

Vol. 1 (1)

MJRSS®

June 2014

visionaries, the college was established to potential of the rural poor of Zaheerabad, a district, surrounded by a number of hamlets, cultivating land and struggling to eke out a living, studies. To endow students with creative help them to walk in the footsteps of eminent college aims at giving its best to the students and the role models.

ree College, Zaheerabad was established in 5 acre campus with a meagre strength of 60 it has grown to 654 students now. Our ards better academic standards and discipline e efforts of the Internal Quality Assurance Cell ademic dividends.

# Manjeera Journal of Research in Social Science





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**WOMEN EMPOWERMENT THROUGH SELF HELPS GROUPS**

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**ABSTRACT**

Women's lack of economic empowerment not only impedes growth and poverty reduction, but also negatively impacts education and health outcomes for children. Thus, it is extremely important to ensure that women are economically empowered. Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit - where needed by vulnerable groups, such as women - at an affordable cost. India's Self-help Group (SHG)-Bank Linkage Program was launched in 1992 as a flagship program by the country's National Bank for Agriculture and Rural Development. The objective is to meet the financial needs of the poor by linking SHGs with the formal credit agencies. Financial inclusion of India's women can be best ensured through SHGs. This collection contains papers that provide valuable insights into the importance and functioning of SHGs to ensure financial inclusion and hence economic empowerment of women in India.

*Key Words: Financial Inclusion, SHG, RBI, NABARD and Women Empowerment.*

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**INTRODUCTION**

Heading fast towards the status of 'Economic Superpower', the Indian economy, still bears the stigma of financial exclusion, as 50% of its population lives in poverty & 69% of its masses is disadvantaged & deprived of any sort of financial access. In our country where women constitute approximately 46% of total population majority of them are marginalized & live in utmost poverty. Poverty does not mean just scarcity of financial resources, but has larger connotations like rights denied, opportunities curtailed & voices silenced (CARE, 2005). The patriarchal society of ours has put a check on women's potential, capabilities as well as self



*as weaker sections and low income groups at an affordable cost in a fair and nanner by mainstream Institutional players.” ( Rangarajan, 2008, The Committee Inclusion).*

access to savings and credit can initiate or strengthen a series of interlinked reinforcing ‘virtuous spirals’ of empowerment in society (Mayoux, 2000).

Empowerment in its broadest sense is the “Expansion of freedom of choice and action” (UN 2002). United Nations (2001) defines empowerment as the process by which women gain ownership of their lives through expansion of their choices. In general empowerment indicates an increase in economic, social, spiritual & political strength of women. It boosts their self confidence & self esteem, decision making power, better access to resources, improved ability to learn skills & a positive attitude above all. By helping women meet their practical needs, microfinance may in fact help women to gain respect and autonomy in their socially defined roles along with well-being. Investing in women’s empowerment empowers them to make choices, which will contribute to greater economic growth and development. Naila Kabeer defines women’s empowerment as the process by which those who have been denied the ability to make strategic life choices acquire such ability. This ability to make choices incorporates three inter-related dimensions: **resources**: which include access to both material and social resources; **agency**: which includes the process of decision-making, negotiation, deception and manipulation; and **achievements**: that are the outcomes. Mayoux’s (2000) definition of empowerment relates more directly with a multidimensional and interlinked process of change in power relations”. It consists of ‘Power within’, enabling women to articulate their own aspirations and strategies for empowerment; ‘Power to’, enabling women to develop the necessary skills and access the necessary resources to achieve their aspirations; ‘Power with’, enabling women to examine and articulate their collective interests, to organize, to achieve them and to link with other women and organizations for change; and ‘Power over’, changing the underlying inequalities in

up to 2012. Credit has done more to enrich nations than all the gold mines in the world put together.

Commercial banks act as spokes in the wheels for drive to achieve 100 % financial inclusion in India. It is unfortunate that women, especially poor women are not able to access formal financial services. Their business skills & ability to manage the financial resources has been generally doubted by the male chauvinists. Either due to their ignorance or some other reason they prove to be unsuitable for loans. Experience and research have shown that commercial financial institutions (FIs) in India pose the following problems for poor female clients:

- ◆ *Credit is not easily available*: Poor women cannot provide traditional forms of collateral, and are thus excluded from many loan programs. Moreover, illiterate women often find that they cannot cope with complicated loan procedures designed for middle-class clients.
- ◆ *Transaction costs of borrowing are high*: Standard loan applications take time to process, and poor women lose precious daily wages trying to obtain loans.
- ◆ *Transaction costs of using savings facilities are high*: Transportation to the bank, in addition to wages lost while going to the bank, also pose a cost. Assuming that poor women use their savings account once a month, an estimated 15 percent of their monthly savings will be spent accessing the account in the first place, according to studies conducted on poor women’s use of commercial FIs.
- ◆ *Formal features of the banking system clash with women’s needs*: The rigidity of loan terms and the lack of timeliness of formal credit, in particular, further negate the effects of low interest rates.

The ‘National Policy for The Empowerment of Women’ (2000) states that “The women’s movement and a widespread network of NGOs which have strong grassroots presence and deep insight into women’s concerns have contributed in inspiring initiatives for the empowerment of



fact of participation in self help groups on empowerment of women

the microfinance services provided by banks and the banker's perception of SHG and microfinance services.

perception of SHG and microfinance services.

of satisfaction of women microfinance clients with respect to such

## METHODOLOGY

This paper is an exploratory study conducted in the rural areas of three districts: Jalandhar, Patiala and Ferozpur. Secondary as well as primary data has been gathered from published reports of self help groups and primary data has been collected through semi-structured interviews from respondents mainly by convenience sampling method. Self-help groups under the 'women empowerment scheme' namely "MAI BHAGO ISTRI" in public sector banks branches have been selected for secondary data. Women respondents as convenience samples were chosen for collection regarding their perception & satisfaction with respect to these modes of financing. Point Likert scale, Weighted average scores & Chi square along with other techniques have been used for analyzing & drawing conclusions in the

bank linkage programme, referred to as the Indian Microfinance Model, with a set of guidelines passed by NABARD and RBI enabling access to SHGs without collateral. Self Help Groups have evolved both as a supplement to existing credit facilities. These are small, voluntary, autonomous groups of women who share a single aim: they put savings into a

GramSwarozagarYojana (SGSY), a poverty eradication scheme launched by the Government of India to promote employment opportunities.

## MICRO FINANCE SERVICES BY BANKS

It has been found that public sector banks in one or the other way are involved in microfinance business as they offer microcredit, micro insurance and microfinance to rural women. Micro Insurance provides insurance cover in collaboration with some insurance companies. Along with it, these banks have provision of financing to SHGs in comparison to NGOs financing to individuals is also very common in these schemes. Most of the banks have made provisions for specific schemes designed for women entrepreneurs (27), salaried women (25), women labourers (22) and house wives (19) to carry out small economic activities and self employment ventures. Whereas, banks are extending financial help to their clients who were earlier denied access to the financial market, they have little contribution in context with advisory services or training campaigns. The lack of proper guidance and market intelligence is creating a huge gap in potential utilization and possible business opportunities.

## BANKER'S PERCEPTION TOWARDS MICROFINANCE

To determine the level of agreement with respect to banker's perception of microfinance services, a list of ten variables was given to the bankers to rank them on a five point scale ranging from strongly agree to strongly disagree and then weighted average scores were used to find out the perception of bankers by classifying them as the variable of highest agreement, moderate agreement and variables of low agreement.

It was found that for welfare activities and reduction of poverty the average scores were highest that is 4.53 and 4.31. The cheaper finance at affordable terms was also counted at 4.19. The confidence and self respect enhancement variable was also rated 3.87 but the variable like benefit does not reach the people to whom it is supposed to reach was also 3.27 which shows



## ON OF MICROFINANCE SERVICES

acted to find out the benefits of microfinance and 9 activities family, confidence building, increase in income, poverty reduction, education, improvement in status, increase in decision making, awareness of financial communication skills were recorded on 5 point Likert's scale.

### Weighted Average Scores

Activities	Weighted Average	Score Rank
Family	4.13	1
Confidence building	4.09	2
Increase in income	3.84	3
Poverty reduction	3.76	4
Education	3.59	5
Improvement in status	3.43	6
Increase in decision making	3.37	7
Awareness of financial issues	2.83	8
Communication skills	2.24	9

in women's perception of microfinance has further been analysed with

Null Hypothesis have been formed: There is no difference in Microfinance whether availing microfinance services or not.

