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## From the Chairman's Desk



We present before you “VIDYANIKETAN” Journal of Management and Research a biannual journal from The Oxford College of Business Management. We have embarked on a journey of excellence in the research domain and introduced “VIDYANIKETAN” Journal of Management and Research a double-blind peer reviewed journal to knowledge aspirants and Scholars of Management Research. I believe that it is important to have a journal which promotes high quality Research and Intellectual output of Management Professionals from National and International Arena. I am confident that the editorial Board of “VIDYANIKETAN” Journal of Management and Research will strive to achieve greater excellence in every successive issue of the journal. I congratulate the editorial team and contributors for their efforts undertaken to launch this issue. Best wishes to the team and I look forward for the forthcoming issues.

**Shri S. N. V. L. Narasimha Raju**

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## From the Principal's Desk



The rapid rate of technological advancement and information revolution have opened new series of challenges as well as opportunities. In this era, research is not just a part of academics or just a parameter for educational qualification. It is all about the development of human Intellect, Capability to think independently and articulate reasoning. Hence to address the challenges and to seek opportunities in research, The Oxford College of Business Management initialises the Bi annual Research Journal “VIDYANIKETAN” Journal of Management and Research. The Journal lay emphasis on researches in various platforms like Management, Commerce, Sociology and Human Values. It paves way for developing knowledge towards research also inculcating human values and morale through managerial concepts. My best wishes and greetings to all the researchers and authors of “VIDYANIKETAN” Journal of Management and Research

**Dr. Nikitha Alur**

**Principal**

**The Oxford College of Business Management**

## Editor's Message



Research is not just a platform for analysis and experimentation. It has its own impression towards building capabilities for an effective education system. Moreover research could not be restricted for academicians as it is universal and has its impact in all the functional areas. “VIDYANIKETAN”, thus tries to induce the thirst for research, thereby enhancing academicians, scholars, students, entrepreneurs and industrialists. “VIDYANIKETAN”, focuses on quality research and hence the journal is peer reviewed through the guidance of the expert committee that comprises of eminent professionals from academics and industrial environment. Various issues were published so far that created an opportunity for the researches in publishing their works that have reached readers from multiple platforms.

**Dr. Arpana. D**

**Editor - VJMR**

# VIDYANIKETAN

## JOURNAL OF MANAGEMENT AND RESEARCH

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# **A Study on the Work Life Balance among Different Designation of Women Employees with Reference to IT Sector, Chennai**

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## **Abstract**

In terms of Indian context, the concern over work-life balance is gradually becoming a common talk especially for women employees. Work-Life Balance is a state of equilibrium in which the demand of both professional and personal life is made equal. In reality, life and work over-lap and interact. A good Work-Life Balance has positive impacts not only on the employment opportunities and job quality, health and productivity of the workers concerned, but also on their families, children and adults alike, both in developed and developing countries. In this study, work-life balance of Women employees in IT sector, Chennai is analyzed from organizational and familial context. A healthy superior-subordinate relation, normal workload, Maternity leave facility, child care facility, safety, Fair Reward and Recognition system from the part of Organization will always help Women employees in their Work-Life Balance.

Keywords: Women Employees, Work Life Balance, IT Sectors

## **Introduction**

Work-life balance has emerged as a hot topic in recent years– fuelled in part by changing trends in women's social roles. Work – life Balance of women employees has become an important subject since the time has changed from men earning the family living, in today's world where both men and women equally share the responsibility of earning for the betterment of their family life. Hence it is very necessary to know how the women balance very professional and domestic life. The IT Sector constitutes a large part of the Indian economy both in terms of employment potential and its contribution to national income. The changing economic conditions and social demands have changed the nature of work throughout the world. The concept of Work-Life Balance is becoming more and more relevant in an ever dynamic working environment. The growing number of women in the Indian IT workforce has led to an increasing interest from academia and practitioners in the topic of work-life balance, specifically of working women in the IT industry. In the light of the increasing number of women in the IT industry, there is a need to examine the



phenomenon of the work–life balance of Indian women IT professionals in greater depth. The industry is also an employment intensive sector. The estimated employment generation in the FY 2012 was expected 230,000 thus providing direct employment to 2.8 million and indirect employment 88.9 million people all over the country. According to a report prepared by Gartner, the top five outsourcing companies of India are TCS, Cognizant, Infosys, Wipro and HCL Technologies.

A successful work-life balance helps in the attainment of personal goals. It helps in striking a balance between workplace, family and friends, community, hobbies, sleep and sport/exercise. If an organization integrates work-life balance, it will be a good tool to retain the employees and increase their quality of life. Hence, it has been found that Work-Life Balance is not only the source of care and concern, but also that it was the major source of dissatisfaction for many employees.

A good Work-Life Balance is central to staff effectiveness, wellbeing and satisfaction, which have direct impact on children's learning and achievement. Work-life balance is an integral and important part of Corporate Social Responsibility. Good employers need to recognize the part of their obligation to their workers is to ensure that they are not working so hard to damage their lives outside of work or lead to health problems. Hence, the present study of research is more relevant in the present day context.

## **Objectives**

1. To study the level of satisfaction with respect to Work-Life Balance of women in IT sector
2. To suggest measures for balancing work and life of Women in IT sector

## **Review of Literature**

Balancing the demands of work and family roles is a significant daily task for a growing number of employed adults. Pressure to work late , to take work home , to spend more time traveling & too frequently relocate in order to advance are a few e.g. of potential source of conflict between work and family.” John I, Robert K. Michael M (2006)

“Dissatisfaction with working life is a problem, which affects almost all workers at one time or another, regardless of position or status. The frustration, boredom and anger common to employees, disenchanted with their work life, can be costly to both individual and organization.” Dr.Rajesh, Garima, Sanjeev Arora (2008)

“Work-life balance remains an issue that requires considerable attention from society. The changing nature of the global economy, where organizations expects the employees to operate on a 24/7 schedule and *technological advances* have made it possible for an employee to be connected at

all times, has ushered the work-life balance issue into the forefront of the minds of many, including students.” Dr.Aravind, S Kumar (2011)

### **Research Methodology**

Descriptive research is used to obtain information concerning the current status of the phenomena to describe “What exists” with respect to variables or conditions in a situation. There are three main types of descriptive methods: observational methods, case-study methods and survey methods. Primary data was collected from the respondents who are working in IT sector in the study area. First-hand information was collected from 1851 sample respondents living in Chennai. The data were collected with the help of a well-structured questionnaire from the selected sample respondents. Secondary data is the data which has been collected by someone else. Secondary data has been collected from newspapers, magazines, websites, general discussion with Employees in various IT sector

### **Work Life Balance among Women in IT Sectors**

Clark (2000) defines work-family balance as “satisfaction and good functioning at work and at home, with a minimum of role conflict” positive interaction between work and family roles as well as roles outside work and family lives, and scholars have started to deliberate on the essence of work-life balance (Jones et al., 2006). For example, according to Greenhaus et al.(2003), work-family balance consists of time balance, involvement balance, and satisfaction balance of which time balance refers to equal time devoted, involvement balance refers to equal psychological effort and presence invested, and satisfaction balance refers to equal satisfaction expressed across work and family roles. There can be many factors that affect the balance of work and life. The first such factor is the attitude of the employee. Attitude defines ones likes and dislikes. Attitude is the way of thinking or feeling about something. Balance is considerably affected by various psychological factors. Also, Demographic variables such as age, income, experience, marital status influence the women employees in their Work-Life Balance

In Indian society women are expected to do everything round the clock. Today's career women are continually challenged by the demands of full-time work and when the day is done at the office, they carry more of the responsibilities and commitments to home. The majorities of women are working 40-45 hours per week and are struggling to achieve work/life balance. Women reported that their lives were a juggling act that included multiple responsibilities at work, heavy meeting schedules, business trips, on top of managing the daily routine responsibilities of life and home. "Successfully achieving work/life balance will ultimately create a more satisfied workforce that contributes to productivity and success in the workplace.”

Maintaining a healthy Work-Life Balance is a concern for all employees, even those without families or dependents. Flexibility in when and where work is performed and support services are valuable for helping all employees deal with the stresses and strains related to work and non work conflicts. Employees with dependents struggle with childcare and eldercare. Desire for successful career and a life outside work influences job choices of most professionals and when it comes to success, work-life balance tops money, recognition and autonomy, says a research from Accenture. Ten years ago, earning a high salary was a dominating parameter for success. Today, the definition of success has changed. According to the LinkedIn survey, 45 percent of the women surveyed defined success as having the right balance between work and personal life. If that is the new definition of success, the ecosystem needed to ensure success of working women will also evolve. This would, hopefully, mean more companies offering flexi-hours, higher maternity benefits, and professional day care centres not just in urban India but also for women in villages. Because that's what women want!

The important factors that encourage women workforce to participate in IT sectors are for white collared job with comparatively high salary, easy international mobility, comfortable indoor work environment, gender-neutral policy based on knowledge-centric skills possession, tele-working, flexible work routine and physically less demanding work process (Kumar, 2001; Upadhyay, 2006; Shanker, 2008). High employment potentiality in this industry inspired a large number of girls to go for professional education, especially computer engineering courses. It is evident from the report that 5 to 8 per cent female engineering graduates were in the IT industry during 1980s whereas this figure has increased drastically to 20 to 30 per cent currently. The status of Indian women has undergone considerable change. Though Indian women are far more independent and aware of their legal rights, such as right to work, equal treatment, property and maintenance, a majority of women remain unaware of these rights. There are other factors that affect their quality of life such as age of marriage, extent of literacy, role in the family and so on. In many families, women do not have a voice in anything while in several families; the women may have a dominating role. The result is that the empowerment of women in India is highly unbalanced and with huge gaps.

Though there is major economic contribution of women to the BPO industry, yet several challenges and problems faced by the women employees still remain to be addressed... Though, there are many attractions in the BPOs but there are many problems which are being faced by the women employees working in call centers. Some of the major challenges include safe transportation, flexible working hours, night shifts, socio-cultural factors and sexual harassment.

Work life and private life are intertwined for a vast majority of Indian workforce as significant technological development has created a 24x7 intrusion in the private lives of

employees, says a study. According to Ma Foi Randstad Work monitor Survey 2012 Wave 1, there is a definite challenge for employees in India in handling work-life balance. Technology has increased work efficiency to a large extent, but the downside is that it has also simultaneously created a 24/7 intrusion in the private lives of employees," Ma Foi Randstad MD and CEO E Balaji said.

The '24/7 lifestyle', dominates the lives, especially of highly educated and skilled professionals and managerial personnel. As time spent at work is increasing steeply, quality time available for the family is shrinking. Moreover, the health of employees is also being affected. Further, women have joined the workforce in large numbers and are now performing a dual role i.e. of a breadwinner as well as a homemaker. This puts an extra pressure on them. In the family sphere changes like, nuclear families, single parent, dual earning parents, parents placed at different locations and increasing demands of household work further add to the problems. Yet another change is an increasing emphasis on leisure activities. Mid-level career women face more challenges when balancing work and life, leading to more difficulty in career growth. The difficulty stems from the fact that there is a double push on these career women as they are forced to compete between two competing ideals: of mother and devoted worker. As a result, the one area of life which most individual's neglect is maintaining a balance between work and family.

