed plant was planted in the aquatic waters.

**TABLE3 PHYSICAL AND CHEMICAL COMPOSITION OF COMMUNAL SEWAGE WATER BEFORE PLANTING OF DUCKWEED PLANT**

The composition of sewage	Sewage	Sewage +piped water 3:1	Sewage +piped water 1:1
Temperature, C <sup>0</sup>	22	22	22
Light , l/th	14	14	14
pH	6,5	7,0	7,0
Bulk matter, mg/l	155,0	125,0	70,0
The color of water	yellow	yellow	yellow
The smell of water, band	5,0	4,0	3,0
The amount of dissolved oxygen in water, mg /l	no	no	no
Oxygen biochemical consumption, mgO <sub>2</sub> /l	155,4	105,5	80,5

<b>Oxidation rate, mgO<sub>2</sub> /l</b>	144,5	110,5	74,8
<b>Ammonia, mg / l</b>	6,0	4,5	4,0
<b>Nitrides, mg / l</b>	0,4	0,2	0,2
<b>Nitrates, mg / l</b>	4,5	3,5	2,0
<b>Sulfates, mg / l</b>	95,8	58,5	40,0
<b>Chlorides, mg / l</b>	75,2	48	34
<b>Water hardness, gr / l</b>	2,5	2,0	1,5

There is no oxygen in the communal wastewater, oxygen biochemical content of 155.4; 105.5; 80.5 mgO<sub>2</sub> / l, oxidation rate 144.5; 110.5; 74.8 mgO<sub>2</sub> / l, mineral content is shown in the table.

**TABLE-4 PHYSICO-CHEMICAL COMPOSITION OF RICE PLANTATION OF COMMUNAL FARMING AFTER PLANTING**

<b>The composition of sewage</b>	<b>Sewage</b>	<b>Sewage + piped water 3:1</b>	<b>Sewage + piped water 1:1</b>
<b>Temperature, C<sup>0</sup></b>	22,5	22,5	22,5
<b>Light , l/th</b>	14	14	14
<b>pH</b>	7,5	7,0	7,0
<b>Bulk matter, mg/l</b>	no	no	no
<b>The color of water</b>	clear	clear	clear
<b>The smell of water, band</b>	no	no	no
<b>The amount of dissolved oxygen in water, mg / l</b>	9,0	8,8	9,0
<b>Oxygen biochemical consumption, mgO<sub>2</sub> / l</b>	11,5	9,5	9,0
<b>Oxidation rate, mgO<sub>2</sub> / l</b>	14,5	19,8	17,4
<b>Ammonia, mg / l</b>	no	no	no
<b>Nitrides, mg / l</b>	no	no	no
<b>Nitrates, mg / l</b>	no	no	no
<b>Sulfates, mg / l</b>	62,8	62,4	54,8
<b>Chlorides, mg / l</b>	64,5	58,4	44,5
<b>Water hardness, gr / l</b>	2,2	1,8	1,6

**TABLE 5 THE PHYSICOCHEMICAL COMPOSITION OF THE POULTRY FARMS UNTIL THE PLANTING OF THE DUCKWEED PLANT**

<b>The composition of sewage</b>	<b>Sewage</b>	<b>Sewage + piped water 3:1</b>	<b>Sewage + piped water 1:1</b>
<b>Temperature, C<sup>0</sup></b>	21,5	20,0	21,0
<b>Light , l/th</b>	12	12	12
<b>pH</b>	6,5	7,0	7,0
<b>Bulk matter, mg/l</b>	175,0	148,0	95,0
<b>The color of water</b>	red	red	red
<b>The smell of water, band</b>	5,0	5,0	4,0
<b>The amount of dissolved oxygen in water, mg / l</b>	no	no	no

<b>Oxygen biochemical consumption, mgO<sub>2</sub> /l</b>	205,8	174,5	104,8
<b>Oxidation rate, mgO<sub>2</sub> /l</b>	174,5	131,0	82,8
<b>Ammonia, mg / l</b>	8,0	6,0	4,0
<b>Nitrides, mg / l</b>	0,8	0,6	0,4
<b>Nitrates, mg / l</b>	7,5	5,5	4,5
<b>Sulfates, mg / l</b>	105,5	84,4	65,8
<b>Chlorides, mg / l</b>	95,0	71,5	51,9
<b>Water hardness, gr / l</b>	2,4	2,3	2,2

Determination of chemical composition of wastewater of poultry farm shows that there is no dissolved oxygen in water, oxygen biochemical consumption is 205,8; 174,5; 108.4 mgO<sub>2</sub>/l, oxidation rate -174,5; 131,0; 82,8 mgO<sub>2</sub>/l. High levels of ammonia, nitrites and nitrates in water are shown in Table 2.

**TABLE 6 THE PHYSICO-CHEMICAL COMPOSITION OF THE POULTRY FARMS AFTER THE PLANTING OF THE DUCKWEED PLANT**

<b>The composition of sewage</b>	<b>Sewage</b>	<b>Sewage + piped water 3:1</b>	<b>Sewage + piped water 1:1</b>
<b>Temperature, C<sup>0</sup></b>	20,5	20,5	20,0
<b>Light , l/th</b>	15	15	15
<b>pH</b>	7,5	7,0	7,0
<b>Bulk matter, mg/l</b>	no	no	no
<b>The color of water</b>	clear	clear	clear
<b>The smell of water, band</b>	0	0	0
<b>The amount of dissolved oxygen in water, mg / l</b>	8,5	9,4	9,8
<b>Oxygen biochemical consumption, mgO<sub>2</sub> / l</b>	15,3	12,4	11,8
<b>Oxidation rate, mgO<sub>2</sub> / l</b>	21,4	23,8	19,4
<b>Ammonia, mg / l</b>	no	no	no
<b>Nitrides, mg / l</b>	no	no	no
<b>Nitrates, mg / l</b>	no	no	no
<b>Sulfates, mg / l</b>	64,5	68,3	59,4
<b>Chlorides, mg / l</b>	70,2	65,4	58,2
<b>Water hardness, gr / l</b>	2,0	1,8	1,5

As a result of the active development of the Rhizome plant in the aquatic waters, the color of the water became clear, the smell disappeared, the environment was neutralized, and the amount of dissolved in water increased to 80-85%. Biochemical expenditure of Oxygen and oxidation levels decreased to 90-95%. The ammonia, nitrites, nitrates, and water are fully absorbed by the water. (Table 4-5)

After determining that the small duckweed plant can be grown, evolved, expanded, and polluted in laboratory wastewater by communal farming and poultry farms, the duckweed plant was sown in wastewater treatment tanks and biological pools.

The growth and development of the duckweed plant, which was sown on biological slopes, was observed for 10 days. During this period, the temperature of the water was 21-24 C<sup>0</sup>. The radiation level was around 25-30 thousand. In the biological pool, duckweed developed and produced about 910 grams of biomass on a surface of about 1 m<sup>2</sup> of water. The physical and chemical composition of wastewater in the biological pool was investigated before and during the rice plant planting.

**TABLE 7 PHYSICO-CHEMICAL COMPOSITION OF SEWAGE IN BIOLOGICAL POOL AFTER PLANTING SMALL DUCKWEED**

The composition of sewage	Pre-planting duckweed	After planting duckweed
Temperature, C <sup>0</sup>	22,0	21,0
Light , l/th	25	95
pH	6,5	7,5
Bulk matter, mg/l	115,5	no
The color of water	red	clear
The smell of water, band	5,0	0
The amount of dissolved oxygen in water, mg /l	no	7,5
Oxygen biochemical consumption, mgO <sub>2</sub> /l	167,5	19,5
Oxidation rate, mgO <sub>2</sub> /l	144,8	23,2
Ammonia, mg / l	8,0	no
Nitrides, mg / l	0,8	no
Nitrates, mg / l	7,0	no
Sulfates, mg / l	78,3	38,3
Chlorides, mg / l	85,8	52,4
Water hardness, gr / l	2,5	1,8

Table 6 illustrates the high level of clean-up of organogenetic mineral water as a result of the smallduckweed plant's active development in the biological pools.

There are pictures showing the increase of smallduckweed plant in laboratory and biological pools in communal farming and poultry farms.



**Picture 1****Picture 2**

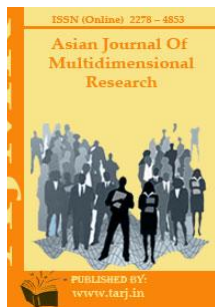
As a result of the experiments, small duckweed plant has actively developed in the wastewater of communal farming and poultry farms, producing a large amount of nutrient biomass. During small duckweed's active development, it was found that wastewater can be heated with water-molten oxygen and can be cleaned up to 90-95% of organo-mineral substances. The resulting biomass was used as a feed for fisheries and poultry farming. Purgative water is used for irrigation of agricultural crops and for the enterprise as secondary water.

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## DETERMINANTS OF APPLE PRODUCTION IN JAMMU AND KASHMIR

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### ABSTRACT

*The paper examined the determinants of Apple Production (AP) in Jammu and Kashmir like Gross Domestic Product Per Capita (GDPc), Labour effort (Le), Fertilizer utilization (Fu), Climatic Conditions (CC) and Capital induction (CI). Broadly the Apple production depends on Labour effort used and the Capital induction (ie use of fertilizers pesticides, fungicides etc). Capital induction itself depends on GDPc. Thus Apple Production is a function of Labour effort and Capital induction keeping GDPc and Climatic conditions and technology constant.*

*Using a Cobb Douglas type production function we have,*

$$AP = ZLe^aCI^b$$

Where,

AP = Apple Production

Z = Constant (technology, Climatic conditions etc.)

Le = Labour effort used

CI = Capital induction or capital used in the form of fertilizers and chemicals

'a' and 'b' are respective elasticities of labour and capital.

To make the above production function linear use log on both sides. On regressing this model we will find the desired results.

**KEYWORDS:** *Apple Export, Determinants, Gross Domestic Product Per Capita, Labour Effort, Capital Utilization Etc.*

## INTRODUCTION

Horticulture is an age old economic activity in the state of Jammu and Kashmir. Kalhana, the great Kashmiri historian mentioned fruit culture in Kashmir in his famous book Rajtarangani during the reign of King Nara as early as 1000 B.C.

It was, however, during the period of Lalitaditya (900 A.D.) that horticulture in the state received considerable patronage. Subsequently, during the periods Zainul-Abidin and the Mughals some varieties of fruits were brought from Kabul, Persia (Iran) and Central Asia.

The total area under orchards in 1955-56 was only 18,000 hectares which rose to 25,000 hectares in 1970-71. The state government made serious efforts to bring the cultivable waste under orchards. Consequently, area under orchards increased to 51,000 hectares in 1980-81. The area further went up to 59,000 hectares in 1990-91. It is hoped that orchard area will increase to 90,000 hectare by 2020 A.D.

The Valley of Kashmir being in higher latitudes and altitudes generally grows temperate fruits. It grows numerous varieties of apples, apricots, almonds, peaches, cherries, plums, pears, walnuts, melons, grapes and Loquats. The farmers are increasingly concentrating on fruit cultivation and more area is being brought under orchards. It has been reported that several pasture and forest areas have been cleared and planted with fruit trees.

Most of the apple orchards lie at the altitudes of 1,800 to 2,700 m above the sea level. In general, the sandy soil does not suit to apple trees as it induces root-bores and pink disease to the orchard. Deep and heavy loams are more suitable for apple orchard as these soils can retain moisture for a longer period.

Some of the important varieties of apples grown in the Valley of Kashmir are Ambri, Delicious, American, Maharaji, Hazratbali, Ke- sari, and Royal Misri. The districts of Baramulla, Anantnag, Srinagar and Pulwama have over 85 per cent of the total orchards in the state.

For a steady expansion of horticulture, the grower must apply the required inputs and should remain vigilant against pests and disease. In fact, exact scheduling is imperative since most of the fruits and flower crops are highly perishable. Transportation to market must function smoothly to minimize post-harvest loses.

Moreover, apple orchard owners are facing a tough competition from the apple growers of Himachal Pradesh and Utrakhand. The good varieties of apple like Delicious are highly vulnerable to pests.

The farmers have to spray apple orchards four to six times. The high cost of insecticides and pesticides reduces the margin of profit to the apple growers. There is an urgent need to develop disease resistant varieties, failure to which apple orchards have a less promising future in the Valley of Kashmir.

The determinants of apple production of Apple Production (AP) in Jammu and Kashmir like Gross Domestic Product Per Capita (GDPc), Labour effort (Le), Fertilizer utilization (Fu), Climatic Conditions (CC) and Capital induction (CI).

Broadly the Apple production depends on Labour effort used and the Capital induction (ie use of fertilizers pesticides, fungicides etc). Capital induction itself depends on GDPc. Thus Apple Production is a function of Labour effort and Capital induction keeping GDPc and Climatic conditions and technology constant.

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## REVIEW OF LITERATURE

**Baez, et al.** <sup>(1999)</sup> examined that application of quality standards for grades of fresh fruits and vegetables in Mexico are non-restrictive, however, there are some private Mexican Companies that have their own standards to sell high quality products.

**Bruce** <sup>(1915)</sup> wrote about the flora and fauna of Kashmir after his visit to Kashmir, he describes the fruits and forest of Kashmir with variations from season to season and from one region to another.

**Chadha** <sup>(1999)</sup> examined and discussed improved technologies for varieties development, propagation, agronomy, crop protection, post harvest management. Strategies and programme for horticultural research are proposed.

**Chandra and Padaria** <sup>(1999)</sup> experimented that the problems to establish shoot bud culture techniques, litchi, the problems of microbial contamination, phenol exudation and explants browning were controlled to a great extent by using mercuric chloride or sodium hypochlorite.

**Gupta** <sup>(1985)</sup> pointed out that land is tiller's most valuable asset; grains are the fruit of his sweat and toil. But unfortunately land resources are tremendously degraded due to number of reason such as soil salinization and alkalization. So to save the economy of the nation effort should be made to save the soil to save the whole nation.

**Jagdish** <sup>(2007)</sup> examined the attention of people towards a newly development horticulture research in Kandi belt of Jammu region. His main focus lies on the fact that this horticulture research centre has all the varieties of fruit plant that can be planted only on rain water in the Kandi areas of Jammu and likewise other region. While giving the location analysis of this centre he added that the government has provided an institution for horticulture research in dry land at Rayha 28 km from Jammu city which can helps to a great extent in development of horticulture in the region.

**Javed** <sup>(1985)</sup> studied the origin and introduction of flora including fruits trees in Kashmir valley. He also finds out that with various climatic variations different type of species developed and migrated from different countries and region to Kashmir.

**Kanth** <sup>(1985)</sup> explained different morphological, physical, stratigraphic feature of Jammu and Kashmir State, which plays a crucial role in the horticulture and agricultural development with variations in different parts of the area.

**Kaul and Dar** <sup>(1985)</sup> observed that the vegetation of Kashmir changes from time to time. It changes from glaciations to de-glaciations and from that period to the present situation. They studied the past and the present conditions of vegetation and got variations with both time and space aspects. According to them there is a major change in the production and distribution of flora in the valley of Kashmir from ancient to the present time.

**Singh** <sup>(1999)</sup> pointed out that modernization of agriculture will promote higher productivity and better quality agro produce and in turn high economic return, income and employment to the people.

### Theoretical Framework of Model

Using a Cobb Douglas type production function we have,

$$AP = ZLe^aCl^b$$

Where,

AP = Apple Production

Z = Constant (technology, Climatic conditions etc.)

Le = Labour effort used

CI = Capital induction or capital used in the form of fertilizers and chemicals

'a' and 'b' are respective elasticities of labour and capital.

To make the above production function linear use log on both sides. Thus the econometric model becomes a double log model with  $U_i$  as error term.

$$\ln AP = \ln Z + a \ln Le + b \ln CI + U_i$$

In order to estimate the above regression model we use OLS on the available data attached in the index.

## METHODOLOGY

Secondary data sources from the Ministry and Directorate of Horticulture Jammu and Kashmir has been taken for the variables Apple Production, Labour expenditure (that denotes labour effort) and expenditure on Capital Induction (that includes fertilizers, pesticides, fungicides etc.). The data set has been taken from 1990 to 2016 for the said variables. The data has been checked with no structural break. But there can be bias towards the non uniformity of price of substitute fertilizers and pesticides.

Cobb – Douglas type production function has been used to find the effect of independent variables on dependent variable, where elasticities "a, b" associated with labour effort and capital induction respectively are kept constant in because of the fluctuations from one location to another of J&K state. (Apple production in J&K has spatial divergence because apples are produced both at hills and plains making difference in price and fertilizer utilization and labour expenditure at different places of state, keeping in view this difference elasticities of Labour effort and Capital induction is kept constant.)

To know the percentage effect of independent variables on dependent variable the present study used double log regression model. 'E-VIEWS' has been used to find the results.

## Empirical Analysis of Model

The result drawn from the data set is as under in the Table 1:

**TABLE 1: E-VIEWS RESULT SHEET**

Dependent Variable: LN\_AP

Method: Least Squares

Date: 09/18/17 Time: 15:01

Sample: 1 26

Included observations: 26

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	4.542679	0.092239	49.24889	0.0000
lnLe	0.071426	0.042320	2.687765	0.010
lnCI	0.951092	0.040101	23.71763	0.0000
R-squared	0.998088	Mean dependent var		13.84889

Adjusted R-squared	0.997922	S.D. dependent var	0.344106
S.E. of regression	0.015687	Akaike info criterion	-5.363821
Sum squared resid	0.005660	Schwarz criterion	-5.218656
Log likelihood	-72.72968	Hannan-Quinn criter.	-5.322019
F-statistic	6003.342	Durbin-Watson stat	2.936585
Prob(F-statistic)	0.000000		

Source: Table 2 (ibid)

The estimated equation is as under:

#### Estimation Equation:

$$\ln AP = C(1) + C(2) * \ln Le + C(3) * \ln CI$$

#### Substituted Coefficients:

$$\ln AP = 4.54 + 0.071 * \ln Le + 0.95 * \ln CI$$

From the estimated equation we interpreted that one percent increase in labour effort has **0.071** percent positive effect and one percent increase in capital induction has **0.95** percent positive effect on apple production in Jammu and Kashmir.

#### CONCLUSIONS

Capital Induction has greater effect on the apple production than the labour effort utilized. As depicted in the estimated equation.

