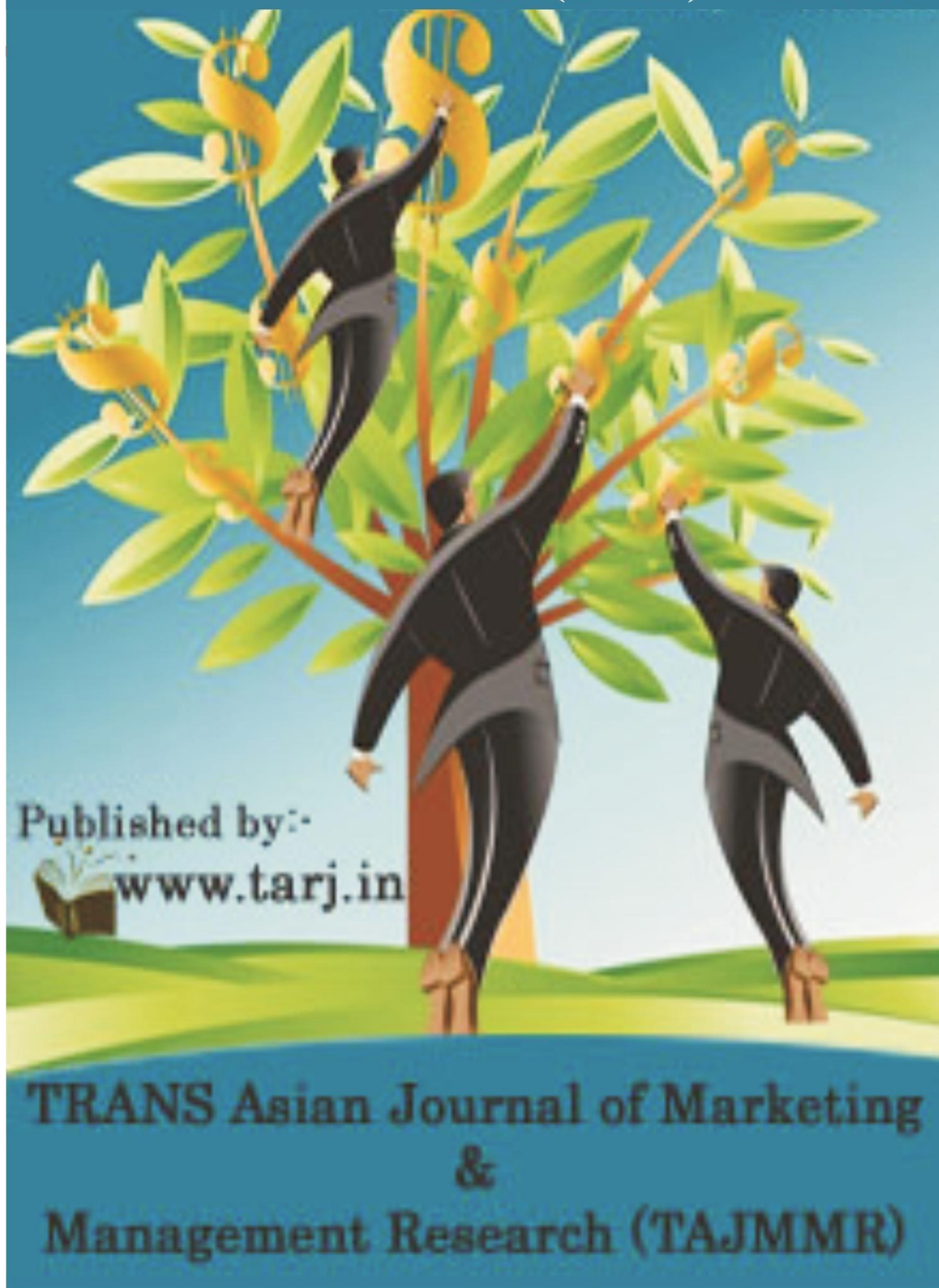


ISSN (Online) : 2279-0667



<b>SR. NO.</b>	<b>PARTICULAR</b>	<b>PAGE NO.</b>
<b>1</b>	<b>AN EMPIRICAL STUDY ON EFFECTIVENESS OF RETAIL DISTRIBUTION CHANNEL IN VISAKHA DAIRY DEALING WITH MILK &amp; MILK PRODUCTS IN VISAKHAPATNAM</b>  SUBRAMANIA BALA JESHURUN	<b>1-16</b>
<b>2</b>	<b>AN EMPIRICAL STUDY ON LIBRARY AND INFORMATION SERVICES TO (PCS) PHYSICALLY-CHALLENGED STUDENTS IN THE UNIVERSITY LIBRARY, TIRUCHIRAPPALLI DISTRICT</b>  M. ILAYARAJA, DR. A. MANOHARAN	<b>17-26</b>
<b>3</b>	<b>HUMAN RESOURCE DEVELOPMENT PRACTICES IN BPO INDUSTRIES AT BANGALORE</b>  MRS. K.R. SELVI	<b>27-32</b>
<b>4</b>	<b>INVESTORS' PERCEPTIONS OF MUTUAL FUND RISKS AN EMPIRICAL STUDY</b>  R. VASUDEVAN, DR. PEERMOHAIDEEN	<b>33-42</b>
<b>5</b>	<b>FOCUS ON RURAL / LOCAL HUMAN DEVELOPMENT FOR BUILDING INDIAN TOURISM</b>  SYED ASGHAR MEHDI	<b>43-50</b>

# AN EMPIRICAL STUDY ON EFFECTIVENESS OF RETAIL DISTRIBUTION CHANNEL IN VISAKHA DAIRY DEALING WITH MILK & MILK PRODUCTS IN VISAKHAPATNAM

**SUBRAMANIA BALA JESHURUN\***

\*Assistant Professor, Department of Management Studies,  
The American College, Madurai, India.

## ABSTRACT

*Distribution channel is the process in which product must be moved in the right quantity at the right time to a specific place in order to be delivered most effectively to the end user. The research aims to study the perception of distribution towards Visakha dairy milk, Visakhapatnam and its products; also it identifies the features that influence the customers for selecting the milk type. A questionnaire was used to survey 200 customers and 120 retailers of Visakha dairy who were selected by convenience sampling method. The main objective of the study is effectiveness of distribution channel with special reference to Visakha Dairy Pvt. Ltd. The purpose of this study is to identify the Product & Brand wise demand and effectiveness of distribution channel. The study further proposes a model of organizational performance that can help managers to achieve organizational excellence and help them to maintain a fit with the changing environment.*

**KEYWORDS:** *Distribution channel, effectiveness, delivery, Visakhapatnam.*

## 1. INTRODUCTION

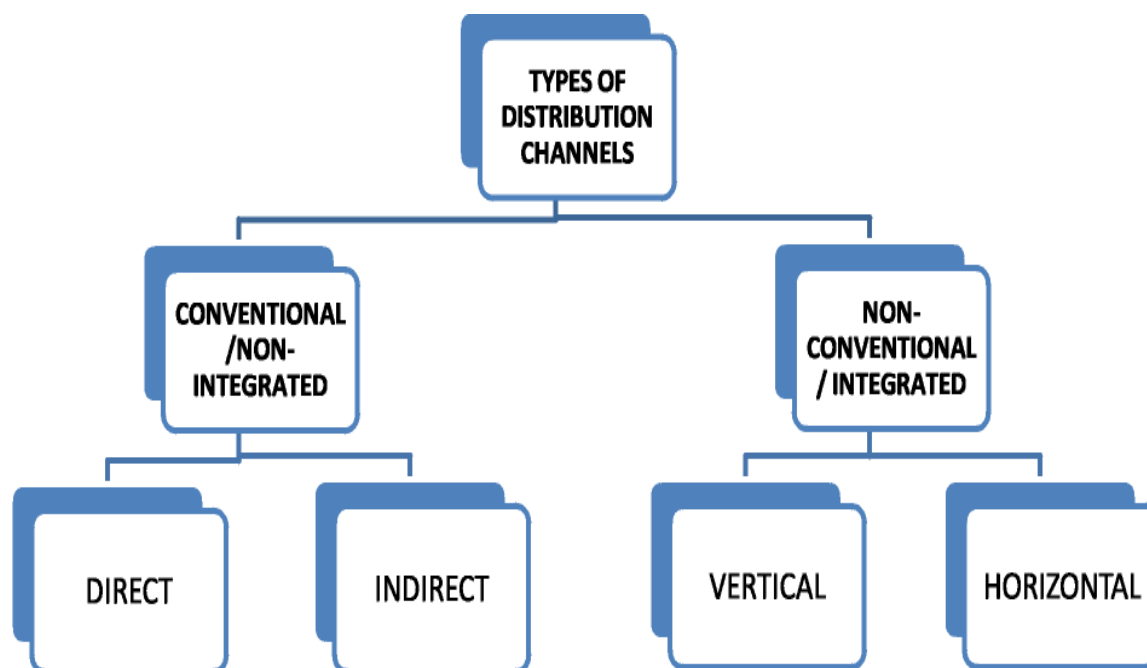
Marketing is essentially about marshalling the resources of an organization so that they meet the changing needs of customers on whom the organization depends. As a verb, marketing is all about how an organization addresses its markets. "Marketing is the performance of business activities that direct the flow of goods and services from the producer to the consumer or user"- Approved in October 2007 by the American Marketing Association. Philip Kotler (2007) defines marketing as 'satisfying needs and wants through an exchange process. P.Tailor (2000) of [www.learnmarketing.net](http://www.learnmarketing.net) suggests that 'Marketing is not about providing products or services it is essentially about providing changing benefits to the changing needs and demands of the customer. A social and managerial process, by which individuals and groups obtain what they need and want, through creating and exchanging product and value with others. Customer satisfaction begins with a difficult faith; it starts with a commitment to deliver the result for each customer which is also a concern of the dealers. Hence for a manufacturing company, in order to satisfy its customers, it is highly important to satisfy its dealers, as they are the direct customers to them. Establishing satisfaction as the ultimate goal is like the other ultimate goals of business pursuit of higher profits or shareholders wealth. Perfect dealer service or satisfaction is one that meets the combined need satisfaction is a systemized service that involves the entire organization. But many organizations have yet to develop this kind of awareness of dealer satisfaction strategy. Dealer Satisfaction begins with the following specific assumptions about companies relationship with the customers.

1. The dealer service activities focus mainly on existing dealers.
2. Some dealers are more important than others
3. They are the assets.
4. The dealer is always specific.

The dealer needs and value should influence every aspect of the organization strategy, employee safety and performance, product and organization strategy, employee safety and performance, product and service development, sales and marketing programs, operational procedures and information and measurement system. Understanding the dealer is critical to the success of any customer focus initiative, the first step in understanding the dealers is to listen to them. A company needs to hear what its dealers are saying about its people, product service and vision. Their information helps to develop meaningful product and service. Organizations need to listen to their dealer satisfied, dissatisfied neutral and prospective. As one company executive said, "talking to a satisfied customer is talking to me". In the past, dealer satisfaction and service was the responsibility of a separate organization that supported the dealer primarily after the sale. Today, service is also likely to be interested with the every product accompany offers. High dealer satisfaction comes from providing effective services. But giving that service is a continuous activity. It means being efficient, reliable, courteous, curing and professional every time.

## **DISTRIBUTION CHANNEL**

Distribution channels can be described by the number of channels involves. A layer of intermediaries that performs some work in bringing the product and its ownership closer the buyer is channel level (Kotler.P, 2001). Number of intermediary levels is used to indicate the length of a distribution channel. A direct marketing channel has no intermediary. Goods are always directly distributed from the manufacturers to consumers. On the other hand, indirect marketing channel consists of more than one intermediary level. Products are distributed to consumers through several middlemen. The huger number of intermediary levels might causeless control and greater channel complication. Distribution channels react with complexity. Members among the distribution channels greatly influence on each other's success. Individual channel member specializes in performing one or more functions. However, they have to reinforce the relationship and cooperate smoothly. The channel will reach its maximum efficiency when each member is allocated specific and suitable tasks. The members need to co - ordinate with each other and attain overall channel goals, hence satisfy the target market. Although the marketing channels missions are to accomplish profitability, access to goods and services, efficiency in distribution, and customer loyalty, individual channel members usually pay much concentration in achieving their own goals. Ultimately, one member's activities involve others and vice versa. Conflicts are therefore existed and affect the whole distribution channel. The channel will not be able to function well within a confrontational framework. Traditionally, a marketing channel is usually constituted by the conventional marketing independent intermediaries. These channel intermediaries are separate business and show little concern for the overall channel performance. In the modern market, to manage the conflicts among intermediaries, marketers have developed a new type of distribution channel which is called the vertical marketing system. It is structure in which intermediaries act as a unified system. One channel member will possess a huge power upon others. Therefore lead to an improvement in cooperation.



**VERTICAL MARKETING SYSTEM:** There are three types of vertical marketing system. The most basic type is corporate VMS which combines successive stages of production and distribution under single ownership (Kotler, P, 2001). The next one is called contractual VMS which consists of independent businesses at different levels of production and distribution. They are tied together through contracts to obtain advantages and amelioration in sales. Conflicts are managed through contractual agreement among channel members. Finally, administered VMS coordinates successive stages of production and distribution through the size and power of one of the parties. Leadership is assumed by one or a few dominant channel members.

**HORIZONTAL MARKETING SYSTEMS:** Apart from vertical marketing systems, another channel development is the horizontal marketing system. The system developed when two or more companies cooperate, or form a new company by combining assets, which will provide greater benefits than by acting alone. Usually a horizontal marketing system is established so that the individual members can combine resources to make the most out of the marketing situation. This system is also effective in global distribution channel.

**HYBRID MARKETING SYSTEMS:** A hybrid marketing channels is another name for multichannel distribution system in which one firm establishes two or more separate marketing channels to serve its customers. This system is greatly improving in recent years. Companies are creating new hybrid marketing systems that promise to become the dominant marketing design. These systems offer greater coverage and reduced costs, but they are also hard to manage.