### Analysis and Interpretation

Table Showing the Relation between Designation of Respondents and Satisfaction with Work-Life Balance by Using Anova

Ho: There is no significant difference across Designation and Satisfaction with Work-Life Balance

H1: There is significant difference across Designation and Satisfaction with Work-Life Balance

Designation	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Engineer	54	2.7407	1.01285	.13783	2.4643	3.0172	1.00	5.00
Lead Engineer	684	<b>2.9064</b>	.75953	.02904	2.8494	2.9635	1.00	5.00
Technical Lead	536	2.3974	.77864	.03363	2.3313	2.4635	1.00	5.00
Project Manager	259	2.2973	.73692	.04579	2.2071	2.3875	1.00	4.00

<b>Senior Manager</b>	204	2.5147	.75252	.05269	2.4108	2.6186	1.00	4.00
<b>Group Manager</b>	114	2.0965	.60921	.05706	1.9834	2.2095	1.00	4.00
<b>Total</b>	1851	2.5759	.80876	.01880	2.5390	2.6128	1.00	5.00

<b>ANOVA</b>					
	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Between Groups</b>	140.344	5	28.069	48.411	.000
<b>Within Groups</b>	1069.741	1845	.580		
<b>Total</b>	1210.085	1850			

Sig at 0.01 level

The above table indicates that the significance value is 0.000 which is less than  $p < 0.01$ . Hence the null hypothesis ( $H_0$ ) is rejected. It is concluded that there is a significant difference across Designation and satisfaction with Work-Life Balance at 1% level of significance.

Further, the mean score(2.9064) of Lead Engineer category is better revealing that they are satisfied with Work-Life Balance than other designation respondents.

### **Suggestions**

Every organization can stick to 5 days working per week and 7-8 hrs per day so that they can help women in spending sufficient time with their family members. Good employers need to recognize that part of their obligation to their workers is to ensure that they are not working so hard so as to damage their lives outside of work or lead to health problems.

Every Woman Employee wants a proper understanding by their supervisors and wants that employer to be supportive and helpful. An understanding, helpful or supportive employer/supervisor helps Woman to proper balance between Familial and professional life.

A Woman who works in a motivating working environment provides good results in favour of the organization. A motivated employee will always be happy with the job and will have a proper balance in Familial and professional life

It is very important that the Women employees' relationship with superior and all the employees of the organization should be good. A healthy superior-subordinate relation will always boost up the performance of both.

## Conclusion

IT is one of the fastest growing sectors. It provides opportunity for employment of more number of women. The study reveals that the secret to work-life balance of Women employees will vary depending on age, family structure, income, marital status and no. of children. Familial life and professional work are two sides of coin. Companies must strive to develop a special bond with its people, so that they will put in more into their jobs and contribute positively. The philosophy of Work-Life Balance for the people/employee of the company is a very progressive and encouraging concept. Achieving a good balance between work and family commitments is a growing concern for contemporary employees and organizations. It is not surprising that there is increasing interest among organizational stakeholders for introducing work-life balance policies in their organizations. Cooperative and supportive work climate may help the women employees to feel the work place as their home and utilize their potential for the benefit of the organization.

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# **A STUDY ON JAGGERY AND CONFECTIONERY EXPORT FROM INDIA**

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## **Abstract**

In the present world, Jaggery and Confectionery is a crucial sector of the national economy of many countries. In India, the export of jaggery and confectionary is a significant reason behind the cause in the increasing population, thereby the demand by the growing population through medicinal sugar. More than 70% of the total world jaggery production has been done in India, and India is producing more than 60% of the whole world jaggery (APEDA). The export of jaggery and confectionary is showing a constantly increasing trend right from its inception. The bread market is estimated to be growing at around 7% pa in volume terms, and the biscuit industry in recent years has witnessed a little higher growth at approximately 8-10% pa. The statistical data used descriptive analysis, Growth Rate, and Compound Annual Growth Rate. The study also reveals the critical relationship between farm products. Their research paper point was to the export performance of jaggery and confectionary in selected countries (i.e.: Sudan, Sri Lanka, Nepal, Nigeria, and Jordan) in this world conceded out for ten years from 2010-11 to 2019-2020.

**Keywords:** Export, Jaggery and Confectionery, Economy, Descriptive Analysis and Growth Rate.

## **Introduction**

Jaggery is normal raw sugar that was delivered without adding any synthetic compounds. Jaggery is famously known as the "restorative sugar" and is healthfully tantamount to nectar. It has been utilized as a lump of sugar in Ayurvedic Medicine for a long time. Indian Ayurvedic medication believes jaggery to be advantageous in treating throat and lung diseases. While refined sugar essentially comprises glucose and fructose, jaggery contains glucose and sucrose. Yet, jaggery additionally has minerals and nutrients which need refined sugar. The mineral substance of jaggery incorporates calcium, phosphorus, magnesium, potassium, and iron and hints of zinc and copper. The nutrient substance incorporates folic corrosive and B-complex nutrients. Consequently, other than that, it is a decent wellspring of energy; it likewise forestalls rheumatic hardships; forestalls issues of bile; helps in easing exhaustion, unwinding of muscles, nerves, and veins; keeps up with circulatory strain and diminishes water maintenance; expands hemoglobin level and forestalls sickliness. Bread shop and candy store items are outfitted with supplements, nutrients, and proteins. In India, the complete pastry



shop creation is assessed at 1.5 million tons in bread and 1.1 million tons in roll creation. The cake business is assessed at 0.4 million tons.

In the bread roll class, cream and strength rolls are developing quicker at 20%, dad. At present, the assessed pastry shops occupied by the nation are 2 million. The candy parlor industry was sectioned into a sugar-bubbled sweet shop, chocolates, mints, and biting gums. The sugar-bubbled candy parlor comprises hard-bubbled treats, toffees, and so on Records for the most considerable fragments. The candy parlor industry has a current limit of 85,000 tons, and the development rate per annum is 10-15%.

Jaggery is perceived as one of the significant conventional farming commodity items in India. It is primarily ready from sugarcane. India stands firm on the second footing in sugarcane creation and various in assembling of jaggery and sweet shop. On a normal, it sends out 2.5–3 lakh huge loads of jaggery and sweet shop items from one side of the planet to the other (APEDA). The number of commodities and costs are being changed throughout the years because of the flimsiness of sugarcane creation and the expanding cost of jaggery creation. ASEAN, South Asia, West Asia-GCC, other West Asia, EU Countries, East Africa, West Africa, Southern African Customs Union (SACU), other South African Countries, North East Asia, East Asia (Oceania), Other CIS Countries, Central Africa, Latin America, North Africa, European Free Trade Association (EFTA), CARs Countries and other European nations are the really 18 exchange areas where the jaggery and candy parlor are being sent out from India.

## **Review of Literature**

Revathy and Murali, et al., (2021) in this paper “An Appraisal of Indian Jaggery and Confectionery Exports in the Global Market: Markov Chain Model Approach” analyzed the Jaggery and confectioneries are the classical decentralized cane sweets prepared and used by many people all over the world. Both are playing an overriding role in the sugar economy by reaching the demands of export trade. Traditionally, India has been producing Jaggery and confectionery for export revenues and has been the only leading country in exporting Jaggery and confectionery since the ancient period. The current stage of jaggery exports is not consistent with high price variance due to the changing market scenario, income, and taste patterns. The fluctuation in the export market significantly affects the quantum of exports and requisites a time series analysis with modern techniques. Hence, secondary data were collected to assess the dynamic changes of jaggery and confectionery exports from India to various regions of the world by employing the mechanism of the Markov chain model. The model was executed with jaggery and confectionary export data for the year 2004–2018 and predicted the export and price level for the next few years. The Markov chain process has found that North African

countries import a very high volume of Jaggery and confectionary from India. The other countries were recorded with high or medium holding probabilities in export quantity and price for upcoming years. Kuruba, Rao and Khokhar et al (2020) in this paper revealed “Technologies for Preparation of Solid and Granular Jaggery: A Review” have discussed that nowadays people are very conscious about health and current food consumption. People are concentrating mainly on high-quality foods with low capital investment. Jaggery is one of the products which is cheaply and easily available to all categories of people. To meet market demand and jaggery export, with a short period of production though it is consumed throughout the year, the high quality and hygiene jaggery can be prepared by increasing the plant efficiency by considering the modifications in the design of the furnace, pan, rate of biogases consumption, rate of heat transfer from hot flue gases. The production can also be increased by practicing good manufacturing practice (GMP), by preparing other products like liquid jaggery and granular jaggery in addition to solid jaggery. This paper discusses the various up-gradation technologies of jaggery preparation and besides, this paper gives an overview of various forms of jaggery preparation from different sources of input along with automation and advanced jaggery making process.

Mohan and Agarwal, (2020) in their article “Ventures of Value-Addition in Jaggery Processing for a Dynamic Sugar Industry ”discussed that traditionally India has been a hub for producing jaggery which is also known as “Gur”, “Gula”, “Panela”, “Rapadura”, “Raspadura” in various countries and has been termed as “Non-centrifuged dehydrated sugarcane juice” by Codex Alimentarius. In spite of jaggery scoring many points over the other sweeteners, the sector has remained hugely unorganized and the potential has not been harnessed to the extent possible. It offers enormous possibilities of technological up-gradation, product innovation and value addition. The paper discusses many such options available for adoption so as to provide superior quality jaggery with enhanced shelf life.

Tejaswini, Adnaik and Pawasakar et al (2020) in their article “An-Organic Jaggery and benefits–Green product” understand of the degradation of natural resources raised the question of environmental sustainability, which in effect created an environmentally friendly consumption called green consumerism. Organic jaggery is made from sugarcane cultivated in organic farms in India with application of cow dung and cow urine and without chemical fertilizers or pesticides. Jaggery retains trace minerals and vitamins unlike refined sugar coming from chemical processing hence it is healthy and nutrient rich sweet. Eating a piece of jaggery after meal, jaggery acts as detox and cleans liver by flushing toxins. Jaggery is helping women combat PMS symptoms including mood swings, menstrual cramps and abdominal pain. The per quintal cost of jaggery production for inorganic jaggery is higher because of higher cost of chemicals required and in an organic jaggery production is less because no chemicals are required in much amount. The per quintal net profit is highest in organic jaggery than

inorganic jaggery because very less cost of chemicals in organic jaggery production and more net return per quintal prices obtained.

Goyal and Agarwal (2019) in this paper “An analysis of export growth and instability of processed foods from India” attempts to examine the growth and in export of processed foods from India. The study is based on secondary data collected for the period 2008–09 to 2017–18 from official web-site sources. It is found that during 2017–18, groundnuts emerged as the largest contributor to total processed food export. The export earnings of the processed food increased at the annual compound growth rate of 6.80 percent during 2008–09 to 2017–18. Except mango pulp and jaggery and confectionery, the growth rates in exports were very impressive. It was further found that the extent of growth in value terms has been invariably higher than the amount of growth in quantity terms. An instability index for export earnings was highest in case of Guar Gum and for quantity exported, was highest in case of jaggery and confectionery.

### Objectives of the Study

- To study the export performance of Jaggery and confectionery in India.
- To examine the country-wise export performance of Jaggery and confectionery from India.

### Research Methodology

The present study is analytical and entirely based on secondary data, which have been collected from various issues of the handbook of statistics on the Indian economy. The study was conducted for five years, from 2010-11 to 2019-2020. The available data has been processed and presented in the form of different suitable tables.

