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*Special Issue on*

**SOCIAL VALUES AND SUSTAINABLE DEVELOPMENT:  
PROBLEMS AND PROSPECTS**

*Special Issue Editors*

**Dr. G. GNANARAJ**

**Dr. D. Fennala Agnes Iylin**

**Dr. B. Hannah**

**Dr. Abraham Selvakumar**



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## International Journal of Research in Humanities, Arts and Science

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**Dr. S. Balakrishnan**

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**Dr. D. Paul Dhayabaran**  
Principal

November 9, 2022

### **MESSAGE**

I am delighted that Deanery of Research & Development, Deanery of Academics and all Arts Departments of our College in collaboration with BODHI International Journal of Research in Humanities, Arts and Science, INDIA organize a Two-Day International Conference on "Social Values and Sustainable Development : Problems and Prospects.

I congratulate and appreciate Dr. Suresh Frederick, Dean of Research & Development and Dr. S. Balakrishnan, Publisher and Managing Editor, BODHI International Journal, Conveners of the conference, Dr. S. Sobana, Co-convenor of the conference, Organizing Committee members and all the Heads of Arts Departments of our College who lead from the front in organizing an International Conference.

I am sure that this event will provide a platform for all the members of faculty of different disciplines of Arts departments to get an opportunity to present papers in their area of research and also for all the budding research scholars, PG students and all the participants to get exposed to the new emerging trends in Arts and its applications in various fields.

May the Lord Almighty guide and strengthen the Deanery of Research & Development, Academics and all Arts departments for the successful conduct of this event and my wishes to the entire Arts fraternity.

  
PRINCIPAL





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**Dr. SURESH FREDERICK**, M.A., M.Phil., Ph.D., PGD/JMC.

Associate Professor & UG Head

Dean, Research & Development

### Message

"Your core values are the deeply held beliefs that authentically describe your soul."

- John C. Maxwell

Happy and warm greetings to all.

I am greatly pleased that the Deanery of Research and Development in collaboration with the Deanery of Academics (Arts) and BODHI International Journal of Research in Humanities, Arts and Science, is organizing an International Multidisciplinary Conference on "Social Values and Sustainable Development: Problems and Prospects" on November 14 & 15, 2022.

Social values and sustainable development, which aim to work on preserving the resources for the future, can be seen as a similar vein connecting literature, culture, society, organization, firms and agencies. This Multidisciplinary conference has tasted resounding success as it has stipulated a blend of world-class thought-provoking content, inventing new social standards for an equitable, sustainable, and affirmative future.

The conference has invited research minds from all disciplines for deep discussions and a wide range of interactions on the social values of the past decade and the challenges that lie ahead. The conference has also invited experts with social value as resource persons and practitioners from a wide range of sectors and industries across the world. The research papers received from various disciplines have provided excellent opportunities for the readers to exchange new vistas to establish inter-disciplinary research relations.

On this occasion, I would like to thank all the authors of research articles, volunteers and persons who directly or indirectly contributed to the conference. Without their cooperation and full support, this conference would not have been possible. I record my sincere thanks to the organizing committee for their strenuous efforts. I congratulate the Deans of various disciplines, Heads of the Departments, faculty members, Research scholars and students for their progressive endeavours.

**Dr. Suresh Frederick**  
Convener



## **EDITORIAL**

There has been an increasing interest in Social Values over the last five years globally. Social values are considered important since it affects the organisations, community and the environment. It has huge potential to help one understand the world around and make decisions as to where to invest the resources. Social values involve the people who matter the most and helps an individual or organisation to gain competitive advantage. United Nations has used Social Values for helping realise the seventeen Sustainable Development Goals (SDGs) framed by it. SDGs were launched in 2015 as a part of 2030 Agenda for Sustainable Development and these SDGs are considered as aspiration statements for all the countries.

The Interdisciplinary International Conference on “Social Values and Sustainable Development: Problems and Prospects” aims to address the multi-disciplinary approach in the successful achievement of SDGs. The Conference gives an opportunity to share experiences in multi-disciplinary and multi-sectoral problem solving and also bring out innovations for the achievement of sustainable development.

The Conference provides a platform for researchers, educators, academicians and students to reciprocate new thoughts, ideas, approaches and insights to the theme of the Conference. This Book is a compilation of the contribution of various researchers and faculty members on the issues relating to the SDGs. I recognize and appreciate the efforts taken by each one of them in presenting their views on the theme of the Conference.





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Academic Excellence in research is continued promoting in research support for young Scholars. Humanities, Arts and Science of research is motivating all aspects of encounters across disciplines and research fields in an multidisciplinary views, by assembling research groups and consequently projects, supporting publications with this inclination and organizing programmes. Internationalization of research work is the unit seeks to develop its scholarly profile in research through quality of publications. And visibility of research is creating sustainable platforms for research and publication, such as series of Books; motivating dissemination of research results for people and society.

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**CONTENTS**

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S. No.	Title	Page No.
1	A Study on Consumer Perception of Digital Payment Methods Covid-19 Pandemic In A Tiruchirapalli Region of South India <b>S. Evangeline Green &amp; R. Sheeba</b>	1
2	Green Marketing: A Study of Consumers' Attitude towards Green Products <b>Dr. D. Fennala Agnes Iylin &amp; S. Abisheg</b>	10
3	Economic Globalisation and Sustainable Development Goals <b>Dr. B. Hannah</b>	15
4	Teachers Adaptability towards Online Class <b>Dr. S. Shanthi Merlin</b>	18
5	The Lifestyle of Higher Education Teachers towards Sustainability <b>Dr. R. Sheeba</b>	22
6	Job Stress among School Teachers with Reference to Bishop Heber Higher Secondary School, Teppakulam, Trichy <b>G.T. Samuel Devadoss</b>	27
7	A Study on Student Knowledge and Behavior on Sustainable Development Goal – with Special Reference to Undergraduate Students' of Bishop Heber College, Tiruchirappalli <b>Dr. A. Ravikumar</b>	32
8	Social Values and Sustainable Development: Problems and Prospects: A Study <b>Dr. K. Muthu lakshmi</b>	39
9	"A study on Investment Behaviour of Women Employees in Banking Sector" <b>P. Senthilkumar &amp; Dr. G. Gnanaraj</b>	44
10	Modelling Stock Market Volatility in Nse Nifty <b>Dr. Sriram</b>	51

11	Growth and Sustainability of Self Help Groups (Shgs) in Tamilnadu <b>Dr. M. Anusuya</b>	54	22	Sustainable Development – Origin and Implementation <b>D. Selvin Delish</b>	101
12	Ownership Structure and its Effect on Value of the Firm <b>Balamuralikrishnan Chakkravarthy</b>	58	23	Financial Analysis of Tancem in Ariyalur Unit <b>Dr. M. Rajasekar</b>	105
13	A Perception Study on Job Satisfaction Among Non Teaching Staff in Bishop Heber College <b>S. Kavitha &amp; Dr. K. Muthulakshmi</b>	62	24	Accelerating Digitalisation of Banks: Spotlight on Street Vendors - Sdg No 8 Decent Work and Economic Growth <b>B. Padmavathy</b>	109
14	A Study on Consumer Buying Behaviour towards Online Marketing In Trichy <b>Dr. R. Sutha</b>	67	25	Social Entrepreneurship and Sustainable Development <b>M. Malathi &amp; T.P. Karpagam</b>	114
15	Customer Satisfaction towards Service Provided by Reliance Jio Network in Tiruchirappalli District <b>Dr. H. Kavitha</b>	70	26	Sustainable Development Goals – A Decade Ahead: 2030 Perspective <b>A. Boaz &amp; Dr. G. Gnanaraj</b>	118
16	A study on “Step up SDGs into Actions” <b>Dr. R. Vijaya Lakshmi</b>	73	27	“Digitalization in Indian Banking through Payment Banks” - With Special Reference to Bengaluru City <b>C.V. Shashikumarachari &amp; Dr. K. Suchitra</b>	122
17	A Study on Consumer Preference of Organic Food Production in Tiruchirappalli District <b>Dr. C. Precilla</b>	78	28	Progressing Sustainable Development goals Towards the Prosper of Industrial Development and growth – an analysis <b>T.P. Karpagam &amp; M. Malathi</b>	129
18	A Study on Work-Life Balance of the Employees in Rane Trw Industry, Trichy <b>G. Ruth Felicia Chrishanthy</b>	82	29	A Comparative Study on E-Banking Services of Nationalized and Private Banks Tiruchirappalli District <b>Dr. J. Daniel &amp; Dr. G. Gnanaraj</b>	133
19	Sustainable Development Goals: A View on Relevant indicators <b>Dr. Lydia</b>	87	30	Role of Business in the Achievement of Sustainable Development Goals <b>G. Gnanaraj</b>	138
20	The Effects of Crude Oil Shocks on The Volatility of Agricultural Commodities <b>S. A. Nasrin Hussaina</b>	91			
21	Income Taxpayers' Approach towards Electronic Filing with Special Reference to Trichy <b>Dr. A. Muthu Meena</b>	96			

# A STUDY ON CONSUMER PERCEPTION OF DIGITAL PAYMENT METHODS COVID-19 PANDEMIC IN A TIRUCHIRAPALLI REGION OF SOUTH INDIA

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## **Abstract**

*This work highlights the effect of COVID-19 on the digital payment system in the particular district in Tamilnadu-south India called Tiruchirappalli. From the beginning era of the COVID-19 pandemic, almost all areas of the world have adopted the digital payment strategy as they offered a convenient and safe mode of money exchangeability compared to physical money transactions. One of the most significant benefits of digital payment due to their reduced reliance on cash, fast transfer speed, and ease of transaction. Digital payments are the payments conducted over the internet and mobile channels and hence, any payment sent online or through mobile, computing and internet-enabled devices can be called digital payments methods. Herein we have studied the impact of digital payment methods in the Tiruchirappalli area via various statistical and survey methods. The data are collected through a questionnaire and simple random sampling technique method. For statistical analyses, the SPSS-25 version was used and Statistical tools like percentage analysis, Descriptive analysis, ANOVA, Correlation, Chi-square and 'z's test were applied. The research findings were based on the Research hypothesis, demographic profile and various dimensions of Consumer perception of digital payment methods in times of the COVID-19 Pandemic. This paper focuses on the importance of designing and Consumer perception of digital payment methods in times of COVID-19 Pandemic.*

**Keywords:** *Digital payment methods, consumer perception, online payment.*

## **Introduction**

For some time now, the world has been shifting toward all things digital. However, the year 2020 highlighted the critical need to adapt to digital technology as soon as possible. Digital payment is a transaction that takes place entirely digitally or online, with no physical exchange of money. This means that both the payer and the payee exchange money using electronic means. Many economic and financial decisions that pushed Indians to switch to online payments were guided by the concept of 'Digital India.' According to an ET report, by 2023, 66.6 billion transactions worth \$270.7 billion in India are expected to shift from cash to cards and digital payments. There are a variety of modes of payments like banking cards, UPI(UNIFIED PAYMENT INTERFACE), USSD, Aadhar enabled Payment System(AEPS), mobile wallets, mobile pre-paid cards etc. It makes it simple for retailers and shops to deal with transactions, maintain reports, and accounts using digital payment methods, particularly POS

terminals. Even SMEs, which formulate up and about the popularity of businesses in India, have begun to use POS terminals, and estimate what, consumers are at present extra possible to use them. Traditional payment methods, such as cash and cheques, add to threat, steps, and physical presence. You can dispatch and collect funds from anywhere in the world with the clarification of a key with digital payment. There are several services offered that significantly reduce extra charges and hidden fees. Take, for example, Mswipe's EMI card. Using the card incurs no additional costs. As a result, the digital mode of payment and accommodating payments online is more gainful. Mswipe is a leading POS service provider in India, assisting millions of SMEs with simple digital payment technology and advanced devices. You can discover a mixture of POS devices that can help you simplify digital payments.

Consumers in Tamil Nadu are increasingly concerned about digital payments deception and are exercise big care when using digital payments compared to a year prior. However, the COVID-19 pandemic has adversely exaggerated the whole financial system, yet the Tamil Nadu economy is well too terrible. From March 24<sup>th</sup> 2020 onwards, throughout the country Lockdown is implemented. This affected almost all the sectors, all the workplaces, shopping centers, temples, schools, colleges, hotels were shut down. Individuals stopped going out from their living places. This has given the greatest significant impact on the digital payment system. Before COVID-19, individuals preferred to use digital payment systems, but after the pandemic effect, the number of client's has increased drastically. The Point Of Sale (POS) system is a set-up of the innovation utilized by retailers and restaurant owners to accept payments from customers, among other tasks. Collectively, it's the software and hardware that a retail business needs to run its Commercial enterprise. From ordering and managing inventory to processing transactions to managing customers and staff, the point of sale is the central hub that helps retailers run and develop their organizations. BHIM (Bharat Interface for Money) is an Indian mobile payment app developed by the National Payments Corporation of India (NPCI), based on the Unified Payments Interface (UPI). This is what it is and how you can utilize it In any case, this installment method can be utilized clearly for little worth exchanges up to Rs 5000 as per RBI guidelines.

There are numerous digital payment modes available in Tamil Nadu as well as throughout the world. The major payment modes are ATM/ Debit card, credit card, Google pay, phone pay, different banking apps, Paytm, NEFT, RTGS, Point Of Sale (POS), IMPS, Mobile wallets, Internet banking and many more.

Individuals prefer these various types of payment modes mainly because of convenience, are simple to utilize, save time, do not need to go to bank branches, cashless transactions, no fear of losing cash, 24x7 service, non-banking hours also one can get the banking facilities, flexibility. In any case, these digital payment systems are not free from difficulties. The major issues of digital payment systems are highlighted as follows, fear of fraud, hidden charges, technical issues, connectivity problems, server problems, network issues, lack of knowledge, fear

of data leakage, complicated instructions, non-availability of up to date information from the bank staffs, lack of trust and so on. After the effect of COVID-19, the economy began utilizing more digital payment systems compared to the pre-COVID-19 era. This COVID-19 pandemic has adversely affected the entire world economy. Today digital payments are secured for many people.so they do the transactions in a second.

### Review of Literature

1. **Chant [2015]** has investigated the Canadian payment systems' modernization. This article states that first and foremost usage of cheques ought to be extinguished by transforming the process of clearing and settlement of transactions with digital modes. The researcher concurs that accomplished can be achieved by refining the users, and their needs and with proper regulations. This article concludes that the payment activity ought to be a seamless process for both payer and payee and it ought to also have control over the risk and security factors, which will enhance the intention of Canadians to adopt a modern payment system.
2. **Polasik & Piotrowski [2016]** The analysts led an empirical study with commercial banks and experts to identify the solution for new payment systems, as the Poland market is ready to present innovative payments. The banks aim to develop payment technology with worldwide innovativeness and multidirectional involvement. This article concurs that a set of regulations have to be made in exchange fees and entry of third-party payment providers which will have a positive influence on the payment innovations in the competitive gap of digital transfers.
3. **Yadav [2017]** The researcher enunciates that mobile phones are an integral element of one's life and it is an expedient gadget for performing digital payments. This article has found six factors (i.e., perceived – the quality of service, risk, usefulness, cost, ease of use and trust) from the past studies which stimulate consumers to hold on to mobile wallets. The researcher has empirically learned and validated these dimensions and confess that Perceived Usefulness has altogether affected the consumers and gained a positive impact on the adoption of mobile wallets.

4. **Bagla & Sancheti [2018]** In an innovative paper the analysts aimed to distinguish the gaps in consumer loyalty level concerning digital wallets. The analysis depicts that dimensions influencing the adoption of digital wallets are rewards, cash-back offers, instant transfers, etc., and the dimensions that hinder the adoption of Digital wallets are trust and security. The results reveal that there is a gap in the loyalty level and expectation level of customers which is a major challenge of digital wallets. Henceforth, the analysts suggest that the security standards ought to be improved and interest have to be given for the amount being deposited in the digital wallets, which will motivate the customers to utilize digital wallets.
5. **Sivathanu [2018]** The analyst has critically examined the actual utilization of digital payment systems by consumers during the time of demonetization. This article is additionally focused on Stickiness to Use Cash Payment System, Behavioral Intention and Innovation Resistance to use digital payments. The empirical analysis revealed that dimensions such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Hedonic Motivation, and Habit are significant and have a positive Influence on Behavioral Intention to use Digital Payment Systems. Be that as it may, Innovation Resistance harms the Actual Usage of Digital Payment Systems due to various barriers like usage, value, risk, tradition and image. The researcher has suggested digital payment service providers should make technology user-friendly and free from various barriers and has to check on security and privacy issues to grasp consumers to use digital payment so that stickiness to cash payments can be reduced.
6. **Dr M. Somasundaram, [2020]** concluded in his study that the digital payment system should be strengthened to improve the safety and security of consumer financial transactions, and it should be simplified and made user-friendly.

## Research methodology

### Statement of the problem

In the highly technical world, technology plays a vital role. Most individuals prefer the latest technology rather than manual frameworks. This gives a significant effect on the information and technology field. Even in the financial area

many changes have occurred in the past few years. The majority of the customers prefer online payment modes instead of traditional payment methods. Due to COVID-19, the utilization of digital payment systems has increased tremendously. The impact of COVID-19 has forced many of the customers to go for digital payments rather than direct payment systems. A digital payment system is very useful to all users. There are a lot of benefits from a digital payment system, but at the same time, customers also face various difficulties from this system. Hence, this study analyzes Consumer perception of digital payment methods in times of COVID-19 Pandemic.

### Objectives of the study

The research has been undertaken with the following objectives:

1. To examine the level of consumer perception of digital payment methods in times of the COVID-19 pandemic.
2. To describe the demographic profile of the consumers.
3. To find out digital payment methods.
4. To analyze various factors of consumer perception of digital payment methods in times of COVID-19 pandemic.
5. To provide suitable suggestions for the secured digital payment systems.

### Research Design

The research design proposed for the study is a 'Descriptive' kind of research design. This type of research deals with consumer perception of digital payment methods in times of the COVID-19 pandemic in the Trichy District. In this paper, the researcher attempts to analyze the various dimensions of consumer perception of digital payment methods in times of COVID-19 pandemic such as attributes, digital payment methods, benefits and problems. Hence descriptive design was adopted.

### Data collection

Data were collected in two ways.

1. Primary data and
2. Secondary data.

### Primary data

The primary data was collected by questionnaire survey method based on a pilot study. The primary data are those data that are collected fresh and for the first time. It is the first-hand data collected directly from the consumers who are using the digital payment system at Trichy district in Tamil Nadu.

### Secondary data

Secondary data was collected from websites, journals and research articles to support the research.

### Research Hypothesis

1. There is a significant correlation between the age of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
2. There is a significant correlation between the number of family members of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
3. There is a significant correlation between the monthly income of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
4. There is a significant inter-correlation matrix among various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
5. There is a significant difference between respondents' gender and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.

6. There is a significant difference between respondents' marital status and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
7. There is a significant difference between respondents' type of family and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
8. There is significant variance among the respondents' occupations about various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
9. There is significant variance among the respondents' educational qualifications about various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.

### Sampling techniques

Sample size: 97. The sample data was collected from the customers who are using the digital payment system at Trichy District in Tamil Nadu. A disproportionate sampling technique has been used to select the sample.

### Period of study

The study on consumer perception of digital payment methods in times of the COVID-19 pandemic in the Trichy district was carried out from May 20<sup>th</sup> to June 25<sup>th</sup> 2021.

### Analysis of data

The analysis of the collected data was carried out using percentage analysis, descriptive statistics, correlation test, 'T' test, ANOVA test and inter-correlation matrix test.

**Table 1: Karl Pearson's Coefficient of Correlation between the Number of Family Members and Various Dimensions of Consumer Perception of Digital Payment Methods in Times Of Covid-19 Pandemic**

S.No	Consumer perception of Digital Payment Methods in Times of Covid-19 Pandemic	Correlation Value	Statistical Interface
1.	Number of family members and Attributes of Digital payment	0.471**	P < 0.01 Significant
2.	Number of family members and Digital payment methods	0.487**	P < 0.01 Significant
3.	Number of family members and Benefits of using digital payment systems	0.425**	P < 0.01 Significant
4.	Number of family members and Problems faced by the customers	0.208*	P < 0.05 Significant
5.	Number of family members and Consumer perception of digital payment methods in times of Covid pandemic	0.506**	P < 0.01 Significant

\*\* Correlation is **significant** at the **0.01** level

\* Correlation is **significant** at the **0.05** level

**Table 1:** There is a significant association between the number of family members and Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems, Problems faced by the customers and Consumer perception of digital payment methods in times.

**Table 2 Karl Pearson's Coefficient of correlation between respondents' monthly income and various dimensions of consumer perception of digital payment methods in times of COVID-19 pandemic**

S.No	Consumer perception of digital payment methods in times of COVID-19 pandemic	Correlation value	Statistical Interface
1.	Monthly income and Attributes of Digital payment	0.255*	P < 0.01 Significant
2.	Monthly income and Digital payment methods	0.387**	P < 0.01 Significant
3.	Monthly income and Benefits of using digital payment systems	0.443**	P < 0.01 Significant
4.	Monthly income and Problems faced by the customers	0.260*	P < 0.05 Significant
5.	Monthly income and Consumer perception of digital payment methods in times of Covid pandemic	0.427**	P < 0.01 Significant

\*\* Correlation is **significant** at the 0.01 level

\* Correlation is **significant** at the 0.05 level

**Table 2:** There is a significant association between respondents' monthly income and Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems, Problems faced by the customers and Consumer perception of digital payment methods in times.

**Table 3 Inter Correlation Matrix among various dimensions of Consumer perception of digital payment methods in times**

	Attributes of Digital payment	Digital payment methods	Benefits of using digital payment systems	Problems faced by the customers	Consumer perception of digital payment methods in times of COVID-19 pandemic
Attributes of Digital payment	1				
Digital payment methods	.596**	1			
Benefits of using digital payment systems	.314**	.457**	1		
Problems faced by the customers	.484**	.501**	.489**	1	
Consumer perception of digital payment methods in times of COVID-19 pandemic	.701**	.853**	.749**	.788**	1

\*\* Correlation is **significant** at the 0.01 level

\* Correlation is **significant** at the 0.05 level

**Table 3:** There is a significant relationship among the various dimensions of Consumer perception of digital payment methods in times such as Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems and Problems faced by the customers at 0.01 level.



**Table 4 't' test between respondents' Gender and various dimensions of Consumer perception of digital payment methods in times**

S.No	Consumer Perception of Digital Payment Methods in Times	$\bar{X}$	S.D	Statistical Inference
1.	<b>Attributes of Digital payment</b>			
	Male (N:59)	18.7627	2.33666	<b>t =3.667</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Female (N:38)	20.4737	2.08906	
2.	<b>Digital payment methods</b>			
	Male (N:59)	38.1695	6.75470	<b>t =2.711</b> <b>p &lt; 0.05</b> <b>Significant</b>
	Female (N:38)	41.1842	1.37261	
3.	<b>Benefits of using digital payment systems</b>			
	Male (N:59)	30.9492	4.32085	<b>t =4.464</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Female (N:38)	34.6579	3.41915	
4.	<b>Problems faced by the customers</b>			
	Male (N:59)	38.3559	4.83080	<b>t =2.192</b> <b>p &lt; 0.05</b> <b>Significant</b>
	Female (N:38)	40.1842	2.16677	
5.	<b>Consumer perception of digital payment methods in times of COVID-19 pandemic</b>			
	Male (N:59)	126.24	14.80487	<b>t =4.142</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Female (N:38)	136.50	4.55448	

**Table 4:** There is a significant difference between respondents' Gender and various dimensions of Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems, Problems faced by the customers and Consumer perception of digital payment methods in times.

**Table 5 't' test between respondents' marital status and various dimensions of Consumer perception of digital payment methods in times**

S.No	Consumer perception of digital payment methods in times	$\bar{X}$	S.D	Statistical Inference
1.	<b>Attributes of Digital payment</b>			
	Married (N:81)	20.0617	1.85974	<b>t =7.241</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Unmarried (N:16)	16.2500	2.23607	
2.	<b>Digital payment methods</b>			
	Married (N:81)	40.7037	4.02320	<b>t =6.492</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Unmarried (N:16)	32.5000	6.98570	
3.	<b>Benefits of using digital payment systems</b>			
	Married (N:81)	32.9506	4.48024	<b>t =2.886</b> <b>p &lt; 0.05</b> <b>Significant</b>
	Unmarried (N:16)	29.6250	2.30579	

<b>4.</b>	<b>Problems faced by the customers</b>			
	Married (N:81)	39.5309	4.22518	<b>t =2.557</b> <b>p &lt; 0.05</b> <b>Significant</b>
	Unmarried (N:16)	36.7500	2.20605	
<b>5.</b>	<b>Consumer perception of digital payment methods in times of COVID-19 pandemic</b>			
	Married (N:81)	133.25	11.15295	<b>t =6.014</b> <b>p &lt; 0.001</b> <b>Significant</b>
	Unmarried (N:16)	115.12	10.24939	

**Table 5:** There is a significant difference between respondents' marital status and Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems, Problems faced by the customers and Consumer perception of digital payment methods in times.

**Table 6: One-way analysis of variance among the respondents' occupation about various dimensions of Consumer perception of digital payment methods in times**

S. No	Source	Df	SS	MS	$\bar{X}$	Statistical Inference
<b>1.</b>	<b>Attributes of Digital payment</b>					
					G1=19.3478	<b>F=35.527</b>
	Between Groups	3	291.477	97.159	G2=19.2941	P < 0.001
	Within Groups	93	254.338	2.735	G3=21.9130	<b>Significant</b>
					G4=16.4706	
<b>2.</b>	<b>Digital payment methods</b>					
					G1=41.5217	<b>F=14.342</b>
	Between Groups	3	925.542	308.514	G2=39.5588	P < 0.001
	Within Groups	93	2000.541	21.511	G3=41.6087	<b>Significant</b>
					G4=32.9412	
<b>3.</b>	<b>Benefits of using digital payment systems</b>					
					G1=35.5217	<b>F=10.838</b>
	Between Groups	3	474.910	158.303	G2=30.5882	P < 0.001
	Within Groups	93	1358.409	14.607	G3=33.7391	<b>Significant</b>
					G4=30.0000	
<b>4.</b>	<b>Problems faced by the customers</b>					
					G1=39.9130	<b>F=8.226</b>
	Between Groups	3	384.473	128.158	G2=38.7059	P < 0.001
	Within Groups	93	1448.846	15.579	G3=40.2609	<b>Significant</b>
					G4=37.0588	
<b>5.</b>	<b>Consumer perception of digital payment methods in times of COVID-19 pandemic</b>					
					G1=136.30	<b>F=16.088</b>
	Between Groups	3	5437.448	1812.483	G2=128.15	P < 0.001

	Within Groups	93	10477.109	112.657	G3=137.52	<b>Significant</b>
					G4=116.47	

G1= Government employee, G2= Private employee, G3= Business and G4= Housewife

**Table 6:** There is significant variance among the respondents' occupation about Attributes of Digital payment, Digital payment methods, Benefits of using digital payment systems, Problems faced by the customers and Consumer perception of digital payment methods in times.

### Findings and Suggestions

#### Findings based on socio-demographic profile

1. More than half (i.e.) 58.8 percent of the respondents were in the age group of 36 to 45 years.
2. The majority (i.e.) 60.8 percent of the respondents were male.
3. The high majority (i.e.) 83.5 percent of the respondents were married.
4. More than half (i.e.) 57.7 per cent of the respondents were Post Graduates.
5. The high majority (i.e.) 80.4 percent of the respondents belong to the nuclear family.
6. Nearly half (i.e.) 41.2 percent of the respondents had more than 6 family members.
7. One-third (i.e.) 35.1 per cent of the respondents were Private employees.
8. Nearly half (i.e.) 43.3 percent of the respondents earned a monthly income of Rs.25000 to Rs.35000.

#### Findings based on Low and high levels of various dimensions of consumer perception of digital payment methods in times of COVID-19 pandemic

1. More than half (i.e.) 56.7 percent of the respondents had a high level of Attributes of digital payment
2. A majority (i.e.) 69.1 percent of the respondents got a high level about digital payment methods.
3. More than half (i.e.) 56.7 percent of the respondents obtained a high level of benefits of using digital payment systems.
4. More than half (i.e.) 53.6 percent of the respondents acquired a high level of problems faced by the customers.
5. More than half (i.e.) 51.5 percent of the respondents had a high level of consumer perception of digital payment methods in times of COVID-19 pandemic.

#### Findings based on the research hypothesis

1. There is a significant correlation between the age of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
2. There is a significant correlation between the number of family members of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
3. There is a significant correlation between the monthly income of the respondents and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
4. There is a significant inter-correlation matrix among various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
5. There is a significant difference between respondents' gender and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
6. There is a significant difference between respondents' marital status and various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
7. There is a significant difference between respondents' type of family and various dimensions of consumer perception of digital payment methods in times of COVID-19 pandemic.
8. There is significant variance among the respondents' occupations about various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.
9. There is significant variance among the respondents' educational qualifications about various dimensions of consumer perception of digital payment methods in times of the COVID-19 pandemic.

### Suggestions

1. The banking sector ought to concentrate more on server and connectivity related issues so that consumers can get the benefits without any problems.
2. In this current COVID-19 pandemic any new techniques are installed, and the same should be educated to the consumers. Therefore, consumers will get up-to-date information very easily.
3. Consumers are afraid of hackers; hence the banking system should give awareness to the consumers, not to share their banking details, pin, OTP and so on.
4. The banking sector ought to conduct some training/workshops for their consumers, this helps the consumers to discuss their problems and they will get the solutions at the right time.
5. Numbers of credit card users are very few when compared to the debit card, because of fear of hidden charges; therefore banks ought to give detailed instructions of the bank charges applicable to credit cards.
6. Service providers of mobile wallets, online net banking must take into consideration user experience and take their valuable feedback to improve their services.

### Conclusion

This paper aims to analyze the consumer perception of digital payment methods in times of the COVID-19 pandemic at Trichy district in Tamil Nadu. In this current COVID-19 pandemic situation, digital payment made customer lives easier. Due to the improvements in the digital world, every activity of individuals has changed. As a part of policy change cash is no longer becoming a method of exchange. Trichy District needs to move away

from the cash-based towards a cashless payment system. This will furnish numerous benefits like, reduce currency management costs, track transactions, check tax avoidance or fraud etc., enhance financial inclusion and gradually integrate the parallel economy with the mainstream. Finally, the paper concludes that the Trichy district may not become a cashless economy unless the perception of the customers will be rightly addressed by the government and the banking institutions. They should pave the way for a safe and secure means to digital payment transactions.

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# GREEN MARKETING: A STUDY OF CONSUMERS' ATTITUDE TOWARDS GREEN PRODUCTS

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## Abstract

*Green marketing is becoming increasingly popular among marketers and has been shown to help generate revenue for humanity to thrive and sustain ecosystems. The purpose of this research is to influence consumers by identifying the factors and finding the desired level of growth to persuade them to switch to green marketing products. Percentage analysis, chi-square test with cross tabulation, and weighted mean were used as statistical tools to analyse the data. Chi-square tests between age and popularity sources, and age and purchase frequency, showed a significant relationship between the two variables. The study therefore concludes that green marketing raises consumer awareness, encourages them to go green, and educates them to preserve and protect the environment.*

**Keywords:** *Green marketing, consumers, influence, attitude, needs, green products*

## Introduction

The term "marketing" has evolved, and marketing today is no longer advocated. It includes all events from the initial to the final stages of selling a product to a customer. This helps us grow, nurture, meet requirements, and retain customers.

## Evolution of Markets

This business has grown over the last 200 years as many aspects of humanity have changed. There are various theorists who have demystified the different stages of the era with the tremendous growth and building of commercial spheres in mind.

## Historical Marketing Eras

This era extended to the middle of the 19th century with the trade of the barter system. During the 1860s and 1920s, there was mass production, leading to the production era. At some point during this era, it gave rise to sales, giving way to the Sales Era of the 1920s–1940s and a new outlook on marketing. The marketing department gave importance to branding and positioning from the 1940s through the 1960s. From the 1960s to the 1990s, the Marketing Company Era, or what the theorists called the Manufacturing Concept, gave way to the Marketing Concept. The marketing concept gave it a new edge in marketing and a long-term relationship with its customers.

## Digital Marketing and Beyond

This is also known as social marketing or current marketing. This type of marketing involves customer relationships and their satisfaction with the products. Keeping customers active in their business and helping them to characterise their requirements will help them see a shape through the fog as well.

## Succeeding Social Media

Social media is now used on a much wider scale than ever before. A 2012 study by Sales Guy Consultant found that 78% of salespeople utilise social media as a technique to market their products to the widest possible audience. It makes it possible to keep in touch on both ends, opening up new markets. With the proper use of social media, this type of marketing helps establish new items in accordance with established trends and customer requests while also fostering relationships and brand loyalty.

## Review of Literature

Belz and Peattie (2008) stated that green marketing and environmental marketing in the late 1980s focused on green consumers who would be willing to pay premium prices for more environmentally friendly products. Many consumers choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as

biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents. Green marketing encourages consumers to use eco-friendly products, and manufacturers develop more environmentally beneficial products.

Dr. Katherine Taken Smith and Dr. Tracy R. Brower, "Longitudinal Study of Green Marketing Strategies that Influence Millennials," *Journal of Strategic Marketing*, 20 (6), October 26, 2016, pp. 535–551. - This study aims at standardising and increasing consumers' awareness about the environment. It is important to ascertain the new marketing implementations in order to impact the millennial. It liberates in that it recognises the product is more environmentally preferable. Its findings help to lead consumers and consciously influence consumption behaviours toward greener products. They must be liable to consumers.

Ajay Kumar Singh and Monika Bansal, "A Study of Consumer Attitude and Environmental Concern," *Indian Journal of Commerce*, 65(2), July 20, 2012, p. 273–283. - The purpose of this study is to know the consumers' attitudes towards green marketing and create a liaison with them. Based on the green marketing of the consumers, the method of study has been done. This helps consumers develop a relationship with the environment by going green. There is a lot of reinforcement that needs to be done for the consumers, and a turning point needs to be created in the attitudes toward going green since green marketing needs to go main stream.

### Scope of the Study

The present study mainly focuses on the services or products that are offered to consumers by green marketers and on the campaigns they offer to retain customers. To make it a more meaningful study, it is based and built upon past research such as experimental benefits and situational benefits.

### Objectives of Study

1. to analyse the customer's attitude towards green marketing.
2. to study the effectiveness of green marketing in understanding consumer needs.
3. to identify the factors that influence consumers' attitudes toward green marketing.
4. to list the problems in green marketing and suggest remedial measures.

### Research Methodology

Research is a systematic method of discovering solutions to problems. It is critical to study a recording and an analysis of the proof for the determination of knowledge acquisition. In this methodology, the source of data, tools used for data that has been collected, research design, sampling, hypothesis, period of study, and limitations are all interpreted in a wide manner.

### Research Design

The research design is descriptive in nature. Data is gathered regarding people's views towards products or services that have been rendered through green marketing.

### Sample Size

Taking into account the limitation of the period to conduct the research, the area was chosen as being only in Trichy City, and the samples were restricted to 120. The respondents cover almost all age groups.

### Sampling Techniques

The sampling technique used for the purpose of data collection is random sampling. Simple random sampling from a limited population refers to the method of sample selection that gives a possible sample combination with an equal probability of being included in the sample.

### Data collection sources

The data has been collected using primary and secondary sources. The study is to learn consumers' attitudes, their understanding of buying behaviors, and their view of going green. Primary data were collected through a structured questionnaire. The secondary data for this study was collected from books, journals, magazines, websites, etc.

### Primary Data

The data was collected through a survey of all age groups with a questionnaire. Questions relating to the demographics of the respondents, their awareness of the product, and their attitudes toward moving into green products were asked, and the respondents' views were collected, classified, tabulated, and analyzed. A questionnaire containing a series of questions that has been given out to the respondent to obtain statistics is found to be useful information. The data was collected from the 120 respondents with the help of a questionnaire. The questionnaire has been created with a set of core objectives. In addition to closed-ended questions, 5-likert scale questions were also used.

## Analytical tools

### Percentage

#### Analysis

Percentage analysis is applied to create an eventuality table from the frequency distribution and represent the collected data for better understanding.

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### Graphical Analysis

The process of examining occurrences, especially economic phenomena, in a systematic manner with diagrams and graphs. It is generally to display theoretical scientific relations and then operate those relations to gain greater acceptance of real-world events.

### Weighted Average

It is a mean calculated by giving values in a data set more effect according to the attribute of the data. It is an average in which each quantity to be averaged is assigned a weight, and these weights control the relative importance of each quantity on the average.

### Cross Tabulation

It is a tool that allows for comparing the relationship between two variables. It enables us to understand how the two variables are related.

### Chi-Square Test

The chi-square test is one of the nonparametric tests that is used to compare more than two variables for randomly selected data. Based on the null hypothesis, the expected frequency is calculated. The difference between the actual and expected values is the rejection of the null hypothesis.

## Analysis and Interpretation

Sl. No	Variable	Categories	Frequency	Per cent
1.	Gender	Male	58	48.0
		Female	62	52.0
2.	Age	Below 20 years	12	10.0
		Between 21 to 30 years	66	55.0
		Between 31 to 40 years	15	13.0
		Above 40 years	27	22.0
3.	Education Qualification	Higher Secondary	14	12.0
		Under Graduation	49	41.0
		Post-Graduation	27	23.0
		Professional	25	21.0
04.	Occupational status	Others	05	3.0
		Student	37	31.0
		House Wife	14	12.0
		Self Employed	17	14.0
		Salaried	29	24.0
		Professional	19	16.0
05.	Awareness On Green Marketing	Retired	4	3.0
		Yes	107	89.0
06.	Company image and green marketing	No	13	11.0
		Yes	102	85.0
07.	Sources of Awareness	No	18	15.0
		Newspapers/Journals	41	34.16
		TV Programs	20	16.66
		Radio	6	5.0
		Posters/Bill posters	2	1.66
		Campaigns	10	8.33
		Social Media	26	21.66
08.	Price of Green Products	Word of mouth	15	12.5
		Yes	94	78.33
09.	Quality of Green Products	No	26	21.66
		Yes	96	80.0
		No	24	20.0

Source-Primary Data

### Factors that Influence the Consumer towards Green Products

REASONS	STRONGY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	WEIGHTED AVERAGE
Organically Grown	14	20	78	144	170	28.2
Biodegradable/ Reusable/ Recyclable	4	32	93	160	145	28.93
Natural Ingredients	7	8	69	208	170	30.8
Eco-friendly Packaging	6	20	84	180	155	29.66
Less Wastage	5	26	78	200	130	29.26
Preserve the environment	5	12	87	184	170	30.53
Reducing in carbon emission	8	16	93	180	140	29.13
Better standards	5	12	81	196	165	30.6
Pride in purchasing green products	5	24	75	172	175	30.06
Better health & life style	4	4	54	184	250	33.06

Source- Primary Data

Table 1 shows that 28.2 percent of respondents believe that the use of organically cultivated products influences consumer preference for environmentally friendly goods. Biodegradable, reusable, and recyclable materials, according to 28.93 percent of respondents, are a factor that steers consumers toward green products. According to 30.8% of respondents, natural ingredients play a role in consumer preferences for eco-friendly products. According to 29.66 percent of respondents, eco-friendly packaging motivates consumers to choose green items. Less wastage, according to 29, 26 respondents, is a factor that steers consumers toward green products. According to 30.53 percent of respondents, consumers are more likely to choose green items if the environment is protected. Reducing carbon emissions, according to 29.13 percent of respondents, is a consideration that steers consumers toward green products. 30.6 percent of the respondents feel that better standards are a factor that influences the consumer's choice of green products, 30.06 percent of the respondents feel that pride in purchasing green products is a factor that influences the consumer's preference for green products. 33.06 percent of the respondents feel that organically grown food is a factor that better health and life style influence the consumer's choice of green products. A majority of them feel that natural ingredients are the factors that influence them the most to buy products with green marketing.

#### Findings

- Majority 41 percent of the respondents have pursued their undergrad.
- Majority 55 percent of the respondents belong to the age group of 21–30 years.

- The majority (52 percent) of the respondents were found to be female.
- Majority (31 percent) of the respondents are students.
- A majority (89 percent) of the respondents have heard about green marketing.
- Majority 85 percent of the respondents say green marketing strengthens a company's image in their minds.
- The majority, 34.16 percent, of the respondents have been influenced by the source, which is the newspapers and journals.
- Majority 44.16 percent of the respondents have stated that green marketing is able to streamline all the products.
- SUGGESTIONS
- The majority of the respondents state that there must be proper governance.
- The majority of the respondents state that green marketing only sells at high prices.
- The majority of the respondents state that green marketing must be available within the consumers' reach.
- Majority of the respondents say there must be more outlets.
- The majority of the respondent's awareness programmes need to be conducted.

#### Conclusion

Green marketing is still in its infancy, but at the same time, it is having a positive impact on consumers. Consumer behaviour plays an important role in choosing environmentally friendly products. To attract more customers to green products, marketers should create promotions that are realistic and keep moral value and



product availability in mind. Quantity and type are also important. Green marketing is becoming even more important and relevant in developing countries like India. Green marketing raises consumer awareness, raises awareness, encourages them to care for the environment, and educates them to preserve and protect the environment. There is an awareness we are seeing at the consumer level when it comes to changing behaviour and shifting this concern to different segments of society. Customers are beginning to realise the overall environmental impact of our communities. A retail business must exist to meet these needs. It can be concluded that green marketing improves living standards and protects the health and abundance of nature.

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## **ECONOMIC GLOBALISATION AND SUSTAINABLE DEVELOPMENT GOALS**

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### **Abstract**

*Globalisation has changed the ways of life for people in every nation but care must be taken to see that the changes go in a sustainable direction. Without global cooperation, sustainable economic development cannot be achieved. Over the past two decades, economic growth round the globe has been exponential. One of the objective of Sustainable Development Goal is to build a strong and competitive economy to ensure sufficient economic growth. Economic globalisation has benefitted a large number of countries by integrating their economic, human and biological systems in a manner that will boost their productivity and trade relations. This paper focuses on the drivers of economic globalisation and the measures through which this will help in creating a sustainable development.*

**Keywords:** Sustainable, economic globalisation.

### **Introduction**

Globalisation is the word that is used to connect the different parts of the world that results in expansion of cross border culture, economic and political activities. Globalisation promotes and increases the interactions between different regions and populations around the globe. The people, enterprises, governments are interacted and globalisation enables integration among these. Developing countries are highly benefitted through globalisation as they become cost-effective and attract jobs. Exchange of ideas, values and traditions takes place in globalisation. Outsourcing of jobs is the main outcome of globalisation. In the end, the standard of living of the people enhances.

There are three types of Globalisation: Economic, Political and Cultural. Economic globalisation focuses on the combining of international financial markets and the coordination of financial exchange between diverse countries. Political globalisation covers the policies that help in integrating the countries together. NATO and UN are involved in political globalisation process. Cultural globalisation concentrates on a large part of societal factors that help in converging countries through their cultures. The development of Information and Communication Technological medium helps in the development of cultural globalisation.

### **Economic globalisation**

The integration of national economies globally is referred to as economic globalisation. This happens through flow of trade and financial activities. Economic globalisation is the outcome of the development of global economy, and economic globalisation augments economic development, expands market horizon and increases productivity. Foreign Trade Investment (FDI) is the major driver of trade that helps in development of Multinational Corporations (MNCs). One major attribute of economic globalisation is that it is an irreversible process since there is growing demands in every global economy from both the developed and developing nations.

### **Drivers of Economic globalisation**

- a. **Demography:** Demography helps a nation to have a competitive edge over other countries. If a country has large number of workers but poor availability of physical capital, that country enjoys competitive advantage in labour force and can establish itself in manufacturing labour-intensive products. It can specialise in the production and export of labour-intensive products.
- b. **Technology:** Technology helps in reducing the costs of transportation and communication that in turn enables the phenomena of outsourcing, Global Value Chains and long distance trade.
- c. **Political decisions:** Political factors have a direct impact on economic globalisation since the major

drive of economic stability of a nation is its political policies. Economic processes operate under political and institutional vacuum.