### CHANNELS OF DISTRIBUTION

- A set of institutions which perform all the activities utilized to move a product and its title from production to consumption.
- All the organizations through which a product must pass between its point of production and consumption



## FUNCTIONS OF A DISTRIBUTION CHANNEL

- To provide a link between production & consumption
- Promotion – to communicate an offer
- Contact – to find and communicate with prospective buyers
- Matching – adjusting the offer to fit buyer's needs
- Negotiation – reaching an agreement
- Physical distribution – transporting & storing
- Risk taking – assuming some of the commercial risks

**MANUFACTURER---CUSTOMER:** This is also known as direct selling because no middlemen are involved. A producer may sell directly through his own retail stores, for example, Bata. This is the simplest and the shortest channel. It is fast and economical. Small producers and producers of perishable commodities also sell directly to the local consumers. Big firms adopt direct selling in order to cut distribution cost and because they have sufficient facilities to sell directly to the consumers. The producer or the entrepreneur himself performs all the marketing activities.

**MANUFACTURER---RETAILER---CUSTOMER:** This is one stage distribution channel having one middleman, i.e., retailer. In this channel, the producer sells to big retailers like departmental stores and chain stores who in turn sell to customer. This channel is very popular in the distribution of consumer durables such as refrigerators, T V sets, washing machines, typewriters, etc. This channel of distribution is very popular these days because of emergence of departmental stores, super markets and other big retail stores. The retailers purchase in large quantities from the producer and perform certain marketing activities in order to sell the product to the ultimate consumers.

**MANUFACTURER---WHOLESALE---RETAILER---CUSTOMER:** This is the traditional channel of distribution. There are two middlemen in this channel of distribution, namely, wholesaler and retailer. This channel is most suitable for the products with widely scattered market. It is used in the distribution of consumer products like groceries, drugs, cosmetics, etc. It is quite suitable for small scale producers whose product line is narrow and who require the expert services and promotional support of wholesalers.

## 2. REVIEW OF LITERATURE

Distribution is the process in which product must be moved in the right quantity at the right time to a specific place in order to be delivered most effectively to the end user. It is used for the management of flow of goods and services from the point of origin to the point of destination. It is more appropriately applied to the outgoing product flow from the firm to the customer through some distribution network of transportation. The effectiveness of distribution network is based on how effectively it satisfies consumers by providing required goods and services. The distribution network should supply goods at the right time to the right place at the right price. The distribution network always reflects the efficiency of a company in satisfying needs and wants of the target markets.

**THE EFFECTIVENESS OF THE DISTRIBUTION NETWORK DEPENDS UPON THE FOLLOWING FACTORS:** Delivery, stockiest visit, getting the product needed, product commanding a price, place where it is stocked, additional benefits provided, schemes available on the network, satisfaction of customer needs by dealer, purchase nature and profits achieved by

dealer on network, customer needs and attitude towards product, effectiveness of delivery that effect the buying power of the customer. Consumer today can shop for goods and services in a wide variety of stores. the most important retail store type, many of which are found in most countries, fall in to eight categories: specialty stores, department stores, supermarkets, convenience stores, discount stores, off price retailers, super stores, etc. perhaps the best type of retailer is the departmental stores.

**CHANNELS OF DISTRIBUTION ADVANTAGES AND DISADVANTAGES:** By Charles a.Ingene and mark e.Parry (1995) marketing science at the University of the Florida vol.14, no.4.

#### **MANUFACTURER TO CONSUMER**

- Saves money not going through other channels.
- Consumer gets a more personal service
- Cheap top distribution
- Small numbers of consumers are attracted
- Lack of awareness
- Impractical if selling consumables.

#### **MANUFACTURER - WHOLESALERS- CONSUMER**

- Ware house stores product
- Cheaper
- Awareness of the product
- Cash & carry status
- Suited for densely populated areas.

#### **MANUFACTURERS – WHOLESALERS- RETAILERS – CONSUMER**

- Maximum awareness of the product is raised
- Traditional method
- Costs manufacturer more to go through these channels
- Price of the product may rise.

#### **MANUFACTURER – RETAILER – CONSUMER**

- Raises awareness of the product
- If promoted in way that this shop sells this product then both can benefit
- Manufacture has a chance to deploy vertical forward integration. Suited for largeretail outlets.

**BENEFITS OF INTERMEDIARIES IN CHANNELS OF DISTRIBUTION:** By David P. Bianco-Industrial Distribution, vol.12, no.4.January 1998, 48-49. Intermediaries provide a benefit by bridging the gap between the assortment of goods and services generated by producers and those in demand from consumers. Manufacturers typically produce many similar products, while consumers want small quantities of many different products. In order to smooth the flow of goods and services, intermediaries perform such functions as sorting, accumulation, allocation, and creating assortments. In sorting, intermediaries take a supply of different items and sort them into similar groupings, as exemplified by graded agricultural products. Accumulation means that

intermediaries bring together items from a number of different sources to create a larger supply for their customers. Intermediaries allocate products by breaking down a homogeneous supply into smaller units for resale. Finally, they build up an assortment of products to give their customers a wider selection. A second benefit provided by intermediaries is that they help reduce the cost of distribution by making transactions routine. Exchange relationships can be standardized in terms of lot size, frequency of delivery and payment, and communications. Seller and buyer no longer have to bargain over every transaction. As transactions become more routine, the costs associated with those transactions are reduced. The use of intermediaries also aids the search processes of both buyers and sellers. Producers are searching to determine their customers' needs, while customers are searching for certain products and services. A degree of uncertainty in both search processes can be reduced by using channels of distribution. For example, consumers are more likely to find what they are looking for when they shop at wholesale or retail institutions organized by separate lines of trade, such as grocery, hardware, and clothing stores. In addition producers can make some of their commonly used products more widely available by placing them in many different retail outlets, so that consumers are more likely to find them at the right time.

### **COORDINATING CHANNELS UNDER PRICE AND NONPRICE COMPETITION:**

By Ganesh iyer (1998), Marketing journal, vol.17, no-4 It shows how manufacturer should coordinate distribution channels when retailers compete in price as well as important non price factors such as the provision of product information free repair, faster check out, or after sales service. Differentiation among retailers in price and non-price service factors is a central feature of market ranging from automobiles, appliances to gasoline is especially observed in the existence of high service retails and low price discount retailers. Therefore, how a manufacturer should manage retail differentiation is an important channel management question. yet the approach in the existing literature has been to examine channel coordination under the standard "symmetric contracting" assumptions that offering a uniform contract to all the retailers in a market will be sufficient for coordination. This bring assumptions in to question and asks when it is optimal for the manufacturer to use the channel contact to deliberately induce retail differentiation the paper identifies the type of channel contracts that can endogenously induce symmetry as opposed to differentiation among retailers.

**A STUDY OF DISTRIBUTION NETWORK IN TNPL:** By K.Mahalingam (1999) In his work he made an attempt to find out the effectiveness of the distribution network and suggested ways to improve it. The study has concluded that the company needs a wider distribution network so as to increase the sales.

**A STUDY OF DISTRIBUTORS AND DEALERS EFFECTIVENESS ON PESTICIDES MANUFACTURERS:** By C.Augustine Jebaraja (2001) In his work mainly focused to the study on the perception of the distributors and dealers towards a specified pesticide manufacturer. The objective of the study was to find out the effectiveness of the distribution system with respect to profit, sales promotion, companies image, training support etc. the study was conducted that the company needs to improve its image among the distributors and dealers and also better its training supports in order to attain better profit and sales.

**CHANNEL OF DISTRIBUTION:** By Ralph E Maron ,Patrica Mink Rath, Herbert L Ross (2002), Is the transfer of ownership or control of the goods as they pass from the manufacturer to the consumer or industrial user. Those who are part of distribution then are the buyers and sellers through whom goods pass on their way from the producer to the consumer or industrial user. The producer is always at the beginning of the channel of the distribution and the user is at the end.



Through this channel of distribution product is not changed in any way. A middle men break down large shipments in to smaller quantities for resale but the does not change the basic product. When the product reaches a point where it is consumed or changed in from, the end of the channel of distribution has been reached. Distribution is the process in which product must be moved in the right quantity at the right time to a specific place in order to be delivered most effectively to the end user. It is used for the management of flow of goods and services from the point of origin to the point of destination. It is more appropriately applied to the outgoing product flow from the firm to the customer through some distribution network of transportation. The effectiveness of distribution network is based on how effectively it satisfies consumers by providing required goods and services. The distribution network should supply goods at the right time to the right place at the right price. The distribution network always reflects the efficiency of a company in satisfying needs and wants of the target markets.

**MARKET STRUCTURE AND DISTRIBUTION FLOWS OF MILK AND MILK PRODUCTS IN THE CZECH REPUBLIC-By IVETA BOSKOVA:** Institute of Agricultural Economics, Prague, Czech Republic. The study discusses the structure of the Czech milk sector and the amendment in the direction and volume of distribution flows both of raw material - raw cows' milk and of processed milk products after the EU enlargement. The identification of amendments in the whole chain of production, processing and final utilization, including impacts on price development and the estimation of future development should contribute to better understanding and adaptation of Czech farmers and Czech milk processors to new economic and business conditions.

### 3. PLACE OF STUDY

The study was conducted in the geographical area of Visakhapatnam city. This place is considered as II line city, next only to the major metros of India, along the lines of Chandigarh and Pune, which are flowering as the true indicators of growing Indian economy.

### 4. NEED OF THE STUDY

Visakha dairy has a very image of supplying good quality of milk at reasonable price to the consumers. It has a huggd turnover and profits and some other reason gave birth to many privates dairies as Visakha dairy occupies a very important place in the state, a thorough survey is made to know about the consumer awareness, their attitudes toward all the dairy products. The aim of this study is to provide an insight into the characteristics of the consumer markets, identify the possible source of dissatisfaction, work toward handling complaints from consumer, which in turn help in enhancing customer satisfaction and prevent dissatisfaction. Keeping in view, the private dairies operation in Visakha district milk market, a thorough study is also made to know about the distribution of the products on Visakha dairy. Which include a study of various factors includes process, quality, availability, packaging, taste, usage time and so on.

### 5. OBJECTIVES

- To find out the Product wise Demand.
- To study the Brand wise demand.
- To study the effectiveness of distribution channel.
- To study the perception of distribution towards Visakha dairy milk and its products.
- To identify the features that influences the customer for selecting their milk vendor.

## 6. HYPOTHESIS

- To find whether there is any significant relationship between the sales and promotional scheme offered by Visakha dairy. (Table: 14)
- To find whether there is any relationship between two variables Sales and Advertisements of the milk and its product (Table: 15)
- To find whether there is any relationship between two variables price and sale of the milk and its product. (Table : 16)

## 7. RESEARCH METHODOLOGY

The research design used here is descriptive research. The major purpose of descriptive research is description of the state of affairs as it exists at present. Primary data was collected with the help of structured questionnaires. Most of the respondents were interviewed in order to facilitate their understanding of the questions and minimize errors resulting from misinterpretation. Secondary data is collected from journals, Articles, company records, and previous researches. Research instrument used for data collecting is questionnaire and interview schedules. The questionnaire is prepared in a well-structured and non disguised form so that it is easily understandable and answerable by everyone. The type of questions include in the questionnaire are open-ended questions, multiple choice questions. The sample size used in the study is 200 customers and 120 retailers of Visakha dairy.

## 8. LIMITATIONS OF THE STUDY

- Some of the customers and retailers are not cooperative in giving their views.
- Some of the respondents were reluctant to give their sincerity.
- The researcher had to visit number of times to obtain required data.
- It was difficult to collect data during working hours because they were busy in their work.

## 9. FINDINGS, SUGGESTIONS

- It was found that about 98% of retail respondents said that they get the milk every day morning and evening. 74% of retail respondents feel that customers are motivated through the availability of the products and 22% of the retail respondent says that customers are motivated through product quality of the Visakha dairy.
- About 76% of retail respondents are satisfied and 20% are highly satisfied with the quality of the milk and its products of Visakha dairy. It was found that, 46% of retail respondents are neutral and 40% are satisfied with the present distribution channel of the Visakha dairy.
- 82% respondents feel quality is the main reason for buying the Visakha dairy milk and 17% respondents say price is the main reason. 82% of the respondent says that the Visakha dairy milk is available all time and 17% of the respondents say that Visakha dairy milk is some time available.
- About 66% respondents are satisfied and 18% respondents are neutral with the price of the milk. 61% are satisfied and 24% are neutral with the promotional methods offered by Visakha dairy.

## 10. SUGGESTIONS

- The major retailer's problem is commission offered to the retailers by the Visakha dairy. The competitors of Visakha dairy provide their agents higher commission. Therefore Visakha dairy should increase commission rates so as to be at par with the competitors. This will motivate to a greater extent.
- Customer service should be enhanced to greater extent. Since the existing customer service is not remarkable in accordance with findings.
- The company has to ensure that the milk products are supplied in sachets of various sizes with different nutrient contents, depending up on the customer requirements to increase the market share.
- Since the quality and availability of milk products at the customers required time are the vital factors, the same has to be focused by the company to serve the customers effectively. As per the findings there are more milk booths closely located more than its requirements and thereby supplying unequal distribution of milk
- Paintings & glow sign boards were occupied a greater position in creating awareness of the Visakha Dairy brand. So it's necessary to be improved then & then. Advertisement through visual and audio media will be more effective it will reach the women in the house.
- Though the competitor's market share is very less, yet Visakha dairy should plan out things very carefully and abandon the competitors in the initial stages itself. In order to stay as market leaders.

## 11. CONCLUSION

Inspire of all the above inadequacies, which are highlighted in the suggestions the Visakha dairy has a good brand image and brand loyalty among the customers. All the employees are target-oriented in their respective fields. They created a congenial working environment and working with co-ordination to achieve the ultimate targets of the Visakha dairy. The organization should motivate its agents by increasing the commission to the almost possible extent. It has to develop its promotion activities. New methods of advertising i.e. using the Audio & Visual media of advertising which will be more efficiently and innovatively should be done. Customers should be made aware of the product mix of Visakha dairy and other products, which they are selling.

## 12. BIBLIOGRAPHYBOOKS

- Satish C. Ailawadi, Rakesh Singh,(2005) Elements of logistic management, logistics management, PHI, pg 13-16.
- Philip kottler, Marketing management (2004), Himalaya publication. ~ Evan & Berman, Value chain management and logistics
- Ramaswamy & Namakumari, Marketing management
- C.R.KOTHARI, "Research Methodology"-Methods & Techniques Vishwa prakashan-2nd Edition, New age publications.

## JOURNALS

- Charles a.Ingene and mark e.Parry (1995), Channel of distribution, Marketing science at the University of the Florida vol.14, no.4.

