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## CONTENTS

1	Nature and trends in Gender Inequality in Employment in Organized Manufacturing Sector in India – <b>Chandrima Ganguly</b>	1 – 8
2	Financial Performance Analysis of ‘The Outlook Group’: A Ratio Analysis Approach across Covid Phases – <b>Manisha Bera</b>	9 – 19
3	Impact of Social Media in Recruitment – <b>Deepika S R</b>	20 – 22
4	Perception Analysis of Diversified Jute Products among New Generation Consumers – <b>Fiza Rahaman, Abhrodeep Mazumdar, Soumodip Mondal, Shivam Khandelwal, Dr. Chandrima Ganguly &amp; Dr. Sudip Kundu</b>	23 – 36
5	PATTERNIA - An Interactive Learning Environment for Toddlers to Foster Alphabet Acquisition through Machine Learning Model – <b>Tamoleen Ray</b>	37 – 43
6	Occupational Stress and Burnout among the Nurses of Meghalaya – <b>Swarnima Tiwari &amp; Dr. Deepak Bhagat</b>	44 – 50
7	An Economic and Social Impact of Demonetization in India– A Study – <b>Apoorva M.C</b>	51 – 55
8	Globalization and Neocolonialism Literature- A Study – <b>Bharathi Shivashankar</b>	56 – 58
9	Impacts of Micro-Finance on Alleviation of poverty and Development of Sustainable Finance – <b>Sushmita Kumari Sah</b>	59 – 63
10	Business Process Outsourcing in India – Issues and Challenges – <b>Vijayakumar</b>	64 – 67
11	A Study on Institutional Social Responsibility with Reference to B-Schools in Bangalore – <b>Santosh N C&amp; Dr. Lily N David</b>	68 – 74

# NATURE AND TRENDS IN GENDER INEQUALITY IN EMPLOYMENT IN ORGANIZED MANUFACTURING SECTOR IN INDIA

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## **Abstract**

The nature and trends of industrial employment in the liberalized and flexible labour market of organized manufacturing industries has been changing with increasing feminization of industrial activities. This change is happening at the cost of gender segregation in employment. Employers are favoring recruitment of contract workers to regular workers. This paper investigates the role of gender in industrial employment in the formal manufacturing sector and the extent of gender segregation existing in the organized sector of India are estimated.

Whether the advent of globalization and liberalisation and the weakening of collective bargaining acted as catalyst to the substitution of male workers by female workers in industries is a big question. This paper tries to analyse the nature and trend in female work participation in manufacturing sector in the face of increasing feminization and informalization of workforce.

**Keywords:** Feminization, , Employment, Trade Unionization **JEL: J5, J16**

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## **1. Introduction**

Indian labour market witnessed spiralling of feminization of industrial employment associated with a fall in secondary sector employment in the post reform period (Neetha, 2014). This indicates an increase in women's work participation in industrial employment. Significant changes have been observed in the terms and conditions of work and employment. Women are increasingly substituted in activities previously carried out by male workers under 'inflexible' conditions (Standing, 1989). Thus, feminization in the context of certain Indian industries is explained in terms of innovative technology and organizational strategies changing the pattern of industrial work which in turn resulted in creation of an increase of female oriented jobs or some occupations which became more relatable with women (Banerjee, 1989). In particular, jobs, which are identified as 'women's work', tend to be decentralized, 'unskilled' or 'semi-skilled', low paid, irregular, part-time or temporary labour contracts. Feminization in organized labour markets increased employment opportunities for women during 1980s. With reference to female employment in manufacturing, Sudha Deshpande and L.K. Deshpande (1992) note that due to reduced cost, employers replaced dearer male labour by cheaper female labour. Very often, these women did work that was an extension of housework. Even when employed in the formal sector they were likely to work as casual, contract or piece-rate workers or work in ancillary units that were often small home-based enterprises. Banerjee and Veeramani (2017) have argued that the increase in adoption of new technology due to liberalization led to biases in the gender composition of workforce against females. Anker (1998) referred to this persistence of disparity in distribution of male and female in terms of participation in different occupation as Gender Segregation. Gender segregation can be either horizontal or vertical segregation. In horizontal segregation employment ratio of women in certain occupations is higher than their share in others whereas vertical segregation takes place when men and women are hired

in the same jobs, but men get better pay and higher status, not due to their skills or experience but due to their gender. This inequality in terms of the distribution of employment and also with respect to pay for work (or Wage discrimination) is prevalent in India. In fact, women are discriminated at the workplace in different ways, pay for work being one of them (Srivastava and Srivastava, 2010).

Increase in female worker employment in the labor market poses acute challenges to India's development process as has been identified in Boserup's (1970) noteworthy work on women's role in economic development. A rise in female labour force and earning entitles women to exert choice and decision-making power in important areas of their lives thereby escalating growth and development, reducing poverty and bringing prosperity (Esteve-Volart, 2004; Kabeer, 2012). Thus, economic growth is a requisite but not satisfactory condition for discussing the problem of female labour in India. With increasing feminization of workforce in the face of informalization vis-a-vis contractualisation of labour, does there exist any causal relationship between male to female employment and casual to regular employment? Though there exist studies in these regards in the international context, these issues have not been highlighted in the studies with respect to India. This provides the motivation for this study.

This paper investigates the role of gender in industrial employment in the formal manufacturing sector and the extent of gender segregation existing in the organized sector of India. This paper tries to analyse the nature and trend in female work participation in the face of increasing feminization and informalization of workforce and weakening of collective bargaining. The study has been broadly outlined as follows: the next section discusses the objective and research methodology adopted in this study. Section 2 deals with the findings and analysis of the study on trends and pattern in female work participation in the formal manufacturing sector of India and the extent of gender segregation in terms of male- female employment during 2000-01 to 2015-16. The study is carried out at industry level, state level and national level. Segment 4 provides the summary and conclusion of this research work.

## **2. Objective and Methodology**

### **2.1 Objective of the study**

The objectives of the present study are

1. To study the trends and patterns of changes in female workforce employment in the industries of the organized manufacturing sector across industries, states and over the years.
2. To investigate the extent of gender segregation in the organized manufacturing sector

### **2.2 Data and Methodology**

#### **2.2.1 Data**

The data used for analysis are secondary data. The sources of data are Annual Survey of Industries (ASI) reports for the time frame 2000-01 to 2015-16 and data from the Annual Survey of Industries (ASI) reports published by Labour Bureau of Ministry of India each year by the Central Statistical Office (CSO), Government of India under the Ministry of Statistics and Programme Implementation of the Union Government of India. The Annual Survey of Industries encompasses the entire factory sector comprising industrial units (called factories) registered under section 2(m)(i) and 2(m)(ii) of the Factories Act.1948. The classification of the industrial activities of the factories into industry groups is based on the value of the principal product manufactured by them. The national industrial classification is coded at 2 digit NIC, 3 digit NIC and 4 digit NIC. NIC 1998 was followed for the classification of industries from ASI 1998-99 to ASI 2003-04. NIC 2004 was followed from ASI 2004-05 till ASI 2007-2008. Post 2008-09 a new NIC-2008 classification has been introduced for data compilation and tabulation in the annual survey reports. In this study 2 digit NIC 2008 classification of the estimates for different industrial aggregates has been considered. In order to make the data under different NIC classifications comparable the concordance table has been used. 22 industries at two NIC code level have been considered in our study. The industries which have been considered in this study

are: food, beverage, tobacco, wearing apparel, textile, leather and products of leather, wood and products of wood ( except furniture), paper and products of paper, publishing, printing and recorded media, coke and petroleum, chemical and products of chemical, rubber and plastic products, other non-metallic mineral products ( eg glass, ceramic etc), basic metals, fabricated metal products, machinery and equipment n.e.c, electrical machinery and apparatus n.e.c, electronic equipment and apparatus, motor vehicles, trailers and semitrailers manufacturing industry, industries related to other transport manufacturing, furniture and other manufacturing n.e.c. The study has been done at three levels namely at the national level, inter-industry level and state level. All states and Union territories, except Sikkim, Andaman and Nicobar Island and Arunachal Pradesh, has been considered for all state level analysis in this research.

**2.2.2 Methodology**

The study on of the nature and trends of female employment is primarily descriptive in nature and analysis is done using descriptive statistics and graphical and tabular illustrations. The comparative analysis of participation rate and sex ratio at national level and across industries and their growth rate are represented using tabular presentation of data and bar graphs. Occupational segregation based on gender is computed using the Duncan index(ID) and Karmeland Mac Lachlan Index (IP) of segregation respectively.

a) Duncan index(ID): The ID indicates mean of the sum of the difference in women’s and men’s distribution over different jobs in absolute term. It is calculated as:

$$ID = 1/2 \sum | Mi/M-Fi/F |$$

Where Fi and Mi are the number of females and males respectively, in the i-th occupation and F and M are the total number of females and males, respectively in the workforce. ID-index takes value 0 in absence of inequality. This indicates that women's employment is distributed similarly to men’s across occupations. ID index equals 1 in presence of complete inequality in occupational distribution of men and women.

b) Karmel and MacLachlan Index (IP) :The IP index usually referred as IP index is defined as

$$IP = 1/T \sum | aFi-(1-a) Mi |$$

where T represents total employment, Fi and Mi are defined as female and male employment in the i th occupation, respectively; and a is The proportion of males in overall workforce.

**3. Findings and Analysis**

**3.1 Nature and trends in Female work Participation**

In this segment, female work participation in manufacturing sector is analyzed. The most alarming phenomenon observed in India’s formal manufacturing sector is the low female worker participation rate. Female workers constitute less than twenty per cent of the workforce. Nevertheless, it is also important to note that the proportion of women workforce to direct manufacturing workers has increased from 14.15 percent in 2001-02 to 20.37% in 2002-03 and further to 20.91 per cent in 2015-16. Table 3.1.1 shows the Sex Ratio over time from 2001 to 2015. The sex ratio defined by proportion of female to male workers (SR) is a common index of sex segregation used to measure the magnitude of concentration of women workers in an industry in comparison to the average SR for all industries. SR is defined as

$$SR_i = F_i / M_i \dots\dots\dots (3.1.1)$$

Where, Fi denotes the total number of woman workers to total workers in industry i and Mi denotes the total number of male workers to total workers in industry i.

**Table 3.1.1**  
**Proportion of male and female direct workers and Sex Ratio in organized manufacturing sector during the period from 2001-02 to 2015-16**

Year	Proportion of female regular workers (F <sub>i</sub> )	proportion of male direct workers (M <sub>i</sub> )	sex ratio SR = (F <sub>i</sub> / M <sub>i</sub> )
2001-02	14.15	57.27	0.25
2002-03	20.37	79.63	0.26
2003-04	19.5	80.5	0.24
2004-05	20.35	79.65	0.26
2005-06	19.82	80.18	0.25
2006-07	20.66	79.34	0.26
2007-08	19.78	80.21	0.25
2008-09	20.05	79.95	0.25
2009-10	19.81	80.19	0.25
2010-11	18.78	81.22	0.23
2011-12	19.12	80.88	0.24
2012-13	18.6	81.4	0.23
2013-14	21.77	78.23	0.28
2014-15	19.9	80.1	0.25
2015-16	20.91	79.09	0.26

Source: Computations based on ASI Data

The data reveals that though the proportion of female regular workers has increased from 14.15% in 2001 to 20.91% in 2015, the sex ratio in total employment has remained more or less stagnant over the years at around 0.25. This reveals a strong degree of sex segregation in favour of male workers in the manufacturing industries of the organized sector.

Table 3.1.2 shows a comparative study of Sex Ratio (SR) at a more disaggregate level across industries of the organized manufacturing sector in India from 2001 to 2015. The result confirms the presence of gender segregation across industries.

**Table 3.1.2**  
**Sex Ratio(SR) across industries in organized manufacturing sector during the period from 2001-02 to 2015-16**

Industry	2001	2005	2011	2015	mean
Food products	0.19	0.37	0.14	0.36	0.26
Beverage	0.09	0.11	1.79	0.18	0.54
Tobacco products	3.70	1.39	0.22	4.35	2.42
Textiles	0.20	0.20	1.01	0.24	0.41
Wearing apparel	0.69	1.30	0.55	1.05	0.90
Leather	0.64	0.46	0.09	0.75	0.49
Wood and of products of wood and cork	0.06	0.13	0.10	0.10	0.10
Paper and paper products	0.02	0.10	0.11	0.15	0.09
Publishing, printing and reproduction of recorded media	0.56	0.11	0.05	0.13	0.21

Coke, refined petroleum products	0.06	0.03	0.25	0.04	0.09
Chemicals and chemical products	0.12	0.24	0.18	0.22	0.19
Rubber and plastic products	0.06	0.09	0.10	0.10	0.09
Other non-metallic mineral products	0.04	0.09	0.02	0.11	0.07
Basic metals	0.02	0.01	0.05	0.02	0.02
Fabricated metal products, except machinery and equipments	0.02	0.03	0.30	0.05	0.10
Electrical machinery and apparatus n.e.c.	0.07	0.13	0.02	0.14	0.09
Machinery and equipment, n.e.c.	0.04	0.03	0.06	0.03	0.04
Motor vehicles, trailers and semi-trailers	0.02	0.04	0.03	0.06	0.04
Other transport equipment	0.01	0.02	0.03	0.03	0.02
Furniture	0.01	0.01	0.21	0.07	0.07
Manufacturing n.e.c	0.39	0.27	0.02	0.26	0.24

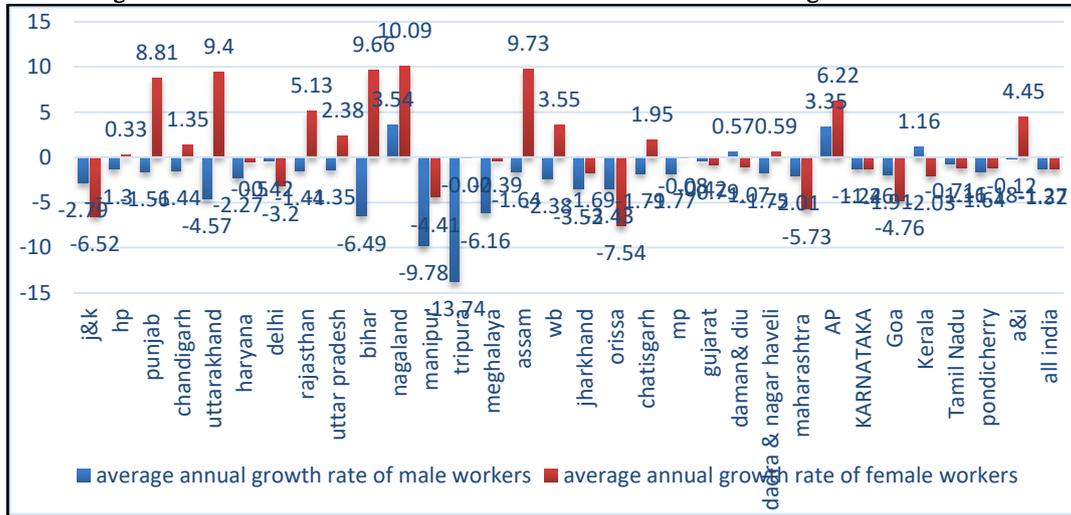
Source : computation based on ASI Data

It is observed that the tobacco industry has the highest Sex Ratio value indicating that their proportion female worker is higher than proportion of male employment. The basic metal and transport related industries recorded the lowest Sex Ratio of 0.02 indicating that these industries are more dominated by male employment and female work participation in these industries are negligible. Against the median observation of 0.095, industries related tobacco, food, beverage, leather, textile, wearing apparel, wood, publishing and printing fabricated metal products chemical products and other manufacturing have recorded an above median value of SR while the remaining industries have below median value of Sex Ratio.

A closer analyses of the industries reveal that over the years the Sex Ratio value of the capital intensive industries namely coke and refined petroleum products industry, chemical industry, other nonmetallic mineral industry, basic metals industry, fabricated metal product industry, machinery and equipment industry other transport equipment industry and motor vehicles industry have remained very low (less than 0.1) while that of labour intensive industries namely food products, beverage, tobacco, textile, wearing apparel, leather , paper and wood industries have recorded Sex Ratio value greater than 0.1. the industry wise mean values suggest that except the tobacco industry all other industries employ more male workers than female workers. Thus this study supports the existing literature of feminization of work with female work participation being confined to certain specific industry types.

In A state level analysis over the period of 2001-02 to 2015-16 shows a downward trend in the average annual rate of growth of both female and male direct workforces in majority of the state. this is shown in the figure 3.1.1. Figure 3.1.1 reveals a negative average annual growth rate in both male direct workers (-1.32%) and female direct workers (-1.27%). Tripura has recorded 13.74% decline in average growth rate of male direct workers while Orissa recorded a 7.54% fall in average growth rate of female direct workers. Nagaland, Andhra Pradesh, Kerala and Daman and Diu recorded a positive average growth rate of participation of male direct workers at 3.54%, 3.35%, 1.16% and 0.57% respectively. In terms of participation of female direct workers Nagaland shows the highest average annual growth rate at 10.09% followed by Assam at 9.73% , Bihar at 9.66%, Uttarakhand at 9.4% and Punjab at 8.81% respectively. The other states which registered a positive average annual growth in female direct worker participation are Himachal Pradesh (0.33%), Rajasthan (5.13%), Uttar Pradesh (2.38%), West Bengal (3.55%), Chattisgarh (1.95%), Andhra Pradesh (6.22%). An interesting fact is that Nagaland is the only state registering a positive growth rate in participation of both male and female direct workers.

**Figure 3.1.1**  
Average Annual Growth of Male and Female Workers across states during 2001-02 to 2015-16



Source: Computations based on ASI Data

### 3.2 Gender Segregation in Indian Manufacturing

The unequal distribution of male and female participation in Indian labour market is termed as Gender Segregation. It has been argued that gender based occupational segregation persists in the industries of organized manufacturing sector of India. In this context, the measurement of occupational segregation has been done using the Duncan Index (ID) of segregation and Karmel and MacLachlan Index (IP) of segregation.

a) Duncan index ( $I_D$ ) measures the sum of the absolute difference in the distribution of women and men over occupations. It can be written as:

$$I_D = \frac{1}{2} \sum \left| \frac{m_i}{m} - \frac{f_i}{f} \right| \dots \dots \dots (3.2.1)$$

Where  $f_i$  and  $m_i$  are the total number of females and males in the  $i^{th}$  occupation respectively, and  $f$  and  $m$  are the total number of females and males in the workforce respectively.  $I_D$  equals 0 when there is complete equality in distribution of men and women's employment across occupations and 1 when there is complete dissimilarity in the distribution of women and men across occupations.

b) Karmel and MacLachlan Index (IP): The standardised or Karmel and MacLachlan (IP) is another measure of sex segregation of women and men across the occupational categories. The KM index is defined as

$$IP = \frac{1}{N} \sum \left| \alpha F_i - (1-\alpha) M_i \right| \dots \dots \dots (3.2.2)$$

where  $N$  represents total employment,  $F_i$  and  $M_i$  are defined as female and male employment in the  $i^{th}$  occupation, respectively; and  $\alpha$  is the proportion of women in overall workforce.

The KM index is used to interpret the proportion of total workers which would need to change jobs in order to remove segregation - considering the female and male shares of occupations. The KM index equals 0 in case of complete equality. The result in Table 6.1.3 shows that though there is diversity in result obtained from the two indices, the gender based segregation in occupation has somewhat intensified over the years as has been supported by all both the indices. The result shows that both the Duncan index and KM index has increased from 2002 to 2015. This implies that the segregation of occupational on the basis of gender has increased over the years in the organized manufacturing sector.

**Table 3.2.1**  
**Occupational Segregation across industries over time period from 2002 to 2015**

Year	duncan index(ID)	Karmel and Mac Lachlan Index (IP)
2015	0.41	0.38
2012	0.37	0.11
2008	0.38	0.12
2002	0.01	0.19

Source: author's computation based on ASI data

#### 4. Summary and Conclusion

The study on the female employment in organized manufacturing sector shows strong existence of gender segregation. The key findings of this study are:

4.1 The female work participation ratio has not improved much over the years with the national estimate showing a declining trend. The sex ratio ( i.e proportion of female to male workers) has remained more or less stagnant over the years at around 0.25 from 2000 to 2015. The distribution of male and female workers also has been unequal and this inequality has widened over the years.

4.2. An important finding is the increasing occupational segregation of female workers in industrial activities across organized manufacturing sector. The labour intensive industries show a relatively better participation of female workers compared to the capital intensive industries. The low Sex Ratio value ( less than 0.1) in the capital intensive industries indicates that the capital intensive industries employ higher proportion of male workers compared to female workers while the relatively higher values of SR of labour intensive industries provide empirical evidence that these industries employ more female workers. Thus it can be concluded from our study that the capital intensive industries employ more male workers to female workers.

Thus the analysis of the role of gender in organized sector employment establishes the finding that there is increasing feminization in the organized manufacturing sector in terms of gender segregation with women getting employed in certain specific sectors or specific job types. However, with increasing flexibility in labour laws and increasing contractualization, firms are hiring more female workers at lower wage thereby raising doubts on the goals of gender equity in the economy.

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# FINANCIAL PERFORMANCE ANALYSIS OF ‘THE OUTLOOK GROUP’: A RATIO ANALYSIS APPROACH ACROSS COVID PHASES

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## Abstract

This paper focused on evaluating five years financial performance of ‘The Outlook Group’ a prominent media and publishing company, spanning from 2017 to 2021 by categorizing into three distinct phases (pre-COVID, during COVID, and post-COVID) using financial ratio analysis as the analytical framework. Ratio Analysis is employed to assess the company’s profitability, liquidity, solvency, and efficiency of OUTLOOK during these three phases. The analysis reveals that the company faced significant challenges during and after the COVID-19 pandemic, resulting in decreased liquidity, profitability, turnover efficiency, and to some extent solvency. The solvency ratio shows little improvement, including reduced debt reliance and improved asset coverage. In response to these challenges, they launch digital subscription services to meet the growing demand for digital content.

