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REVIEW PROCEDURE

Each manuscript reviewed by subject specialists and by an English Editor.

MIM International Journal of Management Research (MIM IJMR)

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CHAIRMAN'S DESK.......

Janab U. Mohamed Khalilullah Sahib

I am delighted to present you the sixth issue of MIM International Journal of Management Research, a half-yearly management journal published by MEASI Institute of Management, Chennai, India.

This International journal seek to publish innovative, original, and stimulative research based articles in different functional areas of management, case studies and research abstracts which will guide Indian and International research scholars.

Looking forward to you're contribution and wishing you well.

EXECUTIVE DIRECTOR'S DESK........

Janab A. Mohamed Ashraf Sahib

This is very exciting and inclusive change that we think will strongly diversify the journal content, impact and international reputation. The main objective of this MIM International Journal for Management Research is to keep the readers updated about the latest developments, theories and techniques in the field of management sciences.

I hope our reader's and patrons share a similar vision, and we look forward to a productive, challenging, and a successful 2017 ahead. I also hope that our esteemed readers, patrons, and authors will continue to support by reading, discussing, recommending, citing our journals, and submit high-quality manuscripts.

This Journal will provide a platform for the student's Researcher's and practitioner's of management to facilitate discussions and to disseminate their works and thoughts to the research community at large.

FINANCE DIRECTOR'S DESK......
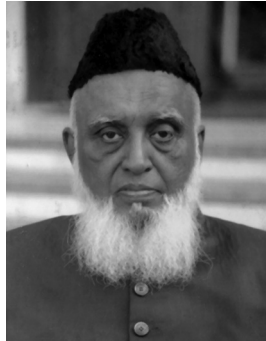
Janab C. Abdul Malick Sahib

Successful accomplishment of the MIM International Journal of Management Research mission depends upon the willingness of authors to submit their Research work to the journal. We pledge to do our best to review all submissions appropriately and are eager to become an outlet for writings based on research evidence.

DIRECTOR'S DESK.....

Dr. D. Nisar Ahmed

We are happy to release the sixth issue of our MIM International Journal of Management Research. I am indebted to Academic and Industry experts who made significant contributions to this issue.

Since the beginning our aim has been to maintain integrity and to increase the reputation of our journals. Our consistent efforts are aimed towards increasing the visibility, impact, editorial cycle time, and the overall quality of our journal. All articles will be fundamentally based on research evidence, which can be quantitative or qualitative.

Many thanks to the authors for submitting their quality work as well as the many reviewers who contributed their intellectual energy towards making this sixth issue a success. Very special thanks to the Peer Reviewers who have given final shape to all the articles.

FROM THE EDITOR'S DESK

Dr. D. NISAR AHMED
Managing Editor

Dr. B. LATHA LAVANYA
Chief Editor

MIM International Journal of Management Research (MIM IJMR), a Bi-Annual, Refereed, peer reviewed, international research journal from MEASI Institute of Management, set to hit the sixth issue in February, 2017 with an objective to share the research and expert acquaintance among faculty members, students and the corporate.

We express our heartfelt gratitude to our chief patrons Janab. U. Mohamed Khalilullah Sahib, Janab. A. Mohamed Ashraf Sahib and Janab. C. Abdul Malick Sahib for their encouragement and continuous support to Successfully Release bring this MIM International Journal of Management Research.

While we thank the authors who contributed their research articles for this issue, We also request the International Faculty members, Research scholars, Practicing Managers, Executives to contribute their research work in the areas of Production, HR, Marketing, Finance and other related Management disciplines. An humble appeal from the editorial desk to the prospective authors is to send only research articles which are unpublished and are original. We request the authors to send the empirical papers and case studies.

We thank the Editorial advisory committee for their valuable guidance and suggestions given. We also thank editorial desk members for their support to review articles published.

We look forward for your valuable suggestions, comments and contributions.

Happy Research!

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A Study on Awareness and Willingness level about Taking Waste Management as a Potential Career Choice or Social Entrepreneurship Venture Amongst College Students in Chennai City

Ms. V. Aswini[1] and Ms. D. Sowmya[2]

Abstract – An inevitable consequence of growth and industrial progress is parallel production of waste.Holistic waste management could save countries hundreds of billions USD and reduce greenhouse gas emissions by up to 20% annually.Fuelled by population growth, urbanization and rising consumption, the volumes of waste are likely to even double in lower-income African and Asian cities by 2030, warns the Global Waste Management Outlook .This paper aims at providing insights into India's past, present and future perception on waste management, the importance of society's responsibility towards efficient integrated waste management system and analyses the awareness level and willingness level of college students to take up innovative waste management as a career option or as a social entrepreneurship venture through primary data.

Keywords: Integrated Waste Management System, Innovative Waste Management Practices, Global waste management, India's policies on waste management, Waste Management as a career, Social entrepreneurship in waste management.

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INTRODUCTION

"Waste is worse than loss", quoted the great Thomas.A.Edison, but time has changed. Today "Waste is worth a fortune", when carefully handled. Fuelled by population growth, urbanization and rising consumption, the volumes of waste are likely to even double in lower-income African and Asian cities by 2030, warns the Global Waste Management Outlook. Holistic waste management could save countries hundreds of billions USD and reduce greenhouse gas emissions by up to 20% annually. So, it is apparent that there is a huge challenge in terms of protecting people from various health hazards and preserve nature from getting damaged further.

Waste management includes all those activities and actions that are needed to manage waste from its inception to its final disposal. This includes collection, transport, treatment and disposal of waste together with monitoring and regulation. It also encompasses the legal and regulatory framework that relates to waste management encompassing guidance on recycling etc.Waste management

is intended to reduce adverse effects of waste on health,the environment oraesthetics. Waste management practices are not uniform among countries   i.e. developed and developing nations,regions (urban and rural area), and sectors (residential andindustrial).

India's Perception of Waste Management in the Past

It is sad, but a dark truth that India in the past since the dawn of civilizations, has been heavily depending on manual scavengers for waste management, where those involved in scavenging came from weaker sections or the backward segments of the society. This practice has been carried over generations after generations, until the modern Indian Government rose up to stop this act and laid down steps to eradicate manual scavenging through policies and frameworks. The waste management system in the past has never been efficient or effective due to various factors such as,

- Historic India has seen diversified set of rulers and emperors

- Until 1947, Son of soils could not claim any rights on our mother land

- Till date, we are still in the state of developing nation, though the development in every field is remarkable.

- The cultural and societal divide which had been created by several rulers, still prevails if not in majority, even after several centuries, which has been misused heavily by political miscreants for their own personal and political needs.

Swachh Bharat Abhigyan

Government of India's ambitious 'Swachh Bharat Abhiyan' (Clean India Mission) 2nd October 2014. The mission' was launched on the occasion of Mahathma Gandhi's 145th birth anniversary. Under this movement, lot of activities is being carried out throughout India.

The recent directive by the Ministry of Environment and Forest has revised the Solid Waste Management Rules after 16 years, which provides 26 salient features of solid waste management. This clearly indicates the presence of huge opportunity in the field of SWM.

About   62 million tonnes of waste is generated annually in the country at present, out of which 5.6 million tonnes is plastic waste, 0.17 million tonnes is biomedical waste, hazardous waste generation is 7.90 million tonnes per annum and 15 lakh tonne is e-waste. He added that the per capita waste generation in Indian cities ranges from 200 grams to 600 grams per day. Shri Javadekar underlined the fact that 43 million TPA is collected, 11.9 million is treated and 31 million is dumped in landfill sites, which means that only about 75-80% of the municipal waste gets collected and only 22-28 % of this waste is processed and treated. *[Source: Secondary source from press information bureau, Government of India, Ministry of Environment and Forests, dated 5th April 2016]*

Objective of the study

Having briefed about the background information on waste management, the upcoming segment is set to understand the awareness level and willingness of college students in Chennai city area to take up a profession on waste management and also understand the factors that influences their option.

Research Methodology

Initially, in order to get the in depth information open-end questions were asked to the

selected students (around 50).Fifty students with variousback-ground were chosen by convenience sampling method, to conduct a pilot study. A 'self-designed' questionnaire entitled 'Survey for awareness about Waste Management for Wealth'was prepared. Polar questions (Yes or No question) and Non-Polar questions were chosen to collect the data. All 50 students responded the questionnaire.

FINDINGS

1. The following table shows the gender demography of the sample population.

Table 1

Male	Female
31	19

Chart 1
Gender Demography
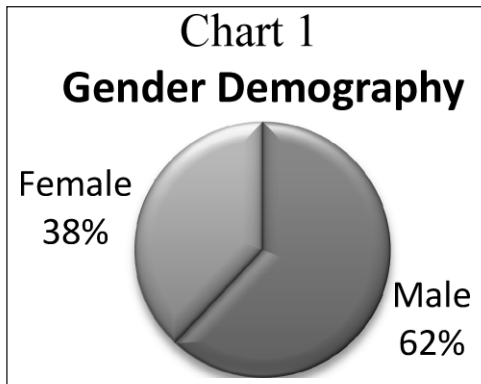
2. The next table presents age wise classification of sample population

Table 2

Age Group	17	18	19	20	>21
No. of Students	0	21	20	2	7

3. The first factor for analysis is choice of career option after completing graduation/post graduation. Students' were asked whether they want to go for a job or pursue business, the data for that is tabulated below.

Table 3

Job	Business
31	19

Chart 2

Career choice after graduation/post graduation

◨ Job   ◨ Business
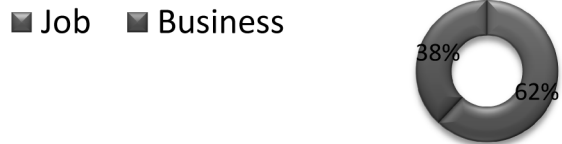
The finding shows that about 38% of students are willing to take up entrepreneurial venture which is a positive sign to the society, while 62% of the students look for social security first by means of job.

4. The Second factor for analysis: Whether the students know that there exists, a field for waste management. The obtained is presented in the table below

Table 4

Yes I Am Aware	No I am Not Aware
18	32

Chart 3

Awareness level of the sample population about the existance of a field for waste management

■ Are you aware that there is an emerging field called waste management?

No I am Not Aware — 32
Yes I Am Aware — 18

The study shows that about 64% of students are not aware of the fact that there exists a field called waste management, which informs us that the field is still an emerging one, and more exposure is required about it. The graph also signifies that there are about 36 % students who already knew about this field.

5. When students were questioned, whether waste management is the biggest necessity in India now, the result was surprising which is tabulated in the table below.

Table 5

Yes, WM is the very necessity now	No, Not so important
39	11

Chart 4

Is Waste Management (WM) the biggest necessity in India?
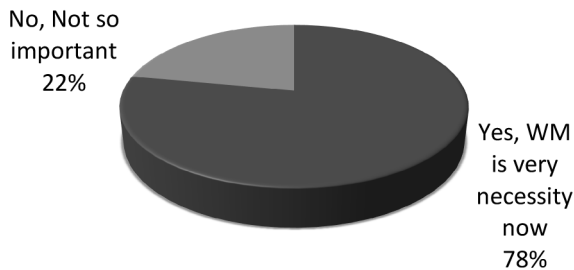
About 78% of the students felt that Waste Management is the most important necessity in India now, which shows that students, who are the future citizens of this country has recognized the importance of waste management, with this recognition we can be sure that field of waste management will definitely have a flourishing future.

6. The next aspect of analysis is how the respondents feel to walk through a street that is free of litter and cleanly maintained, the response here again is surprising. The following tabulation expresses the same.

Table 6

Extremely happy	Very Proud	Don't mind throwing a paper or waste around
10	38	2

The table shows that more than bringing in happiness, the respondents look at it as a matter of pride, which is sure to have a psychological influence on them to take up waste management as a career choice which will make them feel proud. However, there are a few who are yet to realize the responsibility of keeping surroundings clean, exceptions are always there.

7. The subsequent question posted to the respondents was their habit of recycling; the table below indicates their response.

Table 7

Chart 5

Do you have the habit of recycling?
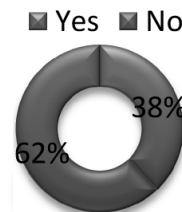
Chart No.5 is an indicator that the idea of recycling is not practiced by majority as importance of recycling has not been emphasized by any rules or regulations governing the society, recycling laws and rules must be in place to put it into practice.

8. Factor number six for analysis is the awareness about existing NGOs and Corporate Companies who are into waste management business. The tabulation indicates that students have hardly heard about such initiatives which are clear indicator that such institutions must market or conduct programmes to create awareness amongst people of their existence and the unboxed opportunities in the sector.

Chart 6

Awareness about NGOs and Corporates who are into waste management business

■ Do you know about Non-Government Organizations like Hand-in-Hand ,Kuppathotti.com who are creating wealth out of waste?
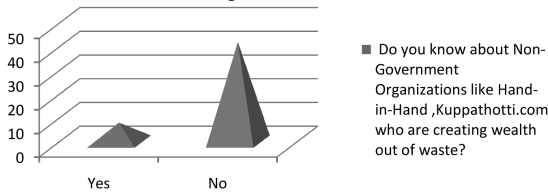
9. The next factor for analysis is the interest level of the respondents to know about the field of Waste Management. Table 8 shows the response to this factor.

Table 8

Yes, I am Interested	No I am not Interested
41	9

Chart 7

Will you be interested to learn more on career options in waste management sector?
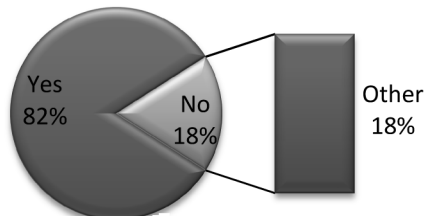
About 81% of respondents have indicated that they are interested to know and learn about Waste Management sector and the opportunities it offers, which is really a positive sign.

10. The next factor is, if the students were to be offered a career in waste management will they take it up readily or not. The response is tabulated below.

Table 9

If an opportunity comes your way will you be interested to take up waste management as career option?	Yes	No	May be
No. of students responded	12	11	27

The table clearly indicates that though students are interested to learn about waste management and career opportunities in the field, only 12 out of 50 has responded with yes while majority of 27 are not clear about their decision 11 have categorically rejected the idea. There may be lot of factors influencing their decision, these factors form the further analysis, as to what influences their decision be it yes or no.

11. The respondents have picked up factors which influences them to say No is tabulated and explained the following section.

Table 10

Reason for non- willingness to take up waste management as a profession	
I feel the society will grade me low	7
My parents might not agree to the idea though I am interested	11
I feel the job or the business venture will not be lucrative as with other fields	2
I personally feel cleaning up or waste management to wealth will not suit me.	1
My gender is a reason for not opting	0

Chart 8

Reason for non- willingness to take up waste management as a profession

■ Reason for non- willingness to take up waste management as a profession
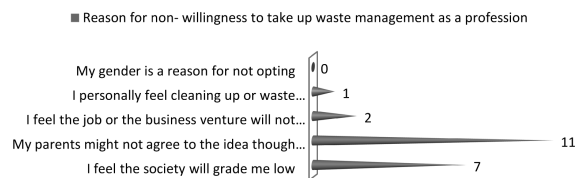
The response showcases few interesting factors

i. Gender is not a driver at all when it comes to taking up an opportunity in waste management.

ii. Most influential factor happens to be the inhibition about parents allowing their wards to pursue a career in waste management, as still people in Chennai are yet to understand the dignity of labor involved in waste management career.

iii. Another factor is acceptance from the society for a profession in Waste Management, people still feel that the society will not give social recognition to people in waste management segment.

12.   Those respondents who said yes or may be to the profession have picked up factors that influenced them to say so is tabulated and explained the following section.

Table 11

Reason for willingness to take up waste management as profession	
a. I feel it is the most untapped area in business and has high potential for growth.	32
b. I will get the satisfaction of doing good to the society and at the same time earn handsomely	35
c. I feel the competition will be less in this field for now.	14
d. I'm not sure why, but I want to try this field.	10
e. My gender is a reason to opt	0

i.   Most of them feel it is an untapped business profession and is going to be perennial without any blockage.

ii. Most of them liked the idea that they will earn and at the same time contribute to the goodness of the society.

iii. Some of them feel, at the start up stage the competition levels will be low, and it will be easy to make a fortune if they capitalize initially.

iv. Interestingly, gender is no way a factor to choose a profession in this field.

CONCLUSION

 The future for Waste Management seems to be good, which is evident from the above findings. As long as humans exist, there will be no end for waste management. With technology to integrate and assist, waste management can be effectively carried out both as a profession and as social entrepreneurship, provided, the government takes up initiatives to make people understand the importance of waste management through awareness campaigns, special workshops for students at school and colleges, redefine the way existing waste management system works and renaming the scavengers to sanitization workers or environment refiners etc, which will give them better social recognition. There are NGOs such as hand-in-hand and companies like kuppathotti.com who is already in business and who assure the presence of great fortune in waste management. Huge gold waits beneath the waste that we see around, it is with individuals to make the most out of it.

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Position of Human Capital and Social Capital in Mounting Social Entrepreneurship Intention

Mrs. R.V. Archana[1] and Dr. D. Jaichitra[2]

Abstract – Over the years there has been an exceptional development in the number of social venture in India. A social venture can be a commercial or charitable venture engaged in income generating performance with an agenda of bringing about a constructive transformation in the society. Social entrepreneurs note the most pressing social requirements or social problems and take up the accountability of working on it by altering the system, spreading the solution, and influence entire society to take new leap rather than leaving to the government or business sectors. This paper exposes the necessity of human and social capital in creating social entrepreneurship intention which in turn creates good number of social entrepreneurs.

Keywords: social entrepreneur, social venture, social entrepreneurship

IMPLICATION OF SOCIAL ENTREPRENEURSHIP

Social entrepreneurs are solution to bring basic services and opportunities to have-nots. They employ innovative, cost-efficient and often technology-enabled business models that offer basic services to those who lack admission. Social enterprises can radically raise the innovation competence by supporting individuals who have complications to solve their social problems, such as for professional and private life, gender equality, and life quality in family aswell as opportunities to care for children, elderly and persons with disabilities. Social enterprises also create jobs and provide support to socially vulnerable groups, for example, the disabled, pre-staff or mothers at home caring for children who cannot work full time.

HISTORICAL EXAMPLES OF LEADING SOCIAL ENTREPRENEURS

- **VinobaBhave (India)**: Founder and leader of the Land Gift Movement, he caused the redistribution of more than 7,000,000 acres of land to aid India's untouchables and landless.

- **Susan B. Anthony (U.S.)**: Fought for Women's Rights in the United States, including the right to control property and helped spearhead adoption of the 19th amendment.

- **Dr. Maria Montessori (Italy)**: Developed the Montessori approach to early childhood education.

- **Florence Nightingale (U.K.)**: Founder of modern nursing, she established the first

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school for nurses and fought to improve hospital conditions.

- **Margaret Sanger (U.S.)**: Founder of the Planned Parenthood Federation of America, she led the movement for family planning efforts around the world.

Human Capital and Social Capital

Human capital theory explains that creation of new endeavour is partially related to the innate capabilities a person is born with and partly of proficiency achieved through education and familiarity (Roberts 1991). Human capital is earned through formal education, experience, non formal education and through practical exposure in job.

Social capital is the capital which is attained through social relationships (Lin 2003). This social capital is the reserve achieved through network of relationships with individual or social elements (Nahapiet&Ghoshal 1998, p.243)

Role of Education System in Improving Human Capital

the educational organisations and the education system play the central role in improving the human capital supply of younger generation. The education system should also encourage non formal education which should enhance the practical exposure and improve cognitive skills too. The education system should not only show attention in inculcating business notion rather they should merge moral values, business ethics and social responsibility in their education system.As certain institutions have entrepreneurship incubators within their university grounds to give practical exposure and ambience to students, same way practical project on social business must be fixed to the students to enhance their skill and intention on social entrepreneurship.

Influence of Social Capital

Attitudes of an individual depends highly on relation and contact with his immediate social environment. Social capital can yield unfortunate opportunities and facilitates social exchange which is impossible or highly costly to achieve (Portes 1998). The impact and success value of the social capital lies on the membership one associated with (Inglehart1997 ;Grootaert et al. 2004; Krishna 2002; Onyx and Bullen 1997; Sudarsky 1999). The social network or the social group can take up some social issues and discuss on it and come out with some socially beneficial solutions which in turn can be transferred to a social business. Effective networks can definitely improve social capital which in turn promote social entrepreneurship

Value of Human Capital and Social Capital

Human capital can enhance creativity which gives origin to new innovations. As the human capital theory indicates the individuals with good quality of human capital will obtain wanted end result (Becker 1964). Therefore if the human capital is operated in a precise way of generating social entrepreneurial intention it will have good effect in the origin of strong social innovations

Networks provide access to resources such as investors, customers, experts, strategic alliances and influence makers of any kind. It is believed that an individual with well developed social capital are likely to receive high funding help (Shane and Cable 2002). Any enterprisewithout social capital find it very difficult in progress and expansion of the organization.

Interrelationship Between Human Capital and Social Capital

The social capital can be considered as an alternative for human capital. It is believed that high levels of human capital can progress the effectiveness of social capital. One of the particular ways in which education may form individual life chances is through addition of social capital. Civic skills and cognitive capacities facilitate individual development and they are acquired through human capital which in turn appreciates and implement participation in groups and associations. Most strongly educated individuals find a path to get settled in standard and flexible jobs that draw a road for formation of formal or informal social networks.

Human Capital and Social Entrepreneurship Intention

Education, experience, knowledge and skills which are considered to be the components of human capital will increase ownership capabilities of exploiting social opportunities which naturally boost the social entrepreneurship intention. Human capital assist in gaining the knowledge to acquire the basic resources like financial capital, new skills and physical capital. Thus Human capital attributes is considered to be one of the most important factor for the successful progress of any business.

Social Capital and Social Entrepreneurship Intention

Social capital can helps an individual in deriving new and innovative ideas from wide range of human minds which is considered to be one of the primary elements of entrepreneurship initiatives. Social capital can link many social organisations through social network for their mutual benefits. Social entrepreneurship intention can also be developed through bonding of the social capital ties from family or other close relationships that favours in identifying the social demand. Social capital will develop the close contact with the entrepreneurial environment which directly or indirectly influences the entrepreneurial intention. Possessing many social networks improves access to information necessary for social business development.

Implications of Human and Social Capital

Organisational holder and stake holders should have complete knowledge on business processes and market opportunities and that could be highly achieved through human capital and social capital. For the survival and growth of the social enterprise social extension and addition of human capital is considered to be major components. Social capital could build the conviction with different people and organisations which highly support the movement of social enterprise. A social entrepreneur mean time should achieve the education and experience to carry the business forward.

Conclusion

Human capital formation enhances the social and economic benefits. Country like India consist of great brains of the world which if properly knocked could do the best in adding on the stock of social entrepreneurship skills. The government has allocated lot of resources for the development of human capital in favour of the creation of entrepreneurs; it is the responsibility of the individual to take hold of the opportunity.