- David P. Bianco January 1998, -Industrial Distribution, BENEFITS OF INTERMEDIARIES IN CHANNELS OF DISTRIBUTION, pg 48-49
- Ralph E Maron, Patrica Mink Rath ,Herbert L Ross 1974, Marketing and distribution 2nd edition Published by Mc Graw hill book company.
- Ganesh iyer (1998) - coordinating channels under price and nonprice competition. Marketing journal, vol.17, no-4
- IVETA BOSKOVA, Institute of Agricultural Economics, Prague, Czech Republic. "MARKET STRUCTURE AND DISTRIBUTION FLOWS OF MILK AND MILK PRODUCTS IN THE CZECH REPUBLIC".
- K.Mahalingam (1999) "A study of distribution network in TNPL" C.Augustine Jebaraja (2001) "A study of distributors and dealers effectiveness on pesticides manufacturers"

**TABLE NO: 01 SHOWING THE OPINION LEVELS OF RETAILERS ABOUT CUSTOMERS MOTIVATING REASONS TO BUY THE VISAKHA DAIRY**

QUALITY	FREQUENCY	PERCENTAGE
Taste	4	3.3
Quality	27	22.5
Availability	89	74.2
Total	120	100.0

The above table shows that out of 120 retail respondents, 74% of retail respondents feel that customers are motivated through the availability of the product and 22% of the retail respondent says that customers are motivated through quality of the Visakha dairy product.

**TABLE NO: 02 SHOWING THE RETAIL RESPONDENTS OPINION LEVELS IN QUALITY OF MILK AND ITS PRODUCTS**

OPINION	FREQUENCY	PERCENTAGE
Highly Satisfied	24	20.0
Satisfied	92	76.7
Dissatisfied	4	3.3
Total	120	100.0

The above table shows that out of 120 retail respondents, 76% of retail respondents are satisfied and 20% highly satisfied with the quality of the milk and its products of the Visakha dairy.

**TABLE NO: 03 SHOWING THE RETAIL RESPONDENTS OPINION LEVELS ABOUT THE PRESENT DISTRIBUTION CHANNEL**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Highly Satisfied	13	10.8
Satisfied	88	73.3
Dissatisfied	14	11.6
Highly Dissatisfied	5	4.1
Total	120	100.0

The above table shows that, out of 120 retail respondents, 73% of retail respondents are satisfied and 11% are dissatisfied with the present distribution channel of the Visakha dairy.

**TABLE NO: 04 SHOWING THE RETAIL RESPONDENTS OPINION LEVELSABOUT THE SERVICE PROVIDED BY VISAKHA DAIRY**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Highly Satisfied	2	1.7
Satisfied	18	15.0
Neutral	71	59.2
Dissatisfied	29	24.2
Total	120	100.0

The above table shows that, out of 120 retail respondents, 59% of retail respondents are neutral and 24% are dissatisfied with the quality of service provided by Visakha dairy to them.

**TABLE NO: 05 SHOWING THE RETAIL RESPONDENTS OPINION LEVELSABOUT THE PROMOTIONAL SCHEMES**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Highly Satisfied	23	19.2
Satisfied	76	63.3
Dissatisfied	16	13.3
Highly Dissatisfied	5	4.2
Total	120	100.0

The above table shows that, out of 120 retail respondents, 63% of retail respondents are satisfied and 19% are highly satisfied with the promotional scheme offered by the Visakha dairy to them and 13% are dissatisfied.

**TABLE NO: 06 SHOWING RESPONDENTS EDUCATION LEVEL**

EDUCATIONAL	FREQUENCY	PERCENTAGE
student	18	11.0
employees	102	62.2
house wife	44	26.8
Total	164	100.0

The above table shows the educational level of the respondents and out of 164 respondents 62% are employees and 26% are house wife.

**TABLE NO: 07 SHOWING THE GENDER.**

GENDER	FREQUENCY	PERCENTAGE
Male	90	54.9
Female	74	45.1
Total	164	100.0

The above table shows that out 164 respondents 59% are male respondents and 45% are female respondents.



**TABLE NO: 08 SHOWING THE MONTHLY INCOME OF THE RESPONDENT**

Monthly Income (Rs)	Frequency	Percent
4000-8000	18	11.0
8000-10000	59	36.0
10000-12000	60	36.6
12000 & Above	27	16.5
Total	164	100.0

The above table shows that out of 164 respondents 36% are having the monthly income of Rs.8000-10000 & Rs.10000-12000 and 16% are having Rs.12000 & above.

**TABLE NO: 09 SHOWING THE REASON FOR USING THE VISAKHA DAIRYMILK**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Quality	135	82.3
Price	28	17.1
Availability	1	0.6
Total	164	100.0

The above table shows that out of 164 respondents 82% respondents feel quality is the main reason for buying the Visakha dairy milk and 17% respondents says price is the main reason.

**TABLE NO: 10 SHOWING HOW CUSTOMERS BECAME AWARE OF VISAKHA DAIRY PRODUCTS**

TYPE OF ADVERTISEMENT	FREQUENCY	PERCENTAGE
Painting	23	14.0
Glow sign boards	41	25.0
Hoardings	23	14.0
Pamphlets	17	10.4
Relatives	60	36.6
Total	164	100.0

The above table shows that out of 164 respondents 36% of respondents became aware of the Visakha dairy products through relatives and 25% came to know through glow sign board.

**TABLE NO: 11 SHOWING THE RESPONDENTS OPINION LEVELS IN THE QUALITY OF MILK, BUTTER MILK & GHEE**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Highly satisfied	58	35.4
Satisfied	99	60.4
Neutral	7	4.3
Total	164	100.0

The above table shows that out of 164 respondents 60% are satisfied and 35% are highly satisfied with the opinion level of the quality of the milk.

**TABLE NO: 12 SHOWING THE RESPONDENTS OPINION LEVELS IN THE PRICE OF MILK, BUTTER MILK & GHEE**

OPINION LEVEL	FREQUENCY	PERCENTAGE
highly satisfied	23	14.0
satisfied	109	66.5
dissatisfied	31	18.9
Highly dissatisfied	1	0.6
Total	164	100.0

The above table shows that out of 164 respondents 66% respondents are satisfied and 18% respondents are neutral with the price of the milk.

**TABLE NO: 13 SHOWING THE RESPONDENTS OPINION LEVELS IN PROMOTIONAL METHODS OFFERED BY VISAKHA DAIRY**

OPINION LEVEL	FREQUENCY	PERCENTAGE
Highly satisfied	24	14.6
Satisfied	120	73.1
Dissatisfied	20	12.1
Total	164	100.0

The above table shows that out of 164 respondents 73% are satisfied and 20% are dissatisfied with the promotional methods offered by Visakha dairy.

**TABLE NO: 14 STATISTICAL ANALYSIS: ONE WAY-ANOVA BETWEEN THE SALES AND PROMOTIONAL SCHEME OFFERED BY VISAKHA DAIRY**

**NULL HYPOTHESIS (H<sub>0</sub>):** There is no significant relationship between the sales and promotional scheme offered by Visakha dairy.

**ALTERNATE HYPOTHESIS (H<sub>1</sub>):** There is a significant relationship between the sales and promotional scheme offered by Visakha dairy.

## ANOVA Sale of Visakha dairy products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.952	3	1.984	4.433	.005
Within Groups	51.914	116	.448		
Total	57.867	119			

The significance level of output is 0.005. Hence it is less than 0.05 (level of significance of test). Therefore we accept the Alternate hypothesis (H1) and reject the Null Hypothesis (H0). Therefore we conclude that there is a significant relationship between the sales and promotional scheme offered by Visakha dairy.

**TABLE NO: 15 STATISTICAL ANALYSIS: CORRELATION TABLE FOR THE PRICE AND SALE OF MILK AND MILK PRODUCT**

**NULL HYPOTHESIS (H0):** There is no significant relationship between the price and sale of milk and milk product.

**ALTERNATE HYPOTHESIS (H1):** There is a significant relationship between the price and sale of milk and milk product.

**CORRELATIONS**

		OPINION ABOUT THE PRICE OF MILK & ITS PRODUCTS	SALE OF VISAKHA DAIRY PRODUCTS
Opinion about the price of milk & its products	Pearson Correlation	1	.335**
	Sig. (2-tailed)	.	.000
	N	120	120
Sale of Visakha dairy products	Pearson Correlation	.335**	1
	Sig. (2-tailed)	.000	.
	N	120	120

The significance level of output is 0.001. Hence it is less than 0.05 (level of significance of test). Therefore we accept the Alternate hypothesis (H1) and reject the Null Hypothesis (H0). Therefore we conclude that there is a significant relationship between the price and sale of milk and milk product. Hence when the price of milk and milk products increase or decrease by 1% then the sale of milk and milk products decrease or increase by 1%.

**TABLE NO: 16 STATISTICAL ANALYSIS: CORRELATION TABLE FOR THE SALES AND ADVERTISEMENTS OF THE MILK AND MILK PRODUCTS**

**NULL HYPOTHESIS (H<sub>0</sub>):** There is no significant relationship between two variables Sales and Advertisements of the milk and milk products.

**ALTERNATE HYPOTHESIS (H<sub>1</sub>):** There is a significant relationship between two variables Sales and Advertisements of the milk and milk products.

**CORRELATIONS**

		Sale of Visakha dairy products	Advertisement or POP supplied by visakha dairy to the shop
Sale of Visakha dairy products  N	Pearson Correlation Sig. (2-tailed)	1	.236**
		.	.010
		120	120
Advertisement or POP supplied by Visakha dairy  To the shop	Pearson Correlation Sig. (2-tailed)	.236**	1
		.010	.
		120	120

The significance level of output is 0.010. Hence it is less than 0.05 (level of significance of test). Therefore we accept the Alternate hypothesis (H<sub>1</sub>) and reject the Null Hypothesis (H<sub>0</sub>). Therefore we conclude that there is a significant relationship between two variables Sales and Advertisements of the milk and milk products.

# AN EMPIRICAL STUDY ON LIBRARY AND INFORMATION SERVICES TO (PCS) PHYSICALLY-CHALLENGED STUDENTS IN THE UNIVERSITY LIBRARY, TIRUCHIRAPPALLI DISTRICT

M. ILAYARAJA\*; DR. A. MANOHARAN\*\*

\*Librarian, Hallmark Business School,  
Tiruchirappalli, Tamilnadu, India.

\*\*Reader, Bishop Heber College,  
Tiruchirappalli, Tamilnadu, India.

## ABSTRACT

*Libraries to add to the advancement of knowledge, they must not only provide resources but must ensure that the resources are effectively utilized. This paper looks at library and information services to the physically challenged students (students using Wheelchairs, Crutches and Braces) for mobility in the University libraries in Tiruchirappalli District. Questionnaire and interview methods were used for the study. Analysis of the findings indicated that the physically challenged students lack accessibility to and within the library. Hence, they found library and its resources ineffective. Findings further exposed different needs of the students such as the recruitment of well trained library staff with a good understanding of disability issues. Age, Gender, type of course and challenge etc should also determine the kind of assistance to be offered by the library. The study recommends that the government should have a human right approach rather than a charity or welfare approach to disability issues. The study also recommends, among others the use of library guides, ramps, elevator, good hand railings, wide doorways, accessible library shelves and good communication between the library staff and the students.*

**KEYWORDS:** *Physically challenged, Information services, Library guides.*

## INTRODUCTION

The importance of information to the success of any academic institution should not be underestimated. Ukpanah (2006) affirms that in an academic community, information is used for learning, teaching, research and leisure. Information according to Ajiboye and Tella (2007), is used primarily for academic purposes. These findings agree with Kakai et.al (2004), when they observed that students' information-seeking behaviors promote academic excellence. Mabawonku (2005) highlights ways in which students seek for information, which include colleagues, the internet, library, friends, family members, etc. Furthermore, Akinade and Ogunyade (2002) and Onohwakpor (2007) asserted that valuable information to students determines to a very large extent their success and future development. Sequel to this, it is imperative for Academic libraries, which are attached to tertiary institutions to support the Teaching, Learning and Research processes in such institutions. Students, according to Adesina (2003), have been found to be majority of library users in an academic library. Hence, Popoola (2008) affirmed that the information resources and services available in institutional information systems must be capable of supporting research activities among students and faculty members. These students could be challenged or normal library users. The challenged students will need assistance while in the library but the normal students may need little or no assistance. Libraries to add to the advancement of knowledge, they must not only provide resources but also ensure that the resources are effectively used. In this regard, academic libraries should be committed to providing equal access to all categories of students, whether normal or challenged. Therefore this article attempts to look at information availability and services provided the physically challenged



students (students using wheelchair, crutches, and support for mobility) to the library, in central library in Tiruchirappalli state, their accessibility to the library and the problems they encountered.

## **TAMILNADU STATE – THE CHALLENGED OR DISABLED**

Department for welfare of the Differently-abled persons 2012 – 2013 are approximately, 8, 52,555 disability certificates and national identity cards have been issued to differently-abled persons in Tamilnadu. A sum of rs.170.88 lakhs has been provided In the budget estimate for the year 2012-2013 for this scheme. Furthermore, Yeo,(2005); Barron and Amerena et.al (2007) affirms that disabled people constitute one of the poorest, socially excluded and marginalized groups within the society . Also, the common view, held by policy makers and the public at large, is that disabled people and disability issues are Charity and Welfare matters and not Human rights. (DFID 2008). Findings by Okoli (2005) also corroborated this and in his findings he revealed that disabled people are living in an environment that is hostile to their yearnings and aspirations.

## **PHYSICALLY CHALLENGED**

Lawal-Solarin (2010) in an article titled Banks and the Physically Challenged quoted MSN Encarta Dictionary which defines physically challenged as an inability to perform some or all the tasks of daily life or a medically diagnosed condition that makes it difficult to engage in the activities of daily life. According to the World Book Encyclopaedia (2005), „some people are born with disabilities, while others develop them later in life. There are however, many types of challenges or disabilities; both physical and mental, and they vary greatly in causes, degrees and treatments. Common disabilities include blindness, deafness, and deformity, loss of limbs, mental illness, mental retardation, muscular, nervous and sensory disorders“.