### Impact of economic globalisation

Economic globalisation gives rise to the following impacts:

- a. Growth of Multi-national Corporations: MNCs were in existence for many centuries. For. Example, East India Company (established in 1600) was trading in spices and tea from Asia to Europe. But only after the Free Trade Agreements such as NAFTA and tax treaties, these corporations are given an environment to move faster and conduct international business.
- b. Internationalisation of Capital Markets: The ease with which companies and individuals move money out of the country as contributed to the development of international capital markets. Entrepreneurs can get low interest loans to set up businesses overseas. Chinese industries are actively buying farming land and industries all around the world.
- c. Availability of goods and services at cheaper rates: There has been a massive closing-down of manufacturing industries in developed nations and these industries have moved off shore where labour is available in abundance at cheaper wage rates. This has made the availability of goods and services at cheaper rates. Car which once was considered as a luxury has become a necessity nowadays due to its ease of availability.
- d. Globally nomadic labour forces: The finance, engineering and related industries that attract white collar jobs have been benefitted from globalisation. Workers are migrating into countries where they find feasible labour rates and those with in-demand skills prefer to move across states or countries.
- e. Increase in 'Hub' cities: In India, Bengaluru is the IT hub, Ludhiana is Woolen apparel Hub, Kanpur is Leather Hub, and so on. Globally, London is known as Finance Hub, Seattle as Aviation Hub, and Los Angeles as Technology Hub. This is because global economies are intertwined and nations have developed expertise in specific industries which has led to economies of scale and improved productivity.

### Economic globalisation and sustainable development

As the recent crises subside and there is a headwind in global demand, there is a need for the government to pursue sustainable development of their country's economy. There are four key areas that help in attaining sustainable development in economic environment

- a. Diversified economies: The 15-year global endeavor of Sustainable Development Goals cannot be achieved without the countries restructuring and broadening of their economies. Price shocks and shifts in investment cycles will result if the countries do not go in for diversification of their economies.
- b. Stem the ascent of disparities: To support financial development and push ahead on the Worldwide Objectives, nations should desperately increase the living expectations of the most denied and address the imbalance of discriminations in the long run. These speculations won't just work on the nature of development however increment it's more extended term potential.
- c. Making finance manageable: The estimated cost of achieving SDGs universally is several trillion dollars every year up to 2030 and the contribution from the State is hardly less than \$1 trillion dollar. Chipping in of the private sector is required as focus is required towards long-term investments in research and development, healthcare, human capital, infrastructure and the like that will help in bettering institutional capacities. Public-private partnerships also will lend a helping hand in achieving this goal.

### Conclusion

The main driving force of economic globalisation is the competitive advantage a country has over other countries and deriving the benefits out of the advantage it has. Unsustainable practices must be eradicated by entities and they must use technology for their advantage. States must take steps to improve legal institutions, administrative capacities and provide transparency in the business environment. The macroeconomic policies must be made more practical for strengthening multilateral and regional responses. All these must be directed towards sustainable development without compromising the ability of the future generations.

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## TEACHERS ADAPTABILITY TOWARDS ONLINE CLASS

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### Abstract

COVID-19 has its impact on all sectors of our nation. It has influenced us to cope up to live the new normal life style. It has a huge impact on educational sector too. Learning is the process of acquiring new understanding, knowledge, behaviours, skills, values, attitudes, and preferences. The pandemic situation has brought a shift in the teaching mode that is from traditional classroom to google classroom, zoom and so forth turning to the latest online modes. In this regard the present study is undertaken to understand the adaptability of college teachers towards online classes.

**Keywords:** Online classroom, google meet, zooms, adaptability.

### Introduction

The world has transformed and adapted itself to travel in the new normal lifestyle era. COVID-19 has brought adverse effect in many lives. At initial stage of lockdown due to COVID-19 everyone was at chaos situation, slowly everyone started adapting to the changing environment. It has also influenced educational sector by converting traditional classes to online classes. This resulted in lot of inconvenience from both teaching fraternity as well as students' sector. Though it has advantages, the initial stage of getting adapted started with baby steps and marched towards getting achievement.

### Review of Literature

"Online Learning: A Panacea in the Time of COVID -19 Crisis"- Shivangi Dhawan, June 20, 2020 (<https://doi.org/10.1177/2F0047239520934018>) – SAGE Journals – Journal of Educational Technology Systems – Educational institutions in India are still following the traditional method of teaching, though many academic units have also started the blended learning mode, but they still need to walk extra miles for holistic learning. The sudden outbreak of COVID-19 has made everyone shift to online mode overnight. The article made an attempt at SWOC analysis of e-learning modes in the time of crisis. They have concluded that EdTech start-ups were of great help during the time of the pandemic.

### Statement of the Problem

Covid-19 has changed the way of handling classes and way of interaction with the students. This sudden and

drastic changes have caused several inconveniences in both the professional and personal lives of teachers. This study is undertaken to find out the challenges faced by the professors during online class and the adaptability measures undertaken by the professors towards the change in mode of teaching. As a student at initial stage, we were also in a confused state how suddenly we need to adapt to online classes, but later the methodology adopted by the teachers in handling classes became easy to follow and interactive. Thus, with an interest to gain an insight on the challenges faced by teachers during lockdown the present study is undertaken.

### Objectives

1. To ascertain the adaptability towards online class during Covid-19 by college Teachers.
2. To find out the challenges faced by college Teachers towards online class.
3. To identify the modes (technologies) used for teaching to cope up with change in teaching due to Covid-19.

### Research Methodology

Both primary and secondary data were used for collection of data. Primary Data was collected through questionnaire (google form). Snow ball sampling technique was used for sample identification. The total number of respondents were 175. Journals, magazines were referred for collection of secondary data. Chi-Square and ANOVA Test were used for testing hypothesis.

## Data Analysis

## A) Descriptive Statistics

Age	No. of respondents	Percentage
21 - 30	60	34.3
31 - 40	60	34.3
41 - 50	45	25.7
Above 50	10	5.7
<b>Total</b>	<b>175</b>	<b>100</b>
Gender	No of respondents	Percentage
Female	125	71.4
Male	50	28.6
<b>Total</b>	<b>175</b>	<b>100</b>
Marital Status	No of respondents	Percentage
Married	140	80
Unmarried	35	20
<b>Total</b>	<b>175</b>	<b>100</b>
Area of Living	No of respondents	Percentage
Rural	40	22.9
Semi-urban	50	28.6
<b>Urban</b>	<b>85</b>	<b>48.6</b>
<b>Total</b>	<b>175</b>	<b>100</b>

Source: Primary Data

## B) Reliability Test

## Cronbach's Alpha Test

Dimensions of Direct Challenges		Dimensions of Indirect Challenges	
Direct Dimensions	Cronbach's Alpha if Item Deleted	Indirect Dimensions	Cronbach's Alpha if Item Deleted
DD1	0.863	IDD1	0.853
DD2	0.858	IDD2	0.851
DD3	0.855	IDD3	0.854
DD4	0.855	IDD4	0.853
DD5	0.849	IDD5	0.853
DD6	0.85	IDD6	0.884
DD7	0.844	IDD7	0.863
DD8	0.857	IDD8	0.868
DD9	0.88	IDD9	0.917
DD10	0.869	IDD	0.902

Source : Primary Data – DD- Directly Challenging Dimensions ; IDD – Indirectly challenging Dimensions.

Reliability Statistics (Direct)		Reliability Statistics (Indirect)	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.871	10	0.884	10

Source: Primary Data

A pilot study was undertaken to identify the level of reliability of the questionnaire. In this regard Cronbach's Alpha reliability test was undertaken. The results for direct dimensions were 0.871 and 0.884 for indirect dimensions, since both the values are greater than .08 which is considered as good.

#### The Direct Dimension (Challenges) were:

1. Technical barriers during classes (DD1)
2. Network issues during classes (DD2)
3. Lack of knowledge on online teaching platforms like zoom, google meet...(DD3)
4. Mental stress due to heavy work (DD4)
5. Inconvenience in taking classes because of family environment (DD5)
6. Health issues due to high usage of electronic devices (Phone, laptop, tab, computer) (DD6)
7. Difficulty in time management (DD7)
8. Cost issues- includes data charges, WFI charges (DD8)
9. Increasing burden in teacher's work (DD9)
10. Lack of knowledge on technologies (creating meeting, creating video)(DD10)

#### Indirect Challenging Dimension

1. Lack of communication (face to face) towards student's (IDD1)
2. Lack of attentiveness from students during online classes (IDD2)
3. Lack of regular attendance – students (IDD3)
4. Ethical Issues (malpractice in exams) (IDD4)
5. Diminishing moral values – students (IDD5)
6. Lack of responsiveness from students (being silent or not at all responding) (IDD6)
7. Lack of focus or concentration towards class (being mentally absent) (IDD7)
8. Health issues of students due to high usage of electronic device (phone, laptop, computer, tab) (IDD8)
9. Issues in flexible learning environment (attending classes from functions, social places) (IDD9)
10. Distraction among students (What's app, Facebook, You Tube....)(IDD10)

## C) Testing of Hypothesis

### 1) Chi-square Test

**H<sub>0</sub>:** There is no association between Area of living of respondents and Overall Direct Challenges faced by the teachers during online classes.

Chi-Square Test	
	Sig. (2-sided)
Pearson Chi-Square	0.595
Likelihood Ratio	0.201
Linear-by-Linear Association	0.939

Source: Primary Data

### Inference

Since P value is greater than 0.05, **H<sub>0</sub> is accepted**. That is there is no significant association between Area of living of respondents and the overall Direct Challenges faced by them during online classes. This shows that the teachers resolved the network issues before they started online classes. This shows the teachers positively adopted to handle online classes.

### 2) ANOVA Test

**H<sub>0</sub>:** There is no significance difference between Age of the respondents and Technical Barriers faced during online classes.

Age	Mean Square	F	Sig.
Between Groups	0.933	1.11	0.37
Within Groups	0.841		

Source: Primary Data

### Inference

Since P value is greater than 0.05, **H<sub>0</sub> is accepted**. There is no significant association between Age of the respondents and Technical Barriers during online Classes. This shows that irrespective of the age of the teachers they have adopted to the technical hiccups and not much of technical barriers they faced during online classes.

### Main Finding

- 30.8% of the respondents have created blogs/vlogs for teaching purpose.
- 48.1% of the respondents have created YouTube channel for teaching purpose.

- 13.5 % of the respondents have created google site for teaching purpose.
- 20.5% of the respondents are not sure about their level of interaction with the students
- 56.8 of the respondents have felt tired of online classes

### Sugesstions

- Students should be provided with free data card from the respective college.
- The teachers should blend latest technology and step to next level of sharing their knowledge around the world not limiting to their work place.

### Conclusion

Covid-19 pandemic has changed the way of teaching by bringing technologies into action. It has paved a way for both teachers and students in improving their skills in technologies. In late 2000's Edu comp smart class system was introduced in India, and it wasn't so successful. But now even a primary school student is using mobile phones for attending online classes. This is somewhere evolution

takes us. Through this study it is concluded that the teachers were positive towards online classes and they were able to cope and adopt towards the shift

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## **THE LIFESTYLE OF HIGHER EDUCATION TEACHERS TOWARDS SUSTAINABILITY**

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### **Abstract**

*The study considered the lifestyle of teachers towards sustainability. The study examines the lifestyle of teaching faculties toward sustainable development goals. The study tries to identify the lifestyles of teaching faculties that influence sustainability and it was found that digital-oriented lifestyle and trend-seeking-oriented lifestyle plays a vital factor in motivating sustainability. It was found that there is a positive attitude of teaching faculty toward sustainability. The teachers understand the importance of sustainable development goals and they impart knowledge to young minds regarding quality education. Updated technology, eco-friendly, and gender equality. The teachers of higher education encourage their students to take part in club activities to secure eco friendly environment.*

**Keywords:** *Lifestyle, Higher education teachers, sustainability*

### **Introduction**

Sustainability can be achieved through Education. Education and training are considered important keys to sustainability. The concept of Sustainable Development is difficult to define. Brundtland Commission Sustainable Development defines as "Sustainable Development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (World Commission on Environment and Development, 1987). Environment, society, and economy are three components of Sustainable Development. The social and environmental. Quality of life improves through education. Teachers play vital a role in quality education. The economic status of families improved through education. Education improves living conditions. In turn, this improves the next generation's educational level. Education raises the next generation's chances for social and economic well-being. Individual and national development takes place through improved education.

### **Statement of the Problem**

The environment can be balanced and protected only if every human being is aware of the protection of their environment. The teacher can be accepted as an effective agent to bring changes. Thus the study was aimed at the Attitude towards Sustainable Development in relation to Environmental Ethics and Scientific Attitude among the teachers of secondary schools.

This study attempted to identify how the lifestyle of higher education teachers influence the quality of education and sustainable development.

### **Review of Literature**

Watling and Zhou (2011) study revealed that education and knowledge about sustainability develop positive attitudes toward sustainability. Wagner (1983) study revealed that students should learn to behave in a socially approved manner for a healthy learning environment to exist and disciplined classes help the child to develop self-understanding, improve motivation for learning, and provide an opportunity for sustainable development.

Bhattacharya (2007) suggested that for the nations to educate their citizens, they need to invest in capacity building in pre and in-service teacher training. They should pay attention on the existing curriculum and training policies to create a vision for society that is sustainable for the environment and also socially, economically and politically sustainable. Also, the study suggested that skills, knowledge, values and attitudes in teacher education programmes should be oriented towards this goal, which would finally build capacity in life skills, resource management and community development. To make the teacher education programme realistic and practical-oriented, and to ensure a controlling role for Education for Sustainable Development (ESD), the curriculum should consist of self-development as well as socio-cultural themes. In turn, lead to learning in their students. These

teachers see teaching and learning as a two-way social process rather than as a transfer job.

The previous literature reveals that quality education plays a vital role in sustainability. A change in an individual reflects a change in society. Teachers play a significant role in imparting knowledge and value to young minds. As we are in a continuously changing environment a continuous study is needed to assess the current lifestyle and attitude of teachers toward sustainable development.

### Objectives of the Study

1. To study the lifestyle of higher education teachers toward sustainability
2. To find out how teachers incorporate sustainability in their teaching

### Research Methodology

The data for this study consisted of both primary and secondary data. The primary data was collected from the Higher Education teachers using a validated questionnaire. A simple random sampling method is used for collecting data. The questionnaire was distributed to teachers working in Trichy colleges. The filled completed questionnaire was received from 75 higher education teachers. The secondary data was collected from sources from previous studies, journals, and websites.

### The Lifestyle of Higher Education Teachers

The lifestyle refers to the way of living of higher education teachers in the six areas which are Health conscious lifestyle, Academic lifestyle, career-oriented lifestyle, socially oriented lifestyle, trend-seeking lifestyle, Family oriented lifestyle, and digital-oriented lifestyle. 55% of the higher education teachers belonging to the age group 40 and above prefer a health-conscious lifestyle. They always remain conscious of keeping themselves physically fit and fine. The male teachers (65% ) focus more on a health-conscious diet and regular exercise. 54% of the female teachers were conscious of a healthy diet but lack regular exercise. The teachers impart a healthy conscious lifestyle to the young minds by organizing seminars and awareness programs related to health and nutrition.

Academic lifestyle refers to the teachers who always remain involved in their academic field. Keeping syllabus updated to current academic, Learning new techniques for teaching. Using updated teaching aids for teaching. Utilize

online platforms for teaching, assisting students to access digital library

Career-Oriented Lifestyle refers to the higher education teachers' lifestyle is said to be career-oriented lifestyle when they are always curious to gain more and more knowledge in their career. 85% of higher education teachers keep themselves updated on their academic field through continuing education through (52%) online courses, (68%) refreshment courses, and attending various faculty development programs. Training programs of the faculty assist them in guiding their students towards sustainable development and convey the concepts of sustainable development goals through their curriculum.

A socially oriented lifestyle refers to the teachers participating in social activities and always keen to do good for society are considered to adapt socially oriented lifestyle. Higher education teachers involve themselves in outreach programs for the upliftment of society. They encourage undergraduate students to undertake social projects every year and it helps them to identify the needy in society and help them. Higher education teachers impart knowledge of various clubs which leads to sustainable development.

Trend Seeking Lifestyle refers to the lifestyle of teachers who are keen to adopt new fashions and are always willing to update themselves with new trends. 72% of higher education teachers adapt themselves to the current trend. Family-oriented lifestyle refers to higher education teachers who are always in close touch with their families and share each and every moment of their daily activities.

A digital lifestyle means that people can easily connect around the world by using the internet and digital technologies, work from any location or create smart homes. Digital lifestyle is perceived positively both from individual and business level as it improves cooperation and communication and can help to reduce expenses. 82% of the higher education teachers adapted to the digital lifestyle. The higher education teacher finds digital technologies an easy way of communication. They can reach the students individually and improve the quality of education.

### Relationship between Lifestyle and Sustainability

		Teachers lifestyle	Sustainability development
Lifestyle	Pearson Correlation	1	.890**
	Sig. (2-tailed)		.000
	N	500	500
Sustainability	Pearson Correlation	.890**	1
	Sig. (2-tailed)	.000	
	N	500	500

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

The above table indicates that there is a strong relationship between the two variables. This means that changes in one variable are strongly correlated with changes in the second variable. The above table represents that Pearson's  $r$  is 0.890. This number is very close to 1. This shows that there is a strong relationship between the lifestyle of the higher education teachers and the sustainability development variables. This indicates that the change in lifestyle variable increases in value, the second variable the sustainability also increase in value. In the above table makes clear that Pearson's  $r$  value of 0.890 was positive. Since Pearson's  $r$  is positive, it is concluded that the change in lifestyle of the higher education teacher leads to change in sustainability.

Educational level and impact on sustainability					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	169.134	4	42.284	183.493	.000
Within Groups	114.066	495	.230		
Total	283.200	499			

The above table shows that the calculated value of  $F$  is 183.493. The significance value is .001 which is less than the  $p$ -value. This analysis rejects the null hypothesis that there is no significant difference in sample means. Hence it is concluded that there is a significant difference between the respondents' education group sustainability. The qualified teachers show positive attitude towards sustainability. This hypothesis proves that it has a

significant difference between the qualified teachers and the pedagogical response of teachers toward SDSs. From the above table it is clear when the quality of the teaching goes down the pedagogical response also goes down. The SDS will also be a questionable one. The pedagogical behaviour of the teachers will be up to the experience of their age even though there has an influence of age the quality will be a major criticism among the teachers of higher educational institutions. Even though they practice many different teaching methods such as virtual and other mode and outboard teaching etc the quality given by them is very low.

### Gender and lifestyle towards sustainability

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	55.145	4	13.786	105.222	.000
Within Groups	64.855	495	.131		
Total	120.000	499			

There is a significant difference between gender and lifestyle toward sustainability

From the above table, it is inferred that the researcher had come to the conclusion that most of the variables are negatively correlated and in some cases, they are positively correlated. This has a strong significant that the gender has some direct and indirect influence over the lifestyle towards sustainability i.e., male has a greater influence over their life style such as they were not able to balance their work and life, not able to give out a quality education etc. On the other hand female had some better experiences over the lifestyle as compared to male.

### Teaching sustainability

Teaching sustainability is both exciting and challenging because of the interdisciplinary nature of the problems at stake. When teaching these issues, instructors are often working outside their own areas of expertise. 58% of the teachers opined that project-based learning is the best way to impart knowledge of sustainability in students. 28% of the teachers opined that field trips bring people together in ways that go beyond traditional classroom experiences. 12% of the teachers opined that campus as sustainable classroom Encourage students to think of the campus as a

sustainability laboratory. Assign projects that allow students to create solutions to sustainability issues they identify in their own dormitories and dining halls. Get in touch with your campus sustainability coordinator to brainstorm projects and to help connect students with existing campus resources and organizations. Classroom and there is an important relationship between the classroom and the larger community of which it is a part. Teaching about sustainability is, in large part, a civic education. Higher education can encourage students to see not only their campus, but also the city and countryside in which it is located, as a sustainability classroom. Assign projects that help students to map and engage with sustainability issues and initiatives in the community.

### Suggestion

The role of teachers on education for sustainable development is complex and nuanced. Teachers are considered to be the change agents to put into action the sustainable development goals. However, teachers are rarely exposed to the ideas and concepts in sustainable literacy through their preserves programs. The values that learners take in throughout their years in education are ones that they carry for the rest of their lives. This is why teaching about sustainability, climate change, green energy, and the green economy is such an important part of the education system and will help encourage future advancements.

Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity.

- From raising teaching standards to providing greater access to quality content, clean and safe sanitation among other efforts, emphasis is on reaching the most marginalised, including girls and refugee children. This is to ensure education is accessible to all and to achieve universal primary education.
- Teacher must learn their student about ground reality of life with some practical moral values and impress their student about the role of parents and family which will be very helpful for the students in sustainable living.

- The behaviours of sustainable teaching include: Acknowledging and embracing our own vulnerability. Recognizing limits and stressors, then setting boundaries so that we can attend to our bodies and maintain our emotional well-being as we work for social change.
- There is no 'correct' pedagogy for sustainability education, but there is a broad consensus that it requires a shift towards active, participative, and experiential learning methods that engage the learner and make a real difference to their understanding, thinking and ability to act.

### Conclusion

Teachers are prospective teachers expected to provide a strong foundation for their students when teaching in higher educational institution. An excellent understanding is needed, especially about ESD, to be delivered comprehensively to students. Basically, most teachers already know the term ESD and most also understand ESD, but most of them also cannot explain the definition of ESD correctly. While in terms of attitude and lifestyle based on ESD all respondents showed a very high rate. ESD knowledge and attitude should be bridged through the provision of a curriculum that integrates ESD values so that in the future between ESD knowledge and attitudes can be aligned as the provision by prospective teachers when entering the teaching world, especially at the higher education institution. This research is possible to be used to determine and develop competencies that can be integrated into the curriculum. Education plays a vital role in our life, the quality of the education has to reach everyone, but there is no place without politics as in the similar case of area of education. This leads to a climate change in the educational sectors. The climatic changes due to the political atmosphere in the educational institutions can be solved and some necessary steps can be taken to have a quality education and also identify the important climate changes educational institutional. The climatic changes that occurred in the educational sector will affect the work outcomes. This project will help the society to a great extend in analysis quality of education in the higher education institution in a political atmosphere. This paper had paved a way to other researcher about the politics in higher education and quality of education. Future

researcher can consider more outcomes so that we can have a depth in the topic and come out with new results to improve our work environment without politics and increase the standard of education which plays a major role in the younger generation. It is high time that we think about the concept of Education for Sustainable Development. As we know that teachers are the builders of a nation, therefore, it is imperative upon them to be aware of the various facts about environmental education and Sustainable Development should possess positive attitudes towards the various aspects of environmental education and Sustainability development

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## **JOB STRESS AMONG SCHOOL TEACHERS WITH REFERENCE TO BISHOP HEBER HIGHER SECONDARY SCHOOL, TEPPAKULAM, TRICHY**

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### **Abstract**

*Stress is the reaction to pressure, although pressure can be good to some level when it drives motivation and commitment. The contrast between pressure and stress is becoming constantly muddled. Uncontrolled pressure will cause stress, which can ruin performance. Employers pay high prices for it, and it makes people sick. One aspect of stress is job stress. Workplace factors which influence an individual's or their general well-being are indeed the cause. Stress at work causes negative physical and emotional consequences. Worker capabilities, resources and needs cannot match the requirements. To study the level of various dimensions of Job stress among the teachers. To describe the demographic profile of the teachers.*

**Keywords:** *Stress, teachers, students, behaviour, interpersonal conflicts*

### **Introduction**

The word "strider" derives from the Latin word "Stress". In the Seventeenth century, this was mostly used. It denotes adversity and struggle. It is a crucial study because workplace stress can have a negative impact on an employee's mental and physical health. Workplace stress has been a prominent topic of study in the business world. Because of its competitive nature of the labour market, Occupation is one of the most vital aspects of people's lives. When men and women are dissatisfied, they are likely to experience stress. Stress is becoming a more deadly disease around the world. One aspect of stress is job stress. Workplace factors which influence an individual's or their general well-being are indeed the cause. Stress at work causes negative physical and emotional consequences. Worker capabilities, resources and needs cannot match the requirements. Stress at work can cause many health problems and even harm.

Job stresses are frequently neglected with the concept of difficulty, but instead the two are not inseparable. Challenges could be mentally and physically taxing, but they stimulate us to learn new abilities and improve our performance. The contrast between pressure and stress is becoming constantly muddled. Workplace pressure is a vital consequence of keeping employees motivated. Uncontrolled pressure will cause stress, which can ruin performance. Employers pay high prices for it, and it makes people sick.

### **Statement of Problem**

Management, administration and parents put a lot of pressure on teachers to complete the course. When you ask a teacher about their difficulties, they will tell you that they do not have enough time to arrange their classes. These are non-teaching activities that are commonly assigned to teachers in schools. They are grooved with surveys, documents, typed exam papers, scorecard preparations and admissions, among many other things. The primary focus of this study is on teachers at Bishop Heber Higher Secondary School Teppakulam, Trichy.

### **Objectives of the study**

1. To study the level of various dimensions of Job stress among the teachers.
2. To describe the demographic profile of the teachers.
3. To analyse various factors of Job stress among the teachers.
4. To provide suitable suggestions for the teachers to reduce their stress thereby to improve school performance.

### **Method of Data Collection**

The data for this project was primarily collected from original documents. It was attempted to present a teacher analysis at Bishop Heber School. This information has been applied in a wide variety of features of school teachers.

**Primary Data:** Questionnaire surveys are the primary source of the data.

**Secondary Data:** The secondary source of information is made up of numerous details gathered from journals, books and the internet.

### Sampling Method

A convenient sampling mechanism has been used to identify roughly 70 teachers for the sample designs.

### Research hypotheses

1. There is a significant relationship between respondents' Teaching Experience as well as several dimensions of teachers Job stress.
2. There is a significant disparity between respondents' gender and other variables of Job stress among teachers.
3. There is a significant relationship between respondents' marital status and several dimensions of Job stress among teachers.
4. There is a significant difference between the respondents taking the classes with concern to various dimensions of Job stress among teachers.

### Tools for Analysis

The following tools were used for analysis the data

1. 'Correlation' – test
2. Inter-correlation matrix'- test
3. 't'- test 4. 'ANOVA' test

### Limitations of the Study

1. Only 70 people would be included in the study.
2. The study was a one-time cross- sectional study, so the presence of any immediate stressor may change and outcome
3. One of the major limitations was time.

### Review of Literature

According to (K. Chandraiah, s.c. Agarwal, P. Marimuthu and N.Manoharan 2003) indicated that managers aged 23-35 had higher levels of job stress and less job satisfaction than their colleagues in the intermediate age group 36-45 years and the older age group 46-55 years.

According to (Chalmers, A .2004) More research into the intricacies of professional satisfaction and its relationship to teacher stress, which may have some elements unique to the profession, was advised.

### Data Analysis and Interpretation

**Table 4.1 Karl Pearson's Coefficient of Correlation between Teaching Experience and Job Stress among Teachers in Various Dimensions**

S. No	Job stress among teachers	Correlation value	Statistical Interface
1.	Teaching Experience and Student Behaviour	0.934**	P < 0.01 Significant
2.	Teaching Experience and Friendly relations between Teachers	0.902**	P < 0.01 Significant
3.	Teaching Experience and Parents / Teachers Relations	0.907**	P < 0.01 Significant
4.	Teaching Experience and Relation with superior	0.823**	P < 0.01 Significant
5	Teaching Experience and Workload / Time Management	0.886**	P < 0.01 Significant
6	Teaching Experience and Intrapersonal Conflicts	0.837**	P < 0.01 Significant
7	Teaching Experience and Stress management Techniques	0.889**	P < 0.01 Significant
8.	Teaching Experience and Overall Job stress among teachers	0.808**	P < 0.01 Significant

\*\* Correlation is significant at the 0.01 level \* Correlation is significant at the 0.05 level

**H0:** There is no significant correlation between respondents' Teaching Experience and various dimensions of Job stress among teachers.

**H1:** It was found that there is a significant correlation between respondents' Teaching Experience and various dimensions of Job stress among teachers.

Hence null hypothesis is rejected.

**Table 4.2 'T' Test between the Respondents' Gender and Various Dimensions of Job Stress among Teachers**

S. No	Job stress among teachers	MEAN	S.D	Statistical Inference
1	<b>Student Behaviour</b> Male (N:20) Female (N:50)	8.1500 11.0000	.93330 1.04978	<b>t =10.576</b> <b>p &lt; 0.001</b> Significant
2	<b>Friendly relations between Teachers</b> Male (N:20) Female (N:50)	4.3500 8.3000	.48936 2.15946	<b>t =8.065</b> <b>p &lt; 0.001</b> Significant
3	<b>Parents / Teachers Relations</b> Male (N:20) Female (N:50)	9.4000 12.0200	.68056 1.22040	<b>t=9.030</b> <b>p &lt; 0.001</b> Significant
4	<b>Relation with superior</b> Male (N:20) Female (N:50)	4.5000 8.1000	.68825 2.35822	<b>t=6.688</b> <b>p &lt; 0.001</b> Significant
5	<b>Workload / Time Management</b> Male (N:20) Female (N:50)	8.4000 13.6000	1.39170 2.80670	<b>t=7.882</b> <b>p &lt; 0.001</b> Significant
6	<b>Intrapersonal Conflicts</b> Male (N:20) Female (N:50)	6.2500 9.1800	1.06992 1.74602	<b>t=6.981</b> <b>p &lt; 0.001</b> Significant
7	<b>Stress Management techniques</b> Male (N:20) Female (N:50)	7.2500 11.7400	1.29269 2.34573	<b>t=8.061</b> <b>p &lt; 0.001</b> Significant
8	<b>Overall Job stress among teachers</b> Male (N:20) Female (N:50)	55.9500 70.8800	4.52449 10.05625	<b>t=6.365</b> <b>p &lt; 0.001</b> Significant

**H<sub>0</sub>:** There is no significant difference between respondents' gender and various dimensions of Job stress among teachers.

**H<sub>1</sub>:** It was found that there is a significant difference between respondents' gender and various dimensions of Job stress among teachers.

Hence null hypothesis is rejected.

**Table 4.3 'T' Test between the Respondents' Marital Status and Various Dimensions of Job Stress among Teachers**

S. No	Job stress among teachers	Mean	S.D	Statistical Inference
1.	<b>Student Behaviour</b> Married (N:59) Unmarried (N:11)	9.7627 12.4545	1.40613 .68755	<b>t =6.143</b> <b>p &lt; 0.001</b> Significant
2.	<b>Friendly relations between teachers</b> Married (N:59) Unmarried (N:11)	6.3559 11.5455	1.76911 1.57249	<b>t =9.073</b> <b>p &lt; 0.001</b> Significant
3.	<b>Parent/ Teachers relations</b> Married (N:59) Unmarried (N:11)	10.8305 13.6364	1.26153 1.20605	<b>t =6.816</b> <b>p &lt; 0.001</b> Significant
4.	<b>Relation with superior</b> Married (N:59) Unmarried (N:11)	6.3559 10.9091	1.71969 3.20794	<b>t =6.901</b> <b>p &lt; 0.001</b> Significant
5.	<b>Workload / time management</b> Married (N:59) Unmarried (N:11)	11.2373 16.8182	2.86079 2.13627	<b>t =6.143</b> <b>p &lt; 0.001</b> Significant
6.	<b>Interpersonal Conflicts</b> Married (N:59) Unmarried (N:11)	7.8136 11.1818	1.55890 2.18258	<b>t =6.159</b> <b>p &lt; 0.001</b> Significant
7.	<b>Stress Management Techniques</b> Married (N:59) Unmarried (N:11)	9.5424 15.3636	2.05378 1.74773	<b>t =8.811</b> <b>p &lt; 0.001</b> Significant
8.	<b>Overall Job stress among teachers</b> Married (N:59) Unmarried (N:11)	63.5932 82.8182	7.45820 13.6953 9	<b>t =6.758</b> <b>p &lt; 0.001</b> Significant

**H<sub>0</sub>:** There is no significant difference between respondents' marital status and various dimensions of Job stress among teachers.

**H<sub>1</sub>:** It was found that there is a significant difference between respondents' marital status and various dimensions of Job stress among teachers.

Hence null hypothesis is rejected.



**Table 4.4 One Way Analysis of Variance among the Respondents Taken the Class with Regard to Various Dimensions of Job Stress among Teachers**

S. NO	Source	Df	SS	MS	MEAN	Statistical Inference
1.	<b>Student Behaviour</b>	3	142.430	71.215	G1=8.5200	<b>F=108.058</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	44.156	.659	G2=10.4286	
	Within Groups				G3=12.2353	
2.	<b>Friendly relations between Teachers</b>	3	371,632	185.816	G1=4.6000	<b>F=147.664</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	84.3411	1.258	G2=7.3571	
	Within Groups				G3=10.6471	
3.	<b>Parents / Teachers Relations</b>	3	137.663	68.832	G1=9.6800	<b>F=109.336</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	42.179	.630	G2=11.4286	
	Within Groups				G3=13.3529	
4.	<b>Relation with superior</b>	3	299.477	149.738	G1=4.8000	<b>F=60.015</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	167.166	2.495	G2=7.1786	
	Within Groups				G3=10.2353	
5.	<b>Workload / Time Management</b>	3	606.694	303.482	G1=8.7200	<b>F=100.599</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	202.122	3.017	G2=12.5357	
	Within Groups				G3=16.4118	
6.	<b>Intrapersonal Conflicts</b>	3	196.034	98.017	G1=6.4000	<b>F=67.192</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	97.737	1.459	G2=8.6071	
	Within Groups				G3=10.7647	
7.	<b>Stress management Techniques</b>	3	463.061	231.530	G1=7.6000	<b>F=122.812</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	126.311	1.885	G2=10.6429	
	Within Groups				G3=14.3529	
8.	<b>Overall Job stress among teachers</b>	3	5309.606	2654.803	G1=57.1600	<b>F=55.257</b> <b>P &lt; 0.001</b> <b>Significant</b>
	Between Groups	67	3218.980	48.044	G2=66.8929	
	Within Groups				G3=80.0588	

G1=6 to 8 class

G2=9 to 10 class

G3=11 to 12 class

**H<sub>0</sub>:** There is no significant variance among the respondents taken the classes with regard to various dimensions of Job stress among teachers.

**H<sub>1</sub>:** It was found that there is a significant variance among the respondents taken the classes with regard to various dimensions of Job stress among teachers.

Hence null hypothesis is rejected.

## Findings

### Research Hypothesis 1

It was found that there is a significant correlation between respondents' Teaching Experience and various dimensions of Job stress among teachers. Hence null hypothesis is rejected. (Table No: 4.1).

### Research Hypothesis 2

It was found that there is a significant difference between respondents' gender and various dimensions of Job stress among teachers. Hence null hypothesis is rejected. (Table No: 4.2).

### Research Hypothesis 3

It was found that there is a significant difference between respondents' marital status and various dimensions of Job stress among teachers. Hence null hypothesis is rejected. (Table No: 4.3).

### Research Hypothesis 4

It was found that there is a significant variance among the respondents taken the classes with regard to various dimensions of Job stress among teachers. Hence null hypothesis is rejected. (Table No: 4.4).

### Suggestions

1. Encourage teachers to up-skill themselves and enhance their knowledge in the subject Collaborating with skill development providing scholarships or grants or interest free loans for higher education etc., a few ways by which schools can help teachers to enhance their skill and knowledge.
2. Encourage teachers to get to know their students well by spending time with children outside their classrooms and after school hours. Teachers should actively listen to the students, engage them in classroom discussions and provide one on one support as and when required.
3. Students should also be encouraged to discuss their personal problems and learning challenges with the teachers. This will lead to better teacher student

relationships and in turn in the academic performance of the students.

### Conclusion

This study is an attempt to understand the influence of job stress on the performance of the teachers of Bishop Heber Higher Secondary School, Teppakulam at Trichy. So, teachers have the responsibility to ensure that they possess the required professional skills, experience, qualifications and the right attitude to impart knowledge to future citizens of the world, it is the responsibility of the parent teacher associations, School Managements, Governments and the society at large to ensure the wellbeing of the teachers and their personal and professional needs are taken care of.

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# A STUDY ON STUDENT KNOWLEDGE AND BEHAVIOR ON SUSTAINABLE DEVELOPMENT GOAL – WITH SPECIAL REFERENCE TO UNDERGRADUATE STUDENTS’ OF BISHOP HEBER COLLEGE, TIRUCHIRAPPALLI

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## Abstract

Planning and decision-making processes need to adopt sustainable development as the norm. Researchers and policymakers have long been interested in Education for Sustainable Development (ESD). Despite a sizable body of research, more thorough empirical investigations are needed to comprehend how sustainable development goals are applied in higher education and how ESD could be used to influence sustainable behavior. The mindset, abilities, and knowledge are linked to the obligation to build and benefit from a sustainable future. Courses, outreach research projects, and campus operations all need to be reorganized for educational institutions. 140 undergraduate students’ of Bishop Heber College participated in a questionnaire study on sustainable development goals. Percentage analysis, one way Anova and T-test were used in the statistical analysis of this study to found the students’ knowledge and behavior towards sustainable development. Students’ posse sufficient knowledge on sustainable development, there is no difference of opinion with regard to gender and discipline of study, but with regard to behavior on sustainable development they differ.

**Keywords:** Sustainable development, student behavior, knowledge, educational institutions.

## Introduction

The United Nations World Commission for Environment and Development made the first attempt to define sustainable development in a report that was published in 1987. It was stated that “humanity has the capacity to make growth sustainable in order to ensure that it satisfies the demands of the present without jeopardizing the capacity of future generations to satiate their own wants”. The idea of sustainable development is currently a crucial part of the conversation about socioeconomic development and is evolving into a universal principle represented in all development plans.

United Nations (UN) established “The 2030 Agenda for Sustainable Development”, a “plan of action for people, planet, and prosperity”, in 2015, the concept of sustainable development was put into practice. The new development paradigm articulated in the Agenda adopted by the international community aims to steer global economies toward sustainable development. The 17 Sustainable Development Goals (SDGs), which were adopted by UN member states and outline the major development issues facing humanity, are an essential component of the 2030 Agenda.

The selected goals translate the pursuit of sustainable development into actions, together with 169 tasks and 232 associated indicators. J.D. Sachs (2012). Presently, growing body of research points to the interconnections and integrative nature of the SDGs, which reflect a systemic approach to sustainable economic development and in which complementarity and compromise in accomplishing specific SD targets are crucial. Burgess, J.C. (2017, 2019); Allen, C.; Metternicht, G.; Wiedmann, T.; Barbier, E.B. (2019).

## Picture 1 – Sustainable Development Goal’s



Source: <https://www.fm-magazine.com/issues/2020/aug/un-sustainable-development-goals.html>

### Statement of the Problem

Academic institutions can be considered as the forces behind societal transformation because they train up-and-coming leaders and important professionals, molding their abilities and perspectives. According to Sukiennik et al. (2021), higher education unquestionably plays a significant role in hastening the transformation through education, practical research, and collaboration with business and student groups. Future generations will construct a sustainable society at educational institutions, which serve as centers of value transmission

However, adult and task forces whose actions have a substantial impact on the environment should also be considered stakeholders. Understanding environmental issues is a crucial initial step in altering purchasing habits or civic values.

### Review of Literature

- Perrault and Clark (2017) examined why students engage in sustainable activities (or don't) as well as what would inspire them to engage in more sustainable behaviors. They polled 800 students at a Midwest liberal arts college that has a sustainability office that is supported by student fees. They came to the conclusion that students engaged in sustainable conduct mostly out of concern for the environment and their impact on it. Additionally, students claimed that if there were incentives offered, they would be more likely to engage in more sustainable activities.
- Qasim Alshannag and Ali Khalfan Al-Naqbi (2018), the purpose of this study is to look at how United Arab Emirates University (UAEU) students feel about the environment and education for sustainable development (ESD). The students' gender, country, college, academic level, and grade point average (GPA) were also taken into account as independent variables. The study was descriptive in nature, and a cross-sectional survey was used to collect the data. An online survey about e-education for sustainable development received responses from 823 people in total. According to the study, UAEU students had a high degree of comprehension, very strong favorable attitudes, and somewhat positive conduct toward ESD and the environment.

- Nena Vukelic and Nena Roncevi (2021) examined to understand the Student Teachers' Sustainable Behavior. They are viewed as role models of social learning because they live and exhibit a pro-sustainable lifestyle while modeling desired conduct, attitudes, beliefs, and emotions. The primary goal of this study was to examine a sample of student teachers' sustainable behavioural patterns. 496 student and instructors took part in the study. Results from SEM analysis show that people's intentions to act, which are both favorably and adversely influenced by outrage and affinity for variety, directly predict their sustained action.

### Objectives of the Study

The study's objectives were as follows:

- To know the students knowledge on sustainable development goals
- To examine the students behavior towards sustainable development

### Hypotheses of the Study

The following hypotheses have been formulated to ensure a smooth investigation process:

$H_0$  = There is no substantial mean difference in student knowledge with sustainable development based on gender.

$H_0$  = The mean difference between student knowledge on sustainable development with their Discipline of study does not differ substantially.

$H_0$  = The mean difference between student behavior on sustainable development goal with their year of pursuing does not differ substantially

### Population of the Study

The population of this study is the Undergraduate Students of Bishop Heber College, Tiruchirappalli. Random sample of 140 students randomly selected from the various departments of Bishop Heber College. The student profile is given in the following Table 1.

### Methodology

A systematic approach for collecting or gathering data, facts, or information as part of a study is known as methodology. The purpose of this descriptive study is to investigate the behaviors of students toward sustainable

development. In this study, both primary and secondary data were utilized. Primary data was gathered through questionnaires; it included demographic information on the students and five-point scale questions about the behaviors of the students toward sustainable development. During the month of September 2022, a questionnaire was distributed in order to collect data. The Sustainable development goals were thoroughly understood through secondary data, which was gathered from published sources including magazines, books, journals, etc. Data were analyzed using appropriate statistical techniques, such as percentage analysis, one way Anova and T-test.

### Demographic Profile of the Respondents (Students)

**Table: 1 Gender wise classification of the Students'**

Student Profile	Gender		Frequency	%
	Male (58.57 %)	Female (41.43 %)		
<b>Year of Pursing</b>				
1 <sup>st</sup> year	19	23	42	30.00
2 <sup>nd</sup> year	27	14	41	29.29
3 <sup>rd</sup> year	36	21	57	40.71
<b>Total</b>	<b>82</b>	<b>58</b>	<b>140</b>	<b>100</b>
<b>Discipline of Study</b>				
Arts	37	21	58	41.42
Science	20	12	32	22.85
Commerce and Management	25	25	50	35.71
<b>Total</b>	<b>82</b>	<b>58</b>	<b>140</b>	<b>100</b>

**Source:** Primary data

The above Table 1 shows the gender wise (58.57% were male and 41.43% were female students) classification of the respondents by Year of pursuing and Discipline of study. Among them 40.71% of the students were pursuing 3<sup>rd</sup> year which is followed by 1<sup>st</sup> year (30%) and 2<sup>nd</sup> year students (29.29%). Discipline of study shows, 41.42% of the students belongs to Arts discipline, which is followed by Commerce and Management (35.71%) and Science (22.85%).

**Table 2 - Students' Behavior towards Sustainable Development Attributes**

On a summed-up rating scale, scores were calculated and attributes were ordered from most important to least important.

Attributes	Weighted Average mean	Rank
Electrical energy savings	4.84	1
Recycling glass and paper	4.19	6
Selective garbage collection	4.10	9
Buying green or ethically produced goods	4.75	2
Participating in community service	4.35	4
Donations to charitable causes	4.15	8
Eliminating packaging that is hazardous to the environment	4.21	5
Utilization of energy-efficient lighting	4.17	7
Minimizing unnecessary meal purchases	4.58	3

**Source:** Output by SPSS

Nine variables were utilized to determine how well students believed their behavior complied with various sustainable development goals, as shown in Table 2. Electrical energy savings (4.84) is the most vital behavior among students in achieving sustainable goal, followed by Buying green or ethically produced goods (4.75), Minimizing unnecessary meal purchases (4.58), Participating in community service (4.35), Eliminating packaging that is hazardous to the environment (4.21), Recycling glass and paper (4.19), Utilization of energy-efficient lighting (4.17), Donations to charitable causes (4.15) and Selective garbage collection (4.10).

