



SRI SHARADA COLLEGE, BASRUR

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ENDEAVOUR

An Annual Multidisciplinary Journal

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ENDEAVOUR

An Annual Multidisciplinary Journal

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FROM THE PRINCIPAL'S DESK

Sri Sharada College, an esteemed educational institution in Basrur, Kundapura was established to provide higher education the rural youth in surrounding areas. Our College has made a substantial growth in the field of education, cultural, literary and sports activities in the last four decades of its existence.

Besides academic proficiency, we have been conducting national and state level seminars and workshops in various subjects from time to time. Indeed, the college has published many books, articles and magazines on research and academic matters. "Well Known City – Basrur - A Study", "Thoughts and Preaching of Swami Vivekananda", "A Regional Study of Basrur" and "Hongirana" are some of books under our proud publications.

I am happy to share our annual publication "Endeavour- An Annual Multidisciplinary Journal" comprising the research articles of our faculty.

I wish the upcoming days will be more fruitful with more research articles which help the students and the society to improve their knowledge. I wish a huge success for this journal.

Dr. Chandravathi Shetty

PRINCIPAL

EDITORIAL

Sri Sharada College, Basrur with its dedicated and motivated faculty is making a new effort in the academic year 2019-20 by publishing their articles in the form of a journal "ENDEAVOUR". We all desire to promote research culture by developing a research ecosystem in our college.

ENDEAVOUR is a multi-disciplinary journal in nature which has interdisciplinary perspective to provide ample opportunities for the researcher in the campus. It is a new and thrilling experience for our college.

During this year majority of our faculty members present their papers in regional level, state level, national level and international level seminars and symposiums. Many among them published their articles through ISBN and ISSN publications. There are articles in this journal having multi-disciplinary approach.

I congratulate our correspondent Sri B Appanna Hegde, all the Trustees and members of Governing Council, Principal and faculty members for bringing out this type of in-house journal.

PURUSHOTHAMA BALYAYA

IQAC CO-ORDINATOR

HOD and Assistant Professor, Dept of Commerce

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1. STRATEGIES FOR COMBATING PITFALLS OF FAMILY BUSINESS

AN ANALYTICAL STUDY OF UDUPI DISTRICT

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KUNDAPURA- UDUPI DIST

The aim of this paper is to study the causes of pitfalls of family business and developing strategies for tackling sibling rivalries between the family members which usually end in separation. This paper particularly relevant when family business is regarded not only as a major driver on innovation, competitiveness and growth, but also a flat form for personal development of family members.

STATEMENT OF THE PROBLEM

The pitfalls of family business results in family feuds- whether they start inside the family and spill into business or start the business and gradually affect the family – are the major factors in the business which lead to poor survival rate.

The biggest failing of Indian family businesses is that they want to do everything. The vast majority of big family enterprises in India lack focus. The second major failing factor if lack of attention to human capital. Another worth noticeable phenomenon is the existence of nepotism in family firms. This can leave negative impact on non-family employees. Combining all these pitfalls, the problem becomes critical when key employees, who are non-family members, become disenchanted and disappointed, when non-qualified and inexperienced members are promoted to important positions within enterprise. At this point, experienced non-family members seek employment elsewhere.

At this juncture, it is relevant to ask a few questions to fully understand the strategies to combat pitfalls of family business.

- What makes the difference in the healthy family businesses?
- What are the causes for creating “positive tensions” within the family business?
- What do you mean by “sibling rivalries” between cousins and how it ruins a family firm?
- Whether nepotism in family firms leads to dissatisfaction among the non-family members?
- What are the motivational factors to satisfy non-family members as a strategy to combat pitfalls of family business?

OVERVIEW OF LITERATURE

The results of many comprehensive surveys on family businesses suggest that conflict in family enterprises is regular in nature. The survey was carried by Paul Karofsky. Boston consultant Jack Troast, Professor Karen Vinton of Montana State University and Ed Cox, a family consultant and

psychologist in California. The results showed that about 42 percent of those involved in family businesses dealt with conflict three or four times per year, while approximately 20 percent reported weekly conflict and a similar percentage reported monthly disagreements. For majority of respondents, these conflicts have no surprise. The 60 percent of respondents were already dealing with problems before a larger conflict occurred. While Kantor's view is of the outcomes, Krueger and Brazeal (1994) called for educators, consultants and policy makers to help and empower potential entrepreneurs to seize opportunities presented in their environment.

Peter F Drucker, father of management, devised guidelines that he believes family businesses need to follow to ensure their survival. Dupont, (largest family owned chemical company) faced the problems of promoting young family members to the top positions.

Sixth and seventh generation family business like Levi Strauss and Rothschild Banks are quite rare in the world.

FAMILY BUSINESS - A CONCEPTUAL FRAMEWORK

Family owned business play an important role for the development of an economy. The areas of trade undertaken by the family business are retail trade, small industries and service sectors. While considering total world's statistics, family owned businesses employ half of world's workforce and generated half of world's GDP. In the United States, 24 million family businesses employ nearly 62% of the workforce and generate 64 % of GDP of India. In India 95% of the registered firms are family businesses. In India family businesses play a central role for the development of economy.

Some of the largest family firms worldwide and their revenue are as follows:

- Wall-Mart (USA, revenue \$245 billion, owned by Sam Walton family.)
- Samsung Group (South Korea, revenue \$98.7 Billion, owned by Lee family.)
- Fiat Group (Italy, revenue \$58.7 billion, owned by Agnelli family.)
- The Gap (USA, revenue \$13.8 billion, owned by Fisher family.)
- L'Oreal (France, revenue \$12.2 billion, owned by Bettencourt family.)
- IKEA Sweden, revenue \$10.4 billion, owned by Campard family.)
- TATA Group (India, revenue \$7.9 billion, owned by TATA family.)
- Grupo Modelo (Mexico, revenue \$3.5 billion, owned by Diez Fernandes family.)
- Mc Cain Foods (Canada, revenue \$3.5 billion, owned by Mc Cain family.)

Indian family businesses have made significant contribution even before securing independence. The family businesses created an idea of import substitution and economic freedom. The best example is Godrej Enterprises. Mr. Adhiswara Godrej started Godrej Enterprises in 1897 with an idea to promote India's freedom.

PARADIGM SHIFT IN THE ENVIRONMENT OF FAMILY BUSINESS IN INDIA

The environment of family business in India has significantly changed over the period is indicated below:

1. Business as family to family as business.
2. Shifting of family wealth and prosperity to shareholders' wealth and prosperity.
3. Shifting of growth strategies to economic value-added strategies.
4. Expansion and diversification of core and competitive competencies.
5. Shifting of succession planning to next generation planning for attraction and extension of professionals.

FOCUS ON WEAKNESSES OF INDIAN FAMILY BUSINESS

Indian family businesses have various weaknesses. The main causes for their weaknesses are grouped under:

- Inability to separate the interest of family and business.
- Lack of focus on business strategy.
- Short term approach towards strategy.
- Lack of study on customer behaviour.

Apart from above causes, the pitfalls of family businesses are broadly classified as follows:

- Nepotism in business.
- Lack of professionalism.
- Sibling Rivalry.
- Loss of family identity and value.
- Lack of transparency.
- Gap between family generations (Lack of succession plan).
- Family feuding.
- Losing non-family employees.
- Erosion of entrepreneurship and dilution of wealth.
- Altruism (taking irrational decisions)

RESEARCH HYPOTHESES

This paper will propose the following hypotheses to be tested and validated.

1. Family businessmen having lack of vision are unable to separate family interest from the interest of the business.
2. Family business can never realistically expect to be completely rid of the problems created by the sibling rivalries.
3. Developing human capital and professionalizing the primary strategies for combat pitfalls in family business.

RESEARCH METHODOLOGY

COVERAGE: The main intent of this study is to make an in-depth analysis of strategies for combating pitfalls of family business in Udupi District. The study brings out various strategies combating pitfalls of family business. The study concentrates the family business firms of Udupi district which are generally consist of manufacturing, service and sales and marketing firms. The study would consist of two phases. The first phase would be qualitative in nature and second phase would be statistical in nature.

PHASE I FOCUS ON GROUP DECISION

During the first phase there would be an in-depth study of a few family entrepreneurs. This study would also consist of focus on group discussions. The respondents would include family owners and entrepreneurs.

PHASE II DATA COLLECTION

A sample size of one hundred is also suggested for the second phase to ensure that a sample size of at least 30 is available to do analysis within each taluks (Udupi, Kundapura and Karkala.) for specific sector. This type of comparative analysis would facilitate not only between taluks but also across the sectors – manufacturing, service, etc. and cross section of caste and community.

PHASE III DATA ANALYSIS

The data would be subjected to multivariate statistical methods. This would first consist of factor analysis to identify major dimensions of research. Appropriate statistical methods will be chosen based on the number of independent and dependent variables, the nature of variables, whether discrete or continuous and other methodical considerations.

THE STUDY -- PERCEPTIONS AND CONCERNS

This study is attempted to understand the perceptions of the owners and members of family business towards navigating family business pitfalls. The family business initially performed in an effective manner but later point of time when aspects of transition comes into picture, business tend to lose their track from their actual vision of professionalism. This study is conducted to analyse the strategies developed by different family owned and managed businesses for combating pitfalls of their own business.

For the purpose of study, purposive stratified samples are selected. Giving due importance and representation to regional variations, types of business to be undertaken, family background, educational level and qualification of the owners of the businesses, experience of owners, income level etc. All 100 families owned and managed businesses of Udupi District (Karkala, Udupi and Kundapura Taluks) are selected. These firms include manufacturing, trading and service sector businesses and majority have private sector family owned small scale enterprises.

TABLE SHOWING FAMILY BUSINESSES BASED ON TYPES OF BUSINESS, NUMBERS, OWNERSHIP AND NUMBER OF FAMILIES INVOLVED

Types	Number	ownership	Percentage	Number of families involved
Manufacturing	10	Male- 9 Female -1	Male -90% Female-10%	4 to 6
Trading (Buying and selling)	40	Male- 32 Female-8	Male-80% Female- 20%	5 to 8
Service	50	Male =35 Female-15	Male-70% Female-30%	2 to 5
Total	100	Male -76 Female -24	Male-80% Female-20%	

The current survey under this study identifies management succession plan among the family business. But these plans are not properly framed and plans are based on many assumptions. The

basic assumption is that my son/daughter is ready to manage the firm after my retirement or death. In many cases, this assumption goes wrong. Even though the kith or kin of the owner of the business qualified and trained, but their intension towards concerned business may be decreasing. Hence, without interest they enter into the business which may lead to business failure.

About 15% of the owners of the family businesses already decided to continue their business with their son/daughter. Here elder son of the family is assumed to be considered fit for future leader and younger one should be allowed to select other jobs.

Again 10% of the family businesses under survey have prepared a constructive succession plan for future generation but may not be intimated to son/daughter. Only 5% of the owners of the family businesses are not at all decided to adopt a succession plan. The remaining firms assumed tom be a succession plan which is adopted by inheritance. This plan is purely a method of promotion under seniority method where elder member of the family at the helm of affairs and others should support them. As this type of succession plan is accepted, implemented and implied to be followed by all members. Again, human traits like lack of competence, interest, interest or jealously creep into the family business and leads to failure of business. The individual differences can be set right by encouraging ineffective Family member to actively get involved in the business.

Besides family businesses are also have some basic weaknesses that make them ineffective. The inability to separate family interest from business interest is the main problem exiting in the family business. The owners and members of the family businesses have lack of focus and strategy towards their business. The short-term approach to the business which leads to an absence of investment in employees and product development are primary reasons for failure of businesses. All these problems creep into the business due to non-implementation of an effective and efficient succession plan. The followings are considered basic requirements for a successful business planning.

- Make a solid case for successful succession plan. The current study shows that education, training and experience of the family member is the basic necessity to understand an effective succession plan.
- The facts and figures show that nearly 90% of the small enterprises are family owned, but only 30% of them succeed in to second generation, while 15% make it to the third generation and only 3% reach to the fourth generation. The reason for this is lack of proper, effective and efficient succession planning for family businesses.
- The effectiveness of the succession planning is decided based on a good exit plan. The owner of the business should decide whether he has planned as retire or retirement based on changed situation. The early exit plan and late exit plan has its own influence on business, that is advantages or disadvantages for business.
- The business succession plan should be based on competence of the family members. But this study reveals that the succession should be selected based on elderly status of the family member. The practical and real situation needs more qualification and competency among successor.
- The identified successor needs to be developed to assume the headship of the family business. This can be done through giving on-job-training, working under parents and senior members and delegation of authority for successor.
- Developing more than one family member as business successor create more confusion and complexity among members. Sometimes it may lead to split of business.

As this study is concerned, more than one successor is groomed within the family in majority cases, but they adopted the principle of division of labour or specialization which avoids

confusion among them. In retail shop, sale of grocery is allotted to a brother and sale of hardware items for another brother. The mutual self-help system within family firm enhances the profits of the firm. Again, when the firm is managed by the woman entrepreneur, then, father or husband help her to get trained and experienced in the field of business.

In case no family member wishes to join and continue the family business, then the decision is to be made to transfer the family business to some non-family employees. In such situation, generally, non-family employees who are already trained and experienced preferred first. Here owner of the business should decide well in advance to what extent the ownership should transferred to non-family member. The businessman should not take wrong and ill-advised decisions. Family continuation of family rules maintain harmonious and cordial atmosphere in family and business.

No doubt, there are challenges and pitfalls that make family business suffer. But it does not mean that family business cannot run effectively. There are strategies and ways that family business can do be effective and successful.

STRATEGIES TO SAVE THE FAMILY BUSINESS

To survive, the family business must be able to change its attitude from old management to professional management. It must be capable of recruiting and retaining professional talent. The family firms need to prepare separation in ownership and management. If a family member is not a best person, then it must be handed over to outside professionals in management.

As this study is concerned, nearly 40% of the firms are already accepted the professional management system, and 20% are ready to accept the similar system. The reason is without professional attitude, it is difficult to survive in the modern business. In case of family firms which undertake manufacturing, generally go for traditional method of manufacturing. But this is not profitable in modern market, hence, it is necessary to go for professionalised manufacturing system.

CHANGING POLICY FRAMEWORK

Policy framework of any business form part of the succession plan and this is used to solve many problems of the family business. A succession plan should provide scope for getting qualification and training for legal heirs. This is very much important to develop a succession plan for the business and then, a business plan should be developed.

As this study is concerned, a majority of family businesses under survey are not strategically developed a succession plan. Only 10% of the respondents agreed that they have a future succession plan. These firms even though satisfied with current success but fear about the future profit. But remaining firms are lethargic towards a succession plan.

It is the acute necessity of the family business to develop strategies that create management structures which can absorb the shock of modern business problems especially competition.

CHALLENGES OF MANAGEMENT SUCCESSION

Management succession plan has been found the major challenging facing by the family businesses. Research studies reveals that on an average only 30% of the family businesses survive to the second generation, and only 10% make it to the third generation. (Zimmerer and Scarborough 1998). The reason for such result is the attitude of the entrepreneurs. The reason is not difficult to seek. Many owners of the family businesses dream of passing on the family business to their children. But the human traits such as lack of interest and competence or

jealously usually get into business with their demerits on business. This results in failure of business.