Activities	Chi-q Values	H0 accepted/rejected
Family	5.020	Accepted
Confidence building	3.561	Accepted
Increase in income	20.677	Rejected
Poverty reduction	1.174	Accepted
Education		Accepted

A separate questionnaire containing ten variables from these 300 respondents indicated from weighted average score for each variable that only 2 variables i.e. amount of loan availed and suitable products availability were under the category of high satisfaction with WAS more than 4.10. But other factors like duration, rate of interest, demand of collaterals, repayment policy and convenient procedures were in the category of low satisfaction, perhaps because of ignorance of women clients of microfinance.

## CONCLUSION

The study reveals that in districts of Punjab, microfinance services have been offered largely as there are enough provisions made by the banks. But, women are using around 31% of the aforesaid services. On the contrary, the performance of SHGs is remarkable with respect to credit availability, employment generation, income generation and training, marketing linkages, confidence building and women empowerment. Lack of awareness, inconvenience, procedural formalities and difficult repayment terms are certain areas where banks have to work upon to reap the benefit of this financial inclusion step of the government.

## SUGGESTIONS

- ◆ To popularize SHG-Bank Linkage Model, more awareness should be created for cooperative formation.
- ◆ More information regarding services of banks and their benefits should be propagated.
- ◆ Training should be imparted for procedural education.
- ◆ Women entrepreneurship programs should be arranged.
- ◆ NGOs should join government efforts of MFI to enhance women empowerment.

Their analysis indicates that on average there is a significant increase in women's empowerment of the SHG members group. No significant change is observed on average for the members of the control group i.e. individual clients of micro credit. The absence of the result



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## PUBLICITY CAMPAIGN FOR CREATING CONSUMER AWARENESS IN RURAL INDIA

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### Abstract

The rural consumer in India was earlier not an important segment in the market due to low purchasing power, limited size of market and narrow approach towards market. However, the emergence of a liberalized and privatized economy has given birth to varied marketing policies which business agencies have adopted to attract rural consumers. Saturation of the urban markets and the lure for vast untapped rural market is becoming too overpowering for the market forces and producers of consumer durables to resist any longer. However, as the exposure to mass media and information technology is increasing, rural consumers are also increasingly becoming more informed and aware about products and services, and their dependence on traditional reference groups is gradually waning. The study attempts for bringing consumer awareness in rural India through the various consumer protection measures initiated by the Government of India and other agencies.

**Introduction** In today's fast moving world, the frontiers of knowledge are getting enlarged with mind boggling swiftness contributing to emergence of knowledge society. The importance of education in general and the consumer's education and awareness in particular, cannot be overemphasized. It goes with the saying that "informed, educated and aware consumers are assets to the society". Given the nascent stage of the consumer



consumer movement in any country mainly depends upon the level of awareness generated in the country, with the aim to educate the consumers and their responsibilities. Wherever the literacy rate is high and social awareness is high, the consumers cannot be easily exploited. Due to the vastness of the country, multiplicity of languages, multi-ethnic cultural differences, etc., itself, we find that the level of consumer awareness/consumer protection varies from State to State depending upon the level of literacy and the social conditions of the people.

Consumer awareness is all about making the consumer aware of his/her rights. Consumer protection, which means that consumers are aware of products or services, its quality and price, through the first consumer movement began in England after the Second World War. A formal declaration about consumer's rights was first made in the United States in 1962.

There are numerous villages, scattered throughout the country. Rural India comprises nearly 70 percent of India's population and have historically accounted for nearly half of Indian consumption. Even with increasing urbanization and modernization, it is estimated that 63 percent of India's population will continue to live in rural areas. In terms of economic output, rural India accounts for 48 percent of the country's economy and the rural markets have the potential to reach \$500 billion by 2025. These areas will continue to remain vitally important to the Indian economy. The rural population in India comprises the core of Indian society and represents the backbone of the country.

According to the 2011 census, there are 6,40,867 villages in India and approximately 60 percent of the population lives in these villages among 121 crores of total

Since the subject matter of consumer protection is very vast, covering every facet of our life, sufficient financial outlay is required on a sustained basis to ensure that the consumers are made aware of their rights. Most important, is the necessity for a suitable grievance redressal machinery to ensure that once the consumer comes to know of the violation of his rights, he does not feel even more frustrated if his grievances are not redressed. At the same time, with the growing workload upon judiciary and other institutional mechanisms for resolving consumer grievances and consequent increasing backlog of cases, the time has come to look at other means of resolution of conflict. The Alternate Dispute Redressal mechanism needs to be encouraged in today's scenario. Given the federal nature of our democracy, the need to take the States and Union Territories on board for effective implementation and execution is also essential, by no means not an easy task. Another major element which has to be factored in, is the necessity to ensure that the business groups also assimilate the principle of fair business practices and thereby give their due to the consumers.

Media per se is often seen as the harbinger of change due to its potential for acting as a vehicle for awareness generation and a catalyst for social mobilization. Consumer protection programme in India from its very inception has accordingly apporportioned a major role for media.

It is now universally accepted that the level of consumer awareness and protection is the true indicator of the development of a country and the progressiveness of its civil society. The reasons for universal acceptance of the need for consumer protection, as often cited are: the rapidly increasing variety of goods and services which modern technology has made available; the growing size and complexity of production and distribution system; high level of sophistication in marketing and selling practices in advertising and other forms of promotion; removal of personal relationship between



ing awareness amongst the consumers on the one hand and simultaneously for a grievance redressal machinery, by means of the Consumer Protection Act, 1930 on the other. The need for empowerment of consumers as a class cannot be overemphasized and is already well recognized all over the world. The advancement of technology and advent of sophisticated gadgets in the market and aggressive marketing strategies in the era of globalization have not only thrown open a wide choice for the consumer but, also rendered the consumer vulnerable to a plethora of problems attendant to such rapid changes. There is an urgent and increasing necessity to educate and motivate the consumer to be wary of the quality of the products and services. In short, the consumer should be empowered with respect to his rights as a consumer. He should be equipped to be vigilant with a discerning eye so as to be able to protect himself from any wrongful act on the part of the trader. In order to be able to position the consumer in such a state, there is also the need to evolve legal mechanisms, concurrently with providing reliable and exhaustive information, which he can access without much effort and expense.

The Department of Consumer Affairs has been continuing a countrywide multi-media awareness campaign since 2005, whereby various issues related to consumer rights and responsibilities are highlighted. “Jago Grahak Jago” has today become a household name. As a natural corollary, joint publicity campaigns are being carried on by all Government Departments/ Organizations having mass consumer base by means of television, radio, newspapers, railways, outdoor advertising etc.

Concomitant to launching and sustaining the campaign since 2005, the Government has rightly recognized the need to have an effective grievance redressal mechanism in place. There is no gainsaying the fact that with a growing level of consumerism, there is a corresponding level of injustice and exploitation.

has showed its willingness and ability to join hands with others in the quest of a common good, issues specific to various sectors are now being taken up. There have been joint campaigns on RTI, UID ( AADHAAR), Civil Aviation issues, Financial Services, Citizen Awareness during Commonwealth games etc. The Department also continued to take out ads on its own core issues. The campaign has been continuing in a holistic manner with simultaneously ads coming out in print, radio, television, outdoor media etc. To reach the hinterland, newspaper insertions are taken out in Hindi, English and all vernacular languages. Similarly, radio and T.V. advertisements are released in National Channels and also regional ones. Doordarshan and All India Radio, and their extensive network are being made of in a significant manner. At the same time, private FM stations and TV channels are also used extensively. Use of billboards, hoardings, metro railways, locals, bus stands, railwaystations, post offices etc for spreading the messages in local languages has proved to be quite effective. “Jago Grahak Jago” has become a visible presence and a must- visit spot for visitors. The India International Trade Fair in Delhi is the best example of this acceptance. This Department has also participated in different trade fairs and festivals like ITPO New Delhi, 99th Science Congress at Bhubneshwar, Sunderbans Mela at 24 pargana (West Bengal) and 3rd Vision 2012 at Jaipur, wherein this Department has participated for creating consumer awareness amongst the masses.