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**Appendix:**

**TABLE 2: APPLE PRODUCTION AND LABOUR EXPENDITURE AND CAPITAL INDUCTION IN J&K STATE**

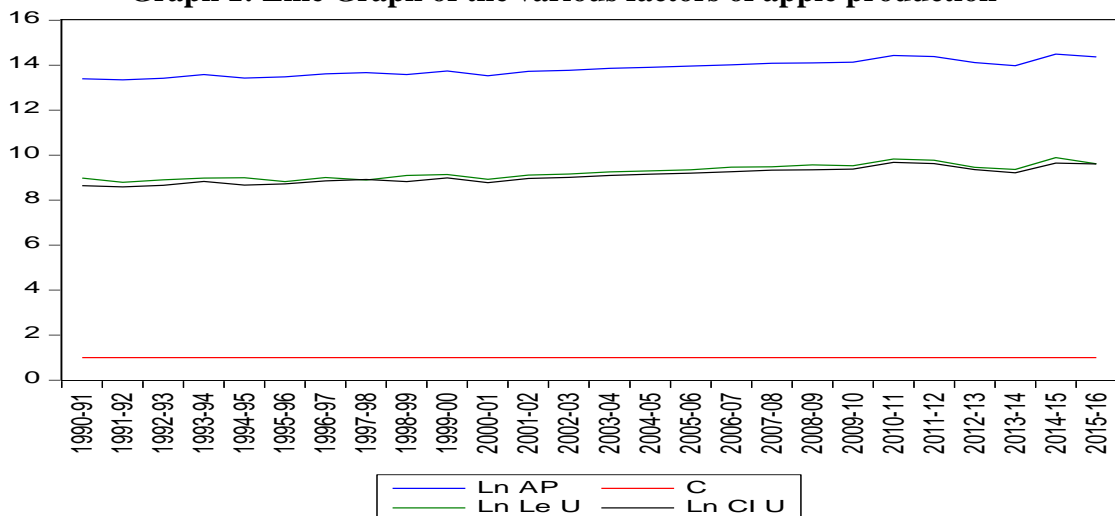
Year	Apple Production (AP) in MT	Labour Effort (Le) in Th Rs	Capital Induction (CI) in Th Rs	Ln AP	Ln Le	Ln CI	Labour Effort in Units	Capital effort in Units	Ln Le U	Ln CI U
1990-91	658165	2374495	2830109	13.39721	14.6803	14.85583	7914.983333	5660.218	8.976513	8.641218
1991-92	624469	1973407	2685216	13.34466	14.49527	14.80327	6578.023333	5370.432	8.79149	8.588664
1992-93	669260	2207780	2877818	13.41393	14.6075	14.87254	7359.266667	5755.636	8.903716	8.657935
1993-94	792750	2378250	3408825	13.58326	14.68188	15.04188	7927.5	6817.65	8.978093	8.82727
1994-95	674046	2422138	2898397	13.42105	14.70016	14.87967	8073.793333	5796.794	8.996379	8.66506
1995-96	714834	2044502	3073786	13.47981	14.53066	14.93842	6815.006667	6147.572	8.826882	8.723812
1996-97	816050	2448150	3509015	13.61223	14.71084	15.07085	8160.5	7018.03	9.007061	8.856238
1997-98	864124	2192372	3715733	13.66947	14.60049	15.12809	7307.906667	7431.466	8.896712	8.913478
1998-	791584	2674752	3403811	13.5817	14.7993	15.0404	8915.84	6807.622	9.09558	8.82579

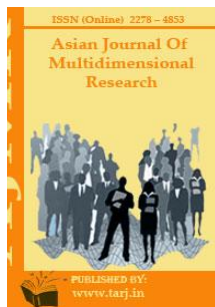


99				9	7	1			5	8
19	929022	2787066	3994794	13.	14.	15.	9290.22	7989.58	9.1	8.9
99				74	84	20		8	36	85
-				18	05	05			71	89
00				9					8	4
20	751310	2253930	3230633	13.	14.	14.	7513.1	6461.26	8.9	8.7
00				52	62	98		6	24	73
-				95	81	81			40	58
01				7	9	9			3	1
20	909583	2728749	3911206	13.	14.	15.	9095.83	7822.41	9.1	8.9
01				72	81	17		2	15	64
-				07	93	93			57	74
02				4	5	6			1	8
20	953946	2861838	4101967	13.	14.	15.	9539.46	8203.93	9.1	9.0
02				76	86	22		4	63	12
-				83	69	69			19	36
03				6	7	8			2	9
20	1041583	3124614	4478613	13.	14.	15.	10415.38	8957.22	9.2	9.1
03				85	95	31		6	51	00
-				62	48	48			03	21
04				5	2	2			9	6
20	1093275	3279825	4701082	13.	15.	15.	10932.75	9402.16	9.2	9.1
04				90	00	36		4	99	48
-				46	33	33			51	69
05				9					8	5
20	1151712	3455136	4952361	13.	15.	15.	11517.12	9904.72	9.3	9.2
05				95	05	41		2	51	00
-				67	53	53			59	76
06				6	7	7				7
20	1222176	3866528	5255356	14.	15.	15.	12888.42	10510.7	9.4	9.2
06				01	16	47	667	12	64	60
-				61	78	47			08	15
07				4	7	6			5	
20	1311845	3935535	5640933	14.	15.	15.	13118.45	11281.8	9.4	9.3
07				08	18	54		66	81	30
-				69	55	55			77	95
08				5	6	6			5	2
20	1332812	4298436	5731091	14.	15.	15.	14328.12	11462.1	9.5	9.3
08				10	27	56		82	69	46
-				28	37	14			97	80
09				6	2	2			9	8
20	1372973	4118919	5903783	14.	15.	15.	13729.73	11807.5	9.5	9.3
09				13	23	59		66	27	76
-				24	11	11			31	49
10				9					9	6
20	1852412	5557236	7965371	14.	15.	15.	18524.12	15930.7	9.8	9.6

10 - 11				43 2	53 06 1	89 06 1		42	26 82 9	76 00 6
20 11 - 12	1756192	5268576	7551625	14. 37 86 6	15. 47 72 7	15. 83 72 7	17561.92	15103.2 5	9.7 73 48 8	9.6 22 66 5
20 12 - 13	1348149	3844447	5797040	14. 11 42 4	15. 16 21 4	15. 57 28 6	12814.82 333	11594.0 8	9.4 58 35 8	9.3 58 25
20 13 - 14	1170306	3510918	5032315	13. 97 27 8	15. 07 13 9	15. 43 13 9	11703.06	10064.6 3	9.3 67 60 6	9.2 16 78 3
20 14 - 15	1966417	5899251	7755593	14. 49 17 2	15. 59 03 4	15. 86 39 2	19664.17	15511.1 86	9.8 86 55 3	9.6 49 31 7
20 15 - 16	1726834	4480502	7425386	14. 36 18	15. 31 52 5	15. 82 04 2	14935.00 667	14850.7 72	9.6 11 46 3	9.6 05 80 7
Source: 1. Directorate of Horticulture Govt. Of J&K, 2. Ministry of Horticulture J&K Govt.										

**Graph 1: Line Graph of the various factors of apple production**





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## UPS AND DOWNS IN BPO SECTOR WOMEN EMPLOYEES IN INDIA

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### 1.1 ABSTRACT

*In post globalization and liberalization era new vistas have opened for women in India. Global expansion of software and ITes demand steady supply of 'knowledge workers'. Special preference is given to women who have essential knowledge base and flexibility to adjust themselves to the outsourcing industry. Today's Indian women have ventured beyond the traditional roles of wife and mother and even overcoming the traditional occupations such as nursing, teaching etc they have engaged themselves in all sectors which are traditionally male dominated such as defence, engineering and even in night shifts for BPO sectors. The middle class urban women working in call centres are a rich amalgamation of east and west culture. Women are also encouraged to embrace white collar job with comparatively high salary, easy international mobility, flexible work routine and physically less demanding work process in comfortable indoor work-environment. According to NASSCOM women employees constitute about 1/3<sup>rd</sup> of the total BPO workforce.*

**KEYWORDS:** Anxiety, Call Centers, Depression, Occupational Health, Sleep Quality, Stress, Youngsters *JEL classification:* M11, M21, O31

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### 1.2 INTRODUCTION

**Business Process Outsourcing (BPO)** is a subset of outsourcing that involves contracting the operations and responsibilities for a particular business process to a third-party service provider. A call center is a centralized department to which phone calls from current and potential customers are directed. Call centers can handle inbound and/or outbound calls and are located either within a company or outsourced to another company that specializes in handling calls. Between 2012 and 2018, the global business process outsourcing (BPO) industry grew at a compound annual growth rate of 4.8% to reach total revenues of \$170.3 billion in 2018. BPOs in India are both domestic and international. Call centres are an important part of BPO and it constitutes more than 1/3<sup>rd</sup> of the total employment and revenues in BPO segment. (Ramesh, 2004).

Young adult women working in BPO sector reach their career milestones and financial goals much earlier than before. Apart from that women employees have to face several challenges and problems while working in BPO industry, which includes – night shift, socio-cultural factors and sexual harassment. Though Government of India has imposed several strict rules and regulations regarding safety and security of women working in BPO and call centres still incident of murder and rapes are increasing day by day. BPOs have taken measures to ensure transport security of women by providing cabs. Resolutions have been taken that a female employee cannot be the last one to be dropped off. They have also set up GPS tracking of vehicles and SMS hotlines etc. This paper is an attempt to examine the health, social and psychological problems faced by women employees in BPO sector.

### **1.3 WOMEN IN BPO SECTOR**

Young women specially fresh graduates are preferred in BPO sector for their dynamism, communication, IT skills, diligence, attentive, loyalty, less aggression, better interpersonal and analytical skills than men. On the other hand educated middle class urban or semi urban women prefer this sector not only to improve financial autonomy but also a platform for greater mobility and greater acceptance in the male society. Unlike other industries BPO provides opportunities for employment at young age with high disposable income, quick promotion avenues even with comparatively lower educational qualification to reach career goals or targets much earlier than expected. In societal respect it will help to upgrade image of daughters, at least in the mind of their own parents and in society (Clark and Sekhar, 2007) India, by and large with all its diversity has a classic patriarchal social system. Women working at night shift in call centre acts as a catalyst for social change in India. Unfortunately, in our country night work for female workers is generally considered with negative connotations. That is the main reason why some families hesitate to allow their daughters to work in call centres.

BPO job becomes specially challenging for women due to the dual burden of work and family. BPO women have little time to spend with family members even if they physically present at home during daytime (Patel, 2006). In case of married employees they have to deal with dual burden of work and have odd working hours lead to high level of stress and health problems. Working in night shift disrupts natural sleep-wakefulness cycle, results in irregular eating patterns and alters usual social and family life routine.

### **1.4 NEED OF THE STUDY**

The unusual work cultures of BPO sector coupled with growing number of middle class women entering this sector underlines the need for examining the impact of stress and health hazard faced by them and the social support they received.

### **1.5 OBJECTIVE**

- i) To study socio-economic profile of women employees working in BPO
- ii) To find out occupational health hazards, social and psychological problems faced by women working in BPO
- iii) Strategies adopted in order to continue in the industry

### **1.6 METHODOLOGY**

For this study descriptive type research design was adopted. The present study was carried out in Kolkata and its surrounding area by selecting BPO professionals. Convenience sampling method

was adopted and a sample of 120 women employees is selected for gathering primary data with the help of structured questionnaire. Secondary data was collected from book, journals etc. Descriptive analysis was used to analyse the data. Collected data was analysed with the help of computer by means of Ms-Excel.

## 1.7 MAJOR FINDINGS OF THE STUDY

### 1.7.1 DEMOGRAPHIC PROFILE

Demographic profile of Women Employees working in BPO industry has been analysed and results are presented in Table 1

Variables		Frequency	Percentage
Age	18 – 21	34	28.333333
	22 – 25	52	43.333333
	26 – 30	23	19.166667
	30 and above	11	9.166667
Caste category	General	67	55.833333
	SC	28	23.333333
	ST	6	5
	OBC	19	15.833333
Area	Urban	72	60
	Semi- Urban	34	28.333333
	Rural	14	11.666667
Marital Status	Married	37	30.833333
	Unmarried	83	69.166667
Education	Graduate	59	49.166667
	Post Graduate	7	5.833333
	Diploma	15	12.5
	Class 12 pass	28	23.333333
	Other	11	9.166667

**TABLE 1 – DEMOGRAPHIC PROFILE OF THE WOMEN EMPLOYEES**

According to Table 1, it can be interpreted that majority (43.3%) Women Employees working in BPO are between 22 – 25 years of age. Only 9% of them are above 30 years. 60% women are from urban area mainly from Kolkata. Though there is no such caste reservation in these sector still 55.8% women employees belong to general caste. Most of them (69%) are unmarried; very few of them are married. Generally, Women Employees are fresh graduate (49%) from different stream with good communication skill. 23.3% Women Employees join in this sector after passing class 12. Rest of them are either diploma holder or post graduate.

### 1.7.2 REASONS FOR JOINING BPO INDUSTRY

Multiple responses are reported by the respondents for joining in this industry. It is shown in Table 2

Reasons	Frequency	Percentage
Did not get a better job	47	39.166667
Not too much educational qualification required	15	12.5

Attractive pay package	29	24.1666667
Flexible working hour	18	15
Attractive life style	11	9.16666667
<b>Total</b>	120	100

**TABLE 2 – REASONS FOR JOINING BPO INDUSTRY**

From the chart it is clear that majority (39%) of the respondents join in BPO sector as they did not get a better opportunity in any other industry. 24% respondents reported that attractive pay package allure them to join in BPO services. Flexible working hour is best suited mainly for unmarried (15%) women population. 12.5% respondents give preference to this industry because not too much educational qualifications are required here and 9% Women Employees admitted that attractive western culture influence their life style.

### 1.7.3 WORK EXPERIENCE OF THE RESPONDENTS

Experience (Year)	Frequency	Percentage
Below 1 Year	35	29.16666667
1 to 3 Year	71	59.16666667
Above 3 Years	14	11.66666667
<b>Total</b>	120	100

**TABLE 3 – WORK EXPERIENCE OF WOMEN EMPLOYEES**

Majority of the respondents (59%) are fresher in BPO sector with on an average 1 to 3 years of experience. The next most numbered years of service experience are below 1 year (29%).

### 1.7.4 SOCIO – ECONOMIC PROBLEM

Various types of socio-economic, socio-cultural and health related problems are faced by Women Employees working in BPO sector. Responses of different respondents are tabulated below –

Problems		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Lack of family support	Count	9	16	37	25	33
	Percentage	7.5	13.3333333	30.8333333	20.833333	27.5
Work Life Imbalance	Count	53	30	19	10	8
	Percentage	44.166667	25	15.8333333	8.3333333	6.66666667
Lack of socialization	Count	13	45	29	20	13
	Percentage	10.8333333	37.5	24.166667	16.66667	10.8333333
Gender Discrimination	Count	15	31	45	19	10
	Percentage	12.5	25.8333333	37.5	15.833333	8.33333333
Financial Problem	Count	16	28	50	23	3
	Percentage	13.3333333	23.3333333	41.666667	19.16667	2.5
Societal Image	Count	7	19	30	25	39
	Percentage	5.83333333	15.8333333	25	20.833333	32.5

**TABLE 4 – SOCIO – ECONOMIC PROBLEM OF THE RESPONDENTS**

The major socio-economic problem faced by Women Employees are work life imbalance. 44% respondents strongly agreed that they have no time for their family as well as for friends. Even when they are at home they remain busy with their office work. As a result many of them (37.5%) gradually become unsocial. 27.5% of the respondents agreed that they get family support to continue



their job irrespective of their odd timing and night shift duty. Though most of the respondent remain neutral regarding financial problem issue, 23.3% of the rest of the respondents said that they have faced financial problems as the salaries drawn by them are comparatively low and there is no such fair annual increment or bonus to meet their own expenses, savings and then raring family. 25.8% of the respondents have complained about gender discrimination and to be surprised 32.5% of the respondents have strongly disagreed with the question that working in BPO has hampered their social image.

### 1.7.5 SOCIO – CULTURAL PROBLEM

Problems		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Unequal Respect	Count	10	45	33	28	4
	Percentage	8.333333 3	37.5	27.5	23.3333 3	3.333333 3
Sexual Harassment	Count	8	31	47	25	9
	Percentage	6.666666 7	25.833333 3	39.16666 7	20.8333 3	7.5
Drug Addiction	Count	5	50	25	31	9
	Percentage	4.166666 7	41.666666 7	20.83333 3	25.8333 3	7.5
Illegal Relationships and Affairs	Count	13	34	47	17	9
	Percentage	10.83333 3	28.333333 3	39.16666 7	14.1666 7	7.5
Unhealthy comments by co-workers	Count	19	15	42	10	34
	Percentage	15.83333 3	12.5	35	8.33333 3	28.333333 3

Table 5 – Socio – cultural problems of Women Employees

From Table no. 5 it is clear that 37.5% of the respondent agreed that they have faced the problem of unequal respect from their male co-worker. Though there is mixed opinion, but majority (39.1%) of the respondents said that there is no such incident of sexual harassment with female workers at workplace. 41.6% of the respondent reported that they have faced the problem of drug addiction like smoking, drinking etc. to overcome the monotony or boredom of work, whereas 25.8% disagreed the issue. They consider it as a part of work culture and they are comfortable with it. 39.1% of the respondents remain silent with the fact that they have faced the problem of illegal relationships and affairs with partner but 28.3% of them agreed the fact. 28.3% of the respondents strongly disagreed the fact that they faced the problem of slang and obscene language used by their co-workers which are not common with them.

### 1.7.6 HEALTH PROBLEMS

Previously several research proves that stress is one of the major factor which affect physical or mental health of the employees. These ultimately would affect the well being of the organization as well. The most important stress causing factors are : pressure to achieve the targets, work timings, work load etc. therefore it is interesting in this study to know that the employees who works in BPO face many health problem due to their nature of job.

Problems		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Backaches	Count	55	29	17	11	8
	%	45.833333	24.166667	14.166667	9.166667	6.666667
High Blood Pressure	Count	27	50	20	15	8
	%	22.5	41.666667	16.666667	12.5	6.666667
Digestive Disorder	Count	11	46	28	27	8
	%	9.166667	38.333333	23.333333	22.5	6.666667
Irritable Menstrual Cycle	Count	22	28	30	15	25
	%	18.333333	23.333333	25	12.5	20.833333
Frequent cold and Headaches	Count	5	50	35	9	21
	%	4.166667	41.666667	29.166667	7.5	17.5
Sleep Disorder	Count	52	39	18	8	3
	%	43.333333	32.5	15	6.666667	2.5
Respiratory Disorder	Count	3	19	34	8	56
	%	2.5	15.833333	28.333333	6.666667	46.666667
Ear problem	Count	8	17	26	23	46
	%	6.666667	14.166667	21.666667	19.166667	38.333333
Leg cramps	Count	10	23	36	17	34
	%	8.333333	19.166667	30	14.166667	28.333333
Spondylosis	Count	20	39	34	16	11
	%	16.666667	32.5	28.333333	13.333333	9.166667
Eye strain	Count	11	19	32	18	40
	%	9.166667	15.833333	26.666667	15	33.333333
Depression	Count	11	47	25	14	23
	%	9.166667	39.166667	20.833333	11.666667	19.166667
Voice Loss	Count	20	18	32	20	30
	%	16.666667	15	26.666667	16.666667	25
Hair Loss	Count	10	15	36	22	37
	%	8.333333	12.5	30	18.333333	30.833333
Fatigue	Count	51	33	17	11	8
	%	42.5	27.5	14.166667	9.166667	6.666667
Diabetes	Count	1	6	22	18	73
	%	0.833333	5	18.333333	15	60.833333

**TABLE 6 – HEALTH RELATED PROBLEMS OF WOMEN EMPLOYEES**

Sleeping disorder in BPO is due to irregular shifts and long working hours. Employees find it very difficult to get into sleep because of the changes in sleeping hours. Changes in shift also causes digestive disorder and hair loss of the employees. All BPO jobs are computer based. Usage of computer such as long time work without any rest causes eye irritation and eye sight problem. Sitting for a long time without any movement and relaxation ultimately causes back pain to the employees. BPO employees always have heavy work load and more work pressure, which ultimately leads to high blood pressure of the employees. Depression is another problem in BPO. Heavy work load and long working hours make them fatigue. Most of the BPO employees cannot concentrate on

their family and personal life and they become depressed. Women Employees suffer from severe migraine, irregular menstrual problem due to tremendous stress and strain. Continuous answering to phone call damage their voice. Persistent use of headphones and maximum hertz decibel will hurt ear drum and it may also leads to deafness.

The major problem faced by women employees in BPO is that of back aches, sleep disorder and fatigue scoring high with 45.8%, 43.3% and 42.5% respectively on the seriously affecting scale. Problems like high blood pressure, frequent cold and headache, depression, spondylitis and digestive disorder also affect BPO women employees severely elucidated by the stats 41.6%, 41.6% 39.1%, 32.5% and 38.3% respectively. Health problems like irritable menstrual cycles, leg cramps, hair loss affects moderately with respective percentage of 25%, 30% and 30% respectively. Diabetes and respiratory disorders affect minimum with a scale of 60.8% and 46.6% with reference to other factors.

### 1.8 SUGGESTIONS

For a call centre employee it is very hard to avoid night shift work but employers have to ensure that shifts must be rotated.

- Sufficient breaks should be given between sessions and employees are suggested to do exercise and stretch during that time.
- Employees should get up and do simple stretches frequently.
- Regular strenuous exercise for 1 hour at least 3 times a week.
- Yoga is an excellent way to keep the body fit and calm the mind.
- Regular medical check-up should be encouraged, junk food should be replaced by home-made food.
- Excess caffeine intake may further disturb the body clock.

### 1.9 CONCLUSION

From the above study it can be concluded that women employees working in call centre are exposed to a volley of problems. This study will help to understand various problems related to health, socio-economic and socio-cultural among all call centre female workers.

There is also a need for facilities like gymnasium, games, yoga, meditation and library at the respective work places. Periodic health examinations may be required for early detection and treatment of psychological disorders and other lifestyle diseases by engaging physicians, psychologists, psychiatrists, and public health experts. Traditionally, public health physicians have concentrated mainly on the conventional workforce for example, agricultural and industrial workers. With the coming up of new occupations like call center workers, there is a need to concentrate on this significant workforce and public health issues related to them as well.