The current survey under this study identifies management succession plan among family businesses. But these plans are not properly implemented. The basic assumption is that my son/daughter is ready to manage the firm after my death. In many cases, this assumption is wrong. Even though the kith and kin of the owner of the business qualified and trained, but their intension towards concerned business may be decreasing. Hence, without interest they enter into the business which may lead to business failure.

About 15% of the owners of the businesses already decided to continue their business with their son/daughter. Here elder son of the family is assumed to be considered fit for future leader and younger one should be allowed to select some other jobs.

CONCLUSION

Many family businesses show little concern about future and do not prepare a constructive plan for future survival. There needs to be pro-active plan for future considering a core business value of the business. The failure to do so resulted a demise of many family businesses that proved successfully at one time. There are many core values which are to be proved ca critical impact on the performance of business. The core values involve decision making process, methods of conflict resolutions, internal communications, method of compensation and formalities of business's operating procedures.

Finally, the following suggestions to be implemented to save the family businesses:

- Formulating a constructive policy framework and rules for every business.
- Families must prepare to serve for the business.
- There should be future oriented programmes.
- Each and every family member should be accountable for each other.
- All the pitfalls must be addressed democratically.

Family business can never realistically expect to be completely rid of pitfalls created by faulty family succession plan, nepotism and sibling rivalries. The best that family businesses can hope to accomplish minimize the conflicts.

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CO-CONVENER

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GOVINDA DASA COLLEGE, SURATHKAL.

2. REDOLENCE OF BASAVANNA'S MYSTICISM AND IDEOLOGY

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Basavanna lived in the 12th century in Karnataka. He was a Prime Minister to King Bijjala who ruled from 1157 to 1167 over Kalyana, a city of historic importance in north Karnataka. Basavanna was indeed a great prophet; for in him we find the combination of rare qualities. He was “a mystic by temperament (nature), an idealist by choice, a statesman by profession, a man of letters by taste, a humanist by sympathy and a social reformer by conviction.” He fought against social evils of his time such as caste system and the superstitious practices in Hinduism. The ill practices like caste system, untouchability, gender discrimination, exploitation of poor were destroying the social stability of Indian societies. At the time of Basavanna there were supporters who had been giving a new interpretation to the irrational religious practices and such thoughts. But Basavanna with a courageous frankness acknowledged the prevailing evils of the Hindu society and suggested ways and means to create a new orientation.

Life and works of Basavanna:

A.K. Ramanujan in his book *Speaking of Siva* opines, “The biography of Basavanna has many contradictory sources: controversial edicts, deifying accounts by Virashaiva followers, poetic life-histories...” leaving the controversies aside, we shall take the generally accepted version of his biography. Basavanna was born in Bagewadi, a town in Bagalkot district (former Bijapur district) of Karnataka in Veerashaiva Brahmin family. Madarasa and Madalambe were his parents. Nagamma was his elder sister. He questioned the discrimination between male and female at the age of 8, when his father wanted to perform *Upanayana* to him. He urged that the ritual should be performed to his sister Nagamma first as she is elder to him. But, it was denied to her as it was only a male right. He could not tolerate this discrimination and cut-threw the *Janiwara* put on his body during upanayana. He did not like to stay with the people floating in the stagnant water of blind beliefs and immoral customs and migrated to Kudala Sangama. He pursued his education under Eeshanya Guru, head of Sangamesh Ashrama at Kudala Sangama. He had completed study of Vedas, Puranas, Shastras etc. He had thorough knowledge of Sanskrit and Kannada languages.

In the later stage, he went to Kalyana, where the Kalchuri king Bijjala (1157-1167, AD) was ruling. Because of his highly intellectual personality, he was appointed as a *karanika* (Accountant) in the court of king Bijjala and later he became the Prime minister of Bijjala after proving his administrative ability.

At this stage, Basavanna looked around the socio-economic status of the then society, where most of the static, superstitious and anti-social elements were ruling. He was disgusted to see the ill-culture in the name of God and felt pity for the illiterate innocent non-Brahmins being deceived in the name of God. There was much gap between haves and have-nots; rich and

poor. Rich people were harassing the poor. Untouchability was widespread and sex discrimination made the lives of women very pathetic. Basavanna revolted against all these evils and he himself started practicing the socialistic norms to bring about drastic change in the society. Hence, he became the guiding path to others in bringing the change.

His works and *Vachanas*

Sensing the discrimination and exploitation of poor lower caste people by the rich-upper caste people, Basavanna became the voice for the voiceless. He wrote *vachanas* to educate people for upright living as against idol worship.

Basavanna wrote his practical experiences in a verse form of literature called –*Vachana* (poetry). This innovative literary form is the main contribution of “*Sharanas*” through which they expressed their revolutionary and reformist ideology in a very simple Kannada language.

First of all Basavanna tried to change the concept of religion which was the main centre of various types of harassments. Priests and rich people were exploiting the common folk in the name of God and temple. Thus he tried to convince the society about the real god and temple, which are within and with us only. In one of his *vachanas* he says-

**The Rich
will make temples for *Siva*.
What shall I,
a poor man
do?**

**My legs are pillars,
the body the shrine,
the head a cupola,
of gold.**

**Listen, O lord of meeting rivers,
things standing shall fall,
but the moving ever shall stay.**

By saying so, Basaveshwara gave two important and innovative concepts called ‘*Sthavara*’ and ‘*Jangama*’, the meaning of which is ‘Static’ and ‘Dynamic’- respectively. Both of these concepts are the main foundation stones of the revolutionary ideology of Basavanna. By ridiculing the physical structure of temple and God; which are perishable, Basavanna gave a new dimension to the human body and soul (inner spirit), by which the self-respect of all human beings was boosted. He stressed on maintaining a temple like body in a pure way than visiting temples.

Basavanna, born ahead of his time, was a revolutionary by temperament. He envisioned a society based on sound religious, moral and spiritual values, encompassing one and all. Basavanna tried to establish a democratic set up of society in his time. It is commendable of him that he saw and sensed the plight of lower caste people being born in an affluent upper caste. He was the first social reformer who had dreamt of democratic society in India. Hence he fought against all types of inequalities which existed in the rigid society at that time. He raised his voice against untouchability, which was in practice since ages. He not only mingled and mixed with untouchables but also ate food with them at their homes. This gave a new courage to the downtrodden community to come forward along with others.

He highlighted that man becomes higher or lower not by his birth, but by his deeds. He stressed on the importance of living an upright honest life, than taking birth in upper caste. The caste doesn't make one close to god, but his deeds. In one of his vachanas he says:

One who kills is an outsider (Madiga)

One who eats filth is indeed an inferior person (Holeya)

What has birth got to do with superior class or inferior class?

Our lord Kudalasangamadeva's Sharanas indeed belong to the superior class

Basavanna redefined the term true devotee and true devotion. He gave a call for evolution of conscience. It is of no use to be a devotee of god unless one sheds his pride, breaks his chain of superstitions. He says:

Why become a devotee unless the pride of caste is shed?

Why become a devotee unless the shackles of fate are broken?

One must be the humblest of humble,

Giving up all the ties born of vanity and riches,

Like the milk turning sour only to become ghee

Are your devotees, O Lord Kudalasangama!

Basavanna also said there is no need of worshipping Istalinga (God) through a priest. As one should eat one's food oneself; similarly, one should worship Istalinga oneself. This created an awareness about the futility of mediators (priests) to reach god. It also popularised simple and pure devotion towards God.

Union with one's own life, And eating one's own food

Can you ask someone else to do it for you?

The rites and ceremonies for Linga, Should be done by you, And not by others.

How can they understand you, Whodo this for mere formality, O Kudalasangamadeva!

This saved the people from exploitation by the priestly class. The Linga does not need any pompous worship. It is enough to bathe it with water. When a devotee advances in spiritual practice Pranalinga and Bhavalinga are involved in the worship. Heart is the centre of life-force. It supplies blood to all parts of the body and keeps life functioning.

Basavanna organized **the Anubhava Mantapa**, a spiritual parliament, which attracted many saints from throughout India. It was a common forum for all, including downtrodden, untouchables and women to discuss about the prevailing problems of socio, economic and political strata including religious and spiritual principles along with personal problems. Allama Prabhu, a great scholar saintly-guru was the first president. There were several great sharanas like Akka Mahadevi, Siddaram (from Solapur), Madivala Machayya (a washerman), Hadapada Appanna (a barber), Madar Channayya (a harijana), Samagara Haralayya (a cobbler), Nuliya Chandayya (a weaver), Dohara Kakkayya (a holeya), Ambigara Choudayya (a boatman) etc. There were members of the fair sex such as Sathakka, Ramavve, Somavve, with their respective vocations. He believed in the principle *Káyakavé Kailása* (Work puts you on the path to heaven, Work is Heaven). It was an open platform for all those activists who involved themselves in bringing a radical change in the contemporary society. Thus Anubhavamantapa was the first and foremost Parliament of India, where Sharanas sat

together and discussed about the socialistic principles of a Democratic set up. All those discussions of Sharanas were written in the form of *Vachanas* and they form a dynamic type of constitution where Liberty, Equality and Fraternity are the prominent principles which are aiming towards social justice and progress.

Basaveshwara gave two more very important socio-economic principles through his philosophy. They are- "*Kayaka*" (Work-Divine work) and "*Dasoha*" (Distribution-Equal distribution). According to this, every individual of the society should take up the job of his choice and perform it with all sincerity. There is no discrimination in vocations. All members of the society are labourers (*Kayakajeevigu*). Some may be intellectual labourers and others may be manual labourers. Even the *Guru* and *Jangama*, who were treated as the superiors of the society also, must work. *Kayaka* is not mere a work, but it is the way of realising God. It teaches the concept of dignity of labour. Ultimately the 'Work is worship'. Even the *Kayaka* is paralleled with *Kailasa*- The Heaven. This concept gave a new movement and people of all walks of the society started loving their work and involved themselves in society building task without any feeling of class, caste and sex discrimination. Basavanna endorsed the philosophy '*Kayakave Kailasa*'. *Kayaka* means utilization of body for the liberation of soul. *Kailasa* means abode of God. He preached – karma without any expectation is nothing but *kailasa*. *He* says:

If engaged in kayaka

One should forget visiting guru;

Forget worshipping linga

And need not bother even if jangama

Stands waiting.

As kayaka is kailasa

Even amreshwara linga is included in kayaka.

Kayaka must be followed by an accurate income. The income should not be more or less. There must be an equal income for equal work. The worker (*Kayakajeevi*) may lead his day-to-day life by his hard earned income. But he should not preserve the money or property for tomorrow. He must utilise the surplus money for the society and poor. This concept is called –"*Dasoha*" (charity). Thus by advocating this principle, Basaveshwara gave the concept of equal distribution of wealth to the society. Hence, *Kayaka* and *Dasoha* are the major dynamic policies, which were given by Basavanna to the field of economics.

According to his principles of *Dosoha*, a portion of ones earning should be contributed to the society rather than accumulating personal wealth. Hence, *kayaka* should be done in spirit of *Dasoha*., which will end discrimination of wealth. We can observe a noble thought of Basavanna to irradiate exploitations and disparities. A famous *vachana* by him says 'Soham ennade dasoham', which tells to 'be selfless than being selfish'. He promoted the virtue of sacrifice for the betterment of society than being selfish.

His contribution to the judiciary is also noteworthy. All the social and democratic principles of Basavanna are based on the legal provisions of the Sharana constitution. For an example we may see one of his *vachanas*-

Do not steel, do not kill, and do not utter lies

Do not lose your temper, do not detest others

Do not glorify yourself, do not blame others

This alone is purity within

This alone is purity without

And this alone is the way to please our lord Kudalasangama.

This vachana of Basavanna, which has been written in 12th century itself, is highlighting the principles of Indian penal code of our present constitution.

Basaveshwara fought against all the evils of the society which were came in the way of progress. His aim was to give a movement to the stagnated society. Hence he involved the people of all walks of the society in his movement, including women. His intention was to bring a total change in the static world. This clearly indicates that he was a mystic and idealist of a total revolution.

Endnotes

1. Upanayana – sacred thread ceremony, a rite practiced in Hinduism
2. Janiwara- the sacred thread worn during Upanayana
3. Vachanas - Vachana sahitya is a form of rhythmic writing in Kannada that evolved in the 11th century CE and flourished in the 12th century, as a part of the Sharana movement. The word vachanas literally means "saying or things said"
4. Siva – God

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3. AN ANALYTICAL STUDY ON ISSUES AND CONCERNS IN START-UP OF SSI

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ABSTRACT

This article focus on what are the problems are to be faced by start-up, how the new entrepreneurs find opportunities in start-up. Also it focus on utilisation of the available resources with the help of innovative ideas. The government of India is putting effort much to motivate the start-up, so that employment can be generated. There are many problems faced to start up and lead SSI. Even though there is a financial support by the government, entrepreneurs are struggling to get such finance. Also different types of problems may arise to start the new business. Due to this, the start-ups who are setting their first foot into the business world are mostly concentrate about utilisation of resources. This study is done to explore the challenges and opportunities of start-up relating to SSI in the current scenario.

Small scale industries generate production at low capital, utilizing indigenous raw materials, local skills, maintaining balanced regional growth and preventing the migration of labour from rural to urban area. The growth of SSIs holds the key role to resolve the problems of poverty and unemployment.

INTRODUCTION:

Small Scale Industries (SSI) are engaged in production, manufacturing or service at a micro scale. Small Scale industries are essential to the growth of the country and also it generate employment, it not only general employment, but also provides self-employment and contribute much to the economic growth. In fact the word small has got relevance to the investment in the industry. In

addition to this number of employees are smaller, production volume is smaller and sales purchases in terms of volume is small.

Small scale industries generate production at low capital, utilizing indigenous raw materials, local skills, maintaining balanced regional growth and preventing the migration of labour from rural to urban area. The growth of SSIs holds the key role to resolve the problems of poverty and unemployment. Despite the success of SSIs, still there are some problems encountered by the entrepreneurs. Hence, this paper attempts to focus on problems and prospects of Small Scale Industries in India.

MEANING OF SMALL SCALE INDUSTRIES

A small Scale industry is an industrial undertaking in which the investment under fixed assets in plant and machinery or equipment, whether held on ownership term or on lease or hire purchase does not exceed Rs.10 Crores for manufacturing enterprise and Rs.5 crore for service enterprise . However the investment limit changes overtime as prescribed by government.

DEFINATION-

Conceptually, Small industries can be of their different types. First there are traditional Village Industries and this include handicrafts etc. Second there are unorganised household and non-household units which are not covered by the factories Act 1948, third, there are registered factories.

The SSI Currently defined in terms of investment ceilings on the original value of the installed plant of machinery.

The small scale enterprises can be divided into two types:

- **Manufacturing enterprises:** The enterprises engaged in the production of goods pertaining to any industry specific in the first schedule to the industries (Development and regulation) Act 1951 or employing plant and machinery in the process of value editors to the final product having a distinct name or character. The manufacturing enterprise plant and machinery.
- **Service enterprises:** The enterprises engaged in providing or rendering of services and defined in terms of investment in equipment.

There is a limit for investment in plant, machinery / equipment/ for manufacturing service enterprises. The limit is different to micro small and medium enterprises. This is shown in the form of table.