Another notable feature of the campaign is the conscious efforts made by the Central Government to involve the states keeping in view the federal fabric. There has also been a clear cut acceptance of the fact that mere advertisements and consequential awakening of the consumers is of no value unless it is accompanied by equally strong regulations and enforcement. Since in the Indian context, it is more often than not the states which have been tasked with most of the enforcement authority, it is but natural



evance redressal machinery in case their rights are infringed upon, use.

major step being taken, while carrying out this campaign is the n to educate the consumers to approach the forums only as the last at the very first instance itself. This is not to say that the consumers are drift aimlessly in a vacuum. They are given to understand and offered i the form of a Consumer Helpline, which is acting in the interest of uiding them in resolution of their complaints. The Department has ajor step forward by facilitating the setting up of State Consumer ss local issues in regional languages.

ormation on consumer courts are being disseminated during the course the focus has primarily been on empowering the consumer to enable med decisions. Efforts are made to advise the consumer about the in mechanisms available with retailers, manufacturers and service he chooses to take his grievance before a consumer forum.

city campaign for creating consumer awareness in rural India has to limension and progress beyond the wake up call to consumers about responsibilities also. Recent media activities, wherein consumers are out their responsibilities such as; following the queue system, obeying re a welcome sign of a maturing campaign.

s, even if they are aware of their rights, hesitate to go to consumer of inordinate delay and also procedural technicalities. Hence, anism for alternate redressal mechanisms and out of court settlements, at to supplement the existing mechanism by arbitration, mediation,

## WAR FOR TALENT FOR INCLUSIVE GROWTH: THE SCENE TODAY

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### ABSTRACT

War for Talent is being experienced across the sectors as a major challenge by the HR Managers. The issues have become the cynosure among academia, industry, professional bodies and government and HR practitioners are struggling with evolving roles. The problems of above issues are varied in sense, in nature, in sector and in influence over the different service industry, corporate units and business world at large. Many a time, HR Professionals are in a fix to introspect the reasons that impact employee commitment, productivity and citizenship behavior. Frequent employee attrition and High employee attrition are results of lack of attention in talent development programmes, as only 73 percent of CEOs spend a fourth of time in talent development programme (Monster.com study). The scene today needs to provide a customized approach that focuses towards aligning individual needs with the organization's goals. In the knowledge economy, the interests of the knowledge workers cannot be ignored. Keeping these facts in view, the article attempts to address the factors responsible for talent crises and talent gaps between talent engagement and talent development.

*Key Words: Talent engagement, Talent Gap, Talent Development, Talent Crises.*

### INTRODUCTION



mostly they are hard to retain. The winning companies will be those that find reforming leaders in an underperforming economy.

rs of global economic turmoil, we are now in a post-crisis era. In this new slow but change is fast; what companies can and have to do in order to adapt to implement the right strategies and technologies to find, engage, and retain duals who will make their companies successful

#### AND EMPLOYEE ENGAGEMENT: THE CONTEXT

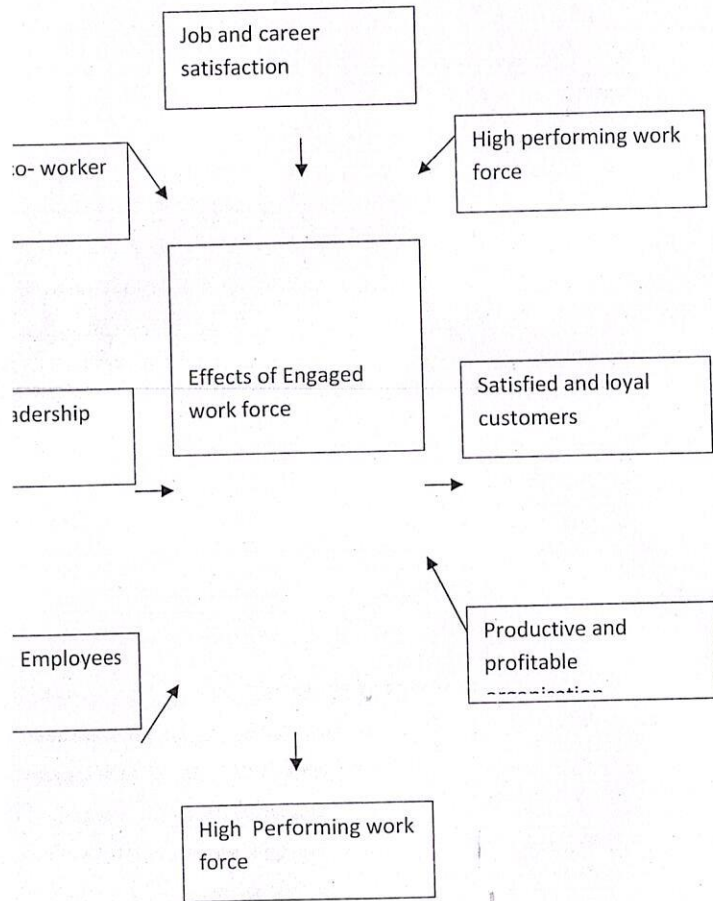
ses and Employee Engagement are like the two sides of a coin. Talent crisis employee engagement and employee can be properly engaged for different works site talents to perform the work. These concepts need to be reanalyzed in the s requirement, industry requirement, academic requirement and administrative e two major sectors i.e Public and private. Sectorial requirements need to be the current scenario. The article attempts to study the talent crises and its employee engagement process .To get a clear understanding and reanalysis of lent crises and employee engagement.

1 'Talent' is defined by dictionary as "any natural or special gift, special ability short of genius, persons of special ability, disposition."<sup>1</sup> Talent can be born trait or can be nurtured through training. Talent of individual needs is to used for the greater cause of the organization. Talent is linked with reason, ative and interpersonal ability, net- working with people, creativity and / to lead people, team spirit and emotional intelligence. Every individual and re talent. The real challenge lies with identifying the talent and utilizing it for e authorities of different organization have the responsibility of locating the

to fulfill the need of the company which results in talent crises conditions. Talent crises is a condition and effect of the non- availability to requisite skills in different sectors. These conditions need to be addressed by the business developers, corporate giants, academicians, government at different levels.

Employee engagement is the booming area of discussion by the human resources practitioners. Are they really engaging the employee or utilizing the ability of the employee is a question for discussion? In true sense Employee Engagement is keeping busy the employee to achieve the targeted responsibility. In fact the engagement is needed for higher levels of firm performance studies estimate that only 14 percent to 30 percent of employees are engaged at work.<sup>2</sup> Basically employee engagement process will be successful when employees are successfully working in both core and non-core jobs assigned at different levels. Employees' abilities should be identified and recorded by assigning different responsibility. The core competency of the employee may not be limited to the job he/she is holding. The authorities need to identify the competency of the employee in different areas and related job areas may be assigned besides his/her own work. And the priority should be given for the completion of immediate work requirement and other works will be assigned as non-core activity to the employee. This non- core activities needs to be assigned beyond the designated job responsibilities and aligned with the capacity building process. The capacity building process will create more skilled employees, higher service levels, career movement within the organization, team spirit, learning ambience and results as competitive advantage in company's performance. These above three areas like Talent, Talent crises and Employee Engagement should be clearly spelt out by the business developers, human resource practitioners and other stake holders in different sectors. These three concepts are interrelated with each other. Thus, the talent of employees should be identified first for the requisite job areas and if this does not match with the expected job area then the crises arises. And the employee should be engaged with the available talent and related plat form should be created for nurturing talent as well as keeping the employee engaged for overall achievement. The engaged employees are more





position can be understood by the facts of survey in 2013 are for skilled trade workers, engineers, sales representatives and technicians are in demand. Accounting and finance professionals requirement placed in fifth position where as the management and executive staff are ranked in sixth place to be required by the employers.. Notably, the secretarial positions, personal assistants and office support categories came to ninth position in the survey statistics. In fact, these statistics are opening the platform to identify the reasons of talent gap. Despite of today's high employment rate requirement of employees in different sectors the global talent shortages are growing. And the emerging talent gaps are widening day by day. The fact lies with not only equipping the employees with requisite skills but appropriate skills as per the current need, job requirements, sectoral requirement and professional requirement. The skill trainings must be selected as per the market requirement and degrees must be awarded on the basis of skill acquiring and mastering on the skill. To meet the challenge, companies must rethink how they hire, train and reward their employees, placing those tasks at the heart of their business plans. In doing so they will give themselves an opportunity to address all these separate problems with a unified plan.<sup>4</sup> Further , these aspects are well spelled by Brian Davis, executive Vice- President of Personnel decisions International ( PDI) viewed that " Talent is not just a valuable asset: it is rapidly becoming the key factor in sustaining an organizations' competitive advantage.!! In fact the key statistics projected by different organizations are the key indicators to address the talent gaps of world corporate scenario at large. By 2025 , the number of people aged 15-64 is projected to fall by 7% in Germany, 9% in Italy and 14% in Japan.<sup>5</sup> The companies, stakeholders, academicians, government should work towards achieving the average talent requirement for different jobs. Identifying the potential employees will not solve the problem. The stakeholders at different level should identify the potential candidates having basic skills of speaking any one language, writing skills and basic educational level for job requirement. They can be groomed for enriching the talent. Most companies want to identify those who have the potential and quality to take up the job responsibility early on career. Companies invest more on these employees to develop their talents.<sup>6</sup> The investment for talent development programmes should include not only the potential employees but also average



As it takes literally several decades to develop an exceptional company that has excellent talent management practices that produce phenomenal business results. But there are exceptions. Apple became exceptional again in little more than a decade after Steve Jobs. Google developed exceptional people management practices and achieved much less than a decade. But Facebook has gone from a college dorm room to social media dominance in literally less than a handful of years.