**Keywords-** Financial Ratio Analysis, Liquidity ratio, Profitability Ratio, Solvency Ratio, Turnover Ratio

## INTRODUCTION

Financial statements are the medium to percolate relevant and meaningful information to the stakeholders. Analysing the financial statements (historical) provides more meaningful insight into the financial performance and position of an organisation; in addition, it facilitates future predictions. Financial Statement Analysis is the process of identifying an organization's financial strengths and weakness by identifying the relationship between the different items of financial statements i.e., profit & loss account and balance sheet (I.M. Pandey). The primary goal of financial statement analysis is to assess a company's ability to generate profits, manage its assets and liabilities, and ensure its long-term sustainability. Different financial tools can be employed to analyse financial statements. The most popular and widely practiced tool is ‘Ratio Analysis’.

The present study, focused on evaluating the financial performance of “THE OUTLOOK GROUP” a prominent media and publishing company, over five years from 2017 to 2021. The OUTLOOK Group is a prominent magazine publishing company in India, Known for its bold and aggressive reporting. It is a well-known brand and is appreciated all over the world. The focal point of this study is to assess the impact of the COVID-19 pandemic on the print media industry. By analysing the financial performance of The Outlook Group, we aim to understand how traditional print media organizations have adapted to the challenges posed by the global health crisis. This research seeks to provide valuable insights into the resilience and strategic responses of print media companies amidst the pandemic, while also contributing to discussions on the future viability of the industry in an increasingly digital world. The study portrays a comparative analysis of the financial performance during the COVID period with pre, and post-COVID periods of a media house that has both domestic and global presence. Ratio Analysis involves the examination and interpretation of various financial ratios derived from a company's financial statements.

Some of the key ratios used in ratio analysis are-

Liquidity ratio, is a financial metric used to assess a company's ability to meet its short-term financial obligations or liabilities using its readily available assets. These are essential for creditors, investors, and management; turnover ratios assess a company's short-term financial stability and capacity to manage unexpected challenges.

The profitability ratio indicates the overall efficiency of a firm. It's usually used as a measure of earnings generated by the company during a period based on its level of sales, assets, capital employed, net worth and earnings per share. (Akhor Sadiq Oshoke, Jafaru Sumaina, (2015). These ratios provide valuable insights into a company's overall financial performance and profitability.

Turnover ratios, also known as activity ratios or efficiency ratios are financial metrics used to assess how effectively a company manages its assets, liabilities, or resources to generate sales, revenue, or cash flow. Turnover ratios are valuable tools for assessing a company's operational efficiency, resource utilization, and management effectiveness.

Long-term solvency, also referred to as long-term financial solvency, is a financial term that assesses a company's ability to meet its long-term financial obligations and maintain financial stability over an extended period. The ratios help check how "leveraged" a company is, and also the financial manoeuvrability of the company in difficult times (Akhor Sadiq Oshoke, Jafaru Sumaina, 2015).

#### LITERATURE REVIEW

**Dr. Ashok Kumar Panigrahi (2013)**, in his study on "Liquidity Management of Indian Cement Companies – A Comparative Study", states the liquidity position of five leading Indian cement companies which has been done to know the liquidity position of the companies. The study covers 10 years from 2000 to 2010. They use the techniques of mean, standard deviation, coefficient of variation, ratio analysis, and Motaal's ultimate rank test to analyse the data. They found that the liquidity position of small companies is better as compared to big ones and most interestingly the growth rate of current ratio, quick ratio, and working capital to current assets of all the companies are negative which indicates an unsound liquidity position.

**Ruhaya Atan, Saunah Zainon, Sharifah Aliman, Roland Yeow Theng Nam (2013)** study on "Financial Management in Religious Non-Profit Organizations: A Mission-Based Approach to Ratio Analysis" was based on the financial statements for the financial year of 2010 for 81 RNPOs, which are partly the 13 categories of national NPOs. Financial performance was assessed using two key ratios: Performance Efficiency Ratio (PER) and Operating Expense Ratio (OER). The results indicate that most RNPOs have sufficient revenues to operate in a healthy financial environment. Findings and data show that at least two-thirds of RNPOs spend their budget on the programs and services they exist to provide.

**Dr. Ayad Shaker Sultan (2014)**, in his study "Financial Statements Analysis - Measurement of Performance and Profitability: Applied Study of Baghdad Soft-Drink Industry" preferred ROE as the most comprehensive measure of profitability of a firm. It is anticipated; that Baghdad Soft-Drinks Industry will recover from the inconvenience evidenced in its financial statements and might be able to gain a handsome profit to its shareholders and outstanding performance in the years ahead.

**MD AMINUL ISLAM(2014)**, in his study 'An Analysis of the Financial Performance of National Bank Limited Using Financial Ratio' found that despite severe unfavorable economic conditions of the last few years, NBL achieved a worthy performance in all core areas of banking operation. The results indicate that the overall bank performance in terms of profitability (ROA, ROE, C/I), liquidity and credit performance has been improving from 2008 up to 2011 and declining from 2012 to 2013. Banks increased the size of their portfolios during the period.

**Akhor Sadiq Oshoke, Jafaru Sumaina (2015)** their study "Performance Evaluation through Ratio Analysis" based on the empirical findings, the study recommend that management and policyholders should see liquidity ratio as the major factor influencing firm performance evaluation as a result of its

negative impact. They also recommended that the profitability ratio should be regarded as a factor that determines performance evaluation among the selected quoted firms in Nigeria. This is because the variable has a significant positive impact on firm performance evaluation. The study suggested the use of other possible variables that might contribute to performance evaluation through ratio analysis in further empirical work.

**Abdul Aziz A. Abdul Rahman (2017)**, study on “The Relationship between Solvency Ratios and Profitability Ratios: Analytical Study in Food Industrial Companies listed in Amman Bursa” revealed no relationship between the following solvency ratios (debt/asset ratio, debt/equity ratio, long-term debt/assets ratio, long-term debt/equity ratio, and interest coverage) and the following profitability ratios (gross profit margin and operating cash flow margin). The results show a negative relationship between both ratios of solvency (debt/asset ratio, debt/equity ratio) and the following profitability ratios (operating profit margin [OPM], net profit margin [NPM], and return on assets [ROA]). There are no relationships between the remaining solvency ratios (long-term debt ratios/assets, long-term debt ratios/equity, and interest coverage) and the following profitability ratios (OPM, NPM, and ROAs).

**S. Subalakshmi, S. Grahalakshmi and M. Manikandan (2018)** their study is on “Financial Ratio Analysis of SBI (2006-2016)” which dealt with the performance of SBI regarding Ratio analysis and Percentage analysis. According to the analysis, the SBI is maintaining the required standards and running profitability. SBI has more profitability because it enters into the industry as well as the commercial market also and regularly improves the service quality level. In this highly competitive global environment, the SBI bank must show outstanding performance in various parameters.

**E.A. Osadchy, E.M. Akhmetshin, E.F. Amirova, T.N. Bochkareva, Yu.Yu. Gazizyanova, A.V. Yumashev (2018)** in their study, “Financial Statements of a Company as an Information Base for Decision-Making in a Transforming Economy” find that the increased requirements for the reliability of financial statements have changed the approach to assessing the company's performance as one of the ways to identify and prevent material misstatements in the reporting. The study showed that to ensure the reliability of financial reporting, it is required to use a variety of means, among which a special place is taken by a systematic approach to analytical procedures. They conclude that in the context of economic transformation, the expediency of an integrated and systematic approach to the study of the company's financial statements is possible only based on international experience.

**Chnar Abdullah RASHID (2018)** his study on “The efficiency of financial ratios analysis to evaluate company's profitability” which selected a UK retail company for evaluating liquidity, also developed a hypothesis. They estimated that the company has not had any liquidity problems through evaluating its current ratio but somehow it has some difficulties according to its quick ratio in years (2012, 2013 and 2016). Likewise, they do not have enough cash to pay their liabilities nonetheless having a small amount of cash means that the company is investing very well.

**Dr. T. Manjunatha, Mr. Praveen Gujjar J (2018)** their study “Extended DuPont Ratio Analysis of Indian Information Technology Companies” shows that Indian Information Technology Companies can generate positive return on equity for their shareholders. The results of the study can be used by Indian Information Technology companies to create a conducive investment environment by undertaking factors affecting return on equity.

**Patrick Anthony, Babak Behnoee, Malek Hassanpour and Dragan Pamucar (2019)**, their study is on “Financial Performance Evaluation of Seven Indian Chemical Companies” where seven large chemical companies were chosen as case studies in a period from 2010 to 2018. The statistical analysis revealed significant differences among the data of industries. The Friedman test has provided valuable weights for raw values. The Entropy Shannon weighting system has provided the positive and negative weights for existing values and also sought the highest consistency with the COPRAS ranking system. The TOPSIS

procedure ranked the industries based on the available ratio analysis and it has emerged a good agreement among the industry's ratio values.

**Gema Muhammad Prawirodipoero, Raden Aswin Rahadi, Arif Hidayat (2019)** their study is on “The Influence of Financial Ratios Analysis on the Financial Performance of Micro Small Medium Enterprises in Indonesia”. They found that with the significant role of MSMEs in economic growth in Indonesia, the condition of MSMEs in Indonesia is still not optimal, and there are still many MSMEs in Indonesia that do not yet have transparent work systems and other weaknesses such as the absence of standards for products produced and the limited types. The weakness above can be overcome by applying measurements to the financial performance by using financial ratio analysis

**BHADRAPPA HARALAYYA (2022)** his study on “Impact of Ratio Analysis on Financial Performance in Royal Enfield (Bhavani Motors) Bidar, Analysis on Financial Performance in Royal Enfield”. Through the research, it is apparent that the situation of the organization is at a phenomenal job. The partnership has made full-size income in current years. The working money of the undertaking should be employed to produce the effectiveness and job of the business enterprise venture that can be split up splendidly. The corporation keeps up with unnecessary liquidity to make revenue. The undertaking retains up with the enormous design and 2019-20 is a useful year for the business undertaking.

**Ndum, Ngozi B (2022)** their study is on “EFFECT OF FINANCIAL RATIO ANALYSIS ON PERFORMANCE OF SELECTED COMPANIES IN NIGERIA”. The result of the regression analysis reveals that the market ratio and profitability ratio significantly affect the return on assets of food and beverage companies in Nigeria at a 5% level of significance. It was recommended that company management should utilize its cost efficiency to generate more income for the company, thus maximizing shareholder wealth through improved earnings per share.

**Bharathi, Suresh Ramana Mayya (2022)**, in their study “Performance Evaluation of Dabur India Ltd through Profitability Ratio Analysis: A Case Study” finds that nowadays people have changed their mind set while purchasing products especially while purchasing intake items. They prefer Ayurvedic products instead of chemical products. Even herbal product manufacturing companies are performing well in terms of revenue. They are becoming famous through their good performance in terms of increased sales, and satisfied customers. Dabur Company's goods are now available in over 120 countries. Its products are popular in the Middle East, SAARC countries, Africa, the United States, Europe, and Russia, among other places.

#### **OBJECTIVE OF THE STUDY**

The main objective of this study is to evaluate the financial performance of “The Outlook Group” by conducting a comprehensive analysis of key financial ratios. This includes examining liquidity, solvency, profitability, and efficiency ratios to gauge the company’s overall financial stability, over five years from 2017 to 2021. The existing literature has primarily focused on financial metrics only which overlooks the profound impact of environmental factors. My study addresses this gap by shed light on how environmental factors like COVID-19 affect the financial performance of a company. By portraying a comparative analysis of the financial performance during the COVID period with pre, and post-COVID periods of a media house that has both domestic and global presence.

#### **DATA & METHODOLOGY**

The present study is an analytical study of secondary data of “The Outlook Group”. The secondary data is collected from the company’s website. The data collected is the financial reports i.e., profit and loss accounts and balance sheets. The period of study spreads over five years and is divided into three phases, pre-COVID (2017-18), during COVID (2019-20), and post-COVID (2021). The Time Series approach of ratio analysis is followed to analyse the profitability, liquidity, long-term solvency, and efficiency of ‘The Outlook Group’. Ratio Analysis involves the examination and interpretation of

various financial ratios derived from a company's financial statements. Some of the key ratios used in ratio analysis are-

**Liquidity ratio-** Liquidity ratios are crucial for evaluating a company's short-term financial health and its capacity to withstand unexpected financial challenges. The ratios used for analysis are-

- **Current ratio = Current Asset / Current Liabilities**  
A current ratio greater than 1 indicates that a company has more current assets than current liabilities, which suggests it can meet its short-term obligations comfortably. However, an excessively high current ratio may indicate that the company is not efficiently utilizing its assets.
- **Quick Ratio = (Current asset- Inventory)/ Current Liabilities**  
It is a more stringent measure of liquidity as it excludes inventory from current assets. By excluding inventory, the quick ratio provides a more conservative assessment of a company's ability to meet short-term obligations. The ideal ratio is 1:1.
- **Cash ratio=Cash & Cash Equivalent/ Current Liabilities**  
It measures the company's ability to cover its short-term liabilities by using its readily available cash resources. A high Cash Ratio signals strong liquidity, but excessive levels may suggest inefficient cash usage, prompting consideration of investment or debt reduction.
- **Net Working capital Ratio= (Current Asset-Current Liabilities)/ Total Asset**  
It evaluates a company's liquidity and its ability while considering the scale of its total assets. A higher Net Working Capital Ratio is indicative of better liquidity, but excessive levels may imply asset inefficiency. Negative Net Working Capital may signal liquidity problems, demanding prudent management to prevent financial distress.

**Profitability Ratio-** It assesses a company's ability to generate profit concerning its revenue, assets, equity, or other financial measures. Common profitability ratios used for the analysis are-

- **Gross Profit ratio= (Gross Profit/Total Revenue) \* 100**  
The Gross Profit Ratio assesses a company's ability to generate profit from its core business operations after accounting for the cost of goods sold (COGS). A higher ratio indicates efficient cost management.
- **Operating Profit Ratio= (Operating Profit/ Total Revenue) \* 100**  
The Operating Profit Ratio evaluates profitability from core operations, excluding non-operating income and expenses. It reflects the efficiency of day-to-day business activities. A higher ratio signifies greater operational efficiency and profitability.
- **Net Profit Ratio= (Net Profit/ Total Revenue) \* 100**  
The Net Profit Ratio measures overall profitability after accounting for all expenses, including taxes and interest. It indicates the company's ability to generate profit after all costs. A higher Net Profit Ratio indicates strong overall profitability.
- **Return on Investment= (Net Profit/ Total Investment) \* 100**  
It assesses the return that shareholders earn on their equity investment in the company. It indicates how effectively the company utilizes equity to generate profit. A higher ROE indicates that the company is effectively generating returns for its shareholders.
- **Earnings Per share= (Net Profit- Preferred Dividend)/ Average no. of outstanding shares**  
EPS (Earning per share) represents the portion of a company's profit allocated to each outstanding common share. It's a key metric for assessing a company's profitability on a per-share basis.
- **Return on net worth= (Net Income/ Total Shareholders' funds) \* 100**

Return on net worth provides insights into the efficiency of a company's operations in generating profits from the equity invested by shareholders. A higher return on net worth suggests that the company is efficiently utilizing its equity to generate profit.

**Turnover Ratio** - These ratios provide insights into a company's operational efficiency and the speed at which it converts various components of its business into financial results. The ratios used in the analysis are-

- **Working Capital Turnover Ratio**= Total Revenue/ Average Working Capital  
This ratio evaluates how effectively a company utilizes its working capital (current assets minus current liabilities) to support its sales activities. A higher ratio suggests that the company effectively utilizes its short-term assets to support sales activities.
- **Inventory Turnover Ratio**= Cost of Goods Sold/ Average Inventory  
This ratio measures how many times a company's inventory is sold and replaced within a given period. A higher inventory turnover indicates that inventory is efficiently managed, reducing carrying costs.
- **Debtors Turnover Ratio**= Net credit sales/ Average Accounts Receivable  
Debtor Turnover measures how quickly a company collects payments from its customers. A higher ratio suggests efficient credit and collection policies.
- **Creditors Turnover Ratio**= Net Credit Purchase / Average Accounts Payable(creditors)  
Creditor Turnover assesses how quickly a company pays its suppliers. A higher ratio indicates that the company takes less time to settle its payables.
- **Investment Turnover ratio**= Net Sales/ Average Total Asset  
Investment Turnover assesses how efficiently a company utilizes its total assets to generate sales revenue. A higher ratio indicates that the company is effectively using its assets to support its revenue generation activities.
- **Total Asset Turnover Ratio**= Total Revenue or Sales/ Average total asset  
Total Asset Turnover assesses how efficiently a company uses its total assets to generate sales revenue. A higher ratio indicates effective asset utilization.
- **Fixed asset turnover ratio**= Total Revenue or sales / Average Net Fixed Asset  
This ratio evaluates how efficiently a company utilizes its fixed assets (e.g., property, plant, and equipment) to generate revenue.

**Long-term Solvency**- It evaluates whether a company has the financial resources to cover its long-term debts, loans, and other financial commitments without jeopardizing its long-term viability. The ratios used for the analysis are-

- **Debt to equity ratio**= Total Debt/ Shareholders Equity  
The debt-to-equity ratio compares a company's total debt to its shareholders' equity. A high ratio indicates a higher level of financial leverage, which may increase risk but can also potentially enhance returns.
- **Total asset to debt ratio**= Total Asset/ Total debt  
The Total Asset to Debt Ratio measures the extent to which a company's total assets are financed by debt. A higher ratio signifies more assets funded by debt, potentially indicating financial risk.
- **Proprietary Ratio**= Shareholder's equity/ Total asset  
The Proprietary Ratio measures the ratio of total assets that are financed by shareholders' equity. It reflects the extent to which a company relies on equity to support its assets. A higher proprietary ratio generally indicates a lower level of financial risk, as the company has a higher proportion of equity financing compared to debt financing.

- Gearing ratio= Total debt/ Shareholders equity  
The Gearing Ratio assesses the company's financial structure and risk by expressing the relationship between debt and equity. A higher gearing ratio indicates a higher level of financial leverage and risk, as debt represents a larger portion of the company's capital structure. It is often used by investors and analysts to evaluate a company's financial risk profile.

**ANALYSIS OF DATA**

**Liquidity Ratio-**

Calculated liquidity ratios for ‘The Outlook Group’ over 5 years are presented in the table below.

Liquidity Ratio	2021	2020	2019	2018	2017
Current Ratio	0.422	0.612	0.765	0.463	0.355
Quick Ratio	0.345	0.530	0.699	0.418	0.290
Cash Ratio	0.040	0.041	0.066	0.047	0.039
Net working capital Ratio	-0.27	-0.16	-0.12	-0.26	-0.32

To enhance the clarity of our comparison across the three phases, we employ the average method in conducting the above analysis. The table below illustrates the average ratios across three phases.

Liquidity Ratio	Pre-COVID	During-COVID	Post-COVID
Current Ratio	0.409	0.688	0.422
Quick Ratio	0.354	0.615	0.345
Cash Ratio	0.043	0.053	0.040
Net working capital Ratio	-0.290	-0.140	-0.273

**Analysis**

Pre-pandemic, the Current Ratio was 0.409, indicating limited liquidity. It improved during COVID to 0.688 but fell short of the ideal 2:1. Post-COVID, it's at 0.422, still indicating lower liquidity than the "During COVID" period. The quick ratio showed a similar pattern of improvement during the pandemic but it remained below in the post-pandemic period. The cash ratio indicated limited liquidity throughout the analysed periods. The net working capital ratio showed liquidity challenges across all phases, with slight improvement during the pandemic.

Overall, based on the ratios of current ratio, Quick ratio, cash ratio and net working capital ratio, the organization’s liquidity position seems challenging. Liquidity generally decreased from the "Pre-COVID" phase to the "During COVID" phase, with further fluctuations in the "Post-COVID" phase. The decline of all these ratios shows that they face difficulties in meeting their short-term obligations. The company might need to carefully manage its working capital and ensure the effective utilization of assets.

**Profitability Ratio**

Calculated Profitability ratios for ‘The Outlook Group’ over 5 years are presented in the table below.

Profitability Ratio	2021	2020	2019	2018	2017
Gross profit Ratio	0.840	0.750	0.708	0.783	0.752
Operating Profit Ratio	-27.012	1.308	-4.641	19.001	4.524
Net profit Ratio	-15.404	-23.339	-10.765	15.564	4.335
Return on Investment	-176.426	-576.426	-301.323	463.544	133.427
Return on Net Worth	-7.114	-19.578	-8.567	12.003	3.622
Earnings Per share	-3.53	-11.53	-5.97	9.18	2.64

To enhance the clarity of our comparison across the three phases, we employ the average method in conducting the above analysis. The table below illustrates the average ratios across three phases.

<b>Profitability Ratio</b>	<b>Pre-COVID</b>	<b>During-COVID</b>	<b>Post-COVID</b>
Gross profit Ratio	0.767	0.729	0.840
Operating Profit Ratio	11.762	-1.666	-27.012
Net profit Ratio	9.950	-17.052	-15.404
Return on Investment	298.486	-438.874	-176.426
Return on Net Worth	7.812	-14.072	-7.114
Earnings Per share	5.910	-8.750	-3.530

#### **Analysis**

The gross profit ratio initially improved during the pandemic to the "Post COVID" phase. The operating profit ratio turned negative during the pandemic and remained so in the "Post-COVID" phase. The net profit ratio also turned negative during the pandemic and continued to be negative afterward with little improvement. Return on investment (ROI) and return on net worth (RONW) experienced substantial declines during the pandemic, with both remaining negative in the "Post-COVID" phase. Earnings per share (EPS) also turned negative during the pandemic and remained negative afterward.