Table 1: Investment in Plant and Machines

ENTERPRISES	MANUFACTURING SECTOR	SERVICE SECTOR
MICRO	< Rs.25 lakhs	< Rs.10 lakhs
SMALL	>Rs.25 lakh, but < 5 crores	>Rs.10 lakh but < Rs.2 crores
MEDIUM	>Rs.5 crores but < 10 crores	>Rs.2 cores but <Rs.5 crores.

Table 2: Criteria of defining Small business in various countries.

Criterion	Countries
Employment	USA & UK

Investment in Plant and machinery	India, Pakistan, Indonesia.
Investment and Employment	Japan, Korea, Philippines
Employment and sales turnover	Korea
Investment and Sales turnover	Malaysia
Production/Sales turnover	China

CHARACTERISTICS OF SSI:

The features can be categorised in terms of finance, HR, Marketing and general management aspects.

They are

A. Financial aspects.

- Capital investment is small
- Most of the funds come from entrepreneur's savings during start-up
- Financial discipline is very weak and rules/regulations are not adhered to
- Due to cash flow problems they tend to involve in corruption, financial irregularities etc.
- The general tendency is to somehow avoid taxes, PF and other statutory obligations during start-ups.

B. Human Resource aspects:

- Most SSIs have less than 10 employees at the initial stage. The range is 5 to 50 employees.
- Firms are privately owned and sole proprietorship.
- Family workers are also components of labour force for start-ups.
- At the initial stage suggestions of friends and relatives are given for employment.
- As there is a simple person, he may not be able to manage in an effective way.
- Less skilled workers have to be appointed
- No scope for marketing

C. General Management Aspects:

- Start-ups do not have an organised infrastructure like lighting, ventilation, water facilities, etc.
- Start-ups cannot be established in urban areas. They are located in rural or semi-urban.
- Start-up SSIs are neglecting various aspects like pollution, safety, etc.
- No trained labour force.
- Non-availability of raw materials, labour, machinery, etc.
- Poor management leads to failure.

OBJECTIVES:

1. To understand the basic concepts of Start-up.
2. To study the challenges and problems of SSI.
3. To analyse prospects and opportunities of SSI.

RESEARCH METHODOLOGY-

The descriptive methodology has used to collect the data. It has collected from different secondary services from various journals, books, articles, government published reports, website of different agencies.

REVIEW OF LITERATURE

Siti Saran bt. Omar (2009) et.al. Expressed that Small organisations are facing problems relating external environment like power, market place, customer related factors, etc.

Ishu Garg & Suraj walia(2012) Says that SSI facing numerous problem during start up like relating to obtaining credit , identifying technology , industrial framing, quality control etc.

SSI's are facing numerous problems from large and medium enterprises in aspect of production and manufacturing.

Srinivas Kt(2013) has studied the performance newly established small scale enterprises and their contribution in India 's economic growth during start up with reference to changing prospective.

J.Stamely and Michal(1998) in international marketing under the chapter "Exporting not just for Small business show the problems for start-ups exporter and found that

- ✓ The lack of managerial capabilities and general resource.
- ✓ Controlling the foreign operation on channel policy and physical distribution.
- ✓ Different safety and quality standard.

Dr Reeu Sharma(2012) in " Problems and prospect of SSI units for start-up (a case study of exporting and non-exporting units in Haryana) had concluded that SSI units are at a developing stage and more expansion is required . But some problems need to be solved.

- ✓ Underutilisation of installed capacity.
- ✓ The marketing activities to be strength for selling SSI manufactured products.

Poornima M Charantimath in her book entrepreneurship development small business enterprises explains that the problems of small industries during start up may be divided into two groups i.e. internal and external problems which influence on SSI's.

FINDINGS OF STUDY:

Newly Started SSI's playing different role in development of economy. In addition to that there are many problems for SSI and many opportunities are also evaluate to SSI's.

1. BASIC CONCEPTS OF SMALL SCALE INDUSTRIES.

A start-up is a young company founded by one or more entrepreneurs in order to develop a unique product or service and bring it to market. By its nature, the typical start-up tends to be a shoestring operation, with initial funding from the founders or their families.

Small scale industry in India is renowned for its socio- economic growth factors and even industry expansion. One of unique features of small- scale industry is that its growth has generated better job prospects helping free enterprise and inculcations of expertise besides guaranteeing better utilization of limited fiscal reserves and technology. Additionally, they play an important part in attaining the economic targets and socio-political aims.

“An industrial undertaking in which the investment in fixed assets in plant and machinery whether held ownership terms on lease or on hire purchase does not exceed 10 million.

The industries in India which are organized on small scale and produce goods with the help of small Machines, hired labour and power, are the small scale industries present in India”

2. CHALLENGES/ PROBLEMS FACED BY SMALL INDUSTRIES TO START UP.

Despite of recommendable contribution to the nation's economy, the start-up the SSI sector does not get the required support from the concerned Government Departments, Banks, Financial Institutions and Corporate, which become a handicap for more competitive in the National and International Markets. Small-scale industries in India could not progress satisfactorily due to various problems that they are confronted with while running enterprises. In spite of having huge potentialities, the major problems, small industries face are given below.

In spite of expenditure contribution by the SSI's towards the Indian Economy SSI's does not get the indispensable support from the concerned government departments, financial institutions, Banks credit societies and corporate. The major problems are discussed

1. Poor Business Planning

Proper planning is the key for start-ups to get their businesses off the ground. In this technological landscape, writing a formal business plan based on a vague requirement of some institution is suicidal. Due to poor planning, many businesses fail in the very first year because they do not effectively factor in challenges and pitfalls. Even if the start-ups have innovative ideas and ambitions, but their business plans lack perspective, they are doomed to fail or they have to continuously devise and change them.

2. Innovative ideas

The main problem of start-up is idea. In the current scenario, simple ideas will not work out. A technological advancement stress the entrepreneurs to set innovative and attracting ideas for start-up.

3. Being unable to reach initial goal

Because of technological advancement there is a strong possibility that entrepreneurs may not be able to compete what they initially set out to do with their ideas. Instead of accepting the failures the business or changing directions many entrepreneurial founders let their operation lie stagnant.

4. Dealing with unknown and self-doubt

While starting the business the enterprises cannot offer high packages as a result of this they cannot attract quality of man power. It is a stressful activity on the part of entrepreneur. Every entrepreneurs, especially the ones that are just starting out doubt themselves and often question if their business will work, be profitable and survive with the time. They also often doubt if their product will work and if the customers will accept them.

5. Problem of skilled manpower:

The success of a small enterprise revolves around the entrepreneur and its employees, provided the employees are skilled and efficient. Because inefficient human factor and unskilled manpower create innumerable problems for the survival of small industries. Non-availability of adequate skilled manpower in the rural sector poses problem to small-scale industries.

6. Inadequate credit assistance:

Inadequate and timely supply of credit facilities is an important problem faced by small-scale industries. This is partly due to scarcity of capital and partly due to weak creditworthiness of the small units in the country. Lack of finance is the main obstacle for the development of small scale industries.

7. Problems relating to project Implementation

Non-availability of land at the selected site. Non-availability difficulty in procuring construction materials like cement steel etc. Delay in delivery of machines Difficulties delay in typing up financial arrangements with other financial institutions and banks. Inability of the promoters to bring in funds to the extent proposed. Delay in disbursement of assistance due to non-compliance of the major terms and conditions of loan agreement. Delay in getting power connection, water connection, permission of concerned authorities to discharge effluents, Etc.

8. Problems relating to Production

- Non availability of raw materials or increase in the price of raw materials without a corresponding increase in sale price of the products.
- Obsolescence of the manufacturing process following technological development.
- Entry of Many new manufacturers leading to cut throat competition.
- Dependence of the unit on one buyer/ very few buyers.
- Poor quality of products, lack of sale promotion.

9. Irregular supply of raw material:

Small units face severe problems in procuring the raw materials whether they use locally available raw materials or imported raw materials. The problems arise due to faulty and irregular supply of raw materials. Non availability of sufficient quantity of raw materials, sometimes poor quality of raw materials, and increased cost of raw materials, foreign exchange crisis and above all lack of knowledge of entrepreneurs regarding government policy are other few hindrances for small-scale sector.

10. Lack of machinery and equipment:

Small-scale units are striving hard to employ modern machineries and equipment in their process of production in order to compete with large industries. Most of the small units employ outdated and traditional technology and equipment. Lack of appropriate technology and equipment create a major stumbling block for the growth of small-scale industries.

3 OPPORTUNITIES OF SSI-

Introducing Small Scale industries are the second largest employer of human resource after the agricultural sectors and produce a wide variety of products ranging from traditional to high-tech. SSI also have played an important role in development of economy. The following are some principles role played by the small scale industries in India.

1. **Employment Generation:** it create enormous employment opportunities. This problem can be solved to a larger scale by the help of small-scale industries. Because SSI provide labour intensive in nature.
2. **Equitable distribution of Income:** SSI distributed the wealth and income equally within societies. The organised sector will become improve due to SSI.
3. **Assembling of resources and entrepreneurial skill:** SSI can assemble adequate amount of savings and entrepreneurial skill from semi-urban and rural areas remain unblemished from large scale sector. Also helps in welfare of society by identifying hidden talents, from the weaker sections of society and investing the intellectual skill for producing or manufacturing commodities.
4. **Regional dispersion of industries:** People are migrating from semi-urban (especially for metropolitan cities). Because people want better standard of living because over population. Small scale industries overcome these problems of economy by utilising local resources in terms of Raw material, investment, intellectual skill etc.
5. **Export enhancement:** It enhances export because of utilisation of resources. SSI units contributed about 40% of India's total export, thus help India in increasing the foreign exchange resources and reduce the pressure of country's balance of payment.
6. **Support the Growth of large industries:** SSI play important role in serving big industries by providing accessories, components small parts and semi- finished goods, requiring by big industries.
7. **Better relations between employer and employee:** In small scale industries better industrial relationship. That helps to improve employees efficiency and minimise the chances of industrial dispute, leading to less cost of productions.

PROSPECTIVES OF SMALL SCALE INDUSTRIES IN FREE ECONOMY

In free economy, however, the small-scale industries sector is not insulated from completion from the large scale sector with their own ingenuity and resources. For this purpose, they will have to take effective measures in the following areas.

1. Quality Control- The products of large-scale industries are of high quality and precision. In a free economy, the products of small-scale industry can complete with those of the large-scale sector only if the high quality is maintained. To meet the completion from the large scale sector small scale industries should get a good share of the export market where high quality products are essential.

In a free economy, small scale units would have to select such technology from the available alternatives which would generate cost-efficient and high –quality optimal output. In order to ensure this, small entrepreneurs should preferably have a technical background.

2. Marketing Arrangement- many Small scale units have perished because of their inability to sell what they produced. This happened because of lack of proper marketing arrangements. The small scale units need to conduct systematic and continuous, market research and arrange to tie up with prospective buyers in order that their products may be readily sold.

3. Advertisement- The products of large scale sectors are advertised on TV, internet etc. Since Small scale units are suffer from resource in adequately most of them cannot advertise their products on the mass media. As a result products remains unfamiliar with public and find it difficult to sell.

4. Recovery of Receivables- Funds of SSI are blocked in receivables. As a result of recycling of funds is affected and production suffers. In a competitive environment- it must be ensured that receivable dues are realised without delay. SSC units will have to make special effort to collect their dues for their growth.

5. Professionalism in management-Many firms are suffering from proprietary management. Barring very tiny and small units, management of Small-scale industries has become complex. Hence, small – scale industrial units must be managed by professional managers. In order to complete success fully with large scale sector which is professionally managed.

6. Inventory control- For optimum production, proper inventory control is required. Most of the industries are unaware of this requirement. Many of the small units have become sick from neglecting the different. The other causes to set up the small –Scale industries are mainly as given below.

- ✓ Shortage of power.
- ✓ Technological obsolescence.
- ✓ Over dependencies on purchases by Government.

7. Opportunities: By less capital intensive and high above absorption nature, the SSI sector has made significant contribution to employment generation and also to rural industrialisation. This sector is ideally suited to build on the strength of India’s traditional skills and knowledge, by an infusion of technology, capital and innovative, marketing practices.

8. Technological Advancement. - SSI have to concentrate on advancement in technology, At least minimum use of computer is very essential too

9. Keeping with changes in industry

It is a difficult task but entrepreneurs who stays up to date on new technologies and modernisation, changing market and applicants will be far better equipment.

CONCLUSION:

The advancement of SSI is essential for the development of Indian economy to achieve the impartial distribution of income wealth, economic self-dependence. But start-up of SSI is difficult to entrepreneurs. But still governments are trying much to uplifts the SSI sector by providing loans financial assistance and subsidies. This sector possesses enough potential and possibilities to push button accelerated industrial growth in our developing economy and well poised to support national programme like ‘Make in India’. Appropriate strategies should be evolved for creation of an enabling ecosystem where these enterprises are able to access the benefits meant for themselves under a formal and friendly ecosystem and are further capable of meeting the emerging challenges of a globally competitive order.

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4. EMERGING GREEN MARKETING INITIATIVES - A HOLISTIC CONCEPT

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Abstract

This Research article explain about green marketing issues in the present era. Green Marketing is a phenomenon which has developed particular important in the modern era. Because these products are presumed to be environmentally safe. Hence green marketing incorporates a broad range of activities like product modification, changes in the production process, packaging process and promotion changes. Green Marketing hence refers to the Holistic marketing concept where in the production, marketing consumption and disposal of products and services happen in a manner that is less harmful to the environment. With growing awareness about the implication of global warming non-biodegradable solid waste etc. As a result of these the business firms have increased their rate of targeting consumers who are concerned about environment. Government sectors, private sectors as well as cooperative sectors also concentrate about Green concept. Although the great efforts of regulatory bodies the programmes have been failed, because of lack of awareness about the concept. At present corporate as a part of CSR trying to adopt this concept which help them to provide better service along with protection to the environment. Although increasing awareness about green marketing, it has become new concept to the general public. So that it has to be reached to the public in a proper manner. Because only few companies shows concern about environmentally friendly products.

Keywords: Agri, CSR, eco-friendly, e-pass book, eco-room.

INTRODUCTION:

Green marketing always concentrates on environment of products, which will safeguard the environment from pollution. According to American Marketing Association green marketing is the marketing of the products that are presumed to be environmentally safe, so many corporate are following "Go Green" policy. Green marketing concept explains about how consumers and manufacturer are sensitive to the need for switch to the green products and services. And also this concept explains about how green products safeguard the Ozone layer and reduce global warming. In addition to that how to save the resources and utilization of resources. Also people show concern about environmentally safe products. Because if we take the examples of some metropolitan cities Delhi, the government has introduced use of even numbered and odd numbered vehicles in different days.

RESEARCH OBJECTIVES:

- To highlight the issues in green marketing.
- To examine the programmes of green marketing.

NEED OF GREEN MARKETING (AN ANHROPOLOGICAL VIEW):

Issues like Global warming and depletion of Ozone Umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full health and vigour and corporate class. Financial gain is the main aim of business. However harm to the environment cost by sustain business across the globe is realised how though off late. So green marketing by the business class is still in the selfish anthological perspective of long-term sustainable business and to please the customer and obtain the license by the governing body industries in India and catching the need of green marketing.

IMPORTANCE:

- Utilisation of resources in efficient manner
- Without wasting achieving the goal of organisation
- People concerned about environment and changing their behaviour.
- Health consciousness.