#### *'provide employees' amazing choices*

**Six-week boot camp onboarding with a choice** – most corporate onboarding is a relatively simple and often boring one day “form filling out” exercise (instead of providing the needed paperwork to the employee before they start). It is unique because it is extended over an industry-leading six weeks. And instead of wasting time, rather than watching videos and hearing lectures, employees actually work on teams that spend their time working on multiple real projects. And to demonstrate its trust in new hires, during this time boot campers have full access to the source computer code behind Facebook. Each employee is assigned a mentor. But the most successful part of the onboarding is that at the end of the process, each employee is asked “Which team and project within Facebook would you like to join?”

**Month self-directed internal movement** – at most organizations, getting an employee to move to a new job is a complex often political process where the employee has no control. However Facebook's Hackamonth process is the opposite because it is a self-directed internal movement process. It allows employees who have worked on a project for a year to select their own next project team and after working with them for a year, if they like it, they can stay.

At any firm, benefits and features are continually changing; however, unless these listed here were current at its headquarters as of August 2013.

milkshakes, sundaes, as well as cakes, pies, and the absolutely essential cookies, all unlimited and for free.

- **Free barbecue** — even though the Silicon Valley isn't in Texas, who doesn't love barbecue? Facebook's open-pit barbecue is particularly compelling because it is centrally located, and as a result, the smoke from the barbecue waffles throughout the campus making employees think of barbecue. Of course the barbecue is free but the best feature is that the BBQ shack is in the middle of an open courtyard, where employees can collaborate while in line and then sit in the California sun and eat on picnic tables and chairs.
- **A global array of food keeps employees on campus** – because its 3,000+ employee population includes a large number of younger people from all over the world, it makes sense that it offers food day and night that fits every “global fast food group.” But it also offers hamburgers, pizza, and tacos as well as an espresso bar and unlimited snacks throughout the day.
- **Happy Hour every Friday** – One of the features that seem to startle most corporate people outside of the Silicon Valley is the availability of alcohol at Silicon Valley firms. At Facebook it is available on Friday happy hours and during employee-generated special events. A reason for allowing it at firms is that management simply can't be credible when it says that it “trusts its employees” if it doesn't trust its employees to be reasonable in the use of alcohol.

#### *Its management approach focuses on speed and risk-taking*

- **Speed is essential, so “move fast and break things.”** — Facebook isn't unique in that speed is critical to being first to market. At Facebook, management proactively encourages employees to move incredibly fast, even though it will obviously result in some failures. Many firms have slothans, but Facebook goes to the extreme of painting



**and take risks** — Most corporate cultures are risk adverse, and in many points where everyone is afraid to fail even once. Facebook is the complete opposite. Facebook's culture encourages bold decision-making and risk-taking.

**Mobile culture enabled a 180-degree shift in direction** — The real strength of Facebook's culture is its ability to change and shift the focus of its employees when it requires it. The Facebook product has always been a website-hosted product accessed through a PC. However, credit goes to the CEO and the company for quickly realizing that the smart phone would eventually become the primary platform. And in a period of less than two years, the company made a 180-degree shift so that its product is now primarily accessed through the mobile phone and the smart phone. To make the 180-degree shift even more impressive, the revenue from the mobile platform is now becoming a larger part of Facebook's profit.

#### WARDS AND EMPLOYEE BENEFITS

**Offers unlimited sick days** — Most firms would never even consider offering unlimited sick days, but if your work is truly exciting, your teammates count on you, and you are rewarded for performance, there are few who want to miss much work for any reasons. There are also few better ways to demonstrate your trust in your employees than to offer them unlimited sick days. Facebook also offers 21 days of paid sick leave each year (essentially a month off) for even new employees.

**Benefits for new parents** — Facebook, like most tech firms, struggles to hire women engineers. So it offers close-in reserved parking spaces for those who are pregnant. It also offers "four months paid parental leave for both spouses, reimbursement for some daycare and adoption fees, and \$4,000 "baby cash" for a new

- **An opportunity for wealth** — although the firm appears to offer competitive salaries, the prime economic incentive are Restricted Stock Units, which keep employees focused on producing business results. And that business results focus also encourages cooperation and sharing with among employees. Everyone seems to agree that employees get generous RSUs as part of their regular pay package and as bonuses.
- **It encouraged workers to drop by at any time** — one of the most compelling work-increasing "benefits" that I have ever come across occurred at Facebook in its early years (2008 – 2009). Facebook paid its employees \$600 each month extra for living within a mile of Facebook headquarters. The goal was to subtly encourage employees to live close by so that it was easy for them to casually drop in for free food but also for extra work and collaboration. The unintended impact on dramatically raising rents around its Palo Alto headquarters was one reason for eliminating this practice in 2009.

*En- capitulated from: Sullivan J A Case Study of Facebook's Simply Amazing Talent Management Practices, Part 1 of 2. <http://www.ere.net/2013/09/09/a-case-study-of-facebooks-simply-amazing-talent-management-practices-part-1-of-2/> accessed on 13.07.2014*

#### KEY FACTS AND PERSPECTIVE CHALLENGES IN INDIA

The perspective challenges are evident from the facts and statistical analysis. The challenges arise out of lack of monitoring system and implementation of policy at different levels, sectors and programmes. In India, too many small firms stay small and unproductive and are not allowed to die gracefully. On the other hand large profitable firms prefer temporary contract labour and than training workers for a long retention.<sup>7</sup>The organized industry only creates few jobs compared to unorganized industry (which is dominated by small firms).The growth was reflected in unorganized industry jobs in 2009-10.Employment opportunities was increased in construction and Infrastructure building by 70% between 2004 and 2009.The growth of industry depends on the labour force. The labour force must be imparted the job-relevant skills and also preparing and upgrading skills by the formal government apprenticeship training programme. In



ditions and issues related to talent gaps the corporate houses, academicians, uld initiate the following steps to bridge the gaps.

ogical gaps needs to be identified for different educational degrees and sional degrees.

ication of home talents and utilization for fulfilling greater objectives by the zations and nation at large.

elizing the talent for core activities in talent development programmes.

planning for specific job areas must be addressed.

oping career trellis by creating talent pool and selecting the talents from the pool.

on and Integration of Talent for multi purpose works.

should work for the implementation Talent Management at every level of job

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## IMPACT of 4G TECHNOLOGY

### Abstract

The main aim of our paper is to bring forth the detail about the low cost wireless internet access for rural area through the 4G technology wi-fi (IEEE 802.11n). Although a large number of Internet users now enjoy high-speed access, there are still vast geographic regions where broadband services are either prohibitively expensive or simply unavailable at any price. Researches and technology are more needed for rural areas where the development is lacking. Hence our paper analyses the cost and effectiveness of all possible technologies such as Cisco Aeronet Bridge based system, tethered Aerostat based network, and mesh network to find the suitable broadband access technology for rural people in a bearable cost.