**Table 3 One-Way Analysis of Knowledge on Sustainable Development Goal based on Students' Gender**

Total variance					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	5.556	3	1.389	1.561	0.191 <sup>NS</sup>
Within Group	84.544	136	0.890		
<b>Total</b>	<b>90.110</b>	<b>139</b>			

**Source:** Output by SPSS, NS – Not Significant Level of Significance - 5%

#### Inference

**H0:** There is no substantial mean difference in knowledge on sustainable development based on students' gender.

Students' knowledge on sustainable development is depicted in the above Table 3 based on gender. The F value is 1.561, indicating that it is considerable at the 0.05 significant level. There are 0.191 possibilities at 3 degree of freedom. As a result, the significant value in the F test is greater than 0.05 so, H0 is accepted as that there is no substantial mean variance in knowledge with sustainable development based on students' gender.

**Table 4 One-Way Analysis of Students' Knowledge on Sustainable Development Goal based on their Discipline of Study**

Total variance					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Group	4.025	3	1.006	0.859	0.491 <sup>NS</sup>
Within Group	111.215	136	1.171		
<b>Total</b>	<b>115.240</b>	<b>139</b>			

**Source:** Output by SPSS NS – Not Significant Level of Significance - 5%

#### Inference

**H0:** The mean difference between students' knowledge on sustainable development goal with their discipline of study does not differ substantially.

Table 4 shows, the F value is 0.859, and it is considerable at the significant level of 0.491 with 3 degree of freedom. As the outcome, the significant value in the F test is greater than 0.05, so H0 is accepted, there is no substantial mean variance in students' knowledge on sustainable development goal with their discipline of study.

**Table 5 Students' Behavior on Sustainable Development Goal with Year of Pursuing**

S. No.	Variables	F	Sig
1	Electrical energy savings	5.025	0.000 <sup>S</sup>
2	Recycling glass and paper	5.157	0.000 <sup>S</sup>
3	Selective garbage collection	4.089	0.009 <sup>S</sup>
4	Buying green or ethically produced goods	1.048	0.048 <sup>S</sup>
5	Participating in community service	1.098	0.211 <sup>NS</sup>
6	Donations to charitable causes	4.089	0.009 <sup>S</sup>
7	Eliminating packaging that is hazardous to the environment	6.124	0.001 <sup>S</sup>
8	Utilization of energy-efficient lighting	3.840	0.014 <sup>S</sup>
9	Minimizing unnecessary meal purchases	2.888	0.051 <sup>NS</sup>

**Source:** Output by SPSS Level of Significance - 5%, S–Significant, NS– Not Significant

#### Inference

**H0:** The mean difference between students' behavior on sustainable development goal with their year of pursuing does not differ substantially.

Table 5 - explored that there is no significant difference between students' behavior on sustainable development and year of pursuing with regard to participating in community service and Minimizing unnecessary meal purchases.

The results also indicates that there is significant difference between students' behavior and year of pursuing with respect to Electrical energy savings, Recycling glass and paper, Selective Garbage collection, Donations to charitable causes, Eliminating packaging that is hazardous to the environment and Utilization of energy-efficient lighting at one percent level and Buying green or ethically produced goods at five percent level.

**Table 6 T – Test of Students’ Behavior on Sustainable Development Goal relating to Gender H0 = There is no significant mean difference between gender wise students’ behavior on sustainable development goal**

Sustainable development variables	Gender		Mean Difference	T-Value	P- Value
	Male (N = 82)	Female (N = 58)			
	Mean (SD)	Mean (SD)			
Electrical energy savings	4.100	4.170	0.576	2.365	0.018 <sup>s</sup>
	0.391	0.416			
Recycling glass and paper	4.381	4.350	0.015	0.075	0.945 <sup>NS</sup>
	0.602	0.542			
Selective garbage collection	4.244	4.153	0.231	1.199	0.232 <sup>NS</sup>
	4.6509	4.8966			
Buying green or ethically produced goods	3.675	3.710	0.431	4.175	0.000 <sup>s</sup>
	4.3926	4.4199			
Participating in community service	3.456	3.567	0.046	0.348	0.730 <sup>NS</sup>
	5.1543	4.7654			
Donations to charitable causes	4.013	4.045	1.680	2.618	0.008 <sup>s</sup>
	5.9364	5.3227			
Eliminating packaging that is hazardous to the environment	4.1420	4.1536	1.230	5.255	0.000 <sup>s</sup>
	4.3267	3.9962			
Utilization of energy-efficient lighting	4.3352	4.3698	1.307	6.353	0.000 <sup>s</sup>
	5.9782	5.4166			
Minimizing unnecessary meal purchases	4.1250	4.2031	0.488	2.730	0.005 <sup>s</sup>
	5.0722	4.7200			

Source: Output by SPSS Level of Significance - 5%, S–Significant, NS – Not Significant

T – Test (Table 6) point out that, gender wise there is no significant difference between student behavior on Sustainable development variables such as Recycling glass and paper, Selective garbage collection and Participating in community service.

Gender wise significant difference exist between student behavior on sustainable development variables with respect to Buying green or ethically produced goods, Donations to charitable causes, Eliminating packaging that is hazardous to the environment, Utilization of energy-efficient lighting & Minimizing unnecessary meal purchases at one percent level and Electrical energy savings at five percent level.

### Findings

- **Percentage wise (58.57% were male and 41.43% were female students) classifications reveal that:**
- 40.71% of the students were pursuing III<sup>rd</sup> year, 30 % were I<sup>st</sup> and 29.29 % were II<sup>nd</sup> year.

- 41.42% of the students belongs to Arts discipline, 35.71% were Commerce and Management and 22.85% Science.

### One-way Anova (F-Test) reveals

- There is no substantial mean variance in knowledge with sustainable development based on students’ gender (F = 1.561, p > 0.05) at 5 % level.
- There is no substantial mean variance in students’ knowledge on sustainable development goal with their discipline of study (F = 0.859, p > 0.05) at 5 % level.
- Significant difference exists between students’ behavior and year of pursuing with respect to Electrical energy savings (F = 5.025, p < 0.01), Recycling glass and paper (F = 5.157, p < 0.01), Selective Garbage collection (F = 4.089, p < 0.01), Donations to charitable causes (F = 4.089, p < 0.01), Eliminating packaging that is hazardous to the environment (F = 6.124, p < 0.01) & Utilization of energy-efficient

lighting ( $F = 3.840$ ,  $p < 0.01$ ) at one percent level and Buying green or ethically produced goods ( $F = 1.048$ ,  $p < 0.05$ ) at five percent level.

- There is no significant difference between students' behavior on sustainable development and year of pursuing with regard to Participating in community service ( $F = 1.098$ ,  $P > 0.05$ ) and Minimizing unnecessary meal purchases ( $F = 2.888$ ,  $P > 0.05$ ) at 5% level.

#### T-Test reveals

- Gender wise there is no significant difference between student behavior on Sustainable development variables such as Recycling glass and paper ( $F = 0.075$ ,  $P > 0.05$ ), Selective garbage collection ( $F = 1.199$ ,  $P > 0.05$ ) and Participating in community service ( $F = 0.046$ ,  $P > 0.05$ ) at 5% level..
- Gender wise significant difference exist between student behavior on sustainable development variables with respect to Buying green or ethically produced goods ( $F = 4.175$ ,  $p < 0.01$ ), Donations to charitable causes ( $F = 2.618$ ,  $p < 0.01$ ), Eliminating packaging that is hazardous to the environment ( $F = 5.255$ ,  $p < 0.01$ ), Utilization of energy-efficient lighting ( $F = 6.353$ ,  $p < 0.01$ ) & Minimizing unnecessary meal purchases at one percent level ( $F = 2.730$ ,  $p < 0.01$ ) at one percent level and Electrical energy savings ( $F = 2.365$ ,  $p < 0.05$ ) at five percent level.

#### Conclusion

The principles of Agenda 2030 encourage colleges to adopt a view on present patterns and potential future directions by encouraging them to modify their considerable infusion of colleges, their focus on concerns of sustainable development and environmental protection, and their fulfillment of the role of education on these issues. Higher education also plays a key role in achieving a number of other SDGs and disseminates examples of effective practice discovered through research efforts. However, significant steps must be taken to begin implementing the SDGs at and through institutions of higher learning. The purpose of colleges as educators is to help society accomplish the objectives of sustainable development. Green growth would be beneficial to

everyone and is a surefire approach to ensure a better future for future generations.

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## SOCIAL VALUES AND SUSTAINABLE DEVELOPMENT: PROBLEMS AND PROSPECTS: A STUDY

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### Abstract

The world is now dealing with several societal issues that need to be resolved in the sectors of economics, society, and the environment. "Sustainable development" is one of the most significant and well-known words in environmental terminology. Economic expansion and environmental preservation must coexist in harmony for sustainable development to occur. The desire for increased economic growth, which is intimately tied to social values, is the main issue the world is now confronting. Social value is a measure of how much weight individuals give certain changes in their lives. As a result, I'd like to discuss how social values and sustainable development are related as a significant occurrence in the actual economy of today.

The most current findings and innovations in social values and sustainable development are reviewed in this article. It also includes several case studies from various neighbourhood initiatives that demonstrate how initiatives to promote sustainability strengthen social values. India's economy has one of the fastest growth rates in the whole globe. However, neither the region's sustainability nor its development is competitive. Economic expansion and human development are still linked as significant variables. Therefore, there has to be a clear connection between social, economic, and environmental advancement for there to be sustainable development. The main roadblocks to attaining social and global progress are explored and corrective measures to reroute society toward a more just and sustainable future are suggested.

**Keywords:** Social value, sustainable development, social challenges

### Introduction

In recent years, socioeconomic and technical advancements have increased and accelerated, which has led to certain societal issues since, in many countries, values have not been appropriately passed on to younger generations. The concept of value describes the significance, worth, attractiveness, and respect that anything commands in return (Soykan, 2013). Values as a sociological notion allude to commonalities and expectations. Social values are moral ideas and beliefs that the majority of a society accepts in order to preserve that society (Ergil, 2011). In addition to these attributes, values communicate what should be present in a community in the form of a moral imperative. In that sense, values are acknowledged as sincere ideas and standards for what a society expects. As a result, societal cohesion, equitable possibilities for personal development, and unlimited freedom of action are all desirable. As a result, These objectives can include safeguarding and advancing social fairness, individual freedom, economic and social performance, and environmental sustainability.

### Social, Economic, and Environmental

Delivering results in these three areas, collectively known as the "Three Pillars of Sustainability," should allow organisations to go beyond producing merely profit and loss outcomes and move toward producing a "Triple Bottom Line." The three components should ideally be balanced, and if they are, it will result in a society that is more tolerable, viable, and egalitarian in the future.



Community and social business organisations are being encouraged to show their social value in these areas on a more voluntary basis. Additionally, because the Public Service (Social Value) Act was passed and will go into

effect in January 2013, there will probably be more standards for demonstrating social value.

### Definition of social values of sustainable development

The idea behind sustainable development is to make sure that current generations' activities "do not restrict the variety of economic, social, and environmental possibilities accessible to future generations." The concept of social sustainability, whose definition now seems to be beyond agreement and concreteness, encompasses the social components of sustainable development. It is often condensed to the suggestion of methods, indicators, and political goals, such as poverty reduction, or it is implicitly characterised by related concepts, such as justice or social stability.

### Review of Literature

**Singh, Sita Ram (2005):** A log has been written about India's challenges with sustainable development. Almost all of the outcomes in the literature are comparable. They pointed out that concerns including severe poverty, unemployment, climate change, conflict, and building an inclusive and peaceful society are some of the worldwide barriers to sustainable development. The Sustainable Development Goals (SDGs) and Millennium Development Goals (MDGs) serve as the foundation for their discussion. In light of their results, international collaboration is essential to resolving a complex problem like sustainable development since there is a significant financial gap between the Sustainable Development Goals' necessary and actual funding. Prevailing neoclassical economics also leads to the conclusion that intergenerational and intergenerational justice can be achieved within the parameters of economic growth. This conclusion is widely accepted throughout sustainable development thinking

**(Bacani, 2017):** Values can be divided into many different categories, including those based on their content (such as aesthetic, scientific, educational, economic, political, and social values), extent (such as societal, national, and international values), and method (such as modern and traditional exchange modes). Here, we'll concentrate on categorising values based on how broad they are, given the significance of their dynamic roles in both society and the outside world.

**(Polomarkakis, 2019, p. 4):** To strengthen the social dimension of the EU as a long-term solution, social sustainability is defined as "the set of policies, rules, and principles laid down in the EU legal order, ring-fencing it from any relapse into a position of hierarchical subordination to the markets, so that Social Europe can unmistakably be perceived as an equal counterpart to the economic constitution" (Polomarkakis, 2019, p. 4).

**(Sachs, 2016, pp. 32–33):** Achieving a reasonable level of social homogeneity, fair income distribution, decent employment opportunities, equitable access to resources and social services, a balance between respecting tradition and innovation, and self-reliance, endogeneity, and self-assurance are all components of social sustainability. A robust definition of social sustainability must be based on the fundamental principles of equality and democracy, with the latter meaning that all people should effectively exercise their political, civil, economic, social, and cultural rights (ibid., p. 27).

### Objectives

- The primary objective of this article is to study the scope and difficulties of sustainable development in developing countries like India.
- The secondary objective is to compile important research on how social values can contribute to sustainable development.
- Our ideal future is a future of sustainable development. Sustainable development is one way to solve all the problems facing the world's population today. If sustainable development is pursued, the goals of resource conservation, gender equality, and equitable economic distribution can be achieved. These are the secondary objectives of my research.
- Sustainable development encompasses much more than the environment, however. Social development is aided by measures like lowering the poverty level, attaining gender equality, providing jobs, encouraging human progress, making effective use of natural resources, etc. There won't be any issues, and the world will be peaceful and harmonious if the Sustainable Development Goals are met. Analyzing the issues it encounters is vital if sustainable development is to be properly promoted.

### Statement of the Problem

There are a lot of issues concerning the economy, society, and environment that require fixing right now on a global scale. Unsustainable consumption and production habits have led to substantial economic and social costs and may possibly imperil the Earth, all while more than a billion people still live in severe poverty and wealth disparity is expanding within and across many nations. Steps need to be taken for the world to accomplish the fair goal of sustainable economic and social progress, which calls for growth and employment while enhancing environmental preservation (Desha, 2013; V). Generally speaking, when we talk about social problems, we mean the "grand challenges" that global society is dealing with now. These include issues such as migration, social conflict, the economy, poverty, and social exclusion, as well as climate change and the ageing of societies. These problems may be more widespread in local communities or less visible on a global scale. According to Singh et al. (2008), these problems are interrelated and characteristic of a wide and unbalanced global system. Our perspective on the problem changes once we realise it and can see the tremendous potential for progress. Therefore, social values have already (or previously) taken centre stage in social development plans, which are primarily based on the principles of sustainability.

### Purpose of the Study

We hope that this essay will provide a fresh avenue for further investigation into these concepts. To better understand and develop how the concepts of social values and sustainable development are approached and interpreted in the literature, it is intended to identify international case study examples of best practises that demonstrate social values and sustainable development in community projects. a framework that combines analyses of the literature with case studies of excellent practices.

### Significance of the Study

The main focus of the evaluation of this study is how it addresses sustainability issues such as community resilience, social inclusion, gender equality, and environmental innovation, as well as how these issues relate to each of the four groups identified through data analysis. This study serves as a source and an opportunity for further research.

### Methodology

#### Primary Data

Primary data for this research were gathered using structured questionnaires, observational techniques, and interpretation with the respondents' executives.

#### Secondary Data

Secondary data had been gathered from many sources, namely websites, journals, standard reference works, and books from the internet

#### Sample Size

The sample size for the research study was 100.

#### Analysis and interpretation

As shown in Table 1, the distribution of the respondents according to their gender, age, annual income, educational qualification, and occupation were demonstrated.

**Table 1: Distribution of the respondents**

		Frequency	Cumulative Percent
Gender	Female	24	24
	Male	76	100.0
Age	Below 20 years	28	28
	21-30 years	41	69
	31-40 years	17	86
	41-50 years	11	97
	Above 50 years	3	100.0
Qualification	Diploma	29	29
	Graduation	38	67
	Post-Graduation	16	83
	SSLC	17	100.0
Experience	Student	28	28
	Business	41	69
	Employee	17	86
	Retired	11	97
	Others	3	100.0
Annual income	Below 1 Lakh	15	15
	1 – 3 Lakh	33	48
	3-5 Lakh	44	92
	Above 5 Lakh	8	100.0
Area	Rural	48	48
	Urban	52	100.0
The	Yes	52	52

maintenance of environmental quality	No	48	100
The minimization of violence	Yes	87	87
	No	13	100
The satisfaction of minimum welfare standards	Yes	71	71
	No	29	100
The primacy of human dignity	Yes	86	86
	No	14	100
The retention of diversity and pluralism	Yes	58	58
	No	42	100

### Interpretation

From the above table, number 1.1 shows that the majority, 76 percent, are male and are in the age group of 21–30 years. Around 38 percent have completed their graduation, 41 percent are doing business, and 17 percent are working as employees. According to the table above, 44 percent earn between 3 and 5 lakhs per year, while 8 percent make more than 5 lakhs per year. The majority, 52 percent, were from urban areas and 48 percent were from rural areas.

Majority 52 percent of respondents agree that it is important to set global limits on important variables like population growth, resource usage, and waste management. Particularly, 87 percent support the abolition of terrorism and the decrease in violence brought on by conflicts between diverse groups for limited territory, power, or reputation. 86 percent agree with a special emphasis on the establishment of codes of personal and collective freedom, personal rights of conscience, group rights of assembly, and cultural assertion; 71 percent agree that it is especially important to pay attention to the elimination of mass misery through the satisfaction of at least the most basic social and material needs of people everywhere; and 58 percent specifically agree that it is important to strengthen the current biological gene pool.

Anova: Single Factor  
SUMMARY

Groups	Count	Sum	Average	Variance
Gender	100	124	1.24	0.184242
Social value	100	148	1.48	0.252121

**Table 2 One Way Analysis of Variance Among gender of the Respondents with Regard to social values**

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.88	1	2.88	13.2	0.000357	3.888853
Within Groups	43.2	198	0.218182			
Total	46.08	199				

Male (n:76) Female (n:24) Co-efficient=0.184242

P-value=0.000357

The P value at the 5% level of significance is less than 0.05. It demonstrates that there is a big disparity between societal ideals and respondents' gender. Thus, it may be said that gender and social ideals are related.

### Findings

Majority 76 percent are male and were in the age group of 21-30 years. Around 38 percent have completed their graduation, 41 percent doing business, 17 percent working as an employee. Majority 44 percent earn between 3 and 5 lakh per year, while 8 percent make more than 5 lakh per year. Majority 52 percent were from urban areas and 48 percent from rural area.

From the statistical analysis the calculated p value is 0.000357, its less than 5%. So, there is a significant difference between the gender of the respondents and social values. Hence it is concluded that gender has to do with social values.

### Suggestion

While social, environmental, and economic pillars of sustainability have all received equal weight, social sustainability has just lately begun to get considerable attention, particularly in urban studies.

### Conclusion

Even if the social values taken into consideration here vary depending on the focus of each project, this research shows that social values are addressed in community sustainable development programmes. Business interests or rural customs and cultures, for instance, may have an impact on social ideals. Local requirements serve as the

foundation for sustainable development's activities and solutions, which also adjust the societal values they take into consideration to the current situation.

In the context of local experiences, this essay addresses the notions of social values in sustainable development. In an attempt to demonstrate the benefits of stressing them in the promotion of sustainable development, the literature is reviewed, and trends related to social values and sustainable development are explored through descriptive analysis and their breadth. Case studies from various local projects.

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## "A STUDY ON INVESTMENT BEHAVIOUR OF WOMEN EMPLOYEES IN BANKING SECTOR"

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### **Abstract**

*The study aims to comprehend how working women invest money they have saved from their income. Due to the high level of market volatility, a lack of sufficient understanding, poor counsel, and a variety of other problems, women typically steer clear of investing money in the stock market. As a result, it would be advantageous to examine how women invest in order to determine their risk tolerance and the influences on their decision-making. Many scholars and stakeholders would benefit from having a better understanding of how women investors behave when making investment decisions. This would especially help financial institutions provide products and financial solutions that can cater to the demands of women investors. The study's findings indicate that women tend to invest in modern investment avenues with a low level of general knowledge of financial planning tools and approaches. They favour making investments in stock market securities and Mutual Fund along with traditional investment avenues like bank fixed deposits, Gold and Real Estate.*

**Keywords:** *Women investor, investment behaviour, investment avenues.*

### **Introduction**

Women's growth is directly associated with a country's growth because they are the half of the population and their growth impact the growth of other half of the country. Both men and Women are vital for the growth of a country. But Women used to be limited to household chores and caring for family members, and they were not given enough opportunities to demonstrate their skills. Men handled all of their family's financial decisions because family's earnings were in their hands. But as time went on, the world realised that she had a lot of potential that needed to be explored. In the face of great difficulties, today's woman is a demanding boss who balances her roles as a homely wife, a savvy employer, and a devoted friend. It exudes a tremendous ease and grace.

Women contribute significantly to society and the economy. The economic empowerment and financial security of women are crucial to a nation's economic prosperity. According to a report by the McKinsey Global Institute (2015), India's GDP could rise to 16% if women's labour force participation increased by 10% by 2025. In order to contribute to the nation's economic progress, women have been regarded as the main economic actor.

According to one of the World Bank's publications, India is ranked 120th out of 131 nations in terms of the involvement and participation of women in the workforce (Hindustan Times, 2017).

However, they lag behind in a number of areas particularly in financial literacy. When it comes to investing and choosing their investments, women investors confront substantial obstacles. Most research on financial literacy reveal that women are less financially literate than males. (Lusardi and Mitchell, 2014). As a result, the researcher has made an effort to identify the factors that influence the behaviour of female investors. She has also evaluated the level of knowledge among female investors and looked into their preferences for various investment routes.

### **Statement of the Problem**

Every individual can be identified based on a variety of criteria and their financial decisions are influenced by a wide range of variables. Beyond their conventional role in the family, women have advanced. Because of the shift in Indian women's roles, it's possible that they will decide how to invest their extra money. One's risk-taking skills and the advice of others, including one's husband, family,

and friends as well as co-workers, may vary to a certain extent depending on the characteristics of the investment instruments. Numerous studies in psychology and sociology also revealed that women were less risk-taking than men. (Croson & Gneezy, 2004). They are very less aware about financial planning tools and techniques (Arora, 2016). As a result, it would be appropriate to examine how women invest in order to determine their risk tolerance and the influences on their decision-making. This is because women's investment behaviour is a global topic.

### Objectives of the study

The following are the objectives of the study with respect to the statement of the problem,

1. To identify the awareness level towards various Investment Avenues.
2. To examine various factors influencing the investment decisions.
3. To understand the challenges faced by women in making investment decision.

### Methodology of the Study

#### Population

Population for this research are women employees who are working in banking sector both private and public sector banks in the study area of Thiruvavur city.

#### Population size

The size of population is 98. Since population size is small; the primary data has been collected through questionnaire from all the 98 respondents.

#### Types and Source of data

The study is based on both primary and secondary data. Primary data has been collected through questionnaire. The data has been collected from investors' belongings to various private and public sector banks. Secondary data has been collected from various Journals, websites.

#### Tools used for analysis

The following are the statistical tools are used to analyse the data.

- A) T-Test
- B) Chi square
- C) Anova.

### Review of Literature

Kumar, Sanjeet; Kumar, Prashant (2019) in this study, a survey is carried out primarily to determine the variables influencing the decision of female investors. 400 women investors who are based in the Haryana region participated in a customized questionnaire that was used to collect primary data for this exploratory study. The current study uses factor analysis to pinpoint seven elements that affect women investors' investing choices. The findings show that seven factors are retrieved based on Eigen values, with a total variation explained by factor analysis of 86.16%. These elements are classified by the study as socio-cultural, individual, market-related, economic, investment-specific, firm-related, and an accounting-related aspects.

Group, P. I., & Syal, S. (2018) they came to the conclusion that women investors are not well-informed about financial services. The majority of female investors continue to place their money in conventional and secure investment vehicles, demonstrating their aversion to risk. Overall findings suggest that women need to be informed more about new financial services that are available on the market.

Atchyuthan, N. & Yogendrarajah, R. (2017) they admitted that working women liked to invest in bank deposits more than males. The majority of the study's working women agree with this. Additionally, it was discovered that working women ranked gold as their second choice. Additionally, it has been shown that when investing money, working women place a larger priority on safety and liquidity than higher returns. Findings also imply that working women in Jaffna are unwilling to take risks in order to receive a high return on their investments.

Dr. Vivek Mittal and Nidhi Aggarwal (2017) made a study on working women's investment behaviour — An analysis of the Punjabi district of Ludhiana. The study's goal was to examine how working women thought about investing and determine their investment preferences. A survey of 150 working women in Punjab was done. The data was analyzed using chi-square and factor analysis. Working women have been discovered to be aware of the investment options that are accessible in the market; previously, they had only invested in gold and silver, but today they also invest in real estate and mutual funds. Women were less likely to invest in equity shares due to a lack of financial understanding. The study found that



women's investment decisions are influenced by demographic characteristics.

CA Anupama & Joshi, B. (2015) did a study on women's financial literacy and the impact it has on their decision-making about investments. The goal is to assess working and financially independent women's financial literacy and how it affects their investing choices. In Gautam Budh Nagarhas, the study is performed on 85 educated working women in the educational field. According to the study's findings, financial literacy programmes are desperately needed to enable women to make wise financial decisions and improve life standards, independence in financial decision-making, and self-sufficiency.

Despite the fact that women are growing more economically independent, a study of the literatures reveals that, globally, they make very few investment decisions. These aspects have been the subject of numerous investigations. Some claim that this is because of variations in the demography.

### Analysis and Interpretation

**Table No: 4.1 Classification of respondents on the basis of Demographic variables**

Age (in years)	Frequency	(%)
21-30	42	42.9
31-40	20	20.4
41-50	24	24.5
51-60	12	12.2
Total	98	100.0
Marital Status	Frequency	(%)
Married	65	66.3
Unmarried	33	33.7
Total	98	100.0
Qualificaton	Frequency	(%)
Under Graduate	25	25.5
Post graduate	48	49.0
Professionals	25	25.5
Total	98	100
Sector	Frequency	(%)
Private sector	52	53.1
Public Sector	46	46.9
Total	98	100

Annual Income	Frequency	(%)
100001-500000	66	67.3
500001-1000000	31	31.6
Above 1000000	1	1.0
Total	98	100

Source: Primary Data

The table No: 4.1 gives the demographic details of the respondents. Regarding age of the respondents, 42.9% respondents belonging to below 30 years of age group; in respect of marital status, 66.6% respondents got married; 49% of respondents are post graduate ;53.1% of respondents are working in private sector Banks and regarding annual income of respondents, 31.6% belonging to the group of Rs.5,00,000-Rs.10,00,000.

**Table 4.2 Portion of income Invested by women employees**

Portion of Investment	Frequency	(%)
1%-10%	21	21.4
11%-20%	29	29.6
21%-30%	35	35.7
31%-40%	11	11.2
41%-50%	2	2.0
Total	98	100

The above Table (4.2) shows that 35.7% of the respondents invest between 21% -30% of their income. It can be correlated with India Gross Saving Rate for the year 2021.The Gross Savings Rate was measured at 28.2% . Majority of the respondents are investing 21% -30% of their saving.

**Table 4.3 Risk Taking Capacities of the Investors**

Risk Taking Capacity	Frequency	(%)
High	18	18.4
Moderate	56	57.1
Low	24	24.5
Total	98	100

The above Table (4.3) shows that 57.1% of the respondents' risk taking capacity is at moderate level.18.4% respondents are willing to take high risk while making investment decisions.

#### 4.4 Level of awareness of the respondents about following investment Avenues

Investment Avenues	Well Aware	Aware	Moderately Aware	Least Aware	Unaware	Total
Shares	27.6	39.8	29.6	2.0	1.0	100
Gold	40.8	28.6	27.6	3.1	-	100
Real Estate	21.4	22.4	41.8	12.2	2.0	100
Bank Deposits	35.7	34.7	26.5	3.1	-	100
Mutual funds	21.4	29.6	32.7	12.2	4.1	100
Insurance	17.3	43.9	28.6	8.2	2.0	100
Post Office Deposits	41.8	24.5	29.6	4.1	-	100

The above Table (4.4) shows that majority of the respondents are somehow aware various investment avenues. Very few only not aware about modern investment avenues like Shares, Mutual Fund etc.

#### 4.5 Level of preference of the respondents about following investment Avenues.

Investment Avenues	Most preferred (%)	Preferred (%)	Neutral (%)	Least Preferred (%)	Not at all Preferred (%)	Total (%)
Shares	28.6	40.8	28.6	-	2.0	100.0
Gold	32.7	40.8	26.5	-	-	100.0
Real Estate	21.4	26.5	34.7	15.3	2.0	100.0
Bank Deposits	31.6	35.7	28.6	4.1	-	100.0
Mutual funds	18.4	32.7	13.6	14.3	4.1	100.0
Insurance	18.4	41.8	35.7	3.1	1.0	100.0
Post Office Deposits	36.7	30.6	23.5	7.1	2.0	100.0

The Table no: 4.5 shows that Post office schemes, Gold, Bank Deposits and shares are preferred by the respondents. Less preference is given to Real estate, Mutual Fund and Insurance.

**Table No: 4.6 Factors influencing investment decisions of women employees**

Factors	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)	Total (%)
Tax Benefits	33.7	36.7	28.6	1.0	-	100.0
Return	14.3	39.8	38.8	4.1	3.1	100.0
Safety	24.5	41.8	28.6	5.1	-	100.0
Risk	18.4	25.5	39.8	14.3	2.0	100.0
Liquidity	8.2	39.8	39.8	8.2	4.1	100.0

It is inferred from the Table 4.6 that Tax Benefits are the most influencing factor and Safety is the second influencing factor. Risk is also being considered as an influencing factor.

#### 4.7 Problems faced while making Investment Decision

Problems	Agree	Neutral	Disagree
Balancing Family Financial needs	45.9	41.8	12.2
Fear of Loss	21.4	58.2	20.4
Lack of Motivation	20.4	55.1	24.5
Lack of Awareness	17.3	58.2	24.5

Financial Decisions taken by Head of the Family	24.5	51.0	24.5

The above Table (4.7) shows that family needs are the main problem while making investment decisions. 24.5% respondents agreed that their husbands are making financial decisions in their family. The problems like Fear

of Loss, Lack of Motivation and Lack of Awareness are also equally faced by respondents at the time of making investment.

### Chi-square Tests

Chi-square is applied to find out that there is any significant association between two variables.

### Chi-Square Test

**Table No 4.8. Testing of Hypotheses using Chi-Square Test**

Hypotheses	Pearson Chi-Square Asymp. Sig. (2-sided)	Result
1. There is no association between Age and Risk Taking Capacity of the respondents	.503	Accepted
2. There is no association between Marital Status and Risk Taking Capacity of the respondents	.031	Rejected

### Analysis of variance (ANOVA)

Anova-Test is applied to find out that there is any significant difference between variables.

**Table 4.9 Testing of Hypotheses using ANOVA**

Hypotheses		Mean square	F	Sig.	Result
4. There is no association between Age and Factors Affecting investment Behaviour	Between Groups	2.963	.348	.791	Accepted
	Within Groups	8.510			
5. There is no association between Income and Factors Affecting investment Behaviour	Between Groups	3.699	.439	.646	Accepted
	Within Groups	8.436			
6. There is no association between Age and Level of Awareness	Between Groups	7.831	.524	.667	Accepted
	Within Groups	14.940			
7. There is no association between Educational Qualification and Level of awareness.	Between Groups	25.210	1.739	.181	Accepted
	Within Groups	14.499			
8. There is no association between Marital Status and Problems Faced while making Investment decision	Between Groups	.003	.001	.976	Accepted
	Within Groups	3.246			

3. There is no association between Educational Qualification and Risk Taking Capacity of the respondents	.283	Accepted
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For the first hypothesis, the p value is greater than 0.05. So the null hypothesis is accepted. Hence there is no association between Age and risk taking capacity of the respondents. It means the risk taking capacity does not depend on different ages of the respondents.

Regarding the second hypothesis, the p value is less than 0.05. So the null hypothesis is rejected. Hence there is an association between Marital Status and Risk taking capacity of the respondents. Risk taking capacity is depended on Marital Status.

The p value of the third hypothesis is greater than 0.05. So the null hypothesis is accepted. Hence there is no association between Educational Qualification and Risk taking capacity. It is interpreted that education gives only literacy not risk taking capacity.

The fourth hypothesis is accepted because of the p value is greater than 0.05. So there is no association between Age and Factors Affecting investment Behavior. The p value of fifth hypothesis is greater than 0.05. So the null hypothesis is accepted. Hence there is no association between Income and Factors Affecting investment Behavior.

Regarding the sixth hypothesis, the p value is greater than 0.05. So the null hypothesis is accepted. Therefore it is concluded that level of awareness does not depend on age of the respondents.

For the seventh hypothesis, since the p value is greater than 0.05, the null hypothesis is accepted. Hence there is no association between Qualification and Level of Awareness.

The p value of eight hypothesis is greater than 0.05. So the null hypothesis is accepted. Therefore there is no association between Marital Status and Problems Faced while making Investment decision.

### Findings of the Study

In this study, demographic factors of women investors, awareness, preference, factors influencing investment decisions and problems faced while making investment decisions have been analysed. The key findings of each of these analyses have been furnished below:

### Obectives Oriented Findings

- Regarding awareness level of respondents, table no: 4 disclosed that the respondents have been significantly familiar with Post office Deposits, Investment in Gold, Bank Deposits and Shares. Their awareness level has been low on the Mutual Funds, Real Estate and Insurance.
- From the table no: 4.5 it is understood that Post office schemes, Gold, Bank Deposits and shares are mainly preferred by the respondents. Less preference is given to Real estate, Mutual Fund and Insurance.
- Regarding the factors which are influencing the respondents while making investment decisions, 33.7% of the investors are strongly agreed and 36.7% agreed that "Tax Benefit" is the factor which affects our investment decisions. 24.5% respondents strongly agreed and 41.8% of the respondents agreed that "Safety" is the influencing factor. 14.3% of the

respondents strongly agreed and 39.8% respondents agreed that "Return" is the factor which influencing investment decisions. Risk and Liquidity are also considered as the factors only after considered the above factors Tax Benefit, Safety and Return while making decisions to invest (Table No.6).

- Even though "Balancing the Family Needs" is a common problem for both Men and Women investors, women investors are much affected because of their emotion towards their family. Like Men investors, women investors are also facing the same problems like Fear of loss, Lack of Motivation and Lack of Awareness while making investment. The unique problem for women investors is their husbands when they take investment decisions on behalf of 24.5% of women investors. (Table No.7).

### Hypothesis Oriented Findings

- Risk Taking Capacity of the respondents does not associate with Age and Educational Qualification but Marital Status of the respondents is associated with the Risk Taking Capacity. Married people have some hesitation to take risk.
- Regarding the factors influencing the investment behaviour, all Age and Income group of respondents are evenly affected by the factors. There is no significant difference between these variables.
- Age and Educational Qualification of Women respondents are not associated with level of awareness.
- Problems Faced while making Investment Decisions do not strongly relate to Marital Status. When looking at table number 7, it is clear that the difficulties that are more significant than Marital Status are Fear of Loss, Lack of Motivation and Awareness.

### Conclusion

According to Swami Vivekananda, "There is no chance for the welfare of the world unless the condition of woman is improved. It is not possible for a bird to fly on only one wing". As he said, women contribution is an essential for a holistic growth for our country. In the financial sector, Women contribution is much needed for our India's economic development. This study throws some light on the need for targeting women to make them effectively

participate in investment. This study revealed that working women have gained some knowledge and skill in making sound investment decisions and concluded that their traditional investment behavior is changing towards modern investment avenues. However, a significant improvement is needed to accelerate the growth of economy of our country. Although our government is taking a number of steps to increase the level of financial awareness among women, more has to be done.

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# MODELLING STOCK MARKET VOLATILITY IN NSE NIFTY

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## Abstract

Present paper examines forecasting models for spot price. We use the ARIMA model to estimate the price trends of spot, which can help the investors to optimise their investing plans. The NSE Nifty closing prices are taken as an example to stimulate the forecast based on the auto regression coefficient ( $p$ ), differential times ( $d$ ) and moving average coefficient ( $q$ ). The results show that the ARIMA model is better at simulating and forecasting the trend of closing prices of NSE Nifty and it is applicable to forecasting the price of various spot prices in the Indian market.

## Introduction

The study of forecasting time series data has been an active area of study for several decades. Financial data is an important category of series data and a variety of well-known time series forecasting methods have been applied to the problem of price movements in the financial markets. These have included, exponential smoothing, auto-regressive moving average and auto regressive integrated moving average. The purpose of this study is to investigate and predict future price movements of the financial market.

## Objectives

The Objectives are

1. To understand the time series nature of spot market trading in the Indian Market.
2. To find the right models of Prediction/forecasting with special reference to the spot market.

## Research methodology

### Type of research

Our study is primarily empirical in nature and plans to predict models for the spot market.

### Sample

The present study covers NSE Nifty share's spot price.

### Period of study

The study has been carried out for a span of 19 years i.e. from the financial year 2001-02 to the financial year 2020-21.

## Source of Data

The data used for the study is secondary data which have been sourced from the official website NSE ([www.nseindia.com](http://www.nseindia.com)).

## Research methods used

The data has been analysed through appropriate statistical tools. The following Statistical methods have been used for checking normality- Mean, Median, Standard Deviation, Skewness, Kurtosis and Jarque- Bera. For the purpose of testing stationarity Augmented dickey-fuller test is employed. For model prediction Auto-Regressive Integrated Moving Average (ARIMA) is used.

## Software used

The study uses Eviews 10 student version lite for processing the data and conducting the tests.

**H<sub>01</sub>:** The data are not Normally Distributed for NSE NIFTY in Spot Market

## Descriptive Statistics for the Price of NSE NIFTY in Spot the Market

Particulars	Spot Market Price
Observations	4825
Mean	5257.782
Standard Deviation	2911.056
Skewness	0.293820
Kurtosis	2.155926
Jarque-Bera	190.6209
Probability	0.000000

The Mean return shows the positive value. The Skewness value is positive, the data are positively skewed or skewed right, meaning that the right tail of the

distribution is longer than the left. The coefficient of skewness being positive during all the periods for security states that data is normal.

The coefficient of kurtosis being less than 3 indicates that the data is lightly tailed and flatter, leading to the occurrence of lack of outliers in the data series. i.e. data distribution is platy kurtic thus this distribution is normal.

Jarque-Bera test statistics shows that the value is far from the ideal value (Skewness is zero and excess Kurtosis is zero) and thus this distribution is not normal. Based on the results of the Jarque-Bera test, the null hypothesis has been accepted.

**H0<sub>2</sub>:** There is no Stationarity (Using ADF test and Durbin-Watson Statistic) for NSE NIFTY in the Spot Market

### Stationarity for Price of NSE NIFTY in the Spot Market 1<sup>st</sup> Difference

Particulars		t-Statistic	Probability
Augmented Dickey-Fuller test Statistic		-61.24939	0.0001
Test critical values	1% level	-3.431679	
	5% level	-2.862012	
	10% level	-2.567064	
Durbin Watson stat		1.998619	

\* Mackinnon (1996) one-sided p-values

Since the computed Augmented Dickey-Fuller (ADF) test statistics (-61.24939) is less than the critical values "tau" (-3.431679, -2.862012 and -2.567064) at 1%, 5% and 10% significant level, respectively) drawn from the above table. That means the NSE NIFTY series has no unit root problem and the NSE NIFTY series is stationary. This result is reliable because the Durbin-Watson Statistic is close to 2(1.998619) that means the NSE Series having autocorrelation stationary. Hence null hypothesis is rejected.

**H0<sub>3</sub>:** There is no Stationarity (Using Ljung-Box Q test) for NSE NIFTY in the Spot Market

### Autocorrelation of NSE NIFTY in the Spot Market Price for 1<sup>st</sup> Difference

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob	
		1	0.070	0.070	21.486	0.000
		2	-0.004	-0.009	21.557	0.000
		3	-0.011	-0.010	22.104	0.000
		4	-0.022	-0.020	24.171	0.000
		5	-0.039	-0.036	30.629	0.000
		6	-0.041	-0.037	38.090	0.000
		7	0.019	0.023	39.598	0.000
		8	0.018	0.014	41.064	0.000
		9	0.026	0.022	43.976	0.000
		10	0.021	0.016	45.877	0.000
		11	-0.027	-0.031	48.958	0.000
		12	0.024	0.030	51.547	0.000
		13	-0.002	-0.003	51.572	0.000
		14	0.038	0.042	57.985	0.000
		15	-0.003	-0.007	58.028	0.000
		16	0.004	0.004	58.087	0.000
		17	0.019	0.017	59.599	0.000
		18	-0.017	-0.016	60.795	0.000
		19	0.001	0.005	60.802	0.000
		20	-0.021	-0.019	62.806	0.000
		21	-0.021	-0.020	64.782	0.000
		22	0.001	0.001	64.784	0.000
		23	-0.012	-0.013	65.397	0.000
		24	0.001	-0.002	65.405	0.000
		25	0.009	0.010	65.735	0.000
		26	0.013	0.006	66.506	0.000
		27	-0.024	-0.026	68.997	0.000
		28	-0.014	-0.010	69.844	0.000
		29	-0.015	-0.015	70.836	0.000
		30	0.012	0.017	71.423	0.000
		31	-0.011	-0.015	71.926	0.000
		32	0.005	0.007	72.055	0.000
		33	0.002	-0.002	72.078	0.000
		34	0.021	0.020	73.989	0.000
		35	-0.034	-0.034	78.902	0.000
		36	-0.028	-0.021	82.327	0.000

It is observed from correlogram of NSE share price for market the "first differenced" series that the Autocorrelation Function (ACF) of series is free from any dying out pattern of spikes and the Partial Autocorrelation Function (PACF) of the series is marked by the absence of any singularly significant spike at lag one. These features confirm "Stationary".

The significant value of the autocorrelation coefficient by using Ljung-Box Q test is 82.327 which is greater than 51  $\sigma^2$  value at (36, 0.05). Therefore, we rejected the null hypothesis that there is no autocorrelation upto lag 36 i.e. stationary.

### ARIMA for Share Price of NSE NIFTY in the Spot Market

Model	Akaike Info Criterion
(3,4)	11.170136
(4,4)	11.170404
(3,3)	11.170939
(4,3)	11.173355
(4,2)	11.173441
(2,4)	11.173504
(2,2)	11.173804
(2,3)	11.173926
(3,2)	11.174061
(0,1)	11.174421
(1,0)	11.174480
(2,1)	11.174615
(4,1)	11.174738
(1,2)	11.174811
(3,1)	11.174821
(2,0)	11.174861
(0,2)	11.174876
(1,1)	11.174877
(1,3)	11.174973
(1,4)	11.175022
(3,0)	11.175216
(0,3)	11.175251
(4,0)	11.175260
(0,4)	11.175424
(0,0)	11.178995

The above table shows the results of “Auto-Regressive Integrated Moving Average”(ARIMA) of National stock exchange of India Ltd., for spot market share price during the period of study. The best ARIMA model has been selected based on a lower Akaike information criterion. The study period accepts (3,1,4) ARIMA models.

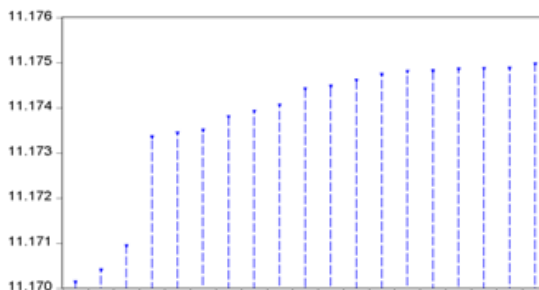
#### Conclusion

This study delved into the issue of whether financial markets can be predicted with use of times series modelling. The area of study concentrated on established time series modelling techniques with a firmer basis in academia. ARIMA models used to forecast spot prices. The results were generally good in predicting the prices of the spot market. The Share Price of NSE NIFTY in the Spot Market was accepted ARIMA model (3,1,4).