## **LITERATURE REVIEW**

Review of literature is an early step for conducting research. It enables to avoid the duplication of research work and broadens the understanding of the research problem. Various research studies related to the present research problem. To ascertain the level of effectiveness of F.S. Idabacha Library, Uganneya and Idachaba (2005) conducted a survey of the students and teachers under name “Information System Effectiveness: A User’s Satisfaction Approach Study of Francis Sulemanu (F. S.) Idachaba Library, University of Agriculture, Makurdi, Benue State, Nigeria”. Circulation and Information Technology services were deficient. Frequency of use of library was low, which indicates that library did not meet information needs of users properly. Respondents suggested the introduction of new journals and the Internet service to improve the library system.

Okoye (2010) submitted that in situations where a challenged person is not able to cope, it results in stereotyping, derogatory labelling and depersonalization. This opinion was supported by Adesokan (2003) when he noted that most challenged persons suffer rejection, isolation, and maltreatment from other members of the society. He opined that challenged persons are shown negative attitudes and in the Traditional society terms such as Abirun meaning handicap, Didinrin meaning imbecile, Abami meaning strange person, and Alawokumeaning mentally imbalance are used to refer to them.

The word 'handicapped' is considered by some people to be derogatory, while others see it as a synonym for "a person with a disability", and it is still used by some people with disabilities. Certain people are offended by such terms, while others are offended by the replacement of such terms with what they consider to be euphemisms (e.g. 'differently able or 'special needs'). In addition, some insidious words such as retarded, invalid, sufferer, defect etc can cause harm to

them. Finally, Some people believe that terms should be avoided if they might offend people, while others hold the listener responsible for misinterpreting terms used in a non-offensive context. In view of these, this study adopts the term physically challenged. The physically challenged as students encountered barriers in their quest for education.

Viney (2006) rightly notes that they encounter physical access limitations such as retrieving books from the library shelves. Okoli (2010), observed horrors of architectural buildings which have discouraged many challenged persons from having education. Bradley (2006) opined that challenged students start out with the same qualifications and aspiration as normal students, but because they encounter barriers, they perform poorer.

Crisp (2002) affirms that, disability can lead to frustration in some cases, and can unfavorably degenerate to a level that an individual may not be able to actualize his aspirations. Moreover, the powerlessness to manage represents them as helpless, mindless, suffering and deserving compassion and alms. However, Babar et al.(2004), Elzubeir et al., 2010 ) concluded that factors such as age, gender, type of disability etc determine the coping strategy adopted by challenged individual.

## **INFORMATION NEEDS OF PHYSICALLY-CHALLENGED STUDENTS**

On the issues of coping with disability and relevance of Information to the physicallychallenged, Adesina (2003) itemised the under listed as the information needs of the physically challenged

- 1) Information for educational development: This is of supreme importance. As a student, additional information would be needed to build on what was taught in the classroom.
- 2) Information for social and personal development: Information is needed on assistive devices that could help mobility.
- 3) Information for recreational purposes: These may include materials for light reading.

## **FOCUS OF THE STUDY**

The Centre for Differently Abled Persons was established in Bharathidasan University exclusively for the welfare of Differently Abled Persons in the academic year 2011. Persons with disabilities form one of the largest neglected groups forming about 5% to 7% of the Indian population. The problems encountered by them in both the academic and social spheres should be addressed. It is universally recognized that Differently Abled Persons, if given opportunities and training, could become valuable human resources for societies and become valuable assets to the nation. Meaningful and value added education alone can enable them to face the challenges of life effectively ensuring social participation. Physically challenged students (PCS) who are using assistive devices such as the wheelchair, Crutches and Braces for mobility are the focus of this research. Ten departments were randomly selected and used as case study. These departments are located at different places in the University block.

## **OBJECTIVES OF THE STUDY**

- 1) To study information availability and services provided for the physically challenged students in the University.
- 2) To examine accessibility of the physically challenged students to the library and library resources in the University.
- 3) To identify problems confronting the physically challenged students in the academic libraries in the University environment.

## METHODOLOGY

This researcher adopted the use of questionnaire and interview methods to elicit responses from physically challenged students in ten departments in the University. Personal discussions with heads of departments, Librarian, Assistant Librarian, hall representatives, student affairs officers and the administrative officers in the different departments are visited for my findings. A total number of 24 questionnaires were filled and returned by the physically challenged students in the fifteen departments in the universities.

**FINDINGS:** The Demographic Data are as follows:

**TABLE 1: DISTRIBUTION OF RESPONDENTS BY SEX**

Gender	No. of Respondents	Percentage
Male	18	75.0
Female	6	25.0
Total	24	100

Table 1 reveals that 18 (75.0%) of the respondents are male, while the remaining six (25.0%) respondent is female. The number of disabled students in University is desperately low as a result of impossible barriers they faced in their pursuit for education. Perhaps six may assume that the female physically challenged do encounter greater challenges.

**TABLE 2: TYPES OF CHALLENGE AND NUMBER OF RESPONDENTS**

Type of Challenge	No. of Respondents	Percentage
Wheelchair	6	25.0
Crutches	15	62.5
Support for mobility	3	12.5
Total	24	100

The analysis of the above table 2 depicts that 6(25%) of the respondents are using wheelchairs, while 15(62.5%) of the respondents are on crutches and 3(12.5%) of the respondents are Support for mobility. The finding that all physically challenged students is not the same. So different solutions to the barriers they faced are needed.

**TABLE 3 PERCENTAGE DISTRIBUTIONS OF RESPONDENTS BY INSTITUTION**

Usage of the Library(Department-wise)	No. of Respondents	Percentage
Physics	2	8.3
Chemistry	1	4.2
Plant Sciences	3	12.5
Economics	1	4.2
Social Work	2	8.3
Women's studies	4	16.7
Mathematics	5	20.8
Management	3	12.5
Commerce	1	4.2
Industrial Bio-technology	2	8.3
Total	24	100

Table 3 above shows the ten departments visited in the University (20.8%) of the respondents are Mathematics students at the University, 12.5% of the students belongs to Plants sciences and 4.2% of the respondents sharing the both departments respectively in chemistry and commerce have physically challenged students.

The librarians in the Universities with physically challenged students provided information on the type of information sources available in their libraries while the physically-challenged students rated the accessibility with the highest point of A and lowest

E. Responses are shown below:

**TABLE 4: ACCESS TO INFORMATION SOURCES**

SI No.	Information Sources	A (Very Good)	B (Good)	C (Very Fair)	D (Fair)	E (Poor)
1	Journals	11 46%	8 33%	5 21%	-	-
2	Text Books	10 42%	8 33%	5 21%	1 4%	-
3	OPAC	3 13%	7 29%	10 42%	3 13%	1 4%
4	Theses/Dissertations	10 42%	10 42%	4 17%	-	-
5	CD Rom	2 8%	12 50%	8 33%	2 8%	-
6	Online bibliographic sources	6 25%	7 29%	11 46%	-	-
7	Audio – Visual Materials	2 8%	5 21%	14 58%	2 8%	1 4%
8	Magazines	9 38%	9 38%	5 21%	1 4%	-
9	Abstract & Indexes	1 4%	4 17%	15 63%	2 8%	2 8%

Table 4 above indicates the available information sources provided in the University department. It was found out that the largest number of respondents 15 (63%) rated accessibility to Abstract & Indexes to be very poor while, the largest number 10(42%) of the respondents, found accessibility to text books, OPAC, Theses / Dissertations to be very good, good. In the rating for Abstract and Indexes 2(8%) of the respondents found accessibility to Abstract and Indexes poor.. Thus, the conclusion drawn is that normal students are at greater advantage over the physically challenged. Though the library services provided in the universities are useful for their studies, the respondents cannot make use of them because of their challenges.

### INFORMATION SERVICES PROVIDED

The librarian in the universities with physically challenged students provided information on the type of services available in their libraries while the physically challenged students indicated the usage of the services as shown in the table below:

**TABLE 5: INFORMATION SERVICES PROVIDED**

Information Services	No. of Respondents	Percentage (%)
Abstracting and Indexing	4	16.7
Binding services	-	0.0
Current Awareness Services	-	0.0
Computer Services	4	16.7
Internet Services	2	8.3
Interlibrary Loan Services	1	4.2
Lending	8	33.3
Photocopying Service	3	12.5
References	1	4.2
Reservation	1	4.2

On usage of the services provided 4(16.7%) of the respondents indicated the usage of Abstracting and indexing, 2(8.3%) indicated computer services, while 2(8.3%) indicated the usage of internet services. These findings which state that student with disability face insurmountable barriers in their quest for education.



**TABLE 6: MOST IMPORTANT SERVICE NEEDED BY RESPONDENTS**

The respondents were asked the most important service needed out of the services available in the library.

Most Important Service	No. of Respondents	Percentage (%)
Internet	4	17
Lending	12	50
Reprography Facility	5	21
Reservation	2	8
Retrieving Library Materials	1	4

Table 6 shows that all the 4 (17%) respondents have accessing the internet. 12 (50%) of the respondents found lending. The least 1(4%) respondents found retrieving library materials is difficult. This is because of the usually long queue of students waiting to be attended to.

**TABLE 7: BARRIERS ENCOUNTERED**

Table 7 shows that 14(58%) of the respondents encounter Physical or Environmental barrier to gain access or use the library. 8 (33%) encounter Attitudinal Barrier while 2 (8%) of the respondents do encounter Technological Barrier. But all the libraries visited were designed essentially to cater for normal students rather than the challenged. There are no ramps, no elevators, Moreover, all the libraries extended to upper floors. Some are with bad fences. In addition, most of the libraries are not spacious for students on wheelchairs to move around. University library has low shelves, others are with high shelves. Though the chairs and tables in almost all the libraries visited are comfortable for the challenged but University has plastic chairs and tables for library users. Ramps in front of the library buildings stop at the corridors.

## CONCLUSION

Based on the above findings, the following conclusions are drawn. The physically challenged students are not sufficiently taken care of in the institutions of higher learning. From their responses to questionnaires distributed to them it was evident that they suffer a lot of deficiency. Their interests were never taken into consideration even in the architectural designs of the libraries. Physical access is the success and the source of opportunity in Education. Hence, accessibility is a civil right for the challenged. The federal and state governments need to enunciate policies that address the barriers faced by the physically-challenged in their quest to be educated. Moreover, the government should have a human right approach rather than a charity or welfare approach to disability issues.

## RECOMMENDATIONS

In order not to frustrate students on braces, crutches and wheelchair in their quests for academic pursuit, the following recommendations are suggested:

- 1) Persons with disabilities are to be strictly adhered to Government must ensure effective

implementations.

- 2) The use of library Guide, ramp, elevator, good hand railings, pathway, low level light switches and sockets, are necessary to attract the students to use the library.
- 3) Good communication between the library staff and the challenged students.
- 4) Constructed Library shelves to be at wheelchair accessible height.
- 5) Suggestion box to be made available in the library for comment or question.
- 6) Specially trained library staff to be employed to assist and monitor challenged students in the library.
- 7) Provision of intercom telephone, mobile or E-mail are recommended for use by the physically challenged, this is to enhance communication with the library staff and to make reservations when necessary. Through a request form they could ask the library to photocopy materials for them.
- 8) Architecture of library buildings must take care of their needs.

## REFERENCES

1. Adesina, Egunjobi R. (2003). Towards Meeting the Library and Information Needs of the Handicapped. In Adedaja, T.A and Ajobiewe, Theo (ed.). Issues in Coping With Disability. p.205.
2. Adesokan, Z.A. (2003). Educational Needs of the Handicapped : A Musical Perspective. In Adedaja, T.A and Ajobiewe, Theo (ed.). Issues in Coping with Disability. p.326.
3. Ajiboye, J.O. and Tella, A (2007). University Undergraduate Students Information Seeking Behavior : Implications for Quality in Higher Education in Africa.
4. Crisp R. (2002). A Counselling Framework for Understanding Individual Experiences of Socially Constructed Disability. Disability Studies Quarterly. 22: 20- 32.
5. Disability and Rehabilitation WHO Action Plan 2006 – 2011. [http://www.who.int/disabilitiesPublications/dar\\_plan\\_2006to2011.pdf](http://www.who.int/disabilitiesPublications/dar_plan_2006to2011.pdf) (Accessed January 27,2011).
6. Finding Dulcinea (2011). Physical Disabilities: The First Step Understands. <http://www.Findingdulcinea.com/guides/Health/physical-Disabilities.html>.
7. Iyoro, A. O. (2004). Serial Availability, Accessibility and Utilization: Perception of In-training Information Professionals in a University. Library Link 11(2) : 66-71.
8. Kakai M, Ikoja-Odongo, R & Kigongo-Bukenya, I.M.N (2004). A Study of the Information Students of Makerere University, Uganda. World Libraries 14(1) 544-564.
9. Lawal-Solarin, E.O. (2010). Nigerian Tribune. Tuesday, February 22, 2011 p.16.
10. Lin, Yee-Zu. (2008). Breaking Barriers: The Story of Physically Challenged Students' School Life in General Education Institutions of Taiwan – Qualitative Research. [http://www.allacademic.com//meta/p\\_mla\\_apa\\_research\\_citation/0/2/2/9/5](http://www.allacademic.com//meta/p_mla_apa_research_citation/0/2/2/9/5)
11. Mabawonku, I (2005). The Information needs of Artisans: Case Study of Artisans in Ibadan, Nigeria. Lagos Journal of Library and Information Science 3(1): 61-76.
12. Okoye, Uzoma. O (2010). Support Systems and Coping Strategies Available to Physically-Challenged Students in University of Nigeria Nsukka.
13. <http://interesjournals.org/ER/pdf/2010/December/okoye.pdf>. (Accessed on January 26, 2011). Onifade, F.N. and Sowole, A.O. (2009). Use and Non-use of Books in a Nigerian

University of Agriculture Library. Journal of Library and Information Science, (JOLIS) 6(1) 76-77.

14. Popoola, S.O. (2008). The Use of Information Sources and Services and its Effect on the Research Output of Social Scientists in Universities.

# HUMAN RESOURCE DEVELOPMENT PRACTICES IN BPO INDUSTRIES AT BANGALORE

**MRS. K.R. SELVI\***

\*Research Scholar,  
Er. Perumal Manimekalai College of Engineering, Anna University,  
Chennai, India.