**Keywords:** Wireless Internet Access, Rural Area, 4G Technology 2

### INTRODUCTION

The 4G technologies are all about improving the performance of today's mobile networks, and also revolutionizing the model to create a truly ultra-broadband mobile experience. The international telecommunications regulatory and standardization bodies are working for commercial deployment of 4G networks roughly in the 2012-2015 time scale

#### 1. A.Why move towards 4G

- Limitation to meet expectations of applications like multimedia, full motion video, wireless teleconferencing
- Wider Bandwidth
- Difficult to move and interoperate due to different standards hampering global mobility and service portability
- Primarily Cellular (WAN) with distinct LANs'; need a new integrated network
- Limitations in applying recent advances in spectrally more efficient modulation



lly IP-based integrated system. 2. 4G will be capable of providing between Gbit/s speeds both indoors and outdoors, with premium quality and high will use smart antennas. 4. It will be multiple inputs and multiple outputs based 5. Dynamic packet assignment 6. Wideband orthogonal frequency access (OFDM) 3

**TECHNOLOGIES** Some of the key technologies required for 4G are described. **OFDM technology** orthogonal frequency division multiplexing (OFDM) is a technique that divides the communication channel into a number of equally spaced subcarriers. A subcarrier carrying a portion of user information is transmitted in each subcarrier is independent of each other. OFDM transmits data simultaneously over a number of channels at different frequency, enables to send a large data. Hence high speed data transmission occurs. Ref fig.1 OFDM not only provides clear advantages for performance, but also a frame work for improving layer 2 performance by providing additional degree of freedom. Using OFDM, it is possible to exploit the time domain, the frequency domain, even the code domain to optimize radio transmission. It ensures very robust transmission in multi-path environments with reduced multipath interference. As shown in the fig. 2 the signal is split into orthogonal subcarriers, on each subcarrier a guard interval is inserted between each OFDM symbol. OFDM also provides frequency diversity gain, improving the physical layer performance. It is also possible to combine other enhancement technologies, such as smart antennas and MIMO. It can also be used as a multi access technology (OFDMA). In this case, each OFDM symbol can be shared by multiple users (allowing for multiple access to/from several users using a different set of flexibility for resource allocation, increasing the capacity) but also enables cross-layer optimization of radio link usage. OFDM is being modulation technique for WLAN, digital audio broadcast systems, digital video broadcast systems and a candidate for future mobile systems.

frequency. Ref fig.3 MIMO is well suited for OFDM, as it is possible to process independent time symbols as soon as the OFDM waveform is correctly designed for the channel. This process of OFDM greatly simplifies the process. The signal transmitted by m antennas is received by n antennas. Processing of received signals may deliver several performance improvements: range, quality of received signals and spectrum efficiency

**2. C. Smart antenna** Smart antennas are base station antennas that use digital signal processing to cancel interference. It provides sustainable interference suppression for enhanced performance. A smart antenna combines multiple antenna elements with a signal-processing capability to optimize its radiation and/or reception pattern automatically in response to the signal environment. It amplifies the frequency to user who wants to communicate and it can be adapted to OFDM and SDR.

**2.D. Software Defined Radio** SDR technology is enabling frequencies and communication methods and to be changed flexible by means of software. It responds to internet protocol version 6 (IPV6). SDR benefits from today's high processing to develop multi-band, multi-standard base stations and terminals. Although in future the terminals will adapt the air interface to the available radio access technology, at present this is done by the infrastructure. Several infrastructure gains are expected from SDR. For example to increase the network capacity at a specific time (eg. During sports event), an operator will reconfigure its network adding several modes at a given transceiver station (BTS). SDR makes this reconfiguration easy. In the context of 4G systems, SDR will become an enabler for the aggregation of multi-standard Pico/micro cells. For the manufacture, this can be a powerful aid to providing multi-standard, multi-band equipment with reduced development effort and costs through simultaneous multi-channel processing.

**3.INTERLAYER OPTIMIZATION** The most obvious interaction is the one between MIMO and the MAC layer. Other interactions have been identified.

#### 4.EMERGING 4G TECHNOLOGIES

1. Wi-Fi (IEEE 802.11n)



nt is lacking, that is, in the developing regions of the world .however for developed telecom economics are often too cost, or otherwise unsuitable regions of the third world. Thus, despite the enormous benefits enjoyed through ution by people in metropolitan areas of developing countries like India, technology in rural areas is poor or non-existent. Ref fig.8

**penetration of Technology is less in Rural Area?** The reasons for this are the nsity in rural (in comparison with cities) and the low paying capacity of users technology is important factor in deciding its applicability for rural use.

#### current approach

very high

directional antennas is very high. But to some extent directional antennas is

villages based client directional antenna is an expensive proposition.

**IT-madras, TeNeT Group)** corDECT is a wireless local loop standard lia by IIT Madras and Midas Communications at Chennai, under leadership of jhunwala, based on the DECT digital cordless phone standard. 7

technology is a Fixed Wireless Option, which has extremely low capital costs and l start ups to scale, as well as for sparse rural areas. It is very suitable for ICT4D ia has one such organization, n-Logue Communications that has aptly done this. f DECT is Digital Enhanced Cordless Telecommunications, which is useful in capacity WLL (wireless in local loop) systems. These systems are operative onditions and are very much affected by weather conditions. System is designed b urban areas where subscriber density is medium or low. Ref fig.9 "corDECT"

**6. CISCO AERONET BRIDGE BASED SYSTEM** The Cisco aironet wireless bridge enables high speed (11 mbps), long-range outdoor lines up to 25 miles (40.2 km).Ref Fig.10

#### 7. TETHERED AEROSTAT APPROACH

An aerostat is a lighter than air object that can stay stationary in the air. The main envelope is filled with helium. It serves as a tower to hold omni directional antenna at the 8 Base station. It consists of antenna, router, and power over Ethernet cables. Its height is about 50 to 100 m.

##### A. Advantages of Aerostatassembly

1. low cost
2. easy to deploy
3. portable
4. Useful for hilly terrain and rapid deployment.

##### 7.B.Disadvantages

1. periodic refilling for helium
2. transportation of helium
3. may require more maintenance

**8. WI-FI USING MESH NETWORK 8.a) India has 600million Rural population** India has total of 6,00,000 villages in India and its population per village is approximately 500 to 1000.

The average village area is 6 sq.km and the average distance between each village is 2 to 2.5 km  
**8.b) Connect each village to the Internet** Mesh network covers approximately 600 sq.kms. Hence 120 villages will be connected by each access point (AP) of mesh network. Some of village nodes (STA) groped together forms Ad hoc network (multi hop architecture).

**8. c) Multi-Hop networking** In mesh network the multi hop peer-to-peer paths are formed replacing the single hop (from and to the AP) paths. In addition the direct communication between nodes (without any participation of the AP) becomes possible. The benefits of the adaptation of the peer-to-peer paradigm within a WLAN a include mainly reduced energy consumption and the possibility for multiple simultaneous transmissions over the shared



on

nodes

connectivity

routing

to locust world

**CT** It was initiated at the IIT Kanpur (IITK), Uttar Pradesh, to explore the possibility of establishing long-distance 802.11 links. Fig 1 shows DGP network as it is. In the DGP test bed, this is the IITK location. We have many long-distance (several tens of kms) 802.11 links formed using high gain directional antennas. These links connect various surrounding villages to the land line through a multi-hop network. The DGP network primarily been used as a testbed for aiding various protocols. Although we do have developed people using communication services at many

**PROJECT** It is a network deployment effort by the byrraju foundation, to provide internet access and services to a collection of villages in the west Godavari district of Andhra Pradesh, India. This is a service -centric deployment and currently a variety of applications such as distance-education, tele-medicine etc are being run. Fig 3 shows the currently active links in the ashwini network. Here the central node is the landline node. It is worth noting that a future 17 nodes will be added to the network in the near future. Ref Fig 16

**AGES OF 4G** As the networks move from generation to generation, more and more services are provided. Here is few of them,

## CONCLUSION

Wireless communication is an unending, undying field which will prosper as long as the human race exists. To make India a leader in wireless technology, the awareness and adaptation of the technologies forth coming new generation are needed and there is a need for conducting mission oriented research for 4G technology to give it to the people with low cost.

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## NEURIAL SKILL AND SOCIAL EMPOWERMENT OF WOMAN THROUGH MICRO FINANCE

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### Abstract

Microfinance as a tool of poverty alleviation and women empowerment has gained global development dialogue the world over. There is an acute need among the poor for consumption and production, which often forms the declining line between subsistence and poverty. It has been found that besides food, credit is also needed for rural development. These needs are also critical for survival. The success of SHGs as a model depends on the availability of Micro Finance. This paper tries to link all the issues discussed above namely Micro Finance, SHGs, Women Empowerment and leadership.