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Akaike Information Criteria (top 20 models)





## **GROWTH AND SUSTAINABILITY OF SELF HELP GROUPS (SHGs) IN TAMILNADU**

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### **Abstract**

*The idea of Self Help Group or SHG in short is already widely recognized. It has been around for 20 years. According to reports, SHGs contribute to the economic progress of the country. Self Help Societies have now become a movement. Most of the self help group participants are women. As a result, women are participating more in the country's economic development. They are also instrumental in improving the financial condition of their families. It hastened the emancipation of women. SHGs are informal small groups started by rural women to foster support, economic benefit, and a sense of responsibility among themselves. These groups not only promote financial inclusion but also increase women's social participation, which in turn boosts women's empowerment and reduces social exclusion to a greater extent. The creation and evolution of Tamilnadu's self-help groups is the subject of this research work.*

**Keywords:** *self help groups, growth rates, sustainability, and economic development*

### **Introduction**

Self Help Groups (SHGs) are small voluntary organizations of people from similar socioeconomic backgrounds to solve problems in their communities by helping each other and themselves.

In other words, it can only be solved by a group of people coming together and collaborating to work on the problems they all have. These institutions go by many names depending on where they are located. Depending on the location, the addresses of these groups in India include Sangha, Shwab, Mandal, Dangham, MahalirTittam and Samiti.

Along with other activities that focus on women's empowerment, health, educational attainment, etc., self-help organizations in India generally focus on women and most of their activities focus on savings and credit activities. In the development literature, there is often a belief that the more women participate in credit and savings activities or achieve financial success, the more leverage they have. Thus self help societies are a vital tool for women empowerment. Another common misconception is that achieving economic success raises women's status in their families and communities, giving them more influence over decision-making.

### **Effectiveness of Self-Help Groups in Tamil Nadu**

Self-Help Groups (SHGs) are quickly becoming a potent instrument for rural poor people's socioeconomic

empowerment. The Self-Help Groups are a small group of individuals who came together to achieve their own goals, primarily credit. However Self-Help Groups have been formed for a variety of demographics, including the mentally ill and their families, people with disabilities and their caretakers, etc., according to local literature. SHGs are originally built around the cumulative endowment of the social capital that is already present in the neighbourhood. The community's cooperative potential to attain group governance is strengthened as the social capital created by the SHGs grows via the development of new relationships and links. The state-society relationship starts to improve at the local level as SHGs mature because they start to express community demands as they become more aware of their rights. As a result, government bureaucratic officials' attitudes shift and they start to respond more quickly to community needs. The first Women Self-Help Groups were established in Dharmapuri, and they gradually spread to other regions of the state. Currently, there are 7.22 lakh WSHGs in the state, with 1.06 crore members.

### **Review of Literature**

**Rajendran M.S, William T.A and Raja D.V. 22 (2013)** 'Microfinance and Women's Empowerment via SHGs in the Kanyakumari District,' according to their Research 15 Published in Volume 3, Issue 5 of the Indian Streams Research Journal. The article's focus is on Kanyakumari

District SHGs' role in empowering women via microloans. Primary and secondary data were used to create this article. These studies examine how microfinance is becoming a potent instrument for empowering the target community to become self-sufficient. Women's empowerment, independence, and sustainability are hot topics everywhere in the globe. This article has spoken about family income, spending, and group savings. In this study, the authors draw the inescapable conclusion that women are empowered via self-help groups through a variety of financial behaviors, including saving, borrowing, budgeting, and rotating monies. Because of the different motivating programs and schemes run by SHGs, women are becoming more independent and self-reliant.

**AnbuoliParthasarathy (2015)**, This essay makes an effort to examine the development and advancement of SHG. The findings demonstrate that the SHG model has been taken into consideration by both the government and lending institutions as an alternate method of loan lending. This approach has received backing from the RBI and NABARD. Additionally, a huge number of other organizations have helped self-help groups develop significantly. In this regard, the research makes an effort to assess how bank financing has affected the study's sample of women self-help groups.

### Objectives

Since women are partners in development, the SHG Program has been employed as a participatory strategy to empower women and eradicate poverty at its source. To evaluate the micro-level growth of SHGs, a research study is required. My current research's goals are as follows:

- To assess the development and growth of SHGs in Tamil Nadu region during the study period
- To know the basic aspects of SHGs in India
- To calculate the growth rate in terms of size, membership, accumulation of savings, collection of funds, disbursement of loans and their trends.
- To know the sustainability and its development

### Statement of the Problem

A quiet revolution is now taking place in the region as a result of the initiative of a majority of NGOs and banks to empower rural women through the establishment of Self

Help Groups (SHG), but these efforts must continue, otherwise the revolution will eventually disappear.

### Purpose of the Study

This study focuses on

- Classification of SHGs into several groups at regional level.
- Learn the goals, objectives, and operational characteristics of each form of self-help group. To identify SHGs in terms of their collective development programs and activities.
- The growth and development of self-help communities in the region is crucial for women's empowerment, so the present research was conducted to learn more about these aspects.
- Potential contribution of these organizations to spread innovation and increase awareness.

### Methodology

#### Data collection and analysis

##### Primary Data

Primary data are the first-hand data which has been collected from discussion with urban and rural people of Tamil Nadu

##### Secondary Data

Secondary statistics are collected through secondary publications and articles as well as annual reports of Tamil Nadu Provincial Statistics. A few WSHGs were randomly selected for visits to verify that these institutions were indeed functioning.

Data will be processed and analyzed using general statistical and mathematical methods including percentage, t-test analysis and tabulation procedures.

##### Sample Size

The sample size for the research study was 100

### Analysis and Interpretation

Table 1.1 shows the total number of Self Help Groups formed, the total number of women enrolled and their achievements in town panchayats of Tamil Nadu as on 31st March 2022.

Sl. No.	District	No. of New Groups to be formed	No. of New Groups formed	% of Achievement
1	Kancheepuram	600	1297	216%
2	Thiruvallur	325	804	247%
3	Vellore	550	384	70%
4	Thiruvannamalai	250	260	104%
5	Dharmapuri	250	341	136%
6	Krishnagiri	175	174	99%
7	Salem	825	889	108%
8	Namakkal	475	585	123%
9	Erode	1325	2032	153%
10	Coimbatore	1300	1599	123%
11	The Nilgiris	275	536	195%
12	Cuddalore	400	605	151%
13	Villupuram	375	704	188%
14	Thanjavur	550	966	176%
15	Nagapattinam	200	522	261%
16	Thiruvarur	175	409	234%
17	Thiruchirappalli	425	418	98%
18	Perambalur	150	180	120%
19	Pudukkottai	200	175	88%
20	Dindugal	600	1318	220%
21	Karur	275	364	132%
22	Madurai	300	172	57%
23	Theni	550	316	57%
24	Ramanathapuram	175	92	53%
25	Virudhunagar	225	257	114%
26	Sivaganga	300	136	45%
27	Tirunelveli	900	1340	149%
28	Tuticorin	475	1230	259%
29	Kanyakumari	1400	3349	239%
	Total	14025	21454	153%

Source: <https://www.tn.gov.in/dtp/shg.html>

According to the aforementioned data, Kanyakumari district has seen a noteworthy growth in the quantity of SHGs it has created (3349), but Nagapattinam district is in the lead with its 261% performance in SHG formation.

Table 2 displays the distribution of respondents based on their gender, age, family's monthly income, level of education, and employment.

Table 2 Distribution of the respondents

		Frequency	Cumulative Percent
Gender	Female	58	58
	Male	42	100
	Total	100	
Age	21-30	49	49
	31-40	24	73

	41-50	17	90
	51 & above	10	100
	Total	100	
Marital Status	Married	63	63
	Unmarried	37	100
	Total	100	
Qualification	Illiterate	29	29
	School level	38	67
	Graduate	16	83
Occupation	Employee	17	17
	Agriculture	29	46
	Homemaker	47	93
	Business	7	100
	Total	100	
Family monthly income	Less than 20000	48	48
	20000-30000	32	80
	30000-40000	10	90
	More than 40000	10	100
	Total	100	
Area	Rural	62	62
	Urban	38	100
	Total	100	
Aware of SHG	Yes	73	73
	No	27	100

According to Table 2, 58 percent of the respondents were female and aged between 21 and 30 years. 38 percent had a high school diploma and 63 percent were married. Majority (47%) of the respondents were housewives, while 29% worked in agriculture and 62% belonged to rural areas. In terms of wages they earn, 48% of their monthly income is Rs. less than 20,000. 73% of the population is aware of self help information in their area.

Table 3 Difference between the Living area of the Respondents and awareness of SHG

t-Test: Two-Sample Assuming Equal Variances		
	Area	Aware Of SHG
Mean	1.38	1.27
Variance	0.23798	0.1990909
Observations	100	100
Pooled Variance	0.218535	
Hypothesized Mean	0	

Difference		
Df	198	
t Stat	1.66386	
P(T<=t) one-tail	0.048861	
t Critical one-tail	1.652586	
P(T<=t) two-tail	0.097722	
t Critical two-tail	1.972017	

According to the output, the average for the region is 1.38, while the average for those who know about SHG is 1.27.

We use the p-value of the two-tailed version of the t-test,  $P(T = t)$ , to interpret our findings. Our p-value (0.097722) is above the 0.05 threshold of standard significance, hence it is concluded that there is no significant difference between the geographical location of the respondents and their perception towards self-help group. Admittedly, the site has little impact on self-help group knowledge.

### Findings

Most of the beneficiaries are women under 30 years of age and female gender. 38 percent had a high school diploma and 63 percent were married. Majority (47%) of the respondents were housewives, while 29% worked in agriculture and 62% belonged to rural areas. As for the wages they get, 48% of their monthly income is Rs. less than 20,000. 73% of the population is aware of self help information in their area.

Therefore, it can be said that there is no clear difference between the geographical locations of the respondents and their perception of self-help issue. Admittedly, the site has little impact on self-help group knowledge.

### Suggestion

For women's empowerment, training in legal literacy, human rights and gender awareness is a key addition to micro lending. A SHG should be managed successfully by providing adequate training and guidance to the members. SHG members should also be made aware of the opportunities in their neighbourhood. Suppose a member of a self-help group has shortlisted five potential businesses. A self-help group member may be asked to conduct a market study in which customers' wants or expectations as well as competitors' shortcomings are

identified and examined. Thanks to this approach we are able to further reduce our alternatives.

### Conclusion

The rational idea of self-help through mutual aid was first created by women. In rural communities, women do not have the resources to pay their own expenses or make their own decisions. The government has made a genuine effort to involve more women in the self-help movement to empower the country as a whole and the region in particular in the political, social, psychological and economic spheres. Participatory duty, in part, prevented women from joining the self-help movement. The calculated growth rates and ratios in terms of size, membership, fundraising and distribution of funds reveal that SHGs in the region are developing slowly and the government, NGOs, voluntary private organizations and individuals should be encouraged to support this development.

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## OWNERSHIP STRUCTURE AND ITS EFFECT ON VALUE OF THE FIRM

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### **Abstract**

*Ownership structure of every organisation is instrumental in leading to a better performance of every organisation. This study is intended to analyze the impact of ownership structure on the financial variables like debt-equity ratio and dividend pay-out ratio and financial performance. Descriptive method was employed to describe the effect of variables independent variables on the dependent variables. This study concluded that ownership variables like managerial ownership, institutional ownership are instrumental in defining the amount of debt in the capital structure. And also the level of ownership defines the amount the dividend to be paid to the equity shareholders to improve the value of the firm.*

**Keywords:** *Ownership structure, Debt-equity ratio, Dividend pay-out ratio*

### **Introduction**

Sustainability is the universal concern for every type of business organisations around the world. Every organisation working towards efficiency to prove themselves unique among its competitors. In the recent past after successfully implementing the Sustainable Development Goals by United Nations. It is inevitable for all the organisation to work towards efficiency in all the spheres of functions of business. The SDG 9 states that industry innovation and infrastructure, and the SDG 12 states that responsible consumption and production and the SDG 17 states that partnership for the goals. These three goals are instrumental in leading the business organisation toward the objectives. This goals can be achieved by incorporating efficiency in the all the functions of management and business. This paper would address the management perspective of business on the financial variables to lead towards the better performance.

### **Review of literature**

Mandher Kowki and Hatem Ben Said (2011), found a non-monotonic relationship between debt and firm value. A change in managerial ownership and debt conveys a negative effect on firm value. A change in the managerial ownership and debt could align the conflict between managers and shareholders.

Abdul Hameed (2013) examines the determinants of inside ownership, debt and dividend policies. The result signifies that insider ownership and financial decisions

variables like debt and dividend policies are interrelated. and intensities of insider ownership negatively affect firm's debt and dividend policies. A firm with higher inside ownership select low level of debt and dividend payment.

Hatem Ben Said (2013), studies the impact of ownership structure on debt equity ratio. And found a nonlinear relationship between managerial ownership and capital structure in a static framework. It was found a significant and negative impact of outside shareholders on debt equity ratio. Furthermore, the effect of management ownership is not significant.

Nizar Dwaikat and Abdelbaset Queiri (2014), examines the relationship between the ownership structure and performance. The result revealed that ownership concentration negatively impacts performance of firms (Tobin Q & ROA), while the insider ownership (Executive Management and Directors of Board) found to have significant positive relation with firm's performance.

Sasan Mehrani, Mohammad Moradi and Hoda Eskandar (2011), studies the relationship between ownership structure and dividend policy. The institutional ownership was negatively associated with dividend payout. Moreover, positive relationship was found between dividend payout and concentrated institutional ownership. However, there was not a significant relationship between managerial ownership and dividend payout.

Do Xuan Quang and Wu Zhong Xin (2014), studies the impact of ownership structure and capital structure on firm's financial performance. According to the findings, the

capital structure has a negative impact with financial performance (ROA & ROE). However significant effect of managerial ownership with financial performance has not been found. The state owned firms has better financial performance.

Hatem Ben Said (2013), examines the determinants of dividend payout by focusing on the role of institutional and managerial ownership factors. It also highlights the impact of controlling shareholders on dividend payout ratios. The results showed an inverse relationship between dividend payout and institutional ownership and support the negative effect of managerial ownership. It fails to prove the expropriation hypothesis.

Saqib Muneer *et. al.*(2013), made a theoretical review and found a negative relationship between agency cost and dividend policy and a positive relationship between agency cost and debt. It confirmed that agency cost has impact on the relationship between capital structure dividend policy and performance of organization.

Rickard Persson (2014), observes in his study on simultaneous determination of debt, dividend and inside ownership policies that there is a positive two-way causal relationship between debt and dividend policies and inside ownership and dividend policies, but dividends affect inside ownership in a positive way while inside ownership affects dividend policies in a negative way. Further, they found negative relationship between inside ownership and debt.

Dr. Hossein Mirzaei (2012), made a survey on the relationship between ownership structure and dividend policy in Tehran Stock Exchange. It showed that Joint Ownership affect the ratio of dividends of firms accepted in Tehran Stock Exchange positively and institutional ownership affect it negatively. However, there are some reasons which show there does not meaningful relationship between management ownership and the amount of ownership concentration with dividend policy.

Adnan Ali, Dr. Ahallah Shah and Farzand Alijan (2015), investigates the relationship between ownership structure and firm's performance. The result show that the ownership structure has significant relationship with the market-based performance measure, while it has insignificant relationship with the accounting based performance measures. Moreover, the leverage has no

moderating effect on the relationship between ownership structure and firm performance.

Noorhayati Yusof Ali (2018), analyses the impact of ownership structure on dividend payout decision of 141 listed Malaysian firms. Ownership structure and Profitability have a significant positive effect on dividend payout. The finding of the study supports the view that dividend payout is an instrument in reducing the agency conflict between managers and shareholders and high profitable firms distribute larger dividend. Firm Size and Leverage affect the dividend policy negatively with very strong and relatively weak level of significance.

### Objectives of the Study

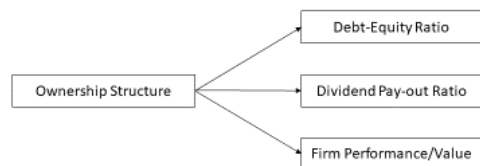
This study is made to understand the importance of ownership structure in financial decisions. It is observed through the following objectives

To analyze the impact of ownership structure on debt-equity ratio

To understand the impact of ownership structure on dividend pay-out ratio

To observe the impact of ownership structure on firm value

### Model used for the study



### Variables and its Measurement

This study used different measures as proxy for measuring the variables. They are

#### Ownership Structure

Ownership structure is proxied by Institutional ownership, Managerial ownership are used to study the impact  
 Institutional Ownership = Percentage of Institutional shareholding out of total shareholdings  
 Managerial Ownership = Percentage of Managerial shareholdings out of total shareholdings

### Debt Equity Ratio

Debt equity ratio is a measure can be used to protect the interest of the shareholders. Higher the ratio of debt out of equity will lead to bankruptcy issue and lower level of debt may fail to increase the value of the firm when other things remain constant. It is measure using the formula

Debt equity ratio = It is the Proportion of Debt out of Equity

### Dividend Pay-out Ratio

Dividend Pay-out ratio is the proportion of dividend out of earning per share. Dividend is used as a tactical weapon in increasing the value of the firm. A company with higher the dividend pay-out ratio may have the positive impact on increasing the value of the firm. Sometimes paying hundred percent pay-out may signal a negative signal among shareholders that a company having no better project may pay a higher dividend.

### Firm Performance/ Value

Firm performance is proxied by two variables that is return on assets and Q ratio. Return on asset is an accounting based measure which show the ability of the firm to earn a profit and Q ratio is the proportion of Market value of debt and equity and Book value of debt and equity.

### Discussion and findings

The review on the corporate governance can be used to understand the impact of ownership structure on some of the financial variables like debt equity, dividend payout and financial performance variables like return on assets and firm performance proxied by Q ratio. The review revealed that ownership structure can be used as instrumental variables in deciding the effectiveness of the organisations.

### Impact of ownership structure on debt equity ratio

Abdul Hameed (2013), Hatem Ben Said (2013), Rickard Persson (2014), observed a negative impact of insider ownership on debt equity ratio. It shows that where the insider ownership is higher the debt equity ratio will be less. It means a company with a higher insider's ownership may attract less external financing in the form of debt. It protects the company from the issue of bankruptcy issue.

### Impact of Ownership structure on dividend payout ratio

Abdul Hameed (2013), Sasan Mehrani, *et. al.* (2011), Hatem Ben Said (2013), and Rickard Persson (2014) observed that the change in the ownership structure impact the dividend policy in a positive way. It means a company with higher managerial ownership or insider ownership tend to pay more dividend to increase the prerequisites available to the equity shareholders. Whereas Noorhayati Yusof Ali (2018) found a positive effect of ownership structure on the dividend pay-out policy of the companies.

### Impact of Ownership structure on firm performance

Mandher Kowki and Hatem Ben Said (2011), Nizar Dwaikat and Abdelbaset Queiri (2014), Do Xuan Quang and Wu Zhong Xin (2014) and Adnan Ali *et. al.* (2015) accept the notion that a company with higher managerial ownership affect the firm performance insignificantly. Moreover, Adnan Ali observed in his study that it affects the market based performance measures significantly than the accounting based performance measures. Where higher the managerial ownership will highly depend on the equity holdings so that the benefit of using debt can be ignored. It impacts the company's performance at large.

### Conclusions

From the findings and discussion, it is concluded that a company looking for sustainability should consider the important variables like managerial ownership, institutional holdings, insider's ownership, debt-equity mix and dividend pay-out policy. These variables are instrumental in improving the financial performance and overall performance of the business entity. So, the company wants to increase the value of the firm, It should have a optimal level of managerial ownership, institutional ownership, leverage and also it should considers the optimal amount of dividend pay out to be paid to increase the value.

### Scope for further research

This research is describing in nature. It describes the effect based on the past studies. Further extension can be made by employing analytical method of study that is by analyzing the financial data of the companies.

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# A PERCEPTION STUDY ON JOB SATISFACTION AMONG NON TEACHING STAFF IN BISHOP HEBER COLLEGE

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## Abstract

The association has defined occupation fulfilment as the proportion of employees who have a positive feeling of direction toward their work (Price, 1997). Many organisations fail to recognise the importance of the workplace to employee satisfaction and, as a result, encounter many difficulties in their daily operations. These organisations lack the internal strength needed to compete with their competitors by bringing new products to market (Aiken, Clarke, and Sloane, 2002). In the process of implementing corporate strategy, representation is an essential component. To ensure the quality of their work, employees should adhere to the exhibition models established by the association. Employees need a place of business that allows them to work freely and without interruptions so that they can meet the requirements of the association and give their best. The overall study shows the result of the job satisfaction of the Non-Teaching staff in Bishop Heber College. Employees have better levels of job satisfaction as a result, which raises their commitment to their employers, motivates them to work harder, and increases their propensity to attain high levels of productivity. In the long term, this is advantageous for these businesses.

**Keywords:** Employee performance, employee absenteeism, employee turnover

## Introduction

Having a fulfilling job is important because a person's attitude and beliefs can influence their behaviour. Beliefs and perspectives can influence how much or how little someone works. Since people spend a large part of their day at work, having a fulfilling job affects a person's overall well-being. Therefore, a person's dissatisfaction with their job can lead to dissatisfaction with other aspects of their daily life. A job is a group of positions with essentially similar tasks, responsibilities, skills, and knowledge, as opposed to a workplace, which consists of a variety of tasks and responsibilities that are often assigned to a person. Job satisfaction and people's mental health are somewhat related. It spreads the charitable nature of the association. Fulfilling employment reduces no-shows, job turnover, and accidents. Job satisfaction increases an employee's enthusiasm, productivity, and other characteristics.

Fulfilling work stimulates representatives' creativity. When they have gotten what they expected, people become more loyal to association representatives and are happier overall; employee satisfaction is related to their

inner feelings at work. As a rule, the most satisfied and effective workers are those who are satisfied with their jobs. The majority of respondents conclude that workers are more concerned about compensation than other factors that also affect their satisfaction, such as the office, rewards, working conditions, and so on.

## Objective of the study

- To assess the satisfaction level at Non-Teaching staff
- To identify the factors which influence the job satisfaction level of Non-Teaching staff
- To determine the effect of job satisfaction on Non-Teaching staff performance

## Research design

The researcher took Non-Teaching staff who are all working in management office and aided office for the research purpose as sample.

## Methodology

Total population of Non-Teaching staff in Bishop Heber College are 70. They are working in aided and

management office. Out of 50 employees took as sample for the study. The researcher took simple random sampling technic to calculate sample size. The researcher used SPSS software for their study.

### Statement of the problem

Many companies seek to empower their workers in order to increase their employees' potential. However, empowering employees also has drawbacks, such as higher engagement and the fact that decision-making takes longer when many people are involved. Feedback and suggestions pour in from all directions. It takes time to verify the accuracy of measurements, which means decision making is slowed down. Employee participation in setting their own goals, greater employee contribution, greater respect among employees as a result of teamwork, greater power equals lower absenteeism and better productivity, more satisfying work for employees, greater depth of skills among employees as a result of cross-training, and fewer conflicts with management - these are all benefits to the company from employee empowerment.

### Scope of the study

Employee empowerment and its relationship with job satisfaction were the main topics of this study. Goal is to create an environment where employees can freely express themselves and have control over their work. Management needs to spend more time talking to employees and soliciting their input.

Job satisfaction is a huge incentive for employees to do their best. Many organisations find it difficult to measure the level of job satisfaction of their employees. Choosing the right metrics is critical for organisations to increase efficiency. Considering how expensive employees are, it is critical to provide satisfaction that maximises their value.

### To identify the employee level of satisfaction

- This study will aid that organisation when it does additional research
- Finding out how satisfied the employer is with welfare measures is useful
- The firm might use this analysis to pinpoint the areas where employees are not happy with their jobs
- This research aids in the company's managerial decision

### Review of literature

The tendency of an assembly to stick together and remain unified in the pursuit of both its instrumental goals and the satisfaction of the deep, emotional needs of its members can be referred to as an assembly bond (Carron and Brawley, 2000). It should be noted that unity in a group can change over time, both in its extent and in other structures, due to the cycle of group formation, group development, group maintenance, and group breakdown (Carron and Brawley, 2000). This change can be the result of significant adaptations to the passionate circumstances of people coming together as well as the development of connections between groups of people.

A fulfilling career has elements that are passionate, intellectual, and sociable (Bernstein and Nash, 2008). The enthusiastic part refers to feelings associated with work, such as fatigue, discomfort, affirmation, and passion. The psychological aspect of job satisfaction refers to beliefs about one's job, including whether it is decent, intellectually challenging, and rewarding. Finally, the behavioral domain captures people's actions related to their work, such as showing up late, staying late, or inventing an illness to avoid going to work (Bernstein and Nash, 2008).

Job fulfilment refers to the motivational attitudes or passionate attitudes that people may acquire at work or through working in specific roles. Because job satisfaction is generally believed to be related to job performance, it becomes a focal point in studies and discussions of work and authorised brain research.

There are two main types of job satisfaction based on how workers feel about their jobs. The first is global job fulfilment, which refers to representatives' overall attitudes toward their employment (e.g., "On the whole, I love what I do.") (2008) Mueller and Kim

The second is satisfaction with job characteristics, which refers to feelings about explicit employment prospects, such as income, benefits, work arrangement (announcement structure), development opportunities, workplace, and the nature of relationships with one's coworkers (e.g., "On the whole, I love my job, but my schedule is difficult to keep track of.") (2008)

### The importance of job satisfaction

Job satisfaction has been associated with a number of factors, including performance, absenteeism, and turnover,

which are discussed in more detail in this section. Because a person's attitude and ideas can influence his or her behaviour, job satisfaction is important. Work morale can be influenced by one's attitude and beliefs. Since most people spend a large amount of their waking time at work, job satisfaction also affects overall well-being. Therefore, a person's dissatisfaction with his or her work may cause him or her to feel that way in other areas of his/her life.

### Employee Performance

There is a long and controversial history regarding the relationship between job satisfaction and productivity. According to Iaffaldano and Muchinsky's (1985) research, there is only a moderate correlation of 0.17 between Job satisfaction and job performance. Saari & Judge, Thoreson, Bono, and Patton (2001) found that the relationship increased to 0.30 after accounting for sampling and measurement error.

Michelle Jones: "There is a positive, albeit extremely weak, relationship between job satisfaction and job performance". Researcher Michelle Jones examined the job performance and job satisfaction of 12,000 workers in three studies.

### Employee Absenteeism

The relationship between job satisfaction and employee absenteeism is one of the most extensively studied topics in industrial psychology (Cheloha, & Farr, 1980). It is reasonable to assume that people who do not like their jobs will be more likely to call in sick or simply look for another job. Again, there is only a weak relationship between these criteria and job satisfaction. There is a relationship of 0.25 between job satisfaction and absenteeism (Johns, 1997). A dissatisfied worker may not be absent from work because they do not have sick days and cannot afford to lose money, while a satisfied worker may be absent due to illness or personal problems. People who are satisfied with their jobs are more likely to report to work when they feel unwell. On the other hand, if they are dissatisfied with their work, they are more likely to call in sick, even if they are healthy enough to work.

### Employee turnover

A meta-analysis of 42 studies found a relationship of 0.24 between turnover and job satisfaction (Carsten, & Spector, 1987). An economic downturn, where dissatisfied workers

may not have other employment opportunities, would be an obvious factor affecting turnover. A satisfied worker, on the other hand, may be forced to leave his or her job for personal reasons such as illness or relocation. This is true of the men and women serving in the U.S. Armed Forces, who may be well-suited for a job but must relocate frequently. It would be quite difficult to establish a relationship between job satisfaction and such circumstances. A person who has low job satisfaction is also more likely to actively seek another job, while a person who is satisfied in his or her current position is more likely not to do so.

**Table 1 Distribution of respondents' experience**

Attributes	Frequency	Percent
<1 year	8	16.0
1 – 3 years	11	22.0
4 – 6 years	5	10.0
7 – 10 years	8	16.0
>10 years	18	36.0
<b>Total</b>	50	100.0

The information in Table 1 describes how long each person has been employed by the specific college. According to the data, those who worked for ten or more years or longer are more prevalent (36%). People who worked for four to six years have a lower percentage (10%), according to the report. People who have worked between seven and ten years and less than one year are assigned the same percentage (16%) from the available data. People who have been alive for more than one to three years are given the percentage (22%), according to the data.

**Table 2 Distribution of respondents' by their age**

Attributes	Frequency	Percent
Under 21	9	18.0
21 to 30	12	24.0
31 to 40	9	18.0
40 to 50	4	8.0
Above 50	16	32.0
<b>Total</b>	50	100.0

The age distribution of the workforce in the specific organisation is shown in Table No. 2. People over the age of 50 who are still working make up 32% of the population, according to the data. The statistics provided indicates that

(8%) of the population is between the ages of 40 and 50 and employed. People under the age of 21 and those in the (31 to 40) age group make up 18% of the data provided.

**Table 3 Distribution of respondents' by gender parity**

Attributes	Frequency	Percent
Male	47	94.0
Female	3	6.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

The information in Table No. 3 refers to the gender distribution of the workforce in the specific company. 94% of the data shown are male. According to the data, women make up, and 6%.

**Table 4 Distribution of respondents' by their marital status**

Attributes	Frequency	Percent
Married	33	66.0
Unmarried	15	30.0
Separated	1	2.0
Widow	1	2.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

The marriage ratio in such organisation is shown in Table No. 4. Married members make up 66% of those in the data. Separated and widowed people make up (2%) of the statistics. According to the data, 30% of people are single.

**Table 5 Distribution of respondents' by income**

Attributes	Frequency	Percent
< Rs.10000	9	18.0
Rs.10000 to Rs.20000	17	34.0
Rs.20000 to Rs.30000	10	20.0
Rs.30000 to Rs.40000	10	20.0
>Rs.50000	4	8.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

The distribution of respondents by income is shown in Table No. 5. The research indicates that 34% of people earn an income between Rs. 10000 and Rs. 20,000 or less. The presented data indicates that (4% of) people get a salary between Rs. 50000 and Rs. 50,000.

**Table 6 Distribution of respondents' by overall satisfaction**

Attributes	Frequency	Percent
Strongly agree	17	34.0
Agree	30	60.0
Undecided	1	2.0
Disagree	1	2.0
Strongly disagree	1	2.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

The distribution of respondents by overall employee satisfaction is shown in Table No. 6. Sixty percent of those surveyed agree, according to the findings. People who are unsure and disagree make up (2%), according to the research. Strongly agreeing employees are (34%)

**Table 7 Distribution of respondents' by authoritative in making decisions**

Attributes	Frequency	Percent
Strongly agree	12	24.0
Agree	28	56.0
Undecided	8	16.0
Disagree	2	4.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

Table No. 7 provides information on decision-making authority. The statistics indicates that (56% of individuals) agree. People who disagree make up (4%), according to the data. There are (24% of workers) who strongly agree. (16%) of workers are unsure.

## Findings

- The main findings of the investigation focused on Non-Teaching staff perceptions of occupation fulfilment are presented next.
- People who have worked as Non-Teaching staff for more than ten years make up a larger percentage (36%). Additionally, men outnumber women by a percentage of 94%. Additionally, 66% of the workforce is married.
- The percentage of Non-Teaching staff who agreed to receive pay in the range of Rs. 10000 to under Rs. 20000 is higher (34%).
- More than 50% of respondents affirm their willingness to participate fully in their organisation (68%). Additionally, among the representatives, 50% of the respondents agreed that they should use their skills,

knowledge, and abilities (66%).

- Among the operational employees, 54% of people agree that their compensation is satisfactory.
- Furthermore, a sizable number of people (68%) agreed that their working environment is beneficial.
- Analysts discovered that among operational workers (42%) individuals differ in that their work is monotonous and dull. Similar to the previous situation, representatives agree that their work is monotonous and boring (34%)
- 80% of operational representatives agreed that their families should provide them with complete support and comfort while they work.
- A sizable percentage of operational employees (76%) are satisfied with their current remuneration in their organisation.
- Scientists discovered that (94%) of operational representatives agree that their work makes them happy because of the praise they receive. Additionally, (90%) of operational representatives receive rewards for their hard work.
- The specialist was able to determine from the information that the operational representatives successfully fill positions.

### Conclusion

The overall study shows the result of the job satisfaction of the Non-Teaching staff in Bishop Heber College. The commitment of each employee to his work is important in each association. It gives more credibility to his work. Working conditions have a favourable impact on employees' job satisfaction. Poor working conditions prevent employees from reaching their full potential, so it is critical that institution recognise the value of a positive

office environment. Their workforce can achieve better results as a result. It also ensures that association representatives can work comfortably and easily, without restrictions or strain that would affect their performance. Workplaces whose employees are assigned to a specific phase of the entire dynamic cycle, have flexible work schedules, have fewer tasks to complete, are encouraged to collaborate, and have strong top management have a positive impact on their presentation. For both the association and its employees, there are several benefits to providing an appropriate workplace. This leads to a higher level of job satisfaction among employees, which in turn leads to them being more committed to their company, spurred to work harder, and more inclined to achieve high productivity for their company, which ultimately benefits these companies in the long run.

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# A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE MARKETING IN TRICHY

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## **Abstract**

*E-marketing can be defined as marketing of products and services on electronic media. E-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc. with different languages to create catchy advertisements, forms, e-shop where product can be viewed, promoted and sold. It includes advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. E-marketing & internet marketing terms are used in the same sense. This form of marketing is equally applicable in most of the business models: E-commerce — Direct sales of goods to the mass customer/consumer or the business Customers.*

**Keywords:** *E-marketing, customer buying behaviour.*

## **Introduction**

Internet Marketing is 'the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties'. According to the Internet World Statistics, total number of internet users reached approximately 2 billion which equals 28.7% of the world population. Total global E-Commerce sale in 2011 have grown to Euro 690 billion (USD 961 billion) and recorded an increase of 20 % with an estimation of increase in the coming years and to cross the 1 trillion Euro mark in 2013. Asia pacific region is leading in terms of growth as compared to mature markets like US, UK, Japan and European countries. Asia Pacific recorded 130 % growth specially China in 2011. The online retailing is becoming an integral part of an economy and country and worldwide increasingly seeing trust and confidence in purchasing online.

## **Objectives of the Study**

1. To analyse the awareness of e-marketing among the people in Trichy.
2. To realise the impact of e-marketing on purchase decision of consumers.
3. To determine the factors affecting the perception of online buyers.
4. Identify the relationship of demographical factors that influence online shopping.

## **Scope of the Study**

This research thesis focuses on studying the intentions of the consumers to venture online and their different behaviours when they browse online. This will help the marketers and organizations to understand the various dimensions of E-Marketing which help the consumers in shopping Online. It shows how the consumers decide to purchase products and highlights the activities that occur before, during, and after the purchase of the product. Organizations will benefit by developing suitable strategies and choosing the right model to ensure that consumers spend significant time on the organizational websites to make the purchase.

## **Data Collection Method**

**Primary Data:** Primary data will be collected through Questionnaire.

**Secondary Data:** Secondary data will be collected through books, journals and various websites.

**Sample Design:** A Sample Design is a definite plan for obtaining a sample from a given population. It refers to the technique to the procedure adopted in selecting items for the sampling designs are as below:

**Sample Size:** The substantial portions of the target customer that are sampled to achieve reliable result are 85.

## **Sampling Method:**

Non-probability sampling method: Convenient Sampling.

### Limitations of the Study

1. People were not ready to fill the questionnaire.
2. The sample size was very small, which may not represent the entire population.
3. Many of the people didn't know the working on computer.

Table no. 1

#### Gender of the Respondents and where the Internet Accesses the Most

Gender	Where the Internet Accesses the Most					Total
	Cyber cafe	Office	College	Home	Others	
Male	2	8	7	10	3	30
Female	8	7	13	20	7	55
<b>Total</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>	<b>10</b>	<b>85</b>

#### Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.336 <sup>a</sup>	4	.503

Source: Primary Data

Chi-square value: 3.336<sup>a</sup>

Degree of freedom: 4

P-Value: .503

**Result:** Hence, the P-value is greater than 0.05, the relationship between gender of the respondents and the internet accesses the most are not significant

So, the null hypothesis is applicable.

**H0:** There is no significant difference between gender and where the internet accesses the most.

**Ha:** There is significant difference between gender and where the internet accesses the most.

Table no. 2 Age of the Respondents and Feeling Secure While Shopping Online

Age	N	Mean	Std. Deviation	F	Sig.
Yes	62	2.65	1.010	.022	.883
No	23	2.61	1.033		
<b>Total</b>	<b>85</b>	<b>2.64</b>	<b>1.010</b>		

Source: Primary Data

P-value: .883

The above table no. 4.35 shows that the feeling secure while shopping online by different age groups. It was found that though there were differences in security

among age groups. There is no statistical significant difference among various age groups.

Thus, no relationship was found between age and security while shopping online in this study.

**Result:** Hence, the P-value is greater than 0.05, the relationship between age groups of the respondents and the hours spent on the internet are not significant

So, the null hypothesis is applicable.

**H0:** There is no significant difference between age and feelings secure while shopping online.

**Ha:** There is significant difference between gender and feelings secure while shopping online.

### Findings

1. Youngsters do prefer more online shopping because they are risk takers and know the procedure of online shopping whereas the old age persons are risk averse and like physical shopping
2. Gender has no significant association with online shopping. The reason being the females are now getting importance, dual spousal income and more educated. They are also working in the various good positions in the job as like men. Hence both males and females do prefer online shopping

### Suggestions

Online stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the consumers and subsequently enhance purchase intention.

One of the most reasons for not doing online shopping is that there is a less chance of making reasonable negotiations and bargaining. It has been found that Indian Consumers are price sensitive. Hence the price sensitive consumers do not take much interest in online shopping. So the companies should allow considerable bargain for the customers.

### Conclusion

E-marketing is gaining popularity among people especially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. People have hesitations in

using e-services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns. More-over people are more resistant to change & not easily adaptable to newer technology. 68% of respondent found shopping from shop easier, convenient & preferable over online purchasing. Above finding clearly supports our conclusion that people are tradition bound & have doubt in mind-set as far as issue of online shopping/purchase of product is concerned.

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# CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY RELIANCE JIO NETWORK IN TIRUCHIRAPPALLI DISTRICT

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## **Abstract**

Today's world is the era of mobile phones, which have become mandatory. Even the lowest-earning people own a mobile phone. There are several network services like Reliance, Airtel, Vodafone, Idea, Aircel, BSNL, etc. available. During the year 2016, everyone witnessed a revolutionary change in the entire telecom industry with the launch of the Jio network. It posed a threat to the existing mobile networks like Airtel, Vodafone, Idea, Aircel, etc. Jio launched a bundle of multimedia apps on Google Play as part of its upcoming 4G services. Even if the apps are universally available to download, a user will still require a Jio SIM card to use them. The apps are My Jio, Jio TV, Jio Chat Messenger, Jio Music, Jio4GVoice, Jio Xpress News, Jio Security, Jio Drive, and Jio Money Wallet. With the enrichment of technology, consumer preference shifted towards using Jio from their existing network. Jio offered free SIMs in various retail outlets, the users of which will be entitled to use free 4G internet services, free voice calls, and free SMS for 1 year. If Reliance Jio fails to give satisfaction to its customers, it will be difficult to sustain its image in the long run. Hence, the study is undertaken to analyse the satisfaction level of the customers of the Jio network.

**Keywords:** Customer satisfaction, service

## **Introduction**

With the globalisation of the Indian economy in 1991, the telecommunications sector remained one of the most happening sectors in India. A consumer may be referred to as anyone engaged in evaluating, acquiring users, and disposing of services that he expects will satisfy his users. If any producer makes out the marketing programme ignores the consumer preference, he cannot possibly achieve his ultimate objectives. Therefore, a market must know more and more about the consumers so that the products can be produced in a way that gives them satisfaction.

JIO now has the largest footprint of liberalised spectrum in the country, acquired in an extremely cost-effective manner. Reliance JIO will provide next-generation legacy free digital service over an end-to-end all-IP network, which can be seamlessly upgraded even to 5G and beyond. In addition to the existing pan-India 2300 MHz spectrum and 1800 MHz in 14 circles, JIO invested over Rs 10,000 crore during this year's auction to acquire 800 MHz spectrum in 10 circles and 1800 MHz spectrum in 6 circles. This brings the cumulative investment in spectrum assets to nearly Rs 34,000 crore.

## **Objectives of the study**

1. To know about the awareness level of the customer towards the Reliance Jio SIM
2. To identify the customer satisfaction level towards Reliance Jio SIM
3. To find out the factors that influence the customer's decision-making
4. To identify the reason to buy the Reliance Jio SIM
5. To suggest improvements in Reliance Jio's services.

## **Hypotheses of the Study**

- There is no significant relationship between income and satisfaction level.
- There is no significant relationship between age and awareness level.
- There is no significant relationship between the monthly income of respondents and the types of advertisements they prefer.
- There is no significant relationship between the gender of the respondents and their satisfaction levels.

## Methodology of the Study

### Data Collection

Researchers used the questionnaire as the research instrument to conduct the survey. The questionnaire consisted of closed-ended questions designed in such a way that they should gather the maximum amount of information possible.

### Primary Data Source

The primary data have been collected for the research work. A pretested questionnaire was administered to the respondents with direct questions. The answers given by the respondents were recorded and used for analysis purposes.

### Secondary Data Source

Secondary data was collected from books, periodical journals, magazines, papers, company records, the internet, and other publications.

**Table1**

S. No	Particulars	No.of Respondent	%
1	Unlimited calling service	37	30%
2	Unlimited data service	38	32%
3	Unlimited SMS services	33	28%
4	All of the above	12	10%
	Total	120	100%

Source: Primary Data

### Interpretation

From the above table, it is observed that 55% of respondents are between unlimited calling services, 20% of respondents are unlimited data service, 19% are between Unlimited SMS services, and 7% are between all of the above.

**Table-2**

S.No	Particulars	No.of Respondent	%
1	Brand name	45	38%
2	Design	43	35%
3	more option	20	17%
4	Others	12	10%
	Total	120	100%

Source: Primary Data

## Interpretation

From the above table, it is observed that 38% of respondents are between Brand names, 35% of respondents are design, 17% of respondents are between more options, and 10% of respondents are others.

**Table 3 Access The Overall Performance Of Service**

S.no	Particulars	No.of Respondent	%
1	Excellent	59	49%
2	good	36	30%
3	better	18	15%
4	poor	7	6%
	TOTAL	120	100%

Source: Primary Data

### Interpretation

From the above table, it is observed that 49% of respondents are between Excellent, 30% of respondents are good, 15% of respondents are between better, and 6% of respondents are poor.

## Findings of the Study

- The majority 44% of respondents belong to the age group of 21-30.
- The majority 60% of respondents belong to a male.
- The majority 58.5% of respondents were less than 20000 in monthly income majority 76% of the respondents are satisfied with the customer care services.
- The majority 54% of the respondents are satisfied with the data service provided by Jio.
- The majority 70% of the respondents get to know about Jio through their friends.
- The majority 40% of the respondents are using a Jio sim for 1-1.5 years.
- The majority 44% of the users think that network coverage is good.

## Suggestions

- The reason to choose JIO service by educated people is that unlimited data services. So the researcher suggests that data services are provided at a less rate continuously so that they can acquire new customers easily.
- The customer care employees of Reliance JIO should try to convey the features, benefits, and classification to the customers.

- Get feedback from existing customers about Reliance JIO and take the reference for making new customers.
- The study reveals there is more call congestion. So, effective step to remove the problem of calling congestion & call drop.
- JIO service providers have to create awareness about the JIO prime plan.

### Conclusion

This research conclusion provides the result of whether the customers are satisfied with the JIO service network. Reliance JIO has become a very successful brand in India, and providing customer satisfaction is their main motive. It provides unlimited free calling, data services, and SMS on the move, as people become more dependent on it in their daily lives thanks to wide network coverage and good 4G services. The result of mobile number portability is evidence that customers of other service networks want to be JIO users. Some of the suggestions are meant to improve the areas where respondents find and want improvement in the JIO service network, which helps Reliance JIO capture the wide area of Indian markets increasingly day by day.