In summary, the profitability analysis shows a shift from positive profitability in the "Pre-COVID" phase to significant losses during the "During COVID" and "Post-COVID" phases. This suggests that the company faced substantial challenges during the pandemic, leading to a decline in profitability and financial performance. Improvement in Gross Profit shows company is managing its production cost more effectively but still faces challenges to meet operating expenses, indicating inefficiencies in cost management.

#### **Turnover Ratio**

Calculated Turnover ratios for 'The Outlook Group' over 5 years are presented in the table below.

<b>Turnover Ratio</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>
Working Capital Turnover Ratio	-0.946	-2.593	-1.905	-1.365	-2.612
Investment Turnover Ratio	0.139	0.249	0.236	0.262	0.415
Debtor Turnover Ratio	2.692	4.447	5.501	6.973	16.028
Creditor's Turnover ratio	2.387	3.483	3.407	3.897	7.052
Inventory Turnover ratio	4.858	7.955	9.311	11.615	19.783
Total Asset Turnover Ratio	0.204	0.354	0.356	0.395	0.830
Fixed Asset Turnover ratio	0.505	0.965	1.073	1.110	2.306

To enhance the clarity of our comparison across the three phases, we employ the average method in conducting the above analysis. The table below illustrates the average ratios across three phases.

<b>Turnover Ratio</b>	<b>Pre-COVID</b>	<b>During-COVID</b>	<b>Post-COVID</b>
Working Capital Turnover Ratio	-1.989	-2.249	-0.946
Investment Turnover Ratio	0.339	0.242	0.139
Debtor Turnover Ratio	11.500	4.974	2.692
Creditor's Turnover ratio	5.475	3.445	2.387
Inventory Turnover ratio	15.699	8.633	4.858
Total Asset Turnover Ratio	0.613	0.355	0.204
Fixed Asset Turnover ratio	1.708	1.019	0.505

#### **Analysis**

The working capital turnover ratio showed a decline in efficiency in using working capital in all three phases. The investment turnover ratio indicated challenges in generating sales from investments. Debtor turnover decreased significantly during the pandemic, reflecting slower collections from customers. Creditor's turnover also decreased, indicating extended payment periods to suppliers.

Inventory turnover starts declining, suggesting challenges in managing inventory efficiently during COVID and post covid. Total asset turnover and fixed asset turnover both decreased, indicating reduced efficiency in generating sales from assets.

In Summary, the turnover ratio analysis indicates a trend of decreasing efficiency in various aspects of the company's operations from the "Pre-COVID" phase to the "Post-COVID" phase. This suggests that the company faced challenges in managing its working capital, investments, receivables, payables, inventory, and assets efficiently during and after the pandemic.

**Long term Solvency**

Calculated liquidity ratios for 'The Outlook Group' over 5 years are presented in the table below.

Long Term Solvency	2021	2020	2019	2018	2017
Debt to Equity Ratio	0.080	0.092	0.144	0.003	0.010
Total asset to debt ratio	26.835	21.871	15.944	619.439	200.802
Proprietary ratio	0.467	0.498	0.437	0.504	0.497
Gearing ratio	0.474	0.402	0.814	0.593	0.581

To enhance the clarity of our comparison across the three phases, we employ the average method in conducting the above analysis. The table below illustrates the average ratios across three phases.

Long Term Solvency	Pre-COVID	During-COVID	Post-COVID
Debt to Equity Ratio	0.007	0.118	0.080
Total asset to debt ratio	410.120	18.908	26.835
Proprietary ratio	0.501	0.468	0.467
Gearing ratio	0.587	0.608	0.474

**Analysis**

The debt-to-equity ratio initially increased during the pandemic but decreased in the "Post COVID" phase compared to the "Pre-COVID" phase. The total asset-to-debt ratio decreased dramatically during the pandemic and partially improved afterward but remained significantly lower than the pre-pandemic level. The proprietary ratio decreased slightly during the pandemic and remained relatively stable afterward. The gearing ratio showed fluctuations but ultimately decreased in the "Post COVID" phase, indicating reduced financial risk.

In summary, the solvency analysis indicates fluctuations in solvency ratios from the "Pre-COVID" phase to the "Post-COVID" phase. The company initially had strong solvency with minimal debt, but during the pandemic, it experienced an increase in debt levels and a decrease in asset coverage for debt. In the "Post COVID" phase, there was some improvement in solvency, including reduced debt reliance and improved asset coverage, although some ratios remained below their pre-pandemic levels.

**FINDINGS & CONCLUSION**

Through the above analysis, below are the findings that reveal Outlook's financial health from 2017-2021. 5 Years have been separated into three phases- Pre covid (2017-2018), During Covid (2019-2020) and Post- Covid Phase(2021).

- The current ratio and quick ratio improved during the pandemic but Post post-COVID phase remained lower than the "Pre-COVID" phase. The cash ratio indicated limited liquidity throughout the analysed periods. The net working capital ratio showed liquidity challenges across all phases, with slight improvement during the pandemic.
- The gross profit ratio demonstrates a notable improvement during the post-COVID phase compared to both the pre-covid and during covid periods. The operating profit ratio and net profit ratio turned negative during the pandemic and remained so during the "Post COVID" phase. Return on investment (ROI) and return on net worth (RONW) experienced substantial declines during the

pandemic, with both remaining negative in the "Post-COVID" phase. Earnings per share (EPS) turned negative during the pandemic and remained negative afterward.

- During the pandemic, there was a decline in efficiency as evidenced by lower working capital turnover, investment turnover, debtor turnover, creditor turnover, and inventory turnover. Additionally, total asset turnover and fixed asset turnover decreased, indicating reduced efficiency in generating sales from assets, and these trends continued post-pandemic.
- During the pandemic, the debt-to-equity ratio initially increased but improved post-COVID, indicating better solvency by reducing debt. The total asset-to-debt ratio dropped significantly during the pandemic and partially improved afterward but remained lower than pre-pandemic levels. The proprietary ratio slightly decreased during the pandemic and remained stable afterward. The gearing ratio fluctuated but ultimately decreased in the "Post COVID" phase, signifying reduced financial risk.

In summary, the analysis reveals that the company faced significant challenges during and after the COVID-19 pandemic, resulting in decreased liquidity, profitability, turnover efficiency, and to some extent solvency. In response to these challenges, the company implemented strategic measures aimed at improving its financial position and adapting to changing market dynamics. This included launching digital subscription services to meet the growing demand for digital content consumption, thereby diversifying revenue streams and enhancing market competitiveness. Additionally, the company took steps to reduce its debt coverage, aiming to lower fixed obligations and improve financial flexibility. These initiatives reflect the company's proactive approach to navigating through turbulent times, enhancing resilience, and positioning itself for long-term sustainability in the evolving business landscape.

The study's potential impact extends to various stakeholders, including the company itself, investors, policymakers, and industry professionals. Competitors can also benefit from understanding how the company navigates challenges, providing benchmarks for adapting to changing market conditions.

#### **LIMITATION OF STUDY**

While a financial performance analysis using ratio analysis can provide valuable insights into a company's financial health and performance, it's important to recognize the limitations of such a study. Here are some common limitations associated with this type of analysis:

- The period of study is limited to 5 years only; if we expanded the study to 10 or 15 years then the performance evaluation of the company would be much better.
- The Number of Ratios calculated is limited, as there are lots of other ratios if applied then the analysis would be different.
- Ratio analysis typically focuses on quantitative financial data. It does not take into account qualitative factors, such as changes in management, shifts in market dynamics, or technological advancements, which can significantly impact a company's performance.
- Financial ratios rely on historical financial data. They may not provide a forward-looking view of a company's prospects, making them less useful for predicting future financial performance.
- Accounting Methods, Differences in accounting methods, such as depreciation methods, inventory valuation, or revenue recognition, can affect the comparability of financial ratios between companies.
- No comparison has been made with the industry average or Peer average to financial performance and position.

#### **SCOPE FOR FURTHER STUDY**

In addition to ratio analysis, there are several other methods and approaches for conducting a more comprehensive study of a company's financial performance. These methods are like Cash flow analysis, Free cash flow analysis, Peer comparison, Trend Analysis, comparative analysis, common size

analysis, Sustainability Analysis, Sensitivity Analysis, etc. These methods can provide a deeper understanding of a company's financial health, risks, and opportunities, enabling more informed decision-making and strategic planning.

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# Impact of Social Media in Recruitment

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## **Abstract**

In spite of the financial-and economic crisis, the war of talent 2 is still an actual topic, and companies are confronted with the problem finding the right employees. The purpose of this paper is to explain about organizations which are making use of Social networking sites in their recruitment process. Social networking sites are used to facilitate and improve process of recruitment method in HR management. Social networking sites are connectors of employers and job-seekers via internetworking on electronic platform likes face book, twitter, LinkedIn, naukri.com, and monster.com means which increase the speed of employment also reduce the cost of recruitment. It helps in acquiring huge number jobseekers which improve the quality of recruitment and services. Social Media in recruiting process is a win-win for both company and potential candidates. The paper concludes with instead of relying heavily on external recruitment firms or job boards, many companies are focusing on locating specialized talent through Social Media sites such as LinkedIn. This paper will focus on the most popular social media platforms: LinkedIn, Face book, Twitter and other platforms like Naukri.com, Monster.com.as a mode of recruitment agents.

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## **Introduction:**

Recruitment is the process of finding and hiring the best-qualified candidate for a job opening, in a timely and cost effective manner. The recruitment process includes analyzing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization and conducting above activities using social media.

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. Using these social Media companies can undergo recruitment activity in a convenient way.

**Research Methodology:** Descriptive research method has been used to study the topic, wherein secondary data is involved to fulfil the objective of the study

## **Objectives of the study**

- To know the benefits of recruitment through social media sites.
- To know which use of Social Networking Sites leads to effective recruitment process.
- To know effectiveness of Social Networking Sites in the recruitment.

## **Advantage of social media recruiting:**

- Through social media, employers can reach candidates faster and at a lower cost because, as opposed to agencies, job boards or referrals, recruiting with social media is totally free.
- Social media tools allow employers to engage with their target audience and easily identify whether the candidates are a good cultural fit for the company or not.
- Social media will spread the information about a company making more people aware of its job opportunities and getting employers in front of candidates whom they may never find through traditional hiring methods.

- Because there is less spam, employers will get a better and higher response rate when using social networks to communicate with potential candidates.
- Social media is great for referrals and they have the highest chances to result in a mutual fit.
- Passive candidates can be reached easily as they rarely visit job boards. So social media might be the only way to reach and engage with them.
- With social media platforms like LinkedIn, job seekers can be specifically targeted and chosen from followers, connections or supporters of the brand.

**Impact of social media recruiting:**

- Only 4% of Recruiters Don't Use Social Media in Hiring :Social media is a great way for employers to share information about their company, the work environment. It also allows recruiters to connect with and actively search for candidates. This practice is called sourcing. Think of sources as recruiting researchers who are combing every nook and cranny of the internet, including a candidate's social media profiles, to find qualified candidates who can fill some of their hardest job openings, especially knowledge workers.
- LinkedIn is a Recruiter's Number 1 Social Network : LinkedIn is a recruiter's number 1 choice when it comes to social media tools for recruitment and hiring, as shown in the graphic below. Job candidates who wish to be found by recruiters should optimize their LinkedIn profiles for maximum search, update their profiles to include photos, recommendations, join groups and work experience.
- Recruiters Spend 6 Seconds Viewing a Resume : According to a heat map study, the average recruiter spends 6 seconds viewing a resume, making your social media presence and profiles more valuable than ever. It's important to evaluate how recruiters are using all types of media including your resume, cover letter and social profiles in order to make the best and longest lasting impression with a recruiter at your preferred company.
- 90% of Job Seekers Use Mobile in Their Job Search : As a job seeker, you rely on mobile to research employers and look for jobs. Ninety-percent of job seekers use mobile at some point in their job search. However, the hiring process remains difficult using a mobile device. It's hard to complete a 45 minute application on a 5 1/2 inch screen. Recruiters know this, but adding and adopting new technology like mobile enabled hiring is a slow process. As a new employee to a company, you can help accelerate mobile adoption by talking with your head of recruiting and HR about how important mobile was in your recent job search.

**Findings:**

Around 92% of recruiters are using social media for hiring. Students and fresher candidates are the one who visit more social website related to job search. There is a significant growth in social media users due to technological up gradation and cheap internet access. And also reasons like Only 4% of Recruiters Don't Use Social Media in Hiring, Recruiters Spend 6 Seconds Viewing a Resume which saves time and cost, 90% of Job Seekers Use Mobile in Their Job Search With this we can expect a rapid growth in recruitment through social media recruitment rather than personal hiring methods

**Suggestions :**

Time and cost is the major thing that derives organization profit position. In order to be market leader not only the process of recruitment done using social media but also other human resources activities such as hiring training accounts maintaining should become electrified so that organization would be able to perform better

**Conclusion**

So, social media makes real time engagement possible and allows companies to develop deeper connections with clients in ways that were previously not possible. If companies start to adopt this method, management can study candidates' psychology- lot of information that is available on these sites can be used for understanding the psychology of the potential candidates and thus helps the company in understanding the employee-job-fit. This will not only give a boost to successful recruitment but also help in enhancing employee retention initiatives. By using social sites in recruitment process, employer branding will be increasing in the business world today. These sites can be effectively used by organizations to establish themselves as good employer brands in order to attract the best talents of the industry thus companies has to bring awareness in job-seekers mind. They need to highlight the benefits and ways in which recruiters can tap potential talents.

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# PERCEPTION ANALYSIS OF DIVERSIFIED JUTE PRODUCTS AMONG NEW GENERATION CONSUMERS

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## Abstract

**Purpose:** Jute's biodegradability, renewability, and low carbon footprint make it an eco-friendly choice that reduces plastic pollution and supports sustainable industries. Its durability, versatility, and aesthetic appeal and minimal care requirements makes it a popular as well as stylish alternative while promoting health and safety. As the market for jute products expands, it is necessary to investigate how new generation consumers perceive jute's demand. The article focuses on identifying the attributes that affect the perception of jute products among young buyers.

**Research Objectives and methodology:** The objective is to identify the factors influencing buying behavior of New Generation consumers relating to ecofriendly jute products. The study is based on primary data survey conducted offline, online, and even over the phone in Kolkata. Excel is used as a tool for descriptive statistics analysis and basic data presentation. SPSS is used for conducting factor analysis.

**Findings and Analysis:** The study identifies four key factors namely, external influence, recycled alternatives, attributes, and sustainability which influence the New Generation's purchasing behaviour for jute goods. The descriptive study of demographic characteristics confirms a discernible discrepancy in perception of jute products on the basis of gender, age, education and family income.

**Limitations and Suggestions for Future Research:** This study is limited by its lack of longitudinal investigation of changes in young consumer's perception over time. The study also does not take into consideration the influence of social media and internet platforms on perceptions of jute products. Moving forward, it is crucial for future research to delve into the function of price sensitivity in purchase decisions, explore the effects of peer influence and social norms on jute product acceptance, and consider the impact of branding and packaging on consumer perception.

**Managerial / Practical implications:** This study can be a reference for organizations to plan their strategy to increase sales and brand loyalty among new generation buyers by prioritizing sustainability through targeted marketing, customer-driven product creation, and portraying their business as environmentally responsible. Increased retail and online presence, influencer partnerships, and instructional efforts all help to promote jute. Innovating eco-friendly packaging and growing product lines provide a variety of possibilities, demonstrating the environmental benefits of using jute.

**Social implications:** The study has widespread social implication as it promotes increased environmental awareness among young generation through lesser plastic waste and resource protection. It encourages thoughtful consumption with increased corporate social responsibility, advocates sustainable legislation, and tries to impact cultural shifts toward valuing traditional, sustainable resources for healthier, more economically successful communities.

Originality and uniqueness of the paper: The study is mostly based on a primary survey, and based on the data collected we have identified key factors that may be utilized to develop a marketing strategy for jute product sustainability. This is where our paper's distinctiveness lies.

**Keywords:** Jute, Consumer Behaviour, Young consumers, Diversified jute products, Buying intent, New Generation Consumers

## 1. Introduction

Jute, which originated on the Indian subcontinent, has a history reaching back to the 4th millennium BC. Archaeological findings from locations such as the Indus Valley Civilization give solid proof of jute cultivation and its vital significance in daily life. Jute, known for its durability, affordability, and strength, was essential for textiles, ropes, and cordage, satisfying the diverse demands of ancient cultures. It is mostly grown in Bangladesh and West Bengal, India, and its historic use is mentioned in books like the Atharvaveda and Buddhist Jatakas, demonstrating its flexibility in textiles, garments, ropes, and even as a food source. Jute, known for its durability, affordability, and strength, was essential for textiles, ropes, and cordage, satisfying the diverse demands of ancient cultures. The Bengal Jute industry rose to prominence during the 19th century British colonial period. The fibre was most likely transported as a valuable commodity over the old Silk Road, demonstrating its significance in broad trading networks. By the late nineteenth and early twentieth centuries, jute mills in Dundee and Bengal had transformed it into the "Golden Fiber" due to its commercial worth. World War II increased demand for jute as a military supply. Jute remained popular after independence, although it declined in the 1970s due to the introduction of synthetic materials. However, in recent times Jute has gained popularity as an eco-friendly alternative in industries like fashion and packaging, particularly in Bangladesh and India.

With increasing environmental concerns, there is a growing tendency toward products which satisfy environment sustainability, environmental consciousness, and individualism. **Jute's biodegradability, renewability, and low carbon footprint make it an eco-friendly choice that reduces plastic pollution and supports sustainable industries.** Young consumers place a high value on products that align with their beliefs, looking for products that minimize adverse environmental effects and support moral manufacturing practices. Jute, an eco-friendly fibre offers an alternative to synthetic and non-biodegradable items, caters to this sensibility. Their preference for jute bags, apparel, home decor, and lifestyle accessories reflects their commitment to reducing plastic waste and encouraging sustainable alternatives.

Prior studies have mainly concentrated on the areas of creativity, sustainability and economic prosperity, which has led to a thorough examination of the enormous potential of jute, identifying creative uses for jute fibres outside of the conventional ones, like sacks and ropes and investigating cutting-edge processing methods to raise the calibre, robustness, and adaptability of jute-based goods. Previous research focused on the biodegradability and renewability of eco-friendly jute materials, positioning it as a sustainable alternative to synthetic materials, and arguing for its use across a variety of industries. By producing high-quality, aesthetically pleasing jute products on a domestic and worldwide scale, the goal is not only to expand the market but also to transform industry, promote rural development, and contribute to a cleaner future by making jute a contemporary, competitive, and environmentally responsible resource. An increasing interest in sustainable alternatives is seen in the literature on diverse jute products among customers of the new generation.