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Microfinance means providing very poor families with very small loans to help them engage in productive activities or grow their very small business. Like us, many poor people do not have access to financial services all the time. They save and borrow, invest in home repairs and meet occasional and domestic expenses such as food and school fees. There are some 500 million low income entrepreneurs in the world and 5% have access to financial services. Indeed, the financial services available to the poor often have shortcomings in terms of cost, risk and convenience. As a result, microfinance has come to offer a wider range of services (credit, savings, insurance, etc.) as the industry has come to serve the poor and the very poor that lack access to traditional formal financial institutions

women. However, only a few studies rigorously examine the link between microfinance and women's empowerment. This article contributes to this discussion by arguing that women's empowerment takes place when women challenge the existing social norms and culture, to effectively improve their well-being.

### Microfinance-Overview

While the fortunes of the many of India's biggest corporations are likely to be shaped by the global market, 638365 villages in India, the commercial sector has traditionally avoided the rural areas, deeming it as non-profitable and risky. This has led many of the 800 million poor to turn to local money lenders charging 36-72 per cent interest rates or suffer without capital. It is estimated that poor needs around Rs.2000 billion.

Globally over a billion people are still without access to formal financial services and some 200 million of them live in India. Microfinance, the provision of a wide range of financial services to the poor on a sustainable basis, has proved to be immensely valuable. Access to financial services has allowed many families throughout the developing world (and, indeed, in poorer parts of the developed world) to make significant progress in their own efforts to escape poverty. It has become clear that poor need access to money to send their children to school, to buy medicines; they need financial services to reduce their vulnerability. As a result, worldwide, MFIs have started developing and delivering a range of financial products. This reflects Millennium Development Goals (MDGs) that offer broadly accepted, measurable indicators of poverty reduction that are focused on poverty, education, health and empowerment.

The new vision driving the microfinance industry is for a world in which all poor have permanent access to a wide range of financial services, delivered through a variety of convenient mechanisms by different types of institutions. As in India, these service providers include savings and credit cooperatives, commercial banks, community finance institutions, NGO-MFIs, consumer credit companies, insurance companies, and other types of institutions including the private sector companies.



the market like insurance companies. But these services are offered at very high – 36 per cent p.a) due to the nature of offering these services at the village business volumes which causes the transaction costs of these services to be out of formal banking channels. Most of the MFIs in India have thus far not been able to scale up the operations and reach a large population group across different

### Entrepreneurs

An entrepreneur has also to perform all the functions involved in establishing an enterprise: include idea generation, and screening, determination of objectives, project selection, financial analysis, determination of forms of business organization, completion of legal formalities, raising funds, procuring men, machine and materials and operation of the enterprise. Dick Harbison has enumerated the following five functions of a women

1. Identification of the prospects of starting a new business enterprise.

2. Assessment of risks and the handling of economic uncertainty involved in business.

3. Promotion of innovations or imitation of innovations.

4. Administration and control.

5. Motivation and leadership.

### Entrepreneurs

Empowering Women has become the key element in the development of any Economy. It is felt that there are various forums and NGOs that are working hard towards this end. There are a lot of research studies supporting this view.

The Indian Economy has been substantially liberalised in recent years with an

growing group of professional women holding positions in Indian Universities and Government service.

Women have also traditionally been involved in the informal economy, working in family businesses without formal position or pay. Thus their economic contribution is often undervalued or just not mentioned at all. The Indian Government and the state governments have taken some steps to encourage women to set up small businesses.

For example the Karnataka State Government was offering help to widows to set up knitting businesses in 1997. However, whilst some statistical information is available (e.g. Singh, 1991) this focuses on work participation, unemployment, work seekers, wage rates, differentials and trades union membership. There is some information available on women entrepreneurs in the UK. Vokins(1994) study of successful women entrepreneurs suggested they had a different approach: an ability to do several things at once; ability to admit mistakes; keen to develop the workforce; less concerned with outward trappings. Women also faced different problems. Simpson (1991) found that their partners do not help with domestic chores or the business, whilst the reverse is true for men.

Truman (1994) found that the advice services for entrepreneurs do not gear themselves for women. They also have problems with childcare and raising finance. However the Microcredit Programme run by the India Government does help provide finance for small businesses. Rajasekhar in his study of NGOs has produced some research on the effects of the Micro Credit Programmes on Poverty, Wellbeing and Gender Equality. This study would therefore focus on the different motivation of women entrepreneurs in India and their contribution to the local economy for which there does not appear to be specific research.

### Women self-help groups

One of the powerful approaches to women empowerment and rural entrepreneurship is the formation of Self Help Groups (SHGs) especially among women. This strategy had fetched noticeable results not only in India and Bangladesh but world over. "Women self-help groups



illness, environmental protection, importance of education and betterment schemes.

Organizing informal self-help groups (SHGs), rural women in India are receiving extension support for various production-oriented income-generating activities usually include garment making, embroidery, food processing, beekeeping, m cutting, weaving, and knitting. SHGs are self-governed, with decisions and marketing taken collectively, although the group leader is responsible for marketing centers and consumers.

To present a new culture in rural development, breaking with traditional top-down management. Informal groups empower rural women to manage and make decisions collectively for their common economic interests. Studies of informal women's groups in India, shows how it is possible to avoid the 'top-down' and bureaucracy that often contribute to the failure of other schemes. Self-help groups in rural areas serve to empower women, and provide a basis for the development of other support for various production and income-generation activities.

As a survey conducted by Centre for Bharatiya Marketing Development shows, the number of SHGs are found in the southern states. On an average southern 18 per cent SHGs, eastern 13 per cent, central 11 per cent, northern 5 per cent exist at the national scene. Andhra Pradesh, followed by Tamilnadu, has the highest number of women SHGs working independently and setting up a micro enterprise, for income generation.

#### **Women Empowerment**

The empowerment of women also considered as an active process enabling women to exercise their rights and power in all spheres of life. The women need special attention to

A well understood but poorly articulated reality of development is the role of women. The UN commission on status of women observed ' women who contribute half of the world's population by virtue of an accident of birth, perform two-thirds of the world's work, receive one-tenth of its income and owns less than one-hundredth of its property'. In India, 30 percent of all food commodities consumed but get only 10 percent of the property or wealth of the country

Women being central to the entire development process and at the precursor of social transformation can be demonstrated with many examples that could include Grameen Bank's success, SHGs of ICICI Bank, Shakthi Ammas at HLL, Cemex, Amul, the success of Avon, Mary Kay, and Tupperware in US and other parts of the world.

The success of Avon, Mary Kay and Tupperware in US and other parts of the world are also based on the role of women entrepreneurship. Although the evidence is overwhelming, very little explicit attention has been paid to actively co-opting women in the efforts to build markets and lead the development process".

Soon we saw that money going to women brought much more benefit to the family than money going to the men. So we changed our policy and gave a high priority to women. As a result, now 96 per cent of our four million borrowers in Grameen Bank are women".

Links between microfinance and women's empowerment are viewed as optimistic, limited by design, cost effective in eliminating poverty, and a misplaced diversion of resources. Microfinance programs range from small scale self-help groups to large poverty-targeted banks. One model may vary in delivery, group functions and structures, and complementary services. There could be 3 contrasting approaches to microfinance and women's empowerment: the financial sustainability approach, the integrated community development approach, and the feminist empowerment approach. However, program evaluations revealed the need to question the assumptions underlying all 3 approaches. In most programs, women benefited to a limited



women have been marginalized. A high percentage of women the poorest finance activities can give them a means to climb out of poverty. be a solution to help them to extend their horizon and offer them social overment. Women have been deprived of economic independence. The men and improvement of their status and economic role needs to be omic development programs, as the development of any country is h the status and development of women.

activities and society has enabled them to produce a greater impact as e same time the quality of life of the women micro-entrepreneur and also en empowerment programme in Nepal found that 68 per cent of its decisions on poverty, family planning and daughter's education, and also en's marriages. Microfinance contributes to improved nutrition, housing mong women clients.

d long-term assistance programmes might aim at increasing the 's labour by providing credit, technology, skill training and economic onflicts between women's productive and reproductive roles, as well as dness traditional and legal barriers that hamper or preclude the active in the productive sectors of the economy.