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## A STUDY ON “STEP UP SDGs INTO ACTIONS”

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### **Abstract**

*This paper discussed about sustainable development Goals and SDG 4. The targets of Sustainable Development goals 4 and the ways to achieve the goals, Especially UN women Done towards the Sustainable Development Goal4 and the efforts of different countries to achieve the Goals (Japan, Republic Korea, Bangladesh, Philippines), What India do to achieve the Sustainable Development goal 4 and what we do to achieve the best result?*

### **Introduction**

The Sustainable Development Goals (SDGs) have been in development for over one-third of the allotted time. A significant occasion for countries to take stock is the 2019 High-Level Political Forum (HLPF), the global SDG follow-up and review mechanism, particularly for SDG 4, the education target, which is being assessed for the first time. The international community generally uses quantitative metrics to gauge the SDGs' development. There are significant obstacles to overcome, according to a companion report for the 2019 HLPF by the UNESCO Institute for Statistics and the Global Education Monitoring Report titled “Meeting commitments: Are nations on pace to achieve SDG 4?”

The 2030 Agenda for Sustainable Development was approved by member states at the UN General Assembly's 70th session in September 2015. 17 Sustainable Development Goals (SDGs), including SDG 4 on education with its 10 targets, form the basis of the Agenda. SDG 4 aspires to encourage learning that affects people's decisions to build more inclusive, just, and sustainable societies. The global education community adopted the Education 2030 Framework for Action in November 2015 to speed up progress towards SDG 4. This road map outlines implementation strategies on issues like teachers and funding to coordination systems and monitoring indicators.

### **What is sustainable development Goals**

Modern global government initiatives aimed at making the world a fairer place to live appear to be based on sustainable development ideals (World Health Organization, 2016). These SDGs will serve as a long-term

sustainability blueprint and are especially committed to supporting sustainable development (Mensah, 2019). Particularly, the SDGs are more inclusive and effective than the Millennium Development Goals (MDGs), which they replace (Battersby, 2017). All agreed that the United Nations' members drew out a plan for promoting global prosperity and preserving it. The Sustainable Development Goals are the framework's current name (SDGs). These SDGs are a call to action for developed and developing nations to act quickly to foster international cooperation. These SDGs focus on a number of issues, such as poverty, high-quality education, gender equality, economic growth, and climate change. All nations must commit to putting global goals into action if they want to achieve sustainable development by 2030. (Naidoo & Fisher, 2020). The UN has established a department to provide significant assistance to countries in order to aid them in achieving sustainability. Our primary goal in this study is to examine SDG 4's lessons. We also want to examine how SDG 4 is being implemented and achieved right now. In addition, we are committed to examining a number of significant steps made by the Indian government to fulfil SDG 4's objectives.

### **What is sustainable development Goal 4**

SDG 4 aspires to give kids and teenagers access to high-quality education that is also convenient, as well as other learning opportunities. The achievement of universal literacy and numeracy is one of its goals. A crucial element in the learning process that helps students gain knowledge and useful abilities. In order to create environments that are secure, inclusive, and productive for all learners, it is

important to establish more educational facilities and renovate the ones that already exist.

In order to solve global concerns and create a sustainable future by 2030, the United Nations adopted the Sustainable Development Goals in 2015. The UN created 17 SDGs (Sustainable Development Goals) to provide a brighter future for all people. The fourth SDG on this list of 17 addresses the important goal of promoting accessible and equitable quality education. For everyone, it encourages chances for lifelong learning. Getting a good education is essential to ending the cycle of poverty. It is crucial for the formation of a person's personality. It enables the mind to generate ideas and increase its capacity for information. Additionally, it builds self-reliance by improving lifestyle and financial standards. Through its contribution to overall success and economic progress, it supports sustainable development. Therefore, obtaining a decent education becomes crucial to facilitating and accelerating the achievement of the other SDGs. The fourth Sustainable Development Goal and India's new National Education Policy both emphasise the importance of universal access to high-quality education and lifelong learning.

#### Target of sustainable development Goals 4

- *Universal primary and secondary education*

By 2030, all girls and boys must finish free, equitable, and high-quality primary and secondary education that produces useful and efficient learning results.

- *Early childhood development and universal pre-primary education*

By 2030, guarantee that both girls and boys have access to high-quality pre-kindergarten instruction and care to prepare them for primary school.

- *Equal access to technical/vocational and higher education:*

By 2030, ensuring that all women and men have equal access to affordable, high-quality post secondary education, including university.

- *Relevant skills for decent work*

Increase youth and adult populations with relevant skills, such as technical and vocational ones, for employment, good jobs, and entrepreneurship, by a significant margin by 2030.

- *Gender equality and inclusion*

By 2030, eradicate gender gaps in education and guarantee equitable access to all levels of education and vocational training for those who are most in need, such as people with disabilities, indigenous peoples, and children in vulnerable circumstances.

- *Universal youth literacy*

Make sure that by 2030, the majority of men and women in adulthood and all young people have mastered literacy and numeracy.

- *Education for sustainable development and global citizenship:*

By 2030, make sure that all students have the knowledge and skills necessary to advance sustainable development, including, among other things, through instruction in sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and nonviolence, global citizenship, and an appreciation of cultural diversity and the role that culture plays in advancing sustainability.

#### Ways to achieve the goals

1. *Effective learning environments*

Create and improve child-, disability-, and gender-sensitive educational facilities that offer secure, nonviolent, inclusive, and productive learning environments for everyone.

2. *Scholarships*

By 2020, significantly increase the number of international scholarships available to developing nations, especially the least developed nations, Small Island developing states, and African nations, for enrollment in higher education, including technical, engineering, and scientific programmes in the fields of science, information and communications technology, and other related fields, in developed nations as well as other developing nations.

3. *Teachers and educators*

By 2030, significantly expand the pool of qualified educators, including through international collaboration for teacher preparation in developing countries, particularly least developed nations and Small Island developing States.



## UNwomen

In some areas, 48.1% of girls don't attend school. The average gender disparity in primary and secondary enrollment rates has almost disappeared. However, compared to 10 million males, 15 million girls are not currently enrolled in primary school. Higher percentages of girls frequently leave secondary education during adolescence. Through the modification of school curricula and policies to combat gender discrimination, as well as equal access to vocational education and training and information technologies, UN Women works to promote equality in education. They have worked on curricula for schools and virtual schools alongside collaborators.

### Example:

Unlocking the potential of Afghan women:

In Afghanistan, it is against the law for girls to attend school, and when they do, they must endure harassment and assault. A UN Women internship programme aims to assist female university graduates who are looking to enter the workforce and jump-start their careers.

Why Digital literacy matter for women and girls? :

Joy ChebetBii, 20, is a mathematics and computer science student from Nairobi, Kenya, and the leader of the Mozilla Club. Mozilla Clubs in Cape Town and Nairobi teach web literacy skills to women and girls through a partnership between UN Women and The Mozilla Foundation, while Joy utilises her experience to educate girls in Kibera, Nairobi, the fundamentals of coding and digital literacy.

## In Japan

Through an integrative and holistic approach, Japan develops actors for constructing sustainable societies, which is a crucial component of high-quality education.

ESD is emphasised since it is seen as a crucial enabler of all SDGs. Japan promotes cooperation among various education actors to carry out initiatives in schools, homes, workplaces, and local communities addressing components of SDG target 4.7, such as environment, peacebuilding, human rights, gender equality, international understanding, and cultural diversity. This is done through its ESD National Implementation Plan and Promotion of Environmental Education Law. New national curriculum standards were established by the government for primary and junior secondary schools in 2017 and for upper secondary schools in 2018. Curricula, syllabuses, and educational resources are being improved with the goal of giving kids the skills they need to create sustainable societies through SDG education. The Third Basic Plan for the Promotion of Education, which was created in June 2018, includes strategy for encouraging lifelong learning, from early childhood education through post-secondary education and learning, and it reflects global trends toward the SDGs, which are goals for sustainable development. In an era with 100-year life expectancies, the plan outlines measurable targets and programmes for lifelong learning promotion, as well as education and learning to provide adults in the workforce with the knowledge and skills required for jobs. Community learning centres are crucial for fostering local community development and learning, as well as for social contact. These facilities, which number almost 15,000 nationally, offer classes that are tailored to local inhabitants' needs and environmental factors.

## Republic Korean

The Republic of Korea's Ministry of Education is working to expand teacher preparation programmes on relevant subjects and integrate global citizenship education into the national curriculum. It is also investing in the implementation of global citizenship education programmes, including projects to include global citizenship education in school curricula across the region, as well as training for teachers from all over the world. This is done in collaboration with the Asia-Pacific Centre of Education for International Understanding. The Korean National Committee on ESD, which oversees the country's ESD programme, is also run by the Korean National Commission for UNESCO. By using a whole-school approach, it assists educational institutions, local governments, and schools in offering skill-development and training programmes.

## Philippines

The commitment to social fairness across generations is expressed in SDG 4. AmBisyonNatin 2040 is a long-term goal outlined in the Pagbabago pillar's Philippines Development Plan (PDP) 2017–2022, which is committed to meeting the ambitions of the Filipino people (Change).

Indicators	Baseline		Actual	
	Data	Year	Data	Year
<b>Primary</b>				
Net enrolment rate	91.0	2015	94.2	2017
Completion rate	84.0	2015	92.4	2017
Cohort survival rate	87.5	2015	93.7	2017
Dropout/school leavers rate	2.7	2015	1.6	2017
<b>Secondary</b>				
Net enrolment rate	73.6	2015	76.0	2017
Completion rate	74.0	2015	84.3	2017
Cohort survival rate	81.6	2015	85.6	2017
Dropout/school leavers rate	6.6	2015	5.2	2017

This effort is intended to address the educational and learning demands of the present generation so that they can maximise their human capital and reach their full potential (NEDA 2017; 2016). SDG 4 also encourages social inclusion to improve everyone's standard of living.

## Innovative Model in Bangladesh for Secondary Education

The Female Secondary School Stipend Program was established in 1982 with the main goal of addressing the existing societal norms such as poor completion and low transition rates of girls in basic education. Teen girls' vulnerability, child marriage of girls, and other factors that had influence negative effects on girls' secondary school enrollment. After that,

Countrywide initiative launch by the Ministry of Education to improve their secondary school enrollment and assist them in pass the SSC exam to increase their work prospects to work in the fields of education and health, as well as to join NGOs. With the program's execution, the focus shifted from secondary education accessibility to gender equity and addressing regional, rural, and urban gaps in girls' secondary school access. According to grades, universal stipends are only given to secondary school-aged female students who are not married, are enrolled in accredited institutions outside of major cities, have an attendance rate of at least 75%, and scored at least 45% on their exam. The money is placed directly into the bank accounts of the girls in order to empower them.

Surprisingly, despite the huge increase in female enrollment that has occurred, and participation at lower secondary schools worldwide, the retention

And academic performance have not improved as much as anticipated, yet broader favourable effects on birth rates and marriage age progression spacing, fewer children per household, and greater employment and income levels. Additionally, the BRAC education program's innovative "Promoting Talent" scholarship programme provides disadvantaged talented students with financial aid to pay for their studies. The cost of both domestic and international tuition. In addition to the financial. Additionally, it includes specially created training modules to increase pupils' self-assurance and proficiency in computer and English studies. The IT education covers the fundamental abilities needed to perform routine Office duties, including a working knowledge of Excel and Word. Through Some of these cutting-edge secondary education methods, Bangladesh Evidences effective increases in sustainability and scalability. The software is implemented successfully.

## In India

287 million people are illiterate in India, and this is 37% of the global total. Every 11th child in India is a victim of child labor. Over 10.1 million kids are working in various industries to support their families. Less than half of Indians children between the age of 6 and 14 go to school. Over one-third of all children who enroll in grade one reach grade eight. At least 35 million children aged 6 to 14 years do not attend school. 53 percentage of girls in the age group of 5 to 9 years are illiterate and don't you think that is ratio declined during pandemic.

In India, there is an urgent need to introduce one year of pre-school education in every primary section for all children, following Bangladesh's lead. In order to keep instructors in the classroom, it is imperative to provide services like water and sanitation facilities segregated from those for girls and boys. With consideration for the demographic dividend, India's long-term development planning may address the SDGs' mandate; but, it must move quickly. With the slogan "Education for All, Quality Education," the Government of India has still launched numerous flagship programmes to improve the education sector as part of "Transforming India." There are few of the marquee initiatives launched by India must provide high-quality education as a condition for reaching SDG 4.

### Initiatives by India

India has already made significant contributions to fulfilling SDG 4's goals. To ensure that everyone has access to high-quality education, numerous programmes and initiatives are currently in place.

**Saransh:** CBSE has started a project to assess the advantages and disadvantages of colleges, educators, and students. It is a CBSE effort. If the outcome is negative, it enables schools to take action.

**Shaala Siddhi** (Schools self-assessment and External Evaluation)

A NUEPA programme seeks to give all schools the ability to assess and manage their growth and achievement at both the primary and secondary levels. The major objective was to determine an appropriate set of measures and criteria for each institution, with an emphasis on basic principles and important performance areas. In 25 different nations and UTs, more than 9,000 schools have embraced Shaala Siddhi. Beginning in 2017, the National Progress Survey will be conducted every quarter rather than every three years as it is now done.

**ShalaDarpan:** This effort was started with the goal of offering teachers, parents, and students service-based school administration programmes. During this project, a number of tools are provided, including student profile management, staff/student attendance tracking, leave management, marksheet tracking, and notification alerts for the student's parents, etc.

**E-Pathshala:** It is a digital platform for accessing and sharing online resources for instructors, researchers, and students, including textbooks and other educational materials.

**Link to Aadhar:** This programme enables all children between the ages of 5 and 18 to obtain an Aadhaar card, which will provide data like as the number of school absences per year, monitor their academic progress, and deliver various monetary or non-monetary advantages to particular pupils on a predetermined basis.

**Swachh vidyalaya :** The Swachh Bharat Project, a subsidiary initiative of the Indian government, aims to establish separate restroom facilities for boys and girls in schools by the deadline of August 15, 2015. It is an endeavour. Within the time frame allotted, this objective was completed.

**Midday meal:** The government of India's school meal programme, known as the Mid-day Meal Scheme, aims to enhance the nutritional status of school-age children around the globe. In addition to government funding, local council support, the Education Guarantee Program, alternative creative education centres, Madarsa and Maqtabs funded by the SarvaShikshaAbhiyan, and National Child Labor Initiative Schools run by the Ministry of Labor, the programme provides free working-day meals for kids in lower and upper-lower government schools.

### What we can do?

- 1) First get yourself a proper education and educate your children and tell your friends and family to do the same
- 2) Donate to NGOs and if you can't then you can also give your time and you can go to slum areas and teach the children
- 3) You can also help the maid works in your house , make contribution to their children's education. Sponsor a child in a developing country through primary education.

### Conclusion

The pursuit of inclusive education appears to be dispersed between group-specific initiatives. Initiatives for adult education are growing, although they appear to be concentrated on chances for lifetime learning in the workplace. Governments still do not fully harness the potential of cross-sectoral collaborations, despite the fact that multisector programmes concerning health, nutrition, or employment acknowledge the need to operate collaboratively rather than independently. Although the practises shown give cause for confidence, far greater mobilisation is required to meet the challenging SDG 4 targets. If education is to fulfil the promise of sustainable development and change how societies operate, a stronger focus on implementation is also required. It takes time for the seeds of education to blossom fruit.

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## A STUDY ON CONSUMER PREFERENCE OF ORGANIC FOOD PRODUCTION IN TIRUCHIRAPPALLI DISTRICT

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### Abstract

In the recent days people were aware of quality conscious and they prefer best choices among the opportunities and choices available for them. Due to awareness of quality and eco-friendly products were getting special attention from people from India. They have two different choices namely organic farming agricultural products and bulk production by using chemical fertilizer and pesticides. Most of the consumers were aware of side effects of chemical used fertilizer products. It is time to know the importance of organic farming products. The marketers and marketing managers must analyse the market trend and changes of consumers' choices. The present study is an attempt to know consumer perception towards organic farming cultivated agricultural products. This research was used to both primary and secondary data. The primary data were collected scientifically designed questionnaires. The sample is confined as 100 prospective respondents in Tiruchirappalli district by adopting convenient sampling technique. It was suggested that Awareness programmes about the benefits of using Organic goods are to be organized by the Government in association with Social Clubs like Rotary, Lions etc., in the midst of general public.

**Keywords:** Consumer preference, organic products, eco-friendly approach, organic farming and so on.

### Introduction

The mass production and business operation of any business organization which depends on consumers and beneficiary. In last three decades people were recognized importance of information and education. They are aware of their basic rights and responsibilities. They have knowledge to verify that it is good and affordable to their income for each and every product or services. The Consumer Protection Act 1986, 2015 explains the legal proceedings and consumer rights and preference to select their best products and services.

India is an agricultural country and most of the revenue contributed to our country economic development is from agricultural sector. Indian agricultural products get maximum rate from international market. But last decades there is a slowdown in exports of agricultural products. International consumers were aware of the organic farming and cultivated products and also side effects of chemical fertilizer used and cultivated agricultural products. International quality and standard control were found that Indian agricultural products were cultivated by used chemical fertilizer. Indian consumers also were getting awareness of organic products for their consumption. They were preferred organic cultivated food products like organic farming vegetables, organic farming fruits, organic farming dry fruits etc. Organic farming method of cultivation refers to that cultivating agricultural product by using natural fertilizer, agricultural composting pesticides and so on.



Organic farming of Agricultural products in Tamil Nadu

### Review of Literature

Sangeetha (2017) revealed the consumer preference towards organic products in Tirupur. The primary data was collected by means of structured interview schedule. Convenient sampling technique has been used in the study, and the sample size is 100. In order to analyze the objectives of the study, several statistical methods and tests namely percentage analysis, chi square analysis, point analysis and rank correlation were used in the study. The secondary data were collected from various websites, journals and magazines. It is found that majority of 50% of respondents are of the opinion that price of the organic products is high. The researcher suggested that reduce price of organic product to motivate the sales volume<sup>1</sup>.

<sup>1</sup>Sangeetha (2018) A Study on Consumer Preference towards Organic Products in Tirupur, International Journal of Management Studies, Vol.-V, Issue -1(4), pp. 110-114.

**Brijesh Sivathanu** (2015) reveals the determinants of consumer preference towards organic food and it will be useful for the marketers to design a suitable marketing mix. Multiple linear regression technique was used to find the determinants which could explain the preference among consumers to buy the organic food products. Descriptive statistics was used to understand the demographic information. It has been observed that females have more preference for organic food products as compared to male respondents. More number of educated respondents prefers to buy organic food products. Age group of 29-39 prefers to buy organic food as compared to other age groups. This research can be incorporated to implement the various marketing strategies by the marketers and other factors impacting the preference of the consumers in the various strata of the society<sup>2</sup>.

**Velmurugan, Ramaswamy** (2013) surveyed consumer attitude toward organic products. The target population in this research includes citizen of Kozhikode district of Kerala state of India. By making use of convenience sampling method 750 respondents have been selected. The finding of the research work revealed that gender, monthly income, area of residence, family status, period of consumption, level of awareness on organic foods and state of health are associated with consumer positive attitude towards organic foods. The research work shows an inverse relationship between consumer awareness and positive attitude towards organic food. The research result suggest that Government and social organizations have to take necessary steps in creating awareness in the midst of consumers on the merits of using organic foods and extend necessary assistance in cultivating high quantum of organic foods by the majority of the farmers<sup>3</sup>.

#### **Statement of the problem**

Consumer is the real king in marketing. He/she has every right to choose their consumable products and services. Consumer preference and behavior is measure and predict

market share of the product and services was happen since in period of Adam and eve. There is more number of marketing analyses to measure consumer preference. Marketing process of business operations which is depends on consumer preference. Consumers are having lot of choices and preferences through traditional and online marketing.

In the recent days people were aware of quality conscious and they prefer best choices among the opportunities and choices available for them. Due to awareness of quality and eco-friendly products were getting special attention from people from India. Youngsters also selecting their choices based on quality aspects with special preferences to the eco-friendly products. Generally consumers in India are having quality aspects for selecting food items and related products. They have two different choices namely organic forming agricultural products and bulk production by using chemical fertilizer and pesticides. Most of the consumers were aware of side effects of chemical used fertilizer products. It is time to know the importance of organic forming products. The marketers and marketing managers must analyses the market trend and changes of consumers' choices. The present study is an attempt to know consumer perception towards organic forming cultivated agricultural products.

#### **Objectives of the study**

The following objectives are framed to attain results

- 1) To study the consumer preference of organic products in Tiruchirappalli District
- 2) To know the factors influencing consumer preferences of organic products
- 3) To offer suitable suggestions to improve the sales volume of organic products

#### **Methodology**

The present study is descriptive by nature. This research was used by both primary and secondary data. The primary data were collected scientifically designed questionnaires. The sample is confined as 100 prospective respondents in Tiruchirappalli district by adopting convenient sampling technique. The secondary data were collected from various books, journals and websites.

<sup>2</sup> Brijesh Sivathanu (2015) Factors Affecting Consumer Preference towards the Organic Food Purchases, Indian Journal of Science and Technology, Vol 8(33), DOI: 10.17485/ijst/2015/v8i33/78261.

<sup>3</sup> Velmurugan, Ramaswamy (2013) "Consumer's Preference Towards Organic Food Products" Journal of Management and Science, vol. 3, pp.19-23

**Classification of Respondents Based on their Age**

Age	Frequency	Percent
up to 20 years	14	14.0
21-30 years	33	33.0
31-40 years	30	30.0
41 -50 years	10	10.0
above 51 years	13	13.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

The above table shows that 33% of the respondents are belonging to the age group of 21-30 years. 30% of the respondents are belonging to the age group of 31-40 years. 14% of the respondents are belonging to the age group of up to 20 years. 13% of the respondents are belonging to the age group of above 51 years. 10% of the respondents are belonging to the age group of 41-50 years.

It is understood that maximum 33% of the respondents are belonging to the age group of 21-30 years.

**“Kruskal Wallis Test**

Ranks						
	gender	N	Mean Rank	Chi-square value	df	Statistical inference
Price	Male	57	103.58	.054	1	.479>0.05 Not Significant
	Female	43	101.57			
	Total	100				
Attractive package	Male	57	100.16	1.321	1	.800>0.05 Not Significant
	Female	43	110.03			
	Total	100				
Quality standardized certification	Male	57	104.27	.270	1	.250 >0.05 Not Significant
	Female	43	99.85			
	Total	100				
Preservation status	Male	57	104.76	.534	1	.465 >0.05 Not Significant
	Female	43	98.65			
	Total	100				
Nutritional value	Male	57	104.11	.207	1	.643>0.05 Not Significant
	Female	43	100.25			
	Total	100				
Contribution to Eco friendly products	Male	57	100.75	.823	1	.816>0.05 Not Significant
	Female	43	108.58			
	Total	100				
Overall perception about problems faced by agricultural famers	Male	57	98.98	2.662	1	.206>0.05 Not Significant
	Female	43	112.94			
	Total	100				

### Research hypothesis

There is significant variance between gender of the respondents and their overall consumer preferences of organic agricultural production

### Null hypothesis

There is no significant variance between gender of the respondents and their overall consumer preferences of organic agricultural production

### Statistical tools

Kruskal Wallis Test was used for the above table

### Findings

The above table reveals that there is no significant variance between gender of the respondents and their overall consumer preferences of organic agricultural production. Hence, the calculated value is greater than table value ( $P > 0.05$ ). So the research hypothesis is rejected and the null hypothesis is accepted

### Suggestions

- Subsidies and incentives may be offered by the Government to the farmers who cultivate organic foods. Organic fertilizers may be distributed through Co-operative societies at the affordable rate to the organic farmer community.
- Awareness programmes about the benefits of using Organic goods are to be organized by the Government in association with Social Clubs like Rotary, Lions etc., in the midst of general public.
- Agriculture universities should offer necessary training programme for farmers in inculcating the method of preparing Organic pesticides.
- Government should take necessary steps to give quality certification of organic products.

### Conclusion

Nowadays people are not healthy due to eating of adulterated and poisonous food. So we must go to organic products to maintain health. Nowadays many people are aware of organic products and usage has been increased to an extent which helps to provide unpolluted environment. Apart from health, food and environmental considerations, several other characteristics such as nutritional value, taste, freshness and appearance influence consumer preference. The consumer's are to be more cautious on the impact of consuming conventional foods. Conventional foods resulted in piling up of new dreaded diseases, which are incurable. A certain section of consumers are not aware on the demerits of Conventional foods and certain sections are not preferring organic foods, even though they are highly aware on demerits of Conventional foods, due to high cost. Hence, the Government and social organizations have to take necessary steps in creating awareness in the midst of consumers on the merits of using organic foods and extend necessary assistance in cultivating high quantum of organic foods by the majority of the farmers. By offering non poisonous goods a strong foundation may be laid down for the future generation.

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# A STUDY ON WORK-LIFE BALANCE OF THE EMPLOYEES IN RANE TRW INDUSTRY, TRICHY

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## Abstract

*Work-Life Balance is the one of the key factors that help us understand the employees work commitment to the organization. The present paper intended to study the employees work life balance in Rane TRW, Trichy. The study collected the data from 150 respondents. Hypothesis was tested by statistical techniques like regression, ANOVA. The study found that the work-life balance of employees negatively affecting the non-work-life of employees.*

**Keyword:** Work-life, job performance, flexible working hour.

## Introduction

Work life balance is an important aspect of healthy work environment. Maintaining work-life balance reduces stress and prevents burnout in the workplace. Work- life balance is a term used to denote that you need time for both work and other aspects of life.

Work-life balance (WLB) depicts how effectively a person manages his work and life commitments and the way in which they impact one another. Effective WLB is a necessary aspect in an employee's efficiency and happiness in work. In today's circumstance the essentiality of work-life balance approach is a requisite for every class of employees. The human resource management function has to design constantly and implement strategies that make possible their employees to balance their personal and professional lives. WLB is inevitable to raise the productivity of employee's their stability and job satisfaction, which may motivate the employees to be more committed to their organisation.

Once wise-men said "all work and no play make Jack a dull boy". Maintaining a work-life is separating your personal and professional lives without allowing one another to encroach.

Therefore, organizations are adopting new polices and taking important decisions where employees can give time to enjoy and spend time with their family.

The present research paper aims to study the Work-life balance of employees in Rane TRW Industry, Trichy.

## Literature Review

1. Kelliher, C., Richardson, J., & Boiarintseva, G. (2019) argues that the study of work-life balance to date has, in the main, adopted a restricted conception of both "work" and "life", which does not take account of recent developments in life worlds, working arrangements and employment relationships. "Life" has hitherto been viewed as largely comprising caring activities for dependent children, whereas "work" has been premised largely on a traditional model of work, characterised by full-time, permanent employment with one employer and a conventional understanding of what work involves. This means that extant research and theory only provides a partial view of the work-life needs and experiences of the workforce. In the paper, we propose extending conceptions of both work and life to incorporate different life worlds and social groups and different working arrangements and employment relationships.
2. Sirgy, M. J., & Lee, D. J. (2018) based on a thorough review of the literature we introduce an integrated conceptualization of work-life balance involving two key dimensions: engagement in work life and non-work life and minimal conflict between social roles in work and non-work-life. Based on this conceptualization we review much of the evidence concerning the consequences of work-life balance in terms work-related, non-work related, and stress-related outcomes. We then identify a set of personal and organizational antecedents to work-life balance and explain their effects on work-life balance. Then

we describe a set of theoretical mechanisms linking work-life balance and overall life satisfaction. Finally, we discuss future research directions and policy implications.

3. Hofmann, V., & Stokburger-Sauer, N. E. (2017) Although emotional labor gains considerable interest in research and practice, current hospitality management literature has neglected to investigate its influence on employee commitment and the mediating roles of work-life balance perception and job satisfaction. Referring to emotional labor theory, this paper examines these interconnections by conducting a three-phase empirical study in the hotel industry. Results of the first study reveal that employees' positive emotion display and emotional dissonance negatively influence employees' work-life balance which in turn drives employees' affective commitment. Results of the second study confirm emotional labor's impact on their work-life balance perception. Conversely, job satisfaction is solely influenced by emotional dissonance. Work-life balance and job satisfaction further drive employees' commitment. Results of the third study partially replicate these results: Emotional labor negatively impacts on employees' work-life balance and job satisfaction which both drive their commitment. This study helps to understand the relevance of hotel employees' commitment, and thus, their increased retention in the firm. Implications for management and research are discussed.
4. Buchheit, S., Dalton, D. W., Harp, N. L., & Hollingsworth, C. W. (2016) In recent years, work-life balance surpassed compensation as the most important job satisfaction factor among AICPA members (American Institute of Certified Public Accountants [AICPA] 2004). Despite the continued importance of this issue in the accounting profession (AICPA 2011), prior research has not examined work-life balance perceptions across different segments of the profession. We survey 1,063 practicing CPAs in order to assess the comparative work-life balance perceptions across (1) Big 4 versus smaller public accounting firms, (2) audit versus tax functions, and (3) public accounting versus industry work contexts. Consistent with predictions based on institutional

logics theory, we find that work-family conflict and job burnout perceptions (our proxies for work-life balance) are highest in the Big 4. We are the first study to measure both *support-for* and *viability-of* traditional alternative work arrangements (AWAs), and we report an important distinction between these two constructs. Specifically, while CPAs across all public accounting firms (i.e., Big 4, national, regional, and local firms) report similar levels of organizational *support-for* AWAs, Big 4 professionals report significantly lower perceived *viability-of* AWAs (i.e., the ability to use AWAs and remain effective at one's job) compared to accounting professionals at smaller public accounting firms. Further, we find no differences between audit and tax professionals' perceptions across any of our work-life balance measures. We also document nuanced differences regarding work-life balance perceptions in public accounting versus industry. For example, contrary to conventional wisdom, work-life balance is not uniformly "better" in industry (e.g., burnout is actually *lower* in smaller public accounting firms compared to industry). Finally, we use open-ended responses from a follow-up survey to provide several recommendations for firms to improve their work-life balance efforts.

5. Guest, D. E. (2002) reviews aspects of contemporary theory and research on work-life balance. It starts by exploring why work-life balance has become an important topic for research and policy in some countries and after outlining traditional perspectives examines the concept of balance and its implications for the study of the relation between work and the rest of life. A model outlining the causes, nature and consequences of a more or less acceptable work-life balance is presented and recent research is cited to illustrate the various dimensions. Finally, the topic is linked to the field of work and organizational psychology and a number of theoretical and conceptual issues of relevance to research in Europe are raised.

#### Objectives of the Study

- To find the relationship between the employer's support and employee's job performance.

- To find the relationship between employee's work and its impact on employee's non-work life.
- To find the factors that impact the employees work life balance.

### Statement of the Problem

Employees in the service industry face more uncertain and complex work environment due to its unique service characteristics. This study sought to identify how work-life balance is achieved or not achieved in their lives. It attempts to analyze the employers support and the performance of the employee.

Due to the changes in the technology the need and the understanding of employees, their demands of life and work becomes clear. Employees, especially in the organization find it difficult to balance work and life as they spend less time with family due to long working hours, work pressure, etc.

### Purpose of the Study

This study is mainly to understand the factors that impact the employees work-life balance and how the employees at the organization like RANE manage to balance the personal and profession life.

### Significance of the Study

The significance of this study concerns with work-life balance among employees in an organization. There is a need for success rate in every organization many are the factors that play an important role like employees, working condition, other resources, etc. But employees play a vital role in all aspects and are the most important factor for the success of any organization. This study is mainly to know the relationship between the employee's work and its impact on employee's non-work life and also the factors that impact the employees work-life balance. It encourages and promotes research on employees in their service industry. This research will be a reference point and provide opportunity for further study.

### Methodology

#### Primary Data

The primary data was collected from the respondents by administering a structured questionnaire and also through

observation and discussion with the colleagues in the institutions.

#### Secondary Data

Apart from primary data collection, data was collected from journals and articles from the internet.

#### Sample Size

The sample size for the research study was 150

#### Hypothesis of the Study

**H0:** – There is no relationship between the employee's job and its impact on employee's personal life.

**H1:** - There is a relationship between the employee's job and its impact on employee's personal life.

#### Data Collection

The Structured questionnaire was design to collect the primary data. The sample was 150 out of 200 questionnaires. Random sampling method was used. Secondary data was collected from journal, text books, company's website and internet. The data were entered and analyzed with Statistical Package for Social Sciences (SPSS). Regression analysis, Anova and Percentage analysis are used to analyze the data.

#### Analysis and Interpretation

**Table 1 No.of working hours in a day**

Particulars	No. of Respondents	Percentage
8 Hours	45	30%
8.5 Hours	15	10%
9 Hours	77	51.33%
Above 10 Hours	13	8.67%
<b>Total</b>	<b>150</b>	<b>100%</b>

Table 1 shows that 45 respondents are working 8 hours, 15 respondents are working for 8.5 hours, 77 respondents are working 9 hours and 13 respondents are working above 10 hours.

**Inference:** Since,  $r = 0.541$ , there is a strong relationship between the predictor and the dependent variable of the study.

Table 2 shows the distribution of the respondents according to their Gender, Age, Monthly Income, Educational qualification and years of service were demonstrated.

### Distribution of the respondents

Sl. No			Frequency	%
1.	Gender	Male	137	91.3
		Female	13	8.7
2.	Age	Below 25 years	3	2.0
		26 years between 50 years	65	43.3
		Above 51 years	82	54.7
3	Marital Status	Married	5	3.3
		Unmarried	145	96.7
4	Monthly Income	Below Rs 20000	11	7.3
		Rs 40001 between Rs 60000	51	34.0
		Rs40001 between Rs 60000	69	46.0
		More than Rs 80001	19	12.7
5.	Family Type	Nuclear	64	42.7
		Joint	86	57.3
6	Educational Qualification	ITI	24	16.0
		DME	58	38.7
		BE	15	10.0
		U.G	53	35.3
7	Experience	6years between 10	92	61.3
		11years between 15 year	27	18.0
		16 between 20 years	13	8.7
		More than 21 years	18	12.0

The above table shows that the majority of the respondents were Male 91.3 percent and were in the age group above 51years 54.7 percent. Around 96.7 percent were unmarried and 38.7 percent had completed DME as their education. Majority of the respondent's 61.3 percent were between 6years to 10 years of experience, 18 percent were from 11 to 15 years, 8 percent were from 16 to 20years, 12percent were greater than 21years. With

regard to salary drawn by the employees it was found that 46 percent of them got between Rs.4001 to Rs.60000.

### Mean and standard Deviation of Work-Life Balance Dimensions for Gender

	N	Mean	Std. Deviation	
Male	137	16.52	2.45	t=.029 df=148 p>0.05 Not Significant
Female	13	16.15	2.26	

The P value is greater than 0.05 at 5% level of significance. Hence it is concluded that there is no significant difference between Male and Female employees and it is understood that Gender does not create a big difference with employees who are able to balance both work and life.

### Mean and standard Deviation of Work-Life Balance Dimensions for Family Type

	N	Mean	Std. Deviation	
Nuclear	64	16.50	2.43	t=.076 df=148 p>0.05 Not Significant
Joint	86	16.48	2.45	

The above table shows that P value is greater than 0.05 at 5% level of significance. Hence it is concluded that there is no significant difference between Nuclear family and Joint family and the table clearly states that family type does not create a big difference with employees who are able to balance both work and life.

### Mean and standard Deviation of Work-Life Balance Dimensions for Income

	N	Mean	Std. Deviation	
Less than Rs. 20000	11	16.45	3.20	F=2.55 3 p>0.05 Not Significant
Rs. 20001-30000	51	16.29	2.57	
Rs. 30001-40000	69	16.97	2.18	
More than Rs.40001	19	15.31	2.13	

The table shows that P value is greater than 0.05 at 5% level of significance. Hence it is concluded that there is no significant difference between Income and work-life Balance of employees of RANE and it does not create a



big difference with employees who are able to balance both work and life.

### Findings

- From the study it is concluded that their work life is affecting their non-work life, time they spend with their family is reduced.
- From the study we found that employee's work has an impact on their personal life.
- Majority of the employees agree that organization will be effective if personal and professional life is balanced.
- Most of the employee feels that flexible work time is always good.

### Conclusion

Work-Life balance is an important factor in Human Resource Management and it has a major impact on both the Organization's growth and employee. Many factors are influencing employees to achieve balance between work and life. While certain elements like getting feedback from employees before framing the policies and taking decisions can make work and personal life of employees highly effective.

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# SUSTAINABLE DEVELOPMENT GOALS: A VIEW ON RELEVANT INDICATORS

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## **Abstract**

*At the UN in New York, the Open Working Group created by the UN General Assembly proposed a set of global Sustainable Development Goals (SDGs) which comprises 17 goals and 169 targets. Further to that, a preliminary set of 330 indicators was introduced in March 2015. Some SDGs build on preceding Millennium Development Goals while others incorporate new ideas. A critical review has revealed that indicators of varied quality (in terms of the fulfillment of certain criteria) have been proposed to assess sustainable development. Even though there is plenty of theoretical work on quality standards for indicators, in practice users cannot often be sure how adequately the indicators measure the monitored phenomena. Therefore, the need to operationalize the Sustainable Development Goals targets and evaluate the indicators' relevance, the characteristic of utmost importance among the indicators' quality traits. The current format of the proposed SDGs and their targets has laid a policy framework; however, without thorough expert and scientific follow-up on their operationalization the indicators may be ambiguous. Therefore, the argument for the foundation of a conceptual framework for selecting appropriate indicators for targets from existing sets or formulating new ones. Experts should focus on the "indicator-indicated fact" relation to ensuring the indicators' relevance for clear, unambiguous messages to be conveyed to users (decision and policymakers and also the lay public). Finally, some recommendations for indicators providers to contribute to the tremendous amount of conceptual work needed to lay a strong foundation for the development of the final indicators framework.*

**Keywords:** Sustainable development goals, indicators relevance, indicators framework sustainable development assessment

## **Introduction**

Historically, the concept of sustainable development (SD) emerged in the context of environmental concerns as witnessed by the first appearance of the term in the World Charter for Nature (UN, 1982). These concerns were addressed in Our Common Future (WCED, 1987) and further elaborated in 40 Chapters of Agenda 21 of the Earth Summit in 1992 (UN, 1992). That may be seen as a successful attempt to reconcile the two seemingly contrasting paradigms: lasting economic growth and an efficient protection of the environment and natural resources which was forcefully exposed in *The Limits to Growth* (Meadows, 1972). Following this, the World Summit on Social Development in Copenhagen in 1995 (UN, 1995) stressed SD's key role in securing global social development and effectively added the "third pillar" to the current definition of SD endorsed by the World Summit on Sustainable Development in Johannesburg in 2002 (UN, 2002) and many subsequent statements and documents.

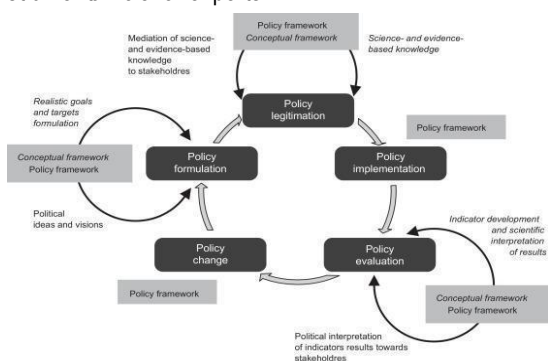
From an early stage of the SD concept, it has been clear that information and namely quantitative indicators will play an important role. Already Agenda 21 (Chapter 40) called for "indicators that show us if we are creating a more

sustainable world"; since then, many indicators, indicator sets and dashboards, compound (composite and aggregated) indicators, and indices have been introduced. An indicator-based approach underpinned the major global assessment of countries' progress towards Millennium Development Goals and more recently towards Sustainable Development Goals (SDGs).

## **Need for Framework**

There are many SD indicators and indices already developed and new metrics will certainly yet appear. Some commentators speak about an obsession with numbers and an indicator explosion, while others call for new and better indicators. Neither the scientific community nor the users know whether this remarkable worldwide effort should be more coordinated and regulated or if the "survival of the fittest (indicator)" strategy is still the most efficient one. In the late 1990s after the indicator program was endorsed by the UN Commission on Sustainable Development and subsequently followed by many intergovernmental organizations and governments – the challenge was mainly to define a measurement framework and then select relevant SD indicators. The aim was to

structure the indicators into a system (e.g. based on interactions or policy goals) and enhance standardisation. Many such general frameworks have been developed and tested at regional, national and international levels. They comprise variously structured human and ecological systems and relationships between them; there are thematic frameworks specifically elaborating some subjects (e.g. health or transport), some frameworks use an accounting approach or economic theory on various types of capital, others base frameworks on causality as Driving force Pressure State Impact Response (DPSIR). UNSD (2015) sees an explicit need to structure the SDGs indicators into a coherent framework. It will secure the completeness of the indicator set and emphasise linkages among the indicators thereby avoiding arbitrariness in the selection process. The approaches and methods potentially applied to developing indicator frameworks can be classified into two categories: policy-based approaches and conceptual approaches. Both approaches function differently, having their processes and objectives. However, they both have their place in supporting the different stages of a policy cycle: Policy formulation (identifying issues, setting goals and objectives reflecting ideas and visions, and formulating issues in such a way as to facilitate succeeding operationalisation), policy legitimisation, policy implementation, policy evaluation, and policy change. Purely from the perspective of indicators, crucial is the fourth and to a lesser extent – second stage, i.e. policy evaluation and policy legitimisation with an instrumental role for experts.



Global Monitoring Indicators being designed to be truly universal indicators it is envisaged that some may not apply to every country (tropical diseases, oceans, etc.). Complementary National Indicators are suggested only for inspiration; it is expected that due to national adaptations

of the goals, targets, and supporting indicators quite a large number of other complementary indicators may emerge over time.

Generally, the conceptualization of sustainability assessment should follow certain agreed principles. However, they are often either too theoretical or mostly of a strict methodological nature. The Zero Draft requires the targets to be accompanied by relevant indicators and sets several selection criteria for the indicators. It should be relevant, methodologically sound, measurable, easy to communicate and access, limited in number, and outcome-focused.

The first criterion relevance comprises three different aspects:

**Link to the target:** The indicator should be linked to one or more targets and provide robust measures of progress toward the target

**Policy relevance:** The indicator should be relevant to policy formulation and provide enough information for policy making.

**Applicability at the appropriate level:** For global monitoring, the indicator should be relevant to all countries; for national monitoring, the indicator should be relevant to national priorities.

These relevance criteria are different. Policy relevance and applicability at the appropriate level fall into the policy framework while the link to the target is to be secured within the conceptual framework. The conceptualization phase occurred at the level of the goals definition. Only proper conceptualization will transform the theoretical concepts into tools, which are understandable in terms of empirical observations measurable or describable by appropriate indicators. No matter how relevant, measurable, or applicable, the development or selection of indicators does not necessarily contribute to designing the right concepts beyond the targets.

The SDGs are an example of a policy indicator-based initiative with somewhat underdeveloped relevance issues. As a starting point, the commonly agreed assumptions are:

- There are already over 20 years of experience and sufficient knowledge in the development of SD indicators to ensure the development of reliable indicators. The role of science will be instrumental in this process.

- There is still little agreement or consensus on a common set of scientific and management criteria for evaluating indicators from several points of view (e.g. data quality, scientific rigor of definitions of indicators, the correctness of underlying assumptions and concepts, relevance of various phenomena for sustainable development).
- For sustainability indicators to evaluate or measure sustainability in a realistic, reliable way and convey true information they must meet certain criteria. Despite generous resources allocated to the development and establishment of SD indicators over the past 20 years, they still face many conceptual and methodological weaknesses. The concept of relevance is one of the most underdeveloped and neglected issues.
- Most indicator providers do not have any procedures for getting a comprehensive picture of the indicator's quality (usually only data collection follows certain, often internationally agreed, quality assurance/control procedures).

### Indicators on SDGs and its Targets

For selecting and/or developing indicators relevant to SDGs, these assumptions can be made:

- SDGs and their targets are to be assessable using indicators (both quantitative and qualitative). Special attention must be paid to neglect or insufficiently explored SD aspects: immeasurable and intangibles.
- The indicators should be relevant, i.e. closely linked to indicated facts
- The indicators should also comprise other qualities (sound methodology, legitimacy, etc.).
- The indicator set should be of a "manageable size".

The SDGs agenda does not specify the scope of indicators but due to a high number of targets, we may expect a high number of indicators. Therefore, an inherent contradiction took place. A standard solution suggests a larger set of indicators and a small set of headline indicators. A decision on this should be made in cooperation between decision-makers and experts (see Fig. 1). Besides the key requirement of relevance, some other criteria will have to be applied: understanding ability, timeliness, scope, etc. The development of headline indicators is one of the challenges to the SDGs agenda.