2. Review of Literature

Table 1. Review of Literature

Title of the literature	Author & year of publication	Key findings	Methodology used	Independent variables	Dependent variables
Factors Influencing Consumer Perception and Purchase Intentions Towards Jute Products: A Study Among Young Generation Consumers	Rahman, M., Hossain, T., & Haque, A. (2020)	Attributes such as product quality, environmental friendliness, and affordability significantly influence young consumers' perceptions and purchase intentions towards jute products.	Survey questionnaire among young consumers (aged 18-30) in urban areas, using Likert scales and regression analysis.	Product quality, environmental friendliness, affordability	Consumer perception, purchase intentions
A Study on Consumer Perception Towards Eco-Friendly Jute Products Among Young Consumers in India	Sharma, A., & Singh, R. (2019)	Young consumers exhibit a positive perception towards eco-friendly jute products, particularly those with innovative designs and sustainable attributes. Brand reputation and price were influential.	Face-to-face interviews and focus group discussions with young consumers (aged 18-25) in various Indian cities, using thematic and content analysis.	Product design, sustainability attributes, brand reputation, price	Consumer perception towards eco-friendly jute products
The Influence of Demographics on Consumer Attitudes Towards Jute-Based Products: A Case Study in Bangladesh	Islam, M. A., Saha, D., & Haque, M. M. (2018)	Demographic factors such as age, education, and income significantly affected consumer attitudes towards jute products. Young consumers with higher education and income levels showed a more positive attitude towards jute products.	Online survey targeting young consumers (aged 18-35) in urban and rural areas of Bangladesh, using descriptive statistics and ANOVA analysis.	Age, education, income	Consumer attitudes towards jute-based products

<p>An Exploratory Study of Factors Influencing Young Consumers' Attitudes Towards Jute Products: A Case of South Asian Countries</p>	<p>Das, S., &amp; Gupta, P. (2017)</p>	<p>The study identified product attributes, environmental awareness, and price as significant factors influencing young consumers' attitudes towards jute products. Consumers with higher environmental awareness and a positive perception of jute's attributes were more likely to prefer jute products.</p>	<p>Questionnaire survey among young consumers (aged 18-25) in South Asian countries, using factor analysis and regression models.</p>	<p>Product attributes, environmental awareness, price</p>	<p>Consumer attitudes towards jute products</p>
<p>A Study on Consumer Perception and Preferences Towards Jute-Based Products Among Young Urban Consumers in Bangladesh</p>	<p>Akter, N., &amp; Rahman, M. (2016)</p>	<p>The research highlighted that young urban consumers have a positive perception of jute-based products, especially those with modern designs and eco-friendly attributes. Factors such as product design, price, and brand reputation significantly influenced their preferences.</p>	<p>Survey questionnaire among young urban consumers (aged 20-30) in Bangladesh, using descriptive statistics and chi-square analysis.</p>	<p>Product design, price, brand reputation</p>	<p>Consumer perception, preferences towards jute products</p>
<p>Consumer Perception and Buying Behaviour Towards Eco-Friendly Jute Products: A Case Study of Young Consumers in Nepal</p>	<p>Shrestha, R., &amp; Gautam, S. (2015)</p>	<p>The study found that young consumers in Nepal have a positive perception towards eco-friendly jute products due to their sustainable attributes and natural appeal. Factors such as price, quality, and availability also influenced their buying behaviour towards jute products.</p>	<p>In-depth interviews and focus group discussions among young consumers (aged 18-30) in Nepal, using thematic analysis and descriptive statistics.</p>	<p>Sustainable attributes, price, quality, availability</p>	<p>Consumer perception, buying behaviour towards jute products</p>

<p>Exploring Consumer Attitudes and Preferences Towards Jute-Based Products: A Study Among Young Urban Consumers in Sri Lanka</p>	<p>Perera, S., &amp; Silva, M. (2014)</p>	<p>The research revealed that young urban consumers in Sri Lanka have a positive attitude towards jute-based products, especially those with modern designs and eco-friendly attributes. Factors such as price, availability, and social influence played significant roles in their preferences.</p>	<p>Face-to-face interviews and surveys with young urban consumers (aged 18-25) in Sri Lanka, using descriptive statistics and correlation analysis.</p>	<p>Product design, price, availability, social influence</p>	<p>Consumer attitudes, preferences towards jute products</p>
<p>Consumer Perception and Attitudes Towards Jute Products: A Comparative Study Among Young Consumers in India and Bangladesh</p>	<p>Khan, S., &amp; Das, P. (2013)</p>	<p>The study compared the perceptions and attitudes of young consumers towards jute products in India and Bangladesh. It found that while Indian consumers emphasized product design and brand reputation, Bangladeshi consumers focused more on environmental friendliness and affordability.</p>	<p>Survey questionnaire among young consumers (aged 18-30) in India and Bangladesh, using cross-tabulation and comparative analysis.</p>	<p>Product design, brand reputation, environmental friendliness, affordability</p>	<p>Consumer perception, attitudes towards jute products</p>
<p>The Role of Environmental Consciousness in Young Consumers' Perception Towards Jute-Based Products: A Study in Pakistan</p>	<p>Malik, A., &amp; Khan, Z. (2012)</p>	<p>The research highlighted the significant role of environmental consciousness in shaping young consumers' perceptions towards jute-based products in Pakistan. Consumers with higher environmental awareness were more likely to perceive jute products positively and prefer them over synthetic alternatives.</p>	<p>Survey questionnaire among young consumers (aged 18-25) in urban areas of Pakistan, using Likert scales and regression analysis.</p>	<p>Environmental consciousness</p>	<p>Consumer perception towards jute-based products</p>

Young Consumers' Attitude Towards Eco-Friendly Jute Products: A Study in Sri Lanka	Fernando, S., & Perera, R. (2011)	The study found that young consumers in Sri Lanka have a positive attitude towards eco-friendly jute products, particularly those with innovative designs and sustainable attributes. Factors such as product quality, price, and availability influenced their preferences and willingness to purchase.	Focus group discussions and surveys among young consumers (aged 18-30) in Sri Lanka, using thematic analysis and descriptive statistics.	Product quality, price, availability	Consumer attitude towards eco-friendly jute products
Factors Influencing Consumer Perception and Purchase Intentions Towards Jute Products: A Study Among Young Generation Consumers	Rahman, M., Hossain, T., & Haque, A. (2020)	Attributes such as product quality, environmental friendliness, and affordability significantly influence young consumers' perceptions and purchase intentions towards jute products.	Survey questionnaire among young consumers (aged 18-30) in urban areas, using Likert scales and regression analysis.	Product quality, environmental friendliness, affordability	Consumer perception, purchase intentions
A Study on Consumer Perception Towards Eco-Friendly Jute Products Among Young Consumers in India	Sharma, A., & Singh, R. (2019)	Young consumers exhibit a positive perception towards eco-friendly jute products, particularly those with innovative designs and sustainable attributes. Brand reputation and price were influential.	Face-to-face interviews and focus group discussions with young consumers (aged 18-25) in various Indian cities, using thematic and content analysis.	Product design, sustainability attributes, brand reputation, price	Consumer perception towards eco-friendly jute products

Thus, these studies collectively underline the significance of sustainability, innovation, and societal factors in driving the popularity of jute products among environmentally conscious new generation consumers.

### 3. Research Gap

There has been some research on consumer perceptions of jute products and sustainability, but there is a glaring gap in the body of knowledge addressing the unique preferences, attitudes, and purchasing patterns of the new generation of consumers toward the diverse variety of jute products. Existing research

has mainly concentrated on traditional jute products such as bags, sacks, and mats or has offered a general overview of sustainable consumer behaviour, but in-depth analysis that focuses on younger consumers' nuanced perceptions and preferences toward innovative and diversified jute products is lacking. The expansion and acceptance of jute-based products in modern consumer markets may be constrained by this research gap, which makes it difficult for us to understand how to effectively advertise and promote these products to a generation that is growing more concerned with sustainability and environmental friendliness. Thus the research questions that arise are:

What are the factors that guide the buying behaviour of the new generation consumers?

Does demographic characteristics like age, gender, family income etc have any impact on the young buyer's perception of jute products?

#### 4. Research Objectives

- To identify the factors influencing buying behavior of New Generation consumers relating to ecofriendly jute products. Null and alternate Hypothesis for this objective are  
Ho: Variables are uncorrelated which means that there is no significant difference between the correlation matrix and the Identity Matrix Alternative Hypothesis  
H1: Variables are Correlated (not orthogonal), which means the Correlation Matrix differs considerably from the Identity Matrix.
- Impact of respondent's demographic profile on behavioral constructs.

#### 5. Research Methodology

##### Data and its source:

The study is exploratory in nature and is based on primary data. The data is collected using primary survey method. The primary data came from surveys conducted offline, online, and even over the phone in Kolkata. The target population of this study were young generation consumers within the age group of 15- 30 years residing in Kolkata. Convenience sampling has been used for identifying the respondents. After data cleaning the sample size for the study is 73 individuals.

##### Research Framework:

A structured questionnaire has been proctored to the respondents and their responses were collected and analysed. On a 5-point Likert scale, 16 behavioural statements were used to assess respondents' opinions on jute products which has been illustrated in Table 2.

Excel is used as a tool for descriptive statistics analysis and basic data presentation for analysis of respondent's demographic profile. The factor analysis has been done using SPSS to identify the major factors impacting new generation's buying behaviour of jute products. The Bartlett's Sphericity has been used to examine the hypotheses of our study. Kaiser-Meyer-Olkin Measure of Sample Adequacy has been used to test the adequacy of the sampling frame for our study. Cronbach's Alpha has been used to test the reliability of the factors identified in our study.

**Table 2: Behavioural Statements**

1.	Jute is the best replacement for synthetic plastic.
2.	Product designs made of jute are frequently attractive.
3.	Jute products are reasonably priced.
4.	Jute items come in a huge variety.
5.	Items made of jute can be utilized in daily life.
6.	Jute is best produced in India, which is a global leader in this industry.
7.	Jute manufacturing process help to reduce poverty.
8.	Being a consumer of jute products makes me proud.
9.	I would support the government's efforts to promote jute products.
10.	It's a wonderful idea to advertise jute products on social media.

11.	Applying influencers to engage young consumers is effective.
12.	Jute is a sustainable fabric in our opinion.
13.	Compared to other products, we think jute products are more environmentally friendly.
14.	I am more likely to purchase products made of recycled jute.
15.	A jute item is promoted as sustainable, are you more likely to buy it.
16.	Environmentally friendly materials are used in the packaging of jute products.

Source: Author's compilation

## 6. Findings and Analysis

The purpose of the study is to identify the variables that the new generation customers believes are essential for using jute products. "Factor analysis" was used to determine the respondent's purchasing behaviour constructs in accordance with the objective. The survey data on 16 levels, which was gathered using a Likert scale with five points. The KMO score of 0.836 indicates indicate the sampling is adequate for Factor Analysis (Table 3).

**Table 3. KMO Test**

Kaiser-Meyer-Olkin Measure of Sample Adequacy		<b>0.836</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	631.515
	df	120
	Sig.	<b>0.000</b>

Source: Author's compilation

The Bartlett's test refers that the identified levels has a high degree of correlation Hair (2010) The obtained p-value ( $=0.000$ ) < chosen significance level of 0.05, allowing us to reject our Null Hypothesis and infer that the variables are correlated, i.e., the Correlation Matrix differs significantly from the Identity Matrix. This gives us a green signal to proceed with our dataset to subject it to Principal Component Analysis or Factor Analysis.

**Table 4. Total Variance**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.345	45.907	45.907	7.345	45.907	45.907	3.804	23.774	23.774
2	1.239	7.746	53.653	1.239	7.746	53.653	3.059	19.117	42.890
3	1.125	7.033	60.686	1.125	7.033	60.686	2.368	14.799	57.690
4	1.005	6.280	66.966	1.005	6.280	66.966	1.484	9.276	<b>66.966</b>
5	.910	5.687	72.652						
6	.817	5.109	77.761						
7	.685	4.282	82.044						
8	.630	3.940	85.983						
9	.427	2.666	88.649						
10	.398	2.490	91.139						
11	.328	2.048	93.187						
12	.293	1.834	95.022						
13	.271	1.693	96.715						
14	.213	1.334	98.049						
15	.206	1.290	99.339						
16	.106	.661	100.000						

Source: Author's compilation

These 16 levels were reduced to 4 factors using "Principle Component Analysis". Four important factors were identified with 66.96 % of the variance. The foregoing Principal Component

Analysis generates factor loading values for each component. Based on the results, the grouping of the items with the highest factor loading values (cut-off  $\geq 0.5$ ) into one Component/Factor. In this manner four factors were summarized (Table 5)

**Table 5: Rotated Component Matrix**

	Component			
	1	2	3	4
Advertisement Digital	.809			
Recycled Preference	.728			
Buying Intention	.710			
Government Support	.687			
Manufacturing Process	.595			
Proud User	.494			
Packaging	.454			
Environmental friendly		.832		
Attractive Design		.672		
Influencer Marketing		.649		
Replacement Synthetic Plastic		.471		
Variety			.839	
Reasonably Priced			.643	
Best Quality			.584	
Jute application			.543	
Sustainability				.890
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				

Thus, the four factors which has been identified that affect the buying behavior of the new generation consumers relating to diversified jute products are – External influence, Recycled Environment Alternatives, Attributes and Sustainability (Table 6)

**Table 6: Factors affecting buying behaviour of jute Products**

External Influence	Recycled Environmental alternatives	Jute Attribute	Sustainability
Advertisement Digital	Environmental friendly	Variety	Sustainability
Recycled Preference	Attractive Design	Reasonably Priced	
Buying Intention	Influencer Marketing	Best Quality	
Government Support	Replacement Synthetic Plastic	Jute application	
Manufacturing Process			
Proud User			
Packaging			

Source: Author's compilation

The entire set of 16 statements (items) is accounting for 66.96 % of the results. All 16 items (variables) have 'fairly high' extraction communality values ( $\geq 0.5$ ), indicating that each of these variables has a significant contribution to a factor and will be considered for further analysis. However, one of the variable having extraction of 0.399 has not been removed.

**Table 7: Communalities**

Communalities		
	Initial	Extraction
Replacement_Synthetic_Plastic	1.000	.399
Attractive_Design	1.000	.680
Reasonably_Priced	1.000	.750
Variety	1.000	.750
Jute_application	1.000	.534
Best_Quality	1.000	.641
Manufacturing_Process	1.000	.697
Proud_User	1.000	.553
Government_support	1.000	.771
Advertisement_Digital	1.000	.787
Influencer_Marketing	1.000	.656
Sustainability	1.000	.837
Environmental_friendly	1.000	.820
Recycled_Preference	1.000	.695
Buying_intention	1.000	.657
Packaging	1.000	.488

Extraction Method: Principal Component Analysis.

Lastly the reliability of the instrument has been drawn using Cronbach's Alpha and reliability test highlights 0.918. The alpha coefficient of External Influence, Recycled Environmental alternatives, Jute Attribute, are 0.890, 0.784 & 0.762 respectively.

**Table 8: Reliability Statistics**

Cronbach's Alpha	N of Items
.918	16

Source: Author's compilation

### Impact of respondent's demographic profile on the behavioral constructs

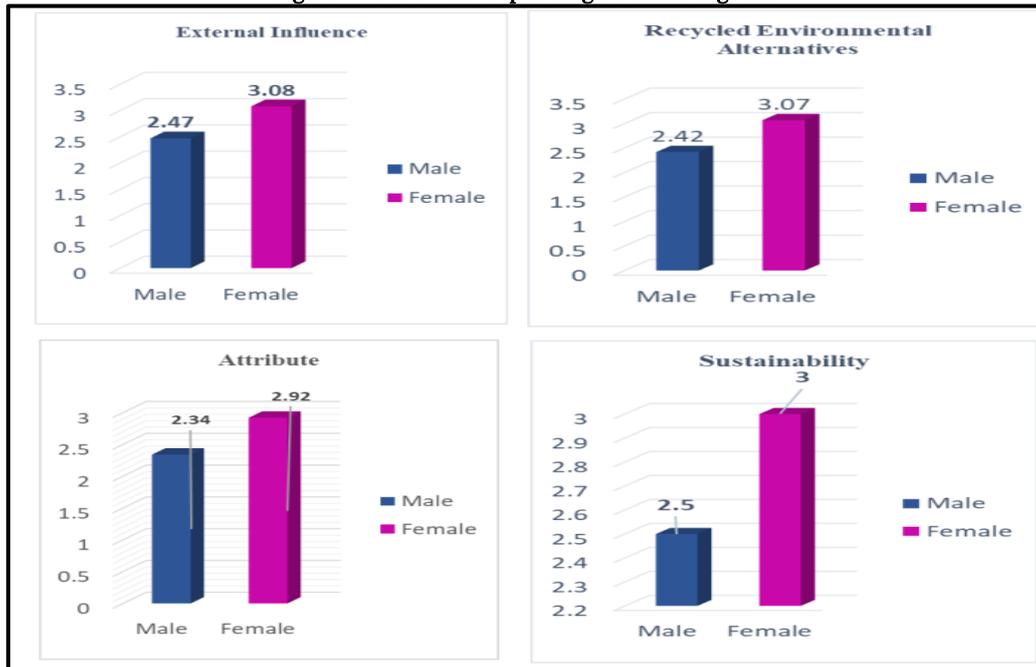
As per the objective, the impact of respondent's demographic profile on the behavioral constructs was studied. The major demographic factors studied are gender, age, education level and monthly income. It can be seen that females have higher mean score with reference to external influence, environmental alternatives, attributes and sustainability. Higher the age group, higher is the mean score. On the other side, lower education profile and lower monthly income have lesser access to diversified jute products, therefore mean score is also low.

#### 6.1 Impact of Gender on the behavioral constructs

In our research paper, we looked at how gender influences young customers' perceptions of and access to diverse jute goods. We looked at four demographic factors: external influence, recycled environmental alternatives, product features, and sustainability. As stated in figure 1, Our data showed that females consistently had higher mean scores across all categories than males. This implies that

females are more influenced by external influences, have a larger preference for ecologically friendly options such as jute items created from recycled materials, find jute products more appealing based on their features, and emphasize sustainability in their purchasing decisions. These findings show that the young female consumer demographic have more access to and demand for diverse jute goods, emphasizing the potential for tailored marketing and product development methods to effectively engage this section of consumers.

Figure 1. Behaviour depending on distinct gender

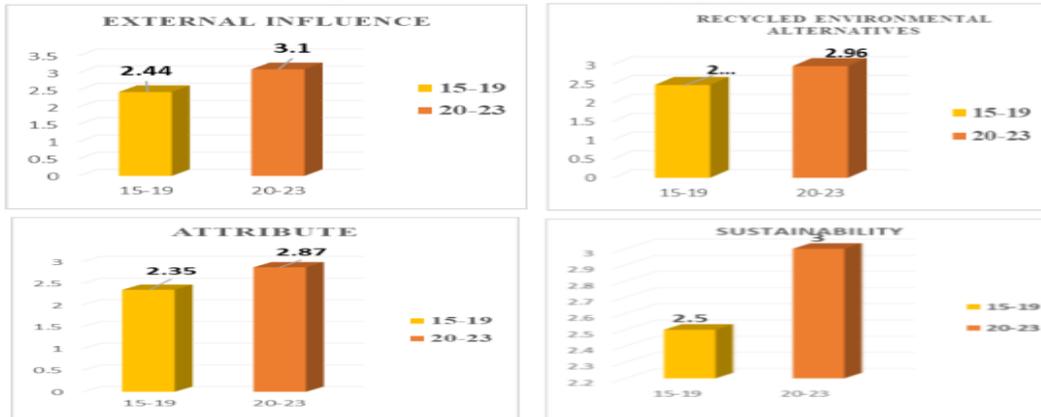


Source: Author's compilation based on primary data survey

### 6.2 Impact of Age on the behavioral constructs

We evaluated perception differences between two age groups, (15-19) and (20-23), in relation to four demographic factors: external influence, recycled environmental alternatives, product features, and sustainability. As stated in figure 2, Our data revealed that the (20-23) age group consistently had higher mean scores across all four criteria than the (15-19) group. This suggests that older young consumers are more influenced by external factors in their perceptions of jute products, have a stronger preference for environmentally friendly options such as jute products made from recycled materials, find jute products more appealing due to their attributes, and prioritize sustainability in their purchasing decisions. These findings show the changing tastes and views of jute goods among different age groups in the young consumer population, providing useful insights for focused marketing and product development strategies to effectively engage these customers.

Figure 2. Behaviour Based on Varying Ages



Source: Author's compilation from primary data survey

### 6.3 Impact of Education on the behavioral constructs

We investigated whether education levels – high school (HS), undergraduate (UG), and postgraduate (PG) – influenced perception and access to a variety of jute goods as stated in figure 3. After analysing four major demographic aspects – external influence, recycled environmental alternatives, product features, and sustainability – we discovered that UG and PG level students consistently had better mean scores than HS level students in all areas. This suggests that higher education levels are associated with increased susceptibility to external influences, a stronger preference for environmentally friendly alternatives such as jute products made from recycled materials, a greater appeal to jute product attributes, and a focus on sustainability. These findings emphasize the importance of education in shaping consumer perceptions, as well as the potential for increased engagement with diverse jute products among those with higher education levels in the young consumer demographic, providing valuable insights for targeted marketing and product development strategies.

Figure 3. Behaviour influenced by educational qualification

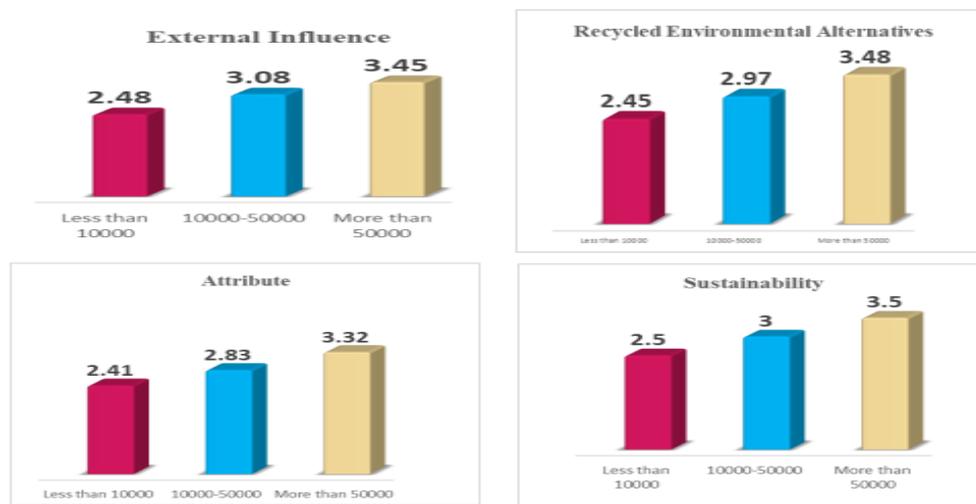


Source: Author's compilation from primary data survey

#### 6.4 Impact of Monthly Income on the behavioral constructs

We investigated the effect of monthly income levels - "Less than 10000", "10000 to 50000", and "More than 50000" - on perception and access to a variety of jute items as stated in figure 4. After analysing four key demographic factors - external influence, recycled environmental alternatives, product attributes, and sustainability - we discovered that individuals in the "10000 to 50000" and "More than 50000" income brackets consistently had higher mean scores across all factors than those with incomes "Less than 10000". This suggests that higher income levels are associated with increased susceptibility to external influences, a stronger preference for environmentally friendly alternatives such as jute products made from recycled materials, a greater appeal to jute product attributes, and a focus on sustainability. These findings have implications for targeted marketing and product development initiatives, highlighting the possibility of increasing involvement with diverse jute goods among young customers with higher income level.

Figure 4. Behaviour varies with family income



Source: Author's compilation

#### Conclusion

- Consumer behaviour analysis for environmentally friendly products:
  - Factors include behavioural constructs, gender, age, education, environmental attitudes, knowledge, and preferences.
  - Gender: Women place a higher priority on sustainability and product attributes.
  - Age: Young adults (20-23) exhibit a larger interest in sustainability than teens (15-19), demonstrating that awareness grows with age.
  - Education: College and postgraduate students show equal attention, indicating its effect.
- Jute items are popular among younger people because of their relationship with sustainability, showing a growing need for environmentally friendly materials.
- Future: This trend indicates a bright future for eco-friendly items such as jute, which aligns with customers' rising inclination for sustainability.

Strategies for attracting younger consumers to jute products includes:

- Create focused advertising strategies stressing environmental friendliness and flexibility.
- Maintain the unique design and usefulness of jute goods to suit shifting demand.
- Invest in consumer education and awareness campaigns that promote environmental benefits.

- Collaborate with well-known companies and fashion designers to produce fashionable jute-based fashion and lifestyle products.
- Ensure that jute items are easily accessible and available in both physical and online retailers. These tactics are intended to improve the younger generation's view of jute products and promote them as a sustainable choice.