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## GOVERNMENT POLICY AND SMALL SECTORS IN INDIA

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### ABSTRACT

The small scale industry sector constitutes a vibrant and dynamic sector of the industrial economy of India. This sector has recorded consistently good growth in terms of production, creation of employment and phenomenal growth in exports over the years. The post liberalization era in the Indian economy has enhanced the opportunities and challenges for the SSI Sector. With their dynamism, flexibility and innovative drive they are increasingly focusing on improved production methods, penetrative marketing strategies and management capabilities to sustain and strengthen their operations. The government has taken keen interest in the development of the small sector in India by way of various measures and schemes. The affairs of small sector are looked after by Ministry of Micro, Small, and Medium Enterprises. Within the department of MSME, there is Micro Small Medium Organization under a development commissioner .MSMEDO with its service institute and branch institutes play an active role in the development of small enterprises. This paper is an attempt to familiarize the evolution of the policy framework and support measures of the government over the years.

KEYWORDS ; Micro Small Medium Organization, policy framework and support measures.

### INTRODUCTION

The small scale industry sector, as an important segment of the Indian economy, accounts for around 95 per cent of the industrial units, 40 per cent of the manufacturing sector output and 36 per cent of exports. It provides direct employment to 282.57 laky persons in around 118.59 laky registered SSI units in the country. The sector enjoys the pride of being second largest employer in the country and offers a wide spectrum of products for consumers and industry-users. The sector serves as a Greenfield for the nurturing of entrepreneurial talent



s Corporation, Small Industries Development Organization, Handicrafts Corporation, and Khaki and Village Industries Commission, as also ion, and so on. The government has recognized the importance of SME come out with various policy measures from time to time. From the excessive protection methods, there has been a shift in the role of the friend, facilitator and guide. All efforts are intended to enhance the small scale sector, enabling the enterprise to attain global standards.

Y  
 study has been limited to the evolution of policy framework and support ent by classifying them into three periods; 1948-1991, 1991-1999 and

### STUDY

tion of policy frame work and support measures of the government.

### MOLOGY

e survey regarding the topic and related concepts has been done. ollected from various sources including books, research papers, d websites.

### ICY FRAMEWORK AND SUPPORT MEASURES FOR SSI

ramework and support measures of the government can be broadly g three periods: 1948-1991 In all the policy resolution from 1948- en to the micro and small enterprises termed as an effective tool to rtunities, ensure equitable distribution of the national income and ation of private sector resources of capital and skills. The micro, ses development organization was set up in 1954 as an apex body for owth of micro, small and medium enterprises. Within next two years, ies Corporation, the Khaki and Village Industries Commission and

essential to MSEs as also for skill-training. At the state level, District Industries Centers were set up all over the country.

The new policy for Small Tiny and Village Enterprises of august 1991 laid the framework for government support in the context of liberalization, which sought to replace protection with competitiveness to infuse more vitality and growth to MSEs in the face of foreign competition and open market. Supportive measures concentrated on improving infrastructure, technology and quality. Testing centers were set up for quality certification and new tool rooms as well as subcontracting exchanges were established. The Small Industries Development Bank of India (SIDBI) and a Technology Development and Modernization Fund were created to accelerate finance and technical services to the sector. A Delayed Payment Act was enacted to facilitate prompt payment of dues to MSEs and an Industrial Infrastructure Development (IID) scheme was launched to set up mini industrial estate for small industries.

ONWARDS The ministry of MSME (earlier known as Ministry of Small Scale Industries and Agro & Rural Industries – SSI&AR) came into being from 1999 to provide focused attention to the development and promotion of the sector. The new policy package announced in August 2000 sought to address the persisting problems relating to credit, infrastructure, marketing and technology more effectively. A credit linked capital subsidy scheme was launched to encourage technology up gradation in the MSE sector and a credit guarantee scheme was started to provide collateral-free loans to micro and small entrepreneurs, particularly the first generation entrepreneurs. The exemption limit for relief from payment of central excise duty was raised to Rs.1 crore and a Market Development Assistance Scheme for MSEs were introduced. At the same time, consultation were held with stakeholders and the list of products reserved for production in MSE sector was gradually reduced each year. In 2006, the long-awaited enactment for this sector finally became a reality with the passage of the Micro, Small and Medium Enterprises Act. In March 2007, a third package for the promotion of micro and small enterprises was announced which comprises the proposals/schemes having direct impact on the promotion and development of the micro and small enterprises, particularly



three tiers of these enterprises, namely micro, small and medium. a consultative mechanism at the national level with balanced of stakeholders, particularly the three classes of enterprises with a ons.

#### **INVESTMENT POLICY**

Amendment of the MSMED Act, 2006 the restrictive 24 % ceiling by industrial undertakings whether domestic or foreign in the and MSEs are defined solely on the basis of investment in plant (service enterprises) and equipment (service enterprises). Thus the present FDI subject only to the sectoral equity caps, entry routes and

#### **LLP ACT, 2008**

LLP is an alternative corporate business vehicle that provides the but allows its members the flexibility of organizing their internal and on a mutually arrived agreement. The LLP form would enable and enterprises providing services of any kind or engaged in plines, to form commercially efficient vehicles suited to their ability in its structure and operation, the LLP would also be a enterprises and for investment by venture capital. The LLP Act has sectors as it combines the advantages of both partnership and

Reservation has been a subject of animated debate within the

The approach to eleventh Five year plan noted the adverse products for exclusive manufacture by MSEs and recommends the reservation. This helped the sector in enlarging the scale of operation.

foreign banks however 32% of the NBC is earmarked for the priority sector of which 10% is earmarked for the MSE Sector.

#### **INSTITUTIONAL ARRANGEMENT**

SIDBI is the principal financial institution for promotion, financing and development of the MSE sector. Apart from extending financial assistance to the sector, it coordinates the functions of institutions engaged in similar activities. Commercial banks are important channels of credit dispensation to the sector and play a pivotal role in financing the working capital requirements. At the state level, State Financial Corporation and State Industrial Development corporation s are the main sources of long term finance for the SME sector.

#### **MARKETING AND PROCUREMENT**

Under Government Store Purchase Programme, various facilities such as issue of tender sets free of cost, exemption from payment of earnest money deposits...etc are provided to enterprises in order to assist them for marketing their products in competitive environment. To assist the MSEs in marketing their products, section 12 of the new MSME Act has formulated a scheme of preferential procurement of goods produced by MSEs at the Central and State/UT level.

#### **EXPORT PROMOTION**

Export promotion from the MSEs has been accorded a high priority. Products from MSE exporters are displayed in international exhibition and the expenditure incurred are reimbursed by the Government. Under the MSE Marketing Development Assistance is provided to individuals for participation in overseas fairs and also conducts training programmer to get acquainted with latest packaging standard and techniques.

#### **PROVISION TO CHECK DELAYED PAYMENT**

Provisions related to delayed payments to micro & small enterprises have been strengthened and period of payment to MSEs by the buyers reduced to 45 days.

Rate of interest on outstanding amount is increased to three times of the prevailing bank rate of interest. Declaration of payment outstanding to MSEs is to be made on monthly basis.



l to advise the state government regarding various policies and  
the National Board

c scenario in the changed liberalized, and competitive economic  
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n to promotion. The government of India has been planning  
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vital for economic development that is why the modern era  
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## ONLINE MARKETING IN INDIA - AN ANALYSIS

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### ABSTRACT

Electronic transactions are for products, goods or services that are located on the web – both buying and selling come under the term E-Commerce. Products & Services have the potential to reach millions of computer users on the Internet through E-Commerce. India has an internet user base of about 250.2 million as of June 2014. The industry consensus is that growth is at an inflection point. It is estimated that Global business through E-Commerce will touch a sales of \$1.5 trillion in the year 2014. That means an increase of 20.1% compared to the sales of the year 2013. Rising incomes and availability of a greater variety of goods and services that can be bought over the internet, is making buying online more attractive, convenient and a pleasure for consumers all over the country. India's retail market worth is about 478 billion American dollars(approx. Rs.29 lakh crores) in India, the business conducted by organized sector is only about 8% (approx. Rs.2.3lakh crores). Of this organized sales, the share of on-line business is about 10% i.e. Rs.23,000 crores. By the year 2016, it is expected that this figure will go to Rs.50,000 crores. The retail on-line business in India is expanding at the rate of 34%% CAGR vis-à-vis a global growth rate of 8–10%. The number of internet users has gone up from around 50 lakhs in the year 2000 to 25 crores today. Considering all these factors, the International as well as some Indian companies like Amazon. in, e-bay.in, Flipkart and Snapdeal etc. are trying hard to strengthen their base in e-commerce business. The online business is also giving impetus to employment opportunities. In the next 3 years, it is expected that about 50,000 Data Analysts will be recruited by the online portals to assess the services rendered to the customers and to suggest measures to improve the business. The Digital Market will also provide employment to IT Professionals at various levels, Delivery Staff, Web App.



of a commercial nature taking place on the internet can be transactions are for products, goods or services that are located on the internet. Some of these transactions come under the term E-Commerce. Products & Services have the potential to reach a large number of computer users on the Internet through E-Commerce.