---

## ABSTRACT

*The world faces two major development challenges. The first is to ensure that the fruit of development reach the neediest through equitable distribution of the resources, opportunities and benefits. The second is to develop human capabilities and address the changes of development, political, economic and social. The few countries that have been able to meet both these challenges have demonstrated the importance of investing in developing people and improving the qualities of their life through the adoption of Human Resource Development strategies. The concept of Human Resource Development assumes immense importance of Human Resource Development plays vital role meeting the changing requirement of highly skilled and competent human resource due to globalization. The abundant physical resource alone cannot benefit the growth of the country without human resource component which transforms physical resource into productive resource in fact the difference in the level of economic development of the country to largely reflection of difference in the quality of their human resources. The business world every minutes changes and challenges unlike Human Resource Development in most companies. Since the future and success of any organization depends upon its dynamic and skilled personnel, it is thus important know and practice the Human Resource Development Practices. Based on this focus the researcher conducted the study to know the HRD Practices at BPO Industries at Bangalore.*

**KEYWORDS:** *Human Resource Development, Globalization, Economic Development, Organization.*

---

## INTRODUCTION

Human Resource Development is a growing and influential discipline, which is increasingly critical to the survival and success of every organization. This is illustrated by the concept of learning organization and the knowledge organization, which demonstrate the essential requirement of all people within organization. Furthermore, with this spirit of information and worldwide communications, competitive advantage mixed on technology many only maintain for short period of time before competitor's catch up. The only source of sustainable competitive advantage is to learn faster and more creatively than the other competing organizations. That will only be achieved through swift and effective human resource development strategies. The unique Human Resource Development Practices make any Human Resource Development very unique and very productive. The simple and focused Human Resource Development Practices contribute more to the quality and quantity based product and thus the positive impact could be seen on the employee too. In short the best Human Resource Development Practices are those that create a value based culturally strong, empowered organization where distances are notional.

## RESOURCE DEVELOPMENT

Human Resource Development is concerned with the development of human resource in an organization. Development means improving the existing capabilities to the human resource in the organization and helping them to acquire new capabilities required for the achievement of the corporate as well as individual goals. Human Resource Development believes that individual in an organization have unlimited potential for growth and development and that their potential can be developed and multiplied through appropriate and systematic efforts. Given the opportunities and by providing the right type of climate in the organization, individuals can be helped to given full expression of their potential, contributing to the achievement of goals of the organization and thereby ensuring optimization of human resources. Human Resource Development is multi dimensional. It has been defined by economists, social scientists, industrialists, managers and other academicians in different ways and from different angles. In a broad sense Human Resource Development is the process of increasing knowledge will and capacities of all the people in a given society.

## STATEMENT OF THE PROBLEM

Human Resource Development deals with creating conducting that enable people to get the best out of themselves and their lives. Development is a never-ending process. As people develop themselves in new directions in new problems and issues arise, requiring them to develop new competencies to meet the changing requirement aspirations and problems. At the individual level these goals may include developing capabilities for ensuring a happy and healthy living. The dimensions of such happiness may vary from individual to individual. They may include a good education or skill base that maybe the key to income based itself, self respect, security and recognition in the society, good family and a sense of belongingness to a group, society or organization.

The most important and common objective of Human Resource Development at all levels is competence of capacity building for a healthy and happy living. Competencies help people to bring happiness to their lives. They are the best possible means to achieve a variety of goals. They are also a powerful means for income generation and up gradation of quality of life in the family organization or country. The only exception where such competency building is not needed is perhaps for those who are born rich and have an access to all comforts and happiness through their economic situation. However, individuals, organizations and countries with good economic base seem to have become even richer through investments on Human Resource Development and continue to spread a considerable part of their other resources on developing new competencies. The business world every minutes changes and challenges unlike Human Resource Development in most companies. Since the future and success of any organization depends upon its dynamic and skilled personnel, it is thus important know and practice the Human Resource Development Practices.

## NEED AND IMPORTANCE OF THE STUDY

Human Resource Development is the most important requirement of any dynamic organization. The concept of Human Resource Development practice is a multi-dynamical. It is about developing the people, place and organization. Real development is that any organization will get generated only if there is proper development of the power or personnel. Human Resource Development through essentially a micro concept has micro implications at the micro level. Human Resource Development is considered to be mainly organizational in nature and has been vogue in corporate sector, human resource development as function is referred to as a process



through which employee are helped in a continuous and planned way of acquire and develop capabilities required to perform various activities associated with their present expected future roles. Human Resource Development is also essential view of decreased motivational behaviour. Net expectation for the quality governance has pushed to recognize the need for better management of its employees by better development and optimum utilization of the potential of its men and women power. There can be no organization without Human Resource Development Practices. There are many Human Resource Development Practices are available as like millions of companies exist in the world. Then what is that which makes a company unique and successful? It is not the mere existence of practice but unique Human Resource Development practices which makes the company unique and successful. Thus this research is most important in current scenario.

## OBJECTIVES

- To know the personal data to the respondents.
- To find out the responsibility and applicability of Human Resource Development Practices.
- To study the assistance of Human Resource Development Practices for organizational goals.
- To examine the Human Resource Development Practices' contribution to the organization.
- To understand personal and professional enhance the individual contribution to the organization.

## RESEARCH METHODOLOGY

The research design adopted in this study is "Descriptive Research Design". The major goal of the descriptive research is to describe events phenomena and situations. In this research the researcher describes the Human Resource Development Practices – so Descriptive Research Design is the most suitable Research Design to this study. The researcher pre tested the questionnaire with 8 respondents in the field. Initially there were 48 questions in the questionnaire, which was tested through pre testing, and some of the questions were reduced to avoid redundancy. The researcher adopted Multiphase Random Sampling. The researcher used Questionnaire as a tool to this study. The Questionnaire had in total about 44 questions. It consists of five major parts that are Personal Profile, HRD in General, Recruitment and Selection, Induction, Training and Development, Performance Appraisal, Career Progression, Communication and Decision Making, Reward and Recognition, Employee Recreation, Employee Retention and Suggestion Measures.

## RESULTS AND DISCUSSION

In this research majority of the respondents (58 Percent) were above the age group 26 – 35 years. This is because BPO Industries recruit young people because the nature of the work. In this study majority (76 Percent) of the respondents were male respondents, this is because the gender male are preferred, for the nature and the demand of the Job Profiles required in the organization. Majority of the respondents (57 percent) respondents have completed their under graduation because the educational qualification would definitely aid their efficiency and competency. Majority (72 percent) of the respondents have 5 years of experience. In this study all the employee's earning is more than Rs.10, 000. This is because all the employees are well educated and highly experienced. The management thereby pays them high salary. Majority (76 percent) of the respondents are only aware some extent of the Human Resource Development Practices, while 24 percent are aware greater extent. This clearly brings the urgent need to carry out some effective and current best Human Resource Development Practices in the organization.

Most (92 percent) of the respondents encouraged the best Human Resource Development Practices, while only 8 percent of them did not encourage best Human Resource Development Practices. This reveals that most of the employees are highly interested in encouraging the best Human Resource Development Practices. There are 46 percent of respondents said that the existing Human Resource Development practice in the organization is formal. In this research most (96 percent) of the respondents said that the Human Resource Development Practices meet the goals of the organization while 6 percent of the respondents felt that the HRD Practices did not meet the goals of the organization. This is because most of the employees are in favour of the Human Resource Development Practices since they play a vital role in the growth of the organization.

There are 38 percent of respondents said that the Human Resource Development Practices' goals and objectives meet to create positive environment and 20 percent of the respondents said that Human Resource Development Practices' goals and objectives help to encourage loyalty and motivate high performance. About 20 percent of the respondents state that the Human Resource Development Practices' goals and objectives are for increase moral and 6 percent say that for profit. Thus, it reveals that the respondents are very positive towards the organization and Human Resource Development Practices help to achieve the goals and objectives. Majority (68 percent) of the respondents felt that the identification and implementation of the Human Resource Development Practices through Employee Satisfaction Survey in the organization. In this study 48 percent of respondents felt that the origination of the Human Resource Development Practices come from first line management. This is because the first line management plays key role in the origination of the Human Resource Development practices in the organization. There are 42 percent of the respondents felt that type of induction programme is conducted in the organization is formal. Half of the respondents (50 percent) felt that the training need is analyzed through employee performance in the organization. Thus, among the other options provided it is clear that employee performance is the best way to find out the training need analysis. Majority (54 percent) of the respondents felt that training provided to the employees to enhance their technical skills. There are 43 percent of the respondents said that that 360 degree performance method is used in the organization and most of the respondents felt that the employee evaluation is done in a fair manner. Majority (72 percent) of the respondents felt that the present Human Resource Development Practices encourage the employee in their career growth in some extent. Majority (58 percent) of the respondents said that communication pattern in the organization is highly formal and just satisfactory, it is evident that in the organization there is a lot of HR professionalism exists. Majority of the (78 percent) respondents said that the employee participation in the organization is encouraged only some extent while 22 percent of the respondents said that greater extent. Majority (53 percent) of respondents felt that the types of reward in the organization are monetary. most (80 percent) of the respondents' stated that only performance brings rewards and recognition, thus, it is great to note that only performance brings reward and recognition more than any other thing and performance ultimately ends with making good profit to the organization. Majority (68 percent) of the respondents felt employee satisfaction survey is the retention strategic to retain employees and also to attract prospects. Most (98 percent) of the respondents agreed that the organization conducts the exit interview very seriously this is because to control retention and increase profit and employee satisfaction. Majority (79 percent) of the respondents are satisfied with existing Human Resource Development Practices.

## SUGGESTIONS

In this research 42 percent of respondents said that the induction programme is formal and the duration for the induction programme was just less than a week, the duration for induction

programme can be increased so as to give any fresher a fully fledged experience for better confidence and higher productivity. In this study 72 percent of the respondents felt that the present human resource development practices encourage the employees in their career growth only some extent.

Thus, it is suggested to have some effective human resource development practices that encourage the employees in their career growth may be implemented. In this research 54 percent of the respondents felt that the communication pattern in the organization is just satisfactory, thereby, the communication pattern needs improvement in certain areas to be very effective. Since 78 percent of the respondents said that the employee participation in the organization is encouraged only some extent the organization could encourage the employee to contribute their ideas and suggestions through various employee participative programmes.

Organization could carry out some effective and current best human resource development practices in the organization while generating more awareness of the present human resource development practices.

## CONCLUSION

In this research an attempt has been made to study the human resource development Practices of BPO Industries at Bangalore which focuses on dimensions like recruitment and selection, induction, training and development, performance appraisal, career progression, communication and decision making, reward and recognition, employee recreation and employee retention. The study has been undertaken to understand the existing, perception and prominence of organizational human resource development practices in fulfilling organizational goals. The human resource development practices of BPO Industries at Bangalore could be conclusively deserved as one that is proactive, realistic and welcoming towards meeting the needs, values and feeling of its employees. Though there is an urgent need to introduce more effective human resource development practices the existing practices serve as key practices which bring the desired organizational growth and better results. Thus it is these best human resource development practices which constructively work towards the successful attainment of personal and organizational vision and objectives. This research study will be useful in providing knowledge on hand experiences on the human resource development practices and how effective they contribute to the growth and development. It is not the mere existence of the existing human resource development practices which make an organization visible but it is the best human resource development practices which are practiced constantly will bring greater glory, high employee satisfaction, and good profit.

## REFERENCES

1. David Megginson, Paul BenField, Jennifer Joy – Matthews, 2005, “Human Resource Development” Kogan Page India Pvt. Ltd. New Delhi.
2. Goel. S.L. Gautham. P.N., 2005, “Human Resource Development in the 21st Century Concepts and Case Studies” Deep & Deep Publication Pvt. Ltd. New Delhi.
3. Rao. T.V., Verma. K.K., Anil. Khandelwal. K., Abraham S.J, 2002, “Alternative Approaches and Strategies of Human Resource Development” Pawat Publications, Jaipur and New Delhi.
4. Rao. T.V., 1996, “Human Resource Development Experiences, Interventions, Strategies”.

# INVESTORS' PERCEPTIONS OF MUTUAL FUND RISKSAN EMPIRICAL STUDY

**R. VASUDEVAN\*; DR. PEERMOHAIDEEN\*\***

\*Research Scholar, Mahatma Gandhi University, Megalaya, India.

\*\*Associate Professor,

Khader Moideen College of Arts & Science, Adhirampattinam, India.

## ABSTRACT

*The Mutual Fund Industry is a fast growing sector of the Indian Financial Markets. They have become major vehicle for mobilization of savings, especially from the small and household savers for investment in the capital market. Mutual Funds entered the Indian Capital Market in 1964 with a view to provide the retail investors the benefit of diversification of risk, assured returns, and professional management. Every type of investment, including Mutual Funds, involves risk. Risk refers to the possibility that investors will lose money (both principal and any earnings) or fail to make money on an investment. A Fund's investment objective and its holdings are influential factors in determining how risky a fund is. Reading the prospectus will help the investors to understand the risks associated with that particular Fund. The study aimed to understand and analyze investor's perceptions of such risks and expectations, and unveil some extremely valuable information to support financial decision making of Mutual Funds. The detailed analysis revealed that investors perceive risk as under performance, risks in Mutual Fund investments are medium and the returns on Fund investments are not so satisfactory.*

**KEYWORDS:** *Mutual Fund, Investors, Risk, Perception, and Return.*

## INTRODUCTION

The Mutual Fund Industry is a fast growing sector of the Indian Financial Markets. They have become major vehicle for mobilization of savings, especially from the small and household savers for investment in the capital market. Mutual Funds entered the Indian Capital Market in 1964 with a view to provide the retail investors the benefit of diversification of risk, assured returns, and professional management. Since then they have grown phenomenally in terms of number, size of operation, investor base and scope. Being a part of financial markets although Mutual Funds industry is responding very fast by understanding the dynamics of investor's perceptions towards rewards, still they are continuously following this race in their endeavor to differentiate their products responding to sudden changes in the economy. Every type of investment, including Mutual Funds, involves risk. Risk refers to the possibility that investors will lose money (both principal and any earnings) or fail to make money on an investment. A Fund's investment objective and its holdings are influential factors in determining how risky a fund is. Reading the prospectus will help the investors to understand the risks associated with that particular Fund. Thus, it is time to understand and analyze investor's perceptions of such risks and expectations, and unveil some extremely valuable information to support financial decision making of Mutual Funds.