### Results and Discussion

**Table-1**  
**Export Performance of Jaggery & Confectionery to Sudan**

<b>Year</b>	<b>Sudan</b>	<b>Annual Growth Rate (%)</b>
2010-11	25970.23	--
2011-12	19523.16	-24.82
2012-13	19173.77	-1.79
2013-14	17677.19	-7.81
2014-15	25393.63	43.65
2015-16	22436.25	-11.65
2016-17	26946.97	20.10
2017-18	19022	-29.41
2018-19	13832.89	-27.28
2019-20*	71331.67	415.67
<b>CAGR</b>	<b>10.63</b>	

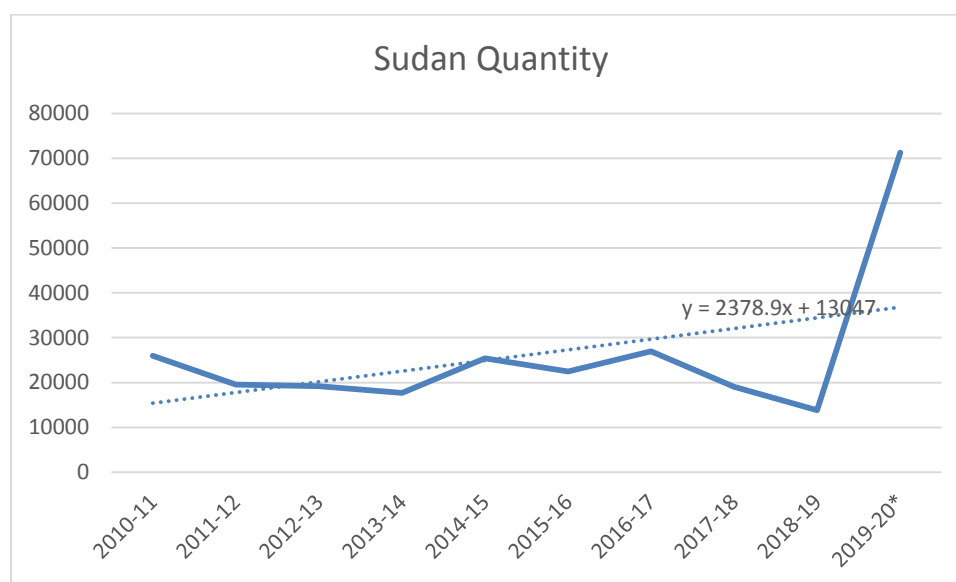
<b>Mean</b>	<b>26130.78</b>	
<b>Standard Deviation</b>	<b>16409.02</b>	
<b>Maximum</b>	<b>71331.67</b>	
<b>Minimum</b>	<b>13832.89</b>	

Source: DGCIS

Table 4.1 reveals that exports of Jaggery & confectionery products in quantity for Sudan over the study period, its annual growth rate, compound annual growth rate, and basic descriptive statistics. The highest amount of the product for Sudan was exported for 2019-20, which stands at 71331.67 MT. The lowest quantity of the product for Sudan was exported for 2018-19, which stands at 13832.89 MT. The mean value recorded for the amount exported for Sudan was recorded at 26130.78 MT. The highest annual growth rate in export quantity for Sudan was recorded at 415.67 percent for 2019-20. The lowest annual growth rate was recorded for Sudan at a negative rate of 29.41 percent for 2017-18. The compound annual growth rate of the exports of Jaggery & confectionery products for Sudan stands at 10.63 percent, revealing an increase in the exports over the study period.

**Figure – 1**

**Export Performance of Jaggery & Confectionery to Sudan (Quantity in MT)**



**Table-2**

**Export Performance of Jaggery & Confectionery to Sri Lanka**

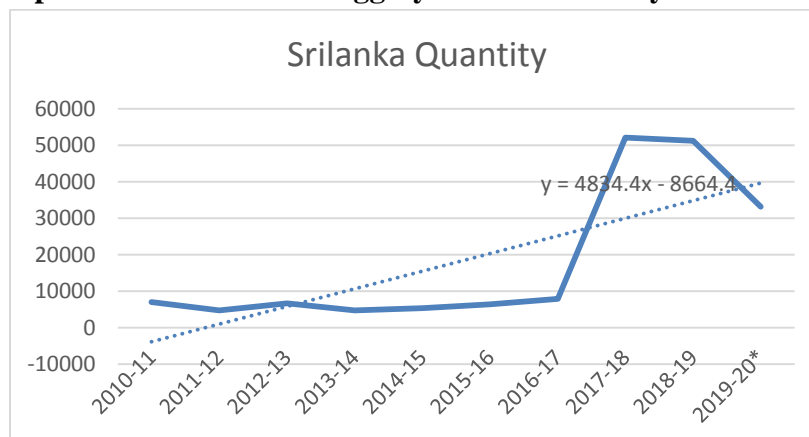
<b>Year</b>	<b>Sri Lanka</b>	<b>Annual Growth Rate (%)</b>
2010-11	7057.6	--
2011-12	4776.69	-32.32

2012-13	6666.45	39.56
2013-14	4720.88	-29.18
2014-15	5323.71	12.77
2015-16	6363.5	19.53
2016-17	7859.23	23.50
2017-18	52097.33	562.88
2018-19	51210.12	-1.70
2019-20*	33172.5	-35.22
<b>CAGR</b>	<b>16.74</b>	
<b>Mean</b>	<b>17924.8</b>	
<b>Standard Deviation</b>	<b>19703.35</b>	
<b>Maximum</b>	<b>52097.33</b>	
<b>Minimum</b>	<b>4720.88</b>	

Source: DGCIS

Table-2 shows the exports of Jaggery & confectionery products in quantity for Sri Lanka over the study period, its annual growth rate, compound annual growth rate, and basic descriptive statistics. The highest quantity of the product for Sri Lanka was exported for 2017-18, which stands at 52097.33 MT. The lowest quantity of the product for Sri Lanka was exported for 2013-14, which stands at 4720.88 MT. The mean value recorded for the exported quantity for Sri Lanka was recorded at 17924.8 MT. The highest annual growth rate in export quantity for Sri Lanka was recorded at 562.88 percent for 2017-18. The lowest annual growth rate was recorded for Sri Lanka at a negative rate of 35.22 percent for 2019-20. The compound annual growth rate of the exports of Jaggery & confectionery products for Sri Lanka stands at 16.74 percent, revealing an increase in the exports over the study period.

**Figure-2**  
**Export Performance of Jaggery & Confectionery to Sri Lanka**



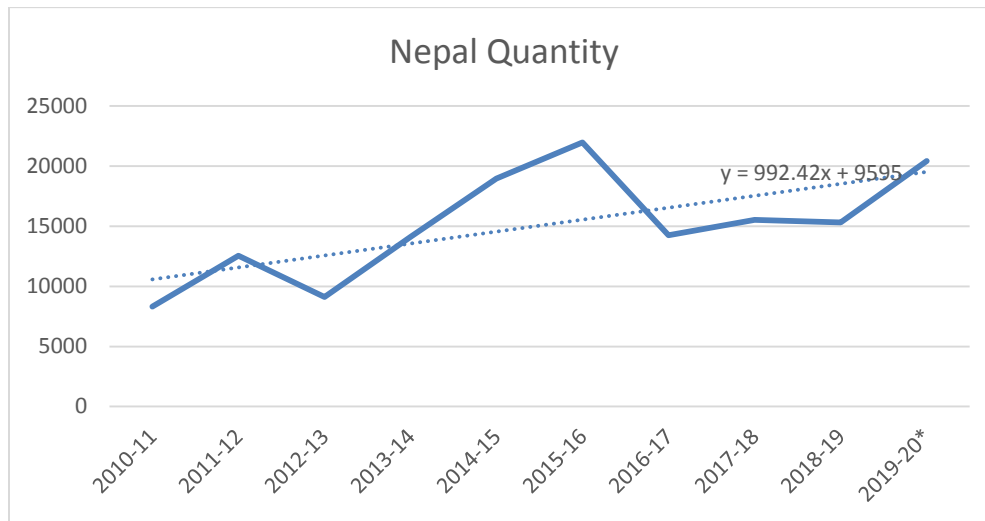
**Table-3**  
**Export Performance of Jaggery & Confectionery to Nepal**

<b>Year</b>	<b>Quantity(Mts)</b>	<b>Annual Growth Rate (%)</b>
2010-11	8315.31	--
2011-12	12554.28	50.98
2012-13	9112.52	-27.42
2013-14	14115.18	54.90
2014-15	18971.22	34.40
2015-16	21957.31	15.74
2016-17	14239.64	-35.15
2017-18	15529.68	9.06
2018-19	15309.21	-1.42
2019-20*	20428.56	33.44
<b>CAGR</b>	<b>9.40</b>	
<b>Mean</b>	<b>15053.29</b>	
<b>Standard Deviation</b>	<b>4480.599</b>	
<b>Maximum</b>	<b>21957.31</b>	
<b>Minimum</b>	<b>8315.31</b>	

Source: DGCIS

Table-3 shows the exports of Jaggery & confectionery products in quantity for Nepal over the study period, its annual growth rate, compound annual growth rate, and basic descriptive statistics. The highest quantity of the product for Nepal was exported for the year 2015-16, which stands at 21957.31 MT. The lowest quantity of the product for Nepal was exported for the year 2010-11, which stands at 8315.31 MT. The mean value recorded for the amount exported for Nepal was recorded at 15053.29 MT. The highest annual growth rate in export quantity for Nepal was recorded at 54.90 percent for the year 2013-14. The lowest annual growth rate was recorded for Nepal at a negative rate of 35.15 percent for the year 2016-17. The compound annual growth rate of the exports of Jaggery & confectionery products for Nepal stands at 9.40 percent, revealing that there is an increase in the exports over the study period.

**Figure-3**  
**Export Performance of Jaggery & Confectionary to Nepal**



**Table-4**  
**Export Performance of Jaggery & Confectionery to**

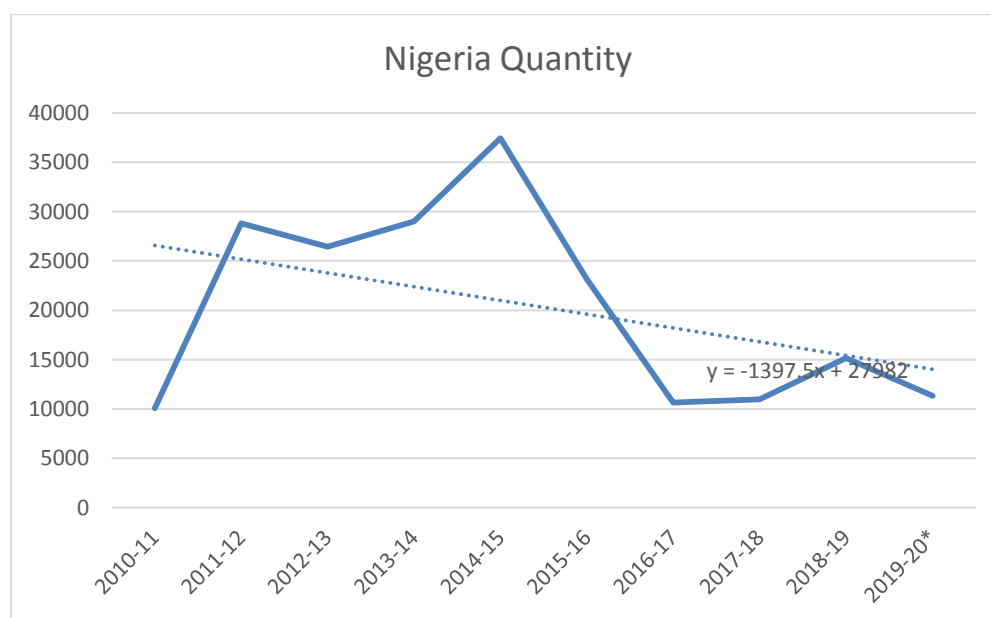
Year	Quantity(Mts)	Annual Growth Rate (%)
2010-11	10044.68	--
2011-12	28796.35	186.68
2012-13	26428.92	-8.22
2013-14	29004.15	9.74
2014-15	37429.82	29.05
2015-16	23161.05	-38.12
2016-17	10637.82	-54.07
2017-18	10984.15	3.26
2018-19	15150.59	37.93
2019-20*	11325.84	-25.24
<b>CAGR</b>	<b>1.21</b>	
<b>Mean</b>	<b>20296.34</b>	
<b>Standard Deviation</b>	<b>9885.435</b>	
<b>Maximum</b>	<b>37429.82</b>	
<b>Minimum</b>	<b>10044.68</b>	

Source: DGCIS



Table-4 presented above gives the exports of Jaggery & confectionery products in quantity for Nigeria over the study period, its annual growth rate, compound annual growth rate, and basic descriptive statistics. The highest quantity of the product for Nigeria was exported for the year 2014-15, which stands at 37429.82 MT. The lowest quantity of the product for Nigeria was exported for the year 2010-11, which stands at 10044.68 MT. The mean value recorded for the amount exported for Nigeria was recorded at 20296.34 MT. The highest annual growth rate in export quantity for Nigeria was recorded at 186.68 percent from 2011-12. The lowest annual growth rate was recorded for Nigeria at a negative rate of 54.07 percent for 2016-17. The compound annual growth rate of the exports of Jaggery & confectionary products for Nigeria stands at 1.21 percent, revealing an increase in the exports over the study period.