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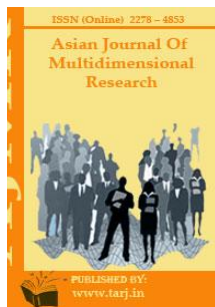
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## **ECONOMETRIC MODELS OF DEVELOPMENT AND FORECASTING OF BLACK METALLURGY OF UZBEKISTAN**

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### **ABSTRACT**

*Metallurgy and provision of need of the republic in steel product. For organization of production of high-quality steel from ore stock the key role is allotted innovations and mathematical modulation. The development of the econometric models of multifactorial statistical analysis and forecast is one of the most reliable toolboxes for the investigation of activity of the enterprise or branches of ferrous metallurgy as a whole the influence on production with the aim of increasing efficiency and study of branch dynamics on prospect. The article deal econometric models of the qualitative economic indicator of metallurgical branch, себестоимость of production applicable for estimation of the statistical features of production ferrous metals and perspective development ferrous metallurgy of Uzbekistan.*

**KEYWORDS:** *Econometric Models, Development, Forecasting, Black Metallurgy, Uzbekistan*

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### **INTRODUCTION**

Generalized data on the development of domestic metallurgy can characterize the state of the industry as a whole. However, in order to diversify the industry and increase the competitiveness of its products, a profound analysis of the technological level of each of the metallurgical division and enterprises is required, taking into account global trends and the involvement of field-approved tools and techniques. In particular, multifactor mathematical models make it possible to identify certain patterns in the development of an economic object and to visualize the relationship between various technical and economic indicators of its functioning [4].

It should be noted that improving the accuracy of calculations related to economic and mathematical modeling of production efficiency at mining enterprises allows the use of multifactor statistical models characterizing the change in economic indicators under the influence of determining factors.

When creating economic and mathematical models, statistical information was collected at Uzmetkombinat JSC. Baseline information covers the period from 2010 to 2017, as well as design tasks for 2022.

As a mathematical tool for the implementation of static analysis, a standard linear regression analysis program was used [3].

The use of actual indicators allows you to identify the actual picture of the impact of a determinative factor on the performance indicator.

### **Main part**

Statistical data analysis during the creation of multifactor mathematical models was performed in several stages. At the first stage, the factors that most influenced the size of the simulated indicator were selected.

We describe the results obtained for the studied economic indicator on the example of production costs.

All costs of the enterprise for the production and sale of products, expressed in monetary form, form its cost. The cost of production is a synthetic, qualitative indicator characterizing all aspects of the enterprise.

An integral part of the work of the enterprise is to monitor the implementation of the plan at the cost of production, accurate determination of the cost dynamics and the impact on it of both production and non-production factors [2]

The first includes direct costing items, and the second includes factors that form an indicator through multiple channels. Such factors act in a complex correlation relationship with each other. For example, technical progress affects the cost of production through an increase in labor productivity and a corresponding reduction in the payroll fund per unit of production: through savings on raw materials and other factors causing a decrease in cost.

On the other hand, technical progress often causes an increase in depreciation, power consumption, etc.

### **THEORETICAL BACKGROUND**

At the same time, changes, for example, the rate of consumption of any material or its price affects only one element of cost in one direction: a decrease in the norm and price causes a corresponding decrease in cost. All this gives a quantitative impact of factors stochastic, probabilistic in nature. In this regard, the measure of this impact can and should be determined by statistical analysis methods. The logical-professional analysis of information given by us allowed us to identify the main factors that determine the level of production costs.

Such factors are the percentage of productivity growth, the shift coefficient and the proportion of the active part of fixed assets in their total value. An important source of reducing the cost of production of the enterprise is the growth of labor productivity. The higher the rate of growth of labor productivity in comparison with the rate of growth of the average wage of an employee, the more the



value of wages in the unit cost of production is reduced. With the growth of labor productivity at the same time there is an increase in the volume of production of the enterprise.

The increase in the fund of working time of the equipment also has a great influence on the reduction of production costs. The company has significant reserves to increase the working hours of equipment due to the reduction of its downtime. It should also be noted that the reduction in the cost of production is most significantly influenced by technical progress, which has a positive effect on all aspects of the production and economic activity of the enterprise, and consequently, on the reduction of costs that form the cost price.

So, with the growth of mechanization and automation of production processes, improvement of technology, with the introduction of high-performance and small-sized equipment, as well as various multi-operational machines, with the introduction of progressive organizational forms of production, the share of the cost of buildings in industrial production fixed assets is reduced and their share increases - the cost of machinery and equipment. The increase in the enterprise of working machines, various machines, instruments for automatic regulation and control of the production process, power plants, transmission devices and other equipment, provided they are properly used, contributes to an increase in the volume of production, and, consequently, to a reduction in fixed costs per unit of production.

### Data analyses

This analysis served as the basis for constructing an economic-mathematical cost model for 1 soums of marketable products, which is the ratio expressed in soums of the actual total cost of marketable products to its value at the wholesale prices of the enterprise.

The regression equation has the following form:

$$y = a_0 + a_1x_1 + a_2x_2 + \dots + a_nx_n$$

The model includes:

y- the cost of 1 sum of commodity products t.sum;

$x_1$  – percentage of productivity growth;

$x_2$  - shift factor;

$x_3$  – the share of the active part of the main industrial and production assets in their total value, %.

$$y = 167,293 - 0,134x_1 - 22,370x_2 - 1,453x_3$$

$$R = 0,868; R_2 = 0,754; tr = 19.182; F = 29.938$$

The coefficient of multiple correlation is statistically reliable, since the calculated values of Student's criteria ( $t_{table} = 2,80$ ) and Fisher ( $F_{table} = 4,45$ ) for a given confidence factor of  $P = 0.01$ , significantly exceed the table ones.

The total dispersion of the cost model for 1 soums of commercial products on 75 % ( $R_2 = 0.754$ ) determined by the variability of factors taken into account in the model. Analyzing the results obtained by the values of the coefficients in the regression equation we carried out we can draw the following conclusions:

- With an increase in labor productivity by 1%, the cost per 1 sum of marketable products decreases by 0.134 tons.sum

- increasing the shift rate per unit will reduce the cost of 1 soums of marketable products by 22.370 t.sum.

- with an increase in the share of the active part of the main industrial production in their total value by 1%, the cost per 1 sum of marketable products decreases by 1 453 t.sum.

To determine the magnitude of possible deviations, the calculated values of the economic indicators of the enterprise, obtained using the above equations, were compared with the actual ones. Studies have shown that the deviations of the calculated values of the indicators from the actual is 8-10%. This indicates a fairly high accuracy of calculations for the proposed models.

The construction of multifactor correlation models of the most important indicators of an enterprise's operation makes it possible to use the obtained results with reasonable justification for identifying reserves for increasing production efficiency, as well as for selecting relevant factors in the prediction models for these indicators [1].

The use of econometric models developed by us gives positive results not only when analyzing the current state of the enterprise, but also when predicting the main economic indicators in the process of long-term planning.

The results obtained for econometric models in combination with the standard method of multivariate forecasting made it possible to carry out a forecast of the most important indicators of the enterprise's work for 2022, i.e. for the medium term. An exponential smoothing method was used as a statistical extrapolation apparatus.

The results of forecast calculations show how economic indicators change taking into account the influence of significant factors taken into account in the previously given regression equations.

Thus, the table shows the results of the forecast for 2022 of the most important economic characteristics of the enterprise. Calculations of the forecasts were carried out on the basis of the standard method of exponential smoothing of the mathematical apparatus of statistical extrapolation.

Thus, multi-factor prognostic models make it possible to identify certain patterns in the development of an economic object and to visualize the relationship between various technical and economic indicators of its functioning.

**TABLE. THE DYNAMICS OF THE MOST IMPORTANT ECONOMIC INDICATORS OF THE DEVELOPMENT OF THE ENTERPRISE UZMETKOMBINAT JSC FOR 2007-2022.**

Indexes	Years			
	According to the results of the enterprise			According to the forecast
	2007	2012	2017	2022
Labor productivity, mln. Sums / than	6,07	7,55	9,11	10,27
Fund return, thousand soums	3,28	3,69	4,84	5,49
Costs for 1 soums of marketable products, thousand soums	104,06	99,41	93,73	92,46

On the basis of the developed models of the basic technical and economic indicators of the enterprise's work, the main reserves and the sources for improving these indicators can be determined. The development of an enterprise should go first and foremost by creating a holding company, reconstructing existing and creating new enterprises and divisions, expanding the range and improving product quality, strengthening direct ties with other enterprises and trading organizations [1].

To achieve this goal, it is advisable:

1. To direct additional capital investments and investments to the creation of new enterprises.
2. Expand the raw material base of the enterprise by increasing the total volume of production and production of export-oriented products.
3. Increase productivity. The forecast model of labor productivity developed by us indicates a real possibility of increasing labor productivity, which increases over the period 2007–2020. by 85%.
4. Increase the return on assets. The presented model indicates that it will increase in the period under consideration, taking into account the selected factors by almost 70%.
5. Reduce the cost of production. On the basis of forecast calculations, conclusions are made that the cost of 1 soums of marketable products can be reduced on average for an enterprise from 104.06 tons of soums in 2007 to 92.46 tons of sum in 2022.

## CONCLUSION

Thus, the development of economic and mathematical models of multivariate statistical analysis and forecasting is one of the most reliable tools for researching the activities of an enterprise or the industry as a whole, the impact on production with the aim of increasing its efficiency and studying the industry dynamics for the future.

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## ETIOLOGY AND SYMPTOMS OF DISORDERS OF VITAMIN AND MINERAL METABOLISM IN COWS IN THE CONDITIONS OF THE ARAL SEA REGION

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### ABSTRACT

*The article presents the main etiological factors of vitamin-mineral metabolism in stale dry and fresh cows of the red-steppe breed in the conditions of the Aral Sea region. In connection with the ecological disaster in the Aral Sea basin there was a strong salinization of the soil, which led to a disruption of the biotic circulation of microelements. Therefore, a more concrete scientifically based approach to the diagnosis and prevention of metabolic diseases in animals is required. In the farms of the Khorezm region in the winter and early spring periods of the year, a significant deficit (up to 38,8%) of carbohydrates, carotene - up to 69,4%, phosphorus - up to 31,34%, a lack of trace elements, including copper - up to 7,0%, zinc - up to 9,47%, manganese - up to 9,05%, iodine - up to 28,55%, disbalance between phosphorus and calcium (1: 3) at a rate of 1: 1,5- 2, sugar to protein (0.41: 1) at a rate of 0.8: 1. Clinical signs such as ruffled hair coat, reduced hair shine, dry skin, perversion of appetite characteristic of copper deficiency, infertility and impaired reproductive ability of cows in the form of lengthening the service period, frequent cases of weak contractions and attempts, detainment of the afterbirth and the birth of calves of hypotrophic in the absence of zinc and iodine in the body of cows is diagnosed in the third period of pregnancy especially during the winter season. During this period of the year, the smallest number of infusorians ( $626,0 \pm 17,0$  thousand/ml) and the amount of VFA in scar tissue ( $8,45 \pm 0,48$  mmol/100 ml) were determined as compared with other seasons of the year.*

**KEYWORDS:** *Etiology, symhptomatology, vitamins, minerals, ration, reproduction, service period, infertility.*

## 1. INTRODUCTION

In the development of agriculture in Uzbekistan, the priority of the livestock sector is the increase in the number of livestock, the production of biologically complete and environmentally friendly products. Over the past 10 years more than 70,000 heads of highly productive heifers from European countries have been brought to the Republic of Uzbekistan. In connection with the ecological disaster in the Aral Sea basin there was a strong salinization of the soil, which led to a disruption of the biotic circulation of microelements. Insufficiency of microelements leads to a decrease in milk and meat productivity, the violation of reproductive function, the birth of defective young animals, the occurrence of fissility, the deterioration of the use of nutrients feed, causing significant economic damage to livestock. Domestic and foreign researchers conducted a significant volume of scientific research on diseases associated with metabolic disorders in farm animals (I.P Kondrakhin, 2005; A.A Kabysh, 2007; M.M Aleksin, 2008). This is a problem and it continues to remain very relevant at present, especially in the Aral Sea regions. In connection with the drying of the Aral Sea, the ecological situation in the Republic of Karakalpakstan and the Khorezm region deteriorated. Therefore, a more concrete scientifically based approach to the diagnosis and prevention of metabolic diseases in animals is required.

In the body of highly productive cows, metabolic processes are very intensive; they are most sensitive to changes in climatic conditions and feeding errors.

Insufficient intake of vitamins and trace elements in the diet can cause disruption of the body's function, especially during periods of activation of metabolic processes during growth, pregnancy and lactation (Galdak S.A 2008). Diseases associated with metabolic disorders in veterinary practice are often found and many of them, especially in highly productive cows, occur secretly and are only detected when special biochemical blood tests are performed (Tankova O.V 2011).

In Aral has a complex regional biogeochemical structure with an imbalance of a number of mineral substances in the soil and vegetation. In the general nomenclature of non-contagious diseases, microelementoses and hypovitaminosis predominate in animals.

The manifestation of diseases with a violation of vitamin-mineral metabolism is facilitated by: - changes in the pedigree composition of animals bred in the region by highly productive livestock; - the maintenance of animals on a diet not balancing on a carbohydrate, especially on vitamins and mineral substances; - Increasing influence of environmental factors in the Aral Sea disaster zone, soil salinity, micronutrient deficiency: copper, zinc, iodine, manganese in soil and vegetation.

Early diagnosis of metabolic disturbances is of great importance, which will allow for direct regulation of metabolism taking into account zonality, season and physiological condition of animals. In this regard, the study of the etiological factors and clinical signs of vitamin-mineral metabolism disturbances in the celiac and newborn cows in the zones of the Aral Basin is of scientific and practical importance for further correction of metabolic processes in the cows, which will undoubtedly contribute to an increase in the productivity and safety of the livestock.

To achieve this goal, the following tasks were set:

1. To elucidate the distribution and main etiological factors of vitamin-mineral metabolism disturbances in steely dead and new cows of golshtinized red-steppe breed in the conditions of the Aral Sea region.

2. Determine the degree of provision of cows with nutrients and biologically active substances in different periods of the year.
3. To study the clinical and physiological characteristics of vitamin-mineral metabolism disorders in cows in different periods of the year.
4. To study the indices of cicatricial contents in cows in norm and in the pathology of vitamin-mineral metabolism.

## 2. MATERIALS AND METHODS

In the Aral Sea zone in the Khorezm region, the soil is solonchakous, groundwater is close to it, and the soil contains chlorine, sulphate and other salts. The climate is temperate continental, in some years in winter the frost reaches 30-32 degrees. The average daily temperature during the year is + 8,2 degrees (<https://ok.ru/group>).

The work was carried out on the dairy farms of the subsidiary farm of Urgench OJSC of Urgench district and the farm of Guzhumkala, Gurlensky district, Khorezm region. In these farms on a quarterly basis, the studies were carried out according to the methodology adopted for the general prophylactic examination of cows (I.P.Kondrakhin, I.G.Sharabrin, 1980). Experiments were carried out on steely dead and new-born cows of golshatinized red-steppe rock of 3-4 years old, selected according to the principle of analogs, taking into account the body weight, physiological state and productivity. In these farms, the structure and nutritional value of cow diets in different seasons of the year has been studied. The food included in the ration of cows was examined in winter (January) during stays and in summer (June), on the perivarimal protein content (according to Kjeldahl), carotene (according to the recommendation of VILA), sugar (according to Samogi), fiber (according to Ankom Technology 12- 06-06), calcium (GOST 17258-71 according to I.P.Kondrakhin), phosphorus (GOST 26657-97 according to I.P.Kondrakhin), trace elements (copper, cobalt, zinc, iodine and manganese) by atomic absorption at the Hitachi 208 analyzer (Japan).

In each farm, 10 clinical cows were examined for clinical, physiological and rumen contents.

Clinical status of cows was evaluated according to the standard method of animal health examination. We studied the body temperature, pulse and respiration rate in 1 minute, scar reduction in 2 minutes, shakiness of incisive teeth, resorption of the last caudal vertebrae, pallor of mucous membranes, perversion of appetite, skin and skin condition.

Indices of cicatricial fluid in cows were examined according to the seasons of the year, while the pH of the contents of the scar (pH meter LCP-01), the number of infusoria (in the counting chamber Goryaev), the total amount of volatile fatty acids (Markham apparatus).

To study the state of the reproductive function of cows, the duration of the period service, the detention of the afterbirth in cows, the body weight of calves at birth, the disease of calves with dyspepsia, the calves in the first months of their life, and the daily milk yield during the first month of lactation were studied. All digital materials obtained as a result of scientific research were processed by the biometric method according to Merkurieva.

## 3. RESULTS AND DISCUSSION

The pathology of vitamin-mineral metabolism in animals is closely related to the contributing alimentary factors, which causes a complex of clinical and physiological changes, lowers the productivity and resistance of the organism. Therefore, it is of great interest to determine the level



and type of feeding, the degree of satisfaction of the body's need for basic nutritional elements and biologically active substances.

In the subsidiary farm of JSC "Urganche", where the scientific and economic experiments were conducted, the content of stall cows, feeding three times a day, a watering place in plenty. The cows' diet in the winter stall consisted of 18 kg of corn silage, 2 kg of alfalfa hay, 16 kg of rice straw, 2 kg of mixed fodder, 2 kg of cotton husk, 2 kg of meal.

The ration is mainly based on corn silage and rice straw, the content of which is 42,86% and 38,09% respectively, 4,76% of hay of lucerne falls, 4,76% of mixed fodder, 4,76% of cotton husks and 4,76% of cotton husks meal – 4,76%.

The structure of the ration of cows in the stabling period is as follows: corn silage – 31,58%, haylucerne – 6,66%, straw rice – 31,50%, mixed feed – 10,91%, cottonseed husk – 4,66%, meal – 14,66%. The diet provided the animals with the need for fodder, transferred protein, fiber, calcium, cobalt and did not provide for the body's need for carotene, sugar, phosphorus, copper, zinc, iodine and manganese (Table 1).

**TABLE 1 SUPPLY OF COWS WITH NUTRIENTS (WEIGHT 420 KG, MILK 15 LITERS PER DAY)**

parameters	Unit. Measurement.	Norm	in the diet	Supply %
Drymatter	kg	23,450	27,348	116,6
Feedunits	k.unit.	11,6	12,0	103,4
Digestible protein	g	1196	1272	106,35
Cellulose	g	11760	11968	101,77
Sugar	g	850	520	61,17
Calcium	g	95	140,2	147,5
Phosphorus	g	60	41,2	68,66
Carotene	mg	464	142	30,6
Copper	mg	50	46,5	93
Cobalt	mg	6	6,25	104,16
Zinc	mg	300	271,6	90,53
Iodine	mg	5,5	3,93	71,45
Manganese	mg	400	363,8	90,95

In the diet of cows for a stall period, the fiber content is much higher than the optimal level and amounted to 11968 g at a rate of 11,760 g. In 1 kg of dry matter, the amount of fiber was 43,76%. Of the 11,968 grams, 6800 g (56,81%) in the diet are fibrous straw, 3100 g (25,91%) is corn silage, the rest is the fiber of hay, lucerne - 636 g (5,31%), mixed fodder - 220 g (1,83%), cotton husks - 910 g (7,61%) and meal - 302 g (2,53%).

Analysis of the diet of cows for the stall period shows that the sugar content is below the optimal level and is 520 g at a rate of 850 g. The availability of cows with sugar is 61,17% with a sugar ratio of 0,40 (a rate of 0,6-0,8). Features of feeding the cows stall period is that the carbohydrate part of the diet is represented by an excess of fiber and a lack of sugar. Fiber cellulose has a high degree of lignification, which causes its low digestibility, aggravated by a high level of starch in the diet. A high level of starch in the diet reduces cellulolytic activity of microorganisms and changes the character of fermentation processes in the rumen. Rapid fermentation of starch leads to an increase

in the total amount of volatile fatty acids, a decrease in pH ( $5,6\pm 0,1$ ), a change in metabolic and digestive processes (V.I.Levchenko, 1986).

In the ration of cows, the period of stable maintenance revealed violations of the phosphorus-calcium ratio (1: 3), low availability of animals to carotenes, phosphorus, sugar, iodine, zinc and manganese.

The general condition of cows in all periods of the study is satisfactory. Fatness is lower than average, most animals taste perverted. Perversion of appetite in the winter and spring periods of the year was diagnosed in 70% and 60% of animals, respectively, and in the summer-autumn periods of the year this figure did not exceed 20-30% of cows.

Most cows are ruffled, shine is reduced. Skin dryish, decreased elasticity. These symptoms are characteristic of A-hypovitaminosis, which was confirmed by a low concentration of carotene in the diet and in the serum of cows.

The third period of pregnancy of cows established signs of osteodystrophy. In 80% of the animals, the incisiveness of the incisive teeth was determined, and in novice cows this feature was diagnosed in 90% of the animals.

In 70% of deep-bodied cows, resorption of the last caudal vertebrae gave a positive reaction. In novice cows, this symptom was diagnosed in 80% of the animals. In the last two months of pregnancy, 30-40% of animals had lordosis, 50-60% had pallor of the mucous membranes, 30-40% had cortical folding of the epidermal layer in the neck, indicating a lack of trace elements of iodine and zinc.