Social capital could create a positive effect in the society by developing a strong social network. Through social capital one could easily identify the social demand of the society which in turn acts

as a source of idea generation for social business. Social capital would reduce social fragmentation that provides a pathway for a healthy society as well. Social capital will also develop business network relations and interactions.

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Perception of Customers Towards E-Banking Services

Dr. K. Sampath Kumar[1] and Dr. M. Kavitha[2]

Abstract – Banks today know better than anyone the opportunities and the risks they face in an ever-changing competitive environment. In offering e-commerce products, banks some key advantage over potential competitors. E-commerce would create opportunities for banks to strengthen their relationships with customers, sell additional services, and prevent encroachment on their business activities.

Core banking is the services provided by a group of networked bank branches. Bank customers may access their funds and other simple transactions from any of the member branch offices. The ongoing banking sector reforms with their thrust on transparency, efficiency and sustainability have created a competitive environment before the Indian banks by the emergence of new private sector banks and the opening up on new branches of foreign banks in India. The marketing mantra "Customer is a King" is no more on paper, and how it has become a reality. Increased level of awareness among the customers leads to increased preferences. Today's customers are not satisfied with care and courtesy alone, they expect concern and commitment. Therefore customer centric approach is the need of the hour.

In this competition environment not the oldest, not the strongest and not the first can survive, but only the "Best" can survive. Therefore usage of modern technology for better service is imperative. Educational level of respondents influence the use of internet banking facility and highly satisfied with secrecy maintenance, transaction updating, account transfer and security followed by easy access while using the internet banking service. The Data collection was done through questionnaire. Different charts and graphs are drawn to interpret the collected data. The research design used for the study was "Descriptive Research". A descriptive research study is concerned with describing the characteristics of a group. The questionnaire method is used by researcher. Self-administered survey is a data collection technique in which the respondent reads the survey question and records his/her own answer without presence of a trained interviewer. The Convenience Sampling is the sampling method in which participants are selected by the researcher. For the sample size 105, the tools used for analysis are Percentage analysis, Chi-Square tests, Weighted Average mean.

INTRODUCTION

Research Background

E-Banking means providing banking products and services through electronic delivery channels like ATM, Internet banking, Telephone banking and other electronic delivery channels. Automated Teller Machine (ATM) is electronic computerized telecommunication device that allows a customer to directly use a secured method of communication to access their bank

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accounts or make cash withdrawals and other services. Internet banking highly useful to the customer one who have computer with internet connection, they need not visit bank branch for their business transactions. Simply they can transact anywhere, anytime if they have internet connection. By dialing the tele-banking number customer can get various facilities like cheque book request, balance inquiry etc.

Banks today know better than anyone the opportunities and the risks they face in an ever-changing competitive environment. In offering e-commerce products, banks some key advantage over potential competitors. E-commerce would create opportunities for banks to strengthen their relationships with customers, sell additional services, and prevent encroachment on their business activities. Core banking is the services provided by a group of networked bank branches. Bank customers may access their funds and other simple transactions from any of the member branch offices. The ongoing banking sector reforms with their thrust on transparency, efficiency and sustainability have created a competitive environment before the Indian banks by the emergence of new private sector banks and the opening up on new branches of foreign banks in India.

The performance of banking sector in India is considered to be better than what it was a decade back, thanks to the relentless efforts to the Reserve Bank of India. Now an important question is raised by each bank regarding customer's service expectations by cutting operational costs and managing competition. After a lot of exercise and thought they found out "Internet Banking".

Electronically bill presentation & payment, Funds transfer between a customer's own checking and savings accounts, or to another customer's account, Investment purchase or sale, Loan applications and transactions; such as repayments, Bank statements, Financial Institution 2 Administration - Support of multiple users having varying levels of authority, Transaction approval process, Wire transfer, ticket booking, Shopping etc.

NEED FOR THE STUDY

1. To know the customers perception toward the E-banking service.

2. To find the customer satisfaction relating to E-banking service.

3. To study the awareness of internet banking among the customers of various banks.

OBJECTIVE OF THE STUDY
PRIMARY OBJECTIVE

● To understand the perception of customers towards e-banking services. Like mobile banking, internet banking, ATM services, etc.

● To identify the factors that influences the customer in using E- banking services.

● To offer suggestions to improve the quality of E- banking services.

1.4.2 Secondary Objectives

● To understand the preference of customers towards e-banking services

● To analyze the customer satisfaction towards e-banking services

● To find the customer's satisfaction related to E-banking Services

● To evaluate the awareness of E-Banking among the customers

● To know the cause why customers are not using e-banking services

ANALYSIS

Table No: 4.1.1: Classification of Respondents Based on Gender

S.No	Gender	No. of Respondents	% of Respondents
1	Male	60	57.1
2	Female	45	42.9
Total		105	100
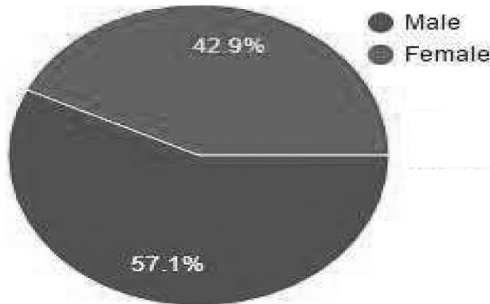
Figure Name : Classification of Respondents Based on Gender

Interpretation:

From the table it is interfered that male are 57.1% (60) and female are 42.9 %(45).

Thus the majority of male are using e-banking services.

Table No: 4.1.2: Classification of Respondents Based on Age

S.no	Age group	No. of Respondents	% of Respondents
1.	Below 20	6	5.7
2.	21-35	84	80
3.	36-50	4	3.8
4.	Above 50	11	10.5
Total		105	100
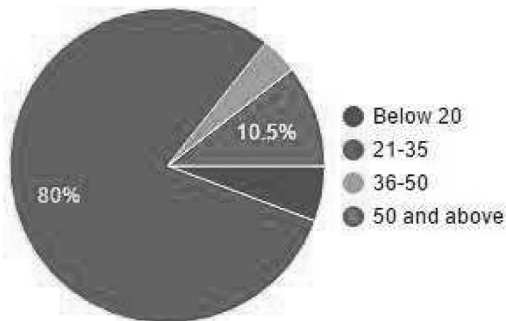
Figure Name : Classification of Respondents Based on Age

Interpretation

From the above figure it is inferred that age group below 20 are 5.7 % (6).age group between 21-35 are 80% (84) and age group between 36-50 are 3.8 %(4) and age group above 50 are 10.5%(11). thus majority of age group using between 21-35 are using E-banking.

Table No: 4.1.3: Classification of respondents based on Educational qualification

S.No	Education	No. of Respondents	% of Respondents
1.	Primary	1	1
2.	Secondary	6	5.7
3.	Certificate/ Diploma	3	2.9
4.	Degree and above	95	90.5
Total		105	100
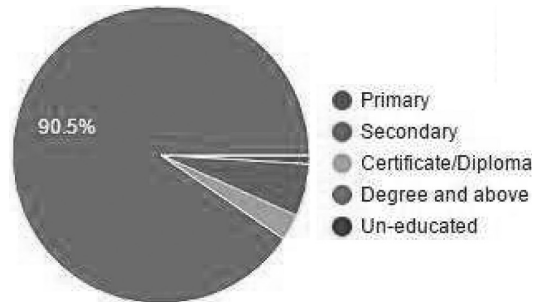
Figure Name: Classification of respondents based on Educational qualification

Interpretation:

From the above table it is interfered that 1%(1) are from primary, 5.7%(6) are from secondary, 2.9%(3) are from certificate or diploma, and 90.5%(95) are from degree and above type of e-banking. Thus the e-banking has majority from degree and above for banking services

Table No: 4.1.4: Classification of respondents based on occupation

S.No	Occupation	No. of Respondents	% of Respondents
1.	Student	20	19
2.	Service	13	12.4
3.	Business	7	6.7
4.	Professional	56	53.3
5.	Others	9	8.6
	Total	105	100
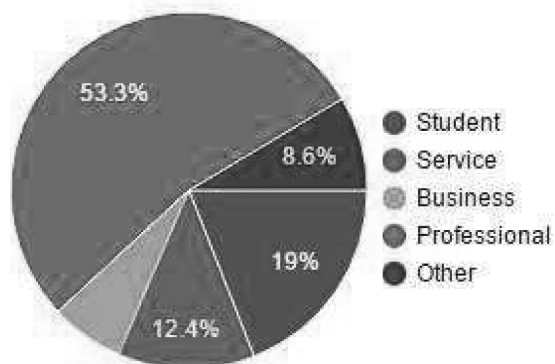
Figure Name: Classification of respondents based on occupation

Interpretation:

From the above table it is inferred that 53.3%(56) are professional.8.6%(9) are other professionals , 19%(20) are Student 12.4%(13) are service and 6.7 %(7) are doing Business. Thus the majority of them are professionals.

Table No: 4.1.6: Classification of respondents based on mostly used Services

S.No	Services	No. of Respondents	% of Respondents
1.	Balance and transaction history search	17	16.2
2.	Transfer fund online	47	44.8
3.	Card to card fund transfer	6	5.7
4.	Open FD	0	0
5.	Lock / activate debit cards / ATM	3	2.9
6.	Request a cheque book	2	1.9
7.	Stop payment	0	0
8.	Railway pass / ticket	5	4.8
9.	Shopping	24	22.9
10.	Share payment	1	1
Total		105	100

Figure Name: Classification of respondents based on mostly used services

Interpretation:

From the above table it was interfered that 44.8%((47) of respondents are using Transfer fund online.16.2%(17)of them saying they use for balance and transaction history and 22.9%(24) of them use it for shopping. Hence majority of respondents are using e banking for transfer fund online.

Table NO: 4.1.7: Classification of the respondents based on services given by the bank

S.No	Service	No. of Respondents	% of Respondents
1.	Good	76	72.4
2.	Very Good	26	24.8
3.	Poor	3	2.9
Total		105	100
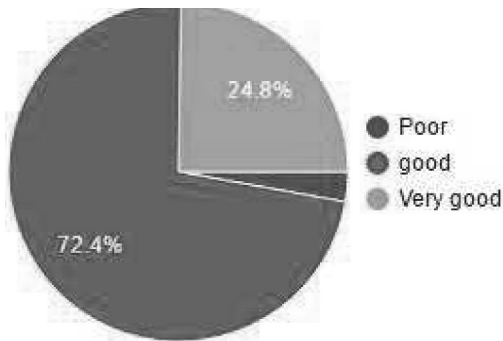
Figure Name: Classification of the respondents based on services given by the bank

Interpretation:

From the above table it is interfered that 72.4(76) say service of bank is good and 24.8%(26)of them say service of bank is very good and 2.9%(3) of them say the service of bank is poor. Hence majority of them say service of bank is good.

Table No: 4.1.8: Classification of Respondents based on satisfaction of using E-banking Services

S.No	Satisfaction	No. of Respondents	% of Respondents
1.	Yes	100	95.2
2.	No	5	4.8
Total		105	100

Figure Name: Classification of Respondents based on satisfaction of using E-banking Services
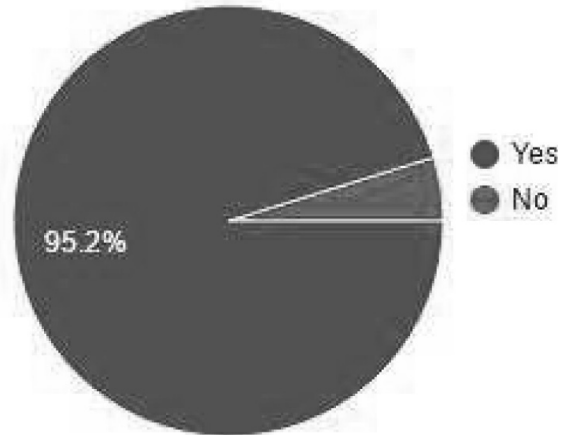
Interpretation:

From the above table it is interfered that 95.2% (100) of them are satisfied with E-banking.and 4.8%(5)of them are not satisfied with E-Banking. Thus the majority of them are satisfied with e-banking.

Interpretation:

From the above table it is interfered that 3.8%(4) are from depositing cash, 67.6%(71)

S.No	Facility	No. of Respondents	% of Respondents
1	Depositing cash	4	3.8
2	Withdraw of cash	71	67.6
3	Request cheque book	0	0
4	Paying utility bills like (Water, Phone bills)	0	0
5	Order Cheque book	0	0
6	Transfer of funds	3	2.9
7	Check Account Balance	1	1
8	All the above	26	24.8
9	Other	0	0
	TOTAL	105	100

are from withdraw of cash, 2.9%(3) are from transfer of funds, 1%(1) are from account balance and 24.8%(26) are from all the above type of e-banking. Thus the e-banking has majority from withdraw of cash for banking services.

Summary of Findings

It is found from this study that younger generation were using electronic banking services are more as compared to older generation because of new innovation in information technology and their adoption level is high in e-banking .Above 60 age group category were using e- banking services are less than others. Risk is one of the factor customer were consider while opening an internet bank account. They didn't feel secure in the internet banking. The respondents preferred ATM, Online banking, Mobile banking, Sms banking for their financial transactions. From customer point of view that private bank provide better services as compared to public banks, But for secured transaction public banks will be preferred by most of the respondents.

Conclusion

Here it can be concluded that people have around 60 % people have positive perception & are satisfactory with E-Banking except one parameter (E-Banking is easy to use). Still people of these areas are not using all the E-banking services frequently because they less knowledge about computer and internet; so they feel hesitation is using E-banking services.

On the basis of data analysis and interpretations, the following suggestions can be made to increase awareness among people, banks should advertise and conduct special awareness programs to make E-Banking services more popular among customers. Banks should increase ATM centers nearby customer place like cinema theatres, markets etc. Most of the respondents like E-banking services provided by banks. But they hesitate to use because they don't know how to use it in correct manner. Banks should try to give proper training or other solution to solve this problem and it should try to improve their service level to face the stiff competition given by other commercial banks.

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Socio-Economic Constraints- A Burden to Growing Women Entrepreneurs

Ms. S. Ambiga

Abstract – Entrepreneurship is a key for the sustainable growth of the economy and the society. It is necessary to cultivate and infuse the culture of entrepreneurship among the prospective workforce in order to fuel the industrial growth of the nation. While developing the entrepreneurial culture, the necessity for the quality in services and business ethics should also be insisted. If the constraints are removed the women who are self-employed can run their business and be successful in this society. This paper analyse the socio-economic constraints faced by women entrepreneurs which are hurdle for their development.

Key words: Women Entrepreneurs, Socio-economic, Constraints, factor analysis.

INTRODUCTION

Entrepreneurship is a key for the sustainable growth of the economy and the society. It is necessary to cultivate and infuse the culture of entrepreneurship among the prospective workforce in order to fuel the industrial growth of the nation. While developing the entrepreneurial culture, the necessity for the quality in services and business ethics should also be insisted. Entrepreneurial skills are essential for economic development and industrialized economy.

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As the gender gap reduces, the women also need to play a significant role in entrepreneurship. Women in developed nations started the entrepreneurial activities far before the women in developing nations. Almost in all the developing countries, several dedicated agencies backed by the principles and support of International agencies, were started to aid and spread women entrepreneurial culture. Several countries had specific budgetary provisions and administrative bodies along this direction. Easy access to finance, availability of training and marketing support are the few key sops to boost the growth of women entrepreneurship.

CONCEPT OF WOMEN ENTREPRENEURSHIP

Women entrepreneur may be defined as a woman or group of women who organize, initiate, and run a business enterprise. The Government of India has defined women entrepreneur as 'an venture owned by women having minimum 51% financial interest of the capital and 51 per cent of the employment generated in the enterprise to women.'

A woman entrepreneur is a one who starts and manages the business independently and takes all kinds of risks, learn from the experiences, face the onward challenges with courage with only motive of succeed in the business.

Significance of Women Entrepreneurship

As the Women constitute nearly 45% of working population in the world, it is not possible to achieve desired growth without the involvement of women. Their skills in house hold managing, budgeting and balancing can be applicable to the business context also. Through these activities, the women naturally qualified to become the entrepreneurs. All they need is to have a formal training and practice.

'Limiting women's economic potential is important for every country. It doesn't make sense, particularly when there is a struggle to grow our way out of the economic disaster.' (APEC Women & Economic Forum - 2012). Most of the Women entrepreneurs lack financial literacy and also most of whom working on the informal sectors. If the women entrepreneurs provided with sufficient financial literacy and brought to the main business, then economy will get additional boost.

If the women entrepreneurs equipped with effective network for learning and leveraging the financial resources, then women entrepreneurs can scale to new horizons in terms of type of business and area of business.

Organisations Promoting Women Entrepreneurship in Tamil Nadu

1. The Integrated Women Development Institute

2. The Tamil Nadu Corporation for Development of Women Limited.

3. Women Entrepreneurship Promotional Association (WEPA)

4. Marketing Organisation of Women Entrepreneurs (Regd.) (MOOWES)

Programmes and Schemes for Women Entrepreneurs in Tamil Nadu

1. New Entrepreneur and Enterprise Development Scheme (NEEDS)

2. Women Entrepreneurship Development Programme (WEDPS)

3. Entrepreneurship Cum Skill Development Programme for women (ESDPW)

4. Unemployed Youth Employment Generation Programme (UYEGP)

5. Prime Minister's Employment Generation Programme (PMEGP)

6. Micro and Small Enterprises Cluster development Programme (MSMCEP)

7. Entrepreneurship and Skill Development Programme (ESDP)

8. MSME- Market Development Assistances

9. Technology based Entrepreneurship Development Programme (TEDP)

10. Mahalir Thittam

Socio-Economic Constraints Faced by Women Entrepreneurs in Tamil Nadu

Male Domination

The male dominated society condition is the blockage to the women in their way towards business. There is discrimination with them in every field, they are considered pathetic, their entry is based on the consent of the male members. All these factors are the hurdle in the growth of women.

Family obligations

The family responsibilities of women also hinder them to focus on business activities. A married woman entrepreneur has to make

a balance between domestic activities and business activities. They are supposed to do all household tasks, look after the children, husband, in laws, which take away lot of time and energy. It is not thinkable for them to devote fully in business activities. Only very diligent and energetic women can play the dual role successfully.

Low level of Education

In India, illiteracy is the root cause of Socio economic difficulties. Most of the women are illiterate. Even the educated ones are less educated. This has steered to the unawareness in technology, marketing, government support and policies. Without the latest knowledge of these things success is very tough.

Lack of Self Confidence

Women are nervous by nature and they lack confidence on themselves. Self-confidence is essentially encouraging factor in running the enterprise. Even family members are unwilling to stand beside the women entrepreneur. They have to struggle hard to bring a balance between domestic activities and business activities.

Financial problem

Women entrepreneurs always suffer from insufficient financial recourses and working capital. They generally do not have assets on their names, to use that as collateral security for gaining loans. Male members of the family do not want to invest their money in the women business. Banks, financial institutions generally do not come frontward to provide financial assistance to women debtors on the ground of their less credit worthiness and more chances of business disappointments.

Hard Competition

Women entrepreneurs have to face hard competition from structured industries and male entrepreneurs, who have good experience and capacity to familiarize advanced technology in managing enterprises. Generally women entrepreneurs use low level of technology, they find it tough to capture the market and compete with their product.

Inadequate Managerial Skill

Women entrepreneurs are not competent in managerial functions like planning, organising, coordinating, directing etc. They have to depend on intermediaries or workers to get things done, who can take the unnecessary advantage of the situation. Therefore, inadequate managerial skills of women are constraint for them to run the enterprise fruitfully.

Insufficiency of Raw Materials

Another problem faced by Women entrepreneurs is the non-availability of raw material. They find it challenging to acquire the required raw materials and other necessary inputs for production in sufficient quantity, when the prices are quite high. Even they don't have proper knowledge of alternative source of raw materials.

Low Risk Bearing Ability

Low level of education of women provides low level of self-confidence to occupy a place in business, which is a constant risk taking bustle. Financing money, maintaining the processes and cultivating back money for excess generation requires high risk taking approach. Less infrastructure facilities, hesitation in taking quick decision, unintended growth also increases the rate of risk.

Restricted Mobility

Women cannot mobile from one place to another as liberally as men do. Moving alone and asking for room to stay out in the night for business purpose are still looked upon with distrustful eyes. Different occurrences and pain on women also discourage them move alone at dissimilar places.

High Rate of Production

Women entrepreneurs face technology uselessness due to non-adaption or slow adaption to changing technology which is a major factor of high rate of production. Ineffective management, less knowledge and other factors also contribute to high rate of production. It is necessary to increase efficacy, expand productive capability to reduce the cost of production.

Legal Procedures

Another hindrance of women entrepreneurs is the trouble in complying with various legal procedures. Due to incidence of corrupt practices in government offices and procedural postponements for various things like licences, water, electricity, shed allotment; they find it difficult to focus on the smooth working of their business.

Objectives

1. To study about the socio-economic constraints faced by women entrepreneurs in Tamil Nadu

2. To recommend suggestions for the development of women entrepreneurs

Hypothesis

1. Socio-economic constraints faced by women entrepreneurs are discouraging their development.

Data Analysis

Cronbach's alpha is used to measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability

Number of respondents   :   50
The Cronbach's Alpha   : 0.839

Factor Analysis

Factor Analysis for the Socio-Economic Constraints faced by Women Entrepreneurs

Factor	Statement	Factor Loading	Eigen Value	% of Variance	Cumulative %	Cronbach's Alpha
I	Financial problem	0.964	5.682	19.942	19.942	0.781
	High rate of production	0.955				
II	Inadequate Managerial skill	0.865				
	Insufficiency of raw materials	0.833	4.876	17.113	35.920	0.892
	Hard competition	0.767				
III	Low risk bearing ability	0.923	3.346	11.743	47.932	0.872
	Restricted mobility	0.854				
IV	Male domination	0.875				
	Family obligations	0.786	2.150	7.546	55.084	0.877
	Low level of education	0.751				
V	Lack of self confidence	0.883	1.877	6.587	62.935	0.695
	Legal procedures	0.843				

The five factors have been extracted, based on decisive factor that only factors with Eigen value of 1 or more should be extracted. From the Cumulative Percentage of variance explained column that the five factors extracted together account for 62% of the total variance, while the lost only 38% of the information content. 62% is retained by the five factors extracted out of the 12original variables. Cumulative Percentage of Variance explained should be 60%. This represents a reasonably good solution.