**Figure-4**  
**Export Performance of Jaggery & Confectionery to Nigeria**



**Table-5**  
**Export Performance of Jaggery & Confectionery to Jordan**

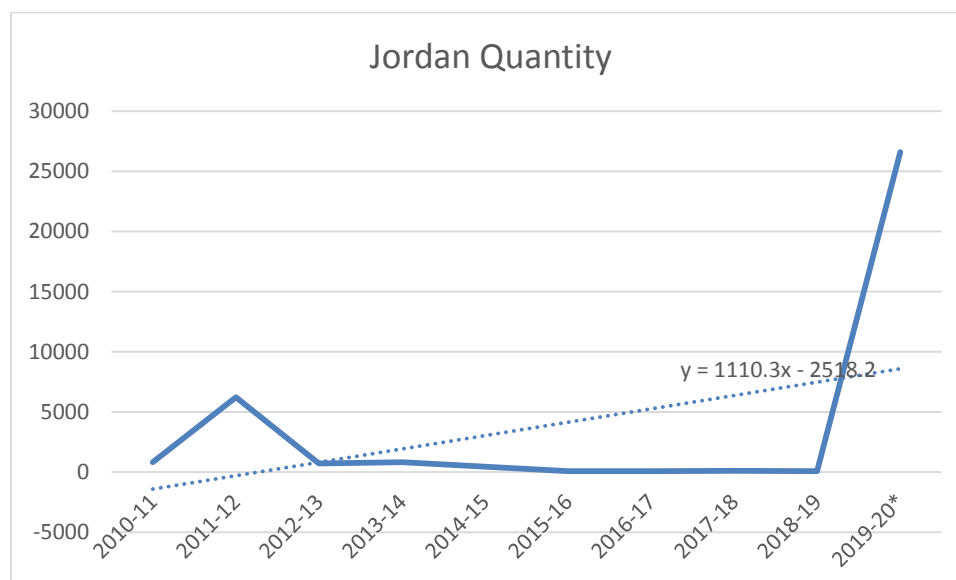
Year	Quantity(Mts)	Annual Growth Rate(%)
2010-11	812.27	--
2011-12	6225.01	666.37
2012-13	701.07	-88.74
2013-14	825.33	17.72
2014-15	442.32	-46.41
2015-16	61.85	-86.02

2016-17	66.83	8.05
2017-18	90.3	35.12
2018-19	65.33	-27.65
2019-20*	26592.47	40,604.84
<b>CAGR</b>	41.74	
<b>Mean</b>	<b>3588.278</b>	
<b>Standard Deviation</b>	<b>8294.587</b>	
<b>Maximum</b>	<b>26592.47</b>	
<b>Minimum</b>	<b>61.85</b>	

Source: DGCIS

Table-5 reveals that exports of Jaggery & confectionery products in quantity for Jordan over the study period, its annual growth rate, compound annual growth rate, and basic descriptive statistics. The highest quantity of the product for Jordan was exported for 2019-20, which stands at 26592.47 MT. The lowest quantity of the product for Jordan was exported for the year 2015-16, which stands at 61.85 MT. The mean value recorded for the exported quantity for Jordan was recorded at 3588.278 MT. The highest annual growth rate in export quantity for Jordan was recorded at 40,604.84 percent for the year 2019-20. The lowest annual growth rate was recorded for Jordan at a negative rate of 88.74 percent for 2012-13. The compound annual growth rate of the exports of Jaggery & confectionery products for Jordan stands at 41.74 percent, revealing an increase in the exports over the study period.

**Figure-5**  
**Export Performance of Jaggery & Confectionery to Jordan (Quantity in MT)**



## Conclusion

The present study attempted to explore the quantity of jaggery & candy products exported from India and the respective revenue generated from the exports of betel leaves and nuts. The top five export destinations of the Indian jaggery & confectionery products and the associated revenue generated from these countries' trade have also been studied. The present study will help policymakers and traders understand the potential market and the ability of the sector to generate revenue. Exports of jaggery & confectionary products add payment to the foreign exchange reserves of a country. Hence, due diligence has to be given to the exports promotion of jaggery & confectionary products, which can augment a country's foreign reserves, which will enhance the bargaining power of a nation.

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# **MANAGING STRESS IN EDUCATIONAL SECTORS – A STUDY AMONG STUDENTS**

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## **Abstract**

Right from the birth of education balancing of stress especially at the time of exams has a major issue. In today's world education is very important at the same time more competition. Hence it is necessary to know how to manage stress at the time of exams. Stress is mainly occurs when the present expectations is more than the future results. Stress can be positive or negative but the students should know how to deal with negative stress. The modern generation which is said to be generation of achievement it is blended with stress. The aim of this paper is to analyze and suggest to the present generation about the effective way to manage stress. The factors of stress management may be internal factor and extern factors. Most of the students have anemia and feel tired after they should get diagnosed for low hemoglobin level and imbalance of hormones. Prevention is better than cure it is the famous quotation based on this, suggesting the treatment of stress. The results revealed that with the help of teachers and family they can come out from the problem of stress management. If the students can follow systematic life style they can achieve success.

**Key Words:** Stress, Manage, Students, Exams, Generation, Competition, Teachers, Parents.

## **Introduction**

A growing problem not only in India but all over the globe is that students are more stressed than ever. In fact, India has one of the highest rates of suicides among people aged between 15 and 29 years. Although the reasons are failures in examination, depressions and some of them there put their life at risk. A common cause of concern is the pressure from parents to do well in the class X or XII of board exams and even before that. There have been many incidents in past where students have committed suicide during exams and on the result day. But what can be so extreme that students decide to end their life? Even the psychologists suggest that students suffer from anxiety and traumatic disorder relating to fear of examination. The fear factor is the reason why students suffer from depression, the following consequences. Fear not only comes from school but also from parents, who go to extreme levels to push their children into getting better grades.

The performance of the students determines the choice of colleges or universities and he or she will get admission in. again stress level will increased by giving more entrance exams and competitions.

In a recent survey two-third (66%) students reported that their parents pressurize them for better academic performance. every day 6.23 students commit suicide due to the peer pressure; there must be something wrong that we do not understand. It's not only because of students who underperform, teachers underperform too.

Stress is a condition when your mind says enough of it this is accompanied by lots of interest in doing it example too much of work load given by the teachers. Stress is an over tension and physically affected. Stress is an irritating condition where excess of work and overload reduces the concentration of student. Stress is when a lot of comparison is present on students from all sources. Most students find that stress (good stress) is a positive aide in school. Certainly, too much stress causes some students to freeze during exams, but appropriate amounts of stress can coax the best from students. Stress is a feeling of emotional or physical tension. It can come from any event or situation that makes you feel frustrated, angry, and nervous. Stress is your body's reaction at a challenge.

“Stress can be defined as it is a reaction for rejection, punishment, detachment, insecurity anxiety, and lack of confidence, fear, failure, demands, hopes, satisfactions, conditions, health issues and also harsh families.”

A group of people who are most frequently affected by stress are students. Throughout their academic lives, students face various challenges and a whole lot of pressure in today's competitive environment. Students need to be trained in handling stress. Handling stress is an art by itself and it needs some proven scientific methods to manage it. Several demands are placed during the life of a student. These demands are environmental conditions requiring effort on the part of the student to mobilize and manage requisite resources. When the student is unable to do so stress occurs. Stress thus refers to a condition of perceived tension between demands and resources during student life. Generally students are more stressed on daily test and their works. It is common knowledge that there are large numbers of students whose examination performance continually fails to do justice to their ability, training and commitment, and whose results appear to be almost incompatible with talent and promise.

This study is required to understand the stress level of the students to find out various factors that leads to stress, how the team performs when there is high stress and the method to overcome stress.

## Objective of this study

1. To study impact of stress on students' life.
2. To identify the factors influencing stress.
3. To suggest the remedial measures for managing stress

## Review of Literature

The best life time students are supposed to enjoy and cherish is the time they are pushed to extreme levels which can be overwhelming for many. Medically, stress is defined as physical, emotional or chemical processes that have a significant adverse impact leading to strain or physical illnesses (Peterson, Duncan & Canady, 2009). Psychologically, stress is considered as an emotional experience that is accompanied by predictable biochemical, psychological and behavioral changes. Generally, stress is the body's response to overwhelming situations that may either be positive or negative. Undoubtedly, stress is a natural occurrence in everybody's life, and although one might run away from it, it is unavoidable. Without stress, one would tend to lose strength and ability to go through life since too much or too little tend to limit effectiveness (Schönfeld et al., 2016)

## Factors affecting students to overcome from stress

This study is required to understand the stress level of the students to find out various factors that leads to stress, how they performs when there is high stress and the method to overcome stress.

Both the external as well as internal factors are as follows:

- **Academics:** Academic pressure can be distress if it is allowed to become such. Through stress management, however, it can be stress that urges to greater accomplishments. In this case, stress management for students' demands building on academic successes. Awarding peak performance can encourage greater academic excellence.
- **Environment:** The school environment can be a distress if students are left to handle it on their own. Planned activities geared toward initial adjustment, and intermittent periods of relaxation can go far toward introducing stress into your stress management for students.
- **Extracurricular:** Many students naturally seek out extracurricular activities, and find them a source of stress. Others feel pressured to engage in them, and suffer distress instead. Stress management for students requires careful selection of activities, and balance among these activities, school life, family life, and part-time jobs.



- **Peers:** Peer pressure can be a source of stress or distress, depending on how readily students give in to it. Students who want stress management will want to establish firm convictions, and stick to them.
- **Time Management:** Stress management for students must address scheduling, since a lack in this area can impinge on most or all other areas of a student's life. Easier for some, than for others, a habit of carrying a daily planner and adhering to it can drain away, cause much of the distress.
- **Parents:** Sadly, parents themselves are to blame for a portion of student stress. It is well known that students, as they get older, seek greater degrees of independence from their parents. This is necessary if they are to become mature adults. At the same time, the struggle can cause great distress on both sides of the equation. If you want success from efforts at stress management for students, you will need to shine a spotlight on the stress of the parent/student relationship.

Some stress relief tips and tools that students can use to learn study skills, prepare for exams and minimize their school stress levels to make learning easier, including an explanation of the importance of student stress management, and resources to help the students' to reduce the school stress they experience. It's important to give plenty of time to work on studies if the student wants to do well, therefore they can save themselves a lot of stress if they plan ahead with good time management skills. Setting up a schedule for study, breaking up their studies into smaller chunks, and other time management skills are essential.

The students' should have a system of organization for note-taking, keeping track of assignments, and other important papers. Being organized can bring the peace of mind that comes from knowing where everything is, remembering deadlines and test dates, and clearing the mind of some of the mental clutter that disorganization brings. Keep a calendar, a schedule, and a filing system for your school assignments and then the student will find it prevents a significant amount of stress. Creating a soothing environment can reduce stress and help the students' to learn. Playing classical music as you study can also soothe you and help them to learn.