Examples- Surf excel detergent which saver water (advertised as Do Bucket paani roz bachana), Eg, Flipkart. Coca-Cola, invested on recycling activities regulations also framed by India government to protect consumers and society at large. Eg. Ban of plastic bags.

LITERATURE REVIEW:

Philip Kotler et al (2010) Environmental sustainability refers to generating profits while helping to save planet. Company can measure green by using internal and external greening. It includes companies prevent pollution by eliminating or reducing waste before it created.

Many top companies like Mc Donald's are concentrating on green marketing.

Karunakaran 2008: Estimated that the market for agri-inputs is found to be around Rs.20,000 Crores per anum in India. Fertilizer marketing in India was a Socio-economic phenomenon involving awareness creation, education of farmers on scientific cultivation and balanced application.

Sourabh Bhattacharya2011: the green marketers in India should carry out heavy promotional campaigns because majority of India consumers are price sensitive and are not sure about quality of green products.

The study by Joseph &Rupalikorlekar there is a scope for in depth studies on green marketing to be conducted in developing countries like India not only on understanding consumers perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and products.

Selva Kumar and Ramesh pandi(2001) Sates that green marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers eco-friendly attitude and behaviours.

Biji Thomas and H NanjeGowda(2018) explain that environmentally friendly buildings are also known as Green Buildings. Some of the visible "Green" features, such as exterior window shading green(land shaped) roots, and natural ventilation chimney are often considered as the signal of being green.

The study by Atlaf khan (2014) About Indian companies practicing the Green marketing concepts as follows

- Samsung has adopted environmental conservation activities like maintaining safe working environment factors based on Green management.
- Toyota has introduced environmentally friendly cars.

- High quality recyclable photocopies are pioneered to satisfy demand for less environmentally harmful products.

Arun Kumar and N Meenakshi 2014: Sustainable marketing bring future profitability by adopting following practices.

- Companies adopt stringent policy towards green products.
- Smart companies reduced consumption of non-renewable resources such as coal, petroleum and natural gas.

K.S.Chandrashekar

Green marketing is important part of advancing renewable energy in the market place. It should not be considered as one more approach to marketing. But has to be pursued with much greater vigour. Recycling of paper, metals, and plastics also proves as environmentally safe.

RESEARCH METHODOLOGY:

To collect the information we have used Secondary data only. This data has been collected to various means such as books, Journals, article, Wikipedia etc.

FINDINGS OF THE STUDY:

ISSUE WITH GREEN PRODUCTS:

- New Concept:

Indian literate and urban consumers is getting more aware about the merits of green products. Consumers needs to be educated and made aware of the environmental threats New Green movement is needed. By India's Ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products .Indian consumer exposed to be healthy living lifestyles such as Yoga and natural food consumption.

- Need for standardisation:
Only 5% of the marketing messages from "Green" companies are entirely true and there is a lack of standardisation to authenticate these claims, unless some regularity bodies are involved in providing the certification there will not be any verification means.
- Patience and perseverance:
Investor and corporate have to view the environment as a major Long term invest opportunity , the marketers need to look at Long term benefit from this new green invest, it require lot of patience.
- Avoiding Green Myopia:
Green marketing focus on customer benefit. Do this request and motivate consumers to switch brands or even pay a premium for the green alternatives. It is not going to help if a product is developed which is green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia, in addition green products are priced high.

GREEN MARKETING–ADOPTS BY PROMOTION AND SERVICE ORGANISATION

- Fast food restaurants have promoted recyclable packaging for many times
- Some retail organisation jumped into the bandwagon. Organisation set up recycling drop off bins to throw the wastes.
- Xerox introduced 'High quality' recycled photocopier paper in order to satisfy the demand of firms, for environmentally harmless products.
- Some commercial banks like SBI, Corporation bank introduced "Go Green" policy. According to this policy, for ATM withdrawal slip not be generate by ATM Machine. Also statement slip can be provided in the form of PDF.

GROWTH OF GREEN MARKETING:

The first workshop on ecological marketing held in Austin (US) in 1975. Thereafter several books on Green marketing began to be published. Green marketing has evolved over a period of time.

According to Peattie (2001) The evolution of Green marketing has 3 phases. First phases was termed as “Ecological” Green marketing, and during this period all marketing activities were to help environmental problems and provides remedies for environmental problems. Second phase was named “Environmental “green marketing and the focus shifted on clean technology that involved designing of innovative new products which took care of pollution and waste issues. Third phases was “sustainable” Green marketing. It came in to prominence in the late 1990s and early 2000. Green marketing can make a difference by building total consumer demand for renewable and ultimately increasing the supply of renewable in the market place. This argues against creating artificial distinction among renewable resources.

ENVIRONMENTAL ISSUES:

The consumers all over the world are concerned about protection of environment and are changing their behaviour. As a result of this, green marketing has emerged, which speaks for growing market for sustainable and socially responsible products and services.

- Growing awareness among consumers all over the world regarding protection of environment in which they live.
- People want to provide a clean earth to their off spring.
- Consumers both individual and industrials are becoming more concerned about environmental –friendly products.
- As a result Green marketing has emerged which aims at marketing sustainable and socially responsible products and services
- Recyclable era has started in the form of non-toxic and environmental –friendly goods.
- Recyclable packages has got more importance to the new market.

GREEN PRODUCTS AND ITS CHARACTERSTICS:

- 1) Eco-friendly in terms of reusable refillable
- 2) Products with natural ingredients
- 3) Products contents under approved chemical.
- 4) The products which are environmental safe.
- 5) Products which are not tested on animals
- 6) Eco- friendly packaging and recyclable.

GOLDEN RULES OF GREEN MARKETING:

- **Know your customer-**
Make sure that customer are aware of the product which they are buying. In the sense whether customer know about environment friendly products.
For examples –whirlpool has introduced CFC-free refrigerator, for which in advertisement itself they used to educate the customer about the benefit of products.
- **Educating customers**
Customer must be educated during the advertisement or at the time of buying. Let the customer know the advantages of products
* What the product really is should be informed.
*Business policies should be environment friendly.
- **Assurance to buyer-**
Customer must be informed about that the product quality will diminish in the name of environment.
- **Pricing strategy-** charging premium price in the name of environment does not good to corporate. Customer should be given products which are worth for them.
- Customer should be a part of positive environment action.

MARKETING MIX FOR GREEN MARKETING:

When companies come up with innovations like eco-friendly products, they can access new markets, enhance their market shares, increase profits, 4 P's are adopted to Green marketing.

➤ **Product-**

ACMT= Group in India pioneered the "Green shelter" concept, which is a compute package to fit various environment. They also developed a slew of innovate products and solution like Nano-cooled shelters, water treatment plants, ultra-modern refrigerators and cold storage products. Products can be made from recycled materials or from used goods. For example Nike is the first among shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment friendly as it reduced the use of glue adhesives.

According to the survey 78% of Indian's plan to spend more on green products. Fuel saving motor vehicles, electric charging vehicles also part of green products.

➤ **Price**

Price of green products at the initial times are definitely higher Green pricing takes in to consideration the people, planet, and profit in a way that takes care of health of employees and community. Walmart unveiled its first recyclable cloth shopping bag.

➤ **Place**

More manufacturers trying to avoid transportation and other emission issues. For examples instead of marketing an imported mango juice in India, it can be licensed for local production. It reduces shipping cost, consequently can avoid carbon emission by ships and other mode of transport.

➤ **Promotion**

Green promotion involves advertising, marketing materials, videos presentation by keeping environment in mind. For examples Toyota is trying to push gas electric hybrid papers and boards which are free of elemental chlorine. Consumer awareness can be created by spreading the message among consumers. Marketing in the form of advertisement for products such as energy saving compact fluorescent lamps, the battery powered Reva, car etc. some of the examples of promotion are promotional products

- a. Reva using internet promotion method
- b. Green tea manufacturers conducting exhibitions to popularise green tea.
- c. Use of hybrid cars as being promoted by Honda
- d. Green building concept being promoted by major IT companies.
- e. The advertisement for green vegetables by Reliance fresh.
- f. Bio based polymers being promoted as a solution for construction industry etc.

PROGRAMMES OF GREEN MARKETING:

- Banks have introduced E- Pass book facility, Mobile banking facility in order to improve less paper work.
- Philips electronic introduced eco-friendly energy saving fluorescent bulbs as earthlight.
- Government of India have suggested to use recyclable plastic products in order to save environment.

Some examples of cases:

➤ **SBI- green IT @ SBI**

Providing paper less facility in banking like no cheques, no deposit slips, no ATM withdrawal slip.

➤ **Motor vehicle computers**

Companies have introduced eco-friendly electric charging bike to safeguard environment

➤ **Wipro- Green IT**

Reduced cost by reducing carbon footprints and become more efficient –all while saving the environment.

- **Going Green- Tata's new mantra**
Tata motor is setting up eco-friendly showroom using natural building material for its flooring and energy efficient lights. But it is in preliminary stages.
- **E-Business**-For example online shopping companies like Flipkart have introduced E-Bill, E-Guarantee certificate instead of paper certificate, which helps to save paper which indirectly results to save trees.

Green marketing ranking by Google

Some Cases

Interestingly, green marketing continues to be an issue of global interest. In fact, Google Trends reports⁵ that, on a relative basis, more searches for "green marketing" originated from India than from any other country.

Rank	Country
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

Many companies are adopting green for capturing market opportunity of green marketing some cases

NAME OF FEW ORGANISATIONS WHO ADOPTED GREEN MARKETING:

- **Indian oil's Green Agenda Green Initiatives:**
 - It invested Rs.7,000 crore for green fuel projects at its refineries.
 - Digel quality improvements facilities is place at all 7 Indian oil refineries , several green fuel projects are under implementation
 - Research and Development centre is engaged in formulation of eco-friendly bio degradable lab formulation
 - Centre certified under ISO 14000 : 1996 for environment management system.
- Alternative Green fuel:- Indian oil is focusing on compressed natural Gas, bio-diesel etc.
- **Green Stadium-**
Theyagaraja stadium is the tallest stadium. It was dedicated by union sports minimum MS Gill and Chief Minister Sheila Dikshitha. Stadium is constructed as per the green building concept with eco-friendly materials.
- **Taj Hotel**-Indian hotel Co is in the process of creating Eco-rooms which will have energy efficient rooms. Rooms will have CFLs and LEDs.

FAILURE OF PROGRAMMES:

- Corporate have failed to mention the benefit to consumers.
- Lack of awareness about green products.
- Failed to cope with new changer

PRESENT TRENDS IN GREEN MARKETING:

- Indian organisations believe it as a moral obligation to be more socially responsible. This is also a part of CSR which have be successfully adopted by some organisation.
- Government bodies forcing firms to blame more responsibility.
- Government policy regarding protecting the interest of customers and protecting the environment in following ways.
 - a. Reduce production of harmful goods.
 - b. Modify the consumption of harmful goods
 - c. Educate their trusted consumers

CONCLUSION:

Green marketing is a part of advancing renewable energy in market. There is need of an awareness on the part of public to save electricity , use less water etc. with the threat of global warming looming in large, it is extremely improvement that green marketing becomes the norms rather than exception. Recycling of Papers, plastics in a safe and environmentally harmless manner should become more systemised and universal. Worldwide, consumers are willing to pay more to maintain a cleaner and greener environment. This will be a problem in India and hence the Government needs to think of offering subsidies and indirect benefits to the green marketers.

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5. AN ANALYTICAL STUDY ON CHALLENGES AND OPPORTUNITIES OF SOCIAL ENTREPRENEURSHIP

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ABSTRACT:

Social entrepreneurship is an emerging concept which created a growing interest among practitioners and academicians. Because every organisation striving hard to earn profit rather than concentrating on societal benefit. But still now a day's business concern has to concentrate on need of society to survive in the society.

Right from the ancient times India is famous for entrepreneurship. Now a days Liberalisation, Globalisation and Privatisation has made India to give more opportunities for the establishment of business enterprises. The opening up of Industries sector to foreign competition had created a flutter among India industrial circles. Also FDI has created many opportunities for entrepreneurship.

The corporate Social responsibility (CSR) of the private sector with clearly earmarked funds and full-fledged action teams have played an important role in sprucing up the image of social entrepreneurship. Earlier, organisation addressing key social issues were assumed to be idealistic with entrepreneurial skills. Social entrepreneurial in India is emerging primarily because the government is very keen on its promotion, not necessarily by funding it or by advising on it but by enabling it. Efforts are made to provide information in the article regarding problem and prospects of social entrepreneurship. Because Social entrepreneurship is not an easy job like other entrepreneurship because this type of entrepreneurs has to concentrate on societal need.

Key words: Entrepreneurship, Social welfare, Social work and Research centre, Social entrepreneurs

INTRODUCTION-

Social entrepreneurs mainly focus on social problems. Some believe that social entrepreneurship works not only as a strong catalyst in the society, but as change agents in the social sector. They adopt a mission to create and sustain social value, recognizing and rigidly pursuing new opportunities,

engaging in a process of continuous innovation adaptation and learning. The government alone cannot meet the basic needs due to number of challenges such as population, low per capital income, inadequate infrastructure, illiteracy etc.

There is a great difference between social entrepreneurs and non-profit making organisations on the basis of their goals and objectives. Social entrepreneurs are driven by social as well as financial goals where as non profit organisation work purely for social purpose. Entrepreneurs are innovative highly motivated and critical thinkers/ when their intelligence is used to solve the social problems, it becomes a useful concept to society.

MEANING-

Social enterprises are the organisation which aims their efforts towards improving the general welfare of society and they apply market-based Strategies to achieve a social purpose. Social entrepreneurs and social entrepreneurship both share a commitment of going ahead with a social mission of improving society.

DEFINATION-

According to Wikipedia ‘ Social entrepreneurship is the use of start-up companies and other entrepreneurs to develop, fund and implement solutions to social , cultural or environmental issues.

RESEARCH OBJECTIVES-

- To understand the concept of social entrepreneur.
- To examine social entrepreneurship in India
- To evaluate challenges and opportunities of social entrepreneurship

CHARACTERSTICS OF SOCIAL ENTREPREUEUR

Different feature of social entrepreneur are as follows.

- 1) **Social entrepreneurs act as a change Agent-** Social entrepreneurs innovative by finding a new service, approach or a product to a social problem, by combining innovation and opportunities. They act as change agent of the society by bringing changes in the society.
- 2) **Social entrepreneurs are willing to share their credit-**TheSocial entrepreneurs are willing to share their credit of work. This can be best exemplified by the examples of Amul, under the able leadership of local farmer, leader Tribhuvandas. K. Patel started co-operative Society further developed and nurtured by Dr. Verghese Kurien led the country’s first three-tier co-operative structure which was replicated all over the country under the operation Flood programmes known a the” Amul model “ or Diary co-operatives.
- 3) **Social entrepreneurs are determined people-** They are committed to work and taking risks. Thinlas Choril is an example of Social entrepreneur who displayed her strong determination by working as the first female trekking guide in the heavily male dominated trekking industry in northern India. She also opened first female owned and operated travel company in Ladakh, India.