5 factors extracted out of the 12original variables as follows:

1. **Factor 1** comprises of 2 variables with eigen value of 5.682, 18% of variance and 82% of reliable on factor 1. **Factor 1 label as Financial constraints.**

2. **Factor 2** comprises of 3 variables with eigen value of 4.876, 16% of variance with 84% of reliable on factor 2**. Factor 2 label as Marketing Constraints**

3. **Factor 3** comprises of 2 variables with eigen value of 3.346, 11% of variance with 89% reliable on factor 3**. Factor 3 label as Skill adopting Constraints**

4. **Factor 4** comprises of 3 variables with eigen value of 2.150, 7% of variance with 93% of reliable on factor 4. **Factor 4 label as Constraints faced due to familial and societal issues.**

5. **Factor 5** comprises of 2 variables with 1.877, 6% of variance with 94% of reliable of factor 5. **Factor 5 label as Other Constraints**

Suggestions

1. Banks can also liberalise some of their rules and regulations mainly on asking for collateral security from the women who wants to start and run an enterprise.

2. The liberty of the women has to be improved and the family members can also engage themselves on the entrepreneurial activities of the women.

3. Women entrepreneurs have to provide training on management aspects of the enterprise like labour management, work management, customer's management.

4. In order to conquer market, they can provide some special offers on their products; changing the shape, size of the product in an attractive manner.

5. Women entrepreneurs have to acquire knowledge on their materials and equipments needed and use them in a fruitful manner.

6. Awareness is needed on laws and procedures to be followed to start and run an enterprise.

Conclusion

The women under our study though they are facing problems, they also achieving success in their business, which is proved by their satisfaction level in business. The modern women are equipped with little self-confident, education knowledge, self-esteemed & ready to face any challenge in their life and business. In our study, the constraints of women entrepreneurs have been categorized and listed after making a complete study on them. The government and non-government organizations on their role providing training, marketing assistance, financial assistance through their programmes and schemes. This additional contribution by women is a positive sign of development as all the human resources are employed and the

overall output and efficiency will definitely increase at an aggregate level. This will boost our economy to a development attitude and also change the attitude of the society on women.

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Self-Leadership and Individual Entrepreneurial Intention Among Management Students

Dr. P.S. Manjula

Abstract — Very often we focus on ways to influence others and overlook how we can better lead ourselves toward our personal goals and dreams. Self-leadership is a process through which people influence themselves to achieve the self-direction and self-motivation necessary to behave and perform in desirable ways. The current study has focused on the relationship between self-leadership and entrepreneurial intention of management students. The study shows that there is a significant difference in the entrepreneurial intention of management students who exhibited low and high self-leadership behaviour. The study was also able to show that all the strategies of Self-Leadership acted as significant predictors of Entrepreneurial Intention among management students.

Keywords: Management, Students, Self-Leadership, Entrepreneurial Intention

Type: Empirical

1. INTRODUCTION

In recent years, higher education in the field of management is witnessing increasing demand in India. Most students pursue higher studies after graduation and management education is a popular choice because of its interdisciplinary

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nature, with admission to the courses open to all categories of graduates (Jagadeesh, 2000). So the students who get admitted to this course are mostly heterogeneous in terms of their basic graduation degree.

Education and business partnerships are increasingly being recognized as key elements of the higher education system. Companies are today identified as one of the key customers of education. The transition from the world of higher education into the world of employment is not necessarily straightforward (Sahney, Banwet and Karunes, 2003). In recent times, corporate leaders worldwide have recognized self-motivation to be one of the important features to look for in new hires. The emerging view is that the employees should manage themselves through self-leadership. Self-leadership is a term used to describe a comprehensive set of self-influence strategies that have recently demonstrated potential for application in today's organizations (Houghton, Bonman, Neck & Singh, 2004).

Self-leadership (Manz, 1986, Manz and Neck, 1999) is defined as a process through which people influence themselves to achieve the self-direction and self-motivation necessary to behave and perform in desirable ways. Self-leadership skills when practiced by

management students would give them an edge to face the dynamic corporate environment. Studies have established a positive relationship between specific self-leadership behaviour and subsequent performance (eg. Feltz and Landers, 1983; Kendall, Hrycaiko, Martin and Kendall, 1990).

Entrepreneurial intention is the self-acknowledged conviction by a person that they intend to set up a new business venture and consciously plans to do so at some point in the future (Thompson, 2009). It is argued that the stronger the intention is, the more probable the behavior is likely to be. Due to the applicability of the entrepreneurial intention concept, it is often used as a measure of the impact of entrepreneurship programmes. D'Intino, Goldsby, Houghton and Neck (2007) in their conceptual work presented self-leadership behavior as a key to entrepreneurial success and called for further empirical studies on the topic.

2.   Purpose of Study

Self-regulating, self-managing, self-motivating and leadership behaviours among students have gained interest over the past few years. Self-leadership, which is considered to be the 'process of influencing oneself' as opposed to the influence exerted by leaders over followers, is the primary focus of this study. This study focuses on self-leadership and investigates its influence on the entrepreneurial intention of management students. The purpose of this study is to answer the following research question: Are the entrepreneurial intention of management students the same, irrespective of their self-leadership behaviours? Based on the research question the hypothesis that the

self-leadership strategies used by the students do not significantly affect their entrepreneurial intention was formulated for the present study.

3.   Research Methodology

This research study has adopted a cross-sectional descriptive research design and survey methodology.

3.1   Sampling

This study used convenient sampling technique to collect responses from the respondents. A total of 351 responses were collected. Out of these received responses, total of 345 valid responses were retained for further analysis. Second year MBA students from 8 different institutions in Chennai, offering management education participated in this study.

3.2   Instrument for Measuring Self-Leadership Strategies

Self-leadership skills were assessed using 21 items of Revised Self-Leadership Questionnaire (RSLQ) developed by Houghton and Neck (2002). The student respondents were asked to assess on a five-point scale, ranging from 1= Not at all accurate to 5= Completely accurate, their self-leadership in regard to three core strategies- behaviour focused dimension, natural rewards dimension and constructive thought pattern dimension. The study used eight subscales representing the three primary self-leadership dimensions. The behaviour-focused dimension is represented by five sub-scales labeled as- self-observation (three items); self-goal setting (three items); self-reward (three items); self-punishment

(two items) and self-cueing (two items). A single sub-scale consisting of three items represented the natural rewards dimension. Two subscales labeled as self-talk (two items) and mental-imagery (three items) represented the constructive thought pattern dimension.

The wordings of some of the items were changed to suit its administration on students. For instance "I make a point to keep track of how well I'm doing at work" was written as "I make a point to keep track of how well I'm doing at college". The individual entrepreneurial intent was measured using a six item scale developed by Thompson (2009) and measured using a six point interval scale anchored from very untrue (1) to very true (6). The measure included items like, ".Intend to set up a company in future' and "Are you saving money to start a business" to name a few.

3.3 Data collection procedure

Pilot study to pretest the questionnaire was done by collecting responses from 30 student respondents, under going postgraduate education in management, in Chennai. Based on the feedback from the pilot study some changes were incorporated in the questionnaire and taken for the final data collection. The questionnaires were administered to the respondents from 8 different colleges in Chennai offering MBA course.

4. Results and Discussion

4.1 Sample Profile

Out of the 351 valid responses utilized for analysis, one hundred and fifty three (44%) of the respondents were male students while one hundred ninety eight (56%) of them were female students studying in second year MBA. One hundred and eighty three (52%) students were found to display low self-leadership and one hundred and sixty eight (48%) students exhibited high self-leadership. The high and low self-leadership groups were formed based on a median split.

4.2 Reliability

Internal consistency of the instrument used in this study was established using the Cronbach's Coefficient. The values of Cronbach's Alpha for all the constructs in this study were 0.7 and more for all the sub-scales and 0.8 for the overall self-leadership scale. For the individual entrepreneurial intent the Cronbach's Alpha value was 0.9.

4.3 Confirmatory Factor Analysis for Self-Leadership

The Confirmatory Factor Analysis (CFA) for self-leadership was done using AMOS 20.0. The normality was assessed using Mardia's coefficient. The Mardia's coefficient of multivariate kurtosis is found to be 43.67 and the critical ratio 43.56. These values were large enough to conduct the CFA. The goodness-of-fit of the model represented in the figure given below was evaluated using absolute and relative indices. The fit indices calculated are given in the table below.

Table 1 Fit Indices for Self-Leadership

Chi-square	d.f.	Chi-square/d.f	GFI	RMSEA	AGFI	NFI	CFI
78.50	27	2.91	0.95	0.13	0.91	0.83	0.92

Figure 1 Path Diagram for Self-Leadership
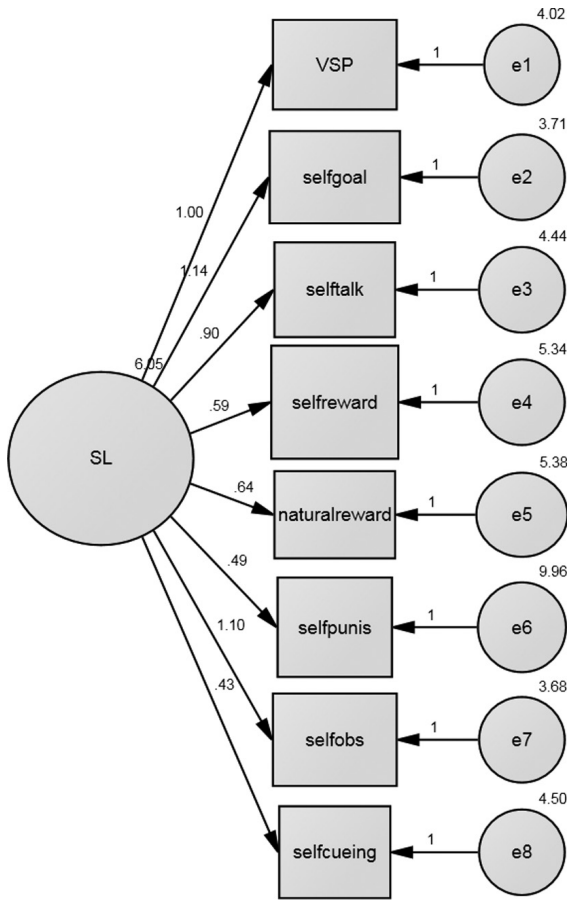
The hypothesized measurement model provides a good fit to the data with the Goodness-of Fit index being 0.95. Similarly CFI was also 0.90 suggesting a good model fit. The RMSEA was 0.13 and therefore lower than the threshold value of 0.8 generally considered necessary for a satisfactory model fit. The AGFI was found to be 0.91, which is greater than the recommended acceptance level of 0.90. The NFI value was 0.83, which again suggests a good fit. The values of NFI generally lie between 0 and 1.0 and larger values indicate higher levels of goodness-of-fit. Therefore the CFA offered support the factor structure used in the analysis.

4.4   Self-leadership and Individual

Entrepreneurial Intention

The composite scores of self-leadership strategies used by students were correlated with their individual entrepreneurial intention. The results showed positive correlation between each of the eight self-leadership strategies and individual entrepreneurial intention.

4.4.1   T-Test

Students were classified as those with low self-leadership and high self-leadership, based on the median split of the self-leadership scores. T-test was conducted in order to analyze if there were any differences in the entrepreneurial intention of students based on their usage of self-leadership strategies. The table 2 indicates that students who exhibited high self-leadership showed more intention to become an entrepreneur in future compared to those who exhibited low self-leadership.

Table 2 Test for Mean Difference in Entrepreneurial Intention

Self- Leadership	Entrepreneurial Intention		t-value
	Mean	S.D	
Low (N=183)	29.31	7.41	-5.34**
High (N=168)	33.80	8.27	

** p< 0.01, N= 351

The differences in mean entrepreneurial intention scores among students with different levels of self-leadership were found to be statistically significant ($p < 0.01$). While the mean entrepreneurial intention score was found to be 29.31 among students who exhibited low self-leadership, there was an increase in the mean entrepreneurial intention score to 38.80 among students who exhibited high self-leadership.

4.4.2   Regression Analysis

The correlation analysis was conducted and it suggested that many of the independent variable are highly correlated indicating possible multi-collinearity. To identify the existence of multi-collinearity, two methods were used 1) variance inflation factor (VIF) and tolerance; 2) Coefficient variance-decomposition analysis

with condition indices. Using the methods, it was ascertained that multi-collinearity does not exist in the model. Multiple regression analysis was carried out to explore the relationship between the self-leadership strategies and entrepreneurial intention.

Table 3 Regression Analysis with Entrepreneur-

ial Intention as Dependent Variable

Model	Cumulative Model	R	R²	Δ R²	Change Statistics		Beta	t
					R Change	F Change		
1	(Constant), VSP	0.32	0.11	0.11	0.11	40.73**	0.14	2.59**
2	1+ NR	0.45	0.21	0.20	0.10	44.20**	0.37	6.65**

Note: N= 351; Durbin-Watson statistics= 1.736, **p<0.01
Included Variables: VSP- Visualizing Successful Performance, NR- Natural Reward
Excluded Variables- Self Goal Setting, Self-Talk, Self-Reward, Self- Punishment, Self-Cueing, Self- Observation

Table 3 gives the results of the analysis. Of the eight self-leadership strategies entered as independent variables two self-leadership strategies, namely, visualizing successful performance and natural rewards emerged as significant predictors of self-leadership. The beta scores signify the positive relationship between each of the predictor variables with entrepreneurial intention.

5. Findings and Conclusions

The current study has focused on the relationship between self-leadership and entrepreneurial intention of students. The study has paved way for a methodological understanding of relationship between self-leadership and entrepreneurial intention among students. The study shows that there is significant difference in the individual entrepreneurial intention of students who exhibit different levels of self-leadership behaviour. Students who use more self-leadership were found to be showing more

intention to become an entrepreneur when compared to those who used less self-leadership. The findings of the study have practical implications for the design of educational and training interventions geared toward improved entrepreneurial intent of students. This research provides consistent support for the relationship between constructive self-leadership and high entrepreneurial intent. The basic premise of this perspective is that people can influence or lead themselves by controlling their own thoughts through the application of specific behavioural and cognitive strategies. The two self-leadership strategies that act as predictors of entrepreneurial intent are visualizing successful performance and natural reward strategies. Entrepreneurial journey of a student will be influenced by seeking activities that are naturally rewarding since the focus is on finding happiness in the task itself. Also mental imagery of visualizing oneself successfully performing the task will help the students inclined towards becoming an entrepreneur.

6. FUTURE RESEARCH DIRECTIONS

There is further scope to replicate the study among different specialized discipline of students such as engineering, law, medicine and pharmacy. Future researchers can also investigate the relationships between self-leadership and entrepreneurial intention in a controlled environment. Thus an experimental study would be more illustrative of the causal relationship between self-leadership and other outcome variables.

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A Study about E-Learning in India - Its importance and Concept

Dr. R. Jayanthi

Abstract – E-Learning is as old as a decade or two but its penetration has grown in the last few years. E-learning is the online delivery of information, communication, education and training. The advancement in technology and easy accessibility of internet has opened a brighter side of e-learning in India. Once the technical glitches are sorted out, the future of e-learning seems invariably strong for it is one of the easiest source and medium of learning.

The era of 'Rishi-Munis' (Priests and saints) gone ages back when learning was regarded as a place away from the crowd of the towns and cities. Time has changed and the modern time invested itself to classrooms for studies and education which is still the most prominent way of learning today.

However, with the introduction of internet, learning has developed itself. It has advanced from human teaching to electronic mediums – sharing of content online, which is called E-Learning. Computers and Laptops are now become a source of transferring educational content to far distant places with the help of World Wide Web.

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Many corporates, companies and businesses are now using E learning to teach their employees about rules, regulation and ethics of the company. Anything new introduced in a company is equally conveyed through internet, intranet and other e learning mediums to the employees of the company.

The main purpose of this paper is to study and analyze the available literature based on the E-Learning in India and to understand how it has been studied and evaluated by different authors who are working in this area. Current literature focuses on E-Learning in India – its importance and Concept. The study suggests that there should be wide empirical studies in this area so that, through E-Learning we can enhance the educational distribution in India not only for Educational Institution but also for an Organisation.

The future of e learning seems brighter with the concept of blended learning where E-Learning will be mixed with the practical or classroom based education.

This paper focuses on the current situation of e-learning in India and its future. Here we also compare the growth rate of e-learning India with respect to other developed countries. Although e-learning has a potential in India, the adaption to this is very slow. The study highlights the different change strategies adapted in an Organisation / Companies for

success, in gaining competitive advantage in the market.

Data has to be collected from multiple sources of evidence, in addition to books, journals, websites, and news papers. It explores the main issues in adoption of E-Learning techniques and practices.

"E-Learning doesn't just "happen"!
It requires careful planning and
implementation."

Keywords: E-Learning, Mobile learning, Internet, Technology, Education and Gamification.

1. Introduction

The concept of e-learning is as old as a decade or two but its penetration has grown in the last few years. The advancement in technology and easy accessibility of internet has opened a brighter side of e-learning in India. Once the technical glitches are sorted out, the future of e-learning seems invariably strong for it is one of the easiest source and medium of learning.

The era of 'Rishi-Munis' (Priests and saints) gone ages back when learning was regarded as a place away from the crowd of the towns and cities. Time has changed and the modern time invested itself to classrooms for studies and education which is still the most prominent way of learning today.

However, with the introduction of internet, learning has developed itself. It has advanced from human teaching to electronic mediums – sharing of content online, which is called E learning. Computers and Laptops are now become a source of transferring educational content to far distant places with the help of World Wide Web.

2. Types of E-Learning

There are four categories of e-learning, and three 'types' of e-learning, which could apply to the four categories.

The four categories are:

i. **New information**– this is generally passive learning. The Learner will simply receive and read the information, which may be up-date from time to time.

ii. **Knowledge Transfer**– this requires some participation by the Learner, who will read, listen (if there is an audio component), and answer questions.

iii. **New Skills**– this will involve more participation. The Learner will read, listen and try out the new skills, and will then be assessed for progress made.

iv. **Certification**– this is the highest level of e-learning, because there is an examination at the end of the course, and a certificate awarded.

The three 'types' of e-learning are:

A. **Traditional:** These courses have depth of content and preparation, and are usually produced by experts, and to give the Learner a real understanding of the subject.

B. **Rapid Self-directed also called Asynchronous**. This is usually related to one specific aspect of the subject, and the courses are produced rapidly and liable to change. The Learner works at his or her own pace. It could be based on CDs, DVDs, Networks, Intranet or Internet and may include access to instructors through bulletin boards or discussion forums.

C. **Rapid, controlled, also called Synchronous**, because it is conducted at set

times, for example in phone-ins or internet classrooms. It is conducted in real time, with a live instructor. All Learners log in at the prescribed time and can speak to the group under the control of the instructor, by raising a cyber hand. The course may last weeks or even much longer.

Some projects are well-served by the Rapid types of courses, especially when the budget is limited, or when new ideas need to be introduced quickly. Other projects, with longer lead times and higher budgets, need the Traditional e-learning approach, especially when it involves new, original content.

3.   Objective Of The Study

The objective of the present study is to review the following:

i.   The importance of E-Learning in India and

ii. Analyze the Concept, Need, Challenge and Trends of E-Learning in India.

4.   Research Methodology

The study has been done mainly on the basis of secondary data and information available from books and published works and reports.

5.   Importance and Effectiveness of E-learning

Deploying e-learning to developing countries might initially sound paradoxical. After all those are countries that lack the infrastructure found elsewhere, so how could they support the state of the art in learning?

It turns out that the state of the art might be more forgiving to the lack of certain infrastructures, than past methodologies. And, even more importantly for developing nations, much more cost effective.

It's something that we've seen in play these past 20 years. Poor countries that lacked a wired telecommunication infrastructure, for example, found it easier and cheaper to adopt mobile telephony, to the point that 80% of the population owns a cell phone and even has access to data services.

E-learning is like that, in that it reduces costs traditionally associated with education (such as for classrooms and educational material), to the point that it becomes affordable to a developing nation. A connection to the internet, an LMS (Learning Management System) deployment and a few cheap PCs are all that is needed to give kids access to a vast array of educational material.

E-learning is also uniquely suited to some other challenges those nations face, such as deficient highway systems which make transporting kids from remote rural areas difficult.

Besides basic education, developing nations can leverage e-learning for skills acquisition, something extremely important for countries that seek to increase competitiveness and employment, making them more attractive to foreign investments but also fostering a business and entrepreneurial culture adapted and catering to local needs.

In fact the sharp rise of e-learning adoption seen in India can be partly attributed to the increased needs of their corporate sector, and the resulting need for skilled employees.

E-learning strategies used in Western countries cannot be adopted wholesale by

developing countries like India, as the latter lack high speed internet access, cheap bandwidth, trained IT personnel, and, depending on the country or the area, even stable access to electrical power.

The initial cost of an e-learning deployment, too, while much reduced compared to building a traditional school and equipping it with schoolbooks and learning material, can still be quite substantial for a developing country, a poor prefecture or even war-stricken zones. In this case, international organizations (such as UNESCO) and NGO efforts, like the One Laptop per Child initiative, can help tremendously.

Another challenge is in motivating students, which can be problematic in traditionally rural areas that weren't open to education before.

E-learning might be an asset in this regard, as students have been reported to get especially engaged with their computers, to the point of being able to hack them in a short time (without anybody teaching them how to) in order to expand their capabilities.

Today, e-learning is adopted not only by students, but also by organizations that want to offer training for their employees. E-learning is a priority for businesses that look forward to improve employee's skills and the economic benefits they can generate from that. That's why online learning has become an important factor for both, education and business.

6. The history of e-learning

The term "e-learning" has only been in existence since 1999, when the word was first utilized at a CBT (Computer Based Training) systems seminar. Other words also began to spring up in search of an accurate description such as "online

learning" and "virtual learning". However, the principles behind e-learning have been well documented throughout history, and there is even evidence which suggests that early forms of e-learning existed as far back as the 19th century.

An e-learning history timeline

Long before the internet was launched, distance courses were being offered to provide students with education on particular subjects or skills. In the 1840′s Isaac Pitman taught his pupils shorthand via correspondence. This form of symbolic writing was designed to improve writing speed and was popular amongst secretaries, journalists, and other individuals who did a great deal of note taking or writing. Pitman, who was a qualified teacher, was sent completed assignments by mail and he would then send his students more work to be finished using the same system.

In 1924, the first testing machine was invented. This device allowed students to tests themselves. Then, in 1954, BF Skinner, a Harvard Professor, invented the "teaching machine", which enabled schools to administer programmed instruction to their students. It wasn't until 1960 however that the first computer based training program was introduced to the world. This computer based training program (or CBT program) was known as PLATO-Programmed Logic for Automated Teaching Operations. It was originally designed for students attending the University of Illinois, but ended up being used in schools throughout the area.

The first online learning systems were really only set up to deliver information to students but as we entered the 70s online learning started to become more interactive. In Britain the Open University was keen to take advantage of

e-learning. Their system of education has always been primarily focused on learning at a distance. In the past, course materials were delivered by post and correspondence with tutors was via mail. With the internet the Open University began to offer a wider range of interactive educational experiences as well as faster correspondence with students via email etc.

Online learning today

With the introduction of the computer and internet in the late 20th century, e-learning tools and delivery methods expanded. The first MAC in the 1980′s enabled individuals to have computers in their homes, making it easier for them to learn about particular subjects and develop certain skill sets. Then, in the following decade, virtual learning environments began to truly thrive, with people gaining access to a wealth of online information and e-learning opportunities.