This was confirmed by the low concentration of these trace elements in the diet of cows and in their serum. According to Urazayev N.A., Nikitin V.Ya., Kabyshev A.A. (1990) violation of animal husbandry technologies, nutritional imbalance in nutrients (protein, carbohydrates, vitamins, macro- and microelements) and biotic cycle disturbance leads to anomalies of the geochemical situation in biogeocenoses, which contributes to the emergence of metabolic diseases (ketosis, microelementosis, osteodystrophy, alimentary anemia, etc.), weakening of the resistance of the organism.

The body temperature in all periods of the study, regardless of the physiological state of the cows, was within the normal range.

The pulse rate in the winter periods of the year in deep-seated cows was in the upper limits of the norm and averaged  $78,73\pm 3,2$  times per minute. In these cows, the work of the heart is somewhat increased, the first tone is strengthened, and in some cows there was a split in the first tone, which is characteristic of myocardial dystrophy.

The respiratory rate also increased slightly in cows, respectively, with an increase in the duration of pregnancy. The frequency of the scar wall cuttings in 2 minutes in the winter period averaged  $3,20 \pm 0,3$ , in the spring period (new-growth cows) averaged  $3,83\pm 0,2$ . In the summer-autumn period, this indicator averaged  $4,13\pm 0,2$  and  $4,07\pm 0,3$  times, respectively, in 2 minutes, respectively.

Symptoms like ruffle of the coat and a decrease in the shine of the hair, dry skin, perversion of appetite and disorders of the digestive function in case of copper deficiency, infertility and a violation of the reproductive ability of animals with a deficiency of zinc and iodine in the body, can be observed in many other non-contagious diseases of animals, especially in hypovitaminosis.

The reaction of the environment of the contents of the rumen is an important factor characterizing the state of enzymatic processes in the prednis.

The reaction of the medium of the contents of the rumen largely determines the number of microorganisms and their activity, the absorption of organic acids and the motor function of the rumen. When the cicatricial digestion is disturbed, the species composition of the protozoa changes, mostly large infusoria disappear (V.G.Yanovich, L.I.Sologub, 2000).

The pH of the contents of the rumen in cows, depending on the seasons of the year and the physiological state, the dry and lactating cows was essentially unchanged, only lactating cows marked the greatest increase only in the summer and autumn periods and on the average made  $7,15 \pm 0,09$  and  $7,10 \pm 0,09$  respectively, against  $6,82 \pm 0,07$  in winter in dry cows.

The number of infusorians in the contents of the rumen in winter (dry cows) averaged  $626,0 \pm 17,0$  and it tended to decrease in the wound - the spring period and averaged  $684,25 \pm 15,4$  thousand/ml. In the summer and autumn periods of the year, the number of infusorians in the rumen was the highest, and amounted to  $720,10 \pm 16,3$  and  $710,4 \pm 18,0$  thousand /ml, respectively.

The total amount of VFA in deep-seated cows in the winter period of the year was the lowest ( $8,45 \pm 0,48$  mmol/100 ml). In novice cows in spring, the amount of VFA tended to increase and averaged  $8,98 \pm 0,32$  mmol/100 ml. In the summer-autumn periods of the year, the content of FLV was the highest and amounted to an average of  $9,94 \pm 0,24$  and  $9,20 \pm 0,30$  mmol /100ml, respectively.

The decrease in the number of infusorians and volatile fatty acids in the scar tissue during the winter, especially in deep-seated cows, is associated with the development of partial hypotension of the prednagus, the retention of feed masses and a change in the pH of the contents of the rumen. According to the data of A.V.Chub (2002), the contents of the scar of clinically healthy high-yielding cows contain 45-55% ( $52 \pm 1,3$ ) acetic, 20-30% ( $27 \pm 1,12$ ) pro-pion, 15-20% ( $22 \pm 1,33$ ) oil,  $2,0 \pm 0,4\%$  isovaleric and  $2,8 \pm 0,6\%$  valeric acid. V.V.Vlezlo (1999) revealed in the contents of the scar a small amount of isobutyric acid. An increase in the ration of ruminant fiber leads to an increase in the synthesis of acetic acid. With a decrease in dietary fiber fiber, rumen bacteria will require additional valerian, isovaleric and isobutyric acids for their growth (V.G.Yanovich, L.I.Sologub, 2000).

### The viability of newborn calves and the reproductive function of cows

parameters	1-farm	2-farm
Weight of calves at birth, kg	$28,2 \pm 2,3$	$27,9 \pm 2,0$
Dyspepsia of the head was affected	3	4
Gains calves in the 1st month g / day	$256 \pm 13$	$252 \pm 11$
Detentionofconsecutive, head	4	4
Duration of service period, days	$76 \pm 4,2$	$78 \pm 3,8$

The body weight of newborn calves on the day of calving should be equal to 8% of the body weight of mothers' cows, i.e. from cows with a body weight of 420 kg should be born calves with a body weight of not less than 33,6 kg on average. According to the results of our studies, this indicator was

lower than the normative levels for the first and second by the economy, respectively, at 16,10 and 16,97%.

The incidence of calves in dyspepsia in the first farm was 30%, in the second - 40%. 40% of cows after the birth were diagnosed with the detention of the afterbirth. In these cows, during labor, frequent cases of weak fights and attempts were observed, which is associated with a decrease in the tone of smooth muscles. The service life of the surveyed cows in both farms was 16-18 days longer than in healthy animals.

#### 4. CONCLUSIONS.

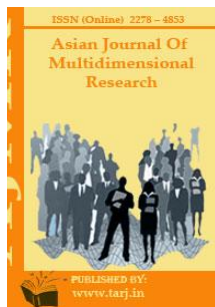
1. The conducted researches revealed that among the cows of the Aral Sea area, diseases of alimentary metabolism, including hypovitaminosis, microelementosis, proceeding at the subclinical level were widespread. In the winter-spring periods of the year, a significant deficit (up to 38,8%) of carbohydrates, carotene - up to 69,4%, phosphorus - up to 31,34%, a lack of trace elements, including copper - up to 7,0% zinc to 9,47%, manganese to 9,05%, iodine to 28,55%. The ratio between phosphorus and calcium (1: 3) is violated at a rate of 1:1.5-2, sugar to protein (0.41: 1) at a rate of 0.8: 1.

2. Patology of vitamin-mineral metabolism in cows entails a violation of other types of metabolism, so many clinical signs in the form of ruffled coat, pallor of the mucous membranes, perversion of the appendage, shakiness of the incisive teeth, resorption of the last caudal vertebrae are the same for a number of diseases: A hypovitaminosis, osteodystrophy, iodine and zinc deficiency, subclinical ketosis, myocardial dystrophy.

3. Violations of vitamin-mineral metabolism adversely affect the reproductive function of cows, which are expressed in the form of lengthening the service period, frequent cases of faint bouts and attempts, detainment of the afterbirth and the birth of calves of hypotrophy agents.

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## **THE ROLE OF THE SPIRITUAL HERITAGE OF THE SAMARKAND JADIDS IN THE FORMATION OF THE YOUTH'S VITAL POSITION**

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### **ABSTRACT**

*The article covers the role and significance of the Samarkand Jadid in the spiritual development of today's youth. The role of spiritual perfection of ancestors in creating an independent position of young people is immense. The most important issue is the acquisition of independence and the perfect fulfillment of its duty to every young citizen. The main purpose of the Jadid movement was to join the ranks of developed countries using the power and thought of young people. The role and extent of the Samarkand Jadids are unmatched in this respect. The article was based on the idea that the Jadids of Samarkand, SiddiqiyAjziy, MahmudhojaBehbudiy, HojiMuin, and Vadud Mahmud, used to instill a sense of maturity in shaping the lives of young people.*

**KEYWORDS:** *Samarkand, Jadid, Social, Political, Position, Motherland, Independence, Awareness, Contemporary Youth, Localization, Development, Development, Today, People, Heritage, Culture, Values, History, Ethics, Education, Teaching.*

### **INTRODUCTION**

Significant changes in socio-political life in the second half of the XIX century and the beginning of the 20th century have given rise to many innovations in the lifestyle and social thinking of the peoples of Central Asia. The Jadid Movement and its ideology, which became the arguments of these changes, became more common among the local population as a new consciousness. Jadidism has had a great impact on the local population's new approach to social integration and the emergence of a new outlook in the mind. The modern-day Jadid understood that nothing could be achieved through indifference. [1.61p] This movement was a powerful and attempts to empower the local people to politicize politically, to overthrow the colonial order, to gain national independence and build an independent state, to slander the wealth of the country. Jadidis attached great importance to the fight against fanaticism, indifference, backbone in their ideas. In carrying out these tasks, they relied on promising young people. Historically, they provide an example of how they have come to



the development of European countries in their work [2,52p] Jadids believe that the ignorance of the ignorant is to avoid negative habits that can lead to the development of society as a result of ignorance, while indifference and negligence may cause serious harm to the nation and cause it to be disoriented. Because where negligence and indifference prevail, where the most pressing issues are abandoned, spirituality becomes the weakest and weakest point.

From the beginning of the 20th to the 30th centuries, the Jadid movement, which left a great mark in cultural-enlightenment in Turkistan, was denied the Soviet ideology and was forbidden to study and propagate important ideas of this doctrine. Especially because of the "cultural revolution" made by the Soviet Union, the rich cultural heritage of the peoples of Central Asia was attacked and the values accumulated over the centuries were trampled, and they were regarded as superstition, heresy and the elements of the past. For many years, the violent movements under the slogan of a single economy, politics, culture and spirituality have led to the formation of monotonous, nihilistic views. The role of the peoples of Central Asia in the historical process and its contribution to the world civilization were measured by the communist ideology. This situation has not changed over the years of the Communist ideology, and the conclusion that jaddism is a negative phenomenon in the social consciousness is harmful.

### **Research background**

Thanks to the independence of our country, the opportunity to learn from Jadid, one of the foundations of spiritual life of our people has given him a new approach. This movement has started to analyze it, taking into account the important period of our history. "Many issues and issues in the history of the Central Asian peoples in the late 19th century to the 20-30th years of the 20th century are directly or indirectly connected with the Jadid. It is impossible to create a full-fledged history of this era, without the cadadic movement which has led to its emergence and evolutionary progress, in general, the Jadid. "[4,56p] so understanding the essence of each idea is to make an objective assessment of the origin of history.

According to Jadid, the purity of the identity of the nation is important. Formation of emotions and emotions in the nation is an important factor in directing it to a specific goal. It is important to lean on science and to enlighten it when it comes to educating human intelligence, consciousness, upbringing, relief, cramp, and spiritual poverty. The enlightened poets realized that the noble scholars, intelligent scholars, wise priests, and all the people of the world were in the forefront of the nation's prosperity. They appealed to the members of this group, urged them to care for the Homeland, the nation, and nationalism. In their view, moral, spiritual, and professional skills are essential for the development of the nation. With these features, the nation is eternal. All the progressive layers of society are responsible for the formation of such features in the nation.

Formation of the national pride and advocacy of universal values promoted by the doctrine of caste education is important for the establishment of a healthy moral environment in our republic. Nowadays, it is important to study the spiritual heritage of each member of society in order to live up to the national anthem, to educate the ideas of patriotism in Jadid Emotions for the sake of national happiness, to form an active vital position in the younger generation. President of the Republic of Uzbekistan Sh.M.Mirziyoev "We are doing a great job of educating young people with independent thinking, who have modern knowledge and profession and have a solid position. However, if we say that impartially, today, taking into account the growing struggle of the population, especially young people, to overcome the threats of religious extremism, terrorism, drug addiction and "mass culture", we need to raise the issue of upbringing, we must bring them up to a



new level. "[5.17p] in our country the issue of youth is one of the priorities since the early years of independence.

The vital position of the youth is a unique platform for the realization and realization of their role in shaping a new, democratic, rule-of-law state in Uzbekistan. The law "On the state youth policy" of the new edition, signed by the head of our state on September 14, 2016, created great opportunities for young people to determine their vital positions. In his speech at the 72nd session of the UN General Assembly, the President of the Republic of Uzbekistan, Sh.Mirziyoev, proposed the necessity of elaborating the United Nations Convention on the Rights of the Child. The young people have warned the world that young people are our future, and that their neglect and neglect can lead to bad consequences.

In particular, the international instrument for the formation and implementation of youth policy in the context of rapidly developing globalization and information and communication technologies, the development of the ILO's Convention on the Rights of the Child, is of great importance today.

### **Main part**

It is well known that young people are distinguished by their status in society. Youth is a unique backbone that needs to reach the front lines. For many years our people have looked at the youth as "our future". Because the society at the stage of development relies on inevitable youth. Youth is the vital force of social life. At the time of the study, Turkistan, including Samarkand educators, also analyzed the causes of the misery and ignorance of the people and considered it important to build a viable position for independence. It is because of their lack of skills, attraction of knowledge and morality, anger of wealth, which are signs of passive (non-active) position in the people's disaster. These things lead to the nation's destructive and degrading nature. It is necessary to create a union of patriots to make the society prosperous. Indeed, the leader of the Jadid movement M.Behbudiy was not indifferent to the status of the public in the community, and as a model of national scholars who knew the position of the scholars in their destiny. He states that "Every nation's philosopher, man and woman, guides and directs the way of his nation, counsels and counsels in the mosques to reform the morals of the nation, teaches science and science in schools and madrassas in the world and in the Hereafter, They make the Ummah a dispute and an alternative to the Muslims. "[6.970-972p]

Jadid Siddiqi Ajzi who lived in Samarkand has come to the conclusion that the young man is a manifestation of morality in the psychology of manifestation, that is, the cause of stealing, bloodshed, lying and drinking, and consequently the socio-moral values are broken, and the people are subjected to sophistication. The poet considers that indifference to the phenomena and phenomena taking place in the environment are characteristic of the Manchurian psychology. Such a psychology prevents the formation of an active vital position. As a result, the life of the nation and the people becomes worse day by day, and the desire to pursue science and education is lost.

Instead of stepping on a realistic life, he has been critical of the young men who prefer to work with a hard psychology and, at the worst, drown in the following poem:

Whatever he eats in this world for three days,

How could he say, "my brother?" To the hobbies,

What does Halal do for her husband and wife?

We have come to find a little bit of the widow, since she is a daughter. [7.159p]

The vital objective plays an important role in the formation of an active position. A person has a specific goal in the process of shaping his / her own way of life. This objective is related to plans that are far-reaching and far-reaching.

## RESEARCH DISCUSSIONS

Updates in our community's life also have a broad range of challenges in education. Particularly, the spiritual and moral upbringing of the younger generation is growing, and its need to succeed as a modern, spiritually-minded person grows. It is well known that the spiritual and moral perfection of a person is based on many factors. The problem of the role of the vital purpose in the spiritual and moral perfection of a person is to be considered in the light of that necessity. The meaning, the present and the future of human life are based on a specific purpose. It is difficult to imagine human activity without a purpose. One of the urgent tasks of today is to direct young people to the formation of their social image by justifying the purpose of life in the fullness of the human being, because the issues of the impact of life on the perfection of a person are not studied in the scientific circles. The relevance of this topic is also linked to the creation of a life-purpose education that is a solid foundation in the fight against mass culture, which is the most dangerous form of cultural-ideological threats in everyday life. It is also important that the scientific and theoretical justification of the person and the vital purpose of reforms in Uzbekistan in the process of deepening democratic reforms, development of civil society and modernization of the country, and elaboration of relevant recommendations on this issue. In particular, the lack of fundamental researches on moral perfection in the process of moral perfection and social activity of a person requires scientific researches in this direction.

In other words, as individuals, they are socialized by organizing their lives on a specific purpose and purpose. The means, principles, and methods that are needed to achieve the targets and targets are selected and are convinced of the correctness and validity of these. Coming into a social activity on the basis of such a scenario of a person determines his social role and social role in society. Indeed, the activity of a person is a reflection of his / her vital goals.

The essence of the essence is the social, moral, spiritual and psychological aspects of it. It is difficult to find any research work or the philosophical definition given to the bush, in detail in the context of the social, ethical and philosophical aspects of the concept. While the goal of the correct human being is directly linked to the psychic processes in his spiritual world, any purpose is primarily due to the socialization of the individual and the social environment in society, and the system of values within society. That's why it is necessary to cover the issue widely.

The goal is the product of the consciousness and will of the human being, and the abstract form of sublime motives. The goal is to be an important element of human consciousness and action and to describe the outcome of the outcome. However, it should be noted that the goal can never be abstract, otherwise there is no difference in its wishes. It is also an imagination that aims at achieving the goal; there are many cases where the ultimate desire, aspiration, and motivation to reach people.

Indeed, the purpose of the human mind is to be different, but unlike ordinary ideas, assumptions, ideas and perceptions, which are other products of human thought, must have the following characteristics:

- The goal must be individual;
- The goal should be clear, it can not be abstracted;

-Goals should be limited to exact time;

-The goal is based on a clear plan;

-The goal should be to inspire:

In summarizing the abovementioned points, the following is a description of the purpose: The objective is a mental phenomenon, which has the most important place in human spirituality, and can be described as a predecessor of the plan and outcome of human practical work. According to the said features, the targets can be divided into several types:

-real and noreal;

-Short-term and long-term;

- Level and base:

That is to say, the primary goals of life, which represent the long-term goals of personal activity, are vital goals. The purpose of life is the most important aspect of human life, which determines the direction of human activity, determines the future, the future and the rise of its actions and aspirations.

Everyone has a different purpose in life. Depending on the place and the environment, it can change and improve. More importantly, the level of purpose of life determines the spiritual level of a person. The role of the vital purpose in spiritual maturity of the person is also derived from that internal bondage. The main features that define the essence and essence of spirituality are, first of all, the spiritual purification of man and the rise of the heart. Of course, living in a world of honesty and cleanness constitutes the majority of those who consider themselves the ultimate goal of life and faith.

It is because of these people and their good deeds that spirituality is always stable in this bright world. Individuals, as individuals, are societalized by organizing their lives on a specific purpose and purpose. The means, principles, and methods that are needed to achieve the targets and targets are selected and are convinced of the correctness and validity of these. Coming into a social activity on the basis of such a living is the social role and social role of the individual in society. Indeed, the activity of a person is a reflection of his / her vital goals.

It should be noted that all the noblest ideas in human beings are based on a specific purpose and have a special place in the lives of all people. It also sets out a vital goal in the community to contribute to the overall prosperity, common development, the well-being of all, the spiritual and ideological initiatives that constitute the basis for the nation's nation and nation. Therefore, the role of the goal of forming a vital goal in the spiritual and moral development of the person in every aspect is crucial.

## **RESULTS**

During the large-scale reforms initiated by the President of our country Sh.Mirziyoev, a special attention is paid to creating the necessary conditions for upbringing of young people on the basis of harmony in the spirit of civic and patriotism, national and universal values, modern education and adequate occupation. As President Islam Karimov noted, further reforming and modernization of our country depends, first of all, on our millions of children, who are emerging as a decisive creative power and having the future of our country. The growing awareness of young people of Uzbekistan is reflected in the broadening of their outlook, increasing their sense of patriotism and loyalty to the country. The results of the sociological research show that young people have a basic knowledge of

the history of their people, such as "national pride", "respect for national traditions", "honesty", "interethnic tolerance", "purity of mind" and "humility" imagine. Formation of an active vital position of a person is determined by social conditions, education and natural foundations. A human's vital position is its uniqueness to the environment, its attitudes and actions. He determines his ability to overcome difficulties, influencing his successes and dominating his own destiny. His clear-oriented life position is evident in the moral, spiritual, socio-political and labor fields. It is reflected in the moral authority of his personality, which is evident in his readiness to action. At the moment, it is worth mentioning that the importance of labor activity in the formation of a vital position is at the center of attention of the Samarkand cages. One of the most famous teachers of the time, the educator Shakuriy, acknowledges the role of social work in upbringing the younger generation in spiritual and moral sense. Occupational exploitation ensures work efficiency. Shakur encourages youngsters to be zealous for the time being, and that he is able to acquire knowledge from youth as well as to gain a worthy place in society. At the same time, knowledge acquisition has educational implications for introducing students to contemporary culture [8.64-65p].

Based on the above-quoted arguments, Shakuri concludes that one of the basic conditions for the spiritual well-being of human beings is the desire for social hard work, professionalism, and moral qualities. Therefore, Shakuriy's ideas are important in shaping a comprehensively advanced generation during independence.

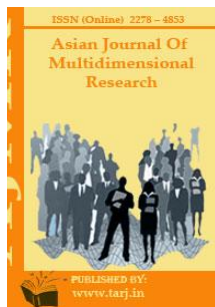
## CONCLUSION

The formation of a vital position begins with the birth and depends on the environment in which the person lives. Its foundation is born in a childhood, when it comes to communicating with parents, friends, and teachers. This relationship determines whether an individual determines his or her own life position.