- 4) **Social entrepreneur believe in equality-** They have a strong belief in every one's innate capabilities, regardless of the formal education and thus contributing for the development and economic and social values. Winner of prestigious award Ramon Magsaysay Award Ms. Fla Bhatt started the organisation Self Employed Women's Association (SEWA) positively influencing the lives of thousands of poor women, focusing on economic changes and empowering the lives of the vulnerable, managerial groups of the country.
- 5) **Social entrepreneurs work on the policy of selflessness:** They intensively work towards the explicitly formulated mission to create and thus sustain the social value and benefits to the society. The George Foundation(TGF) aims to alleviate poverty , promote healthy and a clean environment and strengthen democratic institution and values in India . Started by the selfless motive of Dr. Abraham George.
- 6) **Social entrepreneurs act as Role Model:** Empowering people to change their lives they tap inspiration and creativity in outcasts and misfits. They bring value to the disadvantaged communities. The Social work and Research centre (SWRC). With the aim of women empowerment and electrification through Solar power for uplifting rural people by providing proper education, skill development health an drinking water.
- 7) **Welfare of Society-** They work for the welfare of people, rather than concentrating on the profit making objective. Their objectives are to reach the Social goal they help in development of the geographical area.

SOCIAL ENTREPRENEURSHIP IN INIDA-

Social entrepreneurship has significantly progressed in India over the past decade and with each passing day a greater number of people are using entrepreneurial skill in building sustainable enterprises

A survey found that

- There are 1.4 million non profit organisations in India, which engage nearly 25, million people as paid employee or an volunteer basis.
- 74% of the organisations were very small with one or two paid employees, only 8.5% had more than 10 paid employees.
- While 30% of NPO'S were religious in nature of their activities ,the rest were secular bodies focussing on social development issues, such as education, health care, community development.
- 80% of the funds generated from local activities, community contribution and donations among these 51% were self generated, while 13% from donation and 8% from loans.

SOME EXAMPLES OF ORGANISATION WITH OBJECTIVES-

1.AMUL	Indian dairy co-operative .Now available in more than 40 countries	Largest production of milk and milk product in the world.	Milk collected at the village .dairy society and marketed at
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			different places
2.SELCO INDIA	Founded in 1995 installed Solar light system in 1,30,000 houses	Uplift the quality of life by providing reliable and safe electricity using Solar power.	Fulfil the need of the customer and helping them access credit packages to purchase Lighting.
SKS FINANCE	A NBFC regulated by RBI. It operates across 19 states in India	Eradicate poverty by providing financial service to poor.	Lending to the individual women.
DARE	The Departmental of Agricultural Research and Education established by ministry of Agriculture.	A government of Initiative run by Govt.	Provided information about various govt schemes governed by policies and programmes of the Govt.

SCOPE OF SOCIAL ENTREPRENEURSHIP-

Social entrepreneurship is growing worldwide movement. Today there are many opportunities in child welfare .community policy, healthcare, counselling etc. it is playing an important role in India. And so it becomes important to study factors. There are many problems to social entrepreneurship. They are

- ✓ Making the educated youths employable.
- ✓ Providing better healthcare facility.
- ✓ Urban and Rural sanitation.
- ✓ Making use of renewable sources of power.
- ✓ Nutrition and food for the poor.
- ✓ Affordable housing.
- ✓ Agriculture.

Social enterprises in these sectors will not only create many opportunities, but also can find a solution for those problems.

LITERATURE REVIEW;

- Alvord Brown & Letts 2004 explained that the development of social entrepreneurship as an area for research closely resembles the development of research on entrepreneurship itself.
- Williams (1999) argued that interest in entrepreneurship as a field of study was crucially stimulated by community leaders belief that entrepreneurship was a defining trend of the 21st century.
- Koponen (2012) suggested that social entrepreneurship emerged to solve problems by suggesting solutions which persuades entire society to changes the whole social- economic system .Social

entrepreneurship has role in balancing social interest with market mechanism by combining social and economic initiatives.

- Ana and Murdith (2006) proposed that Social entrepreneurship is implemented with suitable flexibility where in some person or group of people intent at creating social value. They talked about how they employ innovation in producing or dispensing social value and also prepared to handle any types of risk that have occurred or can occur.
- Jerrmy et al(2009)- Stated that as a budding research stream, social entrepreneurship suffers from issues that are common to early strategic management and entrepreneurship research. There are many measurement range from qualitative assessments such as nature of innovation and fit of opportunity with the community's objectives and implement strategies to research goals.

RESEARCH METHODOLOGY-

To collect the information we have used secondary data only. This data has been collected to various means such as books, Journals, article, Wikipedia etc.

FINDINGS OF THE STUDY:

CHALLENGES FOR SOCIAL ENTREPRENEURSHIP IN INDIA

Social entrepreneurship facing many problems. some of the major challenges are explained below.

- **Lack of education in Entrepreneurship-** Entrepreneurship in India is still suffering from traditional educational system of the country. As the education are the main sources for promoting entrepreneurship in the business sector of the economy. Even now there is lack of specific curriculum on entrepreneurship development in Indian education system .There are less number of limited graduates from business schools and management institutions. Even there are many management education they do not provide entrepreneurship education.
- **Lack of Financial assistance-** Generally Social entrepreneurs run their business with their own funds or by raising funds from many lenders at high rate of interest. Thereason is banks avoiding credit assistances due to various social complication attached with them. Hence Social enterprises have to deal with challenges from financial institutions and Government.
- **Social and cultural effect-** In India Social and cultural perceptive becomes a challenges for social entrepreneurs in running their business activities. The business depend upon the society and then cultural practices. If cultural practices are not according with the people it may fail.
- **Cost effect-**Social entrepreneurs concerns about welfare of society and solving social problems. But every activity carries cost, which should borne by owner out of his own pocket. Once they find the way to earn profit after providing the best low cost solution to the needs of the society, they find solution and techniques.
- **Lack of Government support-** currently, the Government is not providing any kind of assistance for promoting these social cause ventures. The policies and regulations for social entrepreneurs are very complex with no taxation incentives or subsidies being provided for a social business.

- **Lack of skilled manpower**-It suffer from qualified manpower proper education training and developments programmes are essential to human resources .Even some have good management education but lack of skill to do the job. So necessary practical education is needed to the entrepreneurs.

OPPORTUNITIES FOR SOCIAL ENTREPRENEURSHIP-

There are many opportunities are available for social entrepreneurship .They are

- **Strategy**- In social entrepreneurship, strategy followed is co-operative rather than competitive owing to the social mission of entrepreneurs, poor working capital and market orientation. By framing a better strategy it can be popularised.
- **Financing**- Social entrepreneurship can be enhanced by providing financial assistances by the government sector. Also funds can be generated from general public by convincing, social welfare of the business.
- **Marketing Management**-Social entrepreneurship concentrate on marketing product at an affordable price. So that the P's of marketing like product, price , promotion have to be scientifically managed proper channel have to be selected by social entrepreneurs.
- **Governance**-Usually entrepreneurship is administered by Board of directors Non-profit social entrepreneurship ventures have the possibility of a different governance structure. They can form subsidiary organization managed by a business enterprises board if they want to run Part of their enterprise for profit.
- **Renewable energy management**- This is a trending aspect of the world. Social entrepreneurs have greater opportunity to manage renewable energy. If entrepreneurs planning for social entrepreneurship .they can opt for recycling product renewable energy etc.
- **Water management**-Now a day's scarcity of drinking water in remote areas .if the social entrepreneurship are new to the world they can look into this matter.
- **Resource Mobilisation**- Surplus generated by these enterprises can be used for social welfare. This can also became a part of CSR for social entrepreneurship. When they have social cause, obviously they save resources.
- **Performance measurement**- the social entrepreneurs endured greater challenges for measuring performance than the traditional entrepreneurs who can count on relatively tangible and quantifiable measurement of performances.
- **Green Product**-These are the products which will safeguard the environment. The objective of social entrepreneurship is social welfare , therefore they can concentrate on green products, green marketing etc.

SUGGESTIONS-

Some suggestions may help entrepreneurs in achieving their objectives. they are

- Social enterprises should use network approach with other social enterprises to avail the consumer and set the market standards.

- Educate the consumer about the product they offered (at lower prices) by other business.
- Taking support of government and other legislative authority.
- Social entrepreneurship should assist higher education India to develop curriculum that instils social entrepreneurship among their students.
- Majority of social entrepreneurship operates only in southern and western part of India. This is due to some jurisdictional reason. They should try to expand all over the world.

CONCLUSION-

A Social entrepreneur is someone who recognises the social problem and uses skill to organise create and manage a venture to make a social change. These social entrepreneurs contribute to the well being of the human in the human community. Social entrepreneurship should aimed at enabling business to develop more advanced and powerful forms of social responsibility. India is experiencing an increase in social entrepreneurship and attempts by social entrepreneurs to find affordable solution to various social problems of society with changes in technology and increasing competition, social entrepreneurs have to become more dynamic.

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6. “FUTURE DIMENSIONS IN HIGHER EDUCATION: A QUANTUM LEAP IN TECHNOLOGY” IMPACT OF ADVERTISEMENTS, MEDIA AND ENTERTAINMENT ON HIGHER EDUCATION YOUTH

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Introduction

Advertising is a best way of promotion. Advertising create awareness for the product in the mind of consumers to take purchase decision. The world is dealing with the bundle of choice and manufacturer is going to new lengths to make their product stand out from the lot. This translates to increased expenditure and advertisements and marketing, and innovative ads that are hard to miss. While these advertisements can be informative, they may have certain effects on higher education youth and also influence their decisions and even personality, in some cases.

Social media is a worldwide networking platform that serves as a medium for the people to connect and communicate with each other and for the Higher education youth to explore the world. In today’s society, there are a number of factors that affect a youth’s ability to learn. The media, for good and for bad, is the primary factor. Social media is quickly evolving in front of our eyes and it is quite impossible to reject and hide from its impact on the Higher education youth of today.

Even though social media isn’t only used for social interaction, it is an important aspect of Higher education youth’s Lives. Social media provides an avenue for them to stay connected with peers, it also helps as they aren’t interacting face to face. It also provides an opportunity for the Higher education youth s to connect with the others who share their interests in art, music, games, and blogs.

Even though mass media is a huge part of Higher education youth’s learning process and has benefits like the ability to expand their education on the world and the ways of society, more often it offers a poor form of socialization with no opportunity for physical interaction. With this constant push to learn and use technology and the medium of social media, we are failing to teach learn how to behave and function in the real world. Social media negatively affects Higher education youth’s cognitive and social development as well as childhood development because it limits their ability to understand social cues, to understand the conversational tones, and to communicate face to face.

The parents and the teachers need to tell the Higher education youth the correct use of social media so as to avoid or minimize the contingency of malpractice that prevail over social media. We as people must collaborate to face and provide a solution to this problem. Media influence on higher education youths can be deliberate and direct. For Example, advertising is often directed at Youths. This means that Youths are increasingly conscious of brands and images.

Media influence can also be indirect. For example, this might include sexualized images and content on Instagram, Sanpchat, face book and YouTube. It might also include violent imagery and coarse language in news media, documentaries, video games and some song lyrics. This kind of media influence can suggest to teenagers that certain ways of behaving and looking are ‘normal’.

Health and Life Style: Youths can also pick up important health promotion messages from social media and other media. This might include messages aimed at preventing Higher education youth depression and suicide, promoting positive, respectful relationships, or encouraging healthy eating and lifestyle habits.

Identity: Good-quality stories in television shows and movies can help teenagers explore aspects of identity like sexuality, relationships, gender or ethics.

Benefits : As a gathering of information became easy , Higher education youth now possess diverse knowledge on various topics that have helped them to easily get involved into social talking and gathering as well as

enhance their way of thinking and acquire a clear perspective on how things are actually. Social media has developed the human intellect into a more diversified quality. You can definitely feel it yourself. Moreover, referring to the internet can enable you to gain an ample amount of information for your studies and you can always stay a step ahead with your knowledge.

Entertainment Applications(Netflix,Ted,Dubmash, YouTube,Pandora music, Google Play Books, Red Box):

These are used to find ways to entertain young people in this busy life schedule. The communication barriers between people have been removed to a greater extent with the introduction of various innovations including Smartphone and social media. The technological revolution has unlocked the world of social media to the larger Indian market. With the ever-rising technology, mobile, computers and tablets are easily available to Higher education youth. The internet has made it easier for Higher education youth to reach entertainment applications which are not the only source of information for them but have also become an addiction.

Many people make pages and groups on social media regarding studies or any other thing, through which they can easily interact. Even so often such groups also lead to employment opportunities for unemployed Higher education youth. Entertainment serves the range of “uses and satisfaction” familiar to media students (cognitive, social, emotional/physiological).

Among the cognitive benefits of entertainment media are the improvement of problem solving and enhanced perceptual skills. Listening to music or watching television can produce positive cognitive effects. Music, in addition to its mood management function, also affects brain development, language, and cognitive development.

Video gaming can be beneficial for brain development and functioning. Studies suggested digital games can speed reaction time and may positively influence executive function and have social and emotional benefits.

If entertainment is a public health issue, it is largely in the area of mental health that it has its greatest impact. Enjoying music, a film, a video game, or a You Tube video can improve mood, strengthen friendships, and increase competence.

Negative Impact of Advertisement, social media and Entertainment Applications on Higher education youth:

Social media has a huge influence on youths. For every bit of movement, students now use social platforms to connect to friends, collecting both relevant and irrelevant information as well as search for events all over the world and keep themselves updated. Negative social media and other media influence on youths an unhealthy influence on youth behavior and attitudes in certain areas, including body image, health and lifestyle.

1.Physical Personality: Higher education youth’s body image is influenced by social media, other media and advertising. If youths see unrealistic ‘thin’ or ‘strong’ body types often enough in the media they follow, it can have an impact on their body image and dieting behavior.

2.Misdirection: Social media has turned each and every Higher education youth’s outlook in such a manner that it has now become elixir of life. If any student is failing to score good marks, the reason cannot be only the influence of social media but all other factors that are closely related to social media platforms.

3.Loss of image and reputation in society: Social platforms provide students with relevant information as well as current updates that help them to enhance their knowledge. Unnecessary uploading photos in Face Book and commenting on certain issues leads to face new problems.

4.Attraction to junk food: Advertisement attracts higher education youths to consume junk food and soft drinks regularly. This creates obesity problems and other health issues.

Objectives of Research:

- 1.To study the positive impact of Advertisement, social media and entertainment on higher education Youth.
- 2.Assess the factors that influence the mind-set of youth.
3. To study which type of Advertisements are more appealing to Higher Education Youth?
- 4.To study the negative impact of Advertisement, social media and entertainment on higher education Youth.