By the early 90s several schools had been set up that delivered courses online only, making the most of the internet and bringing education to people who wouldn't previously have been able to attend a college due to geographical or time constraints. Technological advancements also helped educational establishments reduce the costs of distance learning, a saving that would also be passed on to the students - helping bring education to a wider audience.

In the 2000′s, businesses began using e-learning to train their employees. New and experienced workers alike now had the opportunity to improve upon their industry knowledge base and expand their skill sets. At home individuals were granted access to programs that offered them the ability to earn online degrees and enrich their lives through expanded knowledge.

7. CONCEPT OF E-LEARNING

E-Learning concept strongly correlated to the use of computer and internet.

Ten E-learning concepts in teaching and learning process are Distance Learning, Unique education, Learning tool, Learning media, Online/ Offline, Effective Learning, Pedagogical innovation, Achieve goal, Presenting & facilitating and implementation.
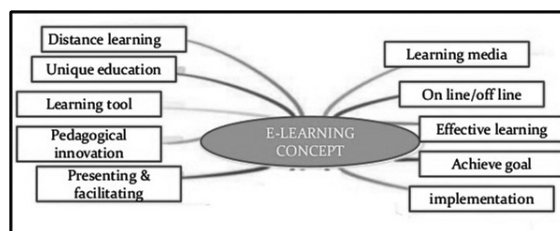
8. ELEMENTS OF EFFECTIVE E-LEARNING

There are 3 elements of effective E-Learning

- Informative
- Entertaining
- Applicable

Informative: Make sure objectives and content are well planned out to ensure optimal information transfer

- Plan
- Storyboard
- Review

Entertaining: Captivate the learners attention by creating, engaging and differing interactions

- Actions
- Knowledge Checks
- Multimedia

Applicable: Create content with a solid set of information or skills that the learner can immediately begin using.

- Personal Goals
- Immediate Application
- Business Goals

9.   The Advantages and Disadvantages of E-Learning

The Advantages of E-Learning includes:

Flexibility – E-Learning can be done in short chunks of time that can fit around your daily schedule. Unlike public scheduled and in-house training, you don't have to dedicate an entire day to the training that has been organised by your company. Instead, you will have a set amount of learning, normally divided into modules, so you can work on those topics you want to focus on.

Mobile – As E-Learning can be done on laptops, tablets and phones – it is a very mobile method. Learning can be done on the train, on a plane or any other time that could normally be wasted. Whilst you used to be confined to the classroom, the whole world can now be your classroom.

No Travel – E-Learning can be done wherever you have a device capable of doing so. Therefore again you can fit it in to your schedule, but also save money on the costs of travel. As mentioned before on the public scheduled blog, external courses can sometimes only be sourced in locations far away from your company so you then have to pay the costs of travel as well potentially accommodation. E-Learning takes these costs away completely.

Lower cost – As you aren't using a trainer's time or any room or equipment,

E-Learning tends to be the much cheaper option. If you already have a device capable of carrying out the training on, then the savings can be considerable. Therefore if you and your company are on a budget, this can be the ideal option for you. Equally for companies that have thousands of employees then it can reduce the cost per head especially on areas such as Money Laundering, Compliance and Microsoft Office training.

Tailored to you – E-Learning courses aren't confined to be fixed to try and suit the needs of the majority. If you feel you already know a particular area well and don't need to spend an hour on it again, then you can skim over it and concentrate that time on something you feel you need to work more at. Everyone is able to learn at their own pace – a massive factor that only E-Learning can provide for.

Technological Possibilities – E-Learning is fast becoming a more and more popular method and with it, so has the investment into how to improve it further. The computer based nature of training means new technology is being introduced all the time to help with the learning. Different apps are helping to further reinforce the learning whilst forums can be used to greatly increase the amount of interaction and engagement between learners. This is only going to improve as time goes on as well.

Global – With very few restrictions companies can be confident that their staff can receive the same content regardless of their location, and in many cases, their nationality. Therefore if you wish to provide the same training or have your staff understands and use common methodology, E-Learning is a useful way of ensuring this happens with ease and reduced cost.

The Disadvantages of E-Learning includes:

Lack of Control– Learners with low motivation tend to fall behind when using E-Learning as there are no set times to be doing it and they are responsible for the organisation themselves. A lack of routine or fixed schedule can mean E-Learning becomes complicated with various deadlines often given to different people at different stages of their learning.

Learning Approach – It doesn't appeal to all learning styles so some learners will not enjoy the experience – especially strong activists and pragmatists. It is still a challenge to make E-Learning appeal fully to these groups as different people learn better or worse using different styles. Some may prefer images, some prefer just reading words and some prefer to talk about or actually do a task in order to learn.

Isolated – A lot of questions are a lot easily answered when face to face with someone when you can guarantee an instant answer. E-Learning often doesn't allow that with trainers often having to answer numerous questions all of the time and only doing it within working hours – where a lot of learners may prefer to do their learning out of working hours. This feeling of isolation can often de-motivate individuals as they feel they don't have the support and reassurance that the physical presence of a trainer provides.

Technology Issues – With heavy reliance on computers that E-Learning brings, comes the potential risks that comes with it. Firstly, you need to ensure that all learners have a device that is able to support the training modules. Some E-Learning tools require software such as Flash that devices like iPads don't support. So all requirements need to be set out at the beginning. Poor internet connection and unavoidable general random faults also can interrupt learning and so need to be planned around. This is especially true if it is a global roll out as Internet connections and power reliability changes dramatically between countries.

Computer Competency – Some employees might not be too comfortable using computers, especially if their jobs don't require them to. Therefore even if the software is user friendly, the very idea of using the software can be daunting and de-motivating for some. Therefore these employees are likely to learn a lot less than they would from a physical course.

10. E-Learning Trends

Top Six E-Learning Trends in 2017

Every year people see a new trend in the field of e-learning, and today we are going to have a look at some of these along with some existing ones in our list of top e-learning trends in 2017.

A. Mobile Learning

Mobile learning has been there since a year or two, and it doesn't look like the users of it are going to decline. The number of Smartphone users is increasing day by day, and with it, the chances of people turning into e-learners are increasing too. Companies are also looking into this aspect of learning as a tool for employees to develop their intelligence.

Learning through mobiles is accessible anytime and can be used anywhere. People nowadays are with their hands almost every time, so you can expect that to gather some learning out of it. There are various apps on different mobile platforms to attract learners to use their source of education by various web-based teaching resources.

Smart connected device market
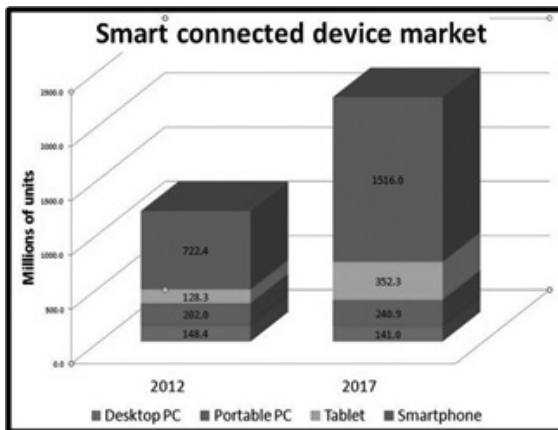
B.   Virtual Reality

Virtual reality might bring the e-learning a level up from where it is now. Introducing this concept among the e-learners will be new and will provide them a more interactive environment to learn from. The devices are readily available and work perfectly with smartphones and other devices too. The real life like experience might make it popular among the learning community.

C.   YouTube

It is the most used source for e-learners, and it is free. There is a wide variety of lectures from professionals to beginners over YouTube, and it is also the largest learning community on the planet. The YouTube lectures are watched widely over the world and the participation in the comment section is immense too. All the new online beginner teachers do consider YouTube as a channel of teaching, and this is where you can come across the lecture of your liking. There are various other premium services like Netflix that could help you take up paid courses online.

D.   Forum Based

Forum based learning is probably the oldest style of e-learning and not at all out of style. It's a certainty, that during any learning, one may come across queries in their mind about what

they learn. Forum based learning is just the right place to get the answers. People voluntarily respond to the questions posted and even the learners can answer other's questions while being in the process of learning. Forums can also provide suggestions as to how to plan an education program or which learning program should be chosen.

E.   Big Data

Now that the internet has already seen millions of learners over the web, the trend of data collected from these huge numbers of users will come in handy to develop a system of learning. Following the patterns of previously existed learners, a learning plan can be generated based upon the level of the student which can be checked through various tests. That will lower down the need to look for every user separately every time during the learning process and provide a better general program for each learner.

F.   Quick Learning

Learning community, looking for quick solutions while learning is growing each day. Studies prove that the most active period of studying is 20 minutes and concentrating isn't easy more than that amount of time. Lectures between 5 to 20 minutes will be a common trend to see in the coming years. Having lectures of small intervals not only make it an effective teaching video but it also makes sure that a topic is given an ample time in this short video, unlike the long lectures where everything is comprised. These lectures are mainly focusing on one thing at a time.

So, these are the trends that you can expect to see in the year of 2017. The increase in the number of e-learners is a surety, especially by companies that are looking to teach some essential skills to their employees. Remember

that you should always beware of scams, try just to visit trusted websites with researched information and avoid unsafe and unusual paying methods.
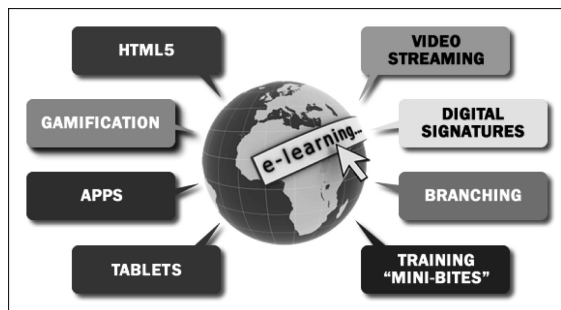
E-Learning Trends Of 2016

The E-Learning market is growing at an unprecedented rate. E-Learning revenues will reach an incredible $51.5 billion in 2016. At this point, about 78 percent of organizations reportedly use a Learning Management System (LMS), which is a platform that makes E-Learning possible. 100 percent of these organizations are affected by certain E-Learning trends.

A few of 2016's hottest E-Learning trends include…

1. Mobile Learning.

Mobile learning, or mLearning, is one of the main reasons company owners launch learning management systems. These leaders want their employees to have the luxury of accessing training resources on any device, at any time, from any place. It's estimated that the mobile learning industry alone will grow to over $37 billion by 2020.

2. Gamification.

Of all the E-Learning trends listed here, Gamification is perhaps the most fun. After all, who wouldn't want to spend time gaming at

work? It offers a welcome break from the hectic day. However, Gamification in the workplace promotes training and knowledge retention; it is not meant to be entertaining. Nevertheless, it does a great job of bringing elements of entertainment and relaxation to any type of online training. It's possible that the Gamification market will top off at about $2.8 billion in 2016.

3. Video-Based Training.

Most people love watching videos. Don't you? As a matter of fact, it's estimated that US adults spend over 5 hours a day watching videos. E-Learning designers made a wise move when they began to implement video into online learning. Video-based training is becoming so popular that about 98 percent of ALL organizations will include video in their digital learning strategies in 2016.

4. Competency-Based Learning.

Employers and employees alike are becoming enthusiastic about competency-based training. This is because it helps employees get promoted quickly. "The opportunity to self-assess, determine skill sets, and what skills will be needed to advance one's career provides motivation for the learner, and greater value for the organization whose learners are more engaged in training and developing demonstrable skills. Competency-based training programs… (Provide) a road map for (an employee's) professional journey".

5. Big Data.

Big Data (as it relates to E-Learning) is defined as "the data produced by learners interacting with the learning content. This data is collected through Learning Management Systems…and other media." This year, Big Data has been a big trend in E-Learning, and it will continue to be one as time passes. E-Learning Trends shows that "69.6% of firms now view Big Data as

important or critical to their business success. The big data and learner analytics market is expected to reach $48.6 billion by 2019."

It's very likely that in 2016, E-Learning will completely change our approach to instruction, knowledge management and learning methodologies.

11.   SCOPE OF E-LEARNING IN INDIA

There is a huge scope of E-learning in India, especially for the Indian youths. E-learning has opened new avenues to education in India & has changed the dynamics of educational content. What seemed like a distant dream a few years back is India's future today. E-learning has surpassed challenges of reaching out to a varied audience, overcome the non-availability of adequately qualified teachers in rural India & making rich content available to an audience that was unreachable earlier. Today, with changing times, basic education is taught with a single computer in rural villages & has helped several children to get exposed to primary levels of education.

12.   E-LEARNING MARKET IN INDIA: REARING TO GROW

India has one of the largest education systems in the world with a network of more than 1 million schools and 18,000 higher education institutions. More than half of the country's 1.2 billion population falls in the target market for education and related services. In India, e-learning courses could be made more popular through availability of broadband connections at competitive rates, regional language-based content for technical subjects, two-way interaction for doubts, and performance feedback with students. The real India, the

bottom of the pyramid, still lacks education and guidance to a proper career. E-learning could be a solution for employability.

India's online education market size is set to grow to $ 40 billion by 2017 from the present $ 20 billion. The key factors leading to the growth of the E-learning market in India include low education coverage, rising demand from various segments, growing personal computers and internet penetration, increasing government participation and convenience factors. Strong opportunity exists in the market due to low coverage of education in India. This coupled with the fact that demand from other education segments are rising, will drive the e-learning market.

Indian youth are technology-driven today and find e-learning to be especially appealing. For young working professionals with a desire to escalate their careers faster, e-learning is convenient as they can pursue their degrees in their own space and time. Global companies in sectors like KPO's, BPO's, publishing houses (ElementK, McGraw-Hill, Lionbridge, Skillsoft, IBM, and Oracle) along with domestic retail education have established centres in India. Companies like NIIT and Tata Interactive Systems are considered pioneers of the industry.

In India, with internet gaining popularity and mostly young people proficient in using it, e-learning seems to have good growth in higher education. Some of the popular online education institutes in India are Indian Institute of Management (IIM), Indian Institute of Technology (IIT), Indian Institute of Foreign Trade, and private schools like Symbiosis University and Sikkim Manipal University are offering online courses. The demand in India has sparked interests in some of the foreign

universities and they have also established tie-ups with Indian universities to offer online courses. But India is yet to travel a long way to shift the mindset of people from distance education to online education.

It might be a news to some of us to hear that industry experts state that the market size of competitive exams preparation (GRE, GMAT, CAT, IIT-JEE, AIEEE, SAT, TOEFL) in India is currently $1.6 billion and service providers find online competitive exam preparation courses as yet another profitable market. StudyPlaces. com is an online education portal in India that focuses in this area.

The growth rate of self-paced E-Learning by country is:

1. India: 55%

2. China: 52%

3. Malaysia: 41%

4. Romania: 38%

5. Poland: 28%

6. Czech Republic: 27%

7. Brazil: 26%

8. Indonesia: 25%

9. Colombia: 20%

10. Ukraine: 20%

13. Challenges in E -Learning in Developing Countries like India

Majority of population staying in rural areas and making them aware about the concept of E-Learning is a major challenge. Lack of infrastructure in terms of connectivity, availability of Internet,

etc. is another issue. The government is taking various measures to improve the communication systems and new technologies like 3G in the telecom space have already started to be implemented to make things better.

Social Implications of E-Learning is another segment that is very important to be understood for the success of E-Learning in India. The social implications of E-Learning may be categorized into the following types of issues: cultural, gender, lifestyle, geographical, religious/spiritual, literacy, disabilities, and digital divide.

14. Future of E-learning in India

E-Learning in India has a **very bright future**. As India is a country where people think highly of education and long for getting quality education at all costs. E-Learning **gives opportunity to people** to get the best quality education regardless of their geographic location, or any other factor that was opposing them earlier to fulfill their dreams to learn. With the recent surge in technology adoption

and advancements in technology, there have been many solutions that are helping education domain to make an effective impact. Now the **virality of E-Learning** India depends on how people are solving the problems and the roadblocks experienced by people in the process of education. There have been many solutions in the education market these days, but in a bid to solve everything at once, people have ended up complicating the process which results in apprehensions from the education industry stake holders.

E-learning has a promising future in India. The government of India is a strong supporter of e-learning. India's online market size is set to grow to $40 billion by 2017. The key factor for this growth is increasing internet penetration, low education coverage, low coverage of education (especially in Northern India). Indian youth are tech savvy and technology driven and find e-learning appealing. According to experts the market size of competitive exams preparation in India is currently $1.6 billion and service providers find online competitive exams preparation courses as yet another profitable market. Companies like Khan Academy, Eduncle.com (IIT JAM, UGC NET Exam preparation), Lynda, Udemy (Technical Courses) are already leading e-learning courses provider in India.

International players Like Khan Academy is also entering in India to take optimum market share. With computers taking over, those jobs with minimum qualification are diminishing. Skills jobs are in current demand, government is also promoting "Skill India" and "Make in India" and to use this situation as opportunity e-learning can be a game changer.

15.   Conclusion

E-Learning in India has a very bright future. Despite initial hurdles and challenges, the future looks promising for e-learning adoption in the developing country like India. In fact, if the current growth rates continue, India might soon pass Western countries in e-learning adoption.

Decreasing internet costs and access to cheaper, more sophisticated, computers and tablets, will only help in this regard. And the new, better educated generation that will emerge, will help bootstrap an even more advanced system for the next one.

The government of India is a strong supporter of E-Learning. India's online market size is set to grow to $40 billion by 2017. Present E-Learning Growth is around 55% in India.

Top E-Learning Trends in 2017 are Mobile Learning, Virtual Reality, YouTube, Forum Based, Big Data and Quick Learning. Although E-Learning has a potential in India, the adaption to this is very slow.

Most likely: E-Learning will completely change our approach to instruction, knowledge management and learning methodologies.

Today, e-learning is adopted not only by students, but also by organizations that want to offer training for their employees. E-learning is a priority for businesses that look forward to improve employee's skills and the economic benefits they can generate from that. That's why online learning has become an important factor for both, education and business.

Quotes Related to E-Learning:

> *"E-Learning doesn't just "happen"!*
> *It requires careful planning and*
> *implementation."*

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A Study on Performance Appraisal Methods Followed by Automobile Industries at Chennai

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Abstract – A formal HRM practice like performance appraisal is regarded as one of the most important tools in Human Resources Management. People, their knowledge and skills are currently considered to be the most valuable resources. This study is focusing on comprehending about the view of the employees on the current performance appraisal practices followed in Automobile Industries in Chennai.

This a sample of 100 was collected through from the employees working in automobile manufacturing industries at Chennai, questionnaire survey and used statistical tool to identify the best performance appraisal method. This study is empirical and adopts descriptive research design. The result of this study enabled the researcher to know about the perception of the employees on the on-going trend of HRM practices with special reference to performance appraisal system.

Key words: HRM practices, Performance appraisal.

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INTRODUCTION

A performance appraisal (PA), also referred to as a performance review, performance evaluation, (career) development discussion, or employee appraisal is a method by which the job performance of an employee is documented and evaluated. Performance appraisals as a part of career development and consist of regular reviews of employee performance within organizations.

- A performance appraisal is a systematic general and periodic process that assesses an individual employee's job performance and productivity in relation to certain pre-established criteria and organizational objectives. Other aspects of individual employees are considered as well, such as organizational citizenship behaviour, accomplishments, potential for future improvement, strengths and weaknesses, etc. to collect performance appraisal data, there are three main methods: objective production, personnel, and judgmental evaluation. Judgmental evaluations are the most commonly used with a large variety of evaluation methods. Historically, performance appraisal has been conducted annually (long-cycle appraisals); however, many companies are moving towards shorter cycles (every six months, every quarter), and some have been moving into short-cycle

(weekly, bi-weekly) performance appraisal. The interview could function as "providing feedback to employees, counselling and developing employees, and conveying and discussing compensation, job status, or disciplinary decisions". Performance appraisal is often included in performance management systems.

OBJECTIVES:

● To Study about the performance appraisal methods implemented in Auto mobile industries.

● To Identify the Performance appraisal system which helps employees to achieve meaningful goals.

● To Study & analyse the effectiveness of present Performance Appraisal method being followed in Auto mobile industries.

● To Study about the Present performance appraisal system is transparent

● To provide employees feedback on their performance.

LIMITATIONS

● The study is concerned only with in the Automobile Industries.

● The sample size is confined to 100 respondents.

● Some of the employees were reluctant to fill up the questionnaire,as they are feared to give negative aspects against management.

REVIEW OF LITERATURE:

The author (Deepa. E, et al 2004) summarizes on the performance appraisal system/method as a whole, their framework and its relationship with different job related concepts as well as issues related to Performance appraisal such as how Performance appraisal is related to job satisfaction, organization citizenship behaviour etc. The Performance appraisal approach is formal and structured system of measuring as well as evaluating an employee's job related behaviours and output for the same and to study how and why the employee is currently performing on the job and how he can perform his job more effectively in the near future. (Deepa. E, et al,2004).

Weise and Buckley (1998) affirm that this method was very advantageous as it lead to a transformation of a manager's role from being a judge to a helper. It also showed that employees' productivity ultimately leads to performance. However, when employees' performance was measured on the basis of units, then MBO was ineffective. This lead to new development in the appraisal process and the employees were evaluated on the basis of 'behaviour based rating'. Smith and Kendall (1963) designed the first tool to focus on behaviors and it was the Behaviorally Anchored Rating Scales (BARS).

Researches which had been done in the year 1980 were found the most dominating one which contributed the appraisal system in a great deal. The researches of the1980 also helped out to clarify some presumed assumptions regarding the performance appraisal,

Performance Appraisal Process

1. Objectives definition of appraisal
2. Job expectations establishment
3. Design an appraisal program
4. Appraise the performance
5. Performance Interviews
6. Use data for appropriate purposes
7. Identify opportunities variables
8. Using social processes, physical processes, human and computer assistance

Difference between Traditional and Modern (Systems) approach to Appraisals

Categories	Traditional Appraisals	Modern, Systems Appraisals
Guiding Values	Individualistic,-Control oriented, Documentary	Systematic, Developmental, Problem solving
Leadership Styles	Directional, Evaluative	Facilitative, Coaching
Frequency	Occasional	Frequent
Formalities	High	Low
Rewards	Individualistic	Grouped, Organizational

TECHNIQUES / METHODS OF PERFORMANCE APPRAISALS

Numerous methods have been devised to measure the quantity and quality of performance appraisals. Each of the methods is effective for some purposes for some organizations only. None should be dismissed or accepted as appropriate except as they relate to the particular needs of the organization or an employee.

Broadly all methods of appraisals can be divided into two different categories.