Active living position is the secret of success and achievement. It calls for initiative and action. We need an engine that encourages us to move forward in the formation of a life position. This engine's role is fulfilled by our desires that help us to overcome all the challenges and reach our goal. A person with a life position can be either a leader or a leader, but he always has his own point of view.

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## INTEGRATION OF THE ENGLISH LANGUAGE AND ICT IN THE PROCESS OF GLOBALIZATION

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### ABSTRACT

*The article covers the problem of language systems globalization. In the research the author uses the task-oriented search method. Such approach is caused by necessity of language data analysis as open non-linear system, which must be confirmed by knowledge of other sciences. In the article the author considers different aspects of globalization; the important points are artificial and natural globalization. English language has become a global language because of its numerous functions and preferences over several other languages over the globe. English has become the window to the world. English is not only the mother tongue of Britain but also to so many countries like Canada, USA, New Zealand etc. It is also used as second language in many countries like Nigeria, Ghana etc. English has become a medium for business and interactional purposes among other functions. English is playing a major role in every field such as medicine, engineering, education, art and law, music etc. As the world is changing, there must be changes in language learning. But contemporaneous collide of globalization, the expanse of English and technological development has transformed our learning and teaching English as a Lingua franca in an unprecedented way. During the research the author reveals that cradle of globalization should be searched at distant past of language systems, when consolidated society needed the universal means of communication. The research proves that the social processes caused formation of a social order. It demands from language to be understandable and available for all bearers. Literary form is the result of language area globalization. The author comes to the conclusion that language globalization is inevitability, caused by society globalization, and necessity, protecting viability and survivability under severe*



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*competition. However, globalization gives birth to informational and anthropological crisis. Ways of it overcoming the humanity will find in the feature.*

**KEYWORDS:** *Language Globalization; Mechanisms Of Language Development; Language Perspectives; ICT, Social Media, Lingua Franca.*

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## INTRODUCTION

Globalization is one of the most actively discussed problems of mankind by sociologists, historians and philosophers – the problem of culture and civilization. Being connected with the life of society, it is one of the fundamental problems of society. The problem of globalization is anthropological in nature, and its study goes to the interdisciplinary level [5, 8, 12]. One aspect of the life of society is language activities carried out through the use of language, which has become unprecedented in nature means of communication. But language is much more than a means of communication, language is a way of expressing the thinking of each individual, a way of knowing the world and representing knowledge about the world. Language activity is a very important area of human activity, because all thinking, the whole culture of a language community is transmitted through the language" [10]. That is why the research and preservation of languages should not be neglected to explore and preserve languages means to explore and preserve communities, their history and culture, and their diversity in the current conditions of language globalization, it is necessary to identify the mechanisms of language development. The study of evolutionary changes in the field of language in the history of mankind will allow to predict the prospect of further development of languages and to stabilize the world language situation in a certain degree.

## METHODOLOGY

To solve such a complex question, we need a comprehensive analysis of the language situation and the search for adequate answers and solutions to the question of human and social activities in relation to language. Modern researchers note the tendency to occupy the leading positions of several languages in the world. English, Spanish, German and some other languages are among the leaders. However, the globalization of some languages leads to the fact that many other languages are beginning to give up their positions and disappear from the face of the planet. Scientists constantly keep statistics on the number of speakers of languages and the spread of languages in the world.

So, in the UNESCO Atlas of the World's Languages in Danger from-salvation 2473 language under threat of extinction [11]. And uneven area distribution of languages: the proportion of African and Asian languages account for almost 32% of the languages of North and South America account for 15% of the languages of the Pacific rim – 18 %. The European continent represents only 3 % of all languages [12]. Languages nowadays die in large numbers, and many of them – almost in front of linguists. From more than seven thousand languages of the planet in a hundred years, according to scientists, will remain according to various forecasts from two hundred to six hundred languages, and in General, "at the level of national languages, it is possible to note the frightening rate of reduction in their number" [10] The historical causes of this process, of course, at different times were different, but if in the early stages of the existence people played a huge role materially expressed factors (the death of the language as a result of the destruction of the nation in the course of military conquest, cataclysms, epidemics, etc.), now comes to the first place factor of an intangible nature – the General trend of globalization: "the Growth of the information society makes possible such methods of global communication, which were unthinkable only a decade ago" [2].



And, according to many scientists, the English language is now the main threat to the existence of other languages of the world – "the world goes into English» [14]. However, this provision is questionable because "diversity has the potential to adapt. Uniformity can also pose a threat to this species, characterized by a lack of flexibility and adaptability. Linguistic and biological diversity are inseparable. The disappearance of languages and cultures preserves the possibility of their mutual enrichment and the emergence of human intellectual achievements. From the ecological point of view, the strongest ecosystems are those that are most diverse. In other words, their sustainability is directly related to diversity, which is important for long-term survival", and "linguistic and cultural diversity maximizes the chances of success and adaptability of people" [7]. This means that the enlargement of some languages and the disappearance of others are natural processes. However, the artificial desire to give preference to one language and the rejection of other languages creates a situation of lack of linguistic diversity and, as a result, language choice. Therefore, "...we must strive to preserve endangered languages, because of their structure and grammar are often whimsical – show how diverse can be the human mind" [10]. The first step towards globalization, that is, the spread of the English language in the world, was made in the early XVII century with the first wave of colonists from England, who brought to the American continent not only their language, but also Puritan culture. Soon after, English spread to Canada. In the XVIII century English settlements were located in Australia. In the XIX century English penetrates into Africa and Asia. Around the same time there is a new phenomenon in the history of the English language — there is Indian English, as well as pidgin English in a number of regions. English began to take root in the culture of other peoples, absorbing their linguistic form and cultural content.

### **Main part**

English on the planet gradually turned into lingua franca, that is, began to be used as a non-native language for everyday communication.[14] Initially lingua franca was a language consisting of elements of French, Spanish, Greek and partly Arabic, for communication between representatives of different cultures in the Eastern Mediterranean. The spread of English as lingua franca across countries and continents, including Europe, was associated with the U.S. participation in world war II and its outcome. The American economy has become the world's leading economic system. The us dollar began to be used as the main accumulative currency for States, companies and individuals. It was in the period after the Second world war that there was a tendency to globalization of the English language and the spread of American culture as a modern symbol of the English language world. On the planet there is a set of "English languages", each of which is characterized not only by linguistic originality, but also penetrates into another culture, interacting with another language and taking root in it[3]. The impact of these regional options is so significant that the interaction with them changes the English language in the country of its origin, that is, in England.

The spread of English in different countries, and its transformation into lingua franca is becoming a noticeable phenomenon today and attracts the attention of not only linguists, but also methodologists [5]. There is a growing awareness of the need to teach students not the British or American version of English, but the regional version where communication is really needed, including local words and expressions, regional peculiarities of grammar and pragmatics, as well as traditional community speech etiquette. Due to the fall of the "iron curtain", the cultural awareness of English teachers and students about life and everyday life abroad has increased significantly. Just 20 years ago, some words like yoghurt, kiwi, ketchup, Indian curry, muesli little said to somebody. Thus, the word yoghurt was explained in the student's letter home from the UK as "kefir with candied fruits", and muesli as "oat flakes with dried fruits".[1]

The modern age is termed as the era of knowledge explosion. This explosion has become possible due to the progress of science and technology. Each and every aspect of human life has changed due to the effects of science and technology. The use of science and technology in the field of communication has revolutionized the whole world. Use of modern technological tools has led to the rise of ICT (Information and Communication technology.) Now ICT is being used in a number of fields like, health, entertainment, games and sports, transportation, education, industries, fashion designing, textiles, agriculture etc. With a single click, we can get exchange a lot of information of the world due to the use of ICT. The field of education is not untouched by the ICT. Now we cannot imagine education without the use of Information and communication Technology. It has made exchange of thoughts, ideas, experiences and feelings easier. With the help of ICT a lot of persons can get education and training simultaneously at low cost. Now ICT is being used in all the aspects of education.

### **Data analyses**

Use of computers, Internet, television, radio, projectors and mobile phones, e-mail facility, online audio and video conferencing as well as new applications has made the Teaching Learning Process and Training attractive and convenient. It is also helpful in saving time, energy and money. So, we can say that ICT is playing the most important and pivotal role in Teaching Learning Process Many English words become known to our students, students and professionals, they learn these words without a dictionary. English words are especially easy to learn in the following areas: information technology (file, server, browser, multimedia, scanner, printer, CD, Windows, smiley, click); Economics and business (leasing, investor, realtor, consulting, voucher, off—shore, leasing, broker, clearing); social science and political science (electorate, security, establishment, impeachment, monitoring, briefing, rating); pedagogy and education (campus, credit, bachelor, master); show business and media (thriller, casting, bestseller, hit, talk show, star galaxy); service and trade (popcorn, cheeseburger, label, second—hand) and many others.[9] The contact of languages is carried out not only in the "language", but also in the "conceptual" sphere, that is, by means of language, not only speech means are exchanged, but also language forms of perception of the world. For example, the recent spread of the word "challenge" has transformed this word, which has become associated with situations that require advanced activity, self-assertion, personal success, victory in competition, healthy adventurism. An example is expressions such as "life challenges", "global threats and challenges", "in response to these challenges", etc. Analysis of the assimilation of the English language in Uzbekistan shows that this process is carried out quite actively and can affect the methodological culture, helping to overcome cross-language and intercultural barriers, creating elements of a foreign language environment for students, orienting teachers to the use of such phenomena as code switching, grammatical assimilation and cross-language borrowings in the educational process. The spread of elements of the English language affects the recognition of English words and speech structures by students, as well as facilitates their understanding and assimilation. In any case, the grammatical ending -ing is not so new for students familiar with the words surfing, clearing, shaping, chasing, body building, pressing, shopping, Turing, piercing, gambling, bowling, lifting, casting, leasing, briefing, kick-Boxing, etc. it is Known that every day the role of high technology in our lives is increasing. And today it is impossible to imagine training without technical means. Today we are trying to understand how best to approach English language learning in the light of the fact that our lives are so actively computerized. Human consciousness evolves under the influence of external factors. The influence of the global virtualization of reality on the language consciousness, which characterizes the modern information and computer society,

was the impetus for a noticeable growth of the role of the digital (discrete) modality in the perception, processing and storage of data about the world. Probably, the emergence of a new dominant is due to the fact that in order to exist in the modern world and keep up with the times, the individual must constantly use the digital representative system. It is impossible not to notice that the structure of interpersonal communication is changing, people communicate less "live", in addition, the quality of communication is reduced.[10] Communication is increasingly taking place in the plane of correspondence in social networks, various "messengers", as well as through e-mail. Communication with the help of gadgets almost does not require the participation of kinesthetic and auditory representative systems in the perception of the incoming flow of information incentives. In this case, the visual system is used only as a channel for collecting digitized information, which is further converted into a discrete system. Often we do not see the world itself, but a "digital model" of the surrounding reality, which is easily recreated by modern technical means. In addition, the increase in the number of samples may be due to the fact that today the majority of future entrants seek to obtain a diploma of a technical University. Getting education in the field of computer and Internet technologies ensures demand in the market. Due to the fact that we can establish the transformations taking place in consciousness by studying language structures, it is interesting to study the impact of computerization on the English language as the most popular intermediary language in international communication. According to the Internet, 1.5 billion people speak English and another 1 billion study it. At the moment, we have undertaken a study of the impact of computerization on English as a language of international communication. The peculiarity of changes in the modern English language is due to the fact that, on the one hand, due to the rapid development of cyber technologies, the English language greatly affects other languages (English words associated with new technologies quickly take root in them, often unchanged). On the other hand, globalization cannot but have an impact on the English language itself. When "non-native speakers" (non-natives), in particular immigrants, refract language structures of the studied language through the prism of their own mentality.[2] The manifestations of simplification at the lexical, grammatical and phonetic levels are noticeable. Many stable expressions in the English language quickly become obsolete due to constantly occurring dynamic changes. It is known that the word dinner for many decades meant dinner, not lunch, and by supper – late dinner. It is obvious that in the universal means of communication, called Global English, and sometimes Bad English, there is a clear tendency to simplify: for example, in everyday speech, you can much more often find the word op instead of operation (operation), prep instead of prepare (prepare), grad instead of graduate (graduate); irregular verbs become the rule- learned instead of learnt, etc. the Simplification involves not only vocabulary and grammar, but the phonetics.[5] According to Jennifer Jenkins, Professor at king's College London, who studies the peculiarities of English pronunciation in the "Globalization", the accent of native speakers should not always serve as a standard. As, for example, in situations where communication takes place between people for whom English is not native. The author emphasizes the importance that students should listen to completely different accents for successful communication in English in the future [4]. Jennifer Jenkins emphasizes that "until now, the aim of teaching phonetics was to provide students with the pronunciation closest to the authentic one."

If the ability of students to participate in social, cultural and professional activities within a multi-ethnic community is to be considered as the ultimate goal, the learning process should be focused primarily on the formation of communicative competence.

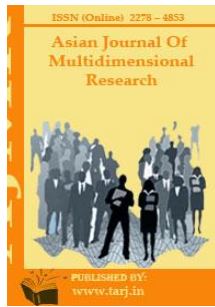
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## CONCLUSION

It is obvious that due to the expansion of the boundaries of the use of the English language and the recognition of its various variants, the emphasis in the learning process is transferred from the linguistic component to such components as sociolinguistic and strategic competence. It is becoming increasingly important to be able to navigate in a particular communicative situation, to select statements that correspond to it not only in meaning but also in form, as well as to choose appropriate strategies of speech behavior, to compensate for the lack of knowledge of the language, including through non-verbal means. Thus, the process of teaching English as a foreign language should be reviewed and optimized taking into account the trends in the development of intercultural communication in a multicultural world.

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## ADJUSTMENT AMONG SENIOR SECONDARY SCHOOL STUDENTS IN RELATION TO GENDER AND LOCUS OF CONTROL

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### ABSTRACT

*In the present study an attempt has been made to study the adjustment among senior secondary school students in relation to gender and locus of control. To achieve the objectives of the study, a sample of 200 male and 200 female senior secondary students was selected randomly from 20 senior secondary schools taken at random from all the senior secondary schools of District Mandi, Himachal Pradesh. Bells Adjustment Inventory (Student form) by Ojha (1994) in Hindi and Locus of Control Scale (LCS) by Husain and Joshi (1992) were used for the collection of the requisite data from the selected subjects. 2X3 Analysis of Variance involving two levels of gender i.e. male and female and three levels of locus of control i.e. internal, moderate and external, was employed for the analysis of the data. Significant differences were found in the home adjustment of boys and girls irrespective of the levels of locus of control whereas no significant differences were found in health, social, emotional and overall adjustment. Further, statistically no significant differences were found in the different areas of adjustment namely home, health, social, emotional and overall adjustment of students with internal, moderate and external locus of control irrespective of their gender. Gender and locus of control were not found to have significant interactional effects on different areas of adjustment namely home, health, social, emotional and overall adjustment of the senior secondary school students.*

**KEYWORDS:** Adjustment, gender, locus of control



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## INTRODUCTION

Adjustment represents a functional perspective for viewing and understanding human and animal behaviour. It is the process by which an organism attempts to meet the demands placed upon its own nature and by its environment (Coleman, 1960). It can also be taken in terms of achieving a balance between internal demands and the requirements of the environment between internal psychological forces and external conditions.

Adjustment is the major challenge in the present scenario and it is affected by a number of factors. One of them is the locus of control which means that adjustment or maladjustment is attributed by external or internal factors. Locus of control puts a great deal of impact on all areas of adjustment namely home, health, social and emotional.

YU-YIH HUNG (1977) conducted a study on internal-external locus of control and adjustment problems among junior high school students and found that students having external locus of control have more adjustment problems than students with internal and moderate levels of locus of control students. However, no significant gender differences and interactional effects were found in the study.

Kugler, Tenderich, Stakhut, Karner, Kerfaer and Kruskemper (1994) studied the relationship of locus of control and emotional adjustment and concluded that externally controlled level of locus of control and emotional adjustment are positively correlated.

Priscillia and Karunanidhi (1998) studied the influence of self- esteem, locus of causality and adjustment on behavioural problems of adolescent girls and found no significant relationship of locus of causality with adjustment.

Estrada, Errol and Clara (2006) found a significant relationship between locus of control and both social adjustment and personal- emotional adjustment in both the groups of students with or without learning disabilities. Students with external locus of control tended to have higher adjustment scores than others. No differences were found in the locus of control orientation between students with and without learning disabilities and in the personal-emotional adjustment to college life.

Bahraini and Yari (2014) examined the relationship of locus of control and social support with social adjustment in vocational school trainees in Tehran. They found that internal locus of control; social support and social adjustment of the students are positively correlated.

Jain and Singh (2015) conducted a study on locus of control and its relationship with the mental health and adjustment problems among adolescent females. It was found that adolescent females who possess internal locus of control show better mental health and overall adjustment pattern which includes home, social, emotional, educational and health adjustment domains than those who possess external locus of control.

Ameneh, Siavash, Mitra, Sodhi and Shahnaj (2015) studied the relationship of personal and social adjustment with locus of control and gender in intelligent high school students and found that there was no significant difference between personal adjustment and gender. But social adjustment in intelligent girls was more than intelligent boys ( $p < 0.03$ ). There was an interaction between gender and locus of control with the personal adjustment (0.03). The interaction between the effect of gender and locus of control in social adjustment was not significant.

Bhagat (2016) found a significant difference in the adjustment of secondary school students. Girls were found more adjusted than boys. In another study in 2017, she found female students of



secondary schools educationally less adjusted than the male secondary school students. Further, the students of government schools were found to be educationally less adjusted than those of private schools.

From the above studies, it may be seen that no attempt has been made in the state of Himachal Pradesh to study the adjustment of senior secondary students in relation to gender and locus of control. In the light of this, the present problem was taken for investigation.

### OBJECTIVES

Following were the objectives of the present study:

1. To compare senior secondary boys and girls on the home, health, social, emotional and total overall adjustment.
2. To compare senior secondary students at different levels of locus of control (i.e. internal, moderate and external) with respect to home, health, social, emotional and overall adjustment.
3. To study the interactional effects of gender and locus of control on home, health, social, emotional and overall adjustment.

### HYPOTHESES

1. Boys and girls do not differ significantly from each other on home, health, social, emotional and overall adjustment.
2. Students having different levels of locus of control do not differ significantly from each other on home, health, social, emotional and overall adjustment.
3. Gender and locus of control do not have significant interactional effects on the home, health, social, emotional and overall adjustment.

### METHOD

Survey method of research was used in the present study.

### SAMPLE

A representative sample of 400 students of both genders (200 boys and 200 girls) was taken from 20 Senior Secondary Schools of District Mandi of Himachal Pradesh. Schools were selected randomly by making use of lottery method. Students were selected from each school by making use of random numbers table.

The detailed structure of total sample of the present study is given in Table 1:

**TABLE 1 DETAILED STRUCTURE OF THE SAMPLE**

S. No.	Name of Schools	Boys	Girls
1.	Govt. Sen. Sr. School Chauntra	10	10
2.	Govt. Sen. Sr. Boys School Joginder Nagar	20	-
3.	Govt. Sen. Sr. Girls School Joginder Nagar	-	20
4.	Govt. Sen. Sr. School Padhar	10	10
5.	Govt. Sen. Sr. School Darang	10	10
6.	Govt. Sen. Sr. Boys School Mandi	20	-
7.	Govt. Sen. Sr. Girls School Mandi	-	20
8.	Govt. Sen. Sr. School Sidhyani	10	10
9.	Govt. Sen. Sr. School Riwalsar	10	10

10.	Govt. Sen. Sr. Boys School Sunder Nagar	20	-
11.	Govt. Sen. Sr. Girls School Sunder Nagar	-	20
12.	Govt. Sen. Sr. School Kanaid	10	10
13.	Govt. Sen. Sr. School Bhangrotu	10	10
14..	Govt. Sen. Sr. School Galma	10	10
15.	Govt. Sen. Sr. School Jarol	10	10
16.	Govt. Sen. Sr. School Slapper	10	10
17.	Govt. Sen. Sr. School Chailchowk	10	10
18.	Govt. Sen. Sr. School Gohar	10	10
19.	Govt. Sen. Sr. School Janjehli	10	10
20	Govt. Sen. Sr. School Dehar	10	10
TOTAL		200	200

## TOOLS USED

In order to collect the requisite data, following research tools were used:

### 1. Bells Adjustment Inventory (Student form) by Ojha (1994) Hindi Version

This inventory consists of 35 questions belonging to each four sub-areas namely Home, Health, Social and Emotional. The computed reliability coefficients for home, health, social and emotional are 0.84, 0.81, 0.87 and 0.89 whereas the test-retest reliability coefficients are 0.91, 0.90, 0.89 and 0.92 respectively. The validity coefficients have been computed as 0.72, 0.79, 0.82 and 0.81 for home, health, social and emotional areas of adjustment respectively.