Methodology:

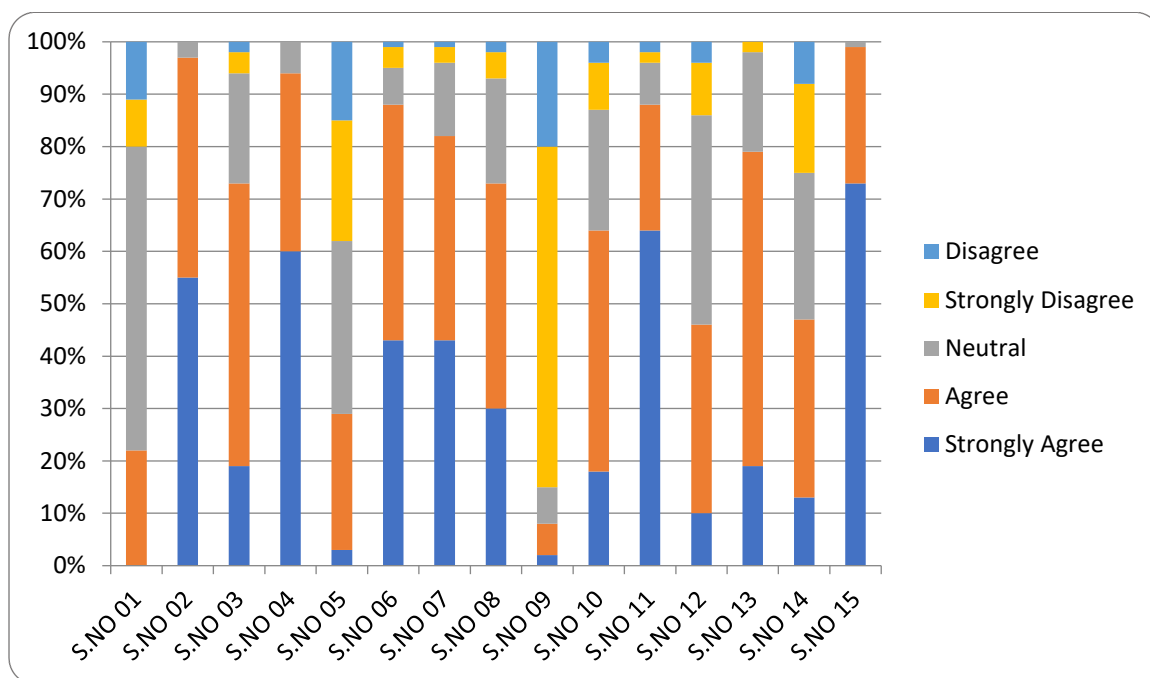
Primary data was collected through structured questionnaire. The respondents were asked to answer based on rank to each statement on a 5-point scale basis (5= strongly agree & 1= strongly disagree) mean technique was used to analyze the primary data. The respondents were students of Graduation in Basrur. 139 college students shared their thoughts and information.

Sampling method: Convenience Sampling.

The respondents were asked to answer based on rank to each statement on a 5-point scale basis (5= strongly agree & 1= strongly disagree) mean technique was used to analyze the primary data.

Secondary data was collected through research articles and Books.

Results and Discussions:



Summary of Students Response in Percentage

S.No	Particulars	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
		%	%	%	%	%
1.	Advertisement sells positive information. Do you agree?	00	22	58	09	11
2.	Television is the most influential media for Advertisement. Do you agree?	55	42	03	00	00
3.	Impact of an Advertisement lies few hours on You. Do you agree?	19	54	21	04	02
4.	Does an Advertisement desire to explore purchase?	60	34	06	00	00
5.	What do you think Public Places is the perfect place for displaying hoardings for being remembered the most?	03	26	33	23	15
6.	Can Advertisement motivate you to buy/try a new product?	43	45	07	04	01
7	Can Social Media improve your Knowledge?	43	39	14	03	01
8.	Does Whatsapp and Google Duo used for imparting Education ?	30	43	20	05	02
9.	Does Tiktok application helpful to you?	02	06	07	65	20
10.	Does social media helpful for your education?	18	46	23	09	04
11	Does youth wasting their time in Social media?	64	24	08	02	02

12.	Does Entertainment Applications (Netflix, Ted, Dubmash, YouTube, Pandora music, Google Play Books, Red Box) helpful for Education ?	10	36	40	10	04
13.	Does YouTube change the path of Education?	19	60	19	02	00
14.	Most of students do not know about Entertainment apps. Do you agree?	13	34	28	17	08
15.	Do Social media and Entertainment Apps have made Global Village?	73	26	01	00	00

Observation from Survey:

- Advertisement sells positive as well as negative information.
- Television Advertisement influences on every higher education youth.
- An advertisement creates an emotional response on particular commodity.
- Advertisement creates an opportunity to buy different products.
- Students may be convinced through public place advertisement.
- Advertisement motivates to buy a product.
- Social media effectively used for education purpose.
- Student use Entertainment application for education purpose.
- Student waste their time in Social Media.

Conclusion:

To conclude that advertisement, Social media and Entertainment applications positively as well as negatively impact on Higher Education Youth. Internet, Whatsapp, YouTube are now part of Education. These are should be used for education purpose only. Today's Higher education youth is better -informed than before as they are aware of the events happening around the globe due to social media sites that help them stay connected with their friends. Such entertainment applications also bridge the gaps between people and keep them connected.

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7. EMERGING BUSINESS TRENDS

CHANGES IN TAX PLANNING: A CASE STUDY ON ASSESSMENT

OF BUSINESS MAN FOR THE AY 2019-2020 AND 2020-21

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ABSTRACT

This paper analyzes how Tax planning is a legal way of reducing tax liabilities in a year. It will help to utilize the tax exemption, deduction, and benefits in the best possible way for minimizing tax burden. Tax Planning involves planning in order to avail all exemption, deductions and rebates provided in Act. The income tax law itself provides for various methods for Tax Planning, Generally it is provided under exemption u/s 10, deduction u/s 80C to 80 U and rebates and relief's.

Why Every Businessman Needs Tax Planning?

Tax planning is resorted to maximize the cash inflow and minimize the cash outflow. Every prudent person, to maximize the Return, shall increase the profits by resorting to a tool known as a Tax Planning.

How is Tool of tax Planning Exercised?

Tax Planning should be done by keeping in mind following factors:

- The Planning should be done before accrual of income.
- Tax planning should resort at the source of income.
- The choice of an organization, i.e. Taxable Entity (Proprietorship concern/Firm/Company).
- Residential Status of a person.
- Choice to Buy or lease the Assets. Where the assets are bought, depreciation is allowed and when asset is leased , lease rental is allowed as deduction.

General Areas of Tax Planning:

There are several general areas of tax planning that apply to all sorts of small businesses. These areas include the choice of accounting and inventory valuation methods, the timing of equipment purchases, the spreading of business income among family members, and the selection of tax-favored benefit plans and investments.

Key Words: Tax Planning, Tax Slab, Sec 80C to 80U, Sec 10, TDS

INTRODUCTION:

Tax planning is a legal way of reducing tax liabilities in a year. It will help to utilize the tax exemption, deduction, and benefits in the best possible way for minimizing tax burden. The avid goal of every tax payer is to minimize his Tax Liability. To achieve this objective taxpayer may resort to following three Methods:

1. Tax planning
2. Tax Avoidance
3. Tax Evasion

It is well said that Taxpayer is not expected to arrange his affairs in such a manner to pay maximum tax. So, the assessee shall arrange the affairs in a manner to reduce tax. But the question what method he opts for? Tax planning, Tax Avoidance, Tax Evasion!

Meaning of Tax Planning:

Tax Planning involves planning in order to avail all exemption, deductions and rebates provided in Act. The income tax law itself provides for various methods for Tax Planning, Generally it is provided under exemption u/s 10, deduction u/s 80C to 80 U and rebates and relief's. Some of the provisions are enumerated below:

- Residential Status of the person
- Choice of accounting system
- Choice of organization

Objectives of Tax Planning:

1. **Reduction of Tax liability:** As a tax payer, you can save the maximum amount from payable tax amount by using a proper arrangement of your business working as per the required laws.

2. **Productivity:** Among the most important objectives of tax planning is channelization of taxable income to various investment plans.
3. **Minimal Litigation:** There is always friction between the collector and the payer of tax. In such a situation, it is important that the compliance regarding tax payment is followed and used properly so that friction is minimum.
4. **Healthy Growth of Economy:** The growth in an economy depends largely upon the growth of its citizens. A tax planning estimates generation of white money that is in free flow.
5. **Economic Stability:** Stability is supplemented when the tax planning behind a business is proper.

Methods of Tax Planning:

Various methods of Tax Planning may be classified as follows:

1. **Short Term Tax Planning:** Means the planning thought of and executed at the end of the income year to reduce taxable income in a legal way. **Example:** Suppose, at the end of the income year, an assessee finds his taxes have been too high in comparison with last year and he intends to reduce it. Now, he may do that, to a great extent by making proper arrangements to get the maximum tax rebate u/s 88.
2. **Long Term Tax Planning:** Long range tax planning means a plan planned out at the beginning or the income year to be followed around the year. **Example:** If an assessee transferred shares held by him to his spouse, though the income from such transferred shares will be clubbed with his income u/s 64, yet if the income is invested by spouse, then the income from such investment will be treated as income of the spouse.

For a small business, minimizing the tax liability can provide more money for expenses, investment, or growth. In this way, tax planning can be a source of working capital. First, a small business should never incur additional expenses only to gain a tax deduction. While purchasing necessary equipment prior to the end of the tax year can be a valuable tax planning strategy, making unnecessary purchases is not recommended. Second, a small business should always attempt to defer taxes when possible. Deferring taxes enables the business to use that money interest-free, and sometimes even earn interest on it, until the next time taxes are due.

General Areas of Tax Planning:

There are several general areas of tax planning that apply to all sorts of small businesses. Some of the general tax planning strategies are described below:

- **Accounting method:** Accounting methods refer to the basic rules and guidelines under which businesses keep their financial records and prepare their financial reports. There are two main accounting methods used for recordkeeping: the cash basis and the accrual basis. The choice of accounting method is an issue in tax planning, as it can affect the amount of taxes owed by a small business in a given year.
- **Benefits Plans and Investments:** Tax planning also applies to various types of employee benefits that can provide a business with tax deductions, such as contribution to life insurance, health insurance, or retirement plans. Tax planning applies to various types of investments that can shift tax liability to future periods, such as treasury bills, bank certificates, saving bonds, and deferred annuities.
- **Tax Planning Paths:** Postponing taxes is still an important tax-saving technique of Tax Planning. Reasons include
 - Chances of lower tax brackets in the future
 - Can't pay entire tax burden
 - Increase of income through invest returns

HEAD-WISE TAX PLANNING:

1. **Tax Planning in relation to Income From House Property :** A house property may be purchased or constructed by taking loan. The interest on loan upto ` 2,00,000 is deductible in computing income from house property. If an assessee has let-out more than house, he should one or more houses to the members of his family who are having least income. However, he should not transfer the house to his wife, daughter in law or a minor child, otherwise the clubbing provisions will apply.
2. **Tax Planning in relation to Profit and Gains from of Business or Profession:**
 - a) **Business Location:** If Business is located in Free Trade Zone or backward district or special category states, he will be entitled exemption or deduction u/s 10AA/80 IB/80IC.
 - b) **Capital:** If he need capital he should borrow it from friends or relatives. The Interest on loan is a deductible expenditure. This will reduce his tax liability.
 - c) **Payment of an expense:** If payments exceeds `10,000 , it should be paid by account payee cheque or any other electronic clearing system.
 - d) **Purchase of assets on which depreciation is allowed:** If an assessee acquires a building, plant, machinery or furniture for his business, it should be utilized for at least 180 days during previous year, so that he may claim full deduction for previous year.
3. **Tax Planning in relation to Capital Gains :**

- 1.If the asset is long-term capital asset, its cost of acquisition and cost of improvement are indexed for computation of capital gains. As far as possible, the securities should be transferred after holding for more than 12 months and other assets should be transferred after holding for more than 24/36 months. This will reduce the amount of capital gains.
 2. The capital gains may be invested in prescribed assets/bonds within a prescribed time to reduce the tax liability by considering Sec 54/54B/54EC/54F.
- 4. Tax on capital gains on transfer of equity shares in a company:** If an assessee transfers shares and pays securities transaction tax, on such transactions, he shall be liable to pay tax on capital gains at the following rates: STCG-15% , LTCG exceeding ` 1,00,000 income tax charged @ 10%.
- 5. Tax Planning in relation to Income from Other Sources:**
1. Assessee should invest their funds in tax-free bonds.
 2. The dividends on shares of a domestic company and income from units of mutual fund are tax-free. Hence, Businessmen may invest in shares or units to save tax.
- 6. Tax Planning in relation to Clubbing of Income:**
1. The Businessman should transfer the property to major son or major daughter instead of minor children, so that the income from such property may not be included in their income.

Generic Saving methods in Tax Planning:

Following items shall be taken in to account while Tax Planning:

- A. Deduction U/s 80 C to 80 U.
- B. Set off And Carry forward of losses

Filing of return of loss : In order to avail the right to carry forward and set off any loss, the assessee must file a return of Income u/s 139(1) and get the loss determined by the Assessing Officer. However , this condition does not apply in case of loss under the head ‘Income from house Property.’ (Sec.80).

CASE 1: The particulars of income of MrVenkateshaPai(Age 51 years)are as under :

Rent from House Property ` 1,20,000. Profit and gains of business ` 9,20,000. Capital gains on the sale of shares (taxable at 15 %) ` 15,000. Interest on Bank Time Deposit ` 35,000. Dividend received on units of Unit Trust of India ` 10,000. Interest on Saving Bank Deposit ` 22,000. Interest on Hosing Loan paid: P.Y.2018-19 ` 45,000 and P.Y.2019-2020 ` 60,000. Medical Insurance Premium paid ` 10,000 for the P.Y.2018-19 and ` 35,000 for the P.Y 2019-2020.

Find out the tax payable for the A. Y. 2019-20 AND AY 2020-21.

Solution :

Computation of Total income and Tax liability of Mr VenkateshaPai		
	A.Y. 2019-2020	A.Y.2020-2021
1.Income from House property	39,000	24,000
2. Profit and gains of business	9,20,000	9,20,000
3.Capital Gains : STCG	15,000	15,000
4.Other Sources :		
a) Interest on Bank Time Deposit	35,000	35,000
b) Dividend from Unit Trust of India	Exempt	Exempt
c) Interest on Saving Bank Deposit	22,000	22,000
Gross Total Income	10,31,000	10,16,000
Less : Deduction U/s 80D: Medical insurance premium	10,000	25,000
Less : Deduction U/s 80TTA: Interest on SB A/c	10,000	10,000
Total Income	10,11,000	9,81,000
Tax on Total Income 10,11,000/ 9,81,000		
Tax on STCG (15,000x15%)	2,250	2,250
Tax on Other income ` 9,96,000/ 9,66,000		
First On ` 2,50,000	Nil	Nil
Next on ` 2,50,000 @ 5%	12,500	12,500
-Tax on balance income ` 5,96,000/5,66,000 @20%	1,19,200	1,13,200
	1,33,950	1,27,950
Add : Health and education cess @ 4%	5,358	5,118

Tax payable	1,39,308	1,33,068
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Result and Implication:

The outcome of my research exhibit the following:

1. Tax planning should be done completely under the purview of law.
2. Planning should take into consideration business objectives and flexibility for the incorporation of future changes.
3. All you need to do is to claim the tax benefits is invest in eligible instruments.
4. Giving correct information to relevant IT authorities.
5. Being well informed of applicable tax laws and court judgments on the same.
6. You could be a first time tax payer/ long-time taxpayer, in case you did not plan your taxes properly, you are probably paying more in tax than you should.

Conclusion:

To conclude that while Tax Planning every businessman must and should allocate investment in various sector, consider Deduction U/s 80, Sec 10, Tax Slab applicable to FY and TDS.