- Past Oriented Methods
- Future Oriented Methods

Past Oriented Methods

1. **Rating Scales:** Rating scales consists of several numerical scales representing job related performance criterions such as dependability, initiative, output, attendance, attitude etc. Each scales ranges from excellent to poor. The total numerical scores are computed and final conclusions are derived. Advantages – Adaptability, easy to use, low cost, every type of job can be evaluated, large number of employees covered, no formal training required. Disadvantages – Rater's biases

2. **Checklist:** Under this method, checklist of statements of traits of employee in the form of Yes or No based questions is prepared. Here the rater only does the reporting or checking and HR department does the actual evaluation. Advantages – economy, ease of administration, limited training required, standardization. Disadvantages – Raters biases, use of improper weighs by HR, does not allow rater to give relative ratings

3. **Forced Choice Method:** The series of statements arranged in the blocks of two or more are given and the rater indicates which statement is true or false. The rater is forced to make a choice. HR department does actual assessment. Advantages – Absence of personal biases because of forced choice. Disadvantages – Statements may be wrongly framed.

4. **Forced Distribution Method:** here employees are clustered around a high point on a rating scale. Rater is compelled to distribute the employees on all points on the scale. It is assumed that the performance is conformed to normal distribution. Advantages – Eliminates Disadvantages – Assumption of normal distribution, unrealistic, errors of central tendency.

5. **Critical Incidents Method:** The approach is focused on certain critical behaviors of employee that makes all the difference in the performance. Supervisors as and when they occur record such incidents. Advantages – Evaluations are based on actual job behaviors, ratings are supported by descriptions, feedback is easy, reduces recency biases, chances of subordinate

improvement are high. Disadvantages – Negative incidents can be prioritized, forgetting incidents, overly close supervision; feedback may be too much and may appear to be punishment.

6. **Behaviorally Anchored Rating Scales:** statements of effective and ineffective behaviors determine the points. They are said to be behaviorally anchored. The rater is supposed to say, which behavior describes the employee performance. Advantages – helps overcome rating errors. Disadvantages – Suffers from distortions inherent in most rating techniques.

7. **Field Review Method:** This is an appraisal done by someone outside employees' own department usually from corporate or HR department. Advantages – Useful for managerial level promotions, when comparable information is needed, Disadvantages – Outsider is generally not familiar with employees work environment, Observation of actual behaviors not possible.

8. **Performance Tests & Observations:** This is based on the test of knowledge or skills. The tests may be written or an actual presentation of skills. Tests must be reliable and validated to be useful. Advantage – Tests may be apt to measure potential more than actual performance. Disadvantages – Tests may suffer if costs of test development or administration are high.

9. **Confidential Records:** Mostly used by government departments, however its application in industry is not ruled out. Here the report is given in the form of Annual Confidentiality Report (ACR) and may record ratings with respect to following items; attendance, self expression, team work, leadership, initiative, technical ability, reasoning ability, originality and resourcefulness etc. The system is highly secretive and confidential. Feedback to the assessee is given only in case of an adverse entry. Disadvantage is that it is highly subjective and ratings can be manipulated because the evaluations are linked to HR actions like promotions etc.

10. **Essay Method:** In this method the rater writes down the employee description in detail within a number of broad categories like, overall impression of performance, promoteability of employee, existing capabilities and qualifications of performing jobs, strengths and weaknesses and training needs of the employee. Advantage – It is extremely useful in filing information gaps about the employees that often occur in a better-structured checklist. Disadvantages – It its highly dependent upon the writing skills of rater and most of them are not good writers. They may get confused success depends on the memory power of raters.

11. **Cost Accounting Method:** Here performance is evaluated from the monetary returns yields to his or her organization. Cost to keep employee, and benefit the organization derives is ascertained. Hence it is more dependent upon cost and benefit analysis.

12. **Comparative Evaluation Method (Ranking & Paired Comparisons):** These are collection of different methods that compare performance with that of other co-workers. The usual techniques used may be ranking methods and paired comparison method.

   ● **Ranking Methods:** Superior ranks his worker based on merit, from best to worst. However how best and why best are not elaborated in this method. It is easy to administer and explanation.

- **Paired Comparison Methods:** In this method each employee is rated with another employee in the form of pairs. The number of comparisons may be calculated with the help of a formula as under. $N \times (N-1) / 2$

Future Oriented Methods

1. **Management By Objectives:** It means management by objectives and the performance is rated against the achievement of objectives stated by the management. MBO process goes as under.
   - Establish goals and desired outcomes for each subordinate
   - Setting performance standards
   - Comparison of actual goals with goals attained by the employee
   - Establish new goals and new strategies for goals not achieved in previous year.

   Advantage – It is more useful for managerial positions.

   Disadvantages – Not applicable to all jobs, allocation of merit pay may result in setting short-term goals rather than important and long-term goals etc.

2. **Psychological Appraisals:** These appraisals are more directed to assess employees potential for future performance rather than the past one. It is done in the form of in-depth interviews, psychological tests, and discussion with supervisors and review of other evaluations. It is more focused on employees emotional, intellectual, and motivational and other personal characteristics affecting his performance. This approach is slow and costly and may be useful for bright young members who may have considerable potential. However quality of these appraisals largely depend upon the skills of psychologists who perform the evaluation.

3. **Assessment Centers:** This technique was first developed in USA and UK in 1943. An assessment center is a central location where managers may come together to have their participation in job related exercises evaluated by trained observers. It is more focused on observation of behaviors across a series of select exercises or work samples. Assessees are requested to participate in in-basket exercises, work groups, computer simulations, role playing and other similar activities which require same attributes for successful performance in actual job. The characteristics assessed in assessment center can be assertiveness, persuasive ability, communicating ability, planning and organizational ability, self confidence, resistance to stress, energy level, decision making, sensitivity to feelings, administrative ability, creativity and mental alertness etc. Disadvantages – Costs of employees traveling and lodging, psychologists, ratings strongly influenced by assessee's inter-personal skills. Solid performers may feel suffocated in simulated situations. Those who are not selected for this also may get affected.

   Advantages – well-conducted assessment center can achieve better forecasts of future performance and progress than other methods of appraisals. Also reliability, content validity and predictive ability are said to be high in assessment centers. The tests also make sure that the wrong people are not hired or promoted. Finally it clearly defines the criteria for selection and promotion.

4. **360-Degree Feedback:** It is a technique which is systematic collection of performance

data on an individual group, derived from a number of stakeholders like immediate supervisors, team members, customers, peers and self. In fact anyone who has useful information on how an employee does a job may be one of the appraisers. This technique is highly useful in terms of broader perspective, greater self-development and multi-source feedback is useful. 360-degree appraisals are useful to measure inter-personal skills, customer satisfaction and team building skills. However on the negative side, receiving feedback from multiple sources can be intimidating, threatening etc. Multiple raters may be less adept at providing balanced and objective feedback.

RESEARCH METHODOLOGY RESEARCH SAMPLE

The single number of population is referred to as population element when some of the elements are selected with the intention of finding out something about the population from which they are taken the group of element is referred as sample and the process of selection is called sampling. The employees were taken as the sampling area to conduct the survey for the purpose of study. Probability sampling is used in this study. Convenience sampling was also used to determine the sample size for the employees. The sample size of the study is 100.

STATISTICAL TOOLS USED:

The research tools used are percentage analysis waited frequency distribution ranking and statistically chart.

Percentage analysis = No. of respondent X 100

Total respondent=100

DATA ANALYSIS AND INTERPRETATION:

Satisfied with performance Appraisal System

S.no	Rating Scale	No.of Respondents	%In
1	Strongly Agree	10	10
2	Agree	28	28
3	Netural	24	24
4	Dis Agree	30	30
5	Strongly DisAgree	8	8
	Total	100	100
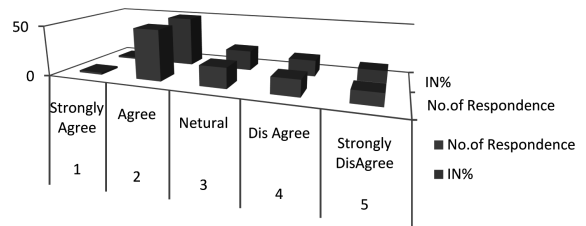
Inference:

10% are strongly agree in their current appraisal system, 28% are agree in their current appraisal system, 24% are netural in their current appraisal system, 30% are dis agree in their current appraisal system, 8% are strongly dis agree in their current appraisal system.

Performance Appairaisal System helps to change behaviour

S.no	Rating Scale	No. of Respondents	%In
1	Motivation	52	52
2	Perception	22	22
3	Problem Solving	26	26
	Total	100	100
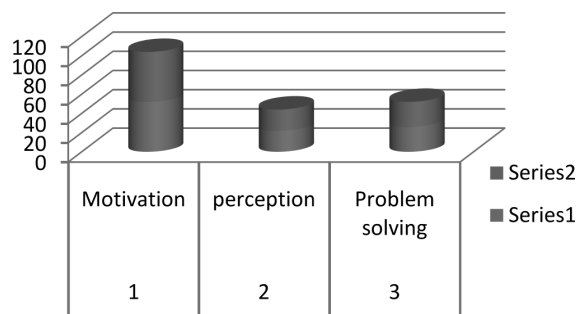
Inference:

52% of the employees agree with changing behaviour of Motivation, 22% of the employees agree with changing behaviour of perception, 26% of the employees agree with changing behaviour of problem solving.

Performance Appairaisal System is transparent

S.no	Rating Scale	No. of Respondents	%In
1	Strongly Agree	10	10
2	Agree	28	28
3	Netural	24	24
4	Dis Agree	30	30
5	Strongly DisAgree	8	8
	Total	100	100

Inference:

Performance appraisal system is transparent 10% strongly agree,28% of the employees agree, 24% are netural in this statement,30% are dis agree with this statement,8% are strongly dis agree with this statement.
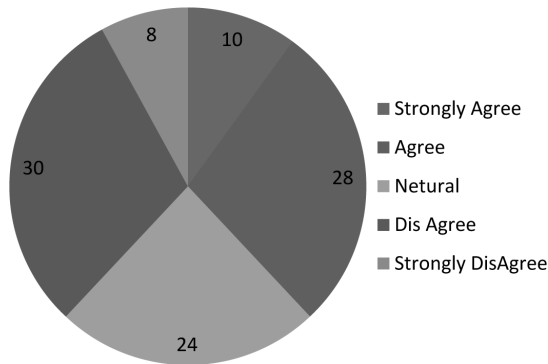
Performance Appairasal helps people to achieve a meaningful goal

S.no	Rating Scale	No. of Respondents	%In
1	Strongly Agree	26	26
2	Agree	32	32
3	Netural	28	28
4	Dis Agree	6	6
5	Strongly DisAgree	8	8
	Total	100	100
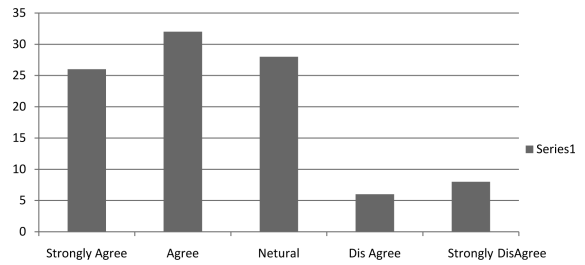
Inference:

26% of the employees strongly agree performance appraisal methods will give changes to achieve their goals, 32% of the employee agree performance appraisal methods will give changes to achieve their goals, 28% of the employee netural performance appraisal methods will give changes to achieve their goals, 6%of the employee dis agree performance appraisal methods will give changes to achieve their goals, 8% of the employee strongly dis agree performance appraisal methods will give changes to achieve their goals.

STATISTICAL TOOLS USED: CHI- SQURE:

1. **Perform helps people to set to achieve goal.**

Goals	SA	A	N	DA	SD	
A	26	32	28	6	8	100

Job Knowledge

Job Knowledge	SA	A	N	DA	SD	
Job Knowledge	4	50	24	14	8	100
TOTAL	30	82	52	20	16	200

i.   Job knowledge through achieve goals

$$\frac{100 \times 30}{200} = 15$$

ii Job knowledge through achieve goals

$$\frac{100\times82}{200}=14$$

iii. Job knowledge through achieve goals

$$\frac{100\times52}{200}=26$$

iv. Job knowledge through achieve goals

$$\frac{100\times20}{200}=10$$

v. Job knowledge through achieve goals

$$\frac{100\times16}{200}=8$$

Groups	Observed frequency	Expected	O - E	E
	26	15	11	8.06
	32	41	-9	1.97
Achive Goals	28	26	2	0.15
	6	10	-4	1.6
	8	8	0	0
Groups	Observed frequency	Expected	O - E	E
	4	15	11	8.06
Job knowledge	50	41	9	1.97
	24	26	-2	0.15
	14	10	4	1.6
	8	8	0	0

$$x^2 = \sum \frac{(O-E)}{E} = 11.78$$

Degree of freedom = (C – 1) (r – 1)

= (3-1) (2-1) = 2

The table value of for degree of freedom at 5 percent level of significant is 0.2088

So that the table value is lesser than the x^2

Calculated value H1 will be accepted.

FINDINGS:

1. 8% are strongly dis agree in their current appraisal system.
2. 22% of the employees agree with changing behaviour of perception,
3. 8% of the employee strongly dis agree performance appraisal methods will give changes to achieve their goals.

SUGGESTION:

Use MBO Method before implementing the appraisal system get opinion from from employees also.

Change the perception of employee about the company.

Give the proper guidance to the employees to achieve organizational goals.

CONCLUSION:

A Performance appraisal system is wider concept and has become part of a more strategic approach to HR practices. We can conclude that Performance appraisal is one of the important tools for setting up goals, solves performance problem and for rating the performance of the employee. Once

performance appraisals are seen as a tool for managing resources, the research should be emphasis more on matching the appropriate tools with the desired output. Often ratings are manipulated due to political purpose or due to personal bias. Also the perception of superior and that of the subordinate for Performance appraisal are different, which affect the appraisal system as a whole. So the author of this study found that the previous researchers have not compared the performance appraisal method like traditional methods and modern methods.performance appraisal methods is one of the managerial issues in modern business environment organsations should identify which methods is opted for their organization.In management and business opportunities performance appraisal methods is very important for the organisation to compete with present competitive world scenario.

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Role of Management in Medical Errors – Marking and Methods to Improve Safety and Reduce Errors to the Healthcare Organisation – A Theoretical Prospective

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***Abstract** – Medicine is not like any other subject like mathematics. As such laws of physical sciences do not apply when it comes to medicine. If it is so physicians could have been be substituted by robots controlled by Information Technology. Obviously, such is not the case. This is due to the fact that there are individual differences between people to person as far as biological construction of human body is concerned. This leads to vast variations in diseases and the processes involved in diagnosing and finding cures for them. Hence the primary concern of the physicians is safety of the patients. Hence there is a need to have effective mechanisms to evaluate the processes involved in providing treatment to the patients, identify and quantify the possible errors and to find ways and means to prevent such errors in future.*

Keywords*: Medical Errors, Healthcare Complexity, Ergonomics, preventive measures.*

Institute of Medicine (IOM)s report "*To Err is Human: Building a Safer Health System*" on November 30th 1999 defines Medical Error as the failure of a planned action to be completed as intended or the use of a wrong plan to achieve

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an aim. Errors may occur due to problems in practice, products, procedures and systems (added by QuIC). "The 5th May each year is being celebrated all over the world as the Global Hand Hygiene Day" WHO Hospitals are scary places to be in Volumes of investigations, as an error in any of the life saving and life threatening medications, life support devices, complex diseases, delicate interventional procedures and marathon surgeries can be disastrous.

A 2001 study in the Journal of the American Medical Association of seven Departments of Veterans Affairs medical centers estimated that for roughly one patient died who would have lived for three months or more in good cognitive health had "optimal" care been provided for every 10,000 patients admitted to the subject hospitals. Fulton MM, Allen ER.(2005) study shows 5.2 million injuries due to medical errors or adverse events as recorded in India every year. Worldwide recordings show 43 million injuries and 23 million healthy lives lost year after year. The major causes for this are Medication errors; Hospital acquired infections, and Deep vein thrombosis. These findings are the first attempt to quantify the global occurrence of unsafe medical practices ranging in a wide array of adverse health events.

A follow-up study to the IOM study conducted in 2006 found that among the most

common medical mistakes; harming at least 1.5 million people every year medication errors are found to be the highest. According to the study, 400,000 preventable drug-related injuries occur each year in hospitals, 800,000 in long-term care settings, and roughly 530,000 among Medicare recipients in outpatient clinics. The report stated that these are likely to be conservative estimates. In 2000 alone, the extra medical costs incurred by preventable drug related injuries approximated $887 million - and the study took into consideration only the injuries sustained by the recipients of Medicare who form a small percentage of hospital visitors. In this lost wages and productivity or other costs are accounted for. An Agency for Healthcare Research and Quality report , in the year 2002, suggests that about 7,000 people were estimated to die each year from medication errors - about 16 percent more deaths than the number attributable to work-related injuries (6,000 deaths). Out of 10 patients worldwide Medical errors affect one. One extrapolation suggests that 180,000 people die each year partly as a result of iatrogenic injury. One in five Americans (22%) report that they or a family member have experienced a medical error of some kind. The UN body quantified the number of surgeries taking place every year globally to 234 million. It said surgeries had become common, with one in every 25 people undergoing it at any given time in developing countries, the death rate was nearly 10% for a major surgery. China conducted the highest number of surgeries followed by Russia and India.

According to Prof Christopher J L Murray (2013) adverse effect of inadequate medical care is a preventable error, whether or not it is evident or harmful to the patient. These errors might have been caused due to inaccurate or incomplete diagnosis or treatment of a disease, injury, syndrome, behavior, infection, or other ailments. It is estimated that 142,000 people died globally in 2013 from adverse effects of medical treatment. This figure is up from 94,000 in 1990. Institute of Medicine (IOM) report estimated that medical errors result between 44,000 and 98,000. Some researchers questioned the accuracy of the IOM study, criticizing the statistical handling of measurement errors, 1000,000 preventable deaths and excess injuries each year in U.S. hospitals. The Global Burden of Disease Study and released in 2016 found medical error is the third leading cause of death in the United States, after heart disease and cancer. Researchers looked at studies that analyzed the medical death rate data from 2000 to 2008 and extrapolated that over 250,000 deaths per year had stemmed from a medical error, which translates to 9.5% of all deaths annually in the US.

DIFFICULTIES IN MEASURING FREQUENCY OF ERRORS

A small percentage of hospitals admissions (about 1%) are caused as a result of medical negligence. However, mistakes in other words, errors are also frequently observed. Inexperienced physicians and nurses, new procedures, extremes of age, complex care and urgent care may lead to Medical errors. Poor communication (whether in one's own language or, as may be the case for medical tourists, another language), improper documentation, illegible handwriting, inadequate nurse-to-patient ratios, and similarly named medications also aggravate the problem. Patient's response to procedures and nursing care may also contribute significantly to medical errors. Falling down, for example, are often due to patients own carelessness or misjudgments'. Human error is found to be the major cause of most of the adverse events that occur in hospital

settings. On the whole we can assume that most of the medical errors are caused due to faulty systems and inefficient processes and practices or incompetent inexperienced practitioners.

Healthcare Complexity

Complexity in the health care are caused by the following:-According to the Institute of Medicine (2000) the problem in medical errors is caused not due to bad people in health care but due to good people working in bad systems. Hence there is a need to make the systems safer, improved communication, clear-cut lines of authority of physicians, nurses, and other care providers. Disjoint systems or fragmented reporting systems within a hospital causes serious disruptions in coordination and patient results.

The perception among the stakeholders that action is being taken by other groups within the institution.
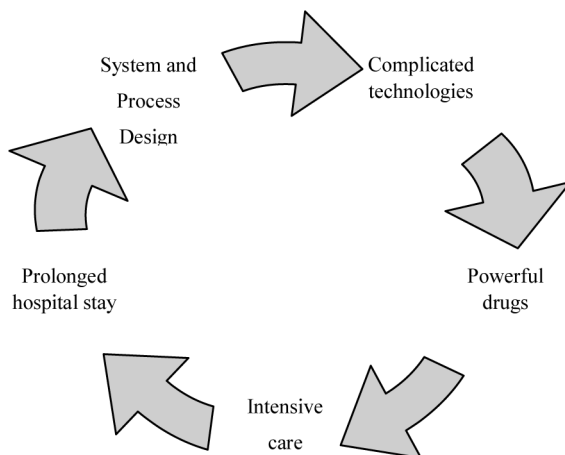
- **Over emphasis** on the automated systems to prevent error.
- **Inadequate sharing** of information systems about errors hamper identification of contributory causes and improvement strategies.

- **In response to reimbursement** of cutbacks, hospitals tend to resort to Cost-cutting measures.
- **Design and Environment factors.** Patient care may be rendered in areas poorly suited for safe monitoring in emergency situations, The American Institute of Architects has identified concerns for the safe design and construction of health care facilities.
- **Infrastructure failure.** According to the WHO, lack of skilled operators or availability of spare parts render 50% of medical equipment in developing countries only partly usable. This results in sub standard diagnostic procedures or treatments.
- **Inadequate communication** between healthcare providers, or between providers and the patient and family members, was the root cause of over half the serious adverse events in accredited hospitals.
- **Inadequate assessment** of the patient's condition, and poor leadership or training is the other leading causes.

Competency, Education, and Training

- Variations in training and experience in healthcare providers
- Failure to acknowledge the prevalence and seriousness of medical errors.
- When new residents arrive at teaching hospitals, there is a possibility of their causing an increase in medication errors which is termed as so July effect.

Human Factors and Ergonomics

Medical errors are also caused by Sleep deprivation of the physicians and nurses. It is very common to see Interns falling asleep during lectures, during rounds, and even during
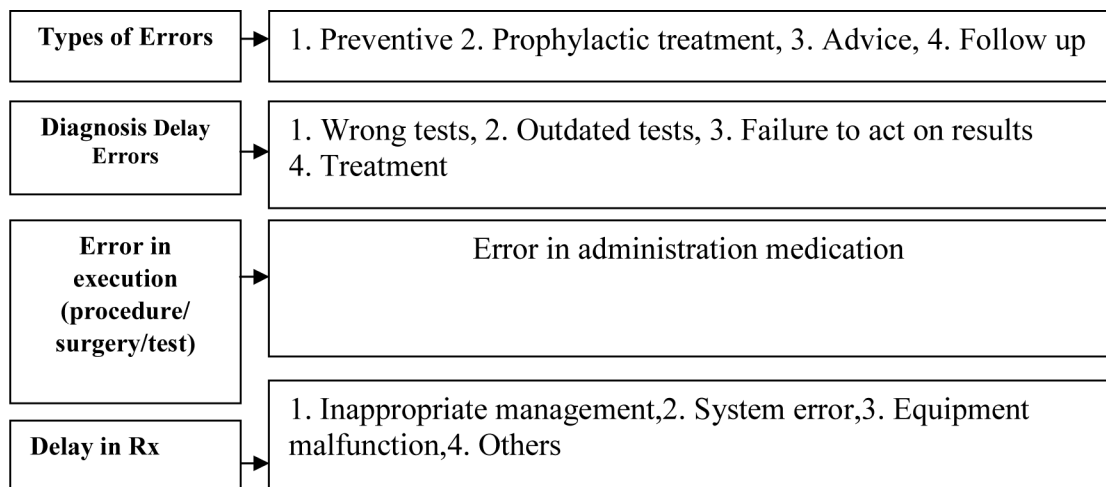
surgeries. The common causes of hummer errors in medical practice can be summed up as below:-

- Fatigue,
- Depression and burnout.
- Diverse patients, unfamiliar settings, time pressures.