### 2. Locus of Control Scale (LCS) by Husain and Joshi (1992)

This scale contains 41 items based on three point scale. Out of them 18 positive and 23 negative items appear in a randomised order. The items that reveal internal locus of control are treated as positive and items that reveal external locus of control are taken as negative items. The internal consistency coefficient of reliability calculated was 0.55 and temporal stability coefficient has been found to be 0.76. The validity of the scale was found by calculating the coefficient of correlation (n=50) between the scores of subjects on this scale and on Roma Pal's (1983) scale The coefficient of correlation thus calculated came out to be 0.76.

## COLLECTION OF DATA

After taking the necessary permission from the heads of the schools, the investigators interacted with the subjects of the study. The purpose of the study was made clear to them and they were ensured that the information provided by them would be used for research purpose only. After this, the booklets of the adjustment inventory and Locus of control scale were distributed to students one by one and instructions were read out to them. Then students were asked to start responding to the items of the inventories. Enough time was given to students to respond to all the items of the scales. The filled up booklets were collected and the students were thanked for the cooperation extended in the collection of the data.

## ANALYSIS AND INTERPRETATION OF DATA

### Home, health, social, emotional and overall adjustment of students in relation to gender and locus of control

In order to find out the independent and interactional effects of gender and locus of control on home, health, social, emotional and overall adjustment of senior secondary school students, 2X3 Analysis of Variance involving two levels of gender i.e. male and female and three levels of locus of control i.e. internal, moderate and external was applied.

The mean scores at different levels of gender and locus of control are given in Table 1 as under:

**TABLE 2 MEAN SCORES ON HOME, HEALTH, SOCIAL, EMOTIONAL AND OVERALL ADJUSTMENT AT VARIOUS LEVELS OF GENDER AND LOCUS OF CONTROL**

Areas of adjustment	Levels of Locus of Control								
	Internal			Moderate			External		
	Boys	Girls	Total	Boys	Girls	Total	Boys	Girls	Total
Home	11.30	10.90	11.10	12.90	10.40	11.70	14.60	11.80	13.20
Health	7.40	7.30	7.40	6.80	8.40	7.60	9.10	7.40	8.30
Social	16.30	14.80	15.60	17.20	17.00	17.10	16.90	15.50	16.20
Emotional	10.60	11.50	11.50	14.10	13.90	13.90	15.50	14.50	14.50
Overall	46.10	45.30	45.70	49.40	48.30	48.90	56.20	47.80	52.00

The complete summary of the 2X3 analysis of variance is given in Table 3 as following:

**TABLE 3 COMPLETE SUMMARY OF 2X3 ANALYSIS OF VARIANCE**

Areas of adjustment	Source of variation	Sum of squares	df	Mean square variance	F- value
Home	Gender (A)	114.08	1	114.08	4.39*
	Locus of Control (B)	102.32	2	051.16	1.97
	A X B	037.05	2	018.53	0.71
	Error variance	2957.55	114	025.94	
	Total	3211.00	119		
Health	Gender (A)	00.21	1	0.21	0.01
	Locus of Control (B)	18.32	2	9.16	0.42
	A X B	56.12	2	28.06	1.30
	Error variance	2460.95	114	21.59	
	Total	2535.60	119		
Social	Gender (A)	32.03	1	32.03	1.39
	Locus of Control (B)	48.87	2	24.43	1.07
	A X B	10.47	2	5.23	0.29
	Error variance	2612.10	114	22.91	
	Total	2703.47	119		
Emotional	Gender (A)	001.63	1	1.63	0.05
	Locus of Control (B)	190.95	2	95.48	2.87
	A X B	074.82	2	37.41	1.13
	Error variance	3789.10	114	33.24	
	Total	4056.50	119		
Overall	Gender (A)	307.20	1	307.20	1.22

	Locus of Control (B)	776.85	2	388.43	1.55
	A X B	413.45	2	206.73	0.82
	Error variance	28610.20	114	250.97	
	Total	30107.70	119		

Table value at 0.05 level for 1/114 df = 3.93, 0.01 = 6.87

0.05 level for 2/114 df = 3.08, 0.01 = 4.80

\*significant at 0.05 level of significance

### Home adjustment

The computed value of 'F' for the independent effect of gender on home adjustment of students, irrespective of locus of control, came out to be 4.39, which is significant at 0.05 level of significance for 1/114 df. This indicates that there is a significant difference in home adjustment of boys and girls. The mean score for the boys is 12.93 and for the girls is 11.33. The higher mean score of boys shows that they are less adjusted in the home as compared to the girls.

Table 2 shows that the 'F' value for the independent effect of locus of control on home adjustment of students, irrespective of their gender, came out to be 1.97 which is not significant at 0.05 level of significance for 2/114 df. This is indicative of the fact that the three groups of students having internal, moderate and external locus of control statistically do not differ significantly from each other on home adjustment. However, the trend of the mean scores shows that students having external locus of control had higher mean score (13.20) on home adjustment, followed by those who had moderate locus of control (11.70) and internal locus of control (11.10). This finding indicates a trend that internally controlled students have better home adjustment as compared to students having moderate and external locus of control.

Further, the computed value of 'F' for the interactional effect of gender and locus of control on home adjustment of students, came out to be 0.71, which is not significant at 0.05 level of significance for 2/114 df. This is indicative of the fact that the gender and locus of control do not have significant interactional effect on home adjustment of the students.

### Health adjustment

The F-value for the independent effect of gender on health adjustment of students, irrespective of locus of control, came out to be 0.01, which is not significant at 0.05 level of significance for 1/114 df. This shows that both the boys and girls do not differ from each other in their health adjustment.

Table 2 shows that the F-value for the independent effect of locus of control on health adjustment of students, irrespective of gender, came out to be 0.42, which is not significant at 0.05 level of significance for 2/114 df. This indicates that there is no significant difference in the health adjustment of groups of students having internal, moderate and external locus of control. However, it can be seen from Table 1 that the mean scores for the three groups of students having internal, moderate and external locus of control on health adjustment have come out to be 7.40, 7.60 and 8.30 respectively. This trend of the means indicates that the students having internal locus of control have better health adjustment as compared to students having moderate and external locus of control.

Further, it can be seen from Table 2 that the F- value for the interactional effect of gender and locus of control on health adjustment of students, came out to be 1.30 which is not significant at 0.05 level of significance for 2/114 df. This means that gender and locus of control taken together do not affect the health adjustment of the senior secondary students.

### **Social adjustment**

From Table 2, it can be seen that the F-value for studying the independent effect of gender on social adjustment of students, irrespective of locus of control, came out to be 1.39 which is not significant at 0.05 level of significance for 1/114 df. This shows that the boys and girls do not differ significantly from each other on their social adjustment.

Table 2 is indicative of the fact that the F-value for the independent effect of locus of control on social adjustment of students, irrespective of gender, came out to be 1.07, which is not significant at 0.05 level of significance for 2/114 df. This is indicative of the fact that there is no significant difference in the social adjustment of students having different levels of locus of control. However, students having moderate locus of control had highest mean of social adjustment scores (17.10), followed by those who had external locus of control (16.20) and internal locus of control (15.60). This finding indicates a trend that internal locus of controlled students are socially well adjusted as compared to students having external and moderate levels of locus of control.

The computed value of 'F' for the interactional effect of gender and locus of control on social adjustment of students, came out to be 0.29, which is not significant at 0.05 level of significance for 2/114 df. This indicates that gender and locus of control do not have any significant interactional effect on the social adjustment of senior secondary students.

### **Emotional adjustment**

Table 2 shows that 'F-value' for the independent effect of gender on emotional adjustment of students, irrespective of locus of control, came out to be 0.05 which is not significant at 0.05 level of significance for 1/114 df. This indicates that there is no significant difference in the emotional adjustment of boys and girls.

The computed value of 'F' for the independent effect of locus of control on emotional adjustment of students, irrespective of gender, came out to be 2.87, which is not significant at 0.05 level of significance for 2/114 df. From this it can be said that the students having internal, moderate and external locus of control do not differ significantly from each other on emotional adjustment. However, it can be observed from Table 1 that students with external locus of control had a mean score of 14.50, followed by those who had moderate locus of control 13.90 and internal locus of control 11.50. This trend of the mean scores shows that students with internal locus of control were emotionally more stable as compared to students with moderate and external levels of locus of control.

Further Table 2 shows that 'F value' for studying the interactional effect of gender and locus of control on emotional adjustment of students, came out to be 1.13 which is not significant at 0.05 level of significance for 2/114 df. In the light of this, it can be said that gender and locus of control taken together do not have significant interactional effect on emotional adjustment.

### **Overall adjustment**

The computed value of 'F' for the independent effect of gender on overall adjustment of students, irrespective of locus of control, came out to be 1.22, which is not significant at 0.05 level of significance for 1/114 df. This is indicative of the fact that both the groups of boys and girls do not differ significantly from each other on overall adjustment.

The 'F value' for the independent effect of locus of control on overall adjustment of students, irrespective of gender, came out to be 1.55, which is not significant at 0.05 level of significance for

2/114 df. From this, it can be said that the students having internal, moderate and external levels of locus of control do not differ significantly from each other on overall adjustment. Further, it can be seen from Table 1 that students having external locus of control had highest mean score on overall adjustment (52.00), followed by those who had moderate locus of control (48.90) and internal locus of control (45.70). This trend of the mean scores shows that students having internal locus of control have better overall adjustment as compared to the students having moderate and external levels of locus of control.

The value of 'F' for the interactional effect of gender and locus of control on overall adjustment of students came out to be 0.82, which is not significant at 0.05 level of significance for 2/114 df. This leads to conclude that gender and locus of control taken together do not have any significant interactional effect on the overall adjustment of the students.

## CONCLUSIONS AND DISCUSSION

1. Both the groups of male and female senior secondary students do not differ significantly from each other on health, social and emotional dimensions and overall adjustment. However, they differ significantly from each other on home adjustment. The male students feel less adjusted in the homes as compared to female students. The finding is contrary to the findings of Singh, Edbor and Dhingra (2017). The girls were found to be less adjusted in the homes as compared to boys. The key position of the home rests on its multiple functions in the overall development of its members, their protection and overall well being. The home should not take care of only the social and physical well being of its members but also of psychological well being as well. An environment of empathy and spontaneous peer communication should be created for warm and smoother relationships which will lead to the better home adjustment. More opportunities and atmosphere should be provided to the male students to share their emotions and desires freely, so that they are able to solve their problems and get better adjusted.
2. Statistically no significant difference exists in the home, health, social and emotional dimensions and overall adjustment among senior secondary school students having internal, moderate and external locus of control. However, the trend of the mean scores shows that the students having internal locus of control have better home, health, social, emotional and better adjustment as compared to students having moderate and external locus of control. Proper guidance and counselling services should be provided to the students in all the educational institutions pertaining to how to get well adjusted. Workshops and seminars should be organised to guide the students about the various techniques of making adjustment.
3. Gender and locus of control do not have any significant interactional effects on different dimensions and overall adjustment of among senior secondary students.

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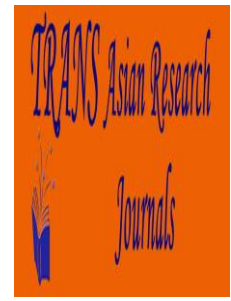
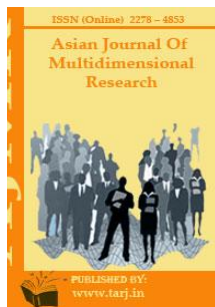
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## REGULATION OF LAND RELATIONS – AN IMPORTANT CONDITION OF DEVELOPMENT STRATEGY

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### ABSTRACT

*Nowadays, in the world, studies are being conducted in many areas related to the regulation of land use relations and the formation of mechanisms in this regard. For example, the issues of the sharpening of the redistribution of lands, the prevention of the decline in the economic productivity of lands and the shortage of investment in it, along with natural factors in the management of land degradation, the impact of economic factors, in the this prevention of the outflow of agricultural land from circulation are in the sentence. The scientific significance of the results of the research is explained by the fact that the system of use of land resources in Uzbekistan and its regulation can be used in carrying out theoretical-methodological and methodological studies on the formation and development based on market requirements and principles, as well as special scientific researches on improving economic on the relations. The practical significance of the results of the research is explained by the fact that developed scientific proposals and practical recommendations can be used in the development and implementation of impressive road maps aimed at systematic and complex development of the sphere in targeted and targeted in the Republic software documents devoted to the regulation of the system of use of land resources.*

**KEYWORDS:** *Land Fund, Land Relation, Development Strategy, Regulation, Land Reclamation, Economic Productivity, Agricultural Land, Land Productivity, Land Management, Land Use, Land Rent.*

### INTRODUCTION

The World Land Fund today raised 13.4 billion hectares, it makes up a hectare, it costs only 1,5 billion. hectares, that is, 11% is considered economically favorable for agricultural production [1]. Their quantity and quality are reduced year by year under the influence of natural and anthropogen factors and processes. Hence, to solve the global food problem and increase the efficiency of limited

land resources for use in agriculture is not only ecstasy in the future, but also the application of intensive roads, as well as the formation of a system in which land owners and tenants can invest in intensive use of land, to further enhance the to maintain and increase land productivity.

Along with the development of new lands for the purpose of living by mankind and for the purpose of agricultural use, there is a violation of the land reclamation situation, erosion, droughts, salinization and the impact of groundwater, the construction of industry and transport, the outflow of agricultural land from the zone as a result of the open assimilation of minerals, the sharpening, strength the impact of economic factors along with natural factors in the management of land degradation is accelerating globally. Therefore, the main problem of the world's land fund is the regulation of the use of land resources. In many countries, measures are being taken to preserve the land fund and regulate their composition.

## **MATERIALS AND METHODS**

The fact that land is not only the main means of production in agriculture, but also its territorial and material limitations, the most liquid capital and resource, its productivity at various levels and its division into categories make the problem of regulation of its use always relevant for the development of the economy and society.

However, in recent years, the shortcomings in the management of the use of land resources and the completion of the cycle of their repeated production, the complete formation of the economic cycle in this regard, to some extent, led to the systematic use of agricultural land, their serious degradation. The economic content of the right to land rent is not clear, there is no market value estimate of the land, the land tax does not play an incentive role in the use of land, the principle of economic incentives is not fully implemented.

In recent years, there have been cases of purposeful and effective non-use of agricultural land resources, inefficiency of them in the network and in the network and redistribution, transfer of lands without economic and technological justification for the needs of non-agricultural land, and the most sad is the decline in land productivity. Therefore, the regulation of the use of land resources in the conditions of innovative reform and modernization of the economy of our country is becoming one of the most important priority tasks not only for sustainable development of agriculture, effective use of farmer, peasant and farmland lands, but also for increasing the efficiency and competitiveness of the production of products, ensuring food security. Therefore, in our opinion, there should be a systematic approach to land use, which is built on a concretely economic basis. Whereas, land use is a necessary condition for object, economy and community development, which implies that it is a dynamic process that is constantly evolving and has certain trends. Consequently, knowledge of the gnoseological principles and principles of the land use system, taking into account the action of the laws of society and nature, serves to develop the theory about this system.

Reflect the objectektiv process by which the use of land resources by the economy and society is unstopabletiradi because the land resources used are multi-purpose and multi-functional character due to the need to meet the different material and other types of needs of the society. Many analyzes devoted to the problems of the economy testify that now the issue of the application of the theory of land rent in determining the payment for land remains open. The problem of land rent formation and its taqsimlash is becoming increasingly relevant, especially in the conditions of the development of market relations. This necessitates the development of the economic rationale for the implementation of the requirements of the legislation of renta relations in the process of taxation or rent

determination, provided that there are stable, objective grounds for stratification of production conditions in the sectors and regions of the economy.

In this regard, the Land Code of the Republic of Uzbekistan, "on Farmer's economy", "on peasant economy" (1998). on the strategy of action of the president of the Republic of Uzbekistan on five priority directions of development of the Republic of Uzbekistan in 2017-2021 " № PD-4947 on February 7, 2017" on the protection of the rights and legitimate interests of farmers, peasant farms and landowners " № PD-5199 on October 9, 2017, decree of the president of the Republic of Uzbekistan on measures to radically improve the system of effective use of agricultural lands and decree of the president of the Republic of Uzbekistan dated 10 October 2017" on organizational measures for the further development of the activities of farmers, peasant farms and landowners №PP-3318 and other normative-legal to the use of acts related.

As in the world, as a result of the degradation of land resources in our country, the volume of processed land per capita remains significantly reduced, for example, its minimum is China (up to 0,09 ha.) and to Egypt (0,05 ha.) that's right. These issues are globally and regionally regulated by the UNDP, UNESCO, FAO and other international organizations [2]. In many countries, for example, I believe that it is worthwhile to apply the experience of developed countries, such as Belgium, Germany, Denmark, Italy, France, in the planning of land use, in which farmer farms determine the use maximum and minimum size of land plots, in order to establish state regulation of land lease relations, in which foreign citizens, physical and legal entities.

In the last 18 years, the land used for agricultural purposes in our country has decreased by 1,64 times, the land area intended for industrial, transport, communications, defense and other purposes has decreased by 2,12 times, the land of population punks has increased by 1,12, forest land 4,45, water fund lands 1,35, reserve land has increased by more than Every year, for the needs of agricultural land, the average crop land is taken to 3,0-3,5 thousand hectares, for the purposes of land reclamation, 90,0-95,0 thousand hectares of agricultural land, 72,0-82,0 thousand hectares for land reclamation purposes, that is, the redistribution is observed.

The land area of agricultural enterprises, organizations and institutions decreased by 12906.2 thousand hectares on account of the transition of summer pasture lands to forest land categories in the Republic and the increase in the land area of other categories. The total area of agricultural land will be 20261.6 thousand hectares in the state of January 1, 2018 or 45.13% of the country's total land fund. In general, the lands intended for agricultural purposes in the Republic and its territorial sections have a tendency to decrease.

According to the qualitative assessment of the lands, the lands in the mountainous areas occupied 43,0% of the total irrigated land, while the plain lands of the desert regions occupied 57,0%. The total area of the drywall in the Amudarya and Syrdarya basins is 350 thousand hectares, the area of the irrigated lands is 150 thousand hectares. Irrigation and water erosion 8,0% of the total area of irrigated lands, wind erosion 15,0 % of which the average and strong level 7,0 %. In recent years, the construction work associated with the violation of the soil layer, the extraction and use of the fertile layer of soil before the launch of the mineral wealth deposits is being carried out, without which measures are being taken. According to calculations, from this layer to 140 thousand available in our country. as long as the rocky lands can be used in the soil.

The analysis showed that the bonitet score was reduced by 60% of the land area, which was higher than 10,4, while the average and mid-range areas increased by 14,0% in terms of land quality. The reasons for this are primarily explained by the fact that if there is a general deterioration in the land



reclamation situation, then the subsequent productivity is reduced to 165 thousand lands, which are appropriated for the needs of agricultural production. Currently, the Republic has 0,02% bad lands in agriculture, 17,9% low lands in the middle, 53,0% average, 27,0% good lands and 2,0% best lands. The average bonus of Lands is 55 points, out of which the indicators of the Republic of Karakalpakstan (41,3 points), Bukhara (51 points), Jizzakh (51 points), Kashkadarya (52,5 points), Navoi (53 points), Syrdarya (53 points) and Khorezm (54 points) are lower. In this regard, due to the presence of adverse conditions such as salinity, desertification, precipitation and deterioration of the geobotanical state of the plantations, wind and water erosion, the increase of abandoned and other recultivations in need of international and foreign financial and technical assistance in this regard, in addition to attracting the funds of donor organizations, we consider it necessary to include these negative circumstances in the range of projects and programs financed from the account of the fund for improving the melioration of irrigated lands under the Ministry of Finance, as well as to introduce in order to the practice of granting long-term preferential loans to agricultural enterprises.

Nowadays, our country has raised 2.5 million hectares irrigated lands 103,3 thousand km. drainage network, of which 32,1 thousand km. the main highway and farmhouses, 107,7 thousand km. internal irrigation drainage networks (including 37,5 thousand km.) closed horizontal drain), there are 3767 vertically located drains [3]. But despite the fact that the main indicator of the effectiveness of these structures, that is, the work on determining the degree of salinity of soils, should be repeated every 5 years, it was suspended as early as the 1990s. Currently, saline lands constitute 60.0% of the total irrigated land area in the Republic, 12.9-42.6% in Tashkent, Andijan, Namangan, Samarkand regions, 53.7-68.7% in the regions of Surkhondarya, Kashkadarya, Jizzakh, Fergana, 82.2-97.5% in the regions of Syrdarya, Navoi, Bukhara, Khorezm and the Republic of Karakalpakstan [4]. In general, according to the results of the relevant research institutions, in the following years in our country, water shortage is predicted, especially in the period of vegetation of plants. Analysis shows that today the volume of water intake for irrigation purposes of agricultural land was 13 billion compared to the year 1980. although it has decreased by more than  $m^3$ , it accounts for more than 90% of the water resources of our country. Despite the fact that the amount of water taken from the land account to 1 decreased from 18,1 thousand  $m^3$  to 11,7 thousand  $m^3$ . revenue from 1,77 thousand US dollars to 2,93 thousand US dollars has increased [5].