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8. Rural employment Schemes in India:

A study with Special reference to MGNREGS in Udupi District

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Abstract: One of the major problems faced by rural population is poverty and unemployment. It is mainly because lack of opportunities in the village. Rural employment is one of the very essential needs in India. Mahatma Gandhi National Rural Employment Guarantee Act is considered as a “Silver Bullet” for eradicating rural poverty and unemployment, by way of generating demand for productive labour force in villages. It provides an alternative source of livelihood which will have an impact on reducing migration, alleviating poverty and making villages self-sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc. For which it has been considered as the largest anti-poverty programme in the world. In this paper an attempt has been made to observe the socio-economic status of the beneficiaries of Rural employment Schemes in Udupi district based on various secondary and primary data.

INTRODUCTION

In India, out of total population 70 per cent of the India’s population lives in rural areas. These rural populations can be characterized by mass poverty, low levels income and high level of unemployment. Higher unemployment and low income in the rural areas results in low purchasing power of the rural people, ultimately affecting their quality of life. The government has launched several schemes to generate employment through the planning commission of India such as Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), Training of rural youth for self employment (TRYSEM), National Rural Employment Programme (NREP), Rural Landless Employment Guarantee Programme (RLEGP), Employment Assurance Scheme (EAS) etc. All these schemes are aimed to reduce the unemployment in India

In this paper an attempt has been made to Observe the socio-economic status of the beneficiaries of Rural Employment Schemes (especially MGNREGS) in Udupi based on various secondary and primary data.

Objectives

The study had been done with the following objectives

1. Observe the socio-economic status of the beneficiaries of Mahatma Gandhi

National Rural Employment Guarantee Schemes in Udupi and their awareness

about the relevant provisions of the Scheme.

2. Observe the change in income, assets and quality of life of beneficiaries of the Scheme in Udupi.

Methodology

The study was descriptive in nature. It makes use of both primary and secondary data. The beneficiaries of the Rural employment Schemes formed the major source of primary data for the study. The population for the study comprised of all the Rural employment Schemes beneficiaries in Udupi. A sample of 10 beneficiaries were selected through a Multi Stage Sampling process. Secondary data's were mainly collected from website, journals and periodicals

National Rural Employment Programmes (NREP)

The NREP was launched in 1980 with a view to significantly increase employment opportunities in rural areas. This was viewed as a major step towards poverty alleviation. The NREP replaced the food for work programme.

Training of Rural Youth for Self Employment (TRYSEM)

TRYSEM was launched in 1979 as a separate national scheme for training of rural youth for self employment. The scheme -TRYSEM aimed at providing basic technical and entrepreneurial skill to the rural poor in the age group of 18-35 years enable them take up income generating activities.

Rural-Landless Employment Guarantee Programme (RLEGP)

The Rural Landless Employment Guarantee Programme (RLEGP) was launched on 15 August 1983 by Prime Minister of India Indira Gandhi during the Sixth Five-Year Plan. The entire expenditure of this Programme was financed by Central Government.

Employment Assurance Scheme (EAS)

The Employment Assurance Scheme (EAS) was introduced on 2nd October, 1993 in the rural areas of 1778 blocks of 261 districts in which the Revamped Public Distribution System (RPDS) was in operation.

Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS):

The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA) was implemented from February 2, 2006 after passing of the NREG Act in the Parliament in September 2005. This scheme was initially launched in 200 identified districts and later on, it was extended to all the rural districts of India with the objective of providing 100 days of guaranteed employment in a financial year to any rural household whose adult members are willing to do unskilled manual work. The details of this Act, its important provisions and beneficiaries of the Scheme at the district level are studied here with particular reference to the Udupi District.

Udupi District is one of the thirty districts in the Karnataka states with three taluks namely Udupi, Karkala and kundapura. Udupi city is the district head quarters. It is one of the three coastal districts in the state. Along its Southern border lies Dakshina Kannada District, Uttara Kannada is to the north and Shivamogga and Chikkamagaluru to the east, while Arabian sea forms its western boundary. The poverty and unemployment was severe and most acute in this district where there was greater dependence on the agricultural sector. MGNREGS has brought in new bound and boon to work for livelihood and solve unemployment in this district. This Scheme uplifts the socio-economic condition of the beneficiaries of MGNREGS in this district.

Though rainy season is best suitable for horticulture and agriculture related work, the work under MGNREGS is moving at a snail's pace. MGNREGS was implemented in the year 2008-09 in this district. In 2009-10, all 146 Gram panchayats had successfully implemented the scheme. As many as 34,640 household and 70,454 persons were registered under the scheme since 2008. The number of job cards that were issued is 34,523. As many as 2,020 households and 3,384 persons were provided with the job. In 2010-11, all the 29 Gram Panchayats in Karkala had successfully implemented the scheme. Of 56 Gram Panchayats, 10 Gram Panchayats had implemented the work in Kundapur taluk. In Udupi taluk only 26 Gram Panchayats out of 61 Gram Panchayats had taken up the programme during this fiscal year.

As per 2019 it provide employment opportunities to 1.44 lakh persons. Of which 0.99 lakh(68.53%) are womens, 0.14 lakh (9.52%) SCs, 0.08 lakhs(5.91%) STs and 1.22 lakhs(84.57%) others. The number of registered persons since beginning under the scheme had increased from 70,454 in 2008 to 210499 in 2019. The number of households provided with employment also increased from 3384 in 2008 to 10818 in 2019.

Table:1 Persons Employed in Financial Year – 2018 -2019

S No.	Blocks	Registered Persons since Beginning	Employed Persons
1	<u>KARKALA</u>	49460	1913
2	<u>KUNDAPURA</u>	97130	5887
3	<u>UDUPI</u>	63909	3018
	Total	210499	10818

Source: <https://mnregaweb2.nic.in> > netnrega > homestciti

In the financial year 2018-2019 the total registered persons since beginning under the scheme in this district are 210499, of which 10818 were employed. Kundapura taluk has the highest registered and employed persons (97130 and 5887), followed by Udupi (63909 and 3018) and Karkala (49460 and 1913).

Table:2 Percentage of works completed in Financial Year 2018 -2019

S No.	Blocks	No. of Works started	No. of Works Completed	Not Yet Completed	Work Completion Rate(%)
1	<u>KARKALA</u>	659	120	539	18.21
2	<u>KUNDAPURA</u>	1600	134	1466	8.38
3	<u>UDUPI</u>	777	135	642	17.37
	Total	3036	389	2647	12.81

Source: <https://mnregaweb2.nic.in> > netnrega > homestciti

Table:2 Shows percentage of works completed in financial year 2018-19 in this district. During the year 2018-19 a total of 3036 works have been undertaken, of which 389 are completed and 2647 are in progress. Highest works have been undertaken in Kundapura taluk (1600), followed by Udupi (777) and Karkala (659). Work Completion Rate in this financial year was 12.81%. Highest Percentage of works completed in Karkala taluk (18.21%), followed by Udupi (17.37%) and Kundapura (8.38%).

Table:3 Total Payment For Financial Year 2018-2019

S.No	Block	Amount Involved (Rs. in Lakhs)
1	<u>KARKALA</u>	80.68
2	<u>KUNDAPURA</u>	233.12
3	<u>UDUPI</u>	129.78
	Total	443.58

Source: <https://mnregaweb2.nic.in> > netnrega > homestciti

Table:3 Shows Total Payment For Financial Year 2018-2019 in this district. During the year 2018-19 a total payment of beneficiaries of MGNREGS in udupi district is 443.58 lakh. It is 80.68 lakh in karkala, 233.12 lakh in Kundapura and 129.78 in Udupi taluk.

The following case studies are cited based on first-hand field work conducted at Bellmannu village of Karkala taluk and Manoor village of Kundapura taluk in Udupi district.

Case 1: Name: Bebi Age: 40

She lives in Bellmannu Panchayat of Karkala Block in Udupi District. She has BPL card and her family used to stay in tent house. Recently she and her husband built a brick house for them. She came to know about the provisions under the MGNREGS through a public announcement in the village. She decided to work under MGNREGS. Last year she and her husband worked under MGNREGS for 100 days and earned a good amount of money at the rate of Rs. 300/- per day. As the small amount of land they have is enough to fulfill their basic food necessities. Finally, they decided to spend money earned by MGNREGS to build a new house for them.

Case 2 : Name: Gowri Age: 55

She lives in Manoor Panchayat of Kundapura Block in Udupi District. She is a poor and has three children all are studies in the School. She says that agricultural work is available only for about 6 months in a year and that not continuously. Some of the work like harvesting paddy is done by few workers so she is not able to go for such work. She however is able to work under MGNREGS. She has worked for 55 days in 2018-2019 and has used the income she earned to support her Children's education. She is happy that MGNREGAS wages are paid every week and would like to get a card for her Children's so that they too can work.

Thus, it is clear from the cited cases that MGNREGs is a very important rural development programme in India as it helps the rural poor to earn their livelihood. This programme can go in a long way to improve the socio-economic status of the rural poor.

Conclusion:

Rural employment Schemes (especially MGNREGS) is considered as a "Silver Bullet" for eradicating rural poverty and unemployment, by way of generating demand for productive labour force in villages. It provides an alternative source of livelihood which will have an impact on reducing migration, alleviating poverty, and making villages self- sustaining through productive assets creation such as road construction, cleaning up of water tanks, soil and water conservation work, etc. For which it has been considered as the largest anti-poverty programme in the world. . It can be concluded that the success of this Scheme depends upon its proper implementation and in this scenario, the community participation is very important to make this programme more effective.

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9. Gandhian Economic Thought and Its Influence on Economic Policy in India

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Abstract: Gandhian economics is a school of economic thought based on the spiritual and socio-economic principles expounded by Indian leader Mahatma Gandhi. He was primarily interested in India and its problems and he was aware of the socio-economic consequences of the British rule in India. He made references to the kind of economic system and he advocated certain policies with regard to the development of Indian agriculture, industries, Swadeshi, etc. Gandhi considered economics as a practical science as it suggested measures for maximizing human welfare. He laid great emphasis on human values and condemned the monetary basis of human relations. Gandhi advocated non-violence and hence his economics may be called economics of non-violence. Gandhi became more practical and he gave a constructive programme for village regeneration and put forward the ideal of Sarvodaya. Gandhiji has been critic of modern civilization but he agreed with everything which was not against humanity.

Introduction

The economic ideas of Gandhi and his followers may collectively be called Gandhian Economics. Gandhi himself was not a professional economist. He was a great political and spiritual leader. But consistent with his philosophy of truth and non-violence, he gave a set of economic ideas which are sharp in contrast against the traditional economics of the west. Gandhi's ideas have considerable influence on Indian thought and policy. Further, some of his followers, normally J.C. Kumarappa have attempted in recent years to refine and restate Gandhian economics as a counter theory to western economics and it is claimed to be more suitable for building up a more peaceful and stable future.

Methodology:

In the present paper, an attempt has been made to reveal the Gandhian Economic Thought and Its Influence on Economic Policy in India. It is an analytical and descriptive study carried out by collecting data from the secondary sources mainly books, journals, newspaper and websites.

Economic thoughts of gandhiji:

Gandhian economics is very different from traditional economics, as it has no clear cut theory. Gandhi himself never studied any economics. Gandhi's views on economics were simple and straight

forward which would make India economically self sufficient, manufacturing and satisfying its own needs in domestic market, home-grown ways. This would not only improve the composition of the rural economy of India, it had also demoralized the British economic motives of the exploitation of Indian people. The ethics of economic self sufficiency were spread all over India by Gandhiji during the colonial period.

Village industry, khadi and small scale industry:

Gandhi's great approach of Self reliance and Swadeshi is playing a significant role for the improvement of human beings. He presented a very useful model for economic development in India. Gandhi saw the importance of the rural economy and thought that poverty could be eased by stimulating village economies of agriculture and labour intensive production by using simple technologies on a ground level. Gandhiji wanted to re-establish India from the lowest level. Therefore, he gave an idea to Indians to reconstruct the villages. He had imagined self-reliant villages, free from dependency on big cities which cure them from exploitation. He has also strongly advocated for decentralization of economy. According to Gandhiji, if we want Swaraj to be built on nonviolence, we will have to give the villages their proper place. He said that development of the village is depended on their own self-sufficiency which is only possible when there is no more exploitation. On the other hand the use of large scale industries will create problem of competition and marketing in the economy. Gandhi felt that India's dependence on imports from other countries was the main reason of much adversity in India. His basic approach has always supposed about the intentional needs, the need for independent villager and very close to his philosophical and sociological thoughts. He was paying attention on the development of common person and more significantly the development of the depressed and needy group of people. Therefore, he has to focuses on the village being self-reliant, mechanized mainly for use.

The term Swadeshi which used by Gandhi consists to promoting and stimulating indigenous industries like small scale and cottage industry of Khadi, Handloom spinning and weaving mills. He offered khadi as a sign of patriotism, equal opportunity and independence. It was his idea by using Khadi India can defeat the British rule and which can also rebuild of the Indian society. Therefore, Gandhiji has started his movement for khadi in 1918. He suggested that if we wear and produce such type of clothes then British cloth must be abolished from the Indian market and India become an independent economy. He imposed small scale and cottage industry in India which would beneficial to Indian economy because these industries are based on family labour and low investment. Raw material is easily available in villages from agricultural products like cotton, food and many other crops. So this would lead indigenous market. Gandhi gives pressure on the growth of the rural industries like khadi, handlooms, sericulture and handicrafts. Gandhi was of the opinion that large-scale industries have capital intensive which would concentrate of wealth in the hands of few. If small scale industries introduced then people would never face the problem of production and external market. Small scale industries play major role in Indian economy it is a source of Employment generation. The most probable problem is faced by the Indian economy is increasing pressure of population therefore there is need of employment opportunities. Only small-scale industries can solve the problem of unemployment because small- scale industries use labour intensive technique. The small-scale industries gives equal distribution of income and wealth in the among labour .This is mainly due to the fact that small scale industries are wide-ranging as compared to large scale industries and are having large employment potential. These industries have more capability to generate or attract innovation. They provide abundant opportunities for the advance technology. The entrepreneurs of small industries play a deliberate role in expansion of new innovation and goods. It also make easy to transfer the technology from one to the other. As a result, the economy collects the benefit from small units.

In the age of globalization, there is a deferent scene in India due to the mass effect of globalization. India becoming is an emerging economy and plays a significant role in global world. Actually in 21st centaury the economic views of Gandhi were not adopted by Indian government. Jawaharlal Nehru had give other idea of development which not only an indigenous growth of small

industries and villages. It is happen with the significant effect of rapid westernization and industrialization during recent period. But in the global world the perspective of economies is to construct heavy and large scale industries. Globalisation possibly will be supposed as a development of 'global external market'. The main source of globalization is 'privatisation' and 'liberalisation'.