- Complications increase as patient to nurse staffing ratio increases.

- Drug names that look alike or sound alike.

Medical errors can also be classified as under

Types of Errors	1. Preventive 2. Prophylactic treatment, 3. Advice, 4. Follow up
Diagnosis Delay Errors	1. Wrong tests, 2. Outdated tests, 3. Failure to act on results 4. Treatment
Error in execution (procedure/ surgery/test)	Error in administration medication
Delay in Rx	1. Inappropriate management,2. System error,3. Equipment malfunction,4. Others

Source: Chapter 115, *Medical Errors - Aiming to Improve the Art and Science of Healthcare* PM Parikh, V Nair, H Malhotra, AA Ranade, GS Bhattacharyya.

CAUSE-SPECIFIC PREVENTIVE MEASURES

Individuals responsible for errors/mistakes are usually penalized. This alone is not a solution for reducing medical errors. The correct approach is to analyse the causes, create additional checklists and framing new rules. Too many checks and balances themselves may lead to over work load and more errors. TQM model of improved medical care was introduced by W. Edwards this model attempts to identify the underlying defect in the system that is the root cause of repeated errors.

MEDICATION OBSERVANCE

In medical processes, compliance describes the degree to which a patient correctly follows medical advice. Compliance may mean medication or drug compliance, medical device use, self care, self- directed exercises, or therapy sessions. It is equally applicable to both the patient as well as the care giver. A healthy and positive relationship between the two will go a long way in ensuring adequate degree of compliance. Another factor to be taken into account is the high cost of prescription medication. Compliance differs from concordance in the sense the former is adhering to the correct instructions and procedures and the later is the common decision arrived at by both the patient and the clinician regarding the course of treatment to be followed. In particular, low rates of adherence to therapies for asthma, diabetes, and hypertension are thought to be the major contributory cause for these conditions.

Compliance rates may be overestimated in the medical literature, due to the fact that in formal clinical settings, due care is taken in every aspect of the procedures and whereas in general real world setting some degree of casual handling of situations set in. Other major factors that contribute to non-compliance may include the complexity of modern medication regimens, poor health literacy and lack of comprehension of treatment benefits, the occurrence of undiscussed side effects, the cost of prescription medicine, and poor communication or lack of trust between the patient and his or her health-care provider. Persons addicted to substance abuse, generally have the tendency to remain in a state of poly pharmacy misuse.

TERMINOLOGY

More than a few patients do no not seriously adhere to treatment instructions as prescribed by clinicians and medical care givers, the cause of such non compliance may be due to irrational behaviour or willful neglect of instructions. There are different opinions in the medical field regarding the correct interpretation of the terms 'compliance' and 'concordance' In some cases, concordance is used to refer specifically to patient adherence to a treatment regimen that is designed collaboratively by the patient and physician, to differentiate it from adherence to a physician only prescribed treatment regimen.

In this context, it may mean an informed consent by the patients about their condition and treatment options.

- Only recommending treatments that are effective in circumstances when they are required
- Selecting treatments with lower levels of side effect or fewer concerns for long-term use

- Prescribing the minimum number of different medications, e.g., prescribing a single antibiotic that addresses two concurrent infections (though risking contributing to antibiotic resistant species development)
- Simplifying dosage regimen by selecting a different drug or using a sustained release preparation that needs fewer doses during the day
- Discussing possible side effects, and whether it is important to continue medication regardless of those effects
- Advice on minimising or coping with side effects, e.g., whether to take a particular drug on an empty stomach or with food
- Developing trust so patients don't fear embarrassment or anger if unable to take a particular drug, allowing the doctor to try a better tolerated alternative

METHODS TO IMPROVE SAFETY AND REDUCE ERROR

Medical care is frequently compared adversely to the field of aviation. There are similarities in the factors that lead to errors in the fields of medical care as well as aviation. The protocols maintained in the aviation sector are considered to be more effective. An effective protocol of medical error prevention may include:-

- Patients informed consent policy
- patients getting a second opinion from another independent practitioner with similar qualifications
- voluntary reporting of errors (to obtain valid data for cause analysis)
- root cause analysis

- Electronic or paper reminders to help patients maintain medication adherence
- systems for ensuring review by experienced or specialist practitioners
- hospital accreditation
- Reporting requirements

Even if the errors are reported and investigated, there are a very few cases in which suitable corrective changes have been introduced to prevent further errors of such nature. Many medical care professionals are not even aware of the type of errors that need to be reported.

Conclusion

There is a need to evaluate the magnitude of medical errors existing today, find out which of these are preventable ones and focus on devising a system that would eliminate (or at least minimize) them. The system of identification of causes and their analysis is a complicated procedure as the measurement of medical errors and its quantification is a difficult task. The modern health care system is more technically advanced and becoming more and more complicated day in and day out. This leads too many medical errors cause to clinicians and caregivers who and not adequately exposed to these technological advancements. This lacuna can be vitiated by enhancing the competency of the professionals by providing suitable education and training in the use of equipment and gadget coupled with an adequately competent monitoring system. While considering these issues due care need to be taken to take into account human factors and Ergonomics. Adequate preventive measures are to be devised which are cause specific as these measures vary from situation to situation. It is

also imperative to note that the misconceptions prevailing among the medical professionals as well as other stake holders play spoilsport in many medical procedures. Such misconceptions should be remove and adequate awareness created. Frequent conferences, seminars and workshops may be organised at different levels at varying intervals regarding the methods to improve health care safely and thereby reducing medical errors just like the flight safety protocols.

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A Study on the Solid Waste Management Practices and Awareness of the Residents of Chennai

S. Subhashini and Dr. Hemamalini

1. INTRODUCTION

1.1   Introduction:

Chennai, the capital city of Tamil Nadu is one of the biggest commercial and industrial city in India. It is the fifth-largest city and it ranks 36th among the largest urban areas in the world. Chennai, is the most fastest growing city in India with GDP 382800 crore rupees and is ranked 93rd according to the GDP in the world. There is a tremendous growth in Manufacture, retail, IT, health sectors. More business and job opportunities in Chennai has encouraged more people to settle in Chennai leading to much more increase in the population. Increase in population has led to the increase in the Solid Waste Generation. Industrialization, Rapid Urbanization and changing Consumption patterns have also led to increase in the generation of solid waste in Chennai.

As per Central Pollution Control Board, the top five cities generating highest municipal waste are Delhi, Mumbai, Chennai, Hyderabad and Kolkata. Delhi generates 3.3 million tonnes of municipal waste per year and Chennai is generating 1.6 million tonnes of municipal waste per year. Solid waste generation and its management are still a problem faced globally, regionally as well as locally. Improper management of solid waste poses danger to the environment and also affects the health of

people. If solid waste generated is not managed or treated properly it will increase the air pollution, water pollution and soil pollution. It also clogs drains which cause flooding during the rainy season. The flood that affected Chennai in December, 2016 was mainly due to the clogging of drains due to the excessive dumping of waste.

Storing and disposing of the generated waste is a day-to-day activity in every household of Chennai. Residents in Chennai either use open bin, closed bin, plastic bags to store the waste before disposal. Some residents use separate bins for bio and non-bio degradable waste. Some waste materials like newspapers, papers are given to the paper collector and they are rewarded with some money based on the weight of the material disposed. Plastics are also sometimes collected by them and in turn rewarded some money. Such practice of residents needs to be appreciated and the paper collector knowingly or unknowingly doing some good job by providing door-to-door collection service. Many of the residents have a practice of throwing the waste materials on the roads, rivers, open yards due to lack of awareness and education.

Moreover, in Chennai, we can see some weekly bazaars where the secondhand goods are sold for much lesser price which benefits the poor. If these communities driven working models are not there, all these e-wastes would have ended in the dump yards. These informal sectors

help in sustained solid waste management. The integration of informal sectors, formal sectors, community based sectors is needed for sustainable waste management.

There was no study conducted so far in Chennai to assess the awareness and attitude of the residents towards solid waste management.

UN's Sustainable Development Goals (2015) states that "by 2030, reduce the adverse per captia environmental impact of cities, including by paying attention to air quality, municipal and other waste management."

Solid waste Management Department, Chennai has estimated that the solid waste generation per day is 4500 MTs. Even though they have door to door collection of garbage by Tricycles and promoted source segregation activity to reduce waste coming to landfill, we see that Chennai still faces problems of littering on the road, improper disposal of solid waste including the ewastes. This study pertains to study the awareness and the attitude of the residents of Chennai in order to enable find ways to improve the solid waste management basically from the household.

1.2   Research Problem:

Chennai city has a serious problem pertaining to waste management. There is no proper system for disposal of solid waste, which leads to pollution and health hazards. There is also an increase in disposal sites which is posing health hazards to the neighbourhood. The decomposition of organic waste such as food waste, garden waste, paper, cardboard, animal, plant material waste, timber in landfill generates greenhouse gases-carbon dioxide, nitrous oxide, methane and fluorinated gases traps heat in the atmosphere of the earth which in turn causes global warming. Littering throughout Chennai

is still a persistent problem, despite various campaigns such as "Singara Chennai". This study pertains to understanding, the awareness of solid waste management in Chennai.

Among the top five cities in India, Chennai is in the third place generating highest municipal waste of around 1.6 million tonnes per year. As per the Green earth, the percaptia waste generated level in Chennai is 0.71kg/per person/per day which is the highest than compared to the levels of other cities like Kolkata, Delhi, Mumbai.

CHART 1.1: TOP FIVE CITIES GENERATING HIGHEST MSW

Source: Central Pollution Control Board, India

CHART 1.2: WASTE GENERATION LEVELS
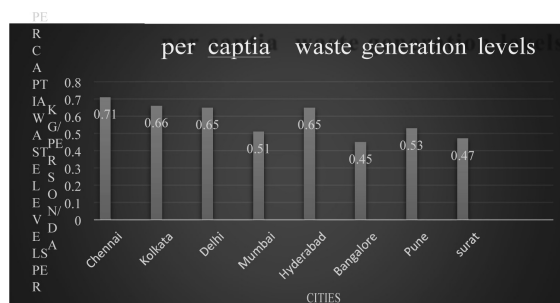
Source: Central Pollution Control Board

Source: www.chennaicorporation.gov.in

2. OBJECTIVES OF THE STUDY

1. To analyze the association between awareness, attitude, storage and disposal.

2. To study the impact of awareness on storage and disposal methods used by the residents of Chennai towards solid waste management.

3. To study the impact of attitude on storage and disposal methods used by the residents of Chennai towards solid waste management.

2.1   Hypothesis Framed for the Study

H1: There is a significant association between awareness, attitude, storage and disposal of solid waste among the residents of Chennai.

H2:   There is a significant impact of awareness of the residents of Chennai on the storage and disposal of solid waste.

H3: There is a significant impact of attitude of the residents of Chennai on the storage and disposal of solid waste.

3.   REVIEW OF LITERATURE:

3.1   Concepts of Waste

WASTE: European councils' directive defines waste as "Any substance or object which the holder discards or intends or is required to discard." According to Wray (2000) waste is referred as "any material that currently have a negative value to their owner and are to be disposed of"

Solid waste as described by Tchobanoglous et.al., (1993) comprises of "all the wastes, garbage, rubbish, trash or refuse arising from human and animal activities that are normally solid and are discarded as useless or unwanted."

As said by Bamgbose (2000), Any abandoned materials can be called as solid waste, which includes garbage refuse, discarded materials from different type of industries, tyres, toys, furniture,

sludge from the waste treatment plant. Afton, Bassey et.al (2006) suggests that packaging materials, grass clippings, clothing, furniture, bottle, food waste, newspaper, batteries. The rate of solid waste generated in a city is due to the functions of the population, and other commercial activities (Daude and Osita 2003)

3.2   Municipal Solid Waste

Solid waste is broadly classified as Municipal solid waste (MSW), Hazardous waste (HW), Bio Medical Waste(BMW), Industrial Waste(IW), EWaste. Municipal solid waste consists of the residential waste also called the domestic waste, industrial waste, commercial waste and waste generated from halls, schools, institutions. Solid waste generated from the households of Chennai consists of bottles, cans, plastics, packaging materials, clothing, newspaper, yard trimmings, food, metals, wood, electrical and electronic wastes, hazardous waste such as spray cans, batteries, fluorescent tubes, paints, etc., We also see that batteries gets mixed up with the household waste in Chennai.

3.3   Solid Waste Management

Priscillah G. Njogu (2014) states that waste management at household refers to the source segregation, source separation, collection, storage, reuse, recycle and final effective way of disposal without affecting environment. Also the health implications of improper waste management are very dangerous to the people as well as to other living organisms. Poor waste management results in diseases such as cholera, dysentery, typhoid, malaria. The outbreak of Plague in the state of Gujarat was absolutely due to the failure to collect and dispose garbage from the house holds(EPA,2007)

Community based organizations in Chennai also works for effective solid waste management.

The objectives of Exnora international (www. Toxiclinks.org) is to create awareness among citizens and managing waste in an environmental friendly way. Chennai is the first city in India to partially privatize the MSWM service to foreign agency. The Corporation of Chennai initiated many activities for proper MSW including source segregation, doorto-door collection, abolition of open storage, daily sweeping of the street.

According to Central Pollution Control Board (2000), the majority of waste generated in Chennai comprises of green waste and inert materials. Materials in MSW can be classified broadly as compostables, recyclables, Inerts. The food waste, market waste, yard waste are all compostables whereas paper, plastic, metal and glass are recyclables. Those waste that can neither be recycled or compostable falls under the inert waste category, this comprises of stones, ash and silt. The food waste has to be collected daily and disposed off, otherwise it may attract pests and insects. Due to the absence of source separation, the recycling and composting efficiency are low.

In Chennai, the presence of secondary markets plays a significant role is ewaste management. Low-income groups are benefited and get access to all kinds of electronic items like laptop, desktop, television sets, mobile phones, etc.,

4. Research Methodology

A descriptive study provides information about behaviour, attitude and other characteristics of a group. These studies are conducted to demonstrate relationships and associations between variable. This study is a cross-sectional as it involves one-time interaction with the people. The main purpose of this type of research is to describe, explain and validate findings. It includes multiple variables for analysis. This employs both qualitative and quantitative descriptive research as it includes both research hypotheses about variables and quantitative correlation of the variables. Quantitative approach using questionnaire survey method was employed for this study. The questionnaire was designed to reveal and uncover how people manage solid waste.

There are different kinds of approach such as engineering, environmental, economic, scientific, and behavioural approach. Economic approach was employed by Ray.et.al (1999) to study the waste minimization, considering the cost and benefits in the US military installations in order to access the most economic mode of waste management. The Engineering approach employed by Ballard et. al (1998) in order to design land fill sites, installation of incinerators and disposal facilities. Environmental approach investigates the effects of contamination on land, water, atmosphere, etc. Many studies have been done in this approach. Scientific approach investigates the health impacts of chemicals released from waste. This particular study is done in the behaviour perspective with a view that people participation in managing waste is related to their awareness and attitude.

4.1   Research Instrument

DESIGN AND CONSTRUCTION OF QUESTIONNAIRE

The questions for this study was derived from the literature review with a few modifications according to the waste management practices prevailing in Chennai city. The questionnaire is divided into two parts. The first part consists of questions related to demographic and socioeconomic characteristics of respondents namely gender, age, occupation, education and family income. These questions evoking

personal information not only describes the characteristics of the respondents, but also provided information for data analysis and interpretation. The awareness, attitude and waste management practices may be related to social, economic and demographic characteristics. The second part relates to the questions related to awareness, attitude and waste management practices of the respondents. The respondents were asked 5 questions related to awareness and it was measured using 5point Likert scale ranging from "strongly aware to not at all aware". Attitude questions was measured using 5-point Likert scale ranging from "strongly agree to strongly disagree". Single choice questions related to the type of bin and dichotomous response "yes" or "no" questions about the storage of ewaste was employed. Questions related to storage and disposal with 5-point Likert scale ranging from "strongly agree to strongly disagree" were asked. Moreover, questions related to frequency of disposal, type of disposal of food waste, yard trimming waste, paper waste, metal waste, plastic waste, glass waste, packaging material waste, electrical and electronic waste.

4.2 Sampling Technique, Size and Collection of Data

Sampling refers to a group of participants that represent a larger group. A stratified sampling technique based on occupation, such as professionals, private and other government service holders, housewife and students was used to select the respondents. This stratification was done to analyze if there exists any difference between these strata. Precautions were taken such that the sample covers the whole of Chennai- North, South and West. Out of 385 questionnaires distributed, only 350 were returned, out of which only 321 were valid with no anonymities. A random

sample was selected from North, West, South Chennai is comprised of Kolathur, Moggappair, Pallavaram respectively.

5. STATISTICAL TOOLS AND TECHNIQUES

Data in qualitative research is measured using descriptive statistics. The coding process is done to transfer raw data into numeric data. The statistical package for social sciences (SPSS) has been widely adopted for statistical analysis. Data are presented in the form of tables, bar charts, diagrams followed by detailed explanation.

- Descriptive and frequency analysis was used to analyze the general profile of respondents.

- Reliability analysis to test the internal consistency of the instrument.

- Correlation analysis has been conducted to investigate the relationship between awareness, attitude, storage and disposal

- Multi Variate Analysis has been used to analyze the impact of awareness and attitude on storage and disposal.

6. LIMITATIONS OF THE STUDY

This study pertains to Chennai only. The study is done to understand the methods of disposal of food waste, yard trimming, paper, plastics, metals, glass, packaging materials, electrical and electronic waste used by the residents of Chennai. Also the storage methods of the residents of Chennai such as using closed containers, open containers, separate containers for degradable and bio-degradable are studied. The attitude of the residents towards waste management has been analyzed. The data were collected from homemakers, professionals, private job holders and students, out of which the homemakers handled the responsibility of

solid waste management than other groups. The storage of waste was also done by placing a plastic bag inside a plastic dustbin. The less educated residents were not clear about certain terms even though they were made to understand. /This study provides a basic information to launch future studies. The study can be extended to the predominantly rural area and among the residents with more traditional way of living to find their practices in managing solid waste. Moreover, the effectiveness of cleanliness and awareness programs to be studied to determine the best strategy. The entire garbage collection service by the Corporation of Chennai be investigated to determine the problems faced.

7.   DATA ANALYSIS AND INTERPRETATION

7.1   Test of Reliability of Questionnaire Reliability of Constructs

The reliability analysis measures whether the items are measuring the study variables reliably or not. Cronbach alpha test was used to test the reliability of the constructs. This test was conducted for each items of the constructs.

Table 1 Reliability analysis of constructs

Constructs	Cronbach Alpha	No. of Items
Awareness	0.811	5
Attitude	0.815	14
Storage	0.737	6
Disposal	**0.851**	**11**

TABLE 2 Reliability of the questionnaire

CRONBACH'S ALPHA	N OF ITEMS
0.839	69

The value of Cronbach alpha greater than 0.7 suggests good reliability. The table indicates that the construct awareness has Cronbach alpha value 0.81, attitude has Cronbach alpha value 0.815, storage and disposal has Cronbach alpha value 0.737,0.851 respectively. This shows that the constructs are highly reliable. The total reliability of the instrument used for the research has 0.839 Cronbach alpha value, which suggests that the questionnaire is highly reliable.

7.2   STATISTICAL ANALYSIS

H1: There is a significant association between awareness, attitude, storage and disposal of solid waste among the residents of Chennai.

Table 3 Correlation Analysis Between Awareness, Attitude, Storage and Disposal.

Correlations		AWARENESS	ATTITUDE	STORAGE	DISPOSAL
AWARENESS	Pearson Correlation	1	.634**	.785**	.616**
	Sig. (2-tailed)		.000	.000	.000
	N	321	321	321	321
ATTITUDE	Pearson Correlation	.634**	1	.664**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	321	321	321	321
STORAGE	Pearson Correlation	.785**	.664**	1	.558**
	Sig. (2-tailed)	.000	.000		.000
	N	321	321	321	321
DISPOSAL	Pearson Correlation	.616**	.856**	.558**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	321	321	321	321
**. Correlation is significant at the 0.01 level (2-tailed).					

The Pearson correlation test is used to examine the association between the awareness, attitude, storage and disposal. The analysis results summarized in the above table shows that there is a significant association between awareness, attitude, storage and disposal and the correlation is significant at 0.01 level. There is a strong positive correlation between awareness and storage with 78% significance, attitude and disposal with 85% significance, storage and disposal with 55% significance.   Hence the null hypothesis is rejected. This result shows that awareness, attitude, storage and disposal are the important factors with respect to solid waste management. The awareness and attitude of solid waste management has significant relationship with good storage and disposal practices among the residents of Chennai. Also, there is high correlation between attitude and disposal.

H2: There is a significant impact of awareness of the residents of Chennai on the storage and disposal of solid waste.

Table 4 Multivariate Test on Awareness of Solid Waste

Multivariate Tests[a]								
Effect		**Value**	**F**	**Hypothesis df**	**Error df**	**Sig.**	**Noncent. Parameter**	**Observed Power[d]**
Intercept	Pillai's Trace	.985	9567.608[b]	2.000	300.000	.000	19135.216	1.000
	Wilks' Lambda	.015	9567.608[b]	2.000	300.000	.000	19135.216	1.000
	Hotelling's Trace	63.784	9567.608[b]	2.000	300.000	.000	19135.216	1.000
	Roy's Largest Root	63.784	9567.608[b]	2.000	300.000	.000	19135.216	1.000
AWARENESS	Pillai's Trace	1.215	24.513	38.000	602.000	.000	931.483	1.000
	Wilks' Lambda	.135	27.258[b]	38.000	600.000	.000	1035.805	1.000
	Hotelling's Trace	3.836	30.183	38.000	598.000	.000	1146.935	1.000
	Roy's Largest Root	2.958	46.859[c]	19.000	301.000	.000	890.329	1.000
a. Design: Intercept + AWARENESS								
b. Exact statistic								
c. The statistic is an upper bound on F that yields a lower bound on the significance level.								
d. Computed using alpha = .05								

Multivariate analysis is done and the results are stated in the above table. In the second effect, Wilks' Lamda, we find that the p value is .001 which is less than .05, hence the values are found to be highly significant enabling us to conclude that storage and disposal depends on awareness.