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# **PATTERNIA - AN INTERACTIVE LEARNING ENVIRONMENT FOR TODDLERS TO FOSTER ALPHABET ACQUISITION THROUGH MACHINE LEARNING MODEL**

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## **Abstract**

The acquisition of alphabetic knowledge is a crucial milestone in a child's early development, as it serves as a foundation for language and literacy skills. This research paper aims to explore the potential of creating an interactive learning environment for toddlers to facilitate alphabet learning using deep neural networks. The study examines the effectiveness of such programs in enhancing alphabet & pattern acquisition, the benefits of interactive learning environments, and the role of technology in early childhood education.

**Keywords:** Deep Neural Networks; Language and Literacy Development; Cognitive Development; Social and Emotional Development; Adaptive Learning;

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## **1. Introduction**

Early literacy skills are fundamental to a child's cognitive development and academic success. Alphabet learning plays a pivotal role in laying the groundwork for language acquisition and reading abilities. As per recent studies the learning curve is at its peak when a child is in 2 to 6 years of age and slowly the effort for learning increases therefore decaying the eagerness to learn with growth in age. This research aims to investigate how the utilization of educational programs in an interactive learning environment can enhance a toddlers' alphabet acquisition skills and also bridges the gap between the existing Pre-school education system and the Toddlers through an interactive learning environment.

## **2. The Importance of Alphabet Acquisition in Early Childhood**

As per recent studies by the Centre on the Developing Child [1] learning curve is at its peak when a child is in 2 to 6 years of age and slowly the effort for learning increases therefore decaying the eagerness to learn with growth in age.

### **2.1 Language and Literacy Development**

A human brain between 0 to 3 years develops a randomly interconnected neural schema which is proposed to change depending on various environmental and circumstantial changes. This came into public in the year 2009 was proposed first by the Centre on the Developing Child in the year 2009 Brain Architecture [1]. The statistic depicted in Figure 1 clearly states the above indication.

The brain's ability to change w.r.t responses to experiences is least in 0 – 3 years and the effort taken to change is least in the particular age boundary in the human brain.

Again, we have a sharp decrease in the brain's ability to change in response to experiences w.r.t. a sharp increase in the effort to sustain such change.

### **2.2 Cognitive Benefits**

As per long term researches of Masonic Institute for the Developing Brain (MIDB) almost 80% of the cognitive development occurs within first 1000 days of human birth with proper nutrition and health care. In India mostly pre-schooling and schooling starts from 6 to 7 years. In many households

still we don't have access to pre-schooling hence late schooling starts from the age of 7-8 years from 1st standard.

Here PATTERNIA bridges the gap between the early cognitive development and multi-stage reach out to various states and regions of the country to make early cognitive development of the possible.

### **2.3 Social and Emotional Development**

Social and emotional development are the key pillars for a child's cognitive and response development mechanism. Studies show that the early development of the Frontal Lobe and Temporal Lobe (as shown in Figure 2) through exercises can help in other key functions of the cerebrum as well as the human body.

PATTERNIA helps in faster development of problem solving, Speech production and Language comprehension skills thereby increasing the rate of development of the Frontal Lobe and Temporal Lobe and also helps to develop a pre-mature brain in case of an early delivery as shown in Figure 3.

### **3. Educational Program Environment**

PATTERNIA is developed into a three – stage pipelined model architecture. It consists of:

- a) Interactive Learning Model – An interactive learning model is established in cross-platform based flutter language. A demo model may be created using Kotlin for Android or IOS devices.
- b) Pattern Recognizer based on CNN architecture— Used to identify alphabets and numbers on the basis of training images used to pre-train the CNN neural network model. It is trained using Adam optimizer and Softmax classifier.
- c) Feedback to Dynamic Neural Network model— A dynamic neural network is designed using better decision algorithms and can generate better-quality results. Here we use Spatial Wise Dynamic Networks to generate more effective result in the image processing task for Stage 2 as compared to any static network.

#### **3.1 Key Components and Technologies Used**

PATTERNIA is composed of Spatial wise dynamic neural networks reverted to a CNN architecture. The alphabet or pattern made by the child is captured as an image vector by the android application. It is then transferred to the pre-designed CNN architecture (preferred MobileNet V2) further to recognize which alphabet is created by the child. Further using transfer-learning approach several other characters are captured and checked simultaneously.

The Feedback to dynamic neural networks is required to show the final scores by the child. The LSTM network architecture used in the model is depicted in Figure 4.

#### **3.2 Supporting Toddler Engagement**

PATTERNIA being an interactive learning framework will not glue children from early childhood but will schedule specific time frames for the above discussed activities. Thus, it will integrate Toddlers in other activities like sports, creating mind-maps etc.

#### **3.3 Prototype Design**

The basic model of PATTERNIA is designed into three levels based on the original maturity of the toddler as shown below:

##### **3.3.1 Primary Level Model: The first level comprises of the basic level**

Alphabet, numeric and pattern drawing model. The main objective of this preliminary model is to create sequences and enable the toddlers to draw and write all basic set of graphemes including alphabets. A working model of level-I model of the interactive learning environment is shown in figure 5.

**3.3.2 Secondary Level Model:** The second level of the learning model focuses on building a more precise environment for toddlers in intermediate stage to write and practice and also recognize the

primary colours along the way of learning which takes a long time if taught otherwise. Hence the goals of the second model include recognizing & writing all basic set of graphemes and also introduce to the basic set of primary colours through the level-II model of the interactive learning environment as shown in figure 6.

**3.3.3 Tertiary Level Model:** The tertiary and final level of the learning model focuses on training a child to write a combination of letters. This becomes a necessity when the child is introduced to sentence construction, or writing his/her signature in any document. The practice of writing a set of alphabets will help the child's early development and will help him/her to gain insights to how to write in actual notebooks when elevated to upper standards. The figure 7 is a demonstration of training the child to write letters 'C' and 'A'.

The application user interface of PATTERNIA is as shown in figure 8 as developed in the android UI.

#### 4 Novelty

The following key features determine the USP of PATTERNIA:

- a) The core idea of PATTERNIA is one of its kind and at present this sector is unorganized which is one of the core reasons to attract targeted customers.
- b) PATTERNIA is a completely new ideology to bridge the gap and help in cognitive development of a child.
- c) As per the Literature Survey currently there is no existing solution at par with PATTERNIA at present.
- d) PATTERNIA plays one of the key roles in shaping the educational framework for the upcoming decades.

#### 5 Results

The following key results are obtained:

- a) A child's cognitive development is monitored at regular intervals of time and the application is modified as per the requirements making it children-friendly.
- b) PATTERNIA aims at improving the rate of neuroplastic behavior by providing level by level exercises.

#### 6 Discussions and Implications

PATTERNIA is one of the most concise educational models with less deviation factors than any other proposed educational models at present. This model is designed as per the current market requirements and hence it can be implied that PATTERNIA is one of its kind.

#### 7 Limitations of the Study

This study is one of the most compact studies and is best considering all the current parameters at present market. This model being one of the great of its kind has the following limitations:

- a) The model is deployed over pre-trained datasets as of present scenario. Hence as the human race progresses the algorithm should be semi-supervised.
- b) Currently this educational model is new in the market. Hence to make citizens aware of the same, a reach-out program is necessary.

#### 8 Revenue Distribution Model

Without a basic revenue any proposed idea is about to see a fall. As per the Literature survey in section 2, the target audience belong to an absolutely unorganized market where the target audience include for PATTERNIA includes pre-schools affiliated to Pre-Primary School Accreditation Council of India and other Foreign Council Boards present, individual toddlers and parents whose children belong to same age group. The inflow of the revenue distribution is as described in figure 9.

## 9 Conclusion

By integrating educational programs within an interactive learning environment, toddlers can actively engage with alphabet learning materials and activities. The utilization of technology can enhance their learning experiences, foster their alphabet acquisition skills, and lay a strong foundation for future language and literacy development. While further research is necessary to evaluate the long-term impact, the findings of this study highlight the potential benefits of creating such environments for toddler education.

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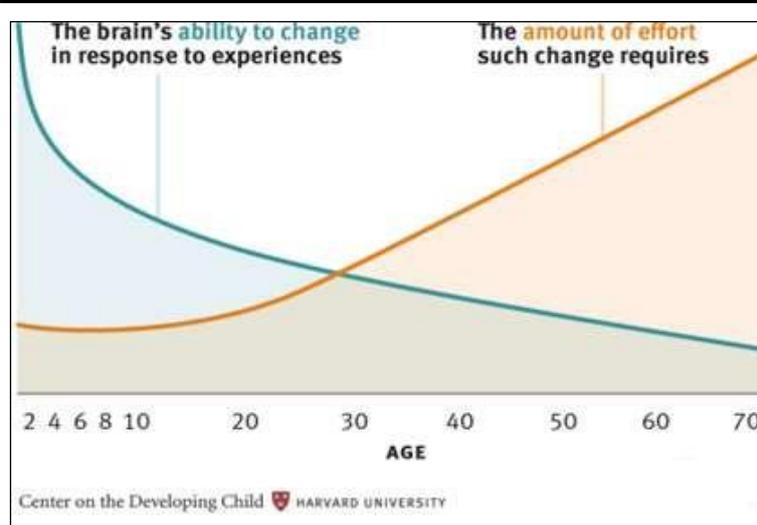


Figure 1. Graphical Analysis (Study conducted by Harvard University)

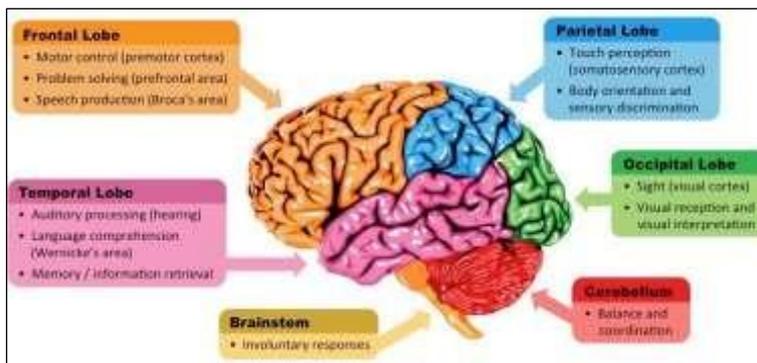


Figure 2. Basic parts of a cerebrum

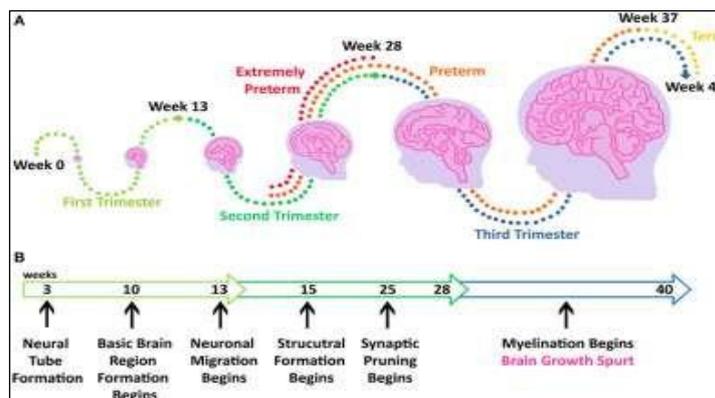


Figure 3. Growth of a Brain

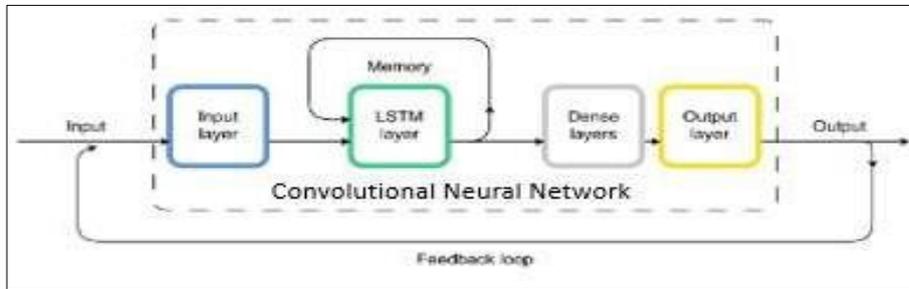


Figure 4. Dynamic Neural Network Model using LSTM

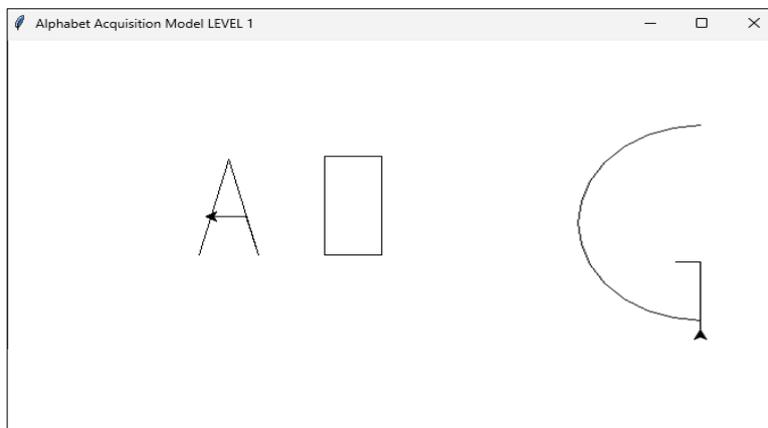


Figure 5. PATTERNIA Level -I Basic Model

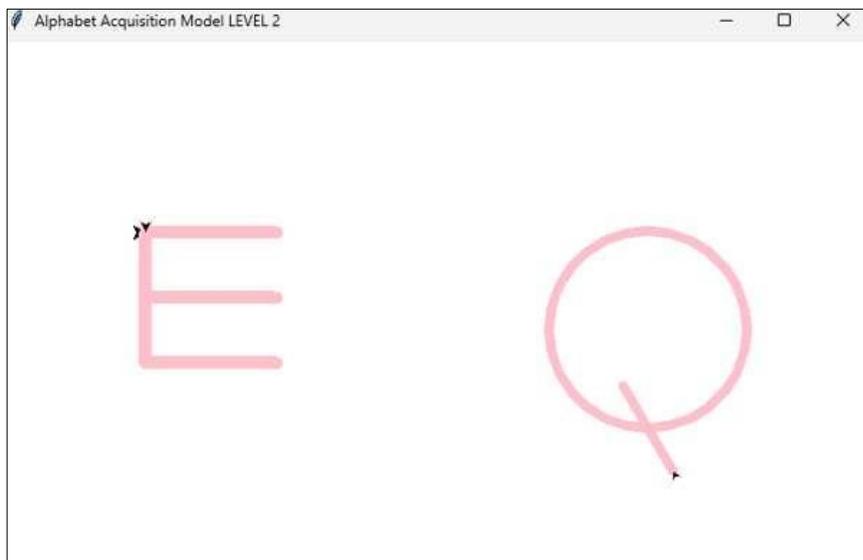


Figure 6. PATTERNIA Level -II Intermediate Model

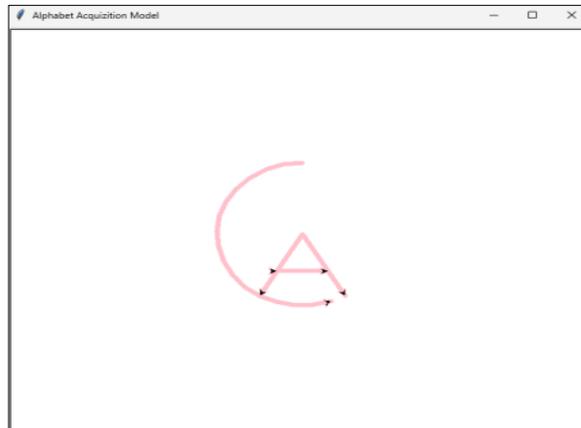


Figure 7. PATTERNIA Level -III Model



Figure 8. PATTERNIA Front end application interface.

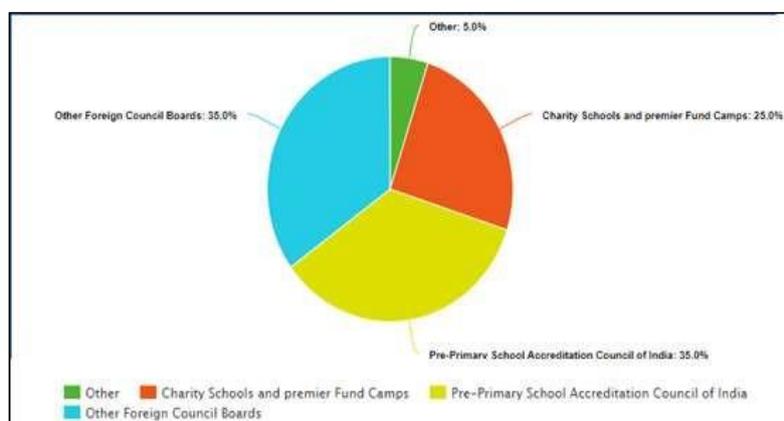


Figure 9. Revenue Distribution Model.

# OCCUPATIONAL STRESS AND BURNOUT AMONG THE NURSES OF MEGHALAYA

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## Abstract

Stress and stress-related illness are becoming increasingly large disorder among nurses. The exposure to long-term stress has a severe problem on the nurse's well-being, quality of care, patient safety, as well as for organizations in terms of absenteeism and turnover. The West Garo Hills district of Meghalaya is anguished from a severe shortage of manpower coupled with poor infrastructure and lack of technology. The problem was exacerbated by the region's remoteness and a difficult regulatory climate that discourages private sector participation in the sector. All these circumstances make the situation a stressful situation for healthcare professionals practicing in the district. Under this backdrop, the present study intends to investigate the level of job stress and burnout among nurses in West Garo Hills district of Meghalaya. The study was done on the nurses 84 nurses employed in government in the district. The data was collected using job stress scale by Shukla & Srivastava (2016) and Oldenburg Burnout Inventory (OLBI) by Demerouti, Bakker, Vardakou, & Kantas, 2003. Data were analyzed using Pearson's correlation, multiple regressions. The study concluded that there exists a significant and positive correlation among the dimensions of Occupational stress and burnout and occupational stress is a strong predictor of burnout. Occupational stress and burnout are also prevalent among nurses working in government hospitals in West Garo Hills District of Meghalaya.

**Keywords:** Occupational stress, Burnout, Nurses, Meghalaya.

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## Introduction

The nursing profession, in general, is perceived as one of the most stressful and demanding occupations and this makes nurses exceptionally vulnerable to burnout (Gulavani, & Shinde, .2014, Higazee, Rayan, & Khalil, 2016). Along with the increased demand and progress in the nursing profession, stress among the nurses has also increased. Stress is highly subjective and every nurse perceives and responds differently to stress. Nurses who are working in stressfully units such as Intensive care units (ICU), Critical care units (CCU) and Emergency Rooms (ER) are vulnerable to highly stressful events than nurses who are working in other units (Azzizollah, Zaman, Khaled, & Razieh , 2013, Izaquierdo, Risquez, 2012).

It is usually observed that nursing profession undergoes tremendous stress which leads to emotional instability among nurses which affect the work performances of nurses and ultimately affects the patient care (Khosha, Tiriyo, Ritacco, & Lowies, 2014, Azzizollah et al., 2013, Rodrigues, & Ferreira, 2011). Studies have shown universally that stress in nursing is related to the patient's needs and their sufferings, long shifts, work overload, work-related conflicts, poor working relationships between nurses and doctors and other health care professionals, demanding communication and relationships with patients and relatives, shortage of staff, emergency cases, high workload, bias and lack of organizational support, role ambiguity and job insecurity, home-work imbalance. Studies have confirmed that continuous exposure to stress has a negative effect on the individuals in terms of health, wellbeing and job dissatisfaction, as well as for organizations in terms of absenteeism and turnover, which in turn may

impact upon the quality of patient care (Jennings, B. M. 1994, Higazee 2015, Izaquierdo & Risquez, 2012, Rayan, Qurneh, Elayyan, & Baker, 2016, Konstantinos, 2008, Schaefer & Moos, 1993, Peeters & LeBlanc, 2001, Adali & Priami, 2002, Cordes & Dougherty, 1993, Greenglass, Burke & Fiksenbaum, 2001, Kirkaldy & Martin, 2000).

And nursing has been considered as a profession that is exposed to high levels of stress and in result burnout which ultimately leads to decreased performance (Garrosa, Rainho, Moreno-Jiménez, & Monteiro, 2010, Bakker, Le Blanc, & Schaufeli, 2000, Menze, 2006, Bhaga, 2013, Ida, Miura, Komoda, Yakura, Mano, Hamaguchi, & Yamauchi, 2009). Due, to the importance of occupational stress and its association with burnout in the nursing profession, this study aimed to investigate the level of burnout and occupational stress among the nurses in the West Garo Hills District of Meghalaya. West Garo Hills is one of the largest districts in the state of Meghalaya. There are at present 84 numbers of nurses working in government hospitals in the district. The health infrastructure and some of the facilities are lacking, which needs to be strengthened, e.g. in terms of supply of equipment, training of medical and paramedical staff, shortage of drugs, shortage of medical equipment, transportation, the condition of beds etc. The difficult hilly terrain, poor road connectivity in rural areas, poor health sector infrastructures, lack of sufficient manpower in hospitals and many other similar circumstances makes the stressful situation for health care professionals in practicing in West Garo Hills district of Meghalaya. Thus, the proposed study was decided to be conducted in the West Garo Hills district of Meghalaya.

The present study will help in providing more targeted measures to attract and retain outstanding nurses and will also help the management in reducing high turnover rates, improving clinical care quality and patient safety.

#### **Objectives**

1. To examine the prevalence of occupational stress and burnout among nurses.
2. To find out the relation between occupational stress with burnout among nurses.
3. To achieve the above objectives the study proposes to check the following hypothesis

**Hypothesis:** Occupational stress and its dimensions will be positively related to burnout and its two dimensions (emotional exhaustion and depersonalization).