All of the above assumptions are either policy or science-driven; i.e. based on policy or conceptual frameworks. However, none of the assumptions can be met automatically. The development of SDGs is a process of both scientific knowledge production and political norm creation and both components need to be mutually acknowledged. If the whole process of indicators development is well designed and performed, both perspectives are bridged in a final indicator framework. Although we do not question norm creation and knowledge production perspectives (see Fig. 1). We consider the indicator relevance to be the crucial one. Since the indicators should serve several objectives including raising public awareness and drawing attention to SD themes, the framework should comprise both indicators easily understandable for the non-expert audience (headline or key indicators) and indicators of a more "technical" nature. All of them should be highly relevant for SDGs, i.e. directly (closely) related to the goals and targets.

### Conclusion

It is envisaged that the process of further formulation of SDGs will take place during 2015 when a final decision on an indicator set is expected. The selection and construction of SDGs may build upon the recent experience with MDGs in particular with the process of establishing the policy framework. One must keep in mind that the overall experience with MDGs is a positive one and the SDGs could be seen as a continuation in a similar direction. However, in terms of the conceptual framework, extensive assistance from experts and scientists is needed to develop and/or apply adequate approaches for strengthening the largely neglected indicators' characteristic relevance.

According to the Zero Draft, the "The Future We Want" document provided a basis for the formulation and operationalization of SDGs. It is certainly important for setting a policy framework for SDGs – it, inter alia, explicitly recognizes the importance of SDGs – however, in terms of their operationalization, the document is not very helpful. It states that there is a need for global, integrated, and scientifically based information on SD and that the achievement of the SDGs needs to be assessed and accompanied by targets and indicators. Further, it underscores that SDGs should be action-oriented, concise, easy to communicate, limited in number, aspirational, global, and universally applicable.

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# THE EFFECTS OF CRUDE OIL SHOCKS ON THE VOLATILITY OF AGRICULTURAL COMMODITIES

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## **Abstract**

*As a result of their financialization, commodities' role in portfolio diversification and risk management has gained a lot of attention. Price changes in agricultural commodities and energy resources, in particular, have attracted people's interest. The study of this link was reignited near the end of the first decade of the twenty-first century, when a substantial rise in crude oil and non-energy commodity prices was observed in the two years leading up to the global financial crisis of 2007–2008. As a result of their financialization, commodities' role in portfolio diversification and risk management has gained a lot of attention. Price changes in agricultural commodities and energy resources, in particular, have attracted people's interest. The study of this link was reignited near the end of the first decade of the twenty-first century, when a substantial rise in crude oil and non-energy commodity prices was observed in the two years leading up to the global financial crisis of 2007–2008. Three essential mechanisms that underpin the crude oil-water interaction have been investigated in relation to these co-phenomena. The study of this phenomenon can be linked to three key mechanisms that underpin the price of crude oil and agricultural goods. To begin with, throughout that time, the so-called "food crisis" was determined to be caused by increasing crude oil costs.*

## **Introduction**

Crude oil has long been regarded as the world's most important raw material and vital energy source. Development and stability have become critical components of socio-economic and sustainable development. Petroleum products, such as diesel, gasoline, and other fuels, are also an essential source of energy for farming machinery, since they are consumed by fleets of agricultural machinery and transport vehicles that are employed in the production process in agricultural fields. As a result, rising crude oil prices may lead to higher farm production costs and, as a result, a general increase in agricultural commodity prices. According to worldwide statistics, agricultural commodity prices have been steadily rising since 2003, with a stunning surge in the upward trend from early 2006 to mid-2008. Commodity prices, on the other hand, fell sharply in the second half of 2008, returning to levels seen in early 2007. Although commodity prices had slightly recovered prior to the Covid-19 economic crisis, they were severely impacted by the pandemic's drop in demand and remain low in comparison to historical levels, as well as financial assets in general. Real assets, rather than financial instruments like commodities, are becoming the assets of interest for hedging eventual inflation spikes and portfolio

diversification as the global economy and investors face the threat of inflation as a result of an unknown expansion of monetary and fiscal policies by major central banks around the world. As a result, global energy and agricultural commodity dynamics have changed significantly. Recently, prices have risen. Academics, market practitioners, and policymakers all across the world are debating this topic.

As a result of their financialization, commodities' role in portfolio diversification and risk management has gained a lot of attention. Price changes in agricultural commodities and energy resources, in particular, have attracted people's interest. The study of this link was reignited near the end of the first decade of the twenty-first century, when a substantial rise in crude oil and non-energy commodity prices was observed in the two years leading up to the global financial crisis of 2007–2008. Three essential mechanisms that underpin the crude oil-water interaction have been investigated in relation to these co-phenomena. The study of this phenomenon can be linked to three key mechanisms that underpin the price of crude oil and agricultural goods. To begin with, throughout that time, the so-called "food crisis" was determined to be caused by increasing crude oil costs. It's worth noting that, as a result of increased global economic activity, food prices and the

prices of many agricultural products have risen frequently. Second, the substitution effect between fossil fuels and biofuels is a significant contributor to the so-called "food problem." As a result of the increased demand for biofuels as a result of rising oil prices. People are motivated to create alternate energy sources as a result of the oil price shocks. Biodiesel and Bioethanol are emphasized as examples of these energy sources, which are mostly made from corn and soybeans, respectively. These two biofuels are frequently thought of as close alternatives for petroleum-based fuels like diesel and gasoline. Third, as oil prices rise, the cost of producing agricultural products rises due to oil-dependent inputs like fertilizers, production machinery, and transportation. Increases in the pricing of such inputs are passed on to the prices of agricultural commodities, making these products more expensive. As a result, rising oil costs can directly affect the prices of agricultural commodities. Aside from the three listed above, other factors, such as the real interest rate and the exchange rate, could also contribute to the interdependency between crude oil and agricultural commodity prices.

Oil price shocks affect agricultural commodity prices and volatility of commodities. There are complex bi-directional interdependencies between agricultural commodities and crude oil prices, as well as worldwide communication networks. The macroeconomic environment, inflation trends, and monetary and fiscal policy are all factors to consider. As a result, appropriate methods that can capture the intricacies of bi-directional causality relationships are required.

### Objectives of the Study

1. To analyse the volatility of crude oil and selected agricultural commodities.
2. To examine the impact of the volatility of agricultural commodities due to oil shocks.
3. To offer useful suggestions to investors and portfolio managers.

### Statement of the Problem

The study analyses the connectedness between oil price shocks and agricultural commodities. Commodities were severely affected by the drop in demand due to the pandemic. Commodities are becoming the assets of interest for hedging eventual spikes in inflation and for

portfolio diversification. Co-movements is observed between the prices of agricultural commodities and prices of energy resources.

### Methodology of the Study

#### Period of the study

The period of the study is five years from 2017 to 2021.

#### Secondary data

Secondary data has been collected from the website [www.mcxindia.com](http://www.mcxindia.com).

#### Sample

Out of 39 agricultural commodities only three commodities such as have cotton, crude palm oil and pepper has been selected for the study.

#### Tools used in the Study

Tools used for the study is

- Descriptive statistics

#### Hypotheses of the Study

$H_0$ : There is no significant impact of volatility of Crude oil on Cotton

$H_0$ : There is no significant impact of volatility of Crude oil on CPO

$H_0$ : There is no significant impact of volatility of Crude oil on Pepper

#### Limitations of the Study

1. Only five years have been considered for the study.
2. The study is based on secondary data and inferences are made based on these data

#### Review of Literature

Hedi Ban Haddad, Imed Mezghani, Abdessalem Gouider,<sup>1</sup> The purpose of this research is to use the time-varying vector-autoregressive (TVP-VAR) model to accurately estimate commodity price uncertainty and to examine the uncertainly connectivity between commodities market and macroeconomic uncertainty. Energy, fats and oils, beverages, cereals, other foods, raw materials, industrial meals, and precious metals are the eight key commodity markets we use. The time period covered by the sample is January 1960 to June 2020. Estimated commodity price uncertainties have been shown to be leading indications of uncertainty in commodity markets rather than volatility. Furthermore, the time-varying connectivity analysis shows that macroeconomic uncertainty has long-term spillover

effects on commodity uncertainty, particularly during the recent covid-19 pandemic. It was also discovered that the main drivers are energy uncertainty shocks. The fats and oils uncertainty is the influence driver of uncertainty spillovers among agriculture commodities, and the fats and oils uncertainty is the influence driver of uncertainty spillovers among commodity markets. The findings are critical for governments, businesses, and investors to develop reliable projections of commodity price volatility.

Robert C.Reddy<sup>2</sup>, This study proposes a new approach for determining whether oil price variations are caused by supply or demand, as well as a number of new facts about the relationship between oil prices and stock returns. Oil supply shocks are strongly negatively correlated with equity returns, accounting for 6% of the significantly negatively connected with equity turn from 1983 to 2012 (10% excluding the financial crisis), while demand shocks account for another 38%. The negative impact of supply shocks is not concentrated, implying that oil shocks have a limited impact on consumer spending. Oil supply shocks are defined as variations in the price of oil that are orthogonal to the returns of an index of oil producing enterprises at the time of the shock, with the remaining variance categorized as demand shocks. Evidence, both theoretical and empirical are provided as evidence in favour of this method.

Maryam Ahmadi, NiazBashiriBehmiri and Matteo Manera<sup>3</sup>, The effects of oil price shocks on the volatility of selected agricultural and metal commodities are investigated in this study. To accomplish this, we break down an oil price shock into its constituent parts, which include macroeconomics and oil-specific shocks. The structural vector autoregressive (SVAR) model was used, and the time period covered was April 1983 to December 2013. Before and after 2006 for agricultures, taking into account the 2006-2008 food crisis, and before and after 2008 for metals, taking into account the recent global financial crisis. The success of historical deconstruction confirms the legitimacy of temporal divisions. Based on impulse response functions, we discover that the response of each commodity's volatility to an oil price shock varies dramatically depending on the commodity. Considering both the pre- and post-crisis periods on the fundamental cause of the shock Furthermore, the explanatory power of oil shocks increases following the crisis, according to

variance decomposition. By examining market variables in each period, the various responses of commodities are discussed in detail.

## Analysis and Interpretation

**Table 3.1 Descriptive Statistics of Crude Oil Spot Returns**

Year	S.D	Kurtosis	Skewness
2017	0.015888	1.188286	0.736795
2018	0.020184	3.776713	0.901849
2019	0.021808	8.027777	-0.82054
2020	0.067159	26.21432	2.182953
2021	0.02167	6.737443	1.244447

### Interpretation

The table 3.1 shows the Descriptive statistics of Crude oil spot returns. Standard deviation is high (0.067159) in 2020 which indicates greater deviation from the mean. A higher standard deviation value indicates that in 2020, the returns of Crude oil show more volatility.

The kurtosis value of more than 3 shows that the distribution is leptokurtic which indicates that there are abnormal returns on either side of the mean. The kurtosis value is the highest in 2020 (26.21432) which shows that the returns of Crude oil are more volatile. The returns show a platykurtic distribution in 2017 as the kurtosis value is less than 3 which indicates that the returns during this year are less risky with stable returns.

The table shows that the skewness value is negative during 2019 which indicates the returns are negatively skewed and it shows a positively skewed distribution for the remaining years of the study period.

**Table 3.2 Descriptive Statistics of Cotton Spot Returns**

Years	S.D	Kurtosis	Skewness
2017	0.006128	0.335932	-0.07707
2018	0.006454	5.269366	-1.00507
2019	0.005633	4.353118	0.497109
2020	0.008022	59.91938	4.988689
2021	0.005937	2.258791	-0.71963

### Interpretation

The table 3.2 shows the Descriptive statistics of Cotton spot returns. Standard deviation is high (0.008022) in 2020 which indicates greater deviation from the mean. A higher standard deviation value indicates that in 2020, the returns of Cotton show more volatility.



The kurtosis value of more than 3 shows that the distribution is leptokurtic which indicates that there are abnormal returns on either side of the mean. The kurtosis value is the highest in 2020 (59.91938) which shows that the returns of Cotton are more volatile. The returns show a platykurtic distribution in 2017 and 2021 as the kurtosis value is less than 3 which indicates that the returns during these years are less risky with stable returns.

The table shows that the skewness value is negative during 2017, 2018 and 2021 which indicates the returns are negatively skewed and it shows a positively skewed distribution for the remaining years of the study period. The leptokurtic distribution with negative skewness in 2018 implies a greater risk because of the higher odds of negative outliers.

**Table 3.3 Descriptive Statistics of Crude Palm Oil Spot Returns**

Years	S.D	Kurtosis	Skewness
2017	0.16143	122.6556	-0.04959
2018	0.046073	122.9313	-0.1045
2019	0.008352	1.997471	-0.83628
2020	0.011015	3.560881	0.789316
2021	0.012019	11.39564	-1.66557

#### Interpretation

The table 3.3 shows the Descriptive statistics of Crude Palm Oil spot returns. Standard deviation is high (0.16143) in 2017 which indicates greater deviation from the mean. A higher standard deviation value indicates that in 2017, the returns of Crude Palm Oil show more volatility.

The kurtosis value of more than 3 shows that the distribution is leptokurtic which indicates that there are abnormal returns on either side of the mean. The kurtosis value is the highest in 2018 (122.9313) which shows that the returns of Crude Palm Oil are more volatile. The returns show a platykurtic distribution in 2017 and 2021 as the kurtosis value is less than 3 which indicates that the returns during these years are less risky with stable returns.

The table shows that the skewness value is negative during 2017, 2018, 2019 and 2021 which indicates the returns are negatively skewed and it shows a positively skewed distribution for the remaining years of the study period. The leptokurtic distribution with negative skewness in 2021 implies a greater risk because of the higher odds of negative outliers.

**Table 3.4 Descriptive Statistics of Pepper Spot Returns**

Years	S.D	Kurtosis	Skewness
2017	0.01064	1.938238	-0.60424
2018	0.010741	6.803065	-0.97231
2019	0.010808	0.540305	-0.3223
2020	0.008659	7.713466	1.004607
2021	0.006611	6.605881	-1.54855

#### Interpretation

The table 3.4 shows the Descriptive statistics of Pepperspot returns. Standard deviation is high (0.010808) in 2019 which indicates greater deviation from the mean. A higher standard deviation value indicates that in 2019, the returns of Pepper show more volatility.

The kurtosis value of more than 3 shows that the distribution is leptokurtic which indicates that there are abnormal returns on either side of the mean. The kurtosis value is the highest in 2020 (7.713466) which shows that the returns of Pepper are more volatile. The returns show a platykurtic distribution in 2017 and 2021 as the kurtosis value is less than 3 which indicates that the returns during these years are less risky with stable returns.

The table shows that the skewness value is negative during 2017, 2018, 2019 and 2021 which indicates the returns are negatively skewed and it shows a positively skewed distribution for the remaining years of the study period. The leptokurtic distribution with negative skewness in 2021 implies a greater risk because of the higher odds of negative outliers.

#### Findings of the Study

##### Descriptive Statistics

1. The Descriptive statistics of Crude oil spot returns. Standard deviation is high (0.067159) in 2020 which indicates greater deviation from the mean. (table 3.1)
2. The Descriptive statistics of Cotton spot returns. Standard deviation is high (0.008022) in 2020 which indicates greater deviation from the mean. (table 3.2)
3. The Descriptive statistics of Crude Palm Oil spot returns. Standard deviation is high (0.16143) in 2017 which indicates greater deviation from the mean. (table 3.3)
4. The Descriptive statistics of Pepper spot returns. Standard deviation is high (0.010808) in 2019 which indicates greater deviation from the mean. (table 3.4)

### Suggestions

1. Oil price volatility is specifically important because it represents risk to commodity markets in terms of production, inventories, and transportation, plus it also affects decisions of purely Agro Commodities.
2. Commodity market should note that all sectors and stocks that stand to gain for the crude price crash don't automatically qualify for commodity exchange.
3. Oil price shocks can impact of firm's share prices through its impact on the commodity market behaviours of the firm as well. When oil goes up significantly, oil exporting nations start investing in commodity markets such as India. When oil crashes, they withdraw their money. So the market should be very careful while choosing their commodities.
4. Since the commodity market can be considered as a proxy for the general economy, and oil is the most important commodity, so the market should understand the relationship between implied volatility for the equity market.

### Conclusion

The recent fluctuations in the crude prices have captured the economists, policy makers and the researcher's attention. Crude oil not only serves as a major source of energy but also act as an important source of raw material for various industrial applications. Further, the energy and transportation cost are linked to the crude oil prices. The crude prices decide the level of inflation and real interest rates. Therefore, it is one of the most demanded commodities across the globe. Small fluctuations in crude

prices effects different economies in different manner. These fluctuations in crude prices are called oil shocks. These shocks have an impact on macroeconomic variables of a nation and India in particular, because we depend on crude imports to meet seventy percent of the domestic oil demand. This in turn, results in spending or saving of huge amounts of foreign exchange.

The present study analysed the relationship between Crude Oil spot prices, and Agro Commodities for the study it can be concluded that there is a positive relationship between Crude oil prices and Agro Commodities during the study period. From the study it can be concluded that there is a positive relationship between Crude Oil prices and Agro commodities during the study period. The analysis also states that there is a significant impact on the Crude Oil prices and Agro commodities in the year 2017 to 2021. The analysis also states that there is a no significant impact on the crude oil prices and Agro commodities in the year 2017 to 2021.

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# INCOME TAXPAYERS' APPROACH TOWARDS ELECTRONIC FILING WITH SPECIAL REFERENCE TO TRICHY

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## **Abstract**

Individuals pay income tax, which is the tax paid by the government depending upon their income. Income tax is progressive. Income and tax rates are directly proportional. The tax rate increases as income increases and decreases as income decreases. The Income Tax Department has assumed responsibility for all tax-related activities and processes. The income tax department in India is managed by the Central Board of Direct Taxes (CBDT), which is a part of the Ministry of Finance of the Indian Government. E-filing has been made compulsory for a certain section of taxpayers. It is compulsory when

1. If the total income exceeds 5,00,000, any refund has to be claimed.
2. Where accounts need to be audited under Section 44AB
3. When the return is to be furnished in ITR-3 or ITR-4

The survey is conducted within the Tiruchirappalli district. The study covers only 113 respondents. The study mainly focuses on the awareness and satisfaction levels of taxpayers regarding the e-filing of income tax returns. A questionnaire was prepared to collect the data. Descriptive statistics, chi-square, and one-way ANOVA were used for analysing the data. Sufficient understanding and acceptance of e-filing by taxpayers should be made to reduce the risk of user rejection. Preventive and predictive measures are to be taken on a timely basis to ensure acceptance among the non-users of e-filing.

**Keywords:** *Income tax, income taxpayers, electronic filing, and the Central Board of Direct Taxes (CBDT).*

## **Introduction**

Income tax is a tax that is levied by the government on individuals according to their income. The tax rate changes depending on the amount of taxable income. The majority of the taxable income is divided into five categories. They are :

1. income from salaries
2. Income from house property
3. Income from the profits and gains of a business or profession
4. Income from capital gains
5. Income from other sources

E-filing was initially implemented in India in September 2004, and it became necessary for all corporations to electronically file their income tax returns (ITRs) in July 2006. ITRs can be filed in two ways: manually or electronically (via e-filing). E-filing has been made compulsory for a certain section of taxpayers. It is compulsory when

1. If the total income exceeds \$5,000, any refund has to be claimed.
2. Where accounts need to be audited under Section 44AB
3. When the return is to be furnished in ITR-3 or ITR-4

Only these individuals can file their returns offline.

1. Individuals who are age 80 or older during the financial year
2. Individuals whose income is less than \$5,000 per year and who don't have to claim any refund in the return

## **Objectives**

1. To know about the perception of income taxpayers toward electronic filing.
2. To study the satisfaction level of the taxpayers during the electronic filing of returns.
3. To identify the challenges faced by taxpayers during the electronic filing of returns.

## **Scope of the Study**

This study covers the rules and regulations of the government's income tax department. The scope of the study has been restricted to the perception and satisfaction of assessors.

## **Statement of the Problem**

In today's hectic environment, electronic filing of income tax returns is the most convenient option. E-filing has

greatly eased the burden on taxpayers by allowing them to file returns from the comfort of their own homes. Taxpayers who file their forms online receive their refunds faster than those who file their returns manually. E-filing allows for e-verification. In Tiruchirappalli, research on the electronic filing of income tax returns is quite scarce. Due to website issues such as login issues, errors while calculating interest, incorrect capturing of details from Form 16, ITR-1 not being accepted even after submission, the inability to E-verify the ITR after E-filing, Form 26AS details not getting automatically captured, and security issues, tax filers find it difficult to do electronic filing of their income tax returns. All of these issues lead to a decrease in the use of electronic systems. This necessitates an understanding of the taxpayers' degree of satisfaction with e-filing and the challenges they experience.

## Methodology of the Study

### Population

The population was included in the overall Tiruchirappalli

### Sample size

The study involved 113 respondents. The sample surveyed consisted of people belonging to rural, urban, and semi-urban areas.

### Method of collecting data

The data collected was from primary and secondary sources like the internet, journals, newspapers, books, etc., which were used to gather general information related to the topic of study.

### Tools for collecting data

A questionnaire was prepared that contained diverse questions relating to demographic information, and those relating to eliciting information about the perceptions of people relating to the topic of the study were also included. The questionnaire was converted into Google Forms, and this was circulated virtually.

### Tools used for analysis

1. Descriptive statistics
2. Chi-square
3. One-way Anova

## Limitations of the Study

The following are the limitations of the study:

1. The survey was conducted within the Tiruchirappalli district. Hence, the results that were obtained may not apply to other areas.

2. The study covers only 113 respondents.
3. The study mainly focuses on the awareness and satisfaction levels of taxpayers about the e-filing of income tax returns.
4. Time is the vital limiting factor.

## Review of Literature

**Kalyani (2011:1)**, in her study on the tax planning of salaried employees in the city of Coimbatore for the financial year 1998–1998, identified that the older the employee, the higher the liability. Private-sector employees get a higher income than government employees. Tax payments decrease when tax-saving investments increase tax savings along with income and employees prefer to invest in life insurance corporations, provident funds (PF), and national savings certificates (NSC).

**Mamta (2012)** said that he found it comfortable to use. He wanted to investigate whether the taxpayers had come across any challenges or facilities while using e-filing systems. To examine the situation, 300 respondents were taken as a sample. It can be concluded that the majority of taxpayers have enough facilities to use the e-filing system at home or at work, and ease of use is the most important reason to file returns online.

**Arora (2016:3)** examined the process of electronic filing used in India and the progress of the e-taxation system in India by comparing its yearly progress based on income tax returns. The data source was secondary, and descriptive statistics were used for the study. The study proved that e-taxation had shown some dynamic results that will change the Indian taxation system.

**Gayathri et al. (2016)<sup>4</sup>** explained the taxpayer's perception of the direction of online filing of income tax returns. To measure the satisfaction level of the participants and the perceived level of the participants towards online filing, primary data was gathered through the questionnaires. The study summarised that the respondents did electronic filing due to rapid tax refunds; 4% of respondents did electronic filing for special cash rebates; and 7% of respondents said that they had an absence of encouragement for e-filing, rather the cause was forced mental pressure.

**Islam, Yusuf, and Bhuiyan (2015)** This study tried to analyse the influence of demographic factors on e-filing users' satisfaction in Malaysia. The information was

collected from 275 randomly chosen respondents. An ANOVA tool was used to analyse the information. The result showed that respondents with different occupations considerably differ in various users' satisfaction with tax e-filing in Malaysia.

**Shares Haryani, Bharti Motwani, and Sukhjeet Kaur Matharu (2015) 6**They studied the behavioural intentions of taxpayers towards online tax filing in India. The paper dealt with the taxpayers' perception of the usefulness of the e-filing site. India is one of the developing countries, as is its response in discharging taxes to the government. This paper studies the developed taxpayers' perceptions of the influence of factors in government

**Rajeswari et al. (2014)<sup>7</sup>** examined the perception and satisfaction level of electronic tax filing for salaried employees. The analysis had been made in the direction of the technical and managerial limitations of electronic filing patterns.

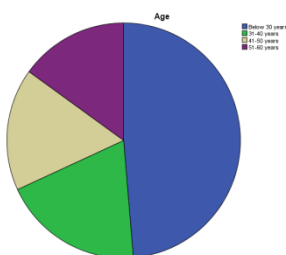
**Ragupathi et al. (2015)<sup>8</sup>** research the overall experience, perception, and level of taxpayers' adoption of electronic filing. The descriptive research method has been used in the current study to analyze the data.

**Data Analysis and Interpretation**

**1. Descriptive Statistics**

**Age-wise distribution of respondents**

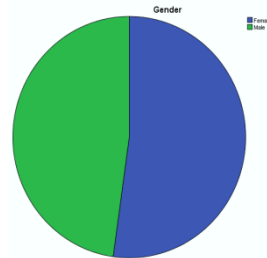
Age	No. of Respondents	%
<30 years	55	48.7
31-40 years	22	19.5
41-50 years	19	16.8
51-60 years	17	15.0
Total	113	100.0



**Inference:** It is inferred that the majority of the respondents are from the age group of fewer than 30 years (48.7%).

**Gender-wise distribution of respondents**

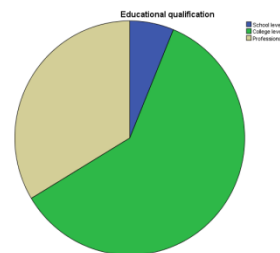
Gender	No. of respondents	%
Female	59	52.2
Male	54	47.8
Total	113	100.0



**Inference:** It is inferred that the majority of the respondents are Female (52.2%).

**Qualification-wise distribution of the respondents**

Qualification	No. of respondents	Percentage
School level	7	6.2
College level	68	60.2
Professional	38	33.6
Total	113	100.0



**Inference:** It is inferred that the majority of the respondents are college-level qualified graduates (60.2%)

**2. Testing of Hypothesis**

**I. Chi-Square Test**

**H0:** There is no association between the awareness level of E-filing and the gender of respondents.

		Awareness of the E-filing option			Total
		Highly aware	Moderately aware	Least aware	
Gender	Female	25	26	8	59

	Male	23	27	4	54
Total		48	53	12	113

	Asymp. Sig. (2-sided)
Pearson Chi-Square	.544
Likelihood Ratio	.538
Linear-by-Linear Association	.607
N of Valid Cases	

**Inference:** Since the P value is greater than 0.05, H<sub>0</sub> is accepted i.e., There is no association between the awareness level of the E-filing option and gender.

## II. One-way Anova

**H<sub>0</sub>:** There is no significant difference between the satisfaction level of E-filing and the age of the respondents.

	Mean Square	F	Sig.
Between Groups	1.823	1.455	.231
Within Groups	1.252		
Total			

**Inference:** Since the P value is greater than 0.05, H<sub>0</sub> is accepted i.e., There is no significant difference between satisfaction level towards E-filing and the age of the respondents.

## Major Findings

- 8% of the respondents are aware of the terms of E-payment of tax.
- 4% of the respondents are feeling safe filing taxes electronically.
- 1% of the respondents are satisfied with the option of E-filing of tax.
- 7% of the respondents are facing technical issues while filing their taxes electronically.
- 9% of the respondents find that there is incorrect capturing of details from Forms 16 and 26AS.
- 5% of the respondents couldn't complete the procedure of E-filing of tax filing due to time limitations.

## Suggestions

- The option of e-filing taxes can be more simplified.
- The system can be user-friendly so that people don't face technical issues.

- The public can become aware of the e-filing option by conducting campaigns and advertisements.
- With the help of various mediums, the benefits of e-filing can be promoted.
- The Income Tax Department can provide more help and support through online videos, online demos, FAQs, etc.

## Conclusion

Information and communication technology (ICT) is critical in the delivery of technology-oriented services between the government and the general public (e-governance). E-filing of ITRs is the simplest and most technologically advanced service available between the Income Tax Department and taxpayers. This study concluded that e-filing of ITRs had simplified procedures, and improved convenience, accuracy, and safety, as well as being cost-effective. But it is required to create more awareness among taxpayers regarding e-filing. In the challenging technological environment, sufficient steps should be taken by the income tax department regarding a more secure operating system for e-filing in the challenging technological environment. Clear understanding and acceptance of e-filing by taxpayers should be made to reduce the risk of user rejection. Preventive and predictive measures are to be taken on a timely basis to ensure acceptance among the non-users of e-filing.

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## SUSTAINABLE DEVELOPMENT – ORIGIN AND IMPLEMENTATION

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### Origin of the concept of sustainable development

Many of the ideas that are now embedded in the idea of sustainable development have been around for a long time, dating back as far as the work of Malthus on population growth in the late 1700s. But the concept appears really to have emerged during debate in the early 1970s following a range of key publications drawing attention to man's over-exploitation of the environment, focusing on economic development and the growing global concern about development objectives and environmental constraints, and examining the inextricable links between environment and development. Barbier distinguishes two strands of debate at this time about economic development: one focusing on basic needs with an emphasis on helping the poor, and the other stressing that real development is impossible without consideration of the environment, taking into account local social and cultural values, and enabling stakeholder participation. The gradual emergence of the concept of sustainable development has also built on a range of other concepts, e.g., "sustainable yield," "Eco-development," "deep ecology,"

### Definitions

Whilst earlier literature discussed a wide range of issues surrounding the emerging concept of sustainable development, the following statement from the World Conservation Strategy (IUCN/WWF/UNEP, 1980) appears to be the first actual attempt to define sustainable development:

"For development to be sustainable, it must take account of social and ecological factors as well as economic ones; of the living and non-living resource base; and of the long-term as well as the short-term advantages and disadvantages of alternative action."

The World Conservation Strategy was frequently criticised for being concerned mainly with ecological sustainability rather than sustainable development *per se*. The most universally quoted definition is that produced in

1987 by the World Commission on Environment and Development (WCED), otherwise known as the Brundtland Commission (after its chairperson, Gro Harlem Brundtland, Prime Minister of Norway):

"economic and social development that meets the needs of the current generation without undermining the ability of future generations to meet their own needs."

Following the publication of the Brundtland report, there was a rapid escalation of alternative definitions of sustainable development, and lists are given by several authors (e.g., Pezzey 1989, Pearce et al. 1989, and Rees 1989). Mitlin (1992) notes that, in general, definitions involve two components: the meaning of development (i.e., what are the main goals of development: economic growth, basic needs, rights, etc.); and the conditions necessary for sustainability.

Despite the wealth of references to the Brundtland definition, it is not supported by professional consensus. As Banuri (1999) observes, "there is considerable professional disagreement about this definition, mostly on how to put the idea of sustainable development into operation, but also to do with questions of definition and on its claims to

### Building high-level commitment

Over the past two decades, sustainable development has emerged as the preferred way of dealing with the rapid degradation of the natural environment. The first global meeting on this issue, the U.N. Conference on the Human Environment in 1972, focused mainly on the environmental issues that were most evident in the wealthy nations and associated with industrial development and a rapid growth in consumption, e.g. pollution and waste. Much less attention was given to the needs of lower-income countries in the South for stronger and more stable economies, as well as environmental improvement. Although the need to combine development and environmental goals was becoming evident, more emphasis was placed on the



"limits to growth" arising from shortages in resources such as metals and fossil fuels.

The new concern for what later became labelled "sustainable development" is evident in the Cocoyoc Declaration of 1974, which addressed the issue of how to respect the "inner limit" of satisfying fundamental human needs within the "outer limits" of the Earth's carrying capacity. But it was the World Conservation Strategy of 1980 that launched sustainable development into the international policy arena, stressing the importance of integrating environmental protection and conservation values into the development process. Subsequently, the Brundtland Commission paved the way for the 1992 UN Conference on Environment and Development (UNCED), otherwise known as the Earth Summit, in Rio de Janeiro. This conference approved a set of five agreements:

- Agenda 21: a global plan of action for sustainable development, containing over 100 programme areas ranging from trade and environment through agriculture and desertification to capacity building and technology transfer.
- The Rio Declaration on Environment and Development is a statement of 27 key principles to guide the integration of environment and development policies (including the polluter pays, prevention, precautionary, and participation principles).
- The Statement of Principles on Forests—the first global consensus on the management, conservation, and sustainable development of the world's forests
- The Framework Convention on Climate Change is a legally binding agreement to stabilise greenhouse gases in the atmosphere at levels that will not upset the global climate system.
- The Convention on Biological Diversity is a legally-binding agreement to conserve the world's genetic, species, and ecosystem diversity and share the benefits of its use in a fair and equitable way.

### Implementing the idea

Now that high-level legal and political commitments have been made to sustainable development, attention is focusing on what the concept actually means and how to operationalize it, for example, by preparing policies for sustainable agriculture, directing support toward sustainable forestry, or developing national sustainability strategies. The Brundtland Commission's definition, while widely used, provides little guidance on how to implement

sustainable development. The absence of a clear definition has allowed some to claim that they are practising sustainable development while essentially repackaging "business as usual" approaches.

Part of the problem lies in the confusion that surrounds what is actually "sustained" by "sustainable development." Although the term "sustainable" is most widely used to refer to the maintenance of ecological systems and resources, it has also been applied to the economic, social, and even cultural spheres.

This broad application of "sustainability" is perhaps not surprising, since sustainable development is by nature an interdisciplinary concept, drawing on social and physical sciences as well as law, management, and politics. It is also a dynamic approach, which, according to the Brundtland Commission, is "a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development, and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations."

What the Earth Summit did make clear is that meeting human needs forms the bedrock of sustainable development. Thus, according to the World Health Organisation, "the most immediate environmental problems in the world are the ill-health and premature death caused by biological agents in the human environment in water, food, air, or

### Meeting the goals of sustainable development

A commitment to meet the needs of present and future generations has various implications. "Meeting the needs of the present" means satisfying:

- *Economic needs*, including access to an adequate livelihood or productive assets; also economic security when unemployed, ill, disabled, or otherwise unable to secure a livelihood
- *social, cultural, and health needs*—including a shelter that is healthy, safe, affordable, and secure within a neighbourhood with provision for piped water, drainage, transport, health care, education, and child development—and protection from environmental hazards. Services must meet the specific needs of children and of adults responsible for children (mostly women). Achieving this implies a more equitable

distribution of income between nations and, in most cases, within nations.

- *Political needs*, including the freedom to participate in national and local politics and in decisions regarding the management and development of one's home and neighbourhood, within a broader framework that ensures respect for civil and political rights and the implementation of environmental legislation.
- Meeting such needs "without compromising the ability of future generations to meet their own needs" means:
- *Minimizing use or waste of non-renewable resources*, including minimising the consumption of fossil fuels and substituting renewable sources where feasible. Also, minimising the waste of scarce mineral resources (reduce use, re-use, recycle, reclaim)
- *sustainable use of renewable resources*, including using freshwater, soils, and forests in ways that ensure a natural rate of recharge.
- *Keeping within the absorptive capacity of local and global sinks for waste*, including the capacity of rivers to break down biodegradable wastes as well as the capacity of global environmental systems, such as the climate, to absorb greenhouse gases.

### Drifting towards unsustainability

At present, these "preconditions" are rarely met. As a result, the world appears to be locked into a number of downward trends that are moving away from, rather than toward, sustainability. The roots of this decline are many but can be clustered into two broad groups: *market failures*, where economic transactions fail to take account of social or environmental costs, and *policy failures*, where governments inadvertently encourage environmental degradation, for example, through subsidising energy and water use. The issue is thus not one of *whether* governments should intervene to steer development towards sustainability, but *how*.

### Balancing Objectives

Sustainable development aims to reverse these downward trends. There is a growing consensus that sustainable development means achieving a quality of life that can be maintained for many generations because it is:

- Socially desirable, fulfilling people's cultural, material, and spiritual needs in equitable ways.
- *economically viable*, paying for itself, with costs not exceeding income, and
- Ecologically sustainable, maintaining the long-term viability of supporting ecosystems.

Sustainable development will entail the integration of these three objectives where possible and making hard choices and negotiating trade-offs between objectives where integration is not possible. These negotiations will be greatly influenced by factors such as peace and security, prevailing economic interests, political systems, institutional arrangements, and cultural norms. For example, the role of women in shaping policies and actions may be more restricted in Muslim countries, and the ability of the public to participate in this process may be more limited under authoritarian systems. There is no blueprint for sustainable development. It needs to be defined to meet and respect the particular needs and circumstances of individual countries, societies, and cultures.

Traditionally, societies have attempted to set social, economic, and environmental goals, but often in isolation from one another. Thus, nature conservation targets have been set without regard to the goals for economic growth or poverty reduction. The result has been the creation of short-lived "green islands" in a sea of unsustainability. Decision-makers are now becoming aware that environmental goals can only be achieved by integrating them into mainstream social and economic policy-making.

### Making trade-offs

A pragmatic way of tackling the question, "How best to achieve sustainable development?" is to start with the premise that development intrinsically involves *trade-offs* between potentially opposing goals, such as economic growth and resource conservation or modern technology and indigenous practices. These conflicts are often real, but they vary according to circumstances. Poverty is often cited as a cause of environmental degradation, but there are many examples of poor societies improving their environment. For example, in Karachi, Pakistan, the Welfare Colony of 1,000 households has installed its own sanitation system. Similarly, it is often stated that population growth in developing countries is inevitably on a collision course with the resource base. However, there are cases where population growth has been associated

with better management of resources (e.g., in the Machakos area in Kenya). Equally, there is no necessary link between economic growth and environmental damage. The policy challenge is to drive a wedge between rising incomes and resource use and pollution, a task that has proved hard to realise in practice.

The aim of sustainable development is thus to optimise the realisation of a society's many and different social, environmental, and economic objectives at the same time. Preferably, this should be achieved through an adaptive process of integration, but more usually it will require bargains (trade-offs) struck amongst the different interest groups concerned. Critical to this process is the recognition that different perspectives on the environment and development are both inevitable and legitimate. There could be, for example, very different environmental priorities between aid donors, recipient governments, and the poor of developing countries.

One way of looking at these trade-offs is to take an economic approach and identify the human and natural capital stocks that are needed for development.

### The participation principle

The question then arises: who should make the decisions on trade-offs? Here, Agenda 21 calls for the widest possible *participation* in international negotiations, such as UNCED, in national and local sustainable development strategy-making exercises, and in project design and implementation. Participation is crucial not only for the effectiveness and legitimacy of actions but also because of the relative lack of "scientific" tools and indicators that can give policymakers instant answers. Developing and using consensus-building and conflict resolution techniques will therefore be an important element of sustainable development. Much effort is being put into defining indicators of sustainability.

National governments are responsible for providing the conditions that both permit and facilitate the necessary dialogue and negotiation between all sectors and interest groups in society. The development of national strategies for sustainable development, called for in Agenda 21, could lead to greater democracy, encourage an overhaul of institutional arrangements, administrative procedures, and legislative frameworks, as well as foster consensus among different strata and groupings in society. Aid donors can support such home-driven processes in recipient countries by coordinating their activities, not imposing external models, and refocusing existing investments to

bring them in line with national goals for sustainable development.

### Conclusion

"Economic inequality, social instability, and environmental degradation are common features of unsustainable development." Poor people bear the brunt of these problems because their livelihoods are precariously balanced on volatile economic opportunities in environments vulnerable to change. They lack opportunities for meaningful participation in the decisions that affect their livelihoods. Systems of governance and institutional arrangements can add to this dilemma by reinforcing the influence of certain sectors on decision-making processes. There can be no lasting development if governments, donors, and civil society choose the short-term view. To effectively eliminate poverty, all aspects of sustainable development should be taken seriously. This means not only focusing on vigorous economic growth but also encouraging economic growth that benefits the poor and is based on sound management of the environment. More specifically, this means creating sustainable livelihoods for poor people.

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## FINANCIAL ANALYSIS OF TANCEM IN ARIYALUR UNIT

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### **Abstract**

*The Indian cement industry plays a key role in the national economy by generating substantial revenue for the state and central government. The industry is highly fragmented with a number of players by global standard. In terms of quality, Productivity and efficiency, it compares with the best anywhere. It is almost home grown, built indigenously and using locally available inputs. Barring one or two exceptional years, its performance in the last two decades has been quite consistent and commendable in terms of Modernization, expansion, growth in production, improvement in productivity and cost efficiency. The industry can expect to see good years ahead in the longer term.*

**Key words:** *Current ratio, quick ratio, debt ratio, gross profit ratio, inventory turnover ratio*

### **Objectives**

The main objective of this paper is to analyze the extent of ratio analysis of TANCEM in the Ariyalur unit.

### **Review of Literature**

Ajay Acharaya<sup>1</sup> has studied in detail the various factors responsible for rapid changes in the cement industry. The study also points out reasons for more mergers, acquisitions and the fall-out of smaller plants. Certain factors that are essential for cement companies to excel in their business, are good quality with international standards, ability to keep up with competition, company and the industry should twinkle globally and act local integration of information technology and finally nurture the people within industry. With the combination of the technology, scientific attitude to development of the quality management, benchmarking information technologies and of human resources development will accrue into a volume which will give the cement industry a prize of race.

Bhanu,<sup>2</sup> has made an attempt to bridge the gap by empirically evaluating the cement industry during various phases of control and decontrol. Capacity utilization is taken in this study to be the most important factor which explains the decentralization in investment in the cement industry after the mid 1980s. This study argues that both supply and demand factors, besides policy change, influence the performance of the industry and shortage in supply side factors hamper higher utilization of capacity. The availability of coal as well as power is important for higher capacity utilization in the cement industry, while the

price of cement has a positive effect on capacity utilization and levy has a negative effect. This study also reveals that the effect of liberalization in the cement industry was diluted by the lack of investment in coal and power which resulted in shortage, which in turn, lead to poorer performance and deceleration in additional investment in the industry.

Dev Prasad, Garry D. Broton and Andreas G. Merikas,<sup>3</sup> have presented a research paper on "Long run Strategic Capital Structure", in which they analyzed to confirm the linkage between capital structure and strategic posture of the firm. Specifically, managers were found to structure the selection of debt and capital intensity in a way consistent with the strategic goal of long-run control of systematic risk. Therefore, the efficacy of a strategic perspective of capital structure will be examined by investigating the control of systematic risk in firms over the long term through the adjustment of the firm's capital structure.

K.K. Tangri,<sup>4</sup> has made an attempt to stress the need and importance of transportation of cement in bulk without bagging in loose. In almost all the developed countries, cement is transported in bulk either by rail or road. Smaller bags of 5 kilograms or 10 kilograms are sold through departmental stores for self-help enthusiasts. In India, the normal mode of transportation of cement is in 50 kilogram bags. This mode should be reduced as much as possible. By doing so the industry can achieve substantial reduction in the cost incurred at the boarding point, reduction in the cost of distribution at the unloading end. Railways carry in bulk transportation and maximum gain of bulk

transportation goes to the consumer. Keeping in view the overall advantage to the industry, the consumer, the economy, the transporter and the environment, transportation of cement in bulk needs to be encouraged and pushed.

P.A.Longman,<sup>5</sup> in his paper analyzed the key performance indicators such as clinker output per employee, kiln running time, kiln fuel consumption, maintenance costs, refractory consumption, and engineering stock holding etc., in the cement industry. Although Blue Circle Industries (BCI) was recording Key Performance Indicators (KPI) for many years, it is only in the last few years that these have been systematically analyzed and the results of individual plants compared turnout and international benchmarking exercise. The results of this exercise have allowed BCI to identify areas that can be improved to instigate a process of continuous improvement by setting targets and to ensure that best practice is implemented. This paper outlines the ranges for parameters monitored, describes the process of assessment and comparison and gives examples of some of the benefits achieved.

Tiwari.R.S.<sup>6</sup> has analyzed in his paper that the cement industry is passing through a highly discouraging period due to high cost of production and low prices. Many units are suffering due to the above factors and unexpected fall in demands particularly in the government sector. There is no doubt that the demand will improve and the prices will go up but cutthroat competition in the market has come to stay in spite of the various strategies adopted by the Cement Manufacturer's Association. The industry must earn reasonable profits to survive and this will mostly depend on the cost of production. Proper management, effective controls and cost reduction strategies are the most important methods to improve the profitability in cement factories. We shall examine and discuss the areas in a cement factory where cost reduction is possible with conscious efforts.