Table 5 Test of Between- Storage and Disposal

Tests of Between-Subjects Effects								
Source	**Dependent Variable**	**Type III Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**	**Noncent. Parameter**	**Observed Powerc**
Corrected Model	STORAGE	4950.014a	19	260.527	43.931	.000	834.693	1.000
	DISPOSAL	7759.828b	19	408.412	25.067	.000	476.268	1.000
Intercept	STORAGE	60434.972	1	60434.972	10190.809	.000	10190.809	1.000
	DISPOSAL	241473.793	1	241473.793	14820.716	.000	14820.716	1.000
AWARENESS	STORAGE	4950.014	19	260.527	43.931	.000	834.693	1.000
	DISPOSAL	7759.828	19	408.412	25.067	.000	476.268	1.000
Error	STORAGE	1785.033	301	5.930				
	DISPOSAL	4904.190	301	16.293				
Total	STORAGE	119671.000	321					
	DISPOSAL	458351.000	321					
Corrected Total	STORAGE	6735.047	320					
	DISPOSAL	12664.019	320					
a. R Squared = .735 (Adjusted R Squared = .718)								
b. R Squared = .613 (Adjusted R Squared = .588)								
c. Computed using alpha = .05								

Through the above table, we can find that storage and disposal depends on the awareness of residents on solid waste management. Here we see that the value is significant, as p is .001 for both storage and disposal, hence it can be concluded that there is a significant effect of the awareness on the dependent variables, storage and disposal pertaining to solid waste. The table also indicated that R-square is 0.735 for storage and 0.613 for disposal. This means that independent variable can explain 73.5, 61.3 percent variations in dependent variables such as storage and disposal respectively. Hence the null hypothesis is rejected. This concludes that the regression model used in this study is adequate and also explains the fitness of the model.

H3: There is a significant impact of attitude of the residents of Chennai on the storage and disposal of solid waste.

Table 6 Multivariate Test on Attitude of Solid Waste Management

Multivariate Tests[a]						
Effect		**Value**	**F**	**Hypothesis df**	**Error df**	**Sig.**
Intercept	Pillai's Trace	.995	29113.078[b]	2.000	289.000	.000
	Wilks' Lambda	.005	29113.078[b]	2.000	289.000	.000
	Hotelling's Trace	201.475	29113.078[b]	2.000	289.000	.000
	Roy's Largest Root	201.475	29113.078[b]	2.000	289.000	.000
ATTITUDE	Pillai's Trace	1.398	22.433	60.000	580.000	.000
	Wilks' Lambda	.057	30.546[b]	60.000	578.000	.000
	Hotelling's Trace	8.478	40.693	60.000	576.000	.000
	Roy's Largest Root	7.409	71.620[c]	30.000	290.000	.000
a. Design: Intercept + ATTITUDE						
b. Exact statistic						
c. The statistic is an upper bound on F that yields a lower bound on the significance level.						

Multivariate analysis is done and the results are stated in the above table. In the second effect, Wilks' Lamda, we find that the p value is .001 which is less than .05, hence the values are found to be highly significant enabling us to conclude that storage and disposal depends on attitude as well.

Table 7 Test of Between-Storage and Disposal

Tests of Between-Subjects Effects						
Source	**Dependent Variable**	**Type III Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Corrected Model	STORAGE	4876.276[a]	30	162.543	25.359	.000
	DISPOSAL	10847.980[b]	30	361.599	57.743	.000
Intercept	STORAGE	74333.150	1	74333.150	11597.241	.000
	DISPOSAL	299610.693	1	299610.693	47844.300	.000
ATTITUDE	STORAGE	4876.276	30	162.543	25.359	.000
	DISPOSAL	10847.980	30	361.599	57.743	.000
Error	STORAGE	1858.771	290	6.410		
	DISPOSAL	1816.039	290	6.262		
Total	STORAGE	119671.000	321			
	DISPOSAL	458351.000	321			
Corrected Total	STORAGE	6735.047	320			
	DISPOSAL	12664.019	320			
a. R Squared = .724 (Adjusted R Squared = .695)						
b. R Squared = .857 (Adjusted R Squared = .842)						

Through the above table, we can find that storage and disposal depends on the attitude of residents on solid waste management. Here we see that the value is significant, as p is .001 for both storage and disposal, hence it can be concluded that there is a significant effect of the attitude on the dependent variables, storage and disposal pertaining to solid waste. The table also indicated that R-square is 0.724 for storage and 0.857 for disposal. This means that independent variable can explain 72.4, 85.7 percent variations in dependent variables such as storage and disposal respectively. Hence the null hypothesis is rejected. This concludes that the regression model used in this study is adequate and also explains the fitness of the model.

8.   Findings of The Study

- It is clear that, the resident's awareness and attitude of solid waste management has a significant relationship with good storage and disposal practices among the residents of Chennai. Also, there is a high correlation between attitude and disposal.

- The storage and disposal practices of the residents depend upon their awareness on solid waste management.

- The storage and disposal practices of the residents depend upon their attitude.

- Participants were worried about environmental problems and more than half of the respondents were really concerned about health problems and contamination of public water bodies, odour, emissions due to burning of garbage.

9.   Suggestions

- Increasing public relation activities with careful planning, including analyzing the target group and choice of media.

- Making recycling more convenient would act as an effective motivator

- Implementing curbside recycling, a service that collects the recyclables using vehicles in urban and suburban areas.

- The side effects of improper waste disposal must be well publicized for which information sources such as newspaper, television, radio, buses, MRT can be utilized.

- There must be an increase in 'visible' recycling centers and increase in incentives

- Lack of facilities and distance of facilities discouraged the residents in participating in proper procedure of managing waste, so there is an immediate need of increasing facilities.

- A law enforcing recycling activity must be made by the government.

- Use of bio-degradable carry bags must be made compulsory at malls, shops etc., instead of plastic bags. The option of buying plastic bags at the billing counter should be terminated to encourage the customers to carry their own bag to carry the goods bought.

- A closed supply chain loop for the reverse logistics of the end-of-life electrical and electronic products.

- The producer must implement the EPR either individually or collectively through the Producer Responsibility organization by collection centers set up and organizing take back systems. Information regarding the contact details such as address and telephone details must be provided to consumers. The hazardous constituents and the hazardous nature of improper recycling of e-waste must also be indicated clearly.

10. Conclusion

The study has given a good insight on the practices adopted by the residents of Chennai. It is observed that more residents use open bins and plastic bags more than closed bins, separate bins. Residents get rid of waste batteries, chargers and other electrical and electronic accessories by disposing it with other solid waste generated at home. Residents of Chennai regularly recycle the paper waste generated at homes, through the informal waste collectors, which is a positive sign of awareness. The awareness should be broadened in handling all other solid waste such as plastic, metal, electrical and electronic waste. The Government should plan more awareness campaigns and more visible recycling centers.

Residents have great concern on the environment and the long term awareness program would definitely bring an effective approach among residents in handling solid waste. The emphasis on "Reduce, Reuse, Recover, Recycle should be started from very younger age, even at the primary level, so that the future of Chennai is well managed by the future generation. The more the awareness created, the attitude of the residents would also be heightened which leads to a responsible storage and disposal practice among them.

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Mentoring for Career Development – A Strategic Approach for Employee Retention Abstract:

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Employee Attrition is a hot topic in today's increasingly competitive marketplace. Employees leave organizations for many reasons such as lack of better pay and benefits, or dissatisfaction with the career prospects in their current company or want of more challenging jobs. As it is very important for any organization to retain its highly engaged & productive employee & to attract any potential resource, it is essential for an employer to focus on employee's need and to implement retention strategies such as employee engagement development initiatives, so that they feel valued and engaged in their career.

One of the important engagement initiatives to reduce employee turnover is Career development programs & this can be implemented very effectively through Mentoring. Mentoring has been described as " a formalized process in which a more experienced individual play a supportive role of supervisor, motivator for learning with a less experienced and knowledgeable individual, to facilitate personal and professional progress"(Roberts, 2000). It plays a critical role in employee development where it makes a remarkable difference in helping the employee to realize potential, enable them to grow and as well retain in their career. Thus, Mentoring is one of the techniques for employee retention by fostering lasting relationships among employees, promoting career development, and facilitating the transfer of knowledge within a company.

This paper discusses the role of mentoring, career development initiatives, the challenges involved in implementing the mentoring program and strategies to overcome those challenges.

Keywords: Mentoring, Retention and Career Development Main Paper

1.1 INTRODUCTION:

In any organization , Human Development Outcomes are a function of a composite mixture of Policies, Business Strategy Impacts, Environment & Other Indigenous qualities of the individual himself .In the recent past, there has been a divergent and volatile response whenever employees were expected to admonish crisis situations. One of the main attributes of delayed course of action is the misinterpretation of problems in a typical work environment.

Research inferences have led us to believe that there is an increased dearth of Diagnostic, Evaluative & Tactical Thinking abilities in individuals. Consequently, there have been expected or sudden spurt of emotional and intellectual downslides in a common day to

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day work span. In order to overcome lack of directions or to alleviate problems arising due to insufficient judgements and understanding, organizations resort to a professional tracking mechanism called Mentoring. Understanding the professional needs of employees helps organizations know different areas of improvement that the employees could work on. And there comes the age old concept of mentoring.

In today's scenario, employees are more career conscious than in the past. They are demanding more growth and development in their career. If the organizations fail to meet their expectations, they will be losing valuable employees. Here, in this paper we will examine the role of mentoring, Challenges in implementing mentoring relationship and how it influences career development practices in the organization. Also the concepts of career development initiatives and strategies in Career Development Programs are discussed in this article.

1.2   CONCEPTS OF MENTORING

"Mentoring is a brain to pick, an ear to listen and a push in the right direction.
- John C Crosby

Mentoring relationships in organizations have received considerable recognition as a means for enhancing the career growth and personal development of the employees. Mentoring can typically be classified as a very pragmatic and erudite technique adopted by most of the companies in the current scenario. Mentoring could encompass various mechanisms to critically evaluate, identify weaknesses & possible opportunities for one's growth and wellbeing. It is a sagacious process

that requires a lot of psychological forecasting and experience in the field of concern.

A mentor could be an unassailable friend, philosopher and guide in any situation of need and support. But there has been a lot of skepticism while identifying and standardizing the cognition in this regard. What qualities should a typical mentor reflect and how should the mentoring process enable success paths rather than just being a formal obligation is something we have to unravel and acknowledge very soon. There could be a lot of animosity rising if mentoring is underplayed or replicated without a dynamic assessment of the need.

Companies expect managers and peers to pave the right direction without stemming the possibilities of conflicts, unfair treatments and disagreements. Mentoring has to be an inclusive means of studying individual behavior that can implicitly or explicitly influence the organizational objectives. It helps outline areas of improvement or misdirection while being empathetic towards the individual .It has been a universal approach towards resolving deviations and personal convictions. Mentoring can provide a gamut of positive re-enforcement opportunities & if diligently practiced, this problem solving technique could easily be juxtaposed with some of the popular competency evaluation standards in the industry.

1.3.CAREER DEVELOPMENT AND RETENTION:

Attrition is the biggest challenge for all industry across India. Organizations are taking lot of initiatives to retain their employees. Despite that most of the employees leave because of high salary, volatile market, ample of opportunities, etc. Hence it is important that the Organizations have to plan for an effective Career development

initiatives in order to retain their employees.

Career development is the process of enabling employees to better understand & develop their skills & interest & use them for the benefit of the organization & self. It involves various alternatives such as developing abilities, preserving current skills and getting ready for the future ahead. Career development initiatives enable all the employees to make progress in the organization from the beginning by helping them to determine their career paths and remove all the obstacles... It is quite natural for all the employees to be in expectation of more job satisfaction and more career opportunities. As a result, they go into the effort of personal development. Therefore, they chose the organizations which support their careers and have career development programs (Çalık & Ereş, 2006).This could be possible only by having an effective mentoring program to guide the employees to progress in their career as well as to stay in the organization.

As per the literature, Career Plans should focus on structured career mapping, leadership development; successions planning, online learning which will enable employees to take charge of projects, fill higher positions and to develop their skills required for future careers.

According to the Right Management study, employees at a company with a favorable career climate are four times less likely to say that they are planning to stay with the company for less than one year than those at a company with a favorable career climate. Having these strategies present at their companies will help employees feel encouraged to advance in their career.

An Effective Career development Program helps to increase employee retention there by leading to increase in productivity and profits. Organization can use the following strategies to guide the development of its program:

- Open door policy to have conversations about careers: Here, Mentors should encourage employees to have a conversation about their annual performance and how to develop in their careers. This is to make them feel valued and empowered.

- Organization can promote the idea of a career lattice for those who want to explore different career paths which encourage sideways movement in addition to upwards movement rather than career ladder.

- Evaluate career development programs continuously to make sure the outcomes are as the organization and employee expected.

1.4 ROLE OF MENTORING IN CAREER DEVELOPMENT:

Mentoring is found to be serving two main functions namely, the career functions which refer to sponsoring, coaching, providing the protégé with exposure, visibility, challenging work assignments and the psychosocial functions like more intimate, intense relationships, friendships, counseling, source of acceptance and confirmation (Bourn, 1985)

According to *Watt, Linda (2004)* Leading organizations are using Mentoring for developing their employees in order to make them competitive. The author says that Mentoring has a greatest impact on Career development and Skill development of the employees.

Mentoring is a process of building workplace relationships…. To develop personal

and professional abilities, achieve performance goals at increasingly higher levels, says *Dr. Shalini Sarin,* The Vice President- HR Country partner of Schneider Electric. She also says that Mentoring allows older employees to share their knowledge with younger employees which help to prevent loss of intellectual capital and enables continuous maintenance of legacy systems and tools.

Nathaniel A Sasikar, Vice President, Human resources and Office Services, 3M's Operations in India and Srilanka, says that in today's scenario, Organizations need to institute mentoring process that is goal oriented according to an individual's career growth needs.

Mentoring is required for different career stages for different reasons:

- In the *Early stage* of entering a career, mentoring is more concerned on developing competence, skill and building a professional identity in their field.

- *In the Mid-career,* mentoring is focused on nurturing and guiding the mentee to improve for their long-term career opportunities.

- In the *end of their career*, mentoring is concerned about examining the mentee's career accomplishments thus far and finds various career options to fit their desired lifestyle.

1.5   CAREER DEVELOPMENT INITIATIVES IN IT ORGANISATIONS:

In today's world, the corporate ladder has flattened (Bersin 2009). This means employees aren't promoted as often and in turn companies must offer career development to keep their employees engaged. According to Mishra Priyanka & Dr.P K Mohanty (2011), there are there are few new initiatives taken by IT organisatins as part of Career Development program. They are as follows:

- Virtual Career Center which provides all career development related information, resources and tools.

- Career options that provide information on career path.

- Opportune that consists of internal consulting and internship program.

- Career Counseling and Seminars which are conducted to help the employees to discover their potential and progress in their future career.

- Career Insights that provide career tools for managers and employees.

1.6   EMERGING CHALLENGES IN IMPLEMENTING MENTORING PROGRAM IN INDIAN INDUSTRY:

Sushmita Srivastava (2014), says that there are few challenges involved in implementing the mentoring relationship in the Indian Industries namely,

- Initiating the mentoring relationship will be difficult for mentees due to lack of perceived similarity among mentor and mentees.

- The mentees feel that the periodic meetings and feedback process are seem to be forced upon the mentees which creates dissatisfaction among the mentees thereby resulting in terminating the mentoring relationship or change of mentor.

- Cross-gender mentoring programs might hamper the mentoring program due to

cultural barriers in India.

In order to overcome these challenges, Organizations need to enhance the possibility of interaction through matching the demographic characteristics and psychometric profiles of the mentor and mentees. Specific mentoring support based on the roles and expectations of the both the parties including details such as when the pair will meet, how frequently and for how long, and what the goals of the relationship are will build a strong foundation for the relationship. Finally, the organizations should conduct a series of sensitivity training in order to strengthen the relationship. In any field, having a professional mentor can help individuals develop and advance their careers. Mentors are especially important in the non IT sector, where structured career development opportunities are not always readily available.

1.7   CONCLUSION:

For organizational mentoring programs to be effective in developing and retaining talent, they need to be leveraged effectively. The individuals and the organizational goals need to be identified and aligned. Also the conditions of the engagement and expected outcomes need to be made explicit. *A successful mentoring is a solution that is, at times, overlooked by corporations. From career development to new talent on-boarding, mentoring can elevate corporation to new heights. Also* Career development programs should enable to realize these changes beforehand and provide the achievement of new skills. If an organization has an effective career development program in accordance with the employees' personal expectations, the employees' will eventually wish to stay at the organization. This consistency will be reflected in the employees' performance through time.

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A Study on the Quality Work Life of the Employees in Om Engg Technologies Pvt Ltd

Dr. D. Rajasekar

Abstract – Quality Work Life is an important tool for the development of desirable motives and attitudes on the part of both management and labour. QWL serves as an important means for the development of effective work habit and methods of work and thereby improves job performance reduces the wastes and accidents, prepare individuals for modified jobs, avoids unnecessary turnover, improves the quality of the product. Ineffective QWL programme is a serious problem that affects both the employees and the organization. An industrial organisation is a large and ever growing family. An implication of Taylor's work on Scientific Management was that the workers acted as they did due to the way they were managed. The meaning of work to the individual is important in the overall context of human relations, because it is the only factor contributing to one's satisfactory adjustment which transforms in the work place. Again, since work is an activity, one needs to remember that every one approaches the work with a different attitude and desires varied expectations out of it.

Keywords: Ineffective QWL, industrial organisation, Small scale industries

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INTRODUCTION

The success of every business enterprise is dependent on its human resources. Human beings are regarded as dynamic factors of production. Management of a business is responsible to coordinate human and material resources for achieving organization objectives. It is easy to handle material resources, but without efficient use of human resources, management can never accomplish objectives of the organization.

The quality work life has an important bearing on total quality of the life of the people. A high quality of work life leads to a better quality life of the people and vice versa. Thus quality work life has been considered as a means and at the same time, an end because the total quality of work life can be achieved only through good quality of work . As an experience gained through work life helps workers to achieve excellence, high amount of power.

ABOUT THE COMPANY:

The aim of this project is to find the reason for absenteeism and to give some suggestion to control it. Since we lack in practical knowledge this training helped to know about the functioning of various department. It enables to take quick and right decisions in the administrations.

Om Engg Technologies (P) Ltd

Is one of the manufacturing company engaged in the manufacture of industrial Electronic Panel, Mobile BTS equipment's, Fire alarms, CNC sheet metal components, Assemblies for domestic and Export market in Coimbatore, with assure the best quality for their products.

Scope of Study:

The study aims to determine the on quality of work life at " OM ENGG TECHNOLOGIES PVT LIMITED". The study may be helpful for the management to identify quality of work life. This helps to improve the performance of the employees. In every organization quality work life of the employees plays an important role and provides enough scope for the improvement of each and every activity of the organization. Hence the present study on the quality work life of the employees under OM ENGG TECHNOLOGIES PVT LIMITED has provide scope for assessment of the level of quality work life of the employees, it paves way to suggest the improvement in the activities conducted by the organization to further improve the effectiveness and efficiency.

Need for Study:

In the past, industrialist and managers believed that their only duty towards the employees was to pay satisfactory wages. But in courses of time, psychological research convinced them that the worker requires a more humane treatment, which is essential to seek the co-operation of employees.

One of the steps to improve the satisfaction and cooperation of employees is to improve the quality work life of the employees in the organization.

Objectives:
Primary Objectives:

- To study and analysis quality work life of the employees in "OM ENGG TECHNOLOGIES PVT LIMITED"

Secondary Objectives:

- To study the employee and the employers relationship.
- To study the extant transparency in the administration.
- To study the leadership style and its impact on work life.
- To ascertain the respondents opinions towards the working environment.
- To identify the level of motivation and recognition of the employees.
- To know the welfare facility providing to the employees.

Research Methodology
Research Design:

Research design used in this study in descriptive research design. Descriptive research studies are those which are concerned with describing the characteristics of a particular individual or group of individuals.

Data Collection:

- Both primary and secondary data were collected for the study.
- Primary data were collected through questionnaire
- Secondary data was collected from the HR manager of the company, books and websites.

POPULATION STUDY:

Since the employees strength is only 126, I took the entire population for my study.

TOOLS OF ANALYSIS:

The collected data were analyzed and tabulated for further interpretation. Percentage is done for data analysis.

STATISTICAL TOOLS:

Percentage analysis

Table showing the extend of job satisfaction of respondents.

Job satisfaction	Frequency	Percentage
Highly satisfied	20	17.40
Satisfied	84	73
Undecided	6	5.20
Dissatisfied	2	1.70
Highly dissatisfied	3	2.70
Total	115	100

Table showing resonances opinion on the communication between employee and the employer.

Communication between employee and employer	Frequency	Percentage
Highly satisfied	16	13.90-
Satisfied	78	67.80
Undecided	12	10.40
Dissatisfied	4	3.40
Highly dissatisfied	5	4.50
Total 115	100	

Table showing the opinion of respondent employee's participation in decision making.

Decision making	Frequency	Percentage
Yes	36	31.30
No	79	68.70
Total	100	100

FINDINGS

- Most of the employees are satisfied with present job and their job security.
- The management response towards the employees needs is very poor.
- The management is not encouraging the employee's participation in decision making.
- The management usually does not intimate the outcome of the appraisal system in advances.
- Even though the majority of the employees state that working environment is good. 35% of employees state that the management has to improve the working environment, mainly like canteen and rest room facility.
- Majority of the employees state that the company is not providing any financial assistance other than salary.
- Medical assistance is provided to the employees.

SUGGESTIONS

- The management should take initiative and understand the need of the employees.
- Management should support and encourage employees to take part in decision making.
- There is the need to make the appraisal system transparent. So that employees do not get upset with the system.
- The facilities like canteen and rest room should be improved.
- The company tries to support the families of the employees by providing financial support if possible.

CONCLUSION

The human resources (HR) department plays a vital role in any organization it supports to management to achieve the desired goal this department should consistently evaluate the organizations performances in different prospective. Our project quality of work life has an objective to measure the employee's perception towards the organization.

This study reveals that many resonances are opined that the working environment is pleasant they also agreed that the facilities provided by the company are not sufficient. Educational qualification has significant influences on recognize their own capability. At most all factors considered to measure the quality of work life of employees gives satisfactory report from employee's perception. So, I suggest that the organization maintain the satisfaction level and must improve its present satisfaction level in future.

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A Study on the Role of Social Media Networks for Online Retailers with Special Reference to Fashion Industry in India

Ms. N. Sarulatha and Dr. V. Sasirekha

Abstract – The online retail segment has evolved and grown significantly over the past few years. Cash on delivery has been one of the key growth drivers and is touted to have accounted for 50%-80% of online retail sales. Players have adopted new business models amidst posing teething issues. Social media are becoming new online market places with new researches showing people looking to social networks for their next purchases. Fashion industry is one of the businesses where frequent changes occur and social media is one of the most convenient and cheapest means to communicate. Thus, Fashion is a natural fit with social media. In the context, the paper explores the role of social media for online retailers and how fashion brands can harness its power in understanding what it is doing right and what the mistakes to avoid are.