#### **Literature review**

There is substantial evidence that stress innate in nursing professionals and the stressful factors in this job negatively impacts nurses in a serious way and this makes nurses exceptionally susceptible to burnout. (Golshiri, Pourabdian, Najimi, Zadeh, & Hasheminia, 2012; Yeboah, Mock, Karikari, Agyei-Baffour, Donkor & Ebel, 2014, Caplan, 1994, Graham, Ramirez, Cull, Finlay, Hoy, & Richards, 1996, Gross, 1998). The negative impact of occupational stress and burnout on organizational performance is indisputable. Health care professionals are responsible for the health of others and are under the pressure of different stressors (Bratt, Weaver, Foreit, Vargas & Janowitz, 2002). Research studies have revealed that a high level of stress and associated burnout among nurses leads to decreased performance (Menze, 2006, Bhaga, 2013, Hamaguchi, Ida, Kato, Komoda, Mano, Miura, Yakura, Yamauchi, Yamazaki, 2009, Golshiri, Pourabdian, Najimi, Zadeh, & Hasheminia, 2012, Xianyu & Lambert, 2006).

Stressors for nurses as identified by many research studies include factors such as care about patients, knowledge, skill and tasks, work overload, time pressure and policies, relation with co-workers, lack of social support at work, needle stick injuries, exposure to infectious disease, noises, light, exposure to work-related violence or threats, understaffing, shift work, frequent night shifts, and dealing with difficult or seriously ill patients (NIOSH, 2008, Agolla & Ongori, 2008, Gibbens, 2007, Cooper and Sutherland, 1987).

Studies have confirmed that nurses experience appreciable stress (Golshiri et al. 2006), and long-term exposure to job-related stress can lead to burnout (Maslach & Schaufeli, 1993; Collings &

Murray, 1996, Maslach & Goldberg, 1998, Chayu & Kreitler, 2011, Lee & Akhtar, 2011, Ohue, Moriyama & Nakaya, 2011, Garrosa, Rainho, Jiménez, & Monteiro, 2010). A considerable number of studies also confirm that burnout is one of the consequences of occupational stress (Ashtari, Farhady, & Khodae, 2009, Ashill, Carruthers, Thirkell & Rod, 2009, McCormick & Barnett, 2010).

Many studies have considered the effect of stress and burnout among nurses on patient outcomes (Aiken, Clarke, Sloane, Sochalski, & Silber, 2002, Halm, Peterson, Kandels, Sabo, Blalock, Braden & Sisler 2005). These studies examined burnout in relation to increased mortality, failure to rescue (Aiken Clarke et al, 2002, Halm, et al 2005) and patient dissatisfaction (Vahey, Aiken, Sloane, Clarke, & Vargas, 2004, Leiter, Harvie, & Frizzell, 1998). Similarly, in a study of the relationship between personal stress and clinical care, 225 physicians reported 76 incidents in which they believed patient care was adversely affected by their stress (Firth-Cozens, & Greenhalgh 1997).

Brand (2007) showed that in the nursing industry significant positive relationships exist between occupational stress and two dimensions of burnout, emotional exhaustion, and depersonalization. Studies have also confirmed that burnout involves intentions to leave the profession at a much greater rate compared to other profession and high turnover of nurses (Heijden, Dam & Hasselhorn, 2009, Aiken et al. 2002).

Based on the above evidence, it can be hypothesized that there is a significant positive relationship between occupational stress and burnout. Literatures have also highlighted that, nurses are particularly at risk for burnout due to the increased patient acuity and the worsening nursing shortage. Thus, there is an urgent need to understand different stressors and factors which lead to burnout among nurses.

### Methodology

#### Population

The present study was designed to examine the relationship between Occupational Stress and Burnout among the nurses in the West Garo Hills district of Meghalaya. West Garo Hills is one of the largest districts in the state of Meghalaya. During the period of study, there were 84 nurses employed in government hospitals in the district. The data was collected using collected by personal interview method using a well structured and pre-tested schedule. The detail population break up has been presented in the Table1.

**Table 1: Detail population breakup Under Public Sector**

Sl. No	Place of Posting/Hospitals	Nurses
1	Maternity & Child Hospital, Babupara	24
2	Civil Hospital Tura, Dermile	55
3	District Tuberculosis Office, Wadanang	5
4	NLEP Tura	0
	<b>SUB TOTAL (A)</b>	<b>84</b>

**Measurement Instruments, Variables and Data Collection:** The primary data for the proposed study shall be collected by personal interview method using a well structured and pre-tested schedule. The study will attempt to measure occupational stress and burnout of the nurses from government hospitals. The study proposes to measure the occupational stress of nurses with the help of an instrument known as job stress scale developed by Shukla & Srivastava (2016). The job stress scale can measure a wide-ranging set of time stress, anxiety due to job, role expectation conflict, co-worker support, and work-life balance. The job stress scale is a useful instrument for organization and academicians to evaluate job stress in modern Indian workplace. In the technical manual, all items showed high internal consistency and test-

retest reliability. In the current study, the full-scale reliability was found to be .974 and the overall internal consistency of the various JSS aspects are within the optimal range.

Burnout is measured by Oldenburg Burnout Inventory by Demerouti, Bakker, Vardakou & Kantas, 2003. The Oldenburg Burnout Inventory (OLBI) was initially developed to overcome most of the limitations of the MBI-GS (Demerouti & Nachreiner, 1998, Demerouti et al. 2001). In this scale, burnout is operationalized by means of (physical, affective, and cognitive) exhaustion and disengagement, whereas personal accomplishment is excluded. Specifically, the OLBI consists of 16 positively and negatively formulated items that are used to evaluate the two dimensions of burnout. These positive and negatively framed items reflect the theoretical assumption that the two main dimensions of burnout can be interpreted in terms of a continuum that ranges from disengagement to dedication (i.e., the identification continuum) and a continuum that ranges from exhaustion to vigour (i.e., the energy continuum). These two dimensions are supported by the fact that exhaustion and disengagement do not share the same antecedents (Demerouti et al., 2001 & Demerouti, Mostert, & Bakker, 2010). Furthermore, the OLBI items assess cognitive and physical components of exhaustion in addition to the effective component included in the MBI. Finally, the OLBI (just like the MBI-GS; Schaufeli et al., 1996) is not restricted to human services, but it can be used to measure burnout in all employees, irrespective of their occupation. The OLBI is a psychometrically robust instrument that can be used to measure burnout (Reis, Xanthopoulou, & Tsaousis, 2015). OLBI is a reliable and valid measure for measuring burnout and work engagement that can be used as a substitute to the generally used Maslach Burnout Inventory (Maslach, Jackson & Leiter, 1996). The reliability estimates as obtained by the Cronbach’s alpha for the full scale was found to be .745.

**Data Analyses**

The obtained data were subjected to a number of statistical analyses pertinent to research objectives of the study. In order to test the correlations among variables Pearson’s correlations was used. Regressions of occupational stress and burnout were computed by employing simple standard multiple regression analysis.

**Results**

In this study, almost all participating nurses were female and majority of the respondents are in the age range between 20 and 30 (51.8%) and are married (55.3%). A large section of the respondent have 0-2 dependent (81.2%) and their spouse are employed (41.2) (Table 2).

**Table 2: General Characteristics of the Study Population**

Demographic variable	Category of respondents	Frequency	Percentage
<b>Age range</b>	20 to 30 yrs	44	51.8
	30 to 40 yrs	21	24.7
	40 to 50 yrs	14	16.5
	50 to 60 yrs	6	7.1
	15 to 20 yrs	6	7.1
	20 to 25 yrs	1	1.2
	More than 25 yrs	2	2.4
<b>Marital status</b>	Married	47	55.3
	Single	34	40.0
	Widow	1	1.2
	Separated	3	3.5
<b>Dependent</b>	0 to 2	69	81.2
	3 to 5	14	16.5
	5 to 8	2	2.4

<b>Working status of spouse</b>	Employed	35	41.2
	Business	8	9.4
	Retired	4	4.7
	N/A	38	44.7

The mean score and standard deviation for the various dimensions occupational stress and burnout are presented in Table 3 Results indicate that the mean of various dimensions of occupational stress. The mean occupational stress score were 15.59 for job stress scale, 9.51 for role expectations conflict, 9.06 for co-workers support and 8.34 for work life balance. And the mean burnout score were 15.53 for emotional exhaustion and 16.58 for depersonalization and were reported in the moderate category of burnout.

**Table 3: Table of Means for Occupational Stress and Burnout**

	<b>Variables</b>	<b>Mean</b>	<b>SD</b>
<b>Occupational Stress</b>	Job stress scale	15.59	4.00
	Role Expectations Conflict	9.51	3.11
	Co-Workers Support	9.06	2.95
	Work Life Balance	8.34	2.72
<b>Burnout</b>	Emotional Exhaustion	15.53	3.18
	Depersonalization	16.58	3.39

#### **Relations among the Dimensions of Occupational Stress and Burnout**

The inter correlations among the various dimensions Occupational Stress and Burnout is presented in table 4. The correlation among the four dimensions of occupational stress and two dimensions of burnout indicates that there exists a significant and positive correlation among the dimensions of Occupational stress and burnout ( $p < .01$ ).

**Table 4: Results of Correlation analysis among Variables of Occupational Stress and Burnout**

		JSS	REC	CWS	WLB	EE	DP
JSS	Pearson Correlation	1	.898**	.747**	.754**	.781**	.865**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
REC	Pearson Correlation	.898**	1	.852**	.818**	.797**	.789**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
CWS	Pearson Correlation	.747**	.852**	1	.909**	.613**	.638**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
WLB	Pearson Correlation	.754**	.818**	.909**	1	.634**	.631**
	Sig. (2-tailed)	.000	.000	.000		.000	.000

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

Note: JSS: Job Stress Scale, REC: Role Expectations Conflict, CWS: Co-Workers Support and WLB: Work Life Balance, EE: Emotional Exhaustion, DP: depersonalization.

#### **Relationship between Occupational Stress and Burnout**

Multiple regression analysis was conducted to understand the amount of variance in burnout as explained by dimensions of occupational stress and also to compute the strength of relationship between dependent variable (Burnout) and set of independent variables (job stress scale, role expectations conflict, co-workers support, work life balance) and is presented in Table 5 and 6.

Standard multiple regressions results clearly revealed that entry of all the four dimensions together accounted for 67% [ $R = .821$ ,  $R^2 = .674$ ,  $p < .01$ ] of variance in emotional exhaustion (table 5).

**Table 5: Relationship between among Occupational Stress variables and Emotional Exhaustion**

Occupational Stress Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(constant)	6.937	.871		7.968	.000
JSS	.234	.118	.294	1.988	.050
REC	.714	.189	.698	3.780	.000
CWS	-.353	.188	-.327	-1.871	.065
WLB	.162	.186	.138	.869	.387
R	.821				
R Square	.674				
Adjusted R Square	.657				
Std. Error of the Estimate	1.863				

Note: JSS: Job Stress Scale, REC: Role Expectations Conflict, CWS: Co-Workers Support And WLB: Work Life Balance

Further multiple regressions was conducted to understand the amount of variance in depersonalization as explained by the dimensions of occupational stress and also to compute the strength of relationship between dependent variable (depersonalization) and set of independent variables (occupational stress) and is presented in Table 9. Results clearly revealed that four dimensions of occupational stress accounted for 72% [ $R = .867$ ,  $R^2 = .752$ ,  $p < .01$ ] of variance in the depersonalization dimension of burnout. Occupational stress dimensions are a strong predictor of dimensions of burnout.

**Table 6: Relationship between among Occupational Stress variables and Depersonalization**

Occupational Stress Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.399	.808		6.683	.000
JSS	.691	.109	.816	6.321	.000
REC	.145	.175	.133	.829	.410
CWS	-.005	.175	-.005	-.031	.975
WLB	-.110	.172	-.089	-.641	.524
R	.867				
R Square	.752				
Adjusted R Square	.740				
Std. Error of the Estimate	1.72868				

Note: JSS: Job Stress Scale, REC: Role Expectations Conflict, CWS: Co-Workers Support And WLB: Work Life Balance

**Discussion**

The present study assessed the hypothesized relation between occupational stress and burnout among the nurses. Most of the previous research had indicated that long-term exposure to job-related stress can lead to burnout.

This study revealed the presence of occupational stress in all the four dimensions of job stress scale, role expectations conflict, co-workers support and work life balance as well as signs of burnout. The findings of this study was in line with previous reports which have indicated that prolonged and long term exposure to stress can lead to burnout (Rebecca & Wendy, 2007, Saini, Sukhpal & Karobi, 2011, Prasanjit, 2012). Burnout is a reality in the nursing profession. And the results of the present study have showed the prevalence of burnout among nurses. In the light of the above findings it can be concluded

that nurses in the sample are experiencing moderate level of occupational stress and due to that emotional exhaustion and depersonalization were also reported in the moderate category. The study further concludes that there exists a significant and positive correlation among the dimensions of occupational stress and burnout and occupational stress is a strong predictor of burnout.

### Conclusion

Although a number of studies have assessed stress and burnout in nurses, most have been conducted with nurses working in private hospitals and in big cities. Our study results indicate that occupational stress and burnout are also prevalent among nurses working in government hospitals in West Garo Hills District of Meghalaya. Nurses working in government hospitals in the district are experiencing moderate to high level of stress which leads to burnout among them. The finding of the study suggests the need for detection of other effective parameters of occupational stress so that suitable and corrective measure can be taken to reduce occupational and their damaging effects towards deterioration of burnout among nurses in government hospitals and for designing and implementing strategies to decrease occupational stress among government hospital nurses.

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# AN ECONOMIC AND SOCIAL IMPACT OF DEMONETIZATION IN INDIA– A STUDY

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## **Abstract**

The parallel economy, for which no reliable size estimates are easily available, has become an increasingly serious problem over the years. This poses not only macroeconomic management challenges but distortions in the economy as well. Author in this paper studied the economic impact in respect of agriculture and manufacturing, reduction in interest rate, demonetization affected badly to micro, small and medium companies, deflation, unemployment, slowdown in economy and investment, reduction in hoarding of black money and social impact in respect problem related to marriage issue, issue faced by farmer, problems faced by tourist, terrorism, issue related to common man and wastage of quality time of people standing in a queues. Apart from turning out to be the biggest economic reform in independent India, this revolutionary measure is making it incumbent upon everyone to embrace and promote digital platforms for money transactions. Cashless Economy combats black money and ensures tax compliance. Macro Economic issues like unemployment, price stability, economic growth, still needs to be addressed.

**Keywords:** Interest rate, Deflation, Unemployment, Economic growth, Terrorism

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## **Introduction:**

India has amazing potentialities to surpass every developing and developed nation. It has everything in terms of resources and minds. It is the responsibility to embrace willingness to change. The epoch-making revolution unleashed in India by the recent announcement of Demonetization and the replacement of high denomination currency by the government is being perceived by everyone as the next wave of change and growth. Demonetization, the act of stripping a currency unit of its status as legal tender is expected to alter the nation's conduct and will infuse more formal savings into financial markets instead of dead assets. Demonetization, is a bold decision that paves the way to put an end to black money, hawala transactions and fostering terrorist activities. This one decision has ensured that a lot of money has come into the banking system, a lot of informal savings have become formal now, and therefore, the tendency to invest these more formal savings in instruments that you keep an eye on is also increasing. This move would enable banks to channel these to productive assets and offer differentiated interest rate to borrowers while lowering the risk of bad loan.

## **Need of the Study:**

Demonetization has been used as a macro - economic policy by the government to regulate or modify the economic affair of the country in keeping certain objective to tackle issues affecting the economy like a parallel economy, counterfeit currency in circulation and terror financing, corruption, hawala transactions, etc. Government attempt to assess the behaviour of the economy as a whole and to seek ways in which its aggregate performance might be improved. Due to demonetization various economic and social impact aroused which was not ascertained before the implementation of Demonetization.

## **Objectives of the study**

The objective of this paper is to study the Economic impact in respect of agriculture and manufacturing, reduction in interest rate, demonetization affected badly to micro, small and medium

companies, deflation, unemployment, slowdown in economy and investment, reduction in hoarding of black money and social impact in respect problem related to marriage issue, issue faced by farmer, problem faced by tourist, terrorism, issue related to common man and wastage of quality time of people standing in a queues.

**Economic Impact:**

Demonetization is a generations' memorable experience and is going to be one of the economic events of our time. One of the most important objectives of macro – economic policy in recent year has been the rapid economic growth of an economy. Economic growth implies raising the standard of living of the people, and reducing inequalities of income distribution. Economic growth is a desirable goal for a country. Demonetization is used as a macro-economic policy to address the issue like tax evasion, counterfeiting and corruption etc. The parallel economy, for which no reliable size estimates are easily available, has become an increasingly serious problem over the years. Demonetization affects the economy through the liquidity side. Demonetization technically is a liquidity shock; a sudden stop in terms of currency availability. It creates a situation where lack of currencies jams consumption, investment, production, employment etc. In this context, the exercise may produce following short term/long term, consumption/investment, welfare/growth impacts on Indian economy.

**Agriculture and Manufacturing:**

Considering both agriculture and manufacturing sectors, India is largely dependent on cash transactions. The cash transactions in our economy are far more than the total number of electronic transactions done on a daily basis. This move had hampered the growth of all the three sectors in terms of Slow Down in Sales, Monoply creation of Big Houses and it lead to destroy the emerging competitor, Unemployment, Conversion of Black Money into white by dumping the old currency in account of North eastern state as their income is exempt from any source in Income Tax Act 1961, Liquidity crunch (short term effect). The daily wage earners, other labourers, small traders etc who reside out of the formal economy uses cash frequently. These sections will lose income in the absence of liquid cash. Cash stringency will compel firms to reduce labour cost and thus reduces income to the poor working class. There will be a trickle up effect of the liquidity chaos to the higher income people with time. Small farmers, sellers, merchants, daily wage labourers and traders are suffering because of lack of proper planning, intelligence and foresight such as recalibration of ATM machines. Small and marginal farmers in the fruits and vegetable category typically require off-loading of their produce in the wholesale market in cash and could see an immediate impact. Sectors that relied heavily on cash transactions, including real estate, construction, gold, gems and jewellery as well as the informal sectors are expected to suffer a near-term decline in consumption demand. India's companies have been more conservative with their investment plans given the slowdown in the economy as well as their bad debt problems, a drop in consumption would push growth lower unless compensated by gains in fiscal spending and trade gains. Consumption will be hit when liquidity shortage strikes, it is the consumption that is going to be adversely affected first.

Consumption ↓ → Production ↓ → Employment ↓ → Growth ↓ → Tax revenue ↓

**Reduction in Intrest rate:**

The policy has at least a short-term positive impact on India's banking sector because withdrawal limits allow the deposit base to grow quickly as cash is deposited. In the longer term, improved liquidity could support lower deposit and lending rates. This move by the government is likely to have long term benefits for the economy on deposits and lending rates because of reasons such as High deposits in the banking system, Deposit rates slashed, Attractive borrowing rates, Disinflationary cash crunch.

The extinguishing of the major proportion of unaccounted currency would reduce the liabilities of the government and would add to its finances. This can have very strong implication as the government would get money to spend without borrowing from the market. This would mean that while interest rates can be low, the government spending on large infrastructure projects would kick-start, CAPEX cycle and push economic growth higher in the medium term. The move is also likely to have a habit changing impact in the Indian populous and there could be increased belief of keeping cash in the banks rather than keeping at home and use formal banking channels for their spending needs. With a large part of the cash moving through the banking channels, the banking sector is likely to be flush with funds in the near term and this would help them reduce cost of funds for such period.

In the banking world, when deposit rates are cut, it generally means the lending rates will also be slashed down. Since banks are paying lower deposit rates to customers, this allows them room to charge lesser on loans. Once interest rates come down, this would translate into a lower EMI. The RBI then introduced a new regime of the Marginal cost of lending rate (MCLR) in which banks are required to change their interest rates periodically. If loan is under the MCLR scheme, then you might stand to benefit from the demonization if your bank slashes its lending rates however if it is under a fixed rate of interest, it will not be affected by the demonization.

**Deflation:**

Huge amount of black money and parallel economy will get adversely affected due to demonetization. The supply of money will get reduced causing the price of commodity to fall leading to deflation. Person with fixed income such as worker, salaried worker, pensioner, etc gain because the value of money rises with falling price. On the other hand, all type of producers such as industrialist and farmer lose with falling price. Deflation affects adversely the distribution of income and wealth. When price are falling, the purchasing power is increasing. Businessman, Industrialist, traders, real estate holders and others with variable income are hit hard and their profits decline with deflation. Deflation affects adversely production. With falling price, production falls because income and employment are also declining and the aggregate demand is on decline. Commodities start accumulating, profits fall, Small firm close down, unemployment spread.

**Unemployment:**

It is a one of the macro economic issue which is to be address by the macro economic policy. Due to demonetization it is presumed that unemployment get increased due to shut down of those business which are running totally on cash. It will not affect jobs unless the employer is running businesses completely based on unaccounted money and wealth but if former is the case, then the business owner will run bankrupt and will be forced to change the way he/she does business which might affect jobs of people working under them. Employment in organized sectors will be largely unaffected if the demonetization is handled adroitly by the govt. and does not take too long. Total liquidity squeeze on the purchasing power of people extending into quarter IV will lead to a slowdown in sales of every product and service. For the unorganised sector the effect on employment has been terrible. A large part of the unorganised sector deals only in unaccounted cash.

**Slowdown in Economy and Investment**

**Reduction in the holding of black money:**

Black money is a menace to our society that we needed to eliminate. It deserved to be extinguished using all the firepower at our disposal. Demonetization was a targeted strike at only those suspected to be in possession of ill- gotten, unaccounted money in our country. Black money is generated through evasion of taxes on income from lawful activities and money generated from illegal activities. In the absence of steps to curb the generation of black money, demonetization is a futile exercise.