## **Managing Stress in Schools**

- 1) Take time for self-care: Self-care is very important in student's life. If students follow certain habits like good sleep, exercise, healthy food and so on will support them to stay fit
- 2) Learn to change your thinking: students should try to understand in the other point of view and always they should cultivate the habit to Thankful to the god in each situation

- 3) Take assignments one baby step at a time: students should not postpone their homework's. They should finish on time. They should know how to finish their work on time
- 4) Lower your goals: Goals always should be clear and proper planned. This can be done only when they get the advises from the experts, and concentrate the present situation
- 5) Stay balanced during exam periods: stop feeling guilty, avoid conflicts and build cooperation with your group. Cooperation gives strength and energy so they can move easily
- 6) Students not to believe in fate and instead believe on hard work and effort

Some students have specific learning deficits like difficulty in understanding math and science. Parents force the children to take up science in PUC though the students get less mark in SSLC. Students should instead be encouraged to take up arts in PUC and in degree and later try for various competitive exams. A person can still prosper in life by not taking up science related subjects. If a student has some disabilities they can get it diagnosed and write to the SSLC board where provisions exist for some exemptions. Students should help their friends who are weak in a subject and help them to at least pass subjects by combined learning. It is good to succeed and help other also.

Learning is about registration, recording and recall. Students should pay attention so that the sense organs like ears and eyes can take the needy information to the brain. Practicing by writing helps in registering the information and recalling. One Time writing is equivalent to ten times reading. Recall the subject as many times as possible as memory improves.

Factors which help in learning are pleasant mind, comfortable environment, motivation to learn and good study hobbies. Parents keep away the students from TV, mobiles, family fights. Primary and Middle schools children study due to parent's instruction, whereas SSLC students have to study by self-motivation which can be brought realization that they can lead better lives if they study well. Students not to have any sort of fear, worry, sadness, anger, frustration while studying. To stay relaxed he asked students to listen to music, do yoga, pranayama, and take deep breath and practice Omkara. Students should not stop their hobbies during exams. 30 minutes of the hobby daily helps a lot to relax the body and mind. Stay satisfied with food and clothes and has contentment. Studying as per the biological clock helps a lot. Five hours after sun rise the body has very high energy level which drops later? Students should never do late night study and asked both parents and students to sleep at 10PM. late night study reduces memory.

The different types of reading are silent reading, loud reading, and combined reading. Each has its own advantages.

## **Role of Educational Institutions and Teacher in Minimising Stress**

- Limit homework overload. Teachers can work together as a team to avoid piling on too much homework on the same nights or scheduling tests on the same day.
- Keep kids moving from one to another?
- Build the habit to understand through imaginaries'
- Organized time table
- Understand and listening them.

## **Conclusion**

Visualizations and imagery are proven stress management techniques. This will also reduce student stress and improve test performance by imagining them achieving their goals. It is been proven that optimists—those who more easily shrug off failures and multiply successes—are healthier, less stressed, and more successful. So, the students' can develop the traits of optimism and harness. If the performance to be optimum, the students need to be well-rested. Research shows that, those who are sleep-deprived have more trouble learning and remembering, and perform more poorly in many areas. Students can do much for their own stress management simply by eating a balanced diet and getting sufficient sleep. They can add to that by maintaining a schedule, including regular waking and sleeping hours.

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# **DEVELOPMENT THROUGH KNOWLEDGE CENTER – A STUDY THROUGH THE EXPERIENCE OF ONAKUDI VILLAGE IN PUDUKOTTAI DISTRICT, TAMILNADU**

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## **Abstract**

The potential of Information and Communication Technology (ICT) for promoting development is increasingly being recognized. The revolution triggered by ICT has also touched the rural life in the last few years. Information and knowledge empowerment is vital to improve the lives of rural population, particularly the poor. In this context, MSSRF under its Village Resource Centers (VRCs) and Village Knowledge Centers/ Community Technology Learning Centers (CTLCs) programme has been striving to improve the socio-economic conditions of rural women and men using ICT tools. Field work for the present study was initiated during` November 2019. The interaction with the respondents and the Knowledge Workers helped to appreciate how the village has been able to get the VKC facility. It also provided useful insights about the activities of the VRC/VKC programme that had inspired them to take up a much larger role in the village's development and could get an idea about the developments since the inception of the VKC programme.

**Keywords:-** Information and Communication Technology, Community Technology Learning Centers, Village Resource Centers, Village Knowledge Centers.

## **Introduction**

The M.S. Swaminathan Research Foundation (MSSRF) is a non-profit organization founded by the noted Indian Food and Agricultural scientist, Dr. M.S. Swaminathan. The foundation was registered in 1988 to research, advance and promote coastal systems, biotechnology, biodiversity, eco technology, food security and information, education and communication in developing countries, with a specific focus on India. In 1998, the foundation started the “Village Knowledge Centers” project. The idea was to select villages in rural Tamil Nadu and the Union Territory of Pondicherry (both in southern India), and provide adequate telecommunications infrastructure that would enable the dissemination of appropriate information regarding farming, education, health, weather, governmental news, job, loans and aid opportunities. The objectives were to reduce the digital gap and gender divide in rural India using technology – especially telecommunications technology. Each Village Knowledge Center (VKC) would serve one or more villages

and would act as the knowledge repository for the villages it served. Pertinent information was stored in databases in these sites, with appropriate technology for easy access and dissemination of this knowledge to persons seeking them. The long term objective was to eventually set up VKCs in each of the approximately 638, 000 villages in India, thus creating a nation-wide rural knowledge repository.

The VKC project was started at Villianur, a village in Pondicherry. This location was chosen because of MSSRF's experience and knowledge of the village, which also was the center for its "Bio-village" project. The Bio-village project was started in 1991. Its mission was to provide the above-mentioned services with a specific "pro-poor, pro-women and pro-nature" project is purely developmental in nature. Typically, MSSRF field officers identify a village to set up a VKC. They identify and train project associates, and create a core group of associates who then canvass the idea of setting up a VKC with village leaders, politicians and land owners. Public meetings are held to "sell" the benefits of VKCs to the villagers. Here, the role of women's "self-help groups" is invaluable. Women's self-help groups (SHG) were initiated by NGOs in India.

## **Review of Literature**

S.Kalimuthu Kumaran, in his paper titled "Role of TATA-MSSRF-ISRO Village Resource Center on knowledge dissemination in Nagapattinam district" suggested that TATA-MSSRF-ISRO village resources center can increase number of books related with competitive examinations. It also provided information on scholarships all over the world other than government sector.

M.S.Swaminathan Research Foundation Information Village Research Project (IVRP)- The information village research project (IVRP) implemented by the M.S.Swaminathan Research Foundation (MSSRF) is based on the philosophy of Dr,M.S.Swaminathan to extend the benefit of information technology to the rural poor. This project won the Stockholm challenge Award in 2001 in the global village category. The area of villanur in Pondicherry is taken for the study. In the first phase of the project information shops were setup in four villages, along with a value-added service center in the village villanur phase II commenced in feb2001 covering 10 villages in the region. The result says that the information provided from the database has provided several benefits to the villagers

Ramesh Subramaninan and Masilamani Arivanada 2009 conducted a study on "Rural Development through Village Knowledge Center in India". This paper examines the implementation of village knowledge center in South India. This paper concluded that the village knowledge center project provide a window into the facts on the ground as they pertain to the spread and effects of Internet technology in rural India

## **Objective of the Study**

- 1) To study about Village Knowledge center at Pudukottai District ,Tamilnadu

- 2) To study about the purpose of using VKC by the people at Pudukottai District ,Tamilnadu

## **Research Methodology**

Research design	: Descriptive Research was used.
Sample design	: Convenient Sampling method was used.
Sample Size	: The size of the sample is 50. The respondents were chosen from the village Onakudi.
Sources of data	: The research is based on survey method. The study uses both primary and secondary data. Primary data on the varied dimensions of VKC were collected through a suitably framed questionnaire. Informal discussions were held with other workers also to get insights into this issue.

## **Components of a typical VKC**

The VKC project uses a Hub and Spokes model. The hub is a “Village Resource Center (VRC),” which is typically connected to 20-30 VKCs spread over a 60Km radius. The VRC is designed to act as a rural library and technology resource center. Each VRC consists of at least three networked computers, one scanner, two web cameras, Internet access, one printer, one digital camera, solar backup facility, and training rooms. Each VRC is in turn connected to the VKCs (and VKCs to other VKCs) using Motorola very high frequency (VHF) radios for voice and data transmission. However, in actual practice, it was noted that this technology posed restrictions on transmission speeds as well as the size of the files transmitted. As a result, starting in 2001, spread spectrum wireless technology was introduced for VRC-VKC and VKC-VKC communications (Senthilkumaran & Arunachalam, 2002). Each VRC was also connected to other VRCs and the MSSRF headquarters in Chennai through satellite link-ups, in collaboration with the Indian Space Research Organization (ISRO). The ISRO-MSSRF network used one of the Extended C-band transponders of ISRO's satellite INSAT-3A. Users at each VRC and at the headquarters in Chennai could communicate through video and audio links provided by the satellite connection (ISRO, 2004).

Each VKC has one or more desktop computers, at least one printer, radio communications equipment, a wireless tower antenna mounted on top of the building, and in some cases, a video kiosk. These are maintained by the villagers. According to Senthilkumaran & Arunachalam (2002), the villagers fully understand the importance of the VKC – “Even in times of clashes between different groups (common in Indian villages), the VKC and its equipment are not damaged.” The videos enable visitors to play and watch video-tutorials on farming, health and other topics. The computers have Microsoft Office, Net Meeting, games, publishing software, databases containing information pertaining to health, education, agriculture, commodity prices, government job vacancies, etc. The information in the databases are updated at regular intervals (sometimes daily) by downloading the updates from the VRC servicing the VKC. Each VKC also

has a public address system using which the VKC volunteer is quickly able to disseminate critical and useful information to the homes in the village. In addition, each VRC and VKC has complete training videos and CDs for the “Microsoft Unlimited Potential Program (MUPP).

### Operations at the VRC

As noted above, the VRC forms the hub of activities for a cluster of VKCs. Local project staff maintain the systems at the hub. The wireless system and web server administration are taken care of by the Informatics Center of MSSRF in Chennai. The VRC creates and maintains numerous databases pertaining to agriculture, commodity prices, livestock health and welfare, medical data, governmental data, grants and aid availability from various agencies of the government, women's welfare-related data, etc. Each VRC has a fully equipped library containing magazines and other publications in local languages. The VRC also develops and maintains web portals in Tamil, the local language, to disseminate information on the above-mentioned issues. Each VRC also uses DTP tools to publish a Tamil-language newspaper “Namma Oor Saidhi,” which translates to “Our town's news.” This paper contains news and events of interest to villages served by the VRC. As can be seen, a key aspect of the VRC concerns the creation and updating of relevant content to suit local needs. The VRC plays the role of a “value addition center.” The VRC at Pudukottai relocated has generated around one hundred data bases to fulfill the specific information needs of the local communities. Most data bases are updated on a daily basis.