Keywords : Fashion, online retail, social media, social media networks.

Fashion e-tailing has experienced significant growth across the country due to increasing lack of leisure time, changing lifestyles, convenience and flexibility of shopping from home and the easy option of free home delivery. With the advent of the Internet, sales have started to move online. Internet has already affected the fashion world. Driven to provide consumer convenience, the majority of fashion products manufacturer and retailers have created a virtual version of some aspects of their current physical environment. Internet is one component which has recently become the key ingredient of quick and rapid lifestyle. Be it for communication or explorations, connecting with people or for official purposes, Internet has become the central hub for all. The changing lifestyles of the country's urban population have also led many people relying on the Internet for their shopping needs. Modern retail has seen a significant growth in the past few years with large scale investments made by Indian corporate houses. Multi-brand retailing has currently been banned for foreign investment.

For global retailers who have not been seeing large organic growth, India provides a lucrative market for them to grow their top line and profitability. A few apparel manufacturers and retailers have used the Internet to go beyond their existing offerings, providing the consumer with a value-added Internet experience such as customised online apparel catalogs and custom-fit clothing. The potential impact of the Internet

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on the consumer, and on the industry, lies not in what the consumer sees and does on a computer, but in how retailers and manufacturers leverage the Internet to meet both expressed and latent consumer needs. With over 10 million Indian consumers shopping online for commodities other than electronics, this sector is growing at a great pace. Opportunities for web exclusive brands are coming up in apparel, accessories, shoes etc. and also gathering momentum across all market segments with each passing day. However, the convenience of shopping from the comfort of one's home and having a wide product assortment to choose from has brought about increased reliance on the online medium.

E-tailing Market : Key Drivers

India online retail will grow from 1.2 percent of the total retail market in 2015 to 4 percent — 6 percent of total retail by 2020. This will be driven by number of factors that can be classified under four broad categories: growth of digital penetration, limitation of brick and mortar formats, growth of internet habitual customers and improved supply side.

Digital Penetration: As physical and digital retail space converges, the shopping experience finds more places. Digital retail has reached critical costs where interactive displays and mobile connected stores are now able to actualize at much lower cost. Smartphones and internet penetration are boosting online retail industry. The internet penetration in 2015 is estimated to be 25 percent and is expected to reach 43 percent by 2020 (Source: Internet and Mobile Association of India, Technopak Analysis). This shall lead to increased penetration of fashion e-tailing.

Growth of Internet Habitual Customers: Internet habitual consumers are rapidly growing in India. An Internet habitual consumer is a consumer who is adept and comfortable conducting complex tasks on the internet. With growing niche of internet habitual customers, e-tailing shall grow at a faster pace. Online portals for social e-commerce for fashion enthusiasts are an added advantage to these internet habitual fashion customers that let users post pictures of their outfits, which are then surfaced and showcased to others, who are also given details of where they can go to buy them — both online and at offline outlets near them.

Limitation of Brick & Mortar Formats: Organized retail (primarily Brick & Mortar) has been in India for two decades now, it's contribution to total retail is still low (~10 percent in 2015) due to structural issues faced by brick & mortar retail. Organized retail (brick and mortar) is concentrated in top 25-30 cities (where retail consumption is concentrated). Majority of the brick & mortar brands are concentrated in larger cities and are unable to meet the rising aspirations in smaller cities across India. This skew in retail presence is fuelling the growing demand through online channel owing to wide reach and delivery to even smaller cities and towns where brick and retail stores are either not viable or will take years to reach.

Owing to fast penetration of the e-tail, many brick and mortar fashion retail brands have started entering online retail.

Improved Supply side: The availability of discounts & promotions, cash on delivery, wider product range, better product details, easy returns, faster delivery, option for EMIs and mass media campaigns & events have contributed towards further penetration of e-tail in fashion industry. Also, 3D trail room concept is developing across fashion e-tailing portals to provide experience of virtual trials for apparel and lifestyle products.

Trends in fashion retailing in India

Fashion retailing in India remains a lucrative business opportunity for both domestic and international retailers. After a period of low economic growth and sluggish business activity, the Indian economy has begun moving towards higher business activity and increasing consumer confidence. This, in turn, is expected to additionally boost the country's fashion retail market. India's merchandise retail market was worth USD 525 billion, in 2014, of which USD 41 billion, or around 8%, came from apparel. Further, this apparel market is expected to grow at a promising CAGR of 9% over the coming decade. Along with the increase in population and growth in disposable incomes, increasing access to fashion trends across the world, efforts by brands and retailers to allure Indian consumer, rapid penetration of organized retail into smaller cities, and spectacular improvements in product offerings and quality are some of the growth drivers for the fashion retail sector. Also, the widespread acceptance of e-tailing is most crucial in shaping the future of India's fashion ecosystem.

The fashion sector in India is registering certain distinct trends which have the potential to affect the way brands and retailers strategize their plans of action. While some of these trends revolve around the impact of technology in consumer expectation and business models of fashion retailers, some of them are related to increasing competition among brands and retailers vis-à-vis attracting consumers. E-tailing in India has been growing rapidly, beyond gifts and books, and is now seeing traction from apparel and other lifestyle goods. Currently, apparel and lifestyle contribute around 25% of the USD 2.3 billion e-tailing market. Due to the increasing acceptance of e-tailing by consumers across the country, this share is expected to increase to 30% by 2020.

Brick & mortar retailers are also moving away from purely physical store-based e-tailing to multi-channel retailing, which helps them reach a wider customer base and also enables them to compete with pure-play online retailers.

The proliferation of digital technology and its utility in attracting consumers has helped e-tailing players explore new frontiers through launching user-friendly applications. In India, due to the increasing penetration of smartphones, consumers have also started purchasing their fashion needs via mobile applications.

Virtual reality is another frontier for e-tailing which is expected to impact the fashion ecosystem. E-tailing players have begun focusing on ensuring high quality user interfaces and browsing experience.

Although e-tailing has been the buzzword for fashion retailing sector, in recent times fashion retailing has also witnessed several trends relevant to both physical and e-tailing channels. While the blurring of seasons is one of the most distinct trends seen across product categories, the increasing importance of visual merchandising, deployment of advanced analytics, and reinvention of customer loyalty programs are some other interesting trends to watch.

There was a time when festive seasons used to contribute a large chunk of overall sales within the domestic Indian market. Now, however, the fashion retail market does witness an upsurge in the festive seasons, but retailers and brands manage to sell their products all year round due to consumers having higher disposable incomes. It is expected that this blurring of seasons will continue and the Indian market will also show higher propensity towards fast-fashion models which introduce a greater number of designs in shorter seasons.

CONTRIBUTION OF FASHION IN E-TAILING

The e-tailing evolution started in India with books and media as a key category. Electronics got adopted next and apparel, lifestyle gained acceptance at the next level. The other categories that have found traction include baby care, home and living, etc. E-tailing market at present is led by electronics category with a share of 45 percent followed by apparel and lifestyle that contributes 30 percent of the market with the rest being captured by others. The category split of e-tail is projected to remain same in 2020 with electronics contributing to 44 percent of the total e-tail market in India followed by apparel and lifestyle at 30 percent.

Currently, menswear dominate the fashion and lifestyle space with contribution of 52-54 percent followed by women contributing to approximately 38-42 percent and contribution of kids ranges from 5-10 percent. However in light of increasing women in the workforce with more financial independence, the share of women in e-tail is expected to increase to 45-48 percent, whereas men's segment is expected contribute 45-47 percent, with kid's section remaining constant around 5-10 percent.

SOCIAL NETWORKS PLATFORM

Social media usage in India increased in leaps and bounds, as number of internet users in India reached 302 million users by December 2014. India is a key market for social media giants — active social media users in India grew to around 106 million and India is among the top three countries in terms of number of people using Facebook (100m+ users), whereas Twitter is seeing an increased user base of over 33 million2. The increased mobile web penetration is also seen as a key contributor to increased growth in active social media usage — 84% Facebook's 100 million users in India access it from their mobile

devices. 81% of the brands surveyed considered Facebook to be the most important platform, while almost 48% of surveyed brands think that Twitter is the second-most important platform to be on, closely followed by YouTube (43% surveyed brands considered it to be the third–most important channel). Businesses are also establishing their own YouTube channels while actively producing, curating and distributing video content or promotional material and showcasing new developments for the brand. Meanwhile, Vine, the latest entrant in social media platforms, concentrates on short six second video snippets that can be shared using Facebook or Twitter. Currently, it has not eye out on this platform, especially to see how it will be used in marketing campaigns for the use of short teasers and promo videos that help showcase and build brands.
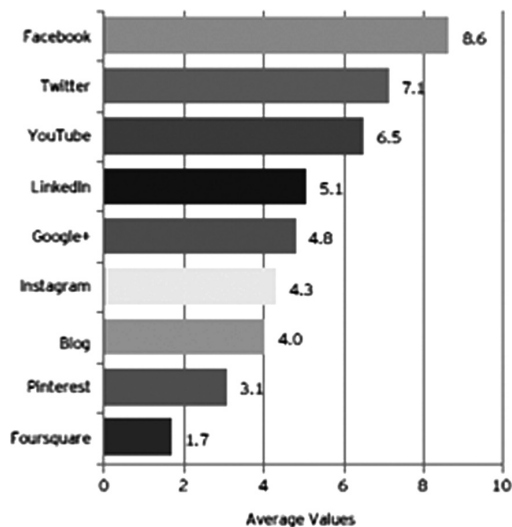
ROLE OF SOCIAL NETWORKS

The top-3 objectives to be present on social media for the brands were Building Brand Awareness/Highlight Brand News, Building a Community and Customer Engagement.

However, Reputation Management, Thought Leadership and Recruitment also showed up as new objectives for brands in their social media

strategy. Customer Engagement was not a key focus area and has been gaining importance. Keeping their communities of brand loyalists and advocates active and engaged has become an area of focus for brands. Additionally, for brands, engaging with customers on social media, and responding in near real-time, will help create a culture of innovation and transform customer communication and experience.

1. Brand Awareness/Highlight brand news
2. Customer engagement
3. Build community
4. Thought leadership & credibility
5. Reputation Mangement
6. Customer service
7. Generate leads
8. Research
9. Recruitment.

About Myntra.com

Myntra.com is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra.com aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.

Myntra was established by Mukesh Bansal, Ashutosh Lawania and Vineet Saxena in February 2007. All three are IIT alumni and have been associated with several start-ups. Myntra is headquartered in Bangalore with regional offices in New Delhi, Mumbai and Chennai. It began its operations in the B2B (business to business) segment with the personalization of gifts, which included T-shirts, mugs and caps to name a few. However, in 2010, the company shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue to fashion and lifestyle products. Myntra. com is

ranked among the top 10 e-commerce companies in India and is scaling rapidly. Building on the success of personalization Myntra expanded into broader Lifestyle/Fashion retailing.

Marketing Strategies of Myntra

Myntra is very responsive to market trends and always keeps the latest designs and merchandise in its online catalogue. There has also been a change in the marketing strategy pursued by Myntra over the years, from focusing primarily on establishing the brand as an online shopping portal for fashion and accessories to extending to the realm of communicating the advantages of shopping online and ridding consumers of the inherent reservations of making online purchases. The brand's core marketing mediums include the digital platform, especially Facebook and the electronic medium, with a majority of the marketing expenditure towards youth-centric channels. Myntra has used mostly viral marketing and internet for its popularity coupled with occasional discounts and referral discounts.

Myntra.com understands its shoppers' needs and caters to them with choice of apparel, accessories, cosmetics and footwear from over 500 leading Indian and international brands. Prominent brands include Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Avirate, FabIndia and Biba to name a few.

Usage of Social Media Platform

Ashutosh Lawania (Co-Founder & Head – Sales & Marketing, Myntra.com) believes that "Technology can be a game changer in the crowded e-commerce market" Myntra.com relies heavily on technology to boost its market share. Besides using analytics extensively, the online retailer uses innovations such as virtual dressing rooms to sustain buyer interest. On the social front, Myntra was the first among

e-commerce firms to initiated a tool called 'Get Satisfaction' which integrates all queries and reviews into a single platform and builds a data bank of answered queries for future reference.

Myntra has a strong social media presence on Facebook, Google+, Twitter and Pinterest with over one million fans on Facebook. Myntra does product plugs, fashion stories and give out fashion tips on their social media platforms that are relevant for the audience and can help them make a purchase decision. These tools help them to engage and interact with audience, collect their feedback and share fashion tips with customers.

Over a period of time, the three main focus areas on Facebook are fashion content, product/ category marketing and topical engagement. On Twitter, it does all 3 of this and in addition, use the platform for conversing with bloggers and people interested in fashion. On Pinterest and YouTube, the strategy is clearly to show its understanding of fashion - created as well as curated- and boards and playlists are a reflection of that. Myntra use Facebook as a medium and Twitter as a platform to run contests. Its contest on twitter #whatsyourexcuse was in line with their television campaign and saw a lot of participation. All these campaigns result in increased engagement and awareness and therefore result in sales.

CONCLUSION

Today, a brand is no longer only about what it tells its potential consumers. Today, a 'brand' is no longer only about what it tells its potential consumers, it is more about what one potential consumer tells another. This is why social media has become such an important tool for brands around the world. Social Media is a great platform for brands to connect with people. Some of whom will turn into potential consumers, while most of them will turn into brand ambassadors. A good social media vision is one, which helps a brand build strong brand ambassadors that help the social space positively consume everything it does. If it manages doing so successfully, the consumers will come.

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A Study on Resistance Towards Change at Work Places Among Private Sector Employees of Chennai City

Ms. D. Sowmya[1] and Mrs. R. Rama[2]

INTRODUCTION:

In the current scenario changes are must for any organisation for its long term existence. These changes can be in different forms like managerial changes, technological changes, supervision changes and other important organisational changes. If these changes do not take place in an organisation over a period of time the organisation will become obsolete when compared to its competitors. To maintain its competitive advantages, an organization must make effort to implement changes accordingly.

For a human being, normally it is not easy to accept change. They usually resist to changes happen in any environment. Resistance means restricting to some change or something or opposing and obstructing any change or a particular thing. Employee resistance means resistance from the employees of an organisation towards any particular changes taking place in the organisation. There may be various reasons for employee resistance. Employee resistance is basically a psychological behaviour of an employee towards adapting to a new change.

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Employee' acceptance and commitment are the key factors for successful changes in any organisation. An effective management should understand the importance of an employee and his or her requirements should be kept under consideration before making any changes in the organisation. Therefore, if an organisation wants an organisational change to work according to plan it should ensure that the objective and vision of the change should be shared with the employees and their involvement in the change should be motivated

Employee resistance can be of two types positive or negative. Employee resistance can be termed as negative when it has an adverse effect on growth of an organisation as well as the employee himself. Negative resistance hinders the development of organisation and the employee as well. Resistance from employees cannot be always negative, sometimes resistance from employees are positive and are in right direction for the development of organisation. Employee resistance is seen as an act of disobedience from employees by most of the managers but sometimes these resistances have some positive effects on these organisational changes.

First the idea of managing and removing resistance to proposed changes was introduced by Kurt Lewin, a social psychologist in 1940's. His idea was that it is necessary to overcome resistance to bring about effective organisational changes.

The objective of the study are as follows:

- To identify the causes of employee resistance to change
- To understand various symptoms of employee resistance to changes
- To identify the ways to overcome employee resistance.

RESEARCH METHODOLOGY:

87 employees from different private sector organizations were chosen by convenience sampling method, to conduct a pilot study.

Initially, in order to get the in depth information open-end questions were asked to the selected respondents. A 'self-designed' questionnaire was prepared based on the discussion under a title 'Survey on resistance towards change at their work places among private sector employees at Chennai". 5 Likert scale were chosen to collect the data. Around 75 people responded the questionnaire.

POSSIBLE CAUSES OF EMPLOYEE RESISTANCE

- One of the major causes of employee resistance is dislike towards learning a new procedure of work. Some employees feel comfortable doing their routine work and does not want to do new work and therefore resist for an organisational change which affects their routine work.
- Personal factors are also an important reason behind the resistance by the employees towards an organisational change. These personal factors include psychological factors and social dimensions.
- When employee feels that the change will not result in any benefits to him, he may resist.

- Another major reason behind employee resistance due to organisational changes is that these organisational changes are not productive.
- Inflexibility in the working mechanism of the organisation does not allow the employee to adapt quickly and efficiently to these changes.
- Resistance to change is also caused by lack of communication between the manager and the employees. Efficient communication is very important for any change to take place effectively and efficiently in an organisation.
- Employees tend to resist the changes when the feel that the management is inefficient to handle change process.
- Table below (Table-1) and Pie-diagram (Diagram-1) indicate the number of respondents feel that organizational change is important.

TABLE 1:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
21	28	13	9	4

DIAGRAM 1:

Organisational changes are required
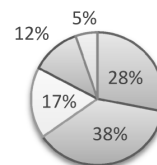
☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

Around 28% of the respondents strongly agree that change in their work place is important. The organisational changes includes changes in the policies of the organisation, changes in the working procedure, changes in the techniques used in the organisation etc.
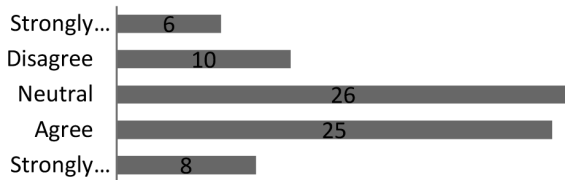
Table below (Table-2) and diagram below (Diagram-2) indicate the opinion of respondents who feel their organizational changes are unproductive.

Table 2:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
8	25	26	10	6

DIAGRAM 2:

Organizational changes are not productive

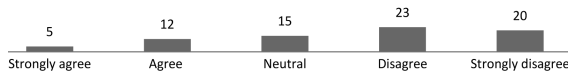Around 33.33% of the respondents agree that the changes that their organization has brought so far is unproductive and unconstructional.

Table below (Table-3) and below diagram (Diagram-3) indicate the employees enthusiasm towards their organizational changes.

Table 3:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5	12	15	23	20

DIAGRAM 3:

Enthusiasm towards organizational changes

Around 31% of the respondents agree that thay lack enthusiasm and are apathetic towards the organizational changes.
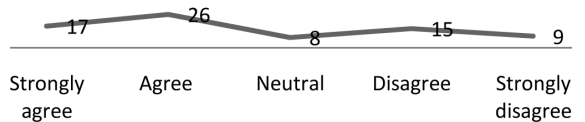
Table below (Table-4) and diagram below the table (Diagram-4) denotes the stress of employees due to the changes in organisation

TABLE 4:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
17	26	8	15	9

DIAGRAM 4:

Stress due to organisational change

From the above table, it reveals that around 75% of the respondents agree that stress occurs due to any changes in the organization. They feel uncomfortable to adapt sudden changes, hence resulting in poor work results and health of the employees.
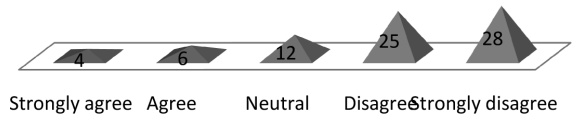
Table below (Table-5) and diagram (Diagram-5) indicate the people who responded that they resist due to fear.

TABLE 5:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
4	6	12	25	28

**DIAGRAM 5:**

Resistance due to fear

Only around 5% of the respondents strongly agree that they resist the change because of fear. The employees fear on changes as they might affect their promotions, bonuses, incentives etc.

Table below (Table-6) and diagram (Diagram-6) indicate the employees who responded that their resistance due to lack of personal benefit

TABLE 6:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
4	16	41	11	3

DIAGRAM 6:

Lack of personal benefit
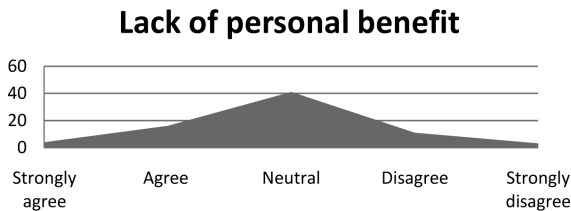
Around 21% of the respondents agree that due to lack of personal benefit in change they resist to any changes in the organization.

Symptoms of Employee Resistance:

There are some symptoms of resistance towards the organisational changes shown by the employees. Following are some signs and symptoms of employee resistance towards the organisational changes:

● Lack of commitment: - Employee seems not much interested in doing his or her work and does not show any commitment towards the work assigned to him after the change took place in the organisation.

● Complaining: - When the employee starts complaining about almost all small and big things in the organisation after the organisational change took place it shows that the employee has very much problem with the change in the organisation.

● Delay in doing assigned work: - If employee is not completing the assigned work on time, this is a possible sign of resistance towards the change by the employee.

● Lack of adoptability: - When the employees are not able to adapt to the new changes the employee will possibly resist any new change taking place in the organisation irrespective of the fact whether the change is positive or negative.

● Lack of proper communication towards superiors: - Not communicating properly with the superiors is also a prominent sign of resistance among employees if they do not support the organisational change taking place in the organisation.
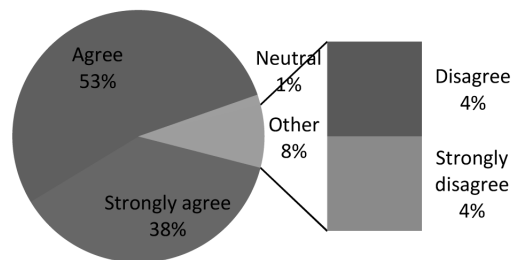
Table below (Table-7) and diagram below the table (Diagram-7) indicates the employees who responded whether sharing of vision and the objective of change with the employees is necessary.

TABLE 7:

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
28	40	1	3	3

DIAGRAM 7:

Sharing of vision and obj of change

Conclusion:

Employee resistance to organisational changes is a complex issue. The research stresses that the resistance is purely based on the psyche of an individual.

- The study indicates that the organization needs to necessarily know about the requirements and expectations of the employees to plan the alterations or modifications.

- Managers should try to overcome employee resistance by giving them personal gains such as salary, bonus, recognition etc.

- The employees should be explained in clear terms about the disadvantages of the old policy, procedure etc, so that they will be able to understand the importance of the change which is being done in the organisation.

- Employees who are resisting can also be put in a team in which they will be allowed to take decision, however small. This will help the managers to motivate the employees.

- Gap between the managers and the employees should be reduced to decrease the dissimilarities between managers and employees.

- The team leader or manager should try to look at these changes from the perspective of the resisting employees, as it might help the manager in finding out any major fault which he or she is not able to find otherwise.

References:

From the website :

[1] www.newfoundations.com/OrgTheory/Bolognese721.html)

[2] http://www.torbenrick.eu/blog/change-management/employee-resistance-to-organizational-change/

[3] https://managementisajourney.com/organizational-change-8-reasons-why-people-resist-change/

[4] www.newfoundations.com/OrgTheory/Bolognese721.html

[5] http://www.isca.in/IJMS/Archive/v3/i1/1.ISCA-RJMS-2013-94.pdf