As a result of the fact that the work on the re-registration of lalmi and natural meadow lands in the Republic for the next 30 years has not been carried out in a complex, it is not clear even the information on their quantity at the moment. The area of non-irrigated lands land is up to is more than 750 thousand [6]. It is necessary to carry out geobotanical studies of natural pastures, to identify the areas of fallen pastures and its causes, the volume of phytomelioration, to divide them into regions (districts) by the degree of degradation, to identify ways to increase the capacity of pastures, fertility, to improve the system to ensure the exchange of of obtaining the right to feed cattle on special permits. It is necessary to determine the boundaries of fertile irrigated lands with a special value, to maintain them in accordance with their legal status and to establish a separate regime of their use, as well as to develop a special method of bonitation soils of perennial arable lands.

About 9% of the Land Fund of Uzbekistan consists of crop areas and 7,5% of irrigated lands. Today, an average of 7,1 people per hectare of irrigated land, this figure is much higher than international standards. This is the result of the rapid growth of the population growth rate compared to the irrigated land areas, the irrigated land area corresponding to the per capita account reduced to for the next 25 years is from 0,22 to 0,11.



Nowadays, one person employed in agriculture in our country provides 12 people with food products. This indicator is 6-8 times higher in developed countries. In particular, according to foreign experts, agrarian reforms in Uzbekistan have not been completed, and the main reason for this is the lack of implementation of the rights to private ownership of land. I think that the non-introduction of private ownership of agricultural lands in Uzbekistan is due to the fact that the economic and social basis of land-agrarian reforms is shallow, but Farmer farms are not protected as a subject of land lease and there is no effective system for the restoration of attached land plots. Currently, 84.4% of crop fields are attached to farms in Uzbekistan, of which 4% are used by families or 6.2% of the population. 12,5% of the population is the main and additional source of income, while 12,5% of agricultural land is attached to peasant and farmland, etc. But in practice, the full satisfaction of all the needs for land resources is a task that can not be solved even in any society.

Today, the main part of the gross agricultural product (more than 60%) is concentrated on the farm and peasant farms, and more than 35% on the farmer's farms, while the main emphasis is on the issues of further deepening of organizational and structural reforms, eliminating the existing shortcomings in the economic and institutional environment, in particular, on the quality and value prices of, issues related to their accounting and protection should be solved exactly as one of the priority tasks in the future of improving the regulation of the system of use of land resources.

At the same time, increasing demand for food products in domestic and foreign markets today, in the conditions that competition in this regard is aggravating the battalion "the absence of an obstacle to the measures taken to increase their share in the development of farmland and ensuring food security" it is necessary to look at the industry not as a natural production, but more as a commodity production and accordingly to make it an institutional reform [7]. In this sense, it is necessary to introduce the practice of clustering the use of Lands of farmer, farmland and peasant farms, as well as the introduction of a subregional form of the use of Lands of farmer farms, as well as the granting of these lands to temporary use while retaining the right to inherit the lands of peasant and farmland.

## **Results**

For more than 20 years after the adoption of the Land Code of the Republic of Uzbekistan, large-scale and comprehensive significant reforms have been carried out in our country, and today the processes of their further deepening and liberalization are continuing intensively. To date, there is a need to develop a new edition of the Land Code. In this regard, attention should be paid to the improvement and realization of land relations, including the priority provision of Public-Private Partnership foundations; development of state and other targeted programs for the special protection of agricultural lands; compensation of agricultural lands transferred to other categories of land should be in the form of natural or value; prevention of the transfer of irrigated; according to the cadastral evaluation of the sentence of fertile irrigated lands, which have a special value, the average district bonitet score is not more than 20%, but more than 10% to specify the entry of irrigated agricultural lands; it is necessary to provide that agricultural lands are granted for temporary use for other purposes, as a rule, on condition that they cover; landowners who use agricultural land, land users and tenants must ensure that they do not change the purpose of using the land, pay a fee for the land, pay the cost for the restoration of the lands whose condition is violated by their fault; the order of the farmer farm to take into account the minimum amount of the size of the land plot; priority attention should be paid to such issues as the establishment of the procedure for the issuance of plots of land for temporary use for the cultivation of hay and livestock to citizens living in rural areas and having cattle in their possession for the maintenance of peasant farms.

In addition to the above, this procedure, unfortunately, has not yet found its place in practice, despite the fact that up to now a procedure for granting loans to farmers with a pledge of rights to rent a plot of land has been introduced. Therefore, I believe that it is worthwhile to introduce into the activities of peasant and farmland not only for farmer farms, but also to pledge for a bank loan the right of lifelong possession of land, which, in our opinion will be inherited. Also, the introduction of procedures for privatization of the land plot, investment in this process, mortgage lending, dealing with land ownership and use Securities, as well as support for a wide range of incentives, is an important condition of reforms.

Due to the fact that the land market in Uzbekistan is still fully formed and is now developing, the cadastral value of land plots (Fiskal) should serve as a target for the market value in the mass valuation of land. In developed countries, the price of land is growing faster than in other brands or capital. World practice shows that the growth rate of land prices has always grown 2-3 times and even faster than the rate of inflation. A large part of land resources is not only the market volume, but also the property of state and local authorities in developed countries of the market economy. I believe that in the conditions of Uzbekistan it is desirable to include in such lands intensively used lands in agriculture (fertile lands that are irrigated and have a special value). Other lands used in agriculture can be considered a market commodity. The land market is the main and voluminous object of Public Administration. Especially in relation to the agricultural land that has been bought and sold threeraydi to serious management.

## CONCLUSION

World practice shows that land resources are the main source of development of any state and society. Considering the ability and capacity of the land to perform many functions as a resource, its management practices and methods, which cover organizational, legal, institutional, investment, structural, socio-economic, nature protection, technological, environmental and other aspects, also necessitates the corresponding diversity. In this context, the determination of the strategy for the regulation of the land resources use system and its successful implementation require recognition and resolution as one of the most urgent and priority tasks in the future in the conditions of our republic. This in turn means that it is necessary to develop and implement a national concept aimed at creating a modern printsipial new system, taking into account not only the state-of-the-art regulation of land use, but also the specific characteristics of market requirements, various forms of ownership and economic conduct.

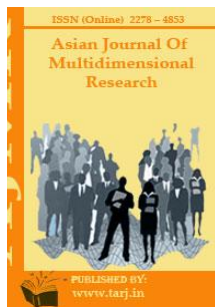
This concept is a concept that corresponds to the market norms, requirements and conditions for the development of land relations according to its purpose and content, in which the first level of attention should be given to the economic aspect of land use and its introduction should provide for the implementation of a number of special programs aimed at the performance. To establish a single order for all regions to determine the "normative value" of lands to the main directions of the implementation of the concept; determination of the basis, procedure and methods of conducting market value assessment of land plots; to develop a methodology for mass assessment of all categories of land for taxation purposes; to serve in the formed land market, it is possible to prepare private land appraisers and regulate their activities by the state (licensing, certification, etc.), their responsibility is established by legislation.

It should be emphasized that the concept considers the use of lands, the issues of constant monitoring of their condition, all lands, their property form, regardless of the purpose for which they are used and the manner of their use, as an object of monitoring. Because, as a result of the increase

in the norms of environmental impact on lands in some regions of our country, their desertification, erosion, violation of the fertile layer, salinity, waterlogging and flooding, technological pollution and degradation of springs pose serious risks. In this sense, it is desirable to increase the role of the Ministry of Agriculture in the system of Public Administration of land resources and expand its powers, as well as to expand the functions of the territorial bodies of the state of land resources, Geodesy, cartography and the state cadastre in order to further the state regulation of land registry and of the implementation.

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## SIGNIFICANCE OF JUDICIARY IN COMBATING HUMAN TRAFFICKING

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### ABSTRACT

*Human trafficking is a burgeoning issue. It is the grave violation of Human rights. Every country of the world is struggling to curb this menace. India is also not an exception. India is the country of transit, source and destination for human trafficking. Every year thousands of persons especially women and children are trafficked in and outside India. Human trafficking is a complex issue having several new dimensions raising with the passage of time. It is an essential to curb human trafficking that law and policies are to be in accordance with the present day needs and must be properly implemented. But stringent procedure of law making, and apathetic approach of law enforcement agencies hamper the prevention of human trafficking. In such situations Indian judiciary plays significant role. The Supreme Court and various High Court have been taking up cases for strengthening action against human trafficking and monitoring various schemes of rehabilitation of trafficked victims. It is due to the directions of courts that issue of human trafficking is seriously considered by our government at state and national level.*

**KEYWORDS:** *Burgeoning, Monitoring, Strengthening*

### INTRODUCTION:

Human beings are the best creation of the God on the earth and hence their preservation and protection are the foremost duty of a state. For that end almost every country of the world provides right to freedom, equality and justice to its citizen and even aliens too. Human Trafficking is one such drastic form of violation of human rights. Human Trafficking means illegally taking and or forcing human beings to do something by using threat, force, fraud or coercion or other means. In other words, it is the movement of persons within or outside national borders for sexual

exploitation, forced labour, forced marriage, domestic servitude, child labour, organ trade, forced begging etc. The crime of trafficking in persons affects virtually every country in every region of the world. Every year thousands of men, women and children are becoming victims of trafficking. Human Trafficking is not only illegal but also an organized crime. Human Trafficking is the third most widespread form of crime in the term of profit. India is also becoming the hub of human trafficking. It is a point of transit, destination and source of human trafficking. As per the Ministry of Women and Child Development estimates, there are about three million females in forced prostitution in the country. A report of the National Commission for Women postulated that more than half of the 612 districts in the country are affected by trafficking of females for human trafficking and there are 1,794 identified places of origin from where females are trafficked and 1,016 areas where human trafficking activities take place. As per US State Department report 2013, it estimates that 65 million people were trafficked into forced labor into and within India. As per the Global Slavery Index 2016, India has dubious distinction of having the highest number of people in the world trapped into slavery with 18.35 million victims of forced labour, ranging from prostitution and begging out of 1.3 billion population. Human trafficking in India is increasing despite of various laws and policies. Reason behind its extension is that either anti-trafficking laws are ineffective, or approach of laws enforcement agencies is apathetic. In such situation judiciary plays very significant role in the prevention of human trafficking along with protection and rehabilitation of trafficked victims. Supreme Court of India is the apex court of the country. Decision of it is binding throughout the country on everyone whether subordinate judiciary, government, common persons, association, companies etc. Supreme Court is the guardian and protector of the Fundamental Rights and interpreter of the Indian Constitution. Human trafficking is a complex issue and has different dimensions with the time. To combat human trafficking laws must be kept changing according to present day needs. Laws are made by the legislature, but our legislators are busy in politics of selfish nature. That's why judiciary plays important role and provides guideline where there is no law relating to matters of human trafficking or laws and policies are defective or inoperative. Significance of judiciary is crystal clear in following judgments:

### **Registration of Marriage:**

In the case of *Seemav. Ashwani Kumar*,<sup>1</sup> The Supreme Court made the directions that marriages of all persons who are citizens of India belonging to various religions should be made compulsory. Registration of marriage is required in the respective states, where the marriage is solemnized.

### **Marriage with Non-resident Indian:**

In the case of *Smt. Neeraja Sanaphv. Jayant v. Sanaph*,<sup>2</sup> the Supreme Court has given its mind for making legislation at the union level for safeguarding interest of women and by incorporating the provisions such as:

- (1) No marriage between non-resident Indian and an Indian woman, which has taken place in India, may be annulled by a foreign court.
- (2) Provision may be made for adequate alimony to the wife by creating rights in the property of the husband, both in India and abroad.
- (3) The decree granted by Indian court may be made executable in foreign courts both on principles of comity and on reciprocal basis like section 44-A of Civil Procedure Code, 1908. That makes a foreign money decree to executable as it would have been a decree passed by that court.



These judgments are pivotal in checking human trafficking to some extent i.e. to prevent human trafficking for deceitful or forceful marriages.

**Prostitutes to be consider as victim and not criminal:**

*Gaurav Jain v. UOI*,<sup>3</sup> The Supreme Court has also declared that victim women and girl trapped in prostitution should be treated as victims of crime of trafficking and prostitution and not as abettors of the crime. Talking about the violation of Right to Life of trafficked victims the Hon'ble Supreme Court ordered the Union Government to form a Committee to frame the National Plan of Action and to implement it in mission mode. Further the Court ordered to constitute a Committee to make an in-depth study into these problems and evolve such suitable schemes for Rehabilitation of trafficked women and children. A permanent Committee of Secretaries was formed to review the progress of the implementation on annual basis, and to take such other steps as may be expedient in the effective implementation of the schemes.

Only then our Indian government in the year 1998, formulated the National Plan of Action to Combat Trafficking and Sexual Exploitation of Women and Girls which prescribed an exhaustive set of guidelines to Central and State Governments, covering the entire spectrum of prevention, law enforcement, awareness generation and social mobilization, health care, education, child care services, housing, shelter and civic amenities, economic empowerment, legal reform, and rescue and rehabilitation.

**Investigation in trafficked cases is mandatory to be conducted by special police officer:**

The Hon'ble Supreme Court in *Delhi Administration v. Ram Singh*<sup>4</sup> made it mandatory that investigation in trafficked cases is to be conducted only by special police officer and held that

- Expression 'dealing with the offence' includes power of investigation and Special Police Officer is exclusively competent to investigate. In the present case, no notification has been produced by the prosecution to show that as to who was designated as Special Police Officer for which area.
- The witnesses who have appeared in this case, have nowhere stated that they are Special Police Officers notified for that specific area.
- It is in the Act itself that Special Police Officer should not be less than in the designation of Inspector.

Immoral trafficking in women and girls erodes the social values and digs into the very foundation of the human civilization. The evil of prostitution reduces the women to the level of a commodity. Sexual offences attack the body as well as the dignity of woman. The fear of rape attempt to rape, or other sexual assaults discourage women from staying alone and moving freely even for the purpose of their education and career. This impedes the participation of women in various activities of public life and national development.

**Investigation in cases of trafficking:**

In the case of *State of West Bengal v. Sangita Sahu @ Shaw*<sup>5</sup> Calcutta High Court held that: -

(a) any First Information Report registered under the Immoral Trafficking Prevention Act or under sections 370, 372 and 373 of Indian Penal Code or under the provisions of the Prevention of Children from Sexual Offences Act, 2012 involving commercial sexual exploitation of women or children should be investigated by a specialized agency like Anti-Human Trafficking Unit;



- (b) Such F.I.R.s registered with the local police station must, within 24 hours thereof, be transferred to the specialized agencies for further investigation;
- (c) In order to facilitate the investigation in these cases, State Government is directed to set up Anti-Human Trafficking Units in every district which shall be manned by specially trained police personnel not below the rank of Inspector who would be preferably women. These officers shall be notified as special police officers under section 13 of the Immoral Trafficking Prevention, Act;
- (d) Statements of victims, who are recovered during raid or thereafter must be mandatorily recorded under section 164 of the Code of Criminal Procedure;
- (e) Victims must be extended medical assistance which shall include psychological counseling in terms of section 375B of Criminal Procedure Code, 1973 at appropriate specialized medical institutions of the State;
- (f) Upon the recording of their statements under section 164 of the Code of Criminal Procedure, necessary financial assistance by way of interim compensation and/or other rehabilitation measures provided under the Victim Compensation Scheme formulated by the State of West Bengal under section 375A must forthwith be extended to the victims. In the event, the victims are minors they must be forwarded before the Child Welfare Committee for care, custody, rehabilitation, etc.
- (g) Jurisdictional Magistrates/Special Courts to whom the cases are reported shall seek report from the Investigating Agency as well as from the Secretary, District Legal Services Authority with regard to providing of medical assistance, compensatory and/or other rehabilitation assistances to the victims of such crimes;
- (h) Whenever there is a threat perceptible to the victims and/or their families, they shall be extended police protection and other necessary protective measures by the trial court.
- (i) Prosecution of such cases shall be done with utmost promptitude and be concluded at an early date.
- (j) During trial, learned Public Prosecutors shall ensure the recording of depositions of the victims at the earliest without unnecessary delay preferably within a month from the date of commencement of trial so that any chance of winning over or intimidation of the victims may be minimal.
- (k) These directions shall be undertaken in the form of a standard operating procedure in the investigation and prosecution of crime involving commercial sexual exploitation of women and children.

### **Compulsory Minimum Wages:**

*People's Union for Democratic Rights v. Union of India*<sup>6</sup>

In this case Hon'ble Supreme Court held that where a person provides labour or service to another for remuneration which is less than the minimum wage, the labour or service provided by him clearly falls within the scope and ambit of the words "forced labour" under Article 23.

### **Guidelines for Inter Country adoption:**

In the disguise of adoption traffickers were taking children from India to abroad and then used them for the purpose they had abraded there. In the case of *Laxmi Kant Pandey v. Union of India*<sup>7</sup>

The Apex Court noticed this deceitful practice and has laid down guidelines to check trafficking through adoption rackets and held that while supporting inter-country adoption it is necessary to bear in mind that the primary object of giving the child in adoption being the welfare of the child, great care has to be exercised in permitting the child to be given in adoption to foreign

parents, lest the child may be neglected or abandoned by the adoptive parents in the foreign country or the adoptive parents may not be able to provide to the child a life of moral or material security or the child may be subjected to moral or sexual abuse or forced labour or experimentation for medical or other research and may be placed in a worse situation than that in his own country.

### **Rehabilitation of Bonded Labour:**

In the case of *Bandhua Mukti Morcha v. Union of India and others*<sup>8</sup> Supreme Court ordered that for rehabilitation of bonded labour Vigilance Committee is to be set up in prone areas and also held that whenever it is shown that a labourer is made to provide forced labour the Court would raise a presumption that he is required to do so in consideration of an advance or other economic consideration and he is, therefore, a bonded labourer entitled to the benefits under the law.

In the case of *Neerja Chaudhury v. State of Madhya Pradesh*<sup>9</sup>

The Hon'ble Supreme Court gave directions on the rehabilitation of Bonded Labourers. It stated that rehabilitation must follow in the quick footsteps of identification and release, if not, released bonded labourers would be driven by poverty, helplessness and despair into serfdom once again.

In the case of *Public Union for Civil Liberties v. State of Tamil Nadu & Others*<sup>10</sup>

The Hon'ble Apex Court directed that the National Human Rights Commission (NHRC) should be involved in monitoring the pace and progress of implementation of the law, national policy and programs of action and also directions of the apex Court issued from time to time and held that the NHRC is monitoring the bonded labour situation in the country.

### **Rehabilitation policy for Trafficked Victims:**

In the case of *Vishal Jeet v. Union of India*<sup>11</sup>

The Hon'ble Supreme Court while putting on record the growing exploitation of young women and children for prostitution and trafficking reported that despite the stringent and rehabilitative provisions of law under various Acts, it cannot be said that the desired result has been achieved. The following guidelines have been given:

1. All the State Governments and the Governments of Union territories should direct their concerned law enforcing authorities to take appropriate and speedy action under the existing laws in eradicating child prostitution without giving room for any complaint.
2. The State Governments and the Governments of Union territories should set up a separate Advisory Committee within their respective zones consisting of the Secretary of the Social Welfare Department or Board, the Secretary of the Law Department, sociologists, criminologists, members of the women's organizations, members of Indian Council of Child Welfare and Indian Council of Social Welfare.
3. The main objects of the Advisory Committee being to make suggestions for the measures to be taken in eradicating the child prostitution, and the social welfare programs to be implemented for the care, protection, treatment, development and rehabilitation of the young fallen victims.

In the case of *Prerna v. State of Maharashtra*<sup>12</sup>

The Division Bench of the Hon'ble Bombay High Court while examining the court process for child victims of trafficking and held that the child in need of care and protection must be dealt with

bearing in mind the possibility of their reformation and rehabilitation and issued following guidelines for that end:

(a) No Magistrate can exercise jurisdiction over any person under 18 years of age whether that person is a juvenile in conflict with law or a child in need of care and protection, as defined by sections 2(1) and 2(d) of the Juvenile Justice (Care and Protection of Children) Act, 2000. At the first possible instance, the Magistrates must take steps to ascertain the age of a person who seems to be under 18 years of age. When such a person is found to be under 18 years of age, the Magistrate must transfer the case to the Juvenile Justice Board if such person is a juvenile in conflict with law or to the Child Welfare Committee if such a person is a child in need of care and protection.