### Respondents’ profile

Demographic Variables	Character	Frequency	Percent
Age	25-30 years	20	40
	30-35 years	20	40
	35-40 years	10	20
Sex	Male	25	50
	Female	25	50
Educational Qualification	Illiterate	15	30
	12 <sup>th</sup>	25	50
	U.G	10	20
Occupation	Small farmer	10	20
	Medium farmer	25	50
	Large farmer	15	30
Income	10,000	25	50
	15,000	15	30
	20,000	10	20
Usage VKC Center	Agriculture	25	50
	Weather	10	20
	Crops	15	30

Visit VKC	Everyday	25	50
	Few times week	20	40
	Once a week and month	5	10

Source: Primary data

### Inference based on Analysis

- 1) 40% of people fall in the age group of 25-30, and 40% of people fall in the age group of 30-35
- 2) 50% are men and other 50% are female
- 3) 20% of people completed U.G and 50% completed 12<sup>th</sup> and 30% were Illiterate
- 4) 20% of people are small Farmers, 50% are in the category of Medium farmers & 30% were Large Farmers.
- 5) 50% of people are earning 10,000, 30% are earning 15,000 and 20% of people earning 20,000.
- 6) 50% of people are using VKC to know about agriculture information, 20% of people are using VKC to know about weather report and 30% of people are using to know about crops
- 7) 60% of people are using VKC center daily
- 8) 50% of people are using VKC center Daily, 40% of people are using once a week and other 10% are using VKC Once a Month

### Using of VKC center

Statements	Very good(4)	Good(3)	Average(2)	Poor(1)
Checking Agriculture Information	30	10	5	5
Gathering Day- To-day Information	20	20	5	5
Introduction of new policy by government	30	5	10	5
Health program	26	9	10	5

Source: Primary data

### Experience in VKC

Statements	Highly Agree(5)	Agree(4)	Disagree(2)	Highly disagree(1)
Is VKC useful to your profession	25	5	10	10



Is VKC useful to develop your knowledge	10	5	25	10
Is VKC help you to profile job opportunity	10	5	25	10
Is VKC help you to Provide awareness program	20	10	10	10

Source: Primary Data

The above table reveals that 60% of people are using VKC to check Agriculture Information,40% of people are using VKC to gather Day –to-day information,52% of people are using VKC to know about health program,50% of people highly agree that VKC is useful for their profession,20% of people highly agree that VKC help them to develop their knowledge,40% of people highly agree that VKC provide as awareness program

### Experience in Using VKC

Statements	Highly Agree(4)	Agree(3)	Disagree(2)	Highly disagree(1)	Weighted Average	Rank
Is VKC useful to your profession	100	15	20	10	145	<b>1</b>
Is VKC useful to develop your knowledge	20	75	20	10	125	<b>3</b>
Is VKC help you to profile job opportunity	40	15	50	10	115	<b>4</b>
Is VKC help you to Provide awareness program	80	30	20	10	140	<b>2</b>

Source: Primary data

People using VKC first for their profession, secondly they are using it to know about the awareness program, thirdly it is used to develop knowledge and finally it is used to know about the job opportunity

### Weighted Average Method

Statements	Very good(4)	Good(3)	Average(2)	Poor(1)	Weighted Average	Rank
Checking Agriculture Information	120	30	10	5	165	<b>1</b>
Gathering Day -to-day Information	80	60	10	5	155	<b>4</b>
Introduction of new policy by government	120	15	20	5	160	<b>2</b>
Health Program	104	27	20	5	156	<b>3</b>

Source: Primary data

First rank goes to checking Agriculture Information and the second place goes to Introduction of new policy by government and the third place is for health program and the fourth is to gather Day-to- day information

## **Conclusion**

For any type of developments in human settlements, either urban or rural areas, some necessary fundamental elements should be available or should be created to make any developing action possible. Since rural areas have more problems in their structures and related functions than urban, in order to create a special Performance in rural areas, economic, social and cultural structures should be made; otherwise, talking about rural development is nothing but a generalization. ICT development is not an exception. To develop ICT, it is Necessary to study different aspects of needed substrates. ICT development increases access to information, markets, job opportunities, and governmental financial options. The overall conclusion of studying Onnakudi Village in Pudukottai District shows that although this village is located close to a city and has basic informational and technological foundations, using this technology has not been really successful mostly because of the inner problems such as: high costs of internet access and lack of using technology in economical improvements and people's level of live style, and the social- cultural problems such as lack of specialized trainers, education, illiteracy, and traditional conservative objection against innovations. ICT development has been successful in the village only in some of the social- cultural objectives (mostly spread the concept of using technology, facilitating the daily affairs of certain public and private services) but not in economic aspects such as increasing income, job creation, marketing, and electrical trade.

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# **A STUDY ON CONSUMER PERCEPTION TOWARDS DIGITAL PAYMENTS**

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## **Abstract**

The origin of international business goes back to human civilization. Historical periods of greater openness to trade have been characterized by stronger but lopsided global growth. The concept of international business – a broader concept relating to the integration of economies and societies, dates back to the 19th century. The first phase of globalization began around 1870, and then ended with the World War I (1914) driven by the industrial revolution in UK, Germany and USA. The import of raw material by colonial empires from their colonies and exporting finished good to their overseas possessions was the main reasons for the sharp increase in the trade during this phase. The business across the borders of the countries had been carried on, since times in memorial but the business had been limited to the international trade and till the recent past. The post-world war 2 periods witnessed an unexpected expansion of national companies into international or multinational companies

Keywords: Digital Payments, Online Transactions, Banking, Mobile Applications

## **Introduction**

The post 1990's period has given greater fillip to international business. National economies are becoming more and more interdependent and integrated even as the world economy and businesses are becoming increasingly globalized. International trade is growing faster than the world output indicating that a growing proportion of the national output is traded internationally or that the international market is more dynamic then the national markets.

In the last 25 years or so world merchandise exports have doubled from 10% to 20% of the world GDP. That is about 25 years ago on an average about 1/10th of the domestic product of a nation was meant to be sold and consumed in foreign countries. Today about 1/5th of the domestic products is destined for the foreign markets. Similarly, the proportion of domestic consumption met by goods and services produced abroad has been on the rise. In fact the term international business was not popular before two-decades. The term international business has emerged from the term international marketing, which in turn emerged from the term 'export trade'.

## **International Marketing**

International marketing (IM) or global marketing refers to marketing carried out by companies overseas or across national borderlines. This strategy uses an extension of the techniques used in the home country of a firm. It refers to the firm-level marketing practices across the border including market identification and targeting, entry mode selection, marketing mix, and strategic decisions to compete in international markets According to the American Marketing Association (AMA) "International marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

The multinational companies which were producing the products in their home countries and marketing them in various foreign countries before 1980's started locating their plants and other manufacturing facilities in foreign/host countries. Later they started producing in one foreign country and marketing in other foreign countries. Many American and European authors see international marketing as a simple extension of exporting, whereby the marketing mix 4P's is simply adapted in some way to take into account differences in consumers and segments. It then follows that global marketing takes a more standardized approach to world markets and focuses upon sameness, in other words the similarities in consumers and segments. Thus, the scope of the international trade is expanded into international marketing and international marketing is expanded to international business.

## **International Service**

Services include all economic activities whose output is not a physical product, are generally consumed at the time it is produced and provide added value in forms that are intangible concerns of its purchaser. Philip Kotler has defined service as follows: "Any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product."

## **Literature review**

C. Mohanty, Madhusmita Dash, Manoranojan Dash, Subhankar Das, (January 2019) conducted a research. "A study on factors influencing training effectiveness". The main objective of the study is to identify the level of employee learning and factors such as training effectiveness, learner, training evaluation, trainers satisfaction, acquisition of knowledge, skill, attitude behavior, and the method used in this research is questionnaire, survey of 48 respondents and analytical tool is percentage, researcher found that 13.60% of employees have learn the skills and knowledge by

the training at the entry level and 86.50% of employees have learned the skills and knowledge at the exit level. And the limitation of this research is less number of objectives, lacking of graphical presentation and he would have explore the behavior and result level of employees

Said Taan EL Hajjar and Madina Sughra, (June 2018) conducted the research on topic. “exploring the factors that affect employee training effectiveness: A case study in Bahrain” and objectives are to determine the effective factors that affect employee training effectiveness from the trainees perception, to explore the relationship between factors and training effectiveness, and the variables are training environment, presentation styles, leadership skills, accounting skills, customer relationship management. And the methods which are used is exploratory, questionnaire, survey of 143 respondents, and the analytical tool is percentage and findings are a favorable training environment increases the employee learning effective performance can be achieved by proper training, there is a positive relationship between factors and training effectiveness. And the limitation of the study is all the objectives are not successfully achieved.

Shovik Sanyal (2018) conducted the study on topic. “Impact of training and development on the performance of employees” and objective is to examine the impact of training and development practices on the performance of employees and variables are training and development, employee performance, impact, and methodology which is used is descriptive, survey of 300 respondents and the analytical tool is tables, finding is the analysis shows that training and development programs are strongly influencing the employee performance and the limitation of the study training provided to the employee should be according to the need but not always focusing on the organizational goals.

Birgitta Niemi (May 2017) conducted the study on topic. “The impact of training and development on organizational performance” and the objectives are to know how training increases the performance of employees, and the productivity of an organization, to find out whether organizations have training and development programs’ and if the programs are conducted for all employees, to examine the hurdles in the implementations of such programs, and to find out the practical effects 3 training and development has on performance and the variables are development, performance, training, quality training and the methodology used is questionnaires, observation, interview, survey of 30 respondents analytical tool used is tables. And findings are 73.33% of the worker said an opinion that training and development programs are to help improve performance, 100% of respondents believe that training and development programs has a positive impact on the productivity, limitation of the study is researcher did not use the graphical representation and all the questionnaires were not relevant to training and development

Dr. V. Antony Joe Raja, R. Anvu Ranjith Kumar, (June 2016) conducted research on topic. “A study on effectiveness of training and development in Ashok Leyland all over in India” and the primary objective is to evaluate the effectiveness of training and are to identify the knowledge and skills required by employees to performance the job efficiently and effectively, to assess the satisfaction level of employees with regarded to training, to understand the training needs of employees in firm and the variables are technical skills, communication skills, KSA(knowledge, skills, abilities) mechanical skills, learning , presentation , pre and post training, crash course. And the method used is questionnaire, survey of 400 respondents, descriptive and the analytical tool is percentage, correlation, coefficient, charts and the findings are the learning level of employees as been enhanced after the training, the communication, mechanical, technical skills are developed in the employees after the post training, employees are more satisfied with the training and training helped employees to increase their performance in their work after taking a proper training from the trainer. And the limitatio6n of the study is researcher did not use graphical representation in the study.

### **Profile - DHL**

The DHL story began in 1969. These are the first letters of the last names of the three company founders, Adrian Dalsey, Larry Hillblom and Robert Lynn. In 1969, just months after the world had marveled at Neil Armstrong's first steps on the moon, the three partners took another small step that would have a profound impact on the Way the world does business. The founders began to personally ship papers by airplane from San Francisco to Honolulu, beginning customs clearance of the ship's cargo before the actual arrival of the ship and dramatically reducing waiting time in the harbors. Customers stood to save a fortune with this concept, a new industry was born: International air express, the rapid delivery of documents and shipments by airplane. The DHL Network continued to grow at an incredible pace. The company expanded westward from Hawaii into the Far East and Pacific Rim, then the Middle East, Africa and Europe. By 1988, DHL was already present in 170 countries and had 16,000 employees.

### **Chi – Square Analysis**

- Null Hypothesis (H0): There is no significant relationship between age group and performance in AB CARTER Pvt Ltd Company.
- Alternate Hypothesis (H1): There is significant relationship between age group and performance in AB CARTER Pvt Ltd Company.

**Table No. 1**  
**Age group and performance level**

Age	Frequency					
	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Total
Below 25	41	30	15	2	2	90
25 – 35	6	2	0	0	0	8
35 – 50	1	1	0	0	0	2
50 Above	0	0	0	0	0	0
Total	48	33	15	2	2	100

**Table No. 2**

Factor	Calculated value	Table value	Degree of Freedom	5% Level of significances
Age	6.726	21.03	12	Not Significant

It can be seen in the table above that the calculated value of CHI- SQUARE is less than the table value. Therefore, the null hypothesis is accepted and it is concluded that there is an important relationship between the age group and the performance level in DHL.