## REVIEW OF LITERATURE

A number of studies have been made on the working of Mutual Fund industry. Many of them are general topics like study of operations, growth and development of Mutual Funds, perceptual views of investors on Mutual Funds.

In this sequence, Nalini Prava Tripathy (2006)<sup>1</sup> in her empirical study “Market Timing Abilities and Mutual Fund Performance- An Empirical Investigation into Equity Linked Saving Schemes” evaluated the market timing abilities of Indian Fund managers of thirty-one tax planning schemes in India over the period December, 1995 to January, 2004 by using Jensen and Mazuy Model and Henriksson and Merton model. The study indicates that the Fund managers have not been successful in reaping returns in excess of the market; rather they are timing the market in the wrong direction. P. Hnauantha Rao and Vijay KR. Mishra (2007)<sup>2</sup> in their article “Mutual Fund: A Resource Mobiliser in Financial Market” made a critical study of the role performed by Mutual Funds as a financial service in Indian Financial Market. Gajendra Sidana and Debashis Acharya (2007)<sup>3</sup> in their article “Classifying Mutual Funds in India: Some Results from Clustering” made an attempt to classify hundred Mutual Funds employing cluster analysis and using a host of criteria like the 1 year annualized return, 3 year annualized return, 5 year annualized return, alpha, beta, R-squared, Sharpe’s ratio, mean and standard deviation etc. S.K Miglani (2007)<sup>4</sup> in his study made an attempt to understand the Mutual Fund industry and its implications on the common investors on one hand and its returns and performance on the other. An analysis was made on the perceptual views of investors in “Investment Decision Making: An empirical study of perceptual View of Investors” by Yesh Pal Davar and Suveera Gill (2007)<sup>5</sup>. The results of this study suggest that investor’s preferences are supposedly related to the actual performance of investments and the same is taken into account while forming an opinion about making future investment decision. In their study entitled “A study on Investors perception towards Mutual Fund investments”, S. Sudalaimuthu and P. Senthil Kumar (2008)<sup>6</sup> was concentrated on highlighting the investor awareness and preference in Mutual Fund schemes, factor that influences the investor in selecting Mutual Fund scheme, the level of satisfaction on the investment of Mutual Fund, problems faced by Mutual Fund investors and the investment objectives, preference among Fund types (balanced, growth, dividend etc.). An Empirical Study of “Indian Individual Investors’ Behaviour” by Syed. Tabassum Sultana (2010)<sup>7</sup> was an attempt to know the profile of the investors and also to know their characteristics so as to know their preference with respect to their investments. The study also tried to unravel the influence of demographic factors like gender and age on risk tolerance level of the investors.

## NEED FOR THE STUDY

In general, investments in Funds are risky, because they are exposed to economic forces or factors, which the future is uncertain. By its very nature, risk concerns the uncertain future. If investors know what happened to a Fund’s returns in the past, they can predict the likely range of Fund’s returns in future. The greater is this range, the more risky are Fund’s prospects. Thus, investors and their advisors need more information to help them assess the risks of Mutual Funds.

Ignorance of Law is no excuse. Investors must ultimately be responsible for understanding or making predictions about the regulations and risks associated with the major market sectors, as well as the extent to which sectors are likely to move with one another. Much of this information is common to many Funds and can be most efficiently provided to investors by third parties, such as financial planners and database providers. But, most of the investors are not aware of the complete information about the risks. Various studies were made on the Mutual Funds, but the research on the investors’ perceptions towards risk disclosures of Mutual Funds was scanty. Hence, it is necessary to find out how the companies are providing information about the investments to the investors, whether that information is sufficient to educate the investors regarding the risks of Funds; and how for the investors are benefited.



## OBJECTIVES OF THE STUDY

The primary objective of the present study is to analyze the investors' perceptions of the Mutual Fund Risks. The following are the specific objectives of the study

- 1) To study the investors' perceptions of risk;
- 2) To study the investors' perceptions of Mutual Fund risks: and
- 3) To study the investors' satisfaction over return on Mutual Funds.

## HYPOTHESIS

The following are the hypotheses set for the study

- 1)  $H_0$ : The age of the investors and their perception of risk are independent
- 2)  $H_0$ : The marital status of the investors and their opinion on risks associated with Mutual Funds are independent and
- 3)  $H_0$ : The annual income of the investors and their opinion on risks associated with Mutual Funds are independent.

## METHODOLOGY

**DATABASE:** The present study was conducted by gathering both Primary and Secondary data. The primary data was collected through a questionnaire and the Secondary data was collected from Journals, Books, Magazines, News Papers, and websites of various statutory and non-statutory organizations such as Association of Mutual Funds in India, Securities and Exchange Board of India.

**SAMPLE SIZE:** A survey was undertaken through questionnaires for the purpose of studying the above objectives. Investors who invested in Mutual Funds constitute the universe of the study. The Survey was conducted among 555 geographically dispersed investors spread over 12 urban and semi-urban areas in four districts of Rayalaseema region of Andhra Pradesh in India.

**PERIOD OF THE STUDY:** The survey was conducted for the period of six months i.e. from September 2010 to November 2010.

**TOOLS OF ANALYSIS:** The data drawn from various sources are analyzed with the help of statistical tools and techniques such as percentages and Chi-square tests.

$$\text{Chi-square } (\chi^2) = \sum (\text{Observed frequency} - \text{Expected Frequency})^2$$

Expected Frequency

## RESULTS AND DISCUSSION

Table 1 shows the demographics of the sample respondent investors. 90.09 per cent of the respondents were male, 39.64 per cent of the respondents were in the age group of 40-50 years, 79.28 per cent of the respondents were married, 55.86 per cent of the respondents were employees and 55.86 per cent of the respondents were earning less than Rs.100000 per annum.

## PERCEPTIONS OF MUTUAL FUND RISKS

Generally speaking, risk and potential return are related. This is the risk/return trade-off. Higher risks are usually taken with the expectation of higher returns at the cost of increased volatility.



While a Fund with higher risk has the potential for higher return, it also has the greater potential for losses or negative returns. The investors' perceptions of risk were shown in Table 2. Majority of the investors (52.25 per cent) believe Risk as under performance (low returns) which indicates the curiosity of the investors to earn income.

### TESTING OF HYPOTHESIS I

From the particulars mentioned in Table 3, the first hypothesis was tested (Values were shown below in Table 3) and obtained the values as under-

$H_0$ : The age of the investors and their perception of risk are independent.

Calculated Value = 108.29 and Table Value 7.815 ((for 3 df, at 5 per cent level of significance). Since the calculated value of Chi-square is greater than the table value of Chi-square for 3 df at five per cent level of significance, the  $H_0$  is rejected. The biggest risk of investing in a Mutual Fund is underperformance. When an investor decides to invest in a particular Fund, he typically expects to get the return that the benchmark of the asset provides. Keeping this in mind, the investors were asked to express their opinion on risks associated with Mutual Funds and the values were depicted in Table 4. Majority of the investors (56.58 per cent) felt that the risks associated with Mutual Funds are medium. Interestingly, majority of the un-married investors (63.48 per cent) felt that the risks in Funds are very low. In contrast to this, most of the married investors (65 per cent) opined that the risks are medium. Majority of the investors whose age is more than 50 years (63.33 per cent) opined that risk refers to both loss of principal and as well as income. All the investors whose income is above Rs. 6 lakhs felt that the risks in Mutual Funds are low. Majority of the investors whose income is less than Rs. 1 lakh said that the risks in Mutual Funds are medium.

### TESTING OF HYPOTHESIS II

From the particulars mentioned in Table 5, the second hypothesis was tested (Values were shown below in Table 5) and obtained the values as under:

$H_0$ : The marital status of the investors and their opinion on risks associated with Mutual Funds are independent.

Calculated Value = 16.5691 and Table Value 5.991 ((for 2 df, at 5 per cent level of significance). Since the calculated value of Chi-square is greater than the table value of Chi-square for 2 df at five per cent level of significance, the  $H_0$  is rejected.

### TESTING OF HYPOTHESIS III

From the particulars mentioned in Table 6, the third hypothesis was tested (Values were shown below in Table 6) and obtained the values as under

$H_0$ : The annual income of the investors and their opinion on risks associated with Mutual Funds are independent.

Calculated Value = 116.19 and Table Value 9.488 ((for 4 df, at 5 per cent level of significance). Since the calculated value of Chi-square is greater than the table value of Chi-square for 4 df at five per cent level of significance, the  $H_0$  is rejected.

The most disappointing finding is that 53.15 per cent of the Fund investors are just satisfied with respect to the returns which in fact reveal their dissatisfaction over the Funds' performance.

**TABLE 1 – DEMOGRAPHICS OF THE SAMPLE RESPONDENTS**

Particulars	Number of respondents	Percentage to total
<b>Gender</b>		
Male	500	90.09
Female	55	9.91
<b>Total</b>	<b>555</b>	<b>100.00</b>
<b>Age</b>		
Below 40 years	215	38.74
40-50 years	220	39.64
50-60 years	60	10.81
Above 60 years	60	10.81
<b>Total</b>	<b>555</b>	<b>100.00</b>
<b>Marital status</b>		
Unmarried	115	20.72
Married	440	79.28
<b>Total</b>	<b>555</b>	<b>100.00</b>
<b>Occupation</b>		
Employee	310	55.86
Business	130	23.42
Others	115	20.72
<b>Total</b>	<b>555</b>	<b>100.00</b>
<b>Annual income</b>		
Less than Rs.100000	310	55.86
Rs.100001 to Rs. 300000	195	35.14
Rs.300001 to Rs.600000	35	6.31
Rs.600001 to Rs.1000000	10	1.8
Above Rs.1000000	5	0.9
<b>Total</b>	<b>555</b>	<b>100.00</b>

Source: Survey report

**TABLE 2 - INVESTORS' PERCEPTIONS OF RISK**

	Number of respondents	Percentage to total
Under performance (Returns)	290	52.25
Loss of principal amount	112	20.18
Loss of principal and return	153	27.57
<b>Total</b>	<b>555</b>	<b>100.00</b>

Source: Survey report

**TABLE 3 - AGE-WISE INVESTORS' PERCEPTIONS OF RISK**

<b>Age</b>	<b>Under performance</b>	<b>of Principal amount</b>	<b>Loss of Principal amount and Return</b>	<b>Total</b>
Less than 40 years	158 (011)	37 (012)	20 (013)	<b>215</b>
40-50 years	104 (021)	42 (022)	74 (023)	<b>220</b>
50-60 years	16 (031)	23 (032)	21 (033)	<b>60</b>
More than 60 years	12 (041)	10 (042)	38 (043)	<b>60</b>
<b>Total</b>	<b>290</b>	<b>112</b>	<b>153</b>	<b>555</b>

Source: Survey Report

Values in parentheses represent the observed values.

<b>Calculated Value</b>	<b>108.29</b>
<b>Table Value</b>	<b>7.815</b>
<b>Degree of freedom</b>	<b>3</b>

**TABLE 4 - INVESTORS' OPINION ON RISKS ASSOCIATED WITH MUTUAL FUNDS**

<b>Degree of risks in Mutual Funds</b>	<b>Number of respondents</b>	<b>Percentage to Total</b>
High	136	24.50
Medium	314	56.58
Low	105	18.92
<b>Total</b>	<b>555</b>	<b>100.00</b>

Source: Survey Report

**TABLE 5 - MARITAL STATUS-WISE OPINION ON RISKS ASSOCIATED WITH MUTUAL FUNDS**

<b>Marital status</b>	<b>High</b>	<b>Medium</b>	<b>Low</b>	<b>Total</b>
Un married	24 (011)	18 (012)	73 (013)	<b>115</b>
Married	112 (021)	286 (022)	32 (023)	<b>440</b>
<b>Total</b>	<b>136</b>	<b>314</b>	<b>105</b>	<b>555</b>

Source: Survey Report

Values in parentheses represent the observed values.

<b>Calculated Value</b>	<b>16.5691</b>
<b>Table Value</b>	<b>5.991</b>
<b>Degree of freedom</b>	<b>4</b>

**TABLE 6 - ANNUAL INCOME-WISE OPINION ON RISKS ASSOCIATED WITH MUTUAL FUNDS**

<b>Income level</b>	<b>High</b>	<b>Medium</b>	<b>Low</b>	<b>Total</b>
Less than Rs. 1,00,000	83 (011)	204 (012)	23 (013)	<b>310</b>
Rs. 1,00,000 to Rs. 3,00,000	39 (021)	101 (022)	55 (023)	<b>195</b>
Rs. 3,00,000 to Rs. 6,00,000	14 (031)	9 (032)	12 (033)	<b>35</b>
Rs. 6,00,000 to 10,00,000	0 (041)	0 (042)	10 (043)	<b>10</b>
Above Rs. 10,00,000	0 (051)	0 (052)	5 (053)	<b>5</b>
<b>Total</b>	<b>136</b>	<b>314</b>	<b>105</b>	<b>555</b>

Source: Survey Report

Values in parenthesis represent the observed values.

<b>Calculated Value</b>	<b>116.19</b>
<b>Table Value</b>	<b>9.488</b>
<b>Degree of freedom</b>	<b>4</b>

**TABLE 7 - INVESTORS' SATISFACTION OVER RETURN ON MUTUAL FUNDS**

<b>Particulars</b>	<b>Highly Satisfied</b>	<b>Moderately Satisfied</b>	<b>Satisfied</b>	<b>Not Satisfied</b>
Return	15	143	295	102

Source: Survey Report

## FINDINGS OF THE STUDY

- Most of the investors opined that risk is under performance (52.25 per cent)
- 56.58 per cent of the investors felt that the risks in Mutual Funds are medium (56.58 per cent).

- Most of the unmarried investors stated that the risks in Mutual Funds are low (63.48 per cent).
- In contrast to unmarried investors, 65 per cent of married investors said that the risks in Mutual Funds are medium.
- Majority of the investors whose age is more than 60 years (63.33 per cent) opined that risk refers to both loss of principal and as well as income.
- All the investors whose annual income is above Rs. 6 lakhs felt that the risks in Mutual Funds are low.
- Majority of the investors whose annual income is less than Rs. 1 lakh said that the risks in Mutual Funds are medium.
- Most of the investors were just satisfied with respect to the return on Funds.