**SOCIAL IMPACT:****Problem related to marriage issue:**

The month of November and December are considered to be auspicious for marriages and Demonetization created a chaos among families where weddings were due. The wedding season is the time of the year when traders do most of their business but lack of liquidity has led to problems. People are not even in the position to pay the advance. Cancellations of orders have been jumped at peak after the announcement of withdrawal of High denomination currency. Thus, those who have deposited money in the banks following demonetization are now feeling cheated as they are not being able to withdraw the money even if they have sufficient balance in their account. Even as the government has allowed withdrawing of Rs 2.5 lakh for those who have weddings ahead in their homes, what seems to ease the currency crunch in the need of the hour is not serving its purpose. The long list of documents and certain rules has failed to spread happiness in several families. There are many customers who are being asked by the bank authorities to furnish all the details as to where all they would be using the money. Likewise, those who are coming to bank for withdrawing money for marriages are being asked to submit PAN card, the beneficiary will also have to submit the receipts of all the purchases and payment made from the money withdrawn from the bank.

**Issue faced by farmers:**

The currency crunch resulted by the Centre's demonetisation move is set to hit farmers, agriculture produce market committees (APMCs) and farm produce transporters ahead of a bright Rabi season, forcing the government to plan measures to tackle the impending crisis due to demonetization. Due to sudden decision of the Government of India, farmers were facing difficulties for sowing in the Rabi crop season. They were facing difficulties in arranging seeds and fertilisers. The farmers were also not able to utilise the earnings of the Kharif harvest and put it to their use and faced with severe crisis due to the demonetisation decision. Co-operative banks, where most of the farmers' savings lie, are unable to exchange or accept deposits being made by the farmers in scrapped notes, and also cannot give them loans.

**Problems faced by tourist:**

Cash-crunch triggered by demonetisation of high denomination currency notes is not only causing inconvenience to people in the country, but foreign tourists visiting here are equally troubled as they are unable to use smaller Foreign tourists facing problems due to lack of awareness. Most foreign tourists were unaware of the government decision and its intricacies. Tourists faced problem exchanging currency as with both banks and Automatic Teller Machines (ATM) shut. Tourists have cut short their trips as they are facing problems with long queues at the banks and ATMs not coughing up enough money to cover their expenses. Many travellers have cancelled their trips at the last minute due to non availability of cash in the market.

**Recommendations and Suggestions:**

- ◆ Demonetization move would bring more transparency in the sector but to prevent illegal transaction, the government must cultivate the habit of "cashless transactions " among the people and print less number of currency notes in future to avoid hard cash transactions ,responsible for creating "unaccounted money" . The government could encourage more widespread adoption of cashless payments in the medium term, it could permanently improve liquidity in the banking system.
- ◆ Screw tightening of NGO and need to bring amendment in Charitable trust and NGO who are running business under head and not paying any tax.
- ◆ It has to be matched with a better, more streamlined and integrated tax system. The upcoming move to GST is a measure in the right direction, and the government needs to move forward with

implementing the next steps of that reform measure. Widen the net for disclosure by filing Income Tax return. Create e-trails of both incomes and expenditure.

- ◆ Establish identity of persons through PAN Card, Aadhar Card etc, operating in the country – citizens and foreigners.
- ◆ Enable electronic register of assets through electronic land records, digitisation of revenue records.
- ◆ Government should initiate the investigation in the matter like Temple donations, Back-dated FDs in co-operative banks and credit societies, giving loans to poor people, finding Jan Dhan account holders where high cash deposits has been done, Company and Institution Paying advance salaries to employees in cash and transaction undertaken by Jewellers during the period.

**Conclusion:**

Demonetization is a historical step will definitely fetch results in the long term but in current scenario is not satisfactory as it discussed above. Micro, small and medium companies were badly affected due to demonetization. There is danger of personal information and data security issues. Moving to cashless transactions is a massive shift for a country where most people depend only on cash to make transactions. Implementing this is going to be a big challenge. Whether this measure is detrimental or beneficial is based on the amount of black money being brought into the system, not just cash but assets held in various forms. In its efforts to curtail the parallel economy in the country, the government should work on plugging the loopholes in tax administration, and invest in strengthening the mechanisms that will help restrict the outflow of black money to tax havens.

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# Globalization and Neocolonialism Literature- A Study

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## Abstract

The present study analyses the relationship between post-colonialism and globalization, and why globalization is called neocolonialism, how do Ngugi wa Thiong'o, Arvind Adiga and other literary figures engage with neocolonialism and globalization. The present study is analytical and qualitative in nature.

**Keywords:** Colonialism, Globalization, literature, neocolonialism, and Post colonialism

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## Introduction

Globalization is a concept very difficult to define, especially because the term or concept has come to refer to a gamut of variables interlocking and trends so much so that once the term 'Globalization' is mentioned it evokes a lot of passion and emotion. Whereas the perception of globalization dominant in Western Europe and North America is the existence of extensive opportunities for economic development of the world and significant contribution to make better the people's condition of existence. The Third World perception of globalization is that of a harmful process that maximizes inequality within and among states. We can say that globalization, Integrating and fragmenting the world, uniformity and localization, increased material prosperity and deepening misery and homogenization and hegemony, is a complex process and phenomenon of antinomies and dialectics.

## Main Arguments

How does culture relate to globalization of markets and economies? Or how do the trends of money market affect literature and language? These issues have surged to prominence in the current social, economic and political scenario and should necessarily be addressed.

To social, political and economic pressures Literature has always been subject. The most recent phenomenon has been the outburst of the powerful post-colonial discourse writing back to the empire and asserting its own identity and cultural and national individuality. Post-colonial times Literature reflected the increased flow of individuals from one country to the other mostly to the land of colonizer and dealt with consequent issues like migration, hybridity, multiculturalism, loss of identity and disappearance of rigid national identities.

Globalization hurried this process and resulted in the uniting of cultural practices and increased marketing of culture through influx of MacDonald's and Pizza Huts, etc., in all metropolitan cities and through the celebration of special days like Valentine's Day, Father's Day, etc.

## Globalization in India: Aravinda Adiga's *The White Tiger*

In India the process of globalization started with the introduction of New Economic Policy in 1991 after continuing the import substitution for nearly forty years. As an economic activity Globalization has not remained detached with other cultural aspects of the society. Aravinda Adiga's *The White Tiger* was published in 2008, and before, at the end of that year, it had made its author famous throughout world. I would like to explore it in the light of representation of modern India.

This 2008 Booker Prize winner novel *The White Tiger* studies the contrast between India's rise as a modern global economic giant and the protagonist, Balram, who comes from rural poverty background. Past six decades have witnessed changes in Indian society, and these changes, many of

which are for the better, have overturned the traditional hierarchies, and the old securities of life. A lot of poorer Indians are left disturbed and perplexed by the New India that is being formed around them. However fast Indian economy may be growing, the lives of the poor people still show the grim picture of rural India.

#### **Situation in Africa – Ngugi’s Works**

Similarly Africa is confronted by yet another phenomenon- globalization –that is of global dimension. In this continent as a whole, writers have been in the forefront among cultural producers in the fight for the survival and wellbeing of the prey – Africa. To them, the concern is with how cultural expression can be used as a tool of preserving cultural autonomy and identity in the face of globalization. Ngugi is such an author and his contribution to this project is enclosed in his novel, Wizard of the Crow.

Ngugi’s mind is busy with themes of colonialism and globalization and with life in a politically troubled Kenya. Ngugi attacks universalism and wants African unique elements to be identified and not to be clouded by globalization or universalism. His Wizard of the Crow permits an understanding of the over-determined origins of dictatorship: on the legacies of colonialism, the lingering interference of Western states and corporations, and the failures of national leadership.

#### **Globalization’s Effect**

In *The Lexus and the Olive Tree*, Thomas L. Freidman tries to describe the forces that are globalizing the world at the end of the twentieth century and their effects on environment. Fredric Jameson in his essay “Notes on Globalization as a Philosophical Issue,” presents his explicit account on globalization. Through most part of his book *Globalization: Social Theory and Global Culture*, Robertson elaborates on various aspects of the sociologist’s and social theorist’s eye-catching concentration on culture and its relation to globalization from 1990s onwards.

#### **English Literature and Globalization**

The critic Gikandi, in his essay, explores the problems that arise in connection with reading globalization through English Literature, starting with the overly optimistic assumption, bolstered by postcolonial theory, that globalization represents the end of the nation–states and the proliferation of cultural relationships characterized by difference and hybridity. Nico Israel says that globalization’s impact on literature in many ways with both positive and negative associations. Anthony Pym’s essay, “Globalization and the Politics of Translation Studies, is very important. Pym sees globalization as a consequence of technologies reducing the costs of communication.

The special issue of the journal *South Atlantic Quarterly* (summer 2001) focuses on the fate of literature as a discipline in the age globalization and connects its debates with established arguments linked to postcolonialism. The concern of Liam Connell’s essay *Global Narratives: Globalisation & Literary Studies*” (2004) is to elaborate a prefatory account of how globalization can be understood as a textual characteristic. Some texts which deal with globalization are – Arundhati Roy’s *The God of Small Things* (1997), Vikram Chandra’s *Red Earth and Pouring Rain* (1995), Mohsin Hamids *Moth Smoke* (2000), Kiran Desai’s *The Inheritance of Loss* (2006), Zadie Smith’s *White Teeth* (2000).

#### **Role of Pulp Fiction**

Pulp-fiction has also taken globalization into consideration. Works like Neelish Misra’s *Once upon Timezone* (2006), Swati Khushals’ *Piece of Cake* (2004), and Brinda Narayan’s *Banglore Calling* (2011), among others are consumed with the death of heterogeneous culture amid globalization. Cheetan Bhagat’s *One Night @ the Cell Centre*, is at once a Romantic Comedy, with spiritual undertones and a motivational management guide that critiques positive neoliberal narratives around globalization and capitalism just as it champions them with nationalistic rhetoric.

### **Conclusion**

The term globalization term has been in increasing use since the mid-1980s. Many researchers explore works of literature so as to find reflections of diverse globalization themes within the texts and contexts and also to verify the realities of globalization through literary forms. Other literature / literary studies are developed into a platform for evoking, supporting and interpreting different social, political, literary, and cultural concepts within the realm of globalization.

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# IMPACTS OF MICRO-FINANCE ON ALLEVIATION OF POVERTY AND DEVELOPMENT OF SUSTAINABLE FINANCE

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## Abstract

This paper attempts to provide an informative brief and critical research on effectiveness of microfinance as a universal poverty reduction tool and its relative impacts on development of sustainable finance. Sustainable Finance in the field of Microfinance, Important steps for the Development of Sustainable Financial Services, Positive Measurable Impact of microfinance on reduction of Poverty.

**Keywords :** Microfinance, poverty, sustainable finance, self-help groups, savings

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## Introduction

In 1983, a 43 year-old man from South Asia pioneered one of the most unique developmental policies. This policy was called microfinance, and its pioneer was Muhammad Yunus. In the late 1970's, after returning from the U.S. where he obtained his Ph.D in economics, Yunus started an organization called Grameen Bank. Back in his hometown in Bangladesh, Yunus saw the extreme poverty in his country. Yunus was angry with the formal institutions (e.g. the World Bank, commercial banks) who had failed to help his fellow citizens. Yunus believed that formal institutions "pronounced a death sentence on the poor" because they "rejected the poor as unworthy of credit," imposing a "financial apartheid"<sup>1</sup>Yunus decided he would help the poor by stepping outside of the formal institutions and providing small loans without collateral to groups of 5 borrowers; this became known as the Classical Grameen model. One village bank, (of several groups of borrowers) grew to two, and two grew to three, until Grameen Bank became one of the largest microfinance organizations in the world. Yunus classical Grameen model came to be known as "microfinance." Thousands of microfinance institutions sprang up around the globe, the majority modeled closely on the classical Grameen model. Morduch (1998) emphasizes that Grameen Bank is the flagship of the international microfinance movement, whose model has been replicated on four continents. Ironically, the very development institutions that Yunus condemned began to incorporate microfinance in their development plans. Microfinance became a formal tool for global poverty reduction.

## Sustainable Finance in the field of Microfinance

Sustainable finance has many meanings in the field of microfinance for understanding sustainable finance we have to focus on following points.

1. Finance services for poor people to become self-reliant.
2. Providing easy, timely, and adequate financial services for poor people.
3. Try to understand social and economic problems and needs of poor people.
4. SHGs(Self-help Groups) cannot be successful without proper attention and adaptation to the environment in which SHGs will operate. It is not possible to design a blue print to suit every condition, that's way a wide range of different methods are available for providing Micro-finance services.

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<sup>1</sup>Yunus, M. (1999) Banker to the Poor. New York, NY: Public Affairs, p. 149

5. Increase self-esteem, self-confidence of poor people.

6. Increase the habit of savings to poor people.

### **Important steps for the Development of Sustainable Financial Services**

These are some important steps for the development of Sustainable financial services:

1. **Choose a program model :** One specific program model for financial services and micro enterprise development cannot be recommended for all situations. However certain basic technical and Socio-economic criteria can be employed-large scale, reaching the poor, providing easy access to savings and credit service mechanism for cost recovery and financial sustainability combining credit and savings, and credit with other socioeconomic programs also ensure better participation and sustainability.
2. **Build Consensus Building :** A consensus among the various stakeholders, whether project staff members, the target community, or other individual/organizations, is an important element in the success of credit programs. This is critical in facing the challenge of adjusting their values and roles a new financial service; models reduce the subsidy element, stress the rotation of funds, and feature partnerships.
3. **Designate Staff for Economic Development :** Project staff members specifically designated to oversee development and implementation of financial services, plays a critical role in facilitating an increased understanding and awareness, and in transferring lesson learned. Experience in project design, implementation, management, and evaluation, and experience in working with poor mass is essential for effective outreach.
4. **Formalize National Regional Policies :** Clear National/Regional policies for micro-credit and poverty lending permit greater scale, sustainability. Thus avoids local program design, as well as enables sharing of best practices and high performance ideas.
5. **Assess and choose financial institutions partners** Dynamic partnership models are necessary to successfully promote sustainable financial institutions. Partners typically take up the activities of managing funds or provide services to poor clients; they may also monitor service delivery and socio-economic impact and assist in financial management and management information systems. As a result, both parties enhance their understanding of effective development and become strong organization.
6. **Create agreements with Partners :** Agreements with partners define common vision and spell out contents of the program. Role and responsibilities joint review, problem solving/mediation, and performance indicators are also identified. Agreements include loan portfolio performance, cost recovery, progress toward sustainability and socio-economic impact (overcoming gender inequities, effects on children).
7. **Manage Partnership Agreements :** Manage partnership agreements require an understanding of the broader programmatic, institutional, and financial issues associated with developing partner organizations. This may require technical assistance, training, and systems development etc. to make partnerships more efficient. Measuring program impact and institutional development of partners depends on good information systems and monitoring instruments.<sup>2</sup>

### **Microfinance organizations**

MFOs (Micro Finance Organizations) have been functional in countries like Bangladesh, Korea, Malaysia and Indonesia for a long time. In Bangladesh Grameen Bank shown remarkable results in poverty alleviation. In India, this approach has been extensively used by voluntary agencies for a long

<sup>2</sup>Garber, Carter (1997) Private Investment as a financing, page 51

time, but has been incorporated in the conventional credit development programs only in the present decade.

**Self-help groups**

The SHGs (Self-help Groups) approach makes available the collective wisdom and combined resources for any risk. The main objective of the rural credit development is to provide an opportunity to the target groups or people for enhancing productivity, maintaining balance in development, achieving socio-economic equity, maintaining ecological balance, ensuring community participation in development etc. In other words we can say development is a strategy to promote the social life of common people and to extend social and economic benefits to the target groups followed by social and political awareness. Micro-finance now being regarded as a instrument for the employment of the rural poor. · SHG provide a platform to the members for exchange ideas for group upliftment . Providing Micro-finance for micro enterprises development and bring prosperity to members families. · Providing a forum for SHG’s members for discussing their social and economic problems and enhancing the decision making capacity of members. · Developing a spirit of help and co-operation among the members. · Promoting literacy and equipping women with the basic skills required for understanding monetary transactions. Micro-Finance and Poverty Alleviation Availability of credit is the basic requirement for developing a society, more so, to a poor person. Credit, should be timely, adequate as well as easily available. In our country format institutions, including nationalized banks are unable to meet the huge micro credit requirements of the poor people. This has left persons to depend on moneylenders for credit. Moneylenders with abundant common sense offer timely but an exploitative credit, which act as a poverty trap for the poor. Micro finance programs are expected to play a significant role in economic empowerment of poor by creating self-employment opportunities, making them credit worthy and providing social protection through insurance.

**Role of SHGs in Micro Finance**

In recent years self-help Groups have become significant tools for rural development. This is now particularly in the case of poor people. It is now realized that instead of targeting the individual in the process of development, it would be more useful to adopt the approach of group development. In India poor people do not have capital to start a micro business on an individual basis.

**Microfinance provides a Positive Measurable Impact on reduction of Poverty**

Microfinance has been promoted as a tool to reduce poverty. It has been argued that microfinance will achieve this by promoting productive activity, spurring self-employment and income generating activity. This is predicted to spur consumption, stimulating local economies and reducing general poverty reduction both in the household and in the community. Based upon this argument, the first logical assessment is to analyze the impact of microfinance on borrower income.

The first impact assessments of microfinance attempted to measure the causal impact of microfinance on borrowers’ income. Calculating these effects is challenging, as researchers face obstacles such as non-random program placement, client selection and self-selection, and attrition<sup>3</sup>.

Armendáriz&Morduch provide an example of this. They explain that, microfinance may make households wealthier, yielding an “income effect” that should push up total consumption levels and, holding all else the same, increase the demand for children, health, children’s education, and leisure.

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<sup>3</sup>.For an in-depth analysis of methods and types of data used in attempts to overcome these problems, see Armendáriz de Aghion, B. &Morduch, J. The Economics of Microfinance. Cambridge, Massachusetts: The MIT Press. 2005., pp. 203-224)

But, they state, running microenterprises may also take time, yielding “substitution effects” that may counterbalance the effects of increased income.<sup>4</sup>

### **Savings**

Implicit in the argument for microfinance as a tool to provide fiscal stability through consumption smoothing effects is the fact that the borrowers must store or save extra money until a time when it is needed. Morduch argues, “with savings, households can build up assets to use as collateral, smooth seasonal consumption needs, self-insure against major shocks, and self finance investments”<sup>5</sup> There has been a transition toward expanded microfinance, and savings services are now seen as a means of securing savings and of encouraging the poorest to save more and more systematically. Although not established in the goals of microfinance, many MFIs have come to provide valuable savings services to their participants.

The build-up of savings can be seen as one of microfinance’s most promising contributions to reducing the vulnerability of the poor and is another tool in the antipoverty arsenal<sup>6</sup>.

### **Wider Impacts**

Another series of positive impacts exists in what has been termed the “wider” impacts of microfinance, shifting focus to analyzing effects on the communities and societies of the borrowers. The general argument for the wider impact of microfinance is that it generates greater social networks and a greater sense of community, which translates into accumulation of information contributing to greater political participation, education rates, and better health care. These social qualitative measures are argued to be more difficult to measure than quantitative measures and have been cited as important evidence of microfinance’s ability to reduce poverty.

That the argument for increased examination of wider impacts increased in the same time period that the new Grameen model was introduced. "Khandker" in 2001 measures the impact on village welfare, finding “the programs have spillover effects on the local economy, but the impacts are very small”<sup>7</sup> In 2005 Khandker argues that microfinance accounts for more than half of the observed annual reduction in poverty among participants and that there was growth in local income, “the average village poverty level by 1 percentage point each year”<sup>8</sup>

### **Conclusion**

Microfinance is an inspiring story. Started by a man from one of the poorest regions of the globe, microfinance claims to have faith in the world’s poorest and most vulnerable people. It claims that by allowing the poor an opportunity they were previously deprived, the poor can and will pullthemselves out of poverty.

Overall, microfinance has provided important contributions to the development of sustainable finance and poverty alleviation.

<sup>4</sup>.Armendáriz de Aghion, B. &Morduch, J.The Economics of Microfinance. Cambridge, Massachusetts: The MIT Press. 2005., pp. 201.

<sup>5</sup>.Morduch, J. (2007). The unbanked: evidence from Indonesia. Financial Access Initiative.Retrieved from www.financialaccess.org.

<sup>6</sup>Armendáriz&Morduch, 2005, pp. 148

<sup>7</sup>.Khandker, S. (2001). Does micro-finance really benefit the poor? Evidence from Bangladesh. Paper delivered at Asia-Pacific Forum on Poverty: Reforming Policies and Institutions for Poverty Reduction held by the Asian Development Bank.

<sup>8</sup>.Khandker, S. (2005). Microfinance and poverty: evidence using panel data from Bangladesh. World Bank Economic Review, Vol. 19, No. 2.P285

It was found that savings are vital and are perhaps more important to the poverty alleviation and Sustainable finance. Although microfinance is certainly not a panacea for poverty, it can prove itself a useful tool in the fight against poverty.

#### Suggestions

There is no doubt that micro finance succeeded in making a good beginning in alleviation of poverty and development of sustainable finance, yet there is an urgent need for good Government policy for improving the working of the micro finance in several ways.

- It is the need of time that the focus should be shift from microcredit to micro-finance and then to income generation activity.
- For income generation activities and enterprises to be successful, there must be a supportive environment that does not place unnecessary legal barriers or constraints in the way of development. For this, government have to make the supportive policy.
- To be successful in business, poor people need access to information, knowledge about the enterprise, knowledge about finance and making new products and reaching the market. Poor mass also need the opportunity to learn new skills such as book keeping and managing finance.
- The success of the Micro Finance would depend upon its credit administration
- The success of the anti-poverty program depends to a large extent on the interaction between NGOs and development agencies. This is essential for the identification of borrower families, selection of activities, and provision of back up support for the income generating activities.
- For orderly and rapid growth of micro finance sectors and developing sustainable finance we need (a) Transparency and good governance in micro finance sector.  
(b) We have to set area related methods of operation.  
(c) Specify accounting norms and audit norms of NGOs<sup>9</sup> and MFOs<sup>10</sup>.