- The in depth analysis conducted for findings have enabled to come out with the following recommendations, which I strongly believe will enhance the market place of DHL shipping logistics.
- Today, service sector market is very competent with many brands available worldwide. With these many brand names advertisements are bombarding the customers daily, so customers tend to remember only those which are heard frequently and which has unique feature and brand image. Therefore I suggest you to air your services all over and more frequently.
- DHL services are giving a very high profit to their franchisees, this is a good strategy, but instead we can put down some 5% margin and can be utilized to attract customers by giving some extra value added services.
- Promote the shipping logistics by giving incentives to franchisees and offers and discounts to the customers.

- DHL shipping logistics concept should approach more number of franchisees for window display.
- It is noticed that customers pay less attention to informative advertisement. So it is suggested to convert the informative advertisement to persuasive and attractive advertisement.
- More banners and hoardings should be used in different places where the knowledge about the services is almost nil. So that people get to know or become aware of the services.
- Emphasis should be given on bringing up more franchisees outlets and should target more heavy companies or industries.

## **Conclusion**

“A brand is essentially a sellers promise to constantly deliver a specific set of features benefits and services to the buyers. The best brand conveys a warranty of quality customers look for a brand that satisfies their needs and in which they can lay their confidence”. Brand building will take place automatically if marketers deliver their promises, which are made through advertisements, package of the service to the customers. DHL should keep up to the expectations of the customers by giving those better quality service better benefits than its competitors. It should maintain market leadership.

Customers choose in for Airfreight only during the time of urgency and when longer distance to be traveled i.e., outside the country, but this service is costlier. Customers choose in for Railway freight during the time of urgency when longer distance to be traveled within the country. Customers choose in for Roadways when the delivery is not into limited time and this service freight is affordable. Customers choose in for Shipping logistics when the distance is long, bulk goods to be carried and where it is not time bound. This service freight is less than airfreight. Among DHL services Air ways lead in the modes of transport, but when compared to shipping; Shipping is mostly the customer's choice but it has only drawback that it takes a long period for delivery of goods compared to air ways. Shipping stands in second place among DHL services. Because services are time bound.

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# **A STUDY ON ADVERTISING STRATEGIES WITH REFERENCE TO URBAN SPACES MARKETING PVT LTD**

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## **Abstract**

Consumers and businesses all over the world use ads to good advantages in the encounter of heavy competition in word national and local markets, entrepreneurs are helped by the advertisement sales force. Not only this skillfully organized and focused advertisement, not just at home, but also abroad, overcomes discrimination battle, global competition, creates new habits, builds goodwill, creates jobs, increases profitability, multiplies profits and thus lays a stable base for the sustained economic development of any country, one examinations battle that commercial is one of the most solid mingling power in the public eye. Promoting sells more than food. It sets picture, which means, items and thoughts of what our identity is and who we ought to be.

Keywords: Advertising, Promotion, Marketing, Urban Markets

## **Introduction**

Advertising has since then been believed to help in financial advancement in methods of making occupations supporting games and the craftsmanship assists with giving reasonable media which energizes rivalry improves item keep value low and permit individuals to settle on educated purchasing decisions. The goal of all business is to make money and this can be achieved by a merchandising company by growing their auctions at remunerative rates. It is conceivable if the commodity is widely marketed as an audience for the end buyers, channel representatives and manufacturing users and it is convinced to purchase it by compelling arguments. Exposure makes individuals know a thing or a thought. It is an overall term that shows mass-bid endeavors. As near and dear improvement of enthusiasm for a thing organization or strength unit by planting mechanically basic news about it in an appropriated medium or getting positive demonstration of it on video TV or stage that the help doesn't pay for it.

Then again, publicizing signifies a particular Endeavour to promote a particular item or administration at a specific expense. It is publicizing technique. It generally purposeful transparently supported by the support and includes certain expense and consequently is paid for. It is a mainstream

sort of non-individual contact about an association as well as its merchandise thought administration and so forth. That is transmitted through a mass medium to an intended interest group. The words ad and advertisements are utilized interchangeably in like manner speech.

### **Advertising Objectives**

A target can be characterized as "something for which endeavors are put to accomplish it. Anything the gathering included wishes to achieve and in which endeavors are put is called objective. Every association ought to have objectives and have a reason for activity. Now, whatever the advertiser wants and accomplish through the advertising is to promote the objective. The well-developed approach involves objectives and targets in advertising. Good goals provide marketers with input and guidance for campaign development. The goal also helps in determining the advertising's real success whether it has been accomplished or not.

The priorities are usually split into two categories and these targets of direct and indirect intervention. The goals of direct action come when sacrifices come made and results accomplished. In terms of income, profits, number of clients drawn, etc., these are easily calculated. Indirect intervention goals are when pains are taken but the result is not clear or instant. The consequence is long term. If advertisement is created to improve the company's identity, it is called indirect action goals to change the behavior of customers and build public- corporate relations. For certain cases, no immediate consequence can be ascribed to these advertising.

The goals of direct action come when sacrifices come made and results accomplished. In terms of income, profits, number of clients drawn, etc., these are easily calculated. Indirect intervention goals are when hard work are taken but the result is not clear or instant. The consequence is long term. Yet advertisement is a highly flexible communication device, which can thus be used to accomplish different objectives.

### **Importance of the Topic**

An advertising strategy is a program to meet a customer and persuade them to purchase a product or a facility. The basic elements of the program are 1) the product itself and its benefits, 2) the customer and its features, 3) the comparative rewards of alternate paths by which the consumer can be told about the product 4) the optimization of resultant selections despite economic constraints. In essence this income that goals must be transparent, the world must be identified, the means must be rated, and decisions must be made based on accessible incomes. Efficient product evaluation, market description, broadcasting analysis, and budgetary choices contribute to an ideal plan — never the

faultless plan, since resources are still accessible imperfect.

## **Company Profile**

Advertising business is a wild growing industry and influences the GDP or gross home product of any country to a large degree. In addition to acting as an interface between the producers and the consumers, the advertising business plays a significant part in the country's economy. This sector needs investment to finance various resources. By analysing inputs in the economy one cannot calculate the degree of growth. Which one yields a manufacture? In the occasion that rates of ingesting far exceed what is expected, this is not a means to cause or bring about change of human capital or economy of culture, community or growth.

Advertising and community relations firms plan ads for other businesses and administrations and design strategies to support their values and identity customers. An association that purchases promoting time (or space) from news sources, and afterward exchanges it legitimately to publicizing activities or individual organizations, is known as a media buying office.

Many advertising companies specialize in a narrow segment of the market. Many businesses, such as billboards and electric screens, manufacture and attract outdoor advertisements. Others use vehicles, underpasses, cabs, air terminals, and transport terminals to promote advertisements. A set number of organizations produce airborne advertisements, while others convey fliers, flyers, and tests for nothing out of pocket. Gatherings inside organizations were shaped to meet the online ad needs of their customers on the Internet. Internet advertisement connects users to the website of a business or product, where data such as new product is presented advertisements, promotions and product catalogues, from which sales may be made, emerge.

The current thesis reflects a normal evolution and expands the outlines of earlier research connecting to advertising literature. This theory is an endeavor to tour the sort of writing impact parts viz. Expository figures; artistic components, emotional components and original images make promotions in the visual media. So as to be viable a correspondence advertisement ought to be powerful. Under this sense, a study of the various theories of advertising and brand communication will be worthwhile. Any advertisement contact seeks primarily to affect customer and market behavior.

## **Research Methodology**

**Kotler (2004)** summarized the four common Models of the Answer Hierarchy. Those are templates for AIDA, HOE, Technology Adoption, and Communication. The effect of advertisement

contact arises in three stages in both of these models-Cognitive, Affective and Co-native. There is focus, perception or knowledge in the first stage that contributes to the second stage of interest, liking and attitude that culminates in purchasing actions. The starch paradigm put forward in the 1920s mooted the concept that successful ads should be "seen," "heard," "believed," "remembered" and "act on."

**Mathur (2005)** sequentially views advertising strategies as a chain reaction consisting of different steps to create awareness, understanding, product acceptance, belief, purchase, use and repeat purchase.

**Barbara (1997)** Conducted a qualitative analysis of commercials containing rhetorical figures about how advertising messaging infers to consumers. Participants were given six advertisements that featured pictorial metaphors. This research demonstrates that customer perception is in line with the ad producers' intentions. Participant responses indicated consumers use knowledge of culture, product, and ads to infer meaning from advertisement images.

### **Need of the Study**

The area of research had the potential to apply humorous sketches to other areas of visual correspondence, for example, ad, visual depiction, motion pictures, video, and activity and so on. Since the extension of diverting drawings and in this way the advancement of promoting in India started two present day developments ever, to be specific the creation innovation and the procedure of mechanical multiplication of visual and literary picture, the idea of visual computerization with various regenerative strategies of these pictures opened up unlimited opportunities for business performers, realistic inventors, visualizers, craftsmanship administrations, artists, venturesome writers, publicizing offices to serve their apprenticeship

### **Statement of Problem**

Advertising assume a significant job in catching the enthusiasm of the open which advances selling Have of an item through promotion, where outline and photos are the primary components expected to carry the message to the intended interest group. However these visual components regularly can't deliver the ideal impression because of absence of positive promotion bid. The determination of adequate intrigue is the prime prerequisite 'for any publicizing that advances an item dependent on essential human needs, needs and intentions. At the point when the sort of funniness utilized is explicitly identified with the item being promoted, center is expanded, in this manner expanding the viability of advertisements.

## Objective of the Problem

- To know the various advertising strategies used by the Urban spaces marketing Pvt ltd.
- To know the innovative advertising tools used by the company.
- To know the brand awareness created by the company.
- To know various methods used in advertising.
- To know the advertising tools used by the company.

## Sampling

For the purpose of correct survey there is need of perfect research tools to find out the sample size for more accurate result about fulfillment. The sample size is 100 respondents.

**TABLE 4.1:** Table indicating Age of the respondent.

Age ( In years)	No. of respondents	Percentage
21-30	30	30
31-40	40	40
41-100	22	22
51and above	08	08
<b>Total</b>	<b>100</b>	<b>100</b>

## Interpretation

From the given data we can interpret that most of the respondents are in the aged between 31-40.30% of the respondents aged between 21-30.22% of the respondents are in the age group of 41-100. Remaining 15% in the age group of 51 and above.

**TABLE 4.2:** Table indicating the education background of the respondents.

Qualification	No of respondents	Percentage (%)
Below metric	4	4
Foundation \A level	18	18
Graduate	42	42
PG or Above	36	36
Illiterate	0	0
<b>Total</b>	<b>100</b>	<b>100</b>

## Interpretation

From the Given table we can interpret that 42% of respondent are graduate, 36% of the respondent are post graduate and above, 18% of the respondent are foundation/A level and 4% of the respondent are below matric. From above it is clear that majority of the respondent are graduate.

**TABLE 4.3:** Table showing annual income of the respondent.

<b>Income</b>	<b>No. of respondent</b>	<b>Percentage (%)</b>
1 lakhs-5 lakhs	44	44
5 lakhs-10 lakhs	32	32
10 lakhs-20 lakhs	18	18
20 lakhs above	06	06
<b>Total</b>	<b>100</b>	<b>100</b>

### **Interpretation**

From the given above data it is found that 44% of the respondents annual income lies between 1 lakhs -5 lakhs, 32% of the respondents annual income lies between 5 lakhs- 10 lakhs, 18% of the respondents lies between 10lakhs-20lakhs, reaming 06% of annual. Income is 20lakhs and above. Here majority of respondent have annual income between 1lakhs to 5lakhs.

**TABLE 4.3** Table showing strategy affecting the sales of the company.

<b>Particular</b>	<b>No of respondent</b>	<b>Percentage (%)</b>
Availability	26	26
Good advertisement	32	32
Low cost	28	28
Recommendation	04	04
Word of Mouth	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

### **Interpretation**

From the given table given 32% of the respondents says good advertisement strategy affects the sales of the company.28% of the respondent says low cost is the also affects the sales. 26% of the respondents say availability of the product also affects sales of the company. Rest says word of mouth and recommendations affects the sales.