## SUGGESTIONS

- As majority of the respondent investors are much more anxious with the prior information pertaining to risks in investing, the Mutual Fund companies (MFCs) have to think about higher levels of disclosures in this regard.
- As majority of the investors feel the risk as under performance, Mutual Fund companies may work hard to offer the returns as expected by them.
- The MFCs may concentrate on mobilizing the resources from the investors whose annual income exceeds Rs. 6 lakhs as they feel that the risks in Mutual Funds are low.
- MFCs may concentrate on unmarried investors for their resource mobilization.
- As every investment involves risk, the MFCs may try to educate the investors about risks by conducting awareness programmes.
- The Fund Managers should precisely concentrate on portfolio construction so as to generate more returns.

The MFCs may try to mobilise the funds from the people other than employees opening information centers in different areas of the country.

## CONCLUSION

The present study endeavored to throw a light on the investors' perceptions of Mutual Fund risks. Understanding the requirements of investors by the Mutual Fund Companies has become necessary to accelerate the required pace of growth. A detailed analysis of risk perceptions of the investors was made in this study. Survey findings of this study have got significant implications that can be adopted by the Fund companies either by adding to the existing practices or by replacing.

## REFERENCES

1. Nalini Prava Tripathy (2006), "Market Timing Abilities and Mutual Fund Performance- An Empirical Investigation into Equity Linked Saving Schemes", Vilakshan, XIMB Journal of Management, August 21, pp.127-138.
2. P. Hanumantha Rao and Vijay KR. Mishra (2007), "Mutual Fund: A Resource Mobiliser in Financial Market", Vidyasagar University Journal of Commerce, Vol.12, March .
3. Gajendra Sidana and Debashis Acharya (2007), "Classifying Mutual Funds in India: Some Results from Clustering", Indian Journal of Economics and Business, Vol. 6, No. 1, pp.71-79.

4. S.K. Miglani (2007), (PhD Thesis-Abstract) “Performance Appraisal of Mutual Funds in India: Empirical Evaluation of Risk and Timings Performance”, Finance India, Vol. XXIV No.2, June 2010, pp. 549-552.
5. Yesh Pal Davar and Suveera Gill (2007), “Investment Decision Making: An empirical study of perceptual view of Investors”, Indian Institute of Management, Lucknow Journal, Vol. 6, No. 2, 2007, pp. 115-135.
6. Sudalaimuthu and P. Senthil Kumar (2008), “A study on Investors perception towards MutualFund Investments”, Journal of Management Trends, Vol. 5, No. 1, September 2007 – March 2008, pp. 106-117.
7. Syed Tabassum Sultana (2010), “An empirical study of Indian individual investor’s behaviour”, Global Journal of Finance and Management, Volume 2, Number 1, pp. 19-33.



## FOCUS ON RURAL / LOCAL HUMAN DEVELOPMENT FOR BUILDING INDIAN TOURISM

**SYED ASGHAR MEHDI\***

\*Department of Management Studies, Mewar University,  
Gangrar, Chittorgarh, India.

### ABSTRACT

*India's share in the total global tourist arrivals and earnings still remains quite insignificantly low at less than 1% both in terms of the world arrivals and the percentage of share of tourism receipts despite having much larger share in terms of geography, better tourism products and still the more – better prospects of developing man made tourism. Tourism, as the ready tool for economic development, employment generation and equitable distribution of income needs to be applied for growth of neglected, remote and rural / backward areas possessing tourism potentials. Tourism in India will thus ensure significant development in terms of the infrastructure at the destinations, generate local employment, and induce multi sectoral overall growth of the economy and above all effect into the optimum share of global tourist arrivals and earnings that still remains elusive even after active interventions of couple of five year plans. The study also takes an analysis of huge forecasts for shortfalls in human resources and hence the need for development of local communities from the neglected / backward areas into the folds accounting for overall tourism growth.*

### INTRODUCTION

Tourism in India, offering large and diverse range of tourism products all across the length and breadth of the country, is an established contributor to the economy both in terms of revenue and employment. However, India's share in the total global tourist arrivals and earnings still remains quite insignificantly low at less than 1% both in terms of share of the world arrivals and tourism receipts despite having much larger share in terms of geography, better tourism products and still the more – better prospects of developing man made tourism. Tourism has realized by many under developed / remote areas as the best instrument for growth of neglected, remote and rural / backward areas. Tourism, as the ready tool for economic development, employment generation and equitable distribution of income needs to be applied for growth of neglected, remote and rural / backward areas possessing tourism potentials. Tourism in India will thus ensure significant development in terms of the infrastructure at the destinations, generate local employment, and induce multi sectoral overall growth of the economy and above all effect into the optimum share of global tourist arrivals and earnings that still remains elusive. Tourism business is assumed as human industry because of its significant importance of manpower working in it. Every tourism enterprise deeply concerns on its human resource management recognizing the success of tourism business largely depends on its people who provide services.

The human factor is the most significant one, since it is the people who have to use all other resources. The people in tourism industry are service producers and service-providers as well. They are also managers for the service and planners who can create added-value for tourism product. However, when it comes to retailing the Tourism products, we fail to assimilate the human development or the local communities who are not only beneficiaries but are also the epitome of India's culture and ethos. Many destinations or tourism products lack an insufficient promotional activity for rural / underdeveloped areas although endowed with tourism product, the scarce relevance of these products as a cultural tourism destination, the seasonal nature of

tourism itself, and insufficient hospitality infrastructure. That is clearly insufficient to provide for an expansion in the number of visitors. The question is that how local community could offer a viable solution for tourism development and removes its barriers in local communities? Answer to this question is by increasing the community capacity in tourism as Smith, N., Baugh-Littlejohns, L & Thompson, D. (2001) describe community capacity building as the "essence of development".

The development of such the areas for tourism requires the need to cater for the local community. Social and economic benefits must firstly benefit the local population and then tourism. Further Tourism can also serve as an instrument as an effective marketing for the underdeveloped / rural areas as well as generating employment for such areas. Dealing on this issue, Martha Frederick (1992), in the book, *Tourism as a Rural Economic Development Tool: An Exploration of the Literature*, gives an effective solution to the above mentioned problems.

She considers that Tourism can be an important source of jobs for economically underdeveloped / rural areas. Tourism also not only offers business opportunities to local residents, but it can serve as a vehicle for marketing a place to potential residents and firms, as today's tourist may return later to rejuvenate, retire or start a business locally. India currently, being home to the small firms in tourism industry, the discussion of Rhodri Thomas, Gareth Shaw, Stephen J. Page (2011), is apt to mention on why small firms are important from various points of view, all leading to the consolidation of the industry towards building from developing state to robust economy. Further, Jean-Luc Arregle, Michael A. Hitt, David G. Sirmon and Philippe Very (2007) in their research paper, develop and extend social capital theory by exploring the creation of organizational social capital within a highly pervasive, yet often overlooked organizational form: family firms. They argue that family firms are unique as they work as a single entity, at least two forms of social capital coexist: the family's and the firm's. Finally, they suggest the family firms' insights are generalizable to several other types of organizations more so often with service orientation. Tourism certainly falls in this category where family firms or the local communities can be effectively utilized for retailing the Indian tourism beyond the borders of the country. Tourism, being the highly labour intensive activity, creates a high proportion of employment opportunities for low and semi skilled workers, particularly for poor (pro poor tourism), female (Women make up 70% of the labour force in tourism) and young workers (Report of the Working Group on Tourism, 12<sup>th</sup> Five-Year Plan, 2011). In India, the technical planning and assistance can prove crucial to tourism development success for many small communities with limited resources in the short run and may solve the long run shortfall of human resource development for growth in Indian tourism.

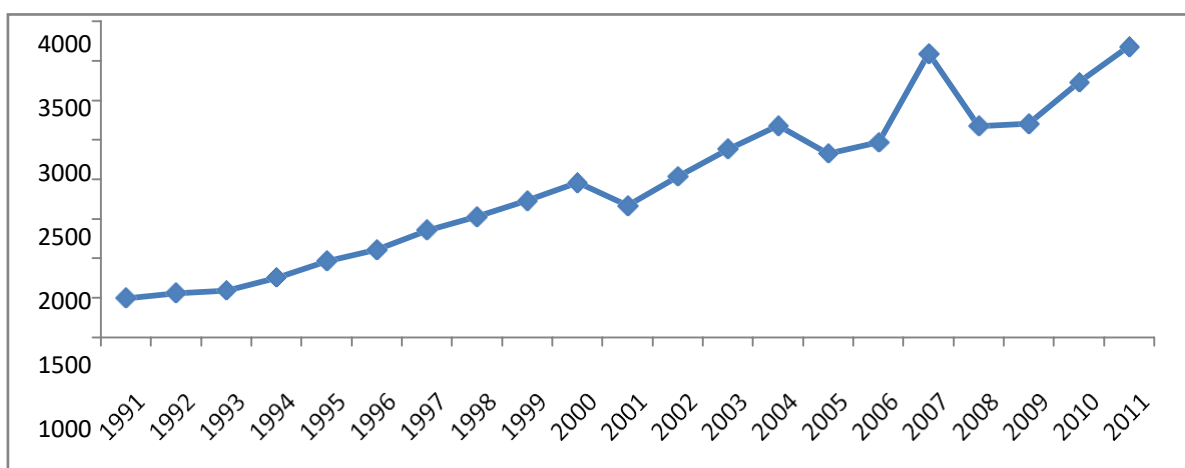
## **NEED ANALYSIS OF LOCAL COMMUNITIES IN INDIAN TOURISM GROWTH**

Figuratively speaking in terms of Travel & Tourism in India, it contributes INR3,680.4bn (US\$79.6 billion) or 8.8% of total of GDP in India in 2011 supporting 37,655,000 jobs (7.5% of total employment) in 2011 (Travel and Tourism 2011 World, WTTC, 2011). As per the World Travel & Tourism Council (Travel and Tourism 2011 World, WTTC, 2011) estimates, tourism contributes almost US\$6 trillion to the global economy, or 9% of global gross domestic product (GDP) in 2011. The sector supports 260 million jobs worldwide (100 million of whom work directly in the industry). The WTTC has identified India as one of the foremost growth centers in the world. Tourism in India is the third largest net earner of foreign exchange next to garments, gem and jewellery industry. India's share in the total global tourist arrivals and earnings remained quite insignificant at 0.52% of the world arrivals and the percentage of share of tourism receipts for 2006 was 0.90% considering the fact that Year 2006 has been rated as a

highly successful year for tourism in India in terms of high foreign tourist arrivals and the positive growth rate (Report of the Steering Committee on Tourism for the Eleventh Five-Year Plan, 2007-2012).

The trend for the Indian Travel & Tourism's total contribution to the GDP and employment in over the decade has been on the constant rise as shown in Figure 1 & 2 that gives the decades trend based on the data from WTTC.

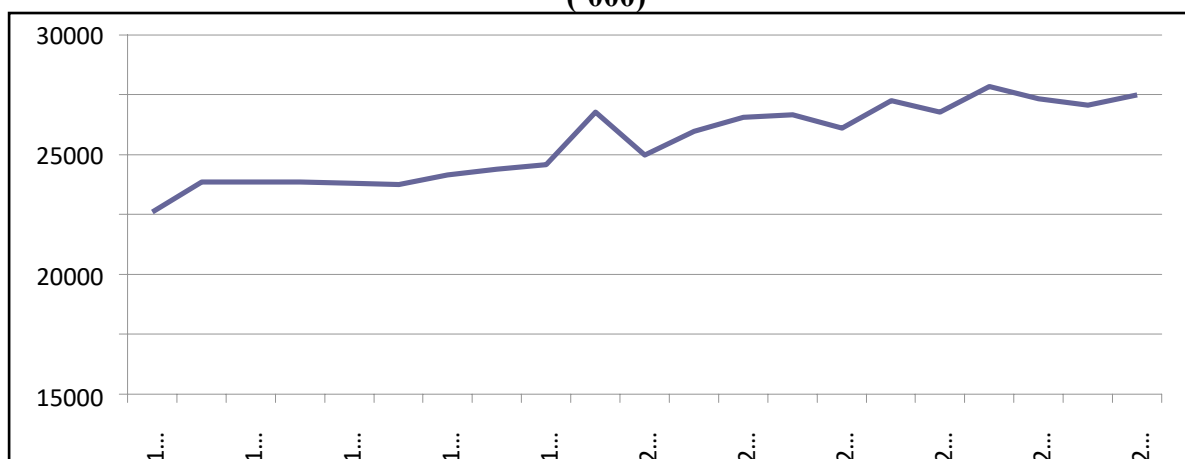
**FIGURE 1: TRAVEL & TOURISM TOTAL CONTRIBUTION TO GDP (INR BN.)**



Based on WTTC Economic Data

<http://www.wttc.org/research/economic-data-search-tool/>, Downloaded on February 6, 2012

**FIGURE 2: TRAVEL & TOURISM TOTAL CONTRIBUTION TO EMPLOYMENT ('000)**

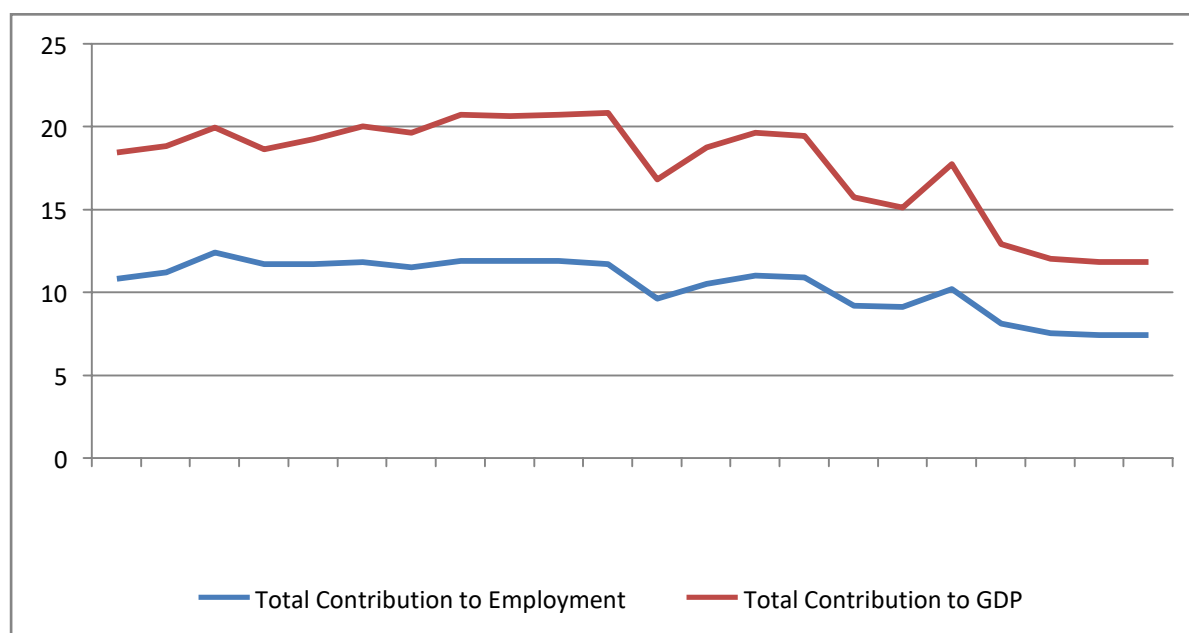


Based on WTTC Economic Data

<http://www.wttc.org/research/economic-data-search-tool/>, Downloaded on February 6, 2012

However when the percentage share for the data for the total contribution to the GDP vis-à-vis total contribution to employment were combined (Figure 3), an interesting trend became evident that signifies a higher trend of sector's contribution to GDP than its employability; albeit in the same proportions.