International online marketing

Online marketing in India

Influencing the growth of online marketing in India

Status of online marketing in India

with the help of secondary data by analytical method.

**Online marketing (E-Commerce)**

Global business through E-Commerce will touch a sales of \$1.5 trillion by the year 2015. This means an increase of 20.1% compared to the sales of the year 2014. Emerging markets like India and China preferring to buy online, are expected to grow rapidly in E-Commerce.

**E-Commerce growth in India**

The user base of about 250.2 million as of June 2014. The penetration of E-Commerce is expected to reach markets like the United States and the United Kingdom but India is still lagging behind with a large number of new entrants. The industry consensus is that the growth will be joint.

(as well as in other potentially to other developing countries), cash on delivery is a popular mode of payment in India as it has a vibrant cash economy as a result of which 80% of Indian consumers prefer Cash on Delivery. However, COD may harm e-commerce business in

the year 2013. Snap deal an E-Commerce portal, recently raised \$100 million from Temasek, BlackRock, Myriad, Premji Invest and Tybourne.

### **Key drivers that helped online marketing (E-Commerce) growth in India**

Rising incomes and availability of a greater variety of goods and services that can be bought over the internet, is making buying online more attractive, convenient and a pleasure for consumers all over the country.

The following are some of the important reasons for E-Commerce growth in India:

- Tech Savvy people. Particularly, Software professionals owing to their punishing work schedule, have very little time left for direct stores shopping.
- Busy Lifestyles, traffic congestion, lack of offline shopping time and other similar reasons have led to more and more people switch to online shopping.
- Easy availability of Internet facility. At a rough estimate, there are 243 million internet users by the end of June 2014 in India.
- Rising Middle Class income with surplus funds for shopping. The rise of small and medium enterprises, foreign direct investment, and India's own powerful multinational corporations creating millions of new jobs has created a new generation of global-minded Indian consumers. Growing job opportunities have led to increase in sources of income and high spending power and customers are more willing to experiment with online shopping. This growing middle class is increasingly turning to E-Commerce as the primary outlet for buying sophisticated consumer products and services.



discount culture during the years 2010 to 2014. Indian consumers' to the rise of many portals offering discounts and coupons ne shopper. India's coupon sites attracted 7.6 million visitors gure must have gone up considerably in the last 3 years.

artphone users with availability of Internet on mobile phones. It ' million mobile Internet users in India out of which 4 percent are hones.

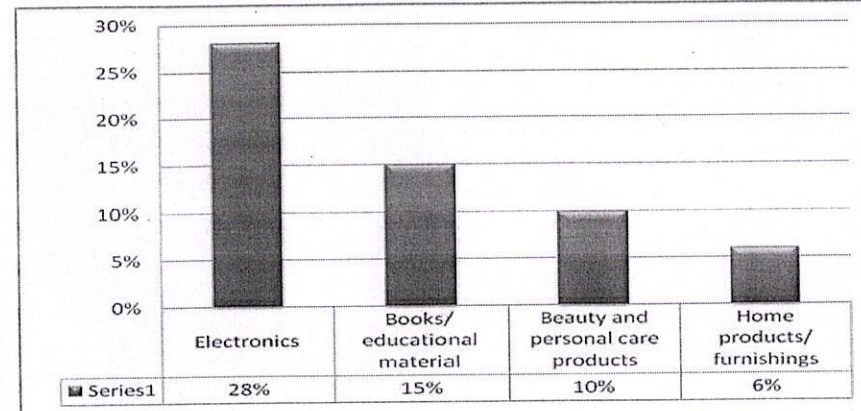
ile purchasing costly goods, used to physically visit 3 to 4 retail hen decide where to purchase. Now this has changed to online f prices of required products, put to sale by different on-line : of their house.

**eting in India**

ndia is an emerging trend for marketers to promote their ical area using internet and the trend looks likely to grow e.

ecommerce and 2<sup>nd</sup> country in Asia. India seems to have handise through internet. Mobile internet is being enormously nline world to Indian consumers. There are reports suggesting ) million Indians will have access to the internet through mobile forms, about the same amount of people in USA to put that into

lions accessing the internet in India, over 8 million regularly e is set to grow exponentially as well. Google is the internet ely used throughout India. Below is a breakdown of top 4 a.



The market share in India is one of the fastest growing e-commerce markets in Asia-Pacific and the industry expecting it to grow \$8.8 billion by end of 2016.

India has encountered a great exponential increase in its online market. The youth of our country have contributed a lot to this increase irrespective of the geographical locations. The people of age group 15-25 years literally live and breathe through internet. Purchasing items with just few clicks has become the newest and the latest trend of shopping, which has not only saved time but more importantly money. In today's world, no one has time to walk to different shopping malls or to cover great lands to buy products to fulfil their daily needs.

A recent statistical data has shown that Indians more than ever are purchasing all sorts of products through online shopping portals. These days even used computers are being purchased online. As of June 2012, India has the base of 137 million internet users and the inclination towards online shopping in youth will help the online retail industry to reach a mark of 7,000 crore by 2015. The penetration of online shopping and money spent in India is much lesser when compared to USA and UK, but it is growing at a much faster rate than expected and with new entrants in larger number.

India's retail market worth is about 478 billion American dollars(approx. Rs.29 lakh crores) in India, the business conducted by organized sector is only about 8% (approx.



ctors, the International as well as some Indian companies like nd Snapdeal etc. are trying hard to strengthen their base in e-commerce portals are becoming popular by selling products at a much lower market price. This has become possible by curtailing the expenses, by by-passing the intermediate distribution network like distributor and the Retailer.

commerce Business and the day is not too far when majority of products are sold on internet. Though the sector has witnessed tremendous growth, a lot of e-commerce ventures have faced tremendous pressure and have not worked out for all the e-commerce websites. Many of them, like allshcoolstuff.com amongst others had to close down.

As per a report, Amazon India proposes to pump around 2 billion dollars into their online business for expansion of their online business. Another online portal Flipkart announced to invest 1 billion dollars towards their business expansion. E-Bay India has also

companies in India like Future Group, Aravind Lifestyle, Walmart India, are trying hard to retain their customer base by collecting online products at competitive prices.

Online retailer [Myntra.com](http://Myntra.com) raised \$50 million from a group of venture capital investment company floated by [Azim Premji](http://Azim Premji), Chairman of Flipkart. An acquisition of Myntra by Flipkart reportedly for Rs. 2,000 crore. E-commerce due diligence are still being ignored by investors investing in India.

### Infrastructure

There are many hosting companies working in India but most of them are not suitable for E-Commerce hosting purpose, because they are providing much less secure and threat protected shared hosting. E-Commerce demand highly secure, stable and protected hosting. Cyber security issues of e-commerce business in India would be required to be managed by Indian e-commerce stakeholders in the near future. In fact, Indian government is planning to introduce cyber security breach disclosure norms in India very soon. Recently Target Corporation suffered a cyber attack that has put it under litigation threat in multiple jurisdictions. Trends are changing with some of eCommerce companies starting to offer SaaS for hosting web stores with minimal onetime costs.

### Conclusion

Online shopping is a different experience everyone can make the shopping creative over the internet as you get used to it. There can be lot of anxieties about online shopping when you get into it for the first time. As you experience more and more of it those apprehensions get disappeared slowly. Remember that if you stick to the basics, online shopping becomes more enjoyable and easier than real world shopping.

Having access to online shopping has truly revolutionized and influenced our society as a whole. Use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety of products, quicker services and reduced price are the three significant ways in which online shopping influenced people in India and world as a whole. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for hackers and criminals to manipulate the system and access personal information. Today with the latest features of technology, measures are being taken in order to stop hackers and criminals from accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.



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**Sub-Headings:** All the sub-headings should be in 13 point Times New Roman font, bold-faced, aligned left and first letters of important words capitalised.