T.D.Khiria <sup>7</sup> has made an analysis to give importance to mini cement plants so that certain basic problems of our economy like unemployment can be reduced. For a large country like India such mini cement plants not only help in dispersal of industry to rural areas, but also have employment potential many times more than the bigger plants and wins substantial saving in power consumption

and cost of installation per unit Durga Prasad Shoos is the first manufacture of cement in tiny cement plant in India, in the year 1983, at present there are more than 300 mini cements. This also spread to the Middle East and African countries, Bangladesh, Oman etc.

### Period of Study

The Present study Covers a 5 Years from the period 2015-2016 to 2019-2020 the data are collected from annual reports of the respective cement industry are Current Ratio, Quick Ratio, Debt Ratio, Gross profit Ratio, Inventory Turnover Ratio, Fixed Asset Turnover Ratio.

### Current Ratio

The current ratio is a measure of the firm's short-term solvency. It indicates the availability of current assets in rupees for every one rupee of current liability. A current ratio of 2:1 is considered satisfactory.

(Rs. In crores)

Year	Current Assets	Current Liabilities	Current Ratio
2015-2016	2035.73	1362.99	1.49
2016-2017	3611.71	2480.51	1.46
2017-2018	4605.33	3125.73	1.47
2018-2019	4437.88	2893.02	1.53
2019-2020	6155.28	3203.72	1.92

Source: Annual report

Year	Correlation value	Statistical inference
Current as sets Pearson Correlation Sig.	.952* .013	P<0.05 Significant
Current liability Pearson Correlation Sig.	.859 .062	P>0.05 Not Significant

\* Correlation is significant at the 0.05 level.

**Statistical test:** Karl Pearson coefficient correlation test was used the above table

There is no significant relationship between year wise classification and their current liability. Hence, the calculated value is greater than table value ( $P > 0.05$ ).

There is a significant relationship between year wise classification and their current assets. Hence, the calculated value less than table value ( $P^* < 0.05$ ).

The ideal ratio Current ratio is 2:1 these ratios are fluctuating over the years. The decreasing trend of the ratio indicates that the current liability is greater than the previous year. During the current year 2018-19, even though there is an increase in current liabilities, the current ratio has increased. This is due to an increase in current assets of 38.70 per cent which is greater than the increase in current liabilities of about 11.63 per cent. The highest ratio of 2.00 in the year 2019-20 is equal to the ideal ratio which indicates the company's ability to meet its current obligations.

### Quick Ratio

Quick ratio establishes a relationship between quick, or liquid, assets and current liabilities. An asset is liquid if it can be converted into cash immediately or reasonably soon without a loss of value.

(Rs. In crores)

Year	Current Assets	Current Liabilities	Current Ratio
2015-2016	832.61	1159.76	0.72
2016-2017	1195.55	2089.88	0.57
2017-2018	1456.25	2402.62	0.61
2018-2019	1223.11	2766.46	0.44
2019-2020	1723.23	30.88.33	0.56

Source : Annual Report

The ideal Quick Ratio is 1. These ratios are fluctuating over the years and all the ratios are below the standard level because of the increase in the liability portion of the company. In the year 2015-2016 the ratio is 0.72 and in the next year it has decreased up to 0.57 and in the next year it has increased to 0.61 and in the next year it has decreased to 0.44 and in the last financial year of this study gives the ratio of 0.56

### Debt Ratio

Total debt will include short and long-term borrowing from financial institutions, debentures/bonds, referred payment arrangements for buying capital equipment, bank borrowings, public deposits and any other interest-bearing loan. Capital employed will include total debt and net worth.

(Rs. In crores)

Year	Current Assets	Current Liabilities	Current Ratio
2015-2016	3525.10	5482.79	0.64
2016-2017	4488.09	7043.24	0.64
2017-2018	5150.51	7998.83	0.64
2018-2019	4600.59	7811.85	0.59
2019-2020	5538.70	9610.58	0.58

Source: Annual Report

The increase in equity may be done with the additional issue of shares or plough back of profits earned into the business. The assets in the ratio include both the current and fixed assets. The total assets increase every year, except in 2018-19 and 2019-20. This ratio shows decline in the last two years. This is due to lower level debt. However, the higher level of current assets and current ratio indicates that the company has built up asset growing equity rather than with the debts.

### Gross Profit Ratio

This ratio is also known as Gross margin or trading margin ratio. Gross profit ratio indicates the difference between sales and direct costs. Gross ratio explains the relationship between gross profit and net sales.

Year	Gross Profit	Sales	Gross Profit Ratio
2015-2016	679.80	9434.24	7.21
2016-2017	1016.87	16279.89	6.025
2017-2018	971.74	25464.34	3.82
2018-2019	1414.46	29409.30	4.81
2019-2020	2910.20	33036.57	8.81

Source : Annual Report

The gross profit reflects the efficiency of the company. For the past five years the Gross profit ratio shows an increasing trend except in the year 2017-18 and 2018-19. The increasing trend indicating the increase in sales mix, better product profile, less repair and maintenance etc.,

### Inventory Turnover Ratio

A considerable amount of a company's capital may be tied up in the financing of raw materials, work-in-progress and finished goods. It is important to ensure that the level of stocks is kept as low as possible. Consistent with the need to fulfill customer's orders in time.

(Rs. In crores)

Year	Current Assets	Current Liabilities	Current Ratio
2015-2016	8693.51	1203.10	7.23
2016-2017	14188.6	1809.64	7.84
2017-2018	21127.43	2782.62	5.56
2018-2019	2494.82	3118.93	7.76
2019-2020	28018.60	3823.41	7.33

**Source:** Annual Report

Inventory turnover measures the number of company's inventory that has been disposed of during the year. From the years 2015-16. To 2016-17 this shows an increasing trend because of inventory holding being low. This however decreased in the year 2017-18 and 2019-2020 indicating increase in raw materials.

### Fixed Assets Turnover Ratio

This ratio indicates the number of times fixed assets are being turned over.

(Rs. In crores)

Year	Sales	Fixed assets	Fixed Assets Turnover Ratio
2015-2016	9434.24	3393.92	2.78
2016-2017	16279.89	3363.98	4.84
2017-2018	25464.34	3226.89	7.89
2018-2019	29409.30	3219.01	9.14
2019-2020	33036.57	3011.80	10.97

**Source:** Annual Report

Year	Correlation value	Statistical inference
Sales Pearson Correlation Sig.	.983** .003	P<0.01 Significant
Fixed Current liability Pearson Correlation Sig.	-.949* .014	P<0.05 Significant

\* Correlation is significant at the 0.05 level.

\*\* Correlation is significant at the 0.01 level.

**Statistical test:** Karl Pearson coefficient correlation test was used the above table

There is a significant relationship between year wise classification and their sales and fixed current liability. Hence, the calculated value less than table value ( $P^* < 0.05$ ,  $P^{**} < 0.01$ ).

This indicates the efficient utilization of Fixed Assets to the profitability of the business concern. During the five year analysis, the ratio shows an increasing trend. This indicates effective utilization of the Assets which are replaced / acquired which increases the production capacity.

### Conclusion

The study of the financial statement analysis reveals that the financial performance of the organization is better. The company is operating at a high operational efficiency and all the ratios seem to be satisfactory. Only some ratios are not in line with the industry standards. It can be improved and strengthened in future. The company is financially sound, the profits for the company have increased over the past years which proves that the company has taken measures to generate profits by improving its capacity utilization which would maximize the generation of resources for expansion, growth and diversification.

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# ACCELERATING DIGITALISATION OF BANKS: SPOTLIGHT ON STREET VENDORS - SDG NO 8 DECENT WORK AND ECONOMIC GROWTH

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## Abstract

The COVID era has severely affected business on Indian streets. In markets, the propensity to pay in cash has fallen by 50% since the COVID situation. However, all is not over for small sellers. Simple use of digital technology on their mobile phones can help them run their business as usual. A paradigm shift in the Indian banking sector to cope with the technological transformation has led to a sharp rise in digital payments and receipts. This article aims to examine the level of digital payment awareness among customers and its impact on the standard of living of street vendors. To carry out the research, data were collected from people residing in Trichirappalli using structured questionnaires. Furthermore, this research article incorporates both primary and secondary data in order to provide an appropriate response to the above-mentioned goal. Collected data are analysed using statistical measures such as the T-test and Chi-square. Findings of the study reveal that the respondents were aware of the digital payment options even with the purchase of goods from street vendors. An in-depth analysis of the result shows there is a strong association between the gender, monthly income, and overall satisfaction of the respondents. The outcome of the study is that more usage of online payment leads to growth of the Indian economy as a whole.

**Keywords:** Cashless society, digital banking, online payment portal, street vendors, covid era.

## Introduction

Marketing is the process of buying and selling. It is communicating the value of a product, service, or brand to customers for the purpose of promoting it. Marketing techniques include choosing target markets through market analysis and market segmentation as well as understanding customer behaviour. It depends on considering the business in terms of customer needs and their fulfilment. Marketing is the performance of business activities. There is a vast transformation from the conventional method of buying and selling (between persons) to the digitised purchase and sale of goods. Digital marketing is an umbrella term for the marketing of products or administrations utilising advanced advances, essentially on the web, yet in addition including cell phones, show publicising, and some other computerised mediu. The digital marketing takes place through various apps, such as, Amazon, Flipkart, OLX, etc.

## Need and Scope of the Study

In the pandemic period, cashless transactions were used by 80% of the customers. The street vendor cashless transactions have contributed to a reduction in cash on hand and enhanced E-Wallet usage. The digital economy

leads to a cashless society. The cashless payments save time, facilitate a quick working process, and reduce the cost of paper.

## Objectives

- To identify the awareness of the general public towards the usage of digital payments.
- To find out the adoption level of cashless transactions by customers.
- To analyse the problems faced by the customers towards cashless transactions.
- To determine the level of satisfaction of cashless transactions by the customers purchasing goods from street vendors.

## Research Design

### Area of the Study

The area of the study was confined to Tiruchirappalli district. The respondents of the present study are the customers of street vendor goods.

### Sampling Procedure

Convenience sampling technique was adopted to select the representative samples and due care was taken to see



that the samples are unbiased. The sample consists of 85 respondents.

### Hypotheses of Study

#### Chi-Square

$H_1$ =There is a significant association between Monthly income and overall satisfaction and of the respondent

#### T-Test

$H_1$ =There is a significant association between Gender and overall satisfaction of the respondent

### Tools Used for Collection of Data

For the purpose of the study, both primary and secondary data have been used. Primary data were collected from the respondents by supplying questionnaires. The questionnaire was designed in such a way that it covers all aspects of the problem under study. Attempts were made to present the questionnaire as simple as possible and also unambiguous.

The first part of the questionnaire contains the general information about the respondents. The remaining part was directed towards finding out the view of the respondents on the topic of the study in particular. The secondary data for literature was collected from journals, Newspaper, Textbooks and related studies.

### Framework of the Analysis

Data collected through questionnaires were analysed and interpreted using percentage analysis, Chi-square, T-test. All the analyses were carried out with the help of a computer using SPSS.

### Limitations of the Study

The study has been carried out only in Tiruchirappalli District. Hence the results may not be generalised. The survey was conducted among 85 respondents only and so the findings and interpretation may not represent the universe.

### Review of Literature

- (HOCK-HAN TEE & HWAY-BOON ONG (2016) in their book named "*Cashless Payment and Economic Growth*" examined the effect of adopting cashless payment in five European Union (EU) countries, namely, Austria, Belgium, France, Germany, and Portugal, for the period of 2000-2012. The adoption of one type of cashless payment will affect another type of cashless payment in the short

run. The impact of adopting cashless payment on economic growth can only be significantly observed in the long run. Hence, any policy that promotes cashless payment will not affect the economy immediately.

- (Dr. SUBRAMANIAN.S (2014) has analysed in his research paper titled "*Paper free payment systems in India-an analytical study*" that electronic payment systems have been proving to be effective in India during the period of study. Furthermore, this study also revealed that all electronic modes of payments have attained a vast growth compared to the physical paper- based payments like cheques or drafts etc.
- ( DR. VIPIN KUMAR & KADAMBINI KUMARI (2014) in their research paper titled "*A shift Paradigm of Consumer towards online shopping*, have identified Shopping and its paradigm shift due to the influence of technology with most people preferring online shopping to the traditional physical store shopping. This research aimed to understand the comparison between online shopping & physical shopping.
- ( P MANIVANNAN (2013) in his research paper "*Plastic Money a way for cash LessPayment System*" examined that Plastic Money i.e. usage of Credit card was measured a luxury, and has become needed..
- ( CHANDRA GNANAS AMBANDAM et al (2012) in his technical report "*Online and upcoming: The Internet's impact on India*" which was published for the McKinsey and company, has explored and interpreted the role of internet in China, Brazil, Russia, and India facilitating the cashless transactions in last five years. The study assesses the impact of the Internet on various groups of users which has classified them into four broad types: individuals, entrepreneurs, enterprises, and the government
- (JASHIM KHAN, MARGARET CRAIG-LEES (2008) in their research paper titled "*Cashless' transactions: their effect on purchase behavior*" have revealed that when a credit card based payment is used, the volume, value and type of products purchased increase. The notion that the tangibility of cash influences perceptions is not novel, but it is untested. The perception may well have a direct impact on purchase behaviour.
- (RAJESH KRISHNA BALAN, NARAYAN RAMASUBBU, GIRI KUMAR TAYI) studied in their paper "*Digital Wallet: Requirements and*

**Challenges”(2006)** that the requirements and challenges of deploying a nationwide digital wallet solution in Singapore. Further they discussed why Singapore is ready for a digital wallet and identified the key challenges in building and deploying a digital wallet.

### Government Aid to Street Vendors During Trichy Covid Situation

Trichy Corporation has identified as many as 1,281 street vendors to benefit under the Prime Minister Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) scheme in Srirangam zone. The scheme would facilitate a sum of Rs 10,000 to the street vendors to relaunch their business that was hit by the Covid-19 lockdown. The applications screened by the local body officials in September 2020 were forwarded to the respective branches where the street vendors maintain a bank account. As the district administration through the lead bank management has instructed all the banks to sanction the loans for applicants without hesitation, The street vendors shall get their financial support at the earliest. The working capital loan comes with an interest subsidy of 7% per annum, the marginal street vendors in need of financial support to boost their business ahead of Diwali season will make the best use of it to procure goods, officials added. The street vendors who get the loan amount will have to repay the sum within a year.

### Analysis & Interpretation

#### Gender of the Respondents

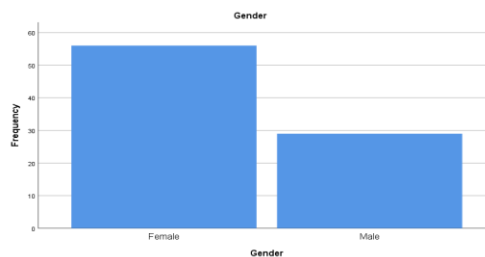
Gender	Frequency	Percentage
Male	29	34.1
Female	56	65.9
Total	85	100.0

Source: Primary Data

#### Interpretation

The majority of the respondents are Female with a percentage of .65.9.

#### Gender of the Respondents



#### Family Income of the Respondents

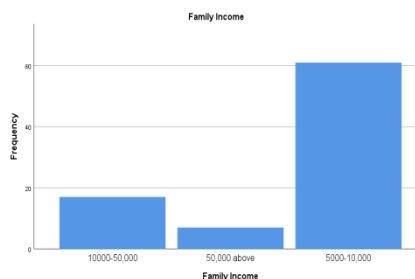
Family income	Frequency	Percentage
5000-10,000	61	71.8
10,000-50,000	17	20.0
50,000 above	7	8.2
Total	85	100.0

Source: Primary Data

#### Interpretation

The above table shows that 71.8% respondents belong to the income group 5000-10,000. 20.0% belong to the income group between 10,000-50,000, 8.2% belong to the income group between Rs. 50,000 and above. The majority of the respondents are between 5000-10,000.

#### Family Income of the Respondents



#### Preference of the Respondents for Cashless Transaction towards Purchase of Street Vendors Products

Preference of Cashless Transaction for Street Vendors Products	Respondents	%
Yes	48	56.5
No	37	43.5
Total	85	100

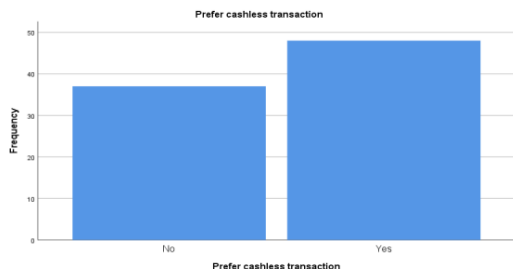
Source: primary data

#### Interpretation

The above table 4.8 shows that 56.5% of the respondents prefer cashless transactions for street vendors products and 43.5% do not prefer cashless transactions. It is found

that the majority of the respondents prefer cashless transaction for street vendors products.

**Preference of the Respondents for Cashless Transaction towards Purchase of Street Vendors Products**



**Online Payment Application used by the Respondents**

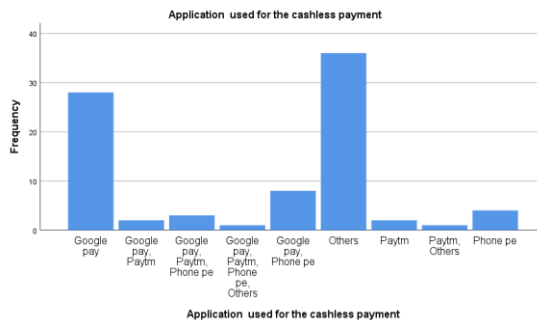
Payment Application	Frequency	Percentage
Google pay	28	32.9
Google pay, Paytm	2	2.4
Google pay, Paytm, Phone pe	3	3.5
Google pay, Paytm, Phone pe, Others	1	1.2
Google pay, Phone pe	8	9.4
Others	36	42.4
Paytm	2	2.4
Paytm, Others	1	1.2
Phone pe	4	4.7
Total	85	100.0

Source: primary data

**Interpretation**

The above table Shows that 32.9% of the respondents are using google pay ,2.4% of the respondents are using paytm, 4.7% of the respondents are using phonepe, 42.4 % of the respondents using others, 2.4% of the respondents using google pay and paytm, 3.5%of the respondents are using google pay ,phonepe , paytm, 1.2% of the respondents using google pay ,phonepe,paytm and others,9.4% of the respondents using google pay ,phonepe, 1.2% of the respondents are using paytm,others. The majority of the respondents are using **others**. Others for example: amazon pay.

**Online Payment Application used by the Respondents**



**Test – II Chi-square**

		Over all satisfaction			Total
		Low level	Medium level	High level	
Monthly Income	5000-10,000	18	25	18	61
	10,000-50,000	2	11	4	17
	50,000 above	6	1	0	7
Total		26	37	22	85

	value	df	Asymp. sig. (2- sided)	
Pearson chi-square	14.322	4	.006	P<0.05 significant

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.81.

**Research Hypothesis**

H<sub>1</sub>=There is a significant association between Monthly income and over all satisfaction of the respondent

**Interpretation**

The above table shows there is a significant association between monthly income of the respondents with overall satisfactions. P value is less than 5 per cent Therefore the null hypothesis was rejected at 5 per cent. Hence there is a significant association between monthly incomes of the respondents with overall satisfaction

**T-Test**

Gender		N	Mean	Std. Deviation
vendors	Male	29	13.2759	3.59460
	female	56	15.6071	4.00308

		t-test for equity of means			P<0.05 Significant
		T	Df	Sig. (2 - talend)	
Vendors	equal variances assumed	- 2.6333	83	.010	

### Research Hypothesis

H<sub>1</sub>=There is a significant association between gender and overall satisfaction of the respondents.

### Interpretation

The above table shows there is a significant difference between gender and overall satisfaction of the respondents. P value is less than 5 percent. Therefore **null hypothesis rejected** at 5 percent level. Hence there is a significant difference between gender and overall satisfaction of the respondents.

### Findings

1. The study showed that the majority of the respondents are **female**.
2. Most of the respondents (72percentage) monthly income is in the range of **Rs.5,000-10,000**.
3. 79 % of the respondents prefer to **purchase goods with street vendors**.
4. A majority of 57 % of respondents **prefer cashless transactions for the payment towards street vendor goods**.
5. Maximum of the respondents opted for **others** (amazon pay,etc) in the online application.

### Recommendations

1. The General public at large should develop the habit of using online transactions while purchasing with street vendors in order to avoid time delay in transactions.
2. It reveals that most of the respondents prefer to use online payment. But there is some negative perception regarding the use of digital transactions. The banking institution should pave the way for safe & secured means to promote the cashless transaction.
3. Govt should provide extra benefits on cashless transaction and offer extra incentives or interest rates on cash saving in a bank account.
4. In the pandemic period street vendors must provide the door delivery options to the customer / change the sales platform or sales mode.

### Directions for Further Research

The study could be applied in the normal course of time as the proposed research was carried out in Covid Situation. Further it could be extended to other geographical zones. In future the street vendors perspective could also be taken as a base for research study.

### Conclusion

Finally, customers conveniently use online payment for street vendor products. Cash back offers really help the customer. Respondents are aware of the use of the plastic money, UPI, E-wallet. More and more customers used cashless transactions during the epidemic. Customers easily embraced digital payments. Thus, a study concludes that the customer satisfies the cashless transaction for street vendors.

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## **SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT**

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### **Abstract**

*Social entrepreneurship is one of the significant and intensifying dimensions in the entrepreneurship activities of commercial countries of the world, which has a long antiquity. However, in our country, with regard to the growing predisposition of institutions, academic centres and governmental and non-governmental institutions toward entrepreneurship and entrepreneurial activities, as well as governmental supports from individuals and entrepreneur groups to solve some of the ancient problems, such as unemployment and its malicious consequences in the country, unluckily we are witnessing their devastating attention toward the economic group of entrepreneurship and neglecting the environmental and especially social dimensions of it. Even though this may not create that much problem in the short term, it can be a problem in the long run. Henceforward, talking the issue of social entrepreneurship and its role in sustainable development was of great importance.*

**Keywords:** *Social entrepreneurship, sustainable development, entrepreneurial activities.*

### **Introduction**

Social Entrepreneurship is amongst the up-to-date issues in the field of entrepreneurship that has been considered along with organizational and economic entrepreneurship in scientific circles. This classification, if established in the community, can play an important role in solving social problems. Social entrepreneurship is the process of accumulating new and different ideas aiming to create social capital by concentrating on actions performed by private sector workers. The social characteristic of sustainable development is among the most remarkable dimensions of development, which can be considered as the federation of other dimensions of development. It aligns the effort of other proportions in order to strengthen it. The philological of social entrepreneurship may be fresh and new, but this is not a new sensation. Social entrepreneurs have always existed, even if they were not called by this name. They have set up many of the institutions being used today.

### **The Part of Entrepreneurship in Economic Growth and Development**

Due to the superior role and situation of entrepreneurs in the process of economic growth and development of

community, many governments in developed and leading countries with maximum opportunities and exploiting research achievements are trying to lead a number of the people of community who have entrepreneurial features toward entrepreneurship education and entrepreneurial activities. Developing entrepreneurship while providing the context for growth and development, would remove current issues and problems such as poverty, social and cultural irregularity, the unemployment of university graduates and the great problem of other unemployed people.

Achieving social growth and development requires the development and implementation of effective strategies. Entrepreneurship is one of the most applicable ways of these strategies. This indication to the development of people who can create new businesses in various sectors of community, develop existing capacities, and reduce the problems of community, government and the public sector through innovation. If this important goal is realized, the potential capacities of the community would be maximally used and followed by creating employment, justice and social welfare, sustainable development, quality of life, vitality and life expectancy. Eradicating the unemployment problem of graduates would be possible by training entrepreneurship skills to students and graduates of all

disciplines on the one hand and the development of a variety of new entrepreneurship orientations and disciplines along with other existing courses of existing disciplines, on the other hand. In other words, with the development of entrepreneurship in a country, while providing the context of growth and development, current issues and problems such as poverty, social and cultural irregularity, university graduates unemployment, and the great problem of other unemployed people would also be removed.

The use of prevailing capacities and the expansion of advanced technology require the existence of creative, innovative and entrepreneurial people in the community. This requirement is evident and tangible in all sectors and disciplines. Consequently, the development of entrepreneurship is necessary to meet these needs and to achieve these goals. But with regard to the influence of entrepreneurship on economic growth, researchers believe that there are three channels to express this effectiveness. *First Channel:* Generating knowledge overflow in the new theories of growth when the economy achieves sustainable status, income growth per capita would only be possible through knowledge growth, which would lead to the emergence of more efficient production technologies with more productivity.

*Second Channel:* Accumulative competition; increasing the number of enterprises would not only increase competition in adopting new ideas, but also more competition among enterprises would facilitate the entry of new enterprises that have specialty in the field of producing specific new product. Entrepreneurs increase productivity through increasing competition. They increase our knowledge by introducing the types of products and services available in the market. Accordingly, choosing the best combinations of product market becomes possible. In this process, knowledge overflows play an important role.

*Third Channel:* Familiarising diversity and innovation; Schumpeter entered the entrepreneurial concept in the form of innovation as a key role to promote economic development. Entrepreneurial activities of entrepreneurs push forward the process of destroying the creator by creating permanent disruptions to a balanced economic system and creating opportunities for economic interests. In the adjustment of balance, other innovations are created and more entrepreneurs enter the economic system.

Social entrepreneurship has an optimistic and direct effect on reducing joblessness; on the other hand, it promotes economic development and creates job openings, and can improve the social and cultural status of the communal.

### **Social Entrepreneurship and Rural Sustainable Development**

The township is the oldest form of human settlements. Living in a township is one of the oldest ways of human life. Townships as the basic communities from the past have had a basic role in prosperous communities and civilizations, and with regard to the numerous roles they have had in the national development process, especially in the field of supplying food, their growth and development had great importance and necessity. Consequently, entrepreneurship is one of the effective factors in rural development, because entrepreneurship can have an effective role in improving the economic and livelihood status of townships through creating employment opportunities and income. For this reason, measuring the entrepreneurship ratio of villagers and trying to develop and strengthen entrepreneurship in the rural development process by providing its initial contexts is of particular importance. Hence, the necessity of ensuring and continuing their survival and life is to find new solutions and methods to deal with problems. In order to act effectively and efficiently in maintaining our natural resources and potentials and safeguarding them for the future generation of human beings, it is necessary to get help from entrepreneurial ideas and solutions.

The role of investment in animal farming sector and its impact on the efficiency of this sector is of great importance, which theoretical criteria and empirical evidences confirm it. Investment in the animal farming sector, in addition to the growth of production and employment in this sector, would help production and employment growth in other sectors, due to the prior and posterior connections of this sector with other sectors. Since most animal farming activities in rural areas are carried out in order to prevent villagers' migration to the cities, identifying the factors affecting investment in animal farming sector and adopting appropriate policies for investment promotion and creating employment is of great importance.

Besides, in order to reduce income inequalities, the government should pay special attention to agriculture and animal husbandry, and apply widespread sub investments

in the field of public services required by farmers and livestock farmers. Social entrepreneurs seek to create value with persistent social changes. They are usually well aware of the needs and values of individuals, groups and regions. Though entrepreneurs invest both in traditional entrepreneurship and social entrepreneurship on sources that create value, the important differences of these two are in the process of entrepreneurial self-discovery. Social values lead to the creation of jobs and the revival of sectors with adverse conditions in the community. Nevertheless, researches on entrepreneurship are often widespread and fragmented. As a result, research on this topic and the presentation of a conceptual model in this regard is very important.

### **The Necessity to Pay Attention to Social Entrepreneurship as Sustainability Framework**

Currently, entrepreneurship has opened a space for itself in all topics and many researchers are looking to provide the context of entrepreneurship development in their related areas according to their own specialty. Entrepreneurship is a vital component in the social, organizational and individual success. One of the important approaches in entrepreneurship is social entrepreneurship, which also seems to be a useful tool in realizing the social sustainability of businesses.

Social dimension forms one of the important dimensions of sustainability. From the traditional point of view, entrepreneurship means making money. Individuals, who choose to create a business instead of being hired, often tend to be in the areas where they feel they are taking more than their inputs, whether through the discovery of opportunities, introducing innovative products and services, or the lack of alternatives. It is obvious that economic achievements are essential for long-term survival. But it should be said that scientific and executive developments in recent decades, and considering the community rather than the economy, have led to the emergence of social entrepreneurs. Gradually, case studies showed that social entrepreneurs can generate profit while creating social value. Thus, the new social entrepreneurship approach entered scientific literature and the practice of executive organizations.

Achievement in social business is measured by the amount of distributed capital and the range of individuals and groups that benefit from their economic performance, and not by the rate of profitability. The objective of social entrepreneurship is to lead business and, at the same time achieve social goals; a higher mission that its goal in

general is to achieve sustainable positive effects in the community. Consequently, social entrepreneurship considers discovering new tools for achieving positive and constructive social changes. Social entrepreneurs are those who direct resources in a way to achieve social goals. In fact, the primary goal of social entrepreneurship goes beyond merely increasing the profit of beneficiaries to benefit large communities and to have a profound evolution impacts on its customers. Social entrepreneurs seek to create value through persistent social changes and are usually well aware of the needs and values of individuals, groups and.

Although entrepreneurs invest both in traditional entrepreneurship and social entrepreneurship on sources that create value, the important differences of these two are in the process of entrepreneurial self-discovery. Social standards primary aim is to the creation of jobs and revival of sectors with critical conditions in the community. In other words, the study of social entrepreneurship phenomenon and the description of unique behaviour's, characteristics and typologies of social businesses, researches to create sustainable public wealth instead of focusing solely on personal wealth and performance lead the business move forward. Although in the Schumpeter's entrepreneurship theory the economic growth is pursued, social entrepreneurship theory is a factor for social development through sustainable and persistent economic models in which sustainable entrepreneurs focus on creating social impact, social change and social evolution.

### **The Role of Social Entrepreneurship in Social Justice Development**

Currently, social justice is one of the most important challenges and thinking concerns of the thinkers of humanities. The necessity to achieve social justice is to remove inequalities, discriminations and escaping from the law through social entrepreneurship development. Social entrepreneurs, try to create a suitable platform for the participation of everybody in the community in order to remove social problems through using innovative plans, mobilizing resources and exploiting effective communication. Their effort disturbs trade standards governing the business environment and removes existing barriers to achieve economic and social sustainable development.

Enchanting identified socio-economic occasions; social entrepreneurs have created and strengthened social institutions, and thereby have tried to minimize class difference in the community by empowering vulnerable

groups. Social entrepreneurs, change the form of service delivery and dynamism in social activities using new ideas. They solve the problems of community by creative methods and reduce social harms. The initiatives exploited by social entrepreneurs provide a proper context for the creation and development of social justice. Hence, it can be said that these are social entrepreneurs who shape social changes. Sustainable social changes include innovations for realizing social impacts and creativity to create a continuous flow of resources.

The social entrepreneur does not seek financial benefit for himself and for investors, but he tries to bring these benefits to the deprived sections of community. Businesses created by social entrepreneurs can generate income. These businesses, as non-profits institutions, spend the benefits obtained from their activities for social welfare works and allocate them to solve the problems of the destitute class of community.

### Conclusion

The most important effects of entrepreneurship development were the innovation increase, the promotion of technology level, employment increase, generating technical and production knowledge and income distribution at the community level, as a result of which it can have national wealth increase and the economic growth of community. The transformation and evolutions around the world today had made entrepreneurship more important than before. Organizations needed innovation and entrepreneurship to adopt with new conditions more than the past. In fact, organizations in connection with entrepreneurship, as the most important factor of economic development, could allocate higher share of markets to themselves.

Nowadays, the development of entrepreneurship in the social domain has attracted more attention to the common problems of human communities. This has donated to the formation and development of social institutions even in the international domain, and has led to invest more in solving social problems. Having recognised the existing opportunities, social entrepreneurs have been able to take effective steps to remove poverty,

discrimination, inequality and escaping from law through the creation and development of social institutions, in a way that the results obtained from these activities have led to the development of social justice in human community.

In this regard, social entrepreneurs, having characteristics and performances similar to those of economic entrepreneurs, were more related to compassionate and supportive activities and works and had desirable imagination and insight for solving social problems. Among the obtained results, the results related to the development of social entrepreneurship, increasing innovation, promoting the technology level, increasing employment, generating technical and production knowledge, and distributing income at the community level were of utmost significance.

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## SUSTAINABLE DEVELOPMENT GOALS—A DECADE AHEAD: 2030 PERSPECTIVE

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### Abstract

*Sustainable development is an organizing principle for meeting human development goals while also sustaining the ability of natural systems to provide the natural resources and ecosystem services on which the economy and society depend. As the concept of sustainable development developed, it has shifted its focus more towards the economic development, social development and environmental protection for future generations. The Sustainable development goals are integrated and indivisible to achieve sustainable development at the global level. The 17 goals address the global challenges, including poverty, inequality, climate change, environmental degradation, peace, and justice. "Sustainability is often thought of as a long-term goal (i.e. a more sustainable world), while sustainable development refers to the many processes and pathways to achieve it.*

*The 2030 Agenda for Sustainable Development and the accompanying Sustainable Development Goals (SDGs) has plenty of detractors. Some dismiss global development targets altogether, complaining that top-down targets ignore how community led development actually functions. Some of the harshest criticism is focused on their policy sprawl. The predecessor to the SDGs, the Millennium Development Goals (MDGs) comprised a tidy set of 10 targets. The 2030 Agenda has 17 goals and 169 targets. Critics predict that the SDGs are destined to collapse under their own weight. This core principle of inclusivity extends beyond how the SDGs were negotiated as well as where they will be applied. The complaint that they are too big misses this central point: the SDGs are not simply bigger than the MDGs, but fundamentally different. As such, they demand radical departure from business as usual, from how governments conceive and implement policy, to how they coordinate with the private sector.*

**Keywords:** Sustainable, development, Goals, Global challenges

### Introduction

Sustainable development is an organizing principle for meeting human development goals while also sustaining the ability of natural systems to provide the natural resources and ecosystem services on which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system. As the concept of sustainable development developed, it has shifted its focus more towards the economic development, social development and environmental protection for future generations. The Sustainable development goals are integrated and indivisible to achieve sustainable development at the global level. The 17 goals address the global challenges, including poverty, inequality, climate change, environmental degradation, peace, and justice.

"Sustainability is often thought of as a long-term goal (i.e. a more sustainable world), while sustainable development refers to the many processes and pathways to achieve it

This conceptual study helps to understand the perspectives towards sustainable development of future through some objectives as pointed below:

1. To discuss the progress on sustainable development
2. To impart the knowledge of Sustainable and Modern Energy for All
3. To provide awareness on Sustainable Consumption and Production
4. To elaborate on building Resilient Infrastructure

### Measuring the Progress on Sustainable Development

One of the biggest challenges when it comes to attaining the SDGs is determining where we are on the journey towards accomplishing them. To measure progress, we

require a starting point, an initial state, as well as some means of measuring how far we have come and how much longer it will take to reach the goal. We need indicators throughout the entire SDG policy cycle. Indicators will prove the key in sustainable development reports and assessments of progress if we are to have accountability at local, national and global levels for the commitments the SDGs require the indicators at these different levels, moreover, must be commonly understood and reported if we are to align the results in useful and informative ways. Put simply, we have to count the same things, in the same ways, to accurately measure our progress.

- First, indicators need to be manageable, able to be regularly monitored and reported on. Even in wealthier countries with significant institutional capacity, collecting data and reporting on many indicators can be both technically challenging and too costly. We must start with a core set of “must-have” indicators.
- Second, indicators must be relevant for the sustainable development priorities in their particular context. Relevance must be agreed upon by governments, statisticians and all relevant stakeholders involved in the implementation of a specific SDG and its targets.
- Third, indicators must monitor actual changes over time. They must be “state” indicators, measuring the state of resources. While almost half of the SDG indicators so far are state indicators, generating consistent data for them at all levels will prove challenging.
- Fourth, when SDG state indicators are not available, we should be able to use proxies to measure management activities, such as the use of sustainable practices, policies to regulate resource management, allocation of financial resources and strategies for risk reduction. These types of indicators may also help encourage specific actions by directly pointing to what still needs to be done.
- Fifth, and finally, indicators must cover all key dimensions of a broad sustainable development framework. The SDGs recognize the importance of governance and culture, not simply socioeconomic and environmental conditions.

Measuring progress in these areas will require developing a consensus around qualitative indicators that are applicable across different cultural contexts.

Given the small window of time we have to achieve the SDGs, it is imperative that a concerted effort be made to agree on all the necessary indicators to measure our progress at local, national and global levels. When the answer to that persistent question, “Are we there yet?” is “no,” we must be able to give a further answer that lets our audience know how much longer it will take, at the rate and direction we are currently travelling.

### Universality

It is common in presentations of the 2030 Agenda for Sustainable Development to stress that, unlike the MDGs, the SDGs are “universal.” The primary meaning is that the goals are intended to apply equally to all countries, not simply the developing and emerging economies.

### Means of Implementation

It stands to reason that a country’s ability to fulfil the SDGs is contingent on its ability to identify and mobilize the means that will permit it to take the necessary action. Not all of the commitments require new investment, but many of them do. Therefore, it is fair to ask: Can a country unable to locate the necessary resources nevertheless be called to account for failing to fulfil these commitments. Moreover, who is responsible, in a universal agenda, for making these resources available?

### Finance

Implementing the 2030 Agenda will require investment on a massive scale. Estimates of the sums needed for “Transforming our World” vary, but generally hover in the low trillions of US dollars annually through 2030. While these figures are frightening and impressive, even the highest estimates amount to only one or two percent of global capital stocks. So the issue is not absolute availability of financial resources in the economy, but very much how they are used.

### Channeling the Flow — Rising to the Reporting Challenge for the 2030 Agenda

The plan of action set out in the 2030 Agenda for Sustainable Development requires implementation by all countries and stakeholders, acting in collaborative

partnership. That action will not happen by itself. We have less than fifteen years to transform the world, and the task is complex.

### **Sustainable and Modern Energy for All**

Goal Seven of the SDGs calls on governments to “ensure access to affordable, reliable, sustainable and modern energy for all.” This draws welcome attention to the serious issue of global energy poverty, which affects as many as 2.6 billion people worldwide, including about 800 million people in India. Fossil fuel subsidy reform is aptly listed as a means of implementation for achievement of the SDGs because the large fiscal savings can be used to finance pressing developmental priorities. However, fossil fuel subsidies are also directly critical to the achievement of greater energy access for the large populations currently living in energy poverty.

Well-designed energy subsidies have a positive role to play as well. Subsidies targeted at rural solar home systems in Bangladesh have helped enable 3 million households to gain access to electricity and displace kerosene lighting.<sup>13</sup> Government support for liquefied petroleum gasoline (LPG) stoves and connections has also enabled the displacement of kerosene as a cooking fuel in Delhi.

### **Sustainable Consumption and Production**

In general, households reported that they tend not to use kerosene because accessing their kerosene rations is time-consuming and difficult, given the shortage of kerosene in the public distribution (i.e., rationing) system, and because they tended to have informal electricity connections for lighting. This suggests that kerosene is ripe for phase-out. Unfortunately, however, the LPG that has been used for cooking in poor households is not subsidized; rather, it is generally bought from the open market at high prices.

### **Build Resilient Infrastructure**

Infrastructure is core to our quality of life, a fact that explains the prevalence of infrastructure, both implicitly and explicitly, in the SDGs. Population growth, migration and urbanization trends demand an increase in infrastructure development, especially in emerging economies and developing countries. By one estimate, a total of USD 57 trillion is needed by 2030, or USD 3.4

trillion per year, for infrastructure investment. As such, governments are increasingly looking for ways to crowd-in private finance, and improve the efficiency and effectiveness of infrastructure projects. Innovative approaches to infrastructure finance and sustainable public procurement will be critical to their success.

“Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.” This is the most direct call for increased investment in sustainable infrastructure in the SDGs. Implicitly, infrastructure development will also play an important role in many other SDGs.

“End poverty in all its forms everywhere.” The targets relate to: access to basic services; building resilience and reducing vulnerability to climate-related extreme events; and other economic, social and environmental shocks. Good infrastructure is needed to provide this resilience, as well as for public service delivery, such as education, healthcare or access to water and energy. “End hunger, achieve food security, improve nutrition and promote sustainable agriculture.” The targets refer to an increase in investment for rural infrastructure, which illustrates the importance of infrastructure investment, not only in urban but also in rural areas. “Ensure healthy lives and promote well-being for all at all ages.” Target 3.8 focuses on access to quality essential health-care services for which the development of health centres and hospitals in urban and rural areas will be essential. “Ensure inclusive and equitable quality education and promote lifelong learning opportunities.” Target 4.a demands the construction and upgrading of learning facilities. “Achieve gender equality and empower all women and girls.” Target 5.4 points at the provision of public services and infrastructure for social protection of unpaid care and domestic work.

### **Peaceful and Inclusive Societies**

There are various ways for governments to deliver public infrastructure. They range from traditional procurement methods to a range of public private partnerships (PPPs). In a PPP model, the different risks and responsibilities are distributed among the public and private partners. The private partner brings in the expertise and efficiency of the private sector and usually carries the operational and technical risks; the public partner that has the mandate to deliver the service or infrastructure project is often

responsible for the monitoring, setting the general legal and policy framework, and carrying, for example, the political risk. This mix has the potential of delivering more efficient and effective infrastructure, and thus value-for-money for taxpayers.

Peace and stability, it has long been recognized, are prerequisites for sustainable development. Climate change will complicate the achievement of SDG 16 in fragile states. It is increasingly well accepted that climate change can be a contributor at times subtle, at times significant to the causal network that generates conflict and threatens human security.

### **Sustainable Development Strategies**

Unlike the MGDs, which focused on developing countries, the SDGs are universally applicable to all countries while taking into account different national realities, capacities and levels of development. The SDGs are universally applicable to all countries while taking into account different national realities, capacities and levels of development. Many developed and developing countries have already started to examine how to integrate the SDGs into their existing national strategies and plans. The 17 SDGs are highly linked and it cannot be implemented in isolation. If the goals aim to improve the well-being and environmental quality also create inclusive economic

growth, then it is to be discussed with the citizens to identify their aspirations and needs.

### **Conclusion**

National and subnational sustainable development strategies (SDSs) will help countries to link domestic sustainable development priorities with the global framework that the SDGs provide. Over the past 20 years, SDSs have successfully brought together different perspectives and concerns at the higher policy level. There are also examples of SDSs providing a number of innovative policy responses, including investment in green technology, social protection and more effective means of collaboration.

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# “DIGITALIZATION IN INDIAN BANKING THROUGH PAYMENT BANKS” - WITH SPECIAL REFERENCE TO BENGALURU CITY

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## Abstract

*Digitalization means the adoption of technology. It is not an option for the banking industry, rather it is inevitable because every industry is being digitalized and banking sector is no exception. With the help of technology, banks are able to reach out to more customers and provide better services to them. The scheme of nationalization of the banking sector resulted with the globalization effect has changed the dynamics of banking in India. Over the past decade the Indian economy has undergone rapid technological and innovation transformations which led to the birth of payment banks. Adoption of payment banks has resulted in greater financial penetration among Indian demographics in the form of increased awareness among customers and their retention, reduced burden of commercial banks and increased the digitalization of banking transactions, thus reducing operational expenditure and maximizing the profitability of banks. One of the major challenges of banking sector in current scenario is banking operations in rural areas and low income sectors, due to the very low level of financial transactions and other socio-economic problems. With the emergence of Payment banks, it helps to focus on high volume but low value transactions by low income households and small businesses. In this report, we shall try to understand the roles of Payment Banks in Indian Banking and draw some conclusions for the same.*

**Keywords:** *Digitalization, payment banks, financial penetration, profitability.*

## Introduction

### Background

Banks have traditionally been in the forefront of harnessing technology to improve their products, services and efficiency. They have, over a long time, been using electronic and telecommunication networks for delivering a wide range of value added products and services. The delivery channels include direct dial – up connections, private networks, public networks etc and the devices include telephone, Personal Computers including the Automated Teller Machines, etc. With the popularity of PCs, easy access to Internet and World Wide Web (WWW), Internet is increasingly used by banks as a channel for receiving instructions and delivering their products and services to their customers. This form of banking is generally referred to as Internet Banking, although the range of products and services offered by different banks vary widely both in their content and sophistication.