**FIGURE 3: PERCENTAGE SHARE OF TOTAL CONTRIBUTION TO GDP AND EMPLOYMENT**



Based on WTTC Economic Data <http://www.wttc.org/research/economic-data-search-tool/>, Downloaded on February 6, 2012

Taking into the consideration of the simple analysis above, it is evident that generating employability and improving the quality for more than a quarter of population living below the poverty line today has become imperative for India to accelerate its economic growth. N. Vanhove (1980) in his research paper at the 1st World Congress of Social Economics, considers both the primary, direct effects of tourism on employment, and the secondary effects, composed of both indirect and induced employment. Tourism is considered in the context of economic base analysis and the employment multiplier is derived from this analysis examined together with the income multiplier. The U. N. Report (1999) for the Human Resource Development Requirements of the Tourism Sector in India agrees that the most significant feature of the tourism industry in India is its capacity to generate large-scale employment opportunities. Further it suggests for quantitative and qualitative build-up of human resources to meet the upcoming surge in demands.

India has a distinct advantage as a vast reservoir of skilled manpower coupled with huge regional disparity, greater poverty in non urban areas and above all greater migration of population to metropolitans and bigger cities. The tourism sector, displaying the multiplier effect, can be the best instrument for growth of neglected, remote and backward areas as well as factor for equitable distribution across the country.

There are number of studies that highlight the important role tourism can play in development, describing the potential benefits in purely economic terms. In contrast, we forget to focus on the positive effects that tourism can bring to quality of life issues in rural and underdeveloped areas, including a greater “sense of place” for rural / underdeveloped areas residents, an upgrading of local cultural facilities, or an enhancement of regional conservation efforts. Frequent mention is to be made of different strategies employed in rural tourism, including heritage tourism, nature-based tourism/ecotourism, and agritourism.

Considering the overview as per the Market Pulse report published by Ministry of Tourism (A Market Pulse Report, 2004); the Indian tourism sector is urgently required to drastically close the gap between existing supply and expected radical increase in annual demand of human resources in a very near future. Further, if we believe the WTTC data on Travel & Tourism that estimates the direct employment by the sector is 24,931,000 jobs (5.0% of total employment) in 2011 that is forecasted at 30,439,000 jobs (5.2%) by 2021. In terms of the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, is estimated at 37,655,000 jobs (7.5% of total employment) in 2011 that is forecasted to 47,480,000 jobs (8.1%) by 2021 (Travel and Tourism 2011 World, WTTC, 2011). The current scenario puts the employability at 5% or one in every 20 direct employment created by the tourism sector and in terms of considering the total employability of the sector at 7.5% or one in every 13.3 jobs being created by the tourism. These figures are nothing but an indication of direct relationship of tourism growth with increased employability by the sector. As already being established the local communities do hold the future growth of Indian tourism. The 12<sup>th</sup> Five-Year Plan (Report of the Working Group on Tourism, 12<sup>th</sup> Five-Year Plan, 2011) also looks forth to pro poor tourism for poverty reduction on one side as well as to develop high skills for the sector to grow considerably on the other. It is here worthwhile to look and emulate the successful stories of tourism growth through investments on and development of local communities as below

#### **CASE STUDY 1: THE ASTRA COUNTRY INN - TRAINING FOR LOCAL**

**ENTREPRENEURS:** Astra Country Inn, Jamaica, has been promoting community tourism since 1978. Astra Country Inn has worked with surrounding communities to develop a wide variety of community-based products including the development of private homes and B&B accommodation, training of local guides, the development of various community-based tour attractions, and the development of local suppliers.

#### **CASE STUDY 2: JUNGLE NAY RESORT AND SPA, DOMINICA - BUILDING CAPACITY OF LOCAL ENTREPRENEURS FROM THE START:**

Jungle Bay Resort is a new hotel that is still under construction. Phase I will consist of 50 rooms. The hotel is being constructed in southern Dominica, a traditional banana growing area with little prior experience of tourism. The project developers chose this site because of its rich environmental attributes, but also because they believed that the tourism industry could make some important contribution to the local economy. The developers have realised that they will need to rely on the local community for this venture to be a success. They also realised that the local community has little experience of tourism or business. The awareness and human resource capacity of the local community would therefore need to be strengthened if both hotel and community were to prosper.

### **CASE STUDY 3: CONSERVATION CORPORATION AFRICA - SUPPORT FOR SCHOOLING AND LOCAL ENTREPRENEURS:**

CCA has over 30 lodges in 6 African countries. CCA has set up the Africa Foundation, which it supports annually with US\$180,000. The Foundation which has a reserve fund of approx US\$1.1 million, mainly from personal donations, supports a variety of capacity building and training projects (Dorothea Meyer, Caroline Ashley and Clive Poultney, 2004)

### **CONCLUSIONS – CHALLENGES AND SUGGESTIONS**

Servicing the sector with skilled manpower becomes imperative and foremost challenge for the 12th Plan period (Report of the Working Group on Tourism, 12<sup>th</sup> Five-Year Plan 2012- 2017). Earlier, the 11th Five Year Plan as an improvement to preceding plans added the development of Human Resources and Capacity Building. Six key strategic objectives were recommended by the 11<sup>th</sup> Five Year Plan (Report of the Steering Committee on Tourism for the Eleventh Five-Year Plan, 2007-2012) that included building the image of the profession as one of the major challenges to Human Resource Development for the Tourism Industry; that not only plagues the urban professionals but also non urban youths and local communities. The challenges faced by the local communities development in the growth of tourism in India can be summed up under as below broadly speaking constraints.

- A lack of community participation in development policy
- A lack of knowledge and awareness
- Power imbalances between governments and local communities
- Segmented and complex institutional arrangements
- Lack of financial resource
- Inadequate focus on human resource development at the community level

The various Plans however not only missed on generating an apex team of frontline tourism professionals who could induce directions and guidance to this regards; but also has missed upon for lack of structured and systematic human resource management plan outlay for Tourism. The professionals together with structured plan to develop and promote the tourism in underdeveloped or area with weak economy base, could have

- a) Managed and developed tourism professionally and equitably across the country
- b) Emulated successful countries achieving through man-made tourism despite of nothaving naturally gifted tourism potential
- c) Created the positive image of tourism as instrument of development.

Above all, the policy planners should open to look to innovations for developing local communities' human resources for the tourism sector by focusing on certain suggestive core strategies for Tourism in India as an instrument for growth of underdeveloped and rural areas, which include Having a defined rural / pro poor tourism development policy: To chalk-out the rural /underdeveloped areas equitably all across the country, defining of rural tourism circuits, inducing incentives and investments

- 1) Identifying current and future skills and training needs: By developing an industry training strategy, designing and developing training programs, establishing occupational and program standards, promoting industry training and recruit trainees, promoting careers in tourism,



marketing and promotion of programs to employers, promoting industry participation and engagement in training opportunities.

- 2) Establishing training and development trust funds: Community-based and community-driven, these trusts to be designed to put decisions about local tourism development in the hands of the communities themselves on public private partnership with the government regulators.
- 3) Focusing on the youth: By creating opportunities for youth locally by adopting a multi-disciplinary process with regard to career development opportunities, and removing cultural and social barriers that can prevent young people from working.
- 4) Development for local communities to tourism growth: · Establish occupational skills capacity building activities for tour operators, guides, accommodations management, cuisine preparation and transportation
- 5) Dovetail training programs and methodologies to create sustainable tourism products and services
- 6) Identify in consultation with NGOs, UN Organizations, etc. for at least one pilot project in each identified rural / underdeveloped areas for all states

Above all the seriousness of putting the Indian tourism to excellent standards is not only the vision but the key remains “Implementation” – Moving from vision to action.

## REFERENCES

1. Arregle, Jean-Luc; Hitt, Michael A.; Sirmon, David G. and Very, Philippe (2007), The Development of Organizational Social Capital: Attributes of Family Firms, *Journal of Management Studies* 44:1 Volume 44, Issue 1, pages 73–95, Wiley Blackwell.
2. A Market Pulse report (2004), “Manpower requirement in Hotel Industry, Tour Operator and Travel Sector, Manpower Trained by different institutes and placement scenario”, published by Department of Tourism; Ministry of Tourism; Government of India, <http://tourism.gov.in/CMSPagePicture/file/marketresearch/studyreports/06%20manpower.pdf> Accessed on February 4, 2012
3. Meyer, Dorothea; Ashley, Caroline and Poultney, Clive (2004), Pro Poor Tourism Pilots Programme, UK, [www.propoortourism.org.uk](http://www.propoortourism.org.uk), Accessed on February 4, 2009
4. Frederick, Martha (1992), *Tourism as a Rural Economic Development Tool: An Exploration of the Literature, Bibliographies and Literature of Agriculture*, Number 122, U.S. Department of Agriculture, Economic Research Service, Portland, USA Planning Commission (2008), Report of the High Level Group on Services Sector, Planning Commission Government of India, New Delhi
5. Report of the Steering Committee on Tourism for the Eleventh Five-Year Plan (2007-2012), Planning Commission, Government of India, [http://planningcommission.nic.in/aboutus/committee/strgrp11/str11\\_tourism.pdf](http://planningcommission.nic.in/aboutus/committee/strgrp11/str11_tourism.pdf), Accessed on February 2, 2012
6. Report of the Working Group on Tourism, 12<sup>th</sup> Five-Year Plan (2012-2017), Ministry of Tourism, GOI, [http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wgrep\\_tourism.pdf](http://planningcommission.nic.in/aboutus/committee/wrkgrp12/wgrep_tourism.pdf)

Accessed on February 2, 2012

7. Smith, N., Baugh-Littlejohns, L & Thompson, D. (2001), Shaking out the cobwebs: Insights into community capacity and its relation to health outcomes, *Community Development Journal*. Vol. 36, No. 1, pp.30-41
8. Thomas, Rhodri; Gareth Shaw, Stephen J. Page (2011), Understanding small firms in tourism: A perspective on research trends and challenges, *Tourism Management*, Volume 32, Issue 5, October 2011, Pages 963–976, UK,  
<http://www.sciencedirect.com/science/article/pii/S0261517711000471>
9. Travel and Tourism 2011 World, World Travel and Tourism Council,  
[http://www.wttc.org/site\\_media/uploads/downloads/traveltourism2011.pdf](http://www.wttc.org/site_media/uploads/downloads/traveltourism2011.pdf), Accessed on June 6, 2011
10. U.N. Report (1999), Human Resource Development Requirements of the Tourism Sector in India, Economic and Social Commission for Asia and the Pacific, New York,  
[www.unescap.org/ttdw/Publications/TPTS\\_pubs/pub\\_2020\\_tor.pdf](http://www.unescap.org/ttdw/Publications/TPTS_pubs/pub_2020_tor.pdf), Accessed on February 4, 2012
11. Vanhove N. (1981), Tourism and employment, *International Journal of Tourism Management*, Volume 2, Issue 3, September 1981, Pages 162-175, UK
12. WTTC Economic Data (2011), <http://www.wttc.org/research/economic-data-search-tool/>,  
Downloaded on March 6, 2012

## Editorial Board

### Dr. SS Narta

Professor  
Department of Commerce,  
Himachal Pradesh University,  
Summerhill, Shimla – 171005,  
H.P., India.

### Dr. Mamta Mokta

Professor  
Department of Public Administration,  
Himachal Pradesh University,  
Shimla, India.

### Prof. Shyam Lal Kaushal

School of Management Studies  
Himachal Pradesh University,  
Shimla, India.

### Dr. Durgesh Nandini

Associate Professor  
Department of Public Administration,  
IGNOU, Delhi, India.

### Dr B. Mohan

Associate Professor in English  
S.V. College of Engineering and Technology  
Chittoor, Andhra Pradesh, India.

### Dr. Dalbir Singh

Assistant Professor  
Haryana School of Business,  
G.J.U.S & T, Hisar,  
Haryana, India.

### Dr. Sonia Sharma Uppal

P.G. Department of Commerce and Management  
Arya College, Ludhiana,  
India.

### Nadeera Jayathunga

Senior Lecturer  
Department of Social Sciences  
Sabaragamuwa University, Belihuloya  
Sri Lanka

### Mrs. Sabina Dinesh Kumar

Assistant Lecturer  
Faculty of Management Studies & Comm.  
University of Jaffna,  
Sri Lanka

### Jumana M. Elhafiz

Assistant Professor  
Department of Biochemistry,  
Shendi University, Ministry of Health,  
Sudan

### Dr. Sunil Kumar

Assistant Professor,  
Punjab School of Economics,  
Guru Nanak Dev University,  
Amritsar, Punjab, India

### Dr. Ebele P. ifionu

Faculty, Department of Finance and Banking  
University of Port Harcourt, Nigera

## Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

## Categories

- Business Management
- Marketing
- Finance
- Insurance
- Human Resource & I.T.



## Published by

### Trans Asian Research Journals

SCO 34, 1st Floor, HUDA Market,  
Near Red Cross, Jagadhri - 135 003 (Haryana) INDIA  
Website : [www.tarj.in](http://www.tarj.in)

Our other publications :

Asian Journal of Multidimensional Research (AJMR)

ISSN (online) : 2278-4853