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# **BUSINESS PROCESS OUTSOURCING IN INDIA – ISSUES AND CHALLENGES**

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## **Abstract**

India has become one of the most sought after destination for the companies wanting to outsource their business, knowledge, research, legal and related high-end processes. This not only boosts exports, increases national income and creates greater employment avenues, but also increases tax revenues, caters to the growth of other related industries like infrastructure, catering, etc. India has already made remarkable achievements in the field of Business Process Outsourcing (BPO), with high export revenues. The Indian BPO sector has been able to build a strong reputation for its high standards of service quality and information security, which has been acknowledged worldwide and also helped to enhance buyer's confidence. But in recent years the industry is facing a stiff competition from Phillipines and China. This paper aims at identifying some of the key issues and challenges before the Indian BPO industry, the strengths, weakness, opportunities and threats of the industry and offers suggestions to make India, the industry a most sought after BPO destination in the world.

**Keywords:** BPO, Issues and Challenges.

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## **Introduction**

India has become one of the most sought after destination for the companies wanting to outsource their business, knowledge, research, legal and related high-end processes. This not only boosts exports, increases national income and creates greater employment avenues, but also increases tax revenues, caters to the growth of other related industries like infrastructure, catering, etc. The companies involved in outsourcing activities tends to earn huge profits out of this and thus, are in a position to offer their employees the good and competitive pay packages, along with many attractive employee benefits.

India has already made remarkable achievements in the field of Business Process Outsourcing (BPO), with high export revenues. The Indian BPO sector has been able to build a strong reputation for its high standards of service quality and information security, which has been acknowledged worldwide and also helped to enhance buyer's confidence. The industry is continuing this trend by combining provider and industry-level initiatives as well as by generating greater awareness and facilitating wider adoption of standards and best practices. It is moving to provide high-value services to its clients rather than just minimizing or saving costs. But, to be able to run a stable BPO, one needs to overcome the challenges coming in its way.

## **Definition of BPO**

Business process outsourcing (BPO) is the leveraging of technology vendors to provide and manage a company's critical and/or non-critical enterprise applications. Through the business transformation process of service-oriented transformation, which leverages the technologies and standards of service oriented architecture, companies can increasingly leverage third party companies that act as business service providers. Business process outsourcing can use off-shore resources, but is not required.

Business process outsourcing (BPO) is the act of giving a third-party the responsibility of running what would otherwise be an internal system or service.

### Issues and Challenges before the Indian BPO industry

The Indian BPO industry has been on a strong growth trajectory for the last decade. The industry has achieved several milestones in the past and is well placed to bank on emerging opportunities. However, the industry needs to tackle various issues and challenges. Today, the key issues and challenges facing the BPO industry are:

#### 1. High attrition rate

High attrition rates in the BPO segment is a major concern for companies. With attrition rates ranging between 25-40 per cent, attrition is a big challenge. It has been observed that an average Indian call centre employee works with a company for 11 months, whereas an average UK call centre employee stays in a company for three years! Apart from a loss of skill sets, the cost of recruitment and training represent an additional expenditure for Indian BPO firms.

#### 2. Emergence of Philippines and China

The emergence of Philippines and China is also a challenge. The Philippines has already overtaken India in terms of 'voice' revenues and China, with its cost and infrastructure benefits, is emerging as a favourable outsourcing destination.

#### 3. Appreciating Rupee

The appreciating rupee against dollar is denting the earnings of the BPO industry in India. This might provide an opportunity for other emerging countries like China and Philippines to gain shares in the global market. The continuous rupee appreciation would impact BPO industry earnings. It is estimated that every one per cent rupee appreciation against the US Dollar hits the BPO companies operating margins by 20-30 basis points.

#### 4. Others

The other several important issues facing the Indian BPO companies today are:

- Shortage of quality and employable talent and rising costs in the major IT hubs.
- Slackening of demand from major markets, reduction in larger contracts, stiff work permit regulations in some critical regions and competition from other emerging economies on trained resources.
- Rising inflation, a falling growth rate, delays in much needed reforms and the attendant waning of investor confidence.
- US subprime crisis and possible slowdown in the US economy may hit Indian BPO industry as the US contributes a lion's share to the Indian BPO export revenue.
- Declining profit margin due to rise in operating cost coupled with rise in real estate prices in Tier I and II cities, wage inflation etc.
- Lack of adequate physical infrastructure in Tier III cities such as roads, airports, high speed voice and data communication telecom links etc.
- Anti Outsourcing laws in the US and UK could dent robust growth of Indian BPO industry.
- Threat of competition from other emerging countries like Philippines, Ireland, Mexico and Brazil among others.
- Poor quality of services may also prove shift of contracts against Indian companies.

### SWOT ANALYSIS ON INDIAN BPO SECTOR

#### Strengths

1. Large pool of highly skilled, English speaking workforce
2. Availability of huge pool of low cost workforce compared to western counterparts. According to NASSCOM, the wage difference is as high as 70-80 percent when compared to their Western parts.
3. Lower training cost of man power.

4. Dedicated workforce aiming at making a long term career in the field.
5. Round-the-clock advantage for Western companies due to the huge time difference.
6. Lower response time with efficient and effective service.
7. Operational excellence.
8. Conducive business environment.

**Weaknesses**

1. High attrition rates than in the West.
2. The cost of telecom and network infrastructure is much higher in India than in the US.
3. Lack of infrastructure facilities.
4. Political influence.
5. Tendency of the manpower not to pursue BPO sector as a full time career.

**Opportunities**

1. India can exhibit to the world, the hard work and nature and skilled Phillipines and manpower.
2. India can be a strong brand as a BPO destination rather than a low cost destination.
3. The services that require advanced English, like KPO, LPO, Content and Medicine, India will continue to excel. NASSCOM predicts that India will emerge as a global hub for knowledge services by 2015.
4. India has a large pool of English-speaking lawyers with expertise in foreign legal systems who can offer legal support and patent services. A few Indian companies are already affiliated with American legal firms and they have captured a small part of the American market.

**Threats**

1. The industry is growing rapidly and requires corresponding growth in infrastructure as well, an area where India is lacking—this needs to be addressed.
2. Due to the rise in labor costs in Indian metro cities, companies are moving towards smaller Tier II cities.
3. Heavy competition from other BPO nations such as China, Indonesia, Malaysia, Philippines, Singapore, Vietnam and Thailand, which are improving their positioning as an alternative off-shore location.
4. India's competitiveness is being challenged by countries like Indonesia, which offer cheaper labor in IT and business process skills, while India is experiencing increased labor costs and high attrition, which are of concern, and need to be addressed.
5. Workers in the West have protest against outsourcing of work to Indian BPO companies.
6. Lack of security laws to the data bases.

**Suggestions**

Based on the above key issues and challenges the Indian BPO industry is facing at present, the following suggestions are proposed:

1. The BPO industry must take measures such as providing incentives, educational support, accommodation benefits, career counseling, mediclaim insurance schemes, etc., to employees to reduce the attrition rate.
2. In order to minimise threats from other countries, the Indian BPO industry needs to innovate and start offering high-end services along with varied skill sets, apart from building domain knowledge.
3. The rising costs in Tier I cities can be addressed by investing in Tier II cities, which will also bring in holistic growth for India.

4. The industry should come together and redefine the training models to keep the costs low and make fresh talent productive faster.
5. The Indian BPO industry, to be a superior outsourcing destination, must improve the quality of its skills. This may involve a change in the education pattern, focus on grooming, building multiple skills and embracing a global ethos and cultural practices.
6. The telecom and training infrastructure should be developed.

**Conclusion**

The Indian BPO industry has grown exponentially and is further expected to see significant changes in the coming years. Most of the BPO activities in India are non-core. There is a growing potential in core activities such as pharmaceutical, health care, Bio-technology, legal outsourcing and R&D outsourcing. If India wants to compete with international firms, it should gain expertise in specific domains besides cost advantage and infrastructure.

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# A STUDY ON INSTITUTIONAL SOCIAL RESPONSIBILITY WITH REFERENCE TO B-SCHOOLS IN BANGALORE

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## Abstract

“Successful people have a social responsibility to make the world a better place and not just take from it”.

- Carrie Underwood

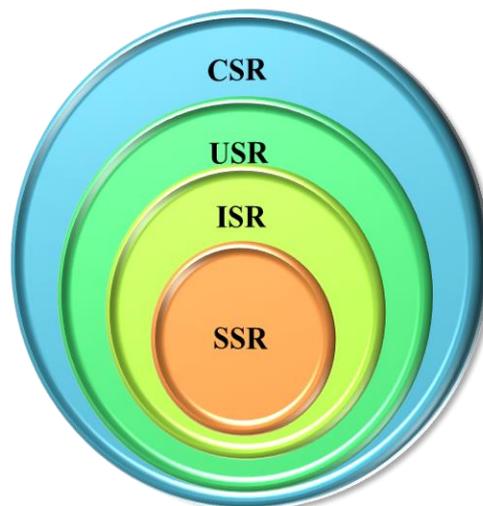
One of the prime objectives for establishing universities was to enhance the social responsibility through higher education. Social responsibility is one of the mainstays that support academic and research work and it is also one of the strategic priorities which involves something more than simply the imparting of knowledge and skills to the students and, as active agents of social change. This responsibility implies taking the role of leader in the creation of a culture of social responsibility.

Nowadays most of the B-schools are indulging into money making activity rather than giving back something to the society from which they are growing leaps and bounds. This paper makes an attempt to study social responsibility discharged by B-schools in the city of Bangalore. Primary data has been collected to substantiate our study and make suggestions on the basis of this study which would enable B-schools to contribute better to social responsibility and thus by uphold the sustainable development of a nation.

**Keywords:** Social Responsibility, B-schools, Sustainable Development.

## 1. Introduction

Figure: Profile/Levels of Social Responsibility



**Social Responsibility**, has been viewed by many authors and researchers as an emerging business strategy (and not mere a theory in the management literature), which is a response to globalization and the extension of global multi-national enterprises across countries (Logsdon and Wood, 2002). A new core responsibility that complements moral and legal responsibilities is a collective, not a personal, responsibility that fosters political creativity (Vallaey, 2011). Whereas moral and legal responsibilities govern our acts, social responsibility governs our impacts; that is the latter governs not what has immediate and local consequences, but what has to do with distant systemic and global emergencies. Once we understand that social responsibility is responsibility for impacts and that impacts are not the same as acts, we can explore the theoretical and practical richness of the social responsibility of organizations, in particular of universities.

Distinguishing between the three cores responsibilities-moral, legal and social-is therefore a fitting philosophical task that avoids confusion when analyzing corporate social responsibility (CSR) and university social responsibility (USR).

**Corporate Social Responsibility (CSR)** The work of Bowen (1953), who is often cited by many researchers as the ‘father’ of CSR and subsequent work of Johnson (1971), Davis (1960) Jones (1980) and Carroll (1991), has been acquiring new dimensions in the recent years. Today, companies have been proactively taking up this good hearted investment and giving a social value to all their business endeavors. Although corporate India has a strong will to dedicate their resources for social cause, they find it difficult to reach the right people considering the demography and diverse social problems of the country. CSR is an effective tool that synergizes the efforts of Corporate and the social sector towards sustainable growth and development of societal objectives at large (Westebbe and Logan; 1995).

**Institutional Social Responsibility (ISR)**, the global leaders in higher education have addressed the relationship between higher education and society from the public perspective and also state a vision for the future of an institution or for the system of higher education as a whole (Compact, 2004; Cantor, 2003; Guarasci and Cornwell, 1997; Rosenstone, 2003). These academic scholars, researchers and administrators consider that the primary role of higher education is to educate students to contribute in a diverse society and finally to the society at large. A number of qualitative, quantitative, and mixed methods studies are there that support educating students to participate in society for the public good (Astin et al., 2000; Gurin, Dey, Hurtado, and Gurin, 2002; Kerrigan, 2005; Markus, Howard, and King, 1993; Maxwell, Traxler-Ballew, and Dimopoulos, 2004; Perry and Katula, 2001). Putnam (1995) referred to social capital as features of social organization such as networks, norms, and social trust that facilitate coordination and cooperation for mutual benefit. Guarasci and Cornwell (1997) argue that institutions of higher education must do more than reform the curriculum to further democratic aims. Also they emphasized that higher education has a responsibility to society to encourage citizenship through civic education, to prepare students for a diverse democracy, and to participate in the public good. While discussing the relationships between Higher Education and Society in order to register a Balance of Public and Private Goods, the scholars acknowledge both the public good and private good are beneficial to society (Boulus, 2003; Callan and Finney, 2002; IHEP, 1998, 2005; Wagner, 2004). However the authors didn’t address interconnections between the public good and the private good although the two aspects may influence one another, yet each entity is described as separate from the other.

## 2. Literature Review

CSR does not have a universally accepted definition, yet the pioneering attempts defined it as “the obligations of businessmen to pursue those policies, to make those decisions, or to follow those lines of action which are desirable in terms of the objectives and values of our society” (Bowen, 1953).

Barammer (2007) examined the potential contribution of institutional theory to understanding CSR mode of governance. They suggested that institutional theory seems to be a promising avenue to explore how the boundaries between business and society are constructed in different ways, and improve our understanding of the effectiveness of CSR within the wider institutional field of economic governance.

(UNESCO 1991) indicates the role of higher education institutions is a topic that has to be studied separately and discussed deeply, in order to make a comparison between higher education and traditional corporate, the responsibility of the higher education institutions can be summarized as transferring the knowledge to the new generations by teaching, training and doing research; determining a balance between basic and applied research and between professional training and general education; meeting the priority needs of their respective societies.

The globalization has inevitably embraced higher education industry and the higher education institutions started to experience significant shifts in recent years. Less than a generation ago academic institutions were allowed to act in a self-contained manner and thrive in an environment of predictable funding and student enrollment with little overt competition among institutions (Dill 2002, Goia and Thomas 1996).

### **3. Objectives of the Study:**

1. To know the various social initiatives and responsibilities taken by Management institutions in Bangalore.
2. To identify the level of importance given to CSR in select management institutions in Bangalore.

### **4. Research Methodology**

The present study is descriptive research based on questionnaires administered to Management students in Bangalore, 100 respondents from the various B Schools affiliated to different Universities were drawn on random basis. Preliminary discussions were held with the students regarding the awareness and initiatives taken by their institution towards social responsibility.

#### **4.1 Collection of Data**

To study the objectives, required data were collected from primary as well as secondary sources.

##### **4.1.1 Primary Data**

Data for the study were collected from institutions in Bangalore, from Management students. Different types of questions were used in the questionnaire, like; open ended questions and closed ended questions.

##### **4.1.2 Secondary Data**

Secondary data on source of information about the awareness and initiatives taken by the various institutions towards social responsibility were collected from published sources.

### **4.2 Statistical Analysis**

The data collected was analyzed mainly through descriptive statistics, using percentages. Methods such as pie- charts and tabular formats were used to derive and summarize the data.

## **5. SCOPE AND LIMITATIONS OF THE STUDY**

The study was conducted in various colleges in Bangalore emphasizing Management Students. It is believed that the findings in these districts are fair representative of the other parts of the States.

Other limitations have been identified in this study are:

- i. The sample size do not ensure representative and conclusive finding.
- ii. The behavior of the students is changing fast and hence cannot be truly predicted and finally, a more robust analysis is needed to reach a strong conclusion.

- iii. Time was a major constraint, due to bandh in Bangalore as we could not reach out to the students as expected.
- iv. Majority of the colleges visited, they denied to get the questionnaire duly filled from the students giving excuses of their absence in the campus.

**6. Results and Discussions**

TABLE 1: Projects given by the institutions on aspects of social responsibility as a part of the evaluation system.			CHART 1: Projects given by the institutions on aspects of social responsibility as a part of the evaluation system.	
Responses	Number of Response	Percentage		
Strongly Agree	9	9	<p> <span style="color: blue;">■</span> Strongly Agree    <span style="color: red;">■</span> Agree  <span style="color: green;">■</span> Neutral            <span style="color: purple;">■</span> Disagree                 </p>	
Agree	40	40		
Neutral	31	31		
Disagree	32	32		
<b>Total</b>	<b>100</b>	<b>100</b>		

**Interpretation:** It is evident that 40% of the respondents agreed that their institutions assign them the project work on aspects of social responsibility as a part of curriculum.

TABLE 2: Involvement of professors in educating and personality development of students in rural areas.			CHART 2: Involvement of professors in educating and personality development of students in rural areas.	
Responses	Number of Response	Percentage		
Strongly Agree	8	8	<p> <span style="color: blue;">■</span> Strongly Agree    <span style="color: red;">■</span> Agree  <span style="color: green;">■</span> Neutral            <span style="color: purple;">■</span> Disagree                 </p>	
Agree	32	32		
Neutral	50	50		
Disagree	10	10		
<b>Total</b>	<b>100</b>	<b>100</b>		

**Interpretation:** It is clear from the above table and chart that majority of the students are unsure about their professor’s involvement in educating students in rural areas.

TABLE 3: Institutions contribution towards women empowerment, prohibition of child labour and imparting education			CHART 3: Institutions contribution towards women empowerment, prohibition of child labour and imparting education	
Responses	Number of Response	Percentage		
Strongly Agree	11	11	<p> <span style="color: blue;">■</span> Strongly Agree    <span style="color: red;">■</span> Agree  <span style="color: green;">■</span> Neutral            <span style="color: purple;">■</span> Disagree                 </p>	
Agree	32	32		
Neutral	44	44		
Disagree	13	13		
<b>Total</b>	<b>100</b>	<b>100</b>		

**Interpretation:** It is noted from the above Table and Chart that most of the respondents are not clear whether their institutions contribute towards various social problems.

TABLE 4: Institutions involvement in various social activities			CHART 4: Institutions involvement in various social activities	
Responses	Number of Response	Percentage		
Strongly Agree	32	32	<p> <span style="color: blue;">■</span> Strongly Agree    <span style="color: red;">■</span> Agree  <span style="color: green;">■</span> Neutral                <span style="color: purple;">■</span> Disagree                 </p>	
Agree	31	31		
Neutral	17	17		
Disagree	20	20		
<b>Total</b>	<b>100</b>	<b>100</b>		

**Interpretation:** From the above table and chart it is evident that, 32 percent of the students opted strongly agree as their response for institution's involvement in various social activities like social activities like blood donation camps, availability of potable drinking water, distribution of energy-efficient bulbs, village development.

TABLE 5: Institutions organizing awareness campaigns			CHART 5: Institutions organizing awareness campaigns	
Responses	Number of Response	Percentage		
Strongly Agree	18	18	<p> <span style="color: blue;">■</span> Strongly Agree    <span style="color: red;">■</span> Agree  <span style="color: green;">■</span> Neutral    <span style="color: purple;">■</span> Disagree                 </p>	
Agree	35	35		
Neutral	41	41		
Disagree	6	6		
<b>Total</b>	<b>100</b>	<b>100</b>		

**Interpretation:** It is clear from the above analysis that majority of the students are having no strongly marked for organizing awareness campaign for No Tobacco/ No Alcohol/Save Girl Child.

**7. Findings:**

1. It is found that 40% of the respondents agree that their institutions assign them the project work on aspects of social responsibility as a part of curriculum.
2. It is found that majority of the students (50%) are unsure about their professor’s involvement in educating students in rural areas.
3. It is found that most of the respondents (44%) are not clear whether their institutions contribute towards various social problems.
4. It is found that 32% of the students opted strongly agree as their response for institution’s involvement in various social activities like social activities like blood donation camps, availability of potable drinking water, distribution of energy-efficient bulbs, village development.
5. It is found that majority of the students(41%) are having no strongly marked for organizing awareness campaign for No Tobacco/ No Alcohol/Save Girl Child.
6. It is found that 46% of the respondents agree that their institutions participate in CSR instruments such as training courses/seminars/workshops/research/technical magazine reading.
7. It is found that 35% of the students have agreed that their institution contribute financially towards civic engagement and 34% of the respondents are neutral as they are unaware as what is civic engagement is all about.
8. It is found that 40% of the students agree that their institutions have made cleanliness drive as a regular institutional feature.
9. It is found that 47% of the respondents are not sure about the involvement of its institutions with social institutions like NGOs, Red Cross Society, AIDS Control Society and charitable organizations.
10. It is found that 35% of the students agree that their institution provides help to government schools in the form of Financial Aid, Books and stationary items and imparting knowledge.

## 8. Conclusion:

Educational Institutes are directly involved in developing of future citizens of society. Holding such big responsibility they feel that encouraging students' involvement in social work is very important.

Getting involved in spreading social awareness is another main responsibility of education institute. Educational institutes are one of most trusted and respected organizations of the society. According to these institutes organizing social awareness camps, have a huge impact on the society. Most of the institutes are actively involved in Aids Awareness, Population Control, Vaccination camps and many more activities.

Giving service to environment is very important. We have started facing many environmental problems, and it is time to get serious about becoming responsible towards our environment. Institutes are now encouraging students to take up project for betterment of environment. They are getting more involved in making proper use of renewable sources of energy. They are trying to move their administration towards paperless system. They are further getting involved in tree plantation camps.

Finally, we would like to mention that this paper is only an attempt to study the SR activities of higher education institutes in Bangalore. A prerequisite for success of SR activities is that students to be engaged and motivated to use for the further development of the college social activities. It means that decisions need to be taken when it happens, at the level where it happens by navigating. These institutes also have tie-ups with various NGOs, social corporate to provide help in whichever way possible. Educational Institutes also encourage students to work for such organizations and they are providing help to the under privileged.

So we conclude by saying that being socially responsible is very important in today's world. All educational institutes are becoming aware of this and are giving their best to make the society a better place to live in.

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