(b) A Magistrate before whom persons rescued under the Immoral Traffic (Prevention) Act, 1956 or found soliciting in a public place are produced, should, under section 17(2) of the said Act, have their ages ascertained the very first time they are produced before him. When such a person is found to be under 18 years of age, the Magistrate must transfer the case to the Juvenile Justice Board if such person is a juvenile in conflict with law or to the Child Welfare Committee if such person is a child in need of care and protection.

(c) Any juvenile rescued from a brothel under the Immoral Traffic (Prevention) Act, 1956 or found soliciting in a public place should only be released after an inquiry has been completed by the Probation Officer.

(d) The said juvenile should be released only to the care and custody of a parent/guardian after such parent/guardian has been found fit by the Child Welfare Committee to have the care and custody of the rescued juvenile.

(e) If the parent/guardian is found unfit to have the care and custody of the rescued juvenile, the procedure laid down under the Juvenile Justice (Care and Protection of Children) Act, 2000 should be followed for the rehabilitation of the rescued child.

(f) No advocate can appear before the Child Welfare Committee on behalf of a juvenile produced before the Child Welfare Committee after being rescued under the Immoral Traffic (Prevention) Act, 1956 or found soliciting in a public place. Only the parents/guardian of such juvenile should be permitted to make representations before the Child Welfare Committee through themselves or through an advocate appointed for such purpose.

(g) An advocate appearing for a pimp or brothel keeper is barred from appearing in the same case for the victims rescued under the Immoral Traffic (Prevention) Act, 1956.”

#### **Trial Procedure in case of female victims:**

In the case of *State of Punjab v. Gurmit Singh*<sup>13</sup>

The Apex Court held that sexual offenders should not be shown leniency. Examination of the victim should be in camera and anonymity of the victim should be maintained. No questions should be asked on a victim character. Wherever possible, it may also be worth considering whether it would not be more desirable that the cases of sexual assaults on the females are tried by lady Judges, wherever available, so that the prosecutrix can make her statement with greater ease and assist the courts to properly discharge their duties, without allowing the truth to be sacrificed at the altar of rigid technicalities while appreciating evidence in such cases.

**Guidelines for search of Missing Children:**

Guidelines for search of missing children laid down by Supreme Court in the case of *Hori Lal v. Commissioner of Police, Delhi*<sup>14</sup>

The Hon'ble Court in its order dated 14/11/2002 laid out the following guidelines for effective search of the Kidnapped minor girls, which are to be followed by the Investigation Officer in all the States:

1. Publish photographs of the missing persons in the Newspaper, telecast them on Television promptly, and in case not later than one week of the Receipt of the complaint .Photographs of a missing person shall be given wide publicity at all the prominent outlets of the city /town / village concerned that is at the Railway Stations, Inter- state bus Stands, airport, regional passport office and through law enforcement personnel at Border checkpoints. This should be done promptly and, in any case, not later than one week of the receipt of the complaint. But in case of a minor/major girl such photographs shall not be published without the written consent of the parents /guardians.
2. Immediate inquiries to be make in the neighborhood, the place of work/study of the missing girl from friends, colleagues, acquaintance, relatives etc. Equally all the clues from the papers and belongings of the missing person should be promptly investigated.
3. To contact therecent school /educational institutional, Principal, Class teacher and Students of the missing persons. If the missing girl or woman is employed somewhere, then to contact the most recent employer and her colleagues at the place of employment.
4. Conduct an inquiry into the whereabouts from the extended family of relatives, neighbors, teachers including school friends of the missing girl or woman.
5. Make necessary inquiries whether there have been past incidents or reports of violence in the family.

**Control on Rehabilitation Schemes:**

In the case of *BudhadevKarmaskar v. State of West Bengal*<sup>15</sup>

The Hon'ble Supreme Court appoints a Panel to monitor and Suggest Rehabilitation scheme for Trafficked Sex Workers and Trafficked Victims.

The Hon'ble Supreme Court stated that “from a perusal of the Ujjwala Scheme it appears that the Central Government has a scheme only for rescued trafficked women but no scheme for those sex workers who voluntarily want to leave the sex trade. In our opinion, proper effective scheme should be prepared for such women also. In this connection, we would like to say that the Central Government Scheme has placed a condition that the rescued sex workers must stay in a corrective home in order to get technical training. In our opinion, no such condition should be imposed, as many sex workers are reluctant to stay in these corrective homes which they consider as virtual prison”.

**CONCLUSION:**

Human trafficking is a serious issue and prevalent in India in many forms. Lack of specific anti-trafficking law and deficiencies in present applicable laws hinder the fight against trafficking. Further, defective mechanism and disinterest of enforcement agencies to the plight of trafficked victims enhance trafficking. To combat human trafficking in such situation Indian judiciary plays very significant role. Judiciary helps in prevention of human trafficking and prosecuting human

traffickers. It also provides protection and rehabilitation to trafficked victims. The Supreme Court and various High Courts not only issues timely guidelines regarding crime of human trafficking but also monitoring various schemes of rehabilitation. The Supreme Court has also emerged a new jurisprudence i.e. famine jurisprudence which provides rights and protects women in every sphere of life. But we all know that judiciary help only when a matter comes before it, when a matter does not come to the knowledge of court then court does not help the victim of crime and result is that women, children and men are still victim of human trafficking and bear exploitation in one or the other form.

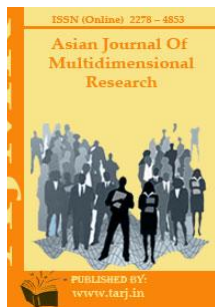
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## CHANGING PERCEPTIONS OF MODERN INDIAN WOMEN: A QUALITATIVE STUDY

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### ABSTRACT

*This qualitative study aims to explore and understand changing perceptions of the new age Indian woman towards the concept of luxury. A total of 30 in depth interviews were conducted with women in the age of 25-50 in Delhi and NCR (National Capital Region). Purposive sampling was used and women from different backgrounds were selected. The interviews were recorded, transcribed and analysis done using thematic and matrix analysis methods of qualitative research. The study suggested six themes namely Health and Wellness, Ticking - Off Bucket List, Aspirational Products, Self- Indulgence, Opulent Services & Events, and, Pure Elements of Nature. Respondents described their understanding of luxury through these themes. Twenty sub-themes emerged as a subset of these six themes. The study has contributed to recognize the new emerging market segment and provided insights for luxury brands in devising strategies to target them.*

**KEYWORDS:** *New-Age Women, Luxury, Marketing*

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### INTRODUCTION

Luxury as a concept has been described in academic literature as being synonymous with dreams. Marketing professionals have associated luxury with being overly fascinating and an affair of the rich. According to Future of Luxury report by Dain & Company the luxury goods market is expected to see a rise from Euro 320 Billion to Euro 365 Billion by 2025. The luxury market in India is expected to reach USD8 Billion with 6.6 % rise during 2019-23.

Until advent of the new millennium, only western countries talked about and were considered the rightful owners of ostentatiousness. Consumers of these nations display luxury through possession of expensive goods and extravagant vacations to exotic locations. However, these markets are gradually saturating and the focus now is on developing countries. A new set of consumers christened by researchers as Hinry (High Earners - Not Rich Yet). They are middle aged (average 43 year old), earning over USD 100,000 per annum and investable assets of USD 1 Million. They are digital



savvy, have a purchasing power, spend on themselves and their family, want customized and self-expressive products.

As subset of the rising middle class is the present day women who are emerging as independent, free spirited and aware of how they want to design and define their life. They have high aspirations, work hard to achieve their goal and equally like to reward themselves regularly with desired product and experiences. A BCG Report predicted that by 2020, 158 Million women will earn USD 900 Billion per annum through their professional engagement (Silver Stein et al. 2012).

Considering the significant size of this emerging new segment, it becomes an imperative research agenda to explore the perceptions of women around luxury. This research is an attempt to examine and understand these changing perception in the Indian women context.

### **LITERATURE REVIEW:**

Over the years, marketing researchers have not been able to build consensus on a widely accepted definition of the term luxury. The Collins English Dictionary has defined luxury as “something that is considered as an indulgence rather than a necessity”. This dichotomy of the term is very generic and subjective (Godey et al., 2012) to comprehend as it does not provide an understanding of what luxury means to different people. However, academic researchers have attempted to understand its meaning and propose a formalized and concrete definition in various contexts. While economists like Veblen viewed luxury as the basis for differentiation in socioeconomically stratified societies (Alcott, 2004), a more modern stance suggest psychological benefit over a product’s functional value (Vigneron and Johnson, 2004). The primary reason why consumers indulge in opulence can be attributed to their intent to signal status, convey prestige, and showcase their social identity (Han et al., 2010).

Naturally, luxury as a concept is relative rather than being absolute (Kapferer and Bastien, 2009) because it changes and evolves perceptually with the passage of time (Mortelmans, 2005). One way to look at it is that luxury does not progress on its own but a constant evolution in consumer perceptions make it more symbolic and subjective. Perception of consumers are influenced both by their individual preferences and the society at large (Vickers & Renand, 2003). Recent literature is dedicated towards exploring the underlying relationships between consumer perception and luxury value (Wiedmann et al., 2009; Heine, 2012; Miller and Mills, 2012) placing high importance on the role of consumers in the entire luxury ecosystem.

Globally, luxury consumers are evolving, and blurring lines between the social roles are making women the rightful owners of this extravagance (Stokburger-Sauer and Teichmann, 2013). While social studies have focused on luxury perceptions across genders, women have found to be more inclined towards quality, uniqueness, and social value aspects of luxury consumption (Wiedmann et al., 2009). As a key contributing segment to the luxury industry, women are emerging with high aspirations and command. The focus of research has also shifted to including women as equal contributors to luxury, whatever it may mean to them (Roux, Tafani and Vigneron, 2017). This is not limited to the West but has expanded to the Gulf and Asian nations (Tovikkai and Jirawattananukool, 2010). These women have very different perceptions of what is luxury for them, making it an area of investigation for academic research.

### **RESEARCH METHODOLOGY:**

The objective of this study is to understand the changing perceptions of Luxury for the women of modern times. For this, semi structured interview were conducted where 30 (thirty) women were

selected in the age of 25- 50. This sample mainly comprised of women based in Delhi and NCR This age group was selected because it was clear through several discussions that this sample could justify the robustness of responses which were intended for this study. Sample size is justified as it can be 15 +/- 10 with time, resources and the law of diminishing return into consideration (Kvale, 1996). Out of 40 respondents who were reached, 30 were interviewed, representing 74.4 % response rate. The details of respondent age, household income and occupation have been presented in Table 1.

**TABLE 1: DEMOGRAPHIC DISTRIBUTION OF THE RESPONDENTS INTERVIEWED**

Respondent	Age	Household Income	Profession
1	32	15 Lpa	Home Maker
2	35	25 Lpa	Sports Mgmt Consulting
3	43	28 Lpa	Home Maker
4	50	20 Lpa	Business
5	29	10 Lpa	IT Sector Employee
6	27	12 Lpa	IT Sector Employee
7	48	10 Lpa	Home Maker
8	54	8 Lpa	Home Maker
9	51	30 Lpa	Psychologist
10	30	22 Lpa	Lawyer
11	32	24 Lpa	Teacher
12	35	15 Lpa	Home Maker
13	40	16 Lpa	Artist
14	49	32 Lpa	Teacher
15	38	35 Lpa	Engineer
16	33	12 Lpa	Store Manager in Retail
17	37	25 Lpa	IT Sector Employee
18	28	14 Lpa	Teacher
19	25	10 Lpa	Receptionist in Hotel
20	30	13 Lpa	Home Maker
21	40	35 Lpa	Doctor
22	31	16 Lpa	Mall Manager
23	37	12 Lpa	Accountant
24	50	32 Lpa	Home Maker
25	38	26 Lpa	Professor
26	34	14 Lpa	IT Sector Employee
27	29	10 Lpa	Counsellor
28	30	24 Lpa	Doctor
29	40	30 Lpa	Govt. Sector Job
30	40	18 Lpa	Home maker

Qualitative method was incorporated in this study because it provides a deeper and subjective insight into the context being studied. During the interview process which typically went on for 40 minutes average time per interview, candidate were first sensitized through a general talk following this, few probing questions were asked, such as what is your understanding of luxury?; what is its importance in your life? Provide examples. Then, based on individual responses further questions were posed. 70% of the interviews were conducted face to face, while 30% were telephonic. The overall time taken to conduct all the interviews were 3 months. With the pre-permission of respondent notes were taken and recording done as the case may be. The interviews were transcribed and then, analyzed using Nvivo.

The data which was obtained was analyzed using thematic analysis followed by matrix analysis. Both thematic analysis and matrix analysis are common methods used for qualitative data analysis. (Bryman, 2012; Braun and Clarke, 2006). A total of 6 broad themes emerged under which 20 sub themes were identified using thematic analysis. Matrix analysis helped to strengthen these results. A discussion of the findings has been presented in the subsequent sections.

### DISCUSSION OF FINDINGS:

In the study, the respondents, who were women, were asked to express views on their perceptions of luxury. After conducting the data analysis, six themes emerged, namely Health and Wellness, Ticking – Off Bucket List, Aspirational Products, Self- Indulgence, Opulent Services & Events, and Pure Elements of Nature. Under these six themes twenty sub themes emerged. The themes and sub themes have been listed in Table 2.

**TABLE 2:**

Sr. No.	Theme	Sub-Theme	No. of Respondents
1	Health and Wellness	<ul style="list-style-type: none"> <li>To enjoy good Physical Health</li> <li>To be able to look and feel beautiful</li> <li>To enjoy positive spiritual health</li> <li>To be mentally calm and balanced</li> </ul>	14
2	Ticking- of Bucket List	<ul style="list-style-type: none"> <li>To travel the places I want to in the world</li> <li>To enjoy experiences that I want in my life</li> </ul>	19
3	Aspirational Products	<ul style="list-style-type: none"> <li>To buy things which I want to eg. expensive Brands</li> <li>To possess things that are not common in the world</li> <li>To own masterpieces eg. Art, sculptures, gems, rare stones etc.</li> </ul>	17
4	Self- Indulgence	<ul style="list-style-type: none"> <li>To go on vacations as per my wish</li> <li>To indulge in experiences such as spa, meditation, rejuvenation programs that I want to</li> <li>Indulge in expensive self- grooming</li> </ul>	20
5	Opulent Services and Events	<ul style="list-style-type: none"> <li>To attend Red carpet Events</li> </ul>	10

	<ul style="list-style-type: none"> <li>• To be invited by friends to the best parties and get-togethers</li> <li>• To enjoy splendid services in hotels, resorts etc.</li> </ul>		
6	Pure elements of Nature	<ul style="list-style-type: none"> <li>• To be able to get pure air to breath and pure water to drink</li> <li>• To be able to consume fresh organic food daily</li> <li>• To be able to cure any ailment with natural ingredients of nature</li> </ul>	11

‘Health and Wellness’ was identified as an important theme. As few sub themes emerged under this such as: very good physical health, look and feel beautiful, stay young for a long time, enjoy positive spiritual health and be mentally calm and balanced. This provides a very new perspective on the connotations of luxury for the woman of today as opposed to the one from old school of thought. To be able to achieve these states of mental and physical well being is luxury for an average of 14 respondents as can be seen in Table 2.

The second significant theme that emerged from the analysis was ‘Ticking –Off Bucket List’. When asked the meaning of this phrase, respondents mentioned: to travel all the places I want to in the world, to have experiences that I wish for in my life. This meant both the financial independence and ability to live and enjoy these at their terms. Interestingly, 19 respondents spoke about it and rated this theme as highly desirous and significant. In fact, they were not ready to barter this for any materialistic fulfillment.

As per study results ‘Aspirational Products’ was the next most popular theme that was talked about. This theme was skewed more towards homemakers. Although the reason for same didn’t lie within the scope of this study. However, some of the respondent’s remarks suggest self gratification by seeking expensive products as a means to satisfy their luxury needs. The sub theme indentify within this were: to buy the things which I want to e.g. buying expensive brands, to possess things that are not so common in the world and to possess master pieces such as art, sculptures, rare stone, gems etc.

The subsequent theme which was highlighted in the analysis was named ‘Self Indulgence’. This theme was majorly talked about by working women, 20 respondents talk about it. The sub themes which emerged as part of this analysis were: vacation as per my wish; experience spa, meditation, rejuvenation program of different kind as per my needs, and expensive self grooming. In today’s time when women are engaging in high impact job, being able to relax and self indulge is a luxury. They are ready to spend generously on products and experiences that contribute positively towards maintaining a fine balance between body, mind and soul. This is how the definition of luxury is changing for the woman of 21<sup>st</sup> century and beyond.

The fifth theme which came up was “Opulent Services and Events’. 10 respondents out of 30 thought that becoming part of high class posh events made them feel important. Having many friends and engaging with them in social celebrations and other gathering was part of luxury for them. Regularly visiting elite places in town made them feel classy and valuable. The sub theme identified under this heading were: attending red carpet events, invited by friends to best parties and get together and, getting splendid services in hotels, resorts etc.

The final theme that was identified was 'Pure Elements of Nature'. In the present city life where access to clean air, water and proximity to nature are scares. It was not unexpected yet interesting for this theme to have emerged. Respondents brought out that they were conscious about the importance of various elements of nature for living a fulfilling life. To be able to harness these elements was no less than luxury of them. The sub themes extracted from this theme were: getting pure air to breathe and water to drink, being able to consume fresh organic food daily, to be able to cure every ailment with natural ingredients of nature, and to be able to enjoy nature every day. It is interesting to observe the changing perspective of women on their understanding of present time 'luxury'.

### **Managerial Implications of the Study:**

The present study is critical in context of its academic contribution as well as carries a significant implication for luxury brand managers. It is only in the last decade that women have emerged out of their generation old image of handling mainly household responsibilities to take up more unconventional role. They are not only financially independent but also demanding opportunity for expressing their individualism in diverse ways. Whether it is about pursuing varied interest, fulfilling travel dreams, raising family non-traditionally or multitasking, their perspective and definitions of a fulfilling life have surely evolved. The outcomes of the study indicate it is safe to assume that present research fills an existing theoretical gap. On the other side it is equally imperative for stake holders of luxury brands to welcome these learning and imbibe them as need be in the real world. They need to recognize and appreciate this new era where women role have changed. With 'rarity' re-defining itself, what satisfies and makes women feel special is not the same any more. Whereas, this creates new opportunities for designing and marketing products and services pertaining to these new needs, it is definitely going to be challenging.

The 6 themes and 20 sub themes that have emerged in the study encompass an array of insights to draw, and these have been discussed in detail in the above section. As we can see this target market is not only attracted by the traditional luxury items like expensive jewelry, vintage masterpieces etc but this like health and wellness, ticking off bucket list, availing aspirational services and indulging in true elements of nature also fall under luxury for them.

Another important insight that can be drawn from industry perspective is the need to inculcate innovative marketing strategy into the luxury realm. In the last few years there has been lot happening in the marketing world. With these new target set of women being well informed, well travelled and having access to information instantly, it is almost impossible to woo them and stay ahead of competition though only traditional marketing methods. Brands are now going for omni-channel marketing which comprises of using multiple available channels for reaching out to customers. This helps brands to stay ahead and leave multiple impressions on the consumers mind by leaving little or no space for competitors as there are both offline and online platforms to market product and services, capturing maximum mindshare is critical. Innovative technologies such as artificial intelligence, robotics and machine learning fueling a digital wave and empowering every industry and social media is engagement becoming a common advertising platform. Therefore, researcher contribute through this study that luxury brands cannot afford to lag in their planning for addressing the need of this emerging market which is here to stay.

### **Direction for Future Research:**

This study has attempted to understand how the meaning of luxury has changed for the present day woman. However, it has some limitation first, the sample chosen consisted of women based in Delhi and NCR which is a small representation as compare to covering a much wider geography within

India. However, considering Delhi/NCR to be highly cosmopolitan, it may represent people from different parts of the country.

Secondly, although there are 40 respondents chosen for conducting this qualitative study which is a good sample size from academic acceptability context, however a larger sample size covering a wider range of occupations of respondents would make the study more robust.

Thirdly, although qualitative study was thought to be the best method to conduct this research, the researchers feel that the results of this study could be reaffirmed by conducting a few quantitative studies in this area.

Lastly, the scope of this study could have been expanded if on one hand, the respondents would have been interviewed as done, on the other hand opinions and thoughts from some of the brand managers of luxury brands were also captured. This would have given a comparative view of both important stake holders.

In spite of the above stated limitations, this study finds contribution in the luxury literature and provides insights into an involving area that deserves to be dwelled in.

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