From the perspective of banking products and services being offered through Internet, Internet banking is

nothing more than traditional banking services delivered through an electronic communication backbone, viz, Internet. However, in the process it has thrown open issues which have ramifications beyond what a new delivery channel would normally envisage and, hence, has compelled regulators world over to take note of this emerging channel. Some of the distinctive features of internet banking are:

1. It removes the traditional geographical barriers as it could reach out to customers of different countries / legal jurisdiction. This has raised the question of jurisdiction of law / supervisory system, to which such transactions should be subjected,
2. It has added a new dimension to different kinds of risks traditionally associated with banking, heightening some of them and throwing new risk control challenges,
3. Security of banking transactions, validity of electronic contract, customers' privacy, etc., which have all along been concerns of both bankers and supervisors have assumed different dimensions given that

Internet is a public domain, not subject to control by any single authority or group of users,

4. It poses a strategic risk of loss of business to those banks who do not respond in time, to this new technology, being the efficient and cost effective delivery mechanism of banking services,
5. A new form of competition has emerged both from the existing players and from new players of the market who are not strictly banks.

The Regulatory and Supervisory concerns in I banking arise mainly out of the distinctive features outlined above. These concerns can be broadly addressed under three broad categories, viz,

1. Legal and regulatory issues,
2. Security and technology issues and
3. Supervisory and operational issues. Legal issues cover those relating to the jurisdiction of law, validity of electronic contract including the question of repudiation, gaps in the legal / regulatory environment for electronic commerce. On the question of jurisdiction, the issue is whether to apply the law of the area where access to Internet has been made or where the transaction has finally taken place. Allied to this is the question where the income has been generated and who should tax such income. There are still no definite answers to these issues.

Security of internet banking transactions is one of the most important areas of concerns to the regulators. Security issues include questions of adopting internationally accepted state of-the art minimum technology standards for access control, encryption / decryption (minimum key length etc), firewalls, verification of digital signature, Public Key Infrastructure (PKI) etc. The regulator is equally concerned about the security policy for the banking industry, security awareness and education.

The supervisory and operational issues include risk control measures, advance warning system, Information technology audit and re-engineering of operational procedures. The regulator would also be concerned with whether the nature of products and services offered are within the regulatory framework and whether the transactions do not camouflage money-laundering operations.

The Central Bank may have its concern about the impact of Internet relying on its monetary and credit

policies. As long as Internet is used only as a medium for delivery of banking services and facilitator of normal payment transactions, perhaps, it may not affect monetary policy. However, when it assumes a stage where private sector initiative produces electronic substitution of money like e-cheque, account based cards and digital coins, its likely impact on monetary system cannot be overlooked. Even countries where i banking has been quite developed, its impact on monetary policy has not been significant. In India, such concern, for the present is not addressed as the Internet banking is still in its formative stage.

The world over, central bankers and regulators have been addressing themselves to meet the new challenges thrown open by this form of banking. Several studies have pointed to the fact that the cost of delivery of banking service through Internet is several times less than the traditional delivery methods. This alone is enough reason for banks to flock to Internet and to deliver more and more of their services through Internet and as soon as possible. Not adopting this new technology in time has the risk of banks being edged out of competition. In such a scenario, the thrust of regulatory thinking has been to ensure that while the banks remain efficient and cost effective, they must be aware of the risks involved and have proper built-in safeguards, machinery and systems to manage the emerging risks. It is not enough for banks to have systems in place, but the systems must be constantly upgraded to changing and well-tested technologies, which is a much bigger challenge. The other aspect is to provide conducive regulatory environment for orderly growth of such form of banking. Central Banks of many countries have put in place broad regulatory framework for I banking. In India, too i banking has taken roots. A number of banks have set up banking portals allowing their customers to access facilities like obtaining information, querying on their accounts, etc. Soon, still higher level of online services will be made available. Other banks will sooner than later, take to Internet banking.

### **About Broad Area of the Topic**

The banking landscape as we know it is changing. A new wave of technology is revolutionizing the way customers engage with their finances. From social to mobile capabilities, banks have to rethink the way they do business to deliver a better customer experience and remain competitive.

World has now entered and being sustained in modern culture with more advancements and developments which makes people to buy, sell, communicate etc. from one place. The reason behind this modernization is advancement of technology and internet that paved way for digitalization. Now-a-days people are very dependent on technology and internet to fulfil every common need of man to be done easily and quickly, this facility of being work done quickly lead to the entrance of digitalization in all fields and sectors of the economy occupied with digital concepts.

Digitization is the conversion of data into a digital form with the adoption of technology. Digitization reduces human errors and, therefore, customer loyalty. Banks of all sizes and in all regions are making large investments in digital initiatives in order to maintain a competitive advantage and offer the maximum to their customers. In addition, digitization leads to intelligence a solid data, which helps banks to approach customers and get closer to the competition. By adopting digitization, banks are now providing better customer services. This provides convenience to custom helps save time

Today, people have access to banks 24 hours due to online banking. Managing large amounts of cash has also become easier. Digitization has also benefited customers by facilitating transactions without cash. Customers no longer need to store cash and can make transactions anywhere, anytime. A powerful, modular and open digital participation platform allows people to boost agility and speed. The main steps of the digital banking process have focused mainly on adding to the existing offer the use of new services enabled with technology to increase accessibility and value for customers. In this paper, the study focuses on the impact of digitalization on banking, which is a major concern with the payment services provided by the bank to its customers.

Need and Progress of digitalization in banking sector: In the late 1980s, to improve customer service, accounting and record keeping the need for computerization was felt in the Indian banking sector. Then in 1988, the Reserve Bank of India established a committee to study Computerization in bank headed by Dr. C. Rangarajan. The process of computerization gained pace with the reform in the Indian economy in 1991-92. One of the main drivers of this change was driven by the growing entries of

private and foreign banks in the Banking industry. Several commercial banks began to move towards digital customer service to remain competitive and relevant in the race.

1. The Commercial Banks in India have moved towards technology through the Mechanization and Automation of the Bank with the introduction to cheque processing based on MICR, the electronic transfer of funds, the interconnection between bank branches and the implementation of ATMs (ATM) have resulted in the convenience of at any banking time. The Reserve Bank of India has taken strong initiatives to strengthen payment and settlement systems in banks. Now the Indian government is aggressively promoting digital transactions. The launch of United Payments Interface (UPI) and Bharat Interface for Money (BHIM) by Nation Corporation of India (NPCI) are important steps for innovation in the payment systems domain. UPI is a mobile interface where people can make instant transfers of funds between accounts in different banks because of a virtual address without mentioning the bank account. Indian banks are now working hard for providing following facilities to their customer for increasing their banking business, for attracting more customers etc.
2. **Automatic Teller Machine (ATM):** The ATM is the most popular device in India, which allows customers to withdraw their money 24 hours a day, 7 days a week. Apart from cash withdrawals, ATMs can be used for paying utility bills, transferring funds between accounts, deposit cheques and cash, balance inquiries, etc.
3. **Telebanking:** - Telebanking facilitates the customer to carry out banking transactions not related to cash phone. According to this design, the automatic voice recorder is used for simpler transactions and queries.
4. **Electronic Compensation Service (ECS):** The Electronic Compensation Service is a retail payment system that can be used to make bulk payments / receipts of a similar nature, especially when each individual payment is of a competitive nature and of an amount relatively minor.
5. **Electronic Funds Transfer (EFT):** Electronic Funds Transfer (EFT) is a system where anyone who wants to make payments to another person / company, etc. one can approach bank and make cash payments or

give instructions to transfer funds directly from his/her account to the recipient / beneficiary's bank account.

RBI is the EFT service provider.

6. **Real-Time Gross Settlement (RTGS):** The real-time settlement system, through which banks give electronic instructions to transfer funds from their account to another bank account. As the name suggests, the transfer of funds between banks is done in real time.
7. **Point of sale terminal:** - Point of sale terminal is a computer terminal that is connected in line to the computerized files of customer information in a bank and magnetically encoded plastic transaction card that identifies the customer with the computer.

### Importance of the Study

Payment Banks role is very important because it considered the following perspective of financial inclusion in the areas of M-Banking, The Post Departments, convenience of business and its customers, Account number is same as mobile number etc.

### Objectives of the Study

1. To know the growth of Digitalization through Payment Banks in Bengaluru City.
2. To distinguish between Traditional banks and Payment banks.
3. To determine the benefits from Payment banks.
4. To identify the role of Payment banks in financial inclusion.

### Scope of Study

1. These project covers the Karnataka, the silicon valley of India, is the largest city in the country carrying a population of 9.5 million people.
2. The new researchers can carry forward this study in future and suggest the few more qualitative and useful suggestions based on overcome the future problems that are related to digitalization in Bangalore.
3. This project will be helpful in delivering qualitative information for the payment banks and their choices and preferences.
4. This study will be helpful in understanding the digitalization in banking sector.

5. This project can be continued further for the betterment of the society.

### Limitation of the Study

The period of the study conducted for one and a half month. The study conducted to analyse

- The study is limited to only in Bangalore city.
- There is a time constrain that has led the study to limit the sample size.
- The study is restricted to the digitalization in banking sector through payment banks in Karnataka state, Bangalore.

### Plan of analysis

Data collected through questionnaires and a physical survey will analysed through graphs, table using Statistical tools.

### Review of Literature

#### Anand Ramachandran, CFO of Paytm

In one of his interview, he explained about the high-volume low margin game and the key is to use scalable technology to reduce cost of customer acquisition and service delivery. Payments banks have to adopt a nimble cost structure to make this business viable in the end.

#### Dr.N.Rajasekaran, 2018, the Scenario of Financial Inclusion in India

In this paper the author has explored the situation of financial exclusion in India, and the barriers that restrict the growth of the opportunities available to the poor as well as the underlying developments that the RBI and Payment Banks on Improving Financial Inclusion in India the government collectively initiated in order to reach out to as many financially excluded as possible. It also brings to light the outcome of the same.

#### “RBI Guidelines for Licensing of Payment Banks: Opportunities and Challenges”, Deloitte Touche Tomatsu India Pvt. Ltd.,

The RBI, the Government of India, and other stakeholders to promote financial inclusion have undertaken many initiatives. The primary reason for low levels of financial inclusion in the country despite these initiatives is “the lack of financially viable business models to serve the ‘Bottom of the Pyramid’ customer segment in



cost effective manner". "Payments Banks are niche banks, setup by the Reserve Bank of India to further the agenda of financial inclusion. These banks will provide small savings accounts and payments/ remittance services mainly to migrant labour workforce, low-income households, small businesses, etc. by enabling high volume -low value transactions in deposits and payments/ remittances services in a secured technology-driven environment

## Research Methodology

### Type of Data: Descriptive Method

The illustrative exploration strategy centres around depicting the idea of the segment portion, without zeroing in on "why" a specific marvel happens. Overall, it depicts the subject of the examination, without covering "why" it occurs. The examination utilized as the graphic technique to clarify the difficulties looked by the female resources of country universities in embracing web based instructing.

### Source of data: primary and secondary data.

Primary data refers to the 'First-hand information' collected by an individual. It is collected for the first time from the respondents. In addition, it is original and more reliable data.

Secondary data refers to the 'Second-hand information'. These data are not originally data rather obtained from already published or unpublished sources.

## Sampling

### Sampling type: convenience sampling.

A Convenience sampling is a non-probability sampling in which the study analysis uses the subjects that are nearest and available to the respondents in the research study.

**Sampling Frame:** Sample will be collected from desktop research and public.

### Sampling Unit: Individual Respondents

In the study, the sampling unit is an individual respondent. The word-sampling unit is referred to as the single value within a sample database. Whereas a sampling unit is one of the units which is collected and divided for a purpose of sampling.

### Sample Size: 50

The sample size referred to as the number 50 observation of the study for determining the given population. In

addition, the sizes of the sample have been drawn from the population. Where the sampling is the process of selection of an individual from respondents 50 to measure the survey study.

## Tools for Data Collections: Questionnaire and Interview

The tool for data collection is defined to use to collect data, with a paper of questionnaires or as computer-assisted interviewing. As a set of printed data or the written questions with the choice of answer, with the purpose of a survey for study. Data collection is the process of measuring, and gathering the information of the study to be standardized the collected data to answer or to test a hypothesis and to evaluate the outcome of the collection.

## Findings and Suggestions

### Key Findings

1. That 44% of respondents are said that payment banks will be exist to great extent, 24% of respondents said that it would exist to some extent, 20% of respondents stated that not at all.
2. Many of the respondents are not aware about the services which banks provides them digitally because few of the consumers are not that educated where then can able to understand the things digitally few of the respondents are not aware about the smart gadgets to make use of the services available at their finger tips
3. 60% of respondents stated that everyone would be aware about the digital services in the future, 24% of respondents says no and 16% of respondents said that they might be aware about the digital services in future.
4. It is inferred that the majority of the respondents are don't like to entering the data digitally because they are scared that their data might get accessed by anyone in this universe.
5. 40% of the respondents are not at all aware of active payment banks in India, 32% of respondents are said no they are not aware of the payment banks, 20% of the respondents are said yes.
6. As it is an open-ended question, which is asked to many of, the respondents and they have answered as for their experience and know about the reality of the digitalization

The above question is answered with multiple level of answers like,

- Advertising
- Teaching the customers personally
- Perfect manual learning book
- Availability in different languages
- Promotional activities
- Proper marketing communication channel

### Suggestions

- Understanding the consumer need is more important in any kind of bank businesses.
- Knowing our targeted consumers will play very good ideology of developing the banks.
- Implementation of digital services in the bank by making use of payment banks will confront good results in the consumer mind set.
- User-friendly technology will help and get more consumers to the bank.
- Creating and choosing proper marketing channel in Bangalore to make understand about the digitalization services that bank provides.
- Always create a strong security to the customer's data and protect from the fraud or phishing.
- Proper promotion strategies need to be implemented.

### Conclusion

From the study on digitalization in Indian banking through the payment banks with reference to Bangalore it can be concluded that, the responses of the respondents and secondary data collected from various published sources and the results of the hypotheses testing, that most of the respondents are not aware about the digital services that banks provides to them. The government and private banks are spending crores of rupees in creating awareness about their digital services in the banking sector. It is important to question whether it is only the low investment or not the proper strategy, which can boost the business of the banks most of the having education will make consumers to understand the technology in making use of digitalization services that government provides. The data plays crucial role in the study it says that many of the consumers are expecting the threat of having their data

copied by anyone on this universe and they are afraid about the fraud which they have encountered in their past. Having the strong security levels where consumers will have the trust then will adopt the services, which are digitally provided to them. Having transparency in the data which banks will give idea to the consumers about their services, rights, policies and terms & condition with regulation acts.

### Learning Outcomes

1. Through the survey of empirical study on digitalization in Indian banking through the payment banks have proven that many of the consumers who are not educated are did not understand the services which banks provide them digitally.
2. It says that many of the businesses are making use of digitalization terms of accepting the bank transfer, cred/debit payments or phone pe, which makes them to get the amount credited in their account instantly.
3. When inquired reason for not choosing digitalization are like having the threat issues of the data/fraud frauds.
4. The respondents also reported that most of the times they have the problem in connectivity of the banks in making use of the right payment banks.
5. For efficient functioning, proper strategic marketing communication should be adopted and make use of implementing in larger stage without any interruption.

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# PROGRESSING SUSTAINABLE DEVELOPMENT GOALS TOWARDS THE PROSPER OF INDUSTRIAL DEVELOPMENT AND GROWTH – AN ANALYSIS

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## **Abstract**

*Sustainable development goals are foremost important for any nation, which tries to focus on developing and enhancing the growth and development. This principle tries to meet the demands and requirements of the society and thereby promoting better living conditions, stability of the environmental system etc. this will assure the future generation to reap the benefits of the sustainable development goals. The present study identifies the various steps and measures that have been taken to identify the various schemes that are initiated by the government to promote industrial growth and development, through this employment and production can be enhanced leading to the eradication of poverty and escalating towards industrial promotion.*

**Keywords:** *Sustainable development goals, industrial development, government initiatives, promotion of industries.*

## **Introduction**

Industrial growth, Innovative creation, infrastructure development is in-depth interconnected within themselves and also with Sustainable development growth 9 and other such SDG's. They are the foremost key role played, by which they strive towards the efficiency and effectiveness of all other sustainable development. By identifying these goals a nation can foster rapid and stable industrialization and employability opportunities. Innovation in the world technology and telecommunication can enable a nation to achieve sustained goals and improve the methods and techniques to establish an infrastructure required for a nation.

## **Objectives**

This study aims to focus on the following objectives:

1. To understand the framework behind the Sustainable Development Goal (SDG)
2. To identify the development of industrial sector with regard to SDG
3. To focus on the various schemes taken up the government towards to foster the industrial growth, innovation, and infrastructure in India

4. To bring up the suggestions for the application and enrichment of industrial growth and development

## **Sustainable Development Goal – an overview**

SDG goal 1. (No Poverty), the basic aim behind this SDG is to eradicate poverty and when the nation is free from poverty, individuals will have better livelihood and as a result the nation gets developed and leads to economic growth and economic development. By enhancing the opportunities of the industries, many individuals will be able to get job opportunities, by which they will earn wages and there by which the poverty and hunger comes down. So it is foremost important to concentrate on the growth of industries and to provide employment opportunities to all. The following are the goals of target 9.1 of SDG goal:

1. 9.1. Providing a better quality, reliable, sustainable and resilient infrastructure in regional borders, which will enable and promote human welfare and well-being.
2. 9.2. To attain industrialisation growth by 2030, by way of significant raise in industries share towards employment and gross domestic product are in line to double with regard to the least developed countries.

3. 9.3. To bring about development and improvements in the field of communication and information sector, where access to the internet is affordable to the least developed countries.
4. 9.4. To upgrade and promote infrastructure and development in the industries with great resource efficiency and greater adoption of eco-friendly technology so as to enable the industrial process with the countries.
5. 9.5. By 2030, upgrade of scientific research in all industrial sectors, encouraging and promoting gradual increase in the number of research units.
8. a. Come up with the upgrade of technological capabilities of industries in all countries, by 2030, to increase the infrastructure in the least developed nations.
9. b. a conducive policy to promote domestic technology development in developing countries and fostering industrial diversification and other services and facilities.
10. c. boosting the access to telecommunication and information technology, so as to provide a better access to the internet facility in the least developed countries by 2020.

### **Government Initiatives to achieve the industrial growth with the help of SDG**

The following are some of the schemes initiated by the government of India to promote industrial development, infrastructure and growth so as to make the country globally attain the goals of the SDG.

#### **Atal Innovation Mission**

The scheme aims at bringing up innovative ideas in the minds of youngsters about the latest technology and communication like, mindset about design, thinking like a computational, learning on the basis of adaptation mode, manual computing, etc. They aim at promoting financial support for the development of the one-time establishment, which cost Rs.10 lakh and Rs.10 lakh to meet the operational expenses for a maximum period of 5 years.

#### **Pradhan Mantri Gram Sadak Yojana (PMGSY)**

Road connectivity is the foremost infrastructure required for a nation. PMGSY Scheme helps in promoting connectivity of road ways to eligible unconnected

habitations that are located in the rural areas of the nation. Habitations with a population of 1000 and above are given the preference to get the connectivity of the road and the population with 500 and above are connected with the eligible road connectivity during the year 2007. The main objective of PMGSY is to provide better road connectivity to all eligible roads in the nation.

#### **Border Area Development Programme (BADP)**

Basic primary needs are like food, shelter and clothing are the essential requirements of an individual, in such a way BADP promotes in enhancing the betterment of the people living in and around the remote and inaccessible and unconnected areas near international border. BADP schemes enriches the construction of houses, health care centers, schools, supply of good drinking water, drainage facilities, rehabilitation centers, and community centers for the betterment of the people.

#### **Pt.deendayal upadhyaya shramev jayate karyakram**

The core aim of this scheme is to provide a better and reliable environment for the startup of industrial development and they provide better training to enrich and enhance the business units that are situated in the nation. Under this scheme there is a conducive working environment is provided to start the industrial segment and promote industrial developments

#### **Shyama Prasad Mukherjee Rurban Mission**

This scheme was started by the nation during 2016 and they aim at promoting project based projects in the rural areas, they also cover the mission for the project based funds for the skill development programme thereby helping hands to the need based people in the rural area.

#### **National handloom development programme**

Weavers are considered to be the backbone for a nation. Hence, they should be given due importance with regard to weaving. The programme aims at providing benefits like waiving of overdue loans, encouraging participation in various exhibitions, fairs. Craft expos, and other related exhibitions, where by which they can upgrade themselves to a better livelihood. Training and workshop programmes were also conducted for the benefit of the handloom weavers so as to attain in the development and growth.

### Digital India

The main component for launching digital India is to ensure and enable that the services of the government reach the people of India. The services of the government are available by way of the internet and this avoids the fraud and misappropriation of cash. Hence, the government comes up with stable internet connectivity and delivers government services digitally.

### Catalytic development programme under sericulture

This scheme is launched by the central silk board, under the ministry of textiles. They aim at fostering the various schemes and subsidies to the silk research centers and they enhance the various institutes that come under the csb to protect and enhance the varieties like mulberry, tasar, eri and muga.

### Make in India

This scheme was initiated by the Prime Minister on September 25<sup>th</sup> 2014, in order to make India a global and worldwide manufacturing hub for the multinationals and local industries and technology and enhance the growth and development of various manufacturing industries so as to attain the growth of the nation and to provide better employment opportunities and where by gradually poverty and starving will be eradicated gradually and better living condition could be promised to all the individuals.

### Bharatnet

The main aim of starting up this bharatnet scheme is to provide better efficient internet connectivity facility to all the household and other institutions on demand, in order to promote the access to e-governance, e-education, e-banking, internet and other services, this bharatnet was launched.

### Startup India

As the name suggests, the main context of this programme is to provide a better eco-system for the development and growth of startups in the country and thereby they will drive and enrich a stable and sustainable economic growth and lead to increase of employment opportunities to the youngsters they also help in bringing up new innovative and creative ideas.

### MRTS and Metro Projects (Mass Rapid Transit Systems)

This programme was initiated to bring foster and quick movement of people from place to another by reducing the traffic congestion and promoting quality transport cost and reducing the parking cost and per-capita traffic accidents in the nation, they also provide better and encourage a more convenient walkable development patterns that enable the society a better one.

### Udan scheme

This scheme was launched and initiated to provide basic training skills and development to enrich the employability opportunities to the unemployed graduates of the nation.

This scheme has 2 main components they are:

To provide and promote exposure to job opportunities and the skills required for it

To pool the talent of all youth in the nation.

### MSME and sustainable development goals

Technology based education and awareness

Business sectors are enhanced through the new digital technology whereby the digital network is laid down as a platform where all entrepreneurs can enrich themselves and improve their performance.

### E-literacy

Technology plays a vital role and digital literacy helps in bringing up the ability of an individual and helps to create, find, evaluate and compose accurate information through this digital platform.

### Conclusion

India has well designed infrastructure which paves growth for the industries to bloom and flourish, the various startup plans have been given to raise entrepreneurs as a result many small, medium and micro industries have risen in many parts of the country. Internet advancement has been a backbone for many entrepreneurs and this has given way for the sustainable development in the sector of advanced technology-based industries.

A nation can develop and help other countries to develop by way of fostering the industrial growth, were by which the export and import will help to get exchanged, sustainable development goals facilitate in providing better nation by setting 17 goals of which the 9<sup>th</sup> goal helps in

providing the betterment of nation by enhancing the industrialization with effective and efficient schemes are initiated by the government it will enable to achieve all the goals of the sustainable development.

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# A COMPARATIVE STUDY ON E-BANKING SERVICES OF NATIONALIZED AND PRIVATE BANKS TIRUCHIRAPPALLI DISTRICT

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## **Abstract**

*The aim of the study is to find study about the option and satisfaction of the customers at banks using E-Banking Services. The purpose of the study is to analyze the problems faced by the customers while using the e-banking services. The research evaluates the relationship between the activities undertaken through e-banking services by the customers the quality of e-banking services and the problems of e-banking services. Statistical tools used for analyzing the data t'- test, and Multi regression discriminate analysis Thus, the study concludes by finding out that bank's customers are fully aware of e-banking services and the customers have found the electronic banking services are still not satisfied with quality and efficiency of the services and leading for total satisfaction with regard to all the qualities of nature of e-banking services and different modes of services.*

**Keywords:** *E-Banking services, satisfaction, customers*

## **Introduction**

The development of Information Technology has been a big boon to banking industry. It has helped the banking industry in several ways, especially in improving its customer relations. Banking industry has undertaken various activities due to the introduction of electronic media in its operations. Electronic Banking is your personal banking service on the Internet, protected with bank identifiers. It is available anywhere, anytime. Electronic Banking allows you to pay invoices to Finnish and foreign recipients easily and securely, checks the account balances and communications and the requirement a unique card, desirability a loan approved to you and make mutual fund assistances.

## **Meaning of E-Banking Services**

E-banking is nothing but electronic banking, wherein most of the operations of the bank are carried out through the electronic media. Even the customary functions like accommodating deposits and surrendering of mortgages are done through the electronic media.

## **Review of Literature**

E-banking has been approximately for some time in the form of automated teller machine and telephone communication. More newly, it has been altered by the internet- a new delivery hannel that is fast, suitable, accessible round the clock, and from whatever the customer's position (Saleh and Ahmad, 2008)

Electronic distribution channels provide alternatives for faster delivery of banking services to a wider range of customers (Kaleem and Ahmad, 2008)<sup>14</sup>. Most of the customers who start banking online do it because they need to pay bills frequently and world like to do it with minimum effort. Besides that, people use the internet banking to keep an eye on their money matters, view their account balance and check receiving payments from other parties (Kolodinsky, J.M., Hogarth, J.M. and Hilgert, M.A. 2004)

## **Statement of Problem**

The government is launching many new programs in the country which are suitable to people's community in order to meet the objective of country's development. One such program is launching of e-banking services. As the e-



banking services have started flourishing in the district in the past few years, the banking organizations have to meet the competition among the banking sector. Hence they are forced to do the various forms of e-banking services. It is very important in the point of view of the banks to have a study about the option and satisfaction of the customers. So the purpose of the research is to study the views of the customers in using the e-banking services. This study is conducted in selective nationalized and private banks in Tiruchirappalli District. The respondents of the study were the customers of the banks using various e-banking services like Automated Teller Machines, Debit card, credit card, Online banking, Mobile banking and Tele banking. Therefore the researcher has identified the research area to find the geniuses of e-banking and it is found to be important to have a comparison between the nationalized and private banks. Therefore an attempt is made by the researcher to have a comparative study between the nationalized and private banks on the basis of opinions of customers

### Scope of the Study

The research is based on the customers' perception regarding e-banking services. The research discusses the opinion of the customers regarding the e-banking services provided by the selected banks and the qualities of the e-banking services in the area of reliability, responsiveness, security, easy use, accessibility and efficiency. Also the research analyzes the problems faced by the customers while using the e-banking services. The research evaluates the relationship between the activities undertaken through e-banking services by the customers, the quality of e-banking services and the problems of e-banking services. The researcher has taken Automated Teller Machines, Debit card, credit card, Online banking, Mobile banking and Tele banking as the e-banking services which the customer uses for various modes of services like mobile recharge, payment of telephone bill, payment of electric bill, money transfer, railway ticket booking, air ticket booking, filing of tax returns, investments etc. The researcher also analyzes the problems faced by the customers while dealing with the e-banking services.

### Objectives of the Study

- To study the nature of e-banking services provided by the selected nationalized and private banks in Tiruchirappalli District
- To evaluate, analyze and compare the opinions and satisfaction levels of customers of E-banking services provided by the selected nationalized and private banks in Tiruchirappalli District
- To understand and compare the problems faced by the customers of nationalized and private banks in using e-banking services.
- To offer suggestions to improve the e-banking customer services.

### Review of Literature

1. Due to emerging global economy, e-commerce and e-business have increasingly become a necessary component of business strategy and a strong catalyst for economic development. The results of this study show that e-banking serves several advantages to the Iranian banking sector, however, the study also shows that the Iranian customers have not enough knowledge regarding e-banking which is rendering the banking sector in Iran.
2. This paper highlights the comparative study of customers' perception towards E-Banking services. E-banking is an electronic banking system, an individual can do the banking transactions through electronic gadgets. In today's highly competitive world, in India, there are a lot of nationalized banks, private banks and foreign banks available. To select the banks, the bank which provides good and fast services, will get the greater number of customers. Hence this study is conducted to know the comparative study of customers' perception towards E-Banking services.

### Statistical Techniques used in the Study

Based on the purpose of the research, the data were processed and analyzed. The processing and analysis of the data was done manually and by computer computation. 't'-test and Multi regression discriminant analysis were considered for statistical analysis. Data were carefully scrutinized to attain accuracy, consistency to facilitate coding, and tabulating. This helped in interpretation and interpreted data was summarized in percentage.

Sl. No	Particulars		Frequency	Percent
01	Gender	Male	121	40.3
		Female	179	59.7
02.	Age	Below 18Years to 25 Years	89	29.7
		26Years between 45 years	129	43.0
		Above 45 years	82	27.3
03.	Residential Status	Degree	97	32.3
		Master Degree	108	36.0
		Engineering	59	19.7
		Others	36	12.0
04.	Professional	Govt Employee	78	26.0
		Private Employee	85	28.3
		Business	55	18.3
		Others	82	27.4
05.	Monthly Income	Below - Rs20,000	98	32.7
		Rs20,001 Between 35,000	66	22.0
		Rs35001 Between Rs 50000	79	26.3
		Above Rs50001	57	19.0
06	Marital status	Married	252	84.0
		Unmarried	48	16.0
07	bank	State Bank of India (SBI)	50	16.67
		Indian Overseas Bank (IOB)	50	16.67
		Indian bank	50	16.67
		ICICI	50	16.67
		KarurVysya Bank - KVB	50	16.67
		lakshmilas bank	50	16.65

The Study reveals the Gender wise respondents, the table shows 40 percentages of respondents are Male and 60 percentage are Female. The table reveals that around 29 percentages of respondents belong to the age group of 18-25 years, 43 percentages of respondents is 26-45 years and 27 percentage of respondents belong to the age group of above 45 years old. Education level of respondents as 32 percentage has completed upto UG degree level, 36 percentage has completed to Master Degree, 20 percentage has completed Engineering and 12 percentage belong to education of other categories. 16

percentage of the respondents were unmarried and 84 percentage of the respondents were married. 26 percentage respondents were government employees, 28 percentage were private employees. 18 percentage of the respondents are doing personal business and 27 percentage do some other profession other than this three mentioned. 33 percentage of the respondents earn an income upto Rs. 20000 each, 22 percentage of the respondents earn between 20001 to 35000, 26 percentage of the respondents earn an income between 35001 to 50000 and 19 percentage of the respondents earn above 50001. Data was collected from SBI, IOB, Indian Bank, ICICI, KarurVisya Bank and Lakshmi Bank. The data percentage of all the banks is equal at 50 percentage.

#### Mean and Standard Deviation of male and female respondents and E-banking services

Sl. No	Factors	Male		Female		t
		X	S.D	X	S.D	
		N=121		N=179		
1	ATM Services	13.57	5.18	13.53	4.53	.084 .933>0.05 NS
2	Internet banking services	16.05	3.15	15.83	2.78	.636 .526>0.05 NS
3	Telephone banking services	16.14	3.19	15.88	3.16	.690 .491>0.05 NS
4	Mobile banking services	26.45	2.97	26.34	2.49	.690 .491>0.05 NS
5	Tangibility	25.06	6.97	25.72	6.73	.341 .491>0.05 NS

#### Interpretation

The mean and standard deviation of a customer on E-banking services taking into account the Gender, the ATM services shows a t value of 0.933 greater than .05 showing a Not significant value. The Internet banking services showing a t value of .526 greater than .05 is also Not Significant. The telephone banking services and the mobile banking services with the value of .491 is No significant. The tangibility, reliability and responsiveness category while comparing the male and female opinions also shows a No significant value.

**Multiple Regression for Demographic Variable and All the Depend Variable against Customer on E-Banking Services**

Sl. No		Multiple r	R <sup>2</sup>	$\Delta r^2$	R	$\beta$	Overall F
<b>ATM Services</b>							
01.	Religion	.51	.33	.33	.33	.55	<b>29.67***</b>
02.	Family turnover	.68	.39	.6	.66	-.26	<b>31.01***</b>
03.	Bank	.60	.40	.1	.41	.25	<b>20.50***</b>
04.	Professional	.62	.43	.3	.29	-.17	<b>15.18***</b>
05.	ATM Problems	.69	.47	.4	.08	.22	<b>4.30***</b>
<b>Internet banking services</b>							
01	Family turnover	.39	.14	.14	.15	-.39	<b>54.32***</b>
02	Bank	.49	.24	.10	.24	.30	<b>37.26***</b>
03	Professional	.53	.28	.04	.28	-.14	<b>17.63***</b>
04	Age	.55	.31	.03	.30	.17	<b>10.66***</b>
05	ATM Problems	.56	.33	.02	.31	-.10	<b>28.10***</b>
<b>Telephone banking services</b>							
01	Family turnover	.35	.12	.12	.12	-.35	<b>43.54***</b>
02	Bank	.41	.17	.05	.16	.21	<b>15.92***</b>
03	Professional	.43	.18	.01	.18	-.13	<b>5.87**</b>
<b>Mobile banking services</b>							
01	Age	.15	.25	.25	.22	.15	<b>7.71**</b>
02	Professional	.21	.27	.02	.40	.18	<b>7.92**</b>
<b>Tangibility</b>							
01	Religion	.56	.31	.31	.31	.56	<b>38.12***</b>
02	Family turnover	.64	.41	.10	.40	-.31	<b>46.01***</b>
03	Bank	.68	.46	.05	.47	.25	<b>30.96***</b>
04	Professional	.69	.48	.03	.47	-.10	<b>5.84**</b>
05	Income	.72	.53	.05	.56	.08	<b>4.32**</b>

The Multiple regressions for the Demographic Variable and All the dependent variable against customer on e-banking services has been applied with ATM services compared with the dependent variables such as religion, family turnover, bank, professionals and ATM Problems. The regression, beta value and overall F values show a significant relationship with the variables. The Internet banking services comparing with the variables Family turnover, bank, professional, Age and ATM problems the beta value, multiple regression and overall F value showed a significant impact and relationship among the variables. The mobile banking services comparing with the variables Family turnover, bank, professional, Age and ATM problems the beta value, multiple regression and overall F value showed a significant impact and relationship among

the variables. The tangibility comparing with the variables religion, family turnover, bank, professional, Age, income and ATM problems the beta value, multiple regression and overall F value showed a significant impact and relationship among the variable

### Findings

The gender wise distribution reveals that the percentages of Female respondents are more than the male respondents. It can be found that more female customers in bank represents they also play a equal role in investing. Banks can give more focus towards attracting female customers through various schemes beneficial for them. Special focus can be given to male customers who invest more which will helps the banks to improve its standards

as well as reputation among customers. Age clearly reveals that customers are more of the age group of 26 years to 45 in first and almost 30 percentage between the age group of 18 years to 25 years. Therefore banks are required to place in various schemes which would satisfy the needs and preferences of this age group. It includes male and female.

Education level of respondents as 32 percentage has completed up to UG degree level, 36 percentage has completed to Master Degree, 20 percentage has completed Engineering and 12 percentage belong to education of other categories. Therefore the focus can be given on the graduates in providing necessary educational loans for the degree holders in under graduation level, loans of innovation in their studies and job loans to create start-ups also can be provided by the banks.

### Suggestions

The study with regard to the service quality of public sector and private sector banks can is bound to suggest suitable measures for the banks. The Reserve Bank of India (RBI) recommended measures to improve public sector banks' corporate governance, including

Significantly increasing the autonomy of these banks' boards. These measures, if implemented, would be credit positive for public-sector banks because they would address a key credit weakness. Poor corporate governance, characterized by poor board supervision and excessive government interference, is a structural credit weakness of Indian public-sector banks. Government interference has meant that policy objectives, rather than commercial factors, have dictated some business decisions at public-sector banks. Moreover, the quality of the top management at these banks has been hampered by a non-transparent appointment process, relatively short tenures and a lack of accountability. The effects of this weak governance have become apparent as India's economy has weakened, with public-sector banks' performance lagging that of private-sector banks in terms of asset quality and profitability.

### Conclusion

Electronic banking has become a necessary survival weapon and in fundamentally changing the banking industry worldwide. Today, the click of a mouse offers bank customers services at a much lower cost and also empowers them with unprecedented freedom in choosing vendors for their financial service needs. Banks have to upgrade and constantly thinking new innovative customized packages and services to remain competitive. The study finds that bank's customers are fully aware of e-banking services. Most customers however still patronize the bank branches and find interaction with human tellers as very important as they got distracted with the problems (inadequate knowledge about the usage of e-banking services, lack of interest, poor network, pass word forgotten, card misplace and lack of confidence. It also finds that customers enjoying electronic banking services are still not satisfied with quality and efficiency of the services. Customers perception of and relations to the development of e-banking services are issues of concern to both government and banking industry. A lot need to be done to create confidence in the minds of customers about the benefits and security of the e-banking services. There is a need for total satisfaction with regard to all the qualities of nature of e-banking services and different modes of services. A special emphasis must be given for the security which would promote customers in using E-banking services to the largest extent.

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## ROLE OF BUSINESS IN THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT GOALS

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### Abstract

*The sustainable Development Goals are the fundamental cornerstone to secure future economic and business growth by eradicating poverty in an inclusive way, while protecting the environment. Businesses need to embrace the SDG agenda and recognise it as a driver of business strategies, innovation and investment decisions. Business is the primary engine of the economic growth and development needed to alleviate poverty. Business ingenuity and innovation is also needed in meeting sustainable development challenges in the future. Sometimes, the role of business may even be the determining factor. This paper discusses how business can be a partner in the achievement of sustainable development goals.*

**Keywords:** SDGs, Business

### Introduction

Sustainable Development as envisaged in the 17 Sustainable Development Goals are generally believed to be the responsibility of the individual governments. However achieving these goals would be impossible if the governments alone take up the responsibility. It requires the collective action across governments, civil society, business.

While, government responsibility is a prerequisite, the achievement of all the goals will not be possible without the participation of the business. Businesses especially the private sector can and should make meaningful contribution in the successful achievement of these goals since as the provider of employment to a large number of people, driver of economic growth and as a source of technology, innovation and investment resulting in higher productivity and job creation, its role can not be underestimated. It can act as a core player in helping to innovate, develop and implement ideas and technologies that will move the world closer to reaching these goals.

Together with traditional development issues, governance, peace, and stability, the 2030 Agenda recognises economic growth and productive employment, entrepreneurship, sustainable industrialisation, innovation, sustainable consumption and production patterns, among others. In achieving these goals, however, significant challenges remain. These challenges are opportunities to open new markets and to create new business prospects. The recognition of economic growth and elements of an enabling business environment as goals is a big step forward as development needs to be looked at in an

integrated and holistic manner. Only successful and sustainable businesses can contribute to the development and prosperity of nations and the global community.

### Business and SDGs

Business, is an indispensable partner and has a critical role to play in advancing the global development agenda. In developing countries, private sector operations constitute, in average, 60 percent of GDP, while generating 90 percent of jobs and 80 percent of capital inflows (OECD). The private sector further contributes to development by providing goods and services, financing social and economic investments through taxes, and creating innovative solutions to help tackle development challenges. Innovation in the private sector across the world is a prerequisite for achieving the 169 ambitious targets, which collectively make up the 17 SDGs.

Business has the unique opportunity to embrace the SDG agenda and recognise it as a driver of business strategies, innovation and investment decisions. Doing so makes business sense and will give them an edge over their competitors.

Many businesses even now are trying to incorporate SDGs into their operations. However these attempts have been only superficial and are very small contributions to the achievement of the goals. More effective strategies are required in business behaviour if the SDGs are to be achieved by 2030.

The SDGs represent a major opportunity for businesses to shape, steer, communicate and report their strategies, goals and activities, allowing them to capitalize

on a range of benefits. There are a number of compelling reasons for businesses to pursue social impact and engage with the SDGs. Beyond the need to heed society's call for greater transparency and accountability, blending purpose with profit can generate a unique competitive advantage to meet the expectations of discerning consumers, investors, and employees.

Five distinct drivers of financial value compel companies to make both social impact and SDG alignment part of their core business:

- Generate new revenue by creating new opportunities for market differentiation, expansion and growth including though innovating to access extremely promising markets which do not yet exist or are in their early days.
- Employer attractiveness for improved recruitment and retention.
- Increase supply chain resilience by enhancing supply chain sustainability and operational efficiency.
- Spawn investor interest by increasing attractiveness to a wider range of investors.
- Being "ahead of the curve" in assuring license to operate by addressing regulatory compliance and managing risks.

There is a clear business case for the private sector to invest in SDG implementation. According to the Business and Sustainable Development Commission, achieving the SDGs opens up some USD 12 trillion of market opportunities in the four economic systems examined by the Commission. These are food and agriculture, cities, energy and materials, and health and well-being. They represent around 60 percent of the real economy and are critical to delivering the SDGs. The total economic cost (and business potential) of implementing the SDGs could be 2-3 times bigger, if the benefits are captured across the whole economy and accompanied by much higher labour and resource productivity.

Reaching the SDGs will require a step-change in both public and private investments. Public sector funding capabilities alone may be insufficient to meet demands across all SDG-related sectors. Today, however, private sector investment in these sectors remains relatively low. Only a fraction of the globally invested assets of banks, pension funds, insurers, foundations and endowments, as well as transnational corporations, is directly targeting

SDG sectors. This figure is even lower in developing countries and particularly the poorest ones (LDCs).

At the global level, total investment needs are in the order of USD 5 to 7 trillion per year. Developing countries alone are expected to need investments totalling some USD 3.9 trillion per year, mainly for basic infrastructure (roads, rail and ports, power stations, water and sanitation); food security (agriculture and rural development); climate change mitigation and adaptation; and health and education. Current investment levels in these sectors stand at around USD 1.4 trillion leaving a gap of around USD 2.5 trillion and implying an annual investment gap of between USD 1.9 and USD 3.1 trillion (UNCTAD). If just some of this investment gap is filled, the opportunities for business to deliver services and solutions will grow manifold.

It is important to recognize that the private sector is extremely diverse and not defined only by multinational corporations and industry giants. Unleashing the transformative capacity of the private sector for development is not possible without small and medium sized enterprises (SMEs) and social enterprises. For example, SMEs create over 50 percent of formal jobs globally and many innovation leaps have happened in SMEs as well as start-ups.

The Oxfam Discussion paper "Raising The Bar - Rethinking the Role of Business in the Sustainable Development Goals" proposes three steps for meaningful engagement by businesses.

First, companies should focus on those areas or goals where their business has the greatest potential impact, either positive or negative. This requires mapping and assessing impact areas to understand the full breadth of connections with the sustainable development agenda. Before any considerations to 'do good', businesses should ensure that their current activities do not have a negative impact on sustainable development outcomes and do not hinder the ability of others (governments, other businesses, civil society organizations) to achieve the SDGs.

Second, meaningful engagement by companies requires going beyond cherry-picking SDGs based on win-win opportunities, and instead integrating sustainable development concerns into their core operations. This requires them to look at how their impact is shaped by

business functions such as sourcing, employment, tax planning and corporate strategy and to adopt a holistic approach to engagement with the SDGs. This deeper level of engagement requires businesses to raise their level of ambition, identify key areas of tension between commercial practices and the SDGs, and work to find ways to realign them.

Third, more transformative ways of thinking about the future role of business in sustainable development is needed. The social, political and ecological crises being faced require businesses to collectively challenge some of the economic paradigms that have ruled their behaviour for the past few decades and address the structural barriers that prevent more sustainable businesses from flourishing. New business models that to a greater degree align business agendas with societal aims represent another promising avenue to achieve sustainability globally, while leaving no one behind.

[https://www-cdn.oxfam.org/s3fs-public/dp-raising-the-bar-business-sdgs-130217-en\\_0.pdf](https://www-cdn.oxfam.org/s3fs-public/dp-raising-the-bar-business-sdgs-130217-en_0.pdf)

### Conclusion

Promoting and disseminating a global economy that is fair, sustainable and underpinned by ethical principles and values requires the **c0 – planning** and **collaboration** of all social, civil and institutional actors. The private sector will be looked upon as a crucial partner for achieving them. All this means that we can expect the SDGs to become the new, de-facto standard for businesses to design, measure and account for their contribution to sustainable development. **Together, everyone can contribute to the**

**Sustainable Development Goals and achieve a better and more sustainable future for all.**

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