**TABLE 4.3** Table showing advertising strategy affecting the purchase decision.

<b>Particular</b>	<b>No of respondent</b>	<b>Percentage (%)</b>
Strongly agree	36	36
Agree	26	26
Neutral	22	22
Strongly disagree	10	10
Disagree	06	06
<b>Total</b>	<b>100</b>	<b>100</b>

## **Interpretation**

From the given table we can interpret that 36% of the respondent strongly agrees that Advertising strategy affects the purchase decision. 26% of the respondent agree to the Statement. 22% of the people are neutral in this statement. Rest 16% of the respondent Disagree the statement.

## **Suggestions**

- 1) Adaptability will be in place in the view of all advertising industry constituents. Bearing in mind global change, they should adapt their practice.
- 2) Ads should regulate excessive spending to discourage natural resource wastage.
- 3) There ought to be consistent promoting research with the goal that new thoughts can be consolidated and obsolete thoughts can be killed.
- 4) In practicing advertising practitioners there must be integrity, authenticity and self-restraint.
- 5) Proper manpower preparation must be in place so that sufficient regularly qualified workforce can be made available for smooth regulation of the advertising industry.
- 6) The principles of the advertising industry will comply.
- 7) Advertising should care for the society.
- 8) An all India Institute for Advertising should be created.
- 9) Advertising should take into consideration of rural mass.

## **Conclusion**

Advertising is basically a part of the advertising sector, requiring the exchange of facts and ideas to and on behalf of others through various publications such as newspapers, magazines, posters, websites, and television advertisements. Within the overall economic growth the advertisement industry plays a significant economic role. The function of the economic system is to provide for the use and enjoyment of the consumer products and services. A large part of our economic structure is committed to the pursuit of aspirations and wishes to go far beyond the essential necessities of life. Advertising is an integral part of this operation, and one of the most recognizable components of the mass distribution system. Advertising is mass communication that an advertiser pays for in order to convince some segment of the public to adopt ideas or take advantageous actions for the advertiser. Advertising industry in India come of ages and shown rapid growth in last decades. Economic liberalization and with it the changing social trend have been the reason for contribution of such growth



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# **A STUDY ON BRAND AWARENESS TOWARDS THE MYSORE SANDAL PRODUCTS (KARNATAKA SOAPS & DETERGENTS LIMITED)**

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## **Abstract**

A 'Brand' is a name, letter, term, symbol, mark, or design or a combination of these, intended to identify the goods or services of a seller and to differentiate them from those of competitors. Branding is the activity of giving a brand name to the product. Branding helps for identification of a product or service and allows the consumer to distinguish the product of an manufacture from the other. Branded products have better appeal to customers than an unbranded one. Standardization and Grading confer uniformity in quality, size, colour, design and type. This helps in increasing the demand for the branded products & customer satisfaction. Product Element is one of the main element of marketing.

## **Introduction**

Brand Promotion is a process of communication with the potential buyers involving information, persuasion and influence. It includes all types of personal and impersonal efforts of the concern to Persuade the protective customers to buy the product or commodity or to act favourably towards the company's product of services. The promotion mix comprises bundle of various activities such as sales Promotion, advertising, personal selling, publicity, etc.

India is the rich land of forests, ivory, silk and sandals; valuable gemstones are the charm of Magic for hundreds of years. The maximum charming fragrance within the global has been Unusual with sandals. The richest sandalwood sources within the international come from an Impartial wooded area in southern India, Karnataka The origins of Sandalwood and its crude oil used inside the manufacture of Mysore sandal Soaps in Karnataka are well known, because the Indian perfume ambassadors and Sandalwood oil are v irtually known as "liquid gold" . Inspired via Her Majesty Maharaja, Late Jayachamarajendra Wadiyar exported sandalwood Logs to Europe and new destinations, but because the First World War in India, the Sandalwood commercial enterprise changed into facing a critical disaster.

This situation brought about the birth of an industry that produced price-added products, Particularly: sandalwood oil. His Maharaja, Mysore's Royal Highness, created the possibility By way of seeding the authorities Sandalwood Oil Fact ory, which is now the KS&DL. The

Assignment has top engineering competencies and understanding. Late Mr. M. Visveswaraya, The great engineer, became in the back of the task.

Mysore sandal soap is a brand of soap manufactured by the Karnataka soap and detergent Limited. A company owned by the Government of Karnataka in India. This shop has been manufactured since 1916 when Krishna Raja Wadiyar IV, the king of Mysore set up the government soap factory in Bangalore. The main motivation for setting up the factory was excessive Sandalwood reserves that the Mysore kingdom had which could not be exported to Europe because of the First World War. In 1980 KSDL was incorporated as a company by merging the government soap factory with the sandal oil factory at Shivomoga and Mysore. Mysore sandal soap is the only soap the world made from 100% pure Sandalwood oil. In 2006 Mahindra sing Dhoni, the Indian cricketer was selected as the brand ambassador of the Mysore sandal shop. The primary goal of the project was to utilise the excess stock of the fragrant wood that had piled up after World War I halted the export of Sandalwood from the kingdom of Mysore the largest producer of Sandalwood in the world at the time. Two years later the maharaja was gifted a rare set of Sandalwood oil soap. This gave him the idea of producing similar soaps for the masher which he immediately shared with the is bright divan. In total government about the need for Industrial development in the state, the enterprising duo (who would go on the plan man projects whose benefits are still being rapid) immediately got to work.

## **Research Design**

A Research Design is a set of methods which has to make proper planning and implementation of the same. So, this Research Design includes an outline of the study on "Brand Awareness Towards. The Mysore Sandal Products". The design of the study contains information stating the statement of the problem, objective of the study, scope of study, research methodology, and source of data, Tools and techniques of the data collection, plan of analysis, limitations of the study and operation of the concepts.

## **Review of Literature**

The information found in the describe, summarize, evaluate and clarify the study. Review should give both theoretical base and determine the nature of research. Customers satisfaction is a judgement made by the customer. It is borne out of the comparison of pre-purchase expectation with past purchase evolution of the product. Satisfaction occurs when the perceived performance matches the expectations. To have an in depth understanding of conduct studies in relation to environmental factors, demographic factors, cultural factors, and developed

exposures. In this back drop some important studies conducted in the area consumer behaviour and perception in relation to soaps and detergents.

Kumar and Madhavi (2006) in their study evaluated the level of satisfaction and brand preference of FMCG consumers. Multi stage random sampling technique was adopted. The villages where selected from Cuddalore district and a sampling of ten from each village were a selected resulting in 200 as a sample size. He revealed that rural marketing is not fully encased by marketers. FMCG products could significantly increase their market share by extending attention to rural areas. More generic products with the different advertisement camping surely product with different advertisement camping surely attract non users. The untapped source could be easily reached by FMCG manufacturing. Most of the consumers are influenced by quality of the product so the FMCG companies should strictly adhere to the quality standards.

### **Statement of the Problem**

The study concern itself with conceptual and functional analysis of working performance and provides details regarding Mysore sandals soap factory in India in general and Karnataka in particular. The main purpose of the study is performance evaluation of Karnataka soaps and detergents Ltd. The KS & DL is the only licensed company extract sandalwood oil and produces Mysore sandal soap in India and Karnataka at Bangalore in particular. Hence, working performance of KS & DL is most important in the present globalised scenario. The study has been conducted on KS & DL, Bangalore to evaluate the working performance of KS & DL general and customer prescription and marketing strategy towards KS & DL in particular. Therefore, the research problem as been started as performance evaluation of Mysore sandal Karnataka soaps and detergent Ltd.

### **Scope of the Study**

The study expected to make an analysis of present status and working progress Strategies and strength of different departments in Karnataka shops and detergents Ltd. Bangalore. The present study also intends to examine the customers perception and marketing strategy towards shops and detergents of KS & DL. The study conducted in Bangalore city the data connected from the customers in Bangalore city. It also give the respondents socio-economic factors, customers satisfaction and perception towards shops and detergents and the influence of the product attributes and brand reference and brand Awareness. It also covers customers brand loyalty at different levels of price increase/decrease from the present price, buying motive pricing and satisfaction level of the customers. Lastly, the study will help the management to take necessary steps to strengthen all the departments in the KS & DL, Bangalore.

## Objective of the Study

- 1) To trace the origin and growth of Sandalwood in the globe in general Mysore Sandal Factory
- 2) To identify the customers socio-economic backgrounds of gender, age group, occupation income level and size of the family.
- 3) To elevate the buying motives perception towards pricing and satisfaction level influencing consumers

## Data Analysis and Interpretation

**Table No. 1: Reasons for using Mysore Sandal Soap**

View	Respondent	Percentage
Quality	45	45%
Goodness of sandal oil	20	20%
Fragrance	30	30%
Brand image	5	5%
Total	100	100%

The Data Show that 45% Respondents are Reason for Quality, 20% Respondents are saying Goodness of sandal oil, 30% Respondents are saying Fragrance, 5% Respondents are saying Brand Image .

**Table No. 2: Influencing to purchase Mysore sandal soap**

View	Respondent	Percentage
Friends / Family / Relatives	40	40%
Shop Keeper	20	20%
Advertising / Publicity	35	35%
Other People's	5	5%
Total	100	100%

40% Respondents are Influenced by the Friends, Family and Relatives, 20% Respondents are Influenced by Shop Keeper, 35% Respondents are Influenced by Advertising and Publicity, 5% Respondents are Influenced by other people's.

**Table No. 3: Rating the quality of Mysore Sandal Soap**

<b>View</b>	<b>Respondents</b>	<b>Percentage</b>
Excellent	20	20%
Good	35	35%
Satisfaction	35	35%
Poor	10	10%
Total	100	100%

20% Respondents are rated Excellent, 35% Respondents are rated Good, 35% of the respondents are rated satisfaction and remaining of the them given poor rating about the quality of Mysore sandal soap.

### **Findings**

- 1) From the graph it is clear that Employee customers are using Mysore sandal more compared to other customer
- 2) From the graph it is clear that consumers are aware of Mysore sandal soap.
- 3) It is clear from the graph that majority of Mysore sandal users are professionals.
- 4) From the graph it is clear that major portion of knowing the Mysore sandal brand
- 5) From the graph it is clear that people remember on Mysore sandal Advertisements
- 6) From the graph it is clear that Mysore Sandal is more popular in nuclear family
- 7) This study clearly indicates that maximum number of customers uses the soap.

### **Suggestions**

- 1) The company should motivate its present consumers to increase the usage rate of the soap through effective advertisements.
- 2) The company should develop effective marketing strategies to create awareness in untapped market.
- 3) The company should reduce the price in respect of their rival who keeps the prices as competitive as possible.
- 4) The soap should be making available to all the purchase points wherever the Consumer can buy the product.
- 5) KSDL should promote their factory outlets.
- 6) Increase promotion through the different medium like Internet, TV, Ads, Newspaper.
- 7) The company should make the products available everywhere, in every corner of the city.
- 8) Some people felt that the packaging of the product wasn't that attractive. The packaging needs to be improved. Meanwhile this does. It applies to the larger family packs of six.

## **Conclusion**

In today's market a market study has to be developed in order to grab market share and to become market leader. Knowledge of the customer needs, present buying habit, their awareness and options. Preference towards various fast moving consumer goods (FMCG) Most of the people have shifted to Mysore sandal soap because of its quality and good features of sandal oil. However the company is trading and advertising with existing customers with less intention for expansion. Consumer goods evolve over period of time based on the consumer needs and request and the firm or organization which is able to understand this and evolve accordingly and will survive in the market.

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