Gandhian Influences on India's Economic Policy :

Globalization has been playing a vital role in Indian economy. Due to this ongoing process, India has been giving stress on expansion of industrialization on large scale. As a result, new and foreign industries are coming to Indian market that enhances India's growth. But this type of progress is one sided because the profits goes to only entrepreneurs and people who are benefitted from these reforms and globalization are entrepreneurs and belonging to business class. Therefore, the gap between the rich and poor has increased. Rural industries are the symbols of unity and equality. The small-scale and cottage industries facilitate to achieve equitable and sustainable growth

In developing countries like India, full employment of human resources will depend not on mass production but on production by masses. It is gratifying to note that during the second Five Year Plan period, in the basic strategy of the plan, the small-scale and cottage industries were given priority for solving the problem of unemployment. If we develop these small scale industries, many problems will solve like poverty, unemployment and finally everybody could able to fulfill their basic needs. Large-scale industries generally adopt capital-intensive technique which would increase unemployment because India is a populous country and people wants more jobs. But with the effect of globalization or technology based industrial expansion and use of machines have created more unemployment in country. The rapid growth of large industries due to globalization has not passed benefits to everyone. Profits are goes to only entrepreneurs therefore gap between the rich and the poor has been increasing. Apart from this, large-scale industries has also ruin of the environment through pollution which affects the health of human beings. A country like India where capital is scare and labour abundant, it would be profitable to use labour intensive industries. Gandhiji wanted to promote labour intensive techniques of production for generating employment for rural people. This economic philosophy of Gandhiji has lot of relevance to present days economic problems of India.

According to him, village economy cannot be complete without the essential village industries. Khadi is one of Gandhi's great approach of Self-reliance. According to him raw material for Khadi industries could be easily available in villages from agriculture sector and automatically market for agricultural products will be available at the same place. Recently, different initiative shave been taken both at the centre and states to further revitalize khadi and cottage industries that provides employment opportunities and income to tens of thousands of people across the country Over the years, our khadi and village industries have grown strength to strength. At present, the sector produces goods worth over Rs. 21,675 crore and provides employment to 1.3 crore people annually. Besides this, this sector has considerable export potential. Together with fast increasing domestic demand for khadi products, it has captured international markets like never before. India exports khadi products to more than 17 countries including all the major developed economies. The appeal by the Prime Minister Narendra Modi to buy khadi items has provided further fillip to this sector. He urged the people to buy at least one khadi clothing and a handloom product as a tribute to Gandhiji and to encourage the industry. It has undoubtedly proved the relevancy of Gandhian economic ideology. The Assam government has also decided to gift khadi clothes, worth Rs 12 crore, to its four lakh employees-shirts for men and either salwar-kurta or saree for women within current year. This initiative will help in reviving the Khadi industry.

Gandhi's emphases on non-violence, decentralization, village swaraj all are relevant today. Gandhi firmly believed that communist methods of violence and class-war are unsuitable. His concept of Gram Swaraj clearly implied that each village should be self-reliant by making provisions of all necessities of life such as food, clothing, clean water, housing, sanitation, education etc. If we closely look at Indian Planning, it can be observed that all plans have tried to realize Gandhiji's concept of Gram Swaraj particularly after 1970 through various development programmes. The economic ideas

of Gandhiji were also reflected in the historic National Rural Employment Guarantee Act, 2005. The Government programme of strengthening the capacity of *Gram Sabha* for better rural governance was the original idea reflected in Gandhian Economics.

Now a day's India is facing so many economic problems such as poverty, unemployment, inflation and so on. If we had implemented Gandhiji's economic ideology in some manner, there would have been altogether different scenario because he supported rural-centric development with agriculture and small-scale industries getting pride of place as this is the only way the unemployment problem can be solved in a labour abundant country like India.

Conclusion:

Gandhi's economic thoughts have great impact on Indian economy. He emphasized on cottage and small scale industries which have significant importance for the development of the Socio-economic condition of the common people. He has proposed very constructive economic ideas and if these ideas implemented, India would have been relieved many socio-economic problems. India should emphasis on the policy of Gandhiji which specially represent the Swadeshi policy and work for human being. In the age of globalization, Indian society is facing many socio-economic problems on account of large scale industries and machanization. In such scenario, there is urgent need to rethink over Gandhi's economic ideology. Small scale industries play a key role in our economy for its development. These industries are basically using labour intensive and high potential for employment generation.

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10.SOLID WASTE MANEGEMENT IN INDIA- A STUDY

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Abstract:

Disposal of solid wastes is a stinging and widespread problem in both urban and rural areas in many developed and developing countries. Municipal solid waste (MSW) collection and disposal is one of the major problems of urban environment in most countries worldwide today. MSW management solutions must be financially sustainable, technically feasible, socially, legally acceptable and environmentally friendly. Solid waste management issue is the biggest challenge to the authorities of both small and large cities'. Valorisation of food organic waste is one of the important current research areas. The conventional landfill, incineration, composting, and ways of handling solid wastes are common as mature technologies for waste disposal. Traditionally, the most commonly used technologies for the treatment and valorisation of the organic fraction of MSW are composting and anaerobic digestion (AD). The generation of organic solid waste (OSW); worldwide; is dramatically increasing each year. Most of the OSW's are composed of agricultural waste, household food waste, human and animal wastes, etc. They are normally handled as animal feed, incinerated or disposed to landfill sites. OAW's are comprised of materials rich in proteins, minerals, and sugars that could be used in other processes as substrates or raw materials.

1 INTRODUCTION

Due to rapid increase in the production and consumption processes, societies generate as well as reject solid materials regularly from various sectors– agricultural, commercial, domestic, industrial and institutional. The considerable volume of wastes thus generated and rejected is called solid wastes. In other words, solid wastes are the wastes arising from human and animal activities that are normally solid and are discarded as useless or unwanted. This inevitably places an enormous

strain on natural resources and seriously undermines efficient and sustainable development. Solid waste management (SWM) is associated with the control of waste generation, its storage, collection, transfer and transport, processing and disposal in a manner that is in accordance with the best principles of public process. Solid waste management starts with the trucks picking up recyclables, delivering them to the recycling. health, economics, engineering, conservation, aesthetics, public attitude and other environmental considerations.

2. Solid Waste Management in India

Generally, in India, MSW is disposed of in low-lying areas without taking proper precautions or operational controls. Therefore, municipal solid waste management (MSWM) is one of the major environmental problems of Indian mega cities. SWM involves activities associated with generation, storage and collection, transfer and transport, treatment and disposal of solid wastes. However, in most Indian cities, the MSWM system comprises only four activities, i.e., waste generation, collection, transportation, and disposal. Poor collection and inadequate transportation causes the accumulation of MSW at every nook and corner. The management of MSW is going through a critical phase, due to the unavailability of suitable facilities to treat and dispose of the larger amounts of MSW generated daily in metropolitan cities. Adverse impact on all components of the environment and human health occurs due to unscientific disposal of MSW. The MSW amount is expected to increase significantly in the near future as India strives to attain an industrialized nation status by the year 2020.

3. Significance of Solid Waste Management

All over the world, Solid Waste Management (SWM) has occupied huge significance, SWM is an organized process of storage, collection, transportation, processing and disposal of solid refuse residuals in an engineered sanitary landfill. It is an integrated process comprising several collection methods, varied transportation equipment's, storage, recovery, mechanisms for recyclable material, reduction of waste volume and quantity by methods such as composting, waste to power and disposal in a designated engineered sanitary landfill.

Management of Solid Wasted is a growing concern to the general public at large, local authorities and business communities in cities across the country. The problem is aggravating in urban areas due to swift strides in population growth coupled by an economic boom that has marked a huge surge in consumption of goods leading to generation of wastes by leaps and bounds. Hence it becomes the need of the status union territory to take plunge into managing the solid waste since its accumulation in open areas lead to multifarious problems such as:

1. Negative impact on the living conditions of human beings as well as the overall environment.
2. Spread of communicable and non-communicable diseases among human beings and animals, thus affecting the welfare, livelihood and economic productivity.
3. Contamination of soil, surface water, ground water and generation of toxic and green-house gases
4. A breeding ground for insects and other vectors as well as human beings
5. Diminishing real estate and property value
6. Causes odour nuisance, reflects the un-organisation nature of the community

4. Solid Waste Management in India and Challenges:

Solid waste is a major source of environmental pollution in India's cities and towns. The energy and resources institute has estimated that by 2047, waste generation in Indian cities will increase five-fold to touch 260 million tonnes per year, implying that the current solid waste generation is over 50 million tonnes per year (Asnani 2006). A study by the World Bank (2006) puts India's annual generation of municipal solid waste to be somewhat lower, i.e. in the range of 35 to 45 million tonnes, amounting to about 100,000 to 120,000 metric tonnes every day. Asnani (2006) estimates the annual increase in the quantity of solid waste in India's cities to be at the rate of 5% per annum. Further, disposal practices at the solid waste open dumping sites are highly unsatisfactory. The poor management of solid waste has led to contamination of ground water and surface water through leachate and pollution of air through unregulated burning of waste. Unscientific practices in processing and disposal compound the environmental hazards posed by solid waste. It is estimated that anywhere between 30-35 percent of the total waste remains uncollected from the city roads; similarly, the waste disposal services in most cities and towns are archaic and inadequate, and carry high environmental risks. The combined effect of the inefficiencies in collection and inadequate and unsafe disposal is evident in widespread insanitation, contaminated water and high incidence of chronic respiratory and communicable diseases found in India's cities.

5. Problems of Solid Waste Management:

Urbanization and lack of appropriate level funding:

With the population growth, challenge to provide adequate infrastructure in urban area and new landfill site is important. Most of the landfill sites are running beyond their capacity in metropolitan cities. Inadequate financial support to cater to waste management problem aggravates it. Due to financial crunch ULBs do not have adequate infrastructure to provide suitable solutions.

Implementation of rules at ground level.

ULBs are not implementing MSWR adequately as revealed by various government reports; thus it is difficult to manage the MSW properly. There is a need to create a dedicated group of officers and skilled staff for ULBs with specialization in MSWM. Adequate training and hands-on experiments would enable them to identify bottlenecks at implementation level and take appropriate action.

Problems in transportation of solid waste:

Vehicles are open body vehicles and hence unhygienic in view of possible spill over. Big capacity vehicles are unsuitable for small narrow lanes and are economically unsuitable especially where refuse generation is low. With limitation of garbage and workshop facilities, municipal fleet utilization is apparently low and is being gradually raised.

Problems in Disposal of solid waste.

The existing disposal sites are not suitable for proper disposal of wastes. The existing landfill method is not hygienic from a sanitation point of view and hence it is a disadvantage of operational economy. The long distance dumping sites are fast expiring and new landfill sites are not available nearby. The corporation has to depend on far away sites, which affects transportation cost.

Mismanagement from the Municipal authorities:

Poor management of solid waste is a base of urban society. The problem is severe in urban area because, people from rural area are migrating at an alarming rate for want of employment and better quality of life. Absence of proper municipal amenities adds to the existing menace, whenever there are sudden surges of population municipal authorities are forced to take ad-hoc measures, which compound the problem further.

Failure of waste- to- energy projects:

India still struggling to make waste- to- energy project a success story. There is a need to import economically feasible and proven technologies. Apart from this, suitably characterized and segregated waste needs to be provided to waste-to- energy plants as per its requirement>

6.Suggestions:

The day to day management of solid waste is complex and expensive activity. Disposal functions have to be sought for the future, the overall objective being to minimize the adverse environmental effects caused by the indiscriminate disposal of solid waste. This is of paramount importance to health, environmental protection, natural resources management and sustainable development. Developed countries have adopted sophisticated management practices. Imparting the same in low income countries is not economically and technically viable and socially acceptable. However the management strategies that are to be adopted for low income countries like India should ensure maximum safety of environment.

- 1.To implement proper solid waste management various aspect that need to be considered such as source reduction, onsite storage, collection and transfer, processing techniques disposal.
2. Management strategies should be in such a way as to perform the following functions. Supporting the efficiency and productivity of the economy, generation of employment and income.
- 3.Proper incentives should be given to staff improve efficiency in the treatment of SWM.
4. Proper maintenance of vehicles and other equipment's.
5. Old vehicles should be replaced by new vehicles specially designed for waste, transportation in order to increase the carrying capacity.
6. The corporation should Involve NGO's and community groups at the managerial and policy making level to strengthen SWM system in the city.

7. Conclusion:

Economic development is an important factor affecting the solid waste generation. Industrialization urbanization and the consequent depletion of natural resources and leading to an exhaustion of non-renewable capital assets. Over population is a major cause of environmental imbalance. Growing population fast urbanization, rising incomes and changing consumption patterns combine the waste management problem. The overall work needed for effective solid waste management to overcome from the operational problems include organized namely collection, transportation and proper disposal of such garbage.

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11.QUALITY EDUCATION IN THE 21 CENTURY- PERSPECTIVES AND INNOVATIONS: ROLE OF ICT IN HIGHER EDUCATION

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ABSTRACT

The aim of the research, the results of which are presented in this paper, was to determine the role of ICT in Higher Education. Information and Communication Technology (ICT) in higher education is the mode of education that uses information and communications technology to support, enhance, and optimize the delivery of information.

Research has shown that ICT can lead to an improved student learning and better teaching methods. A report made by the national Institute of Multimedia Education in Japan, proved that an increase in the use of ICT in higher education with integrating technology to the curriculum has a significant and positive impact on students' achievements. The results specifically showed that the students who are continuously exposed to technology through education has better 'knowledge', presentation skills, innovative capabilities, and are ready to take more efforts into learning as compared to their counterparts.

New Trends

Introducing ICT into education is the answer for those who ask; 'how can we increase the reach of our institution, to large number of students?'

The mobile learning as a form of e-learning is a raising trend where the higher education has outgrown the physical constraints of the classrooms and acquired mobility. Students' access information whenever and wherever they want, and institutions that provides such advanced technological terrains is rising in number day by day.

Various devices/technology in ICT includes:

- Online digital repositories for lectures, course materials, and digital library,
- Online /cloud based academic management system,
- Employing the flipped classroom concept,
- Making use of handheld computers, tablet computers, audio players, projector devices etc.

Also, the rising number of Massive Open Online Courses (MOOCs) tells us that there is huge demand for off –the – classroom learning facilities. The future of our institutions will depend on whether or not they can satisfy those needs.

Why measure ICT in Higher Education?

Policy makers accepts that ICT in Higher education can help the students to compete in the global economy by being part of a skilled workforce and facilitate social mobility by:

- Enhancing learning experience and providing new set of skills,
- Reaching more students with massive Open Online Courses (MOOCs),
- Facilitating the training of faculties,
- Minimizing costs and saving time associated with information delivery and automating regular day-to-day task,
- Improving the administration of institution to enhance the quality and efficiency of service delivery.

The research consists of two parts. The first one presents a review of literature on the subject, the role of ICT in Higher Education. The second part of the research exhibits pointers for teachers in choosing technology for classrooms.

Keywords: ICT, digital library, flipped classroom, MOOCs, Higher Education.

Introduction:

The quality assurance in education is more serious than ever, and not just for high ranking universities or countries, but everywhere across the globe. It points towards a trend that's set in the education sector that prioritizes quality over quantity and student –centric education over teacher-based. The movement of education industry towards quality assurance programs has been picking up pace and NAAC accreditation is evidence for that. More and more institutions are applying for accreditation every day to imply that the education they provide is of high quality. Enabling ICT in institution will also be useful for NAAC accreditation. One way to improve the quality of education is to make use of efficient technology in an institution. This will open up more opportunities for the lecturers and students as well.

According to UNESCO, “Measuring ICT in education is therefore important to inform policy makers in setting national priorities and developing ICT in education policy.”

Colleges use a diverse set of ICT tools to communicate, create, disseminate, store, and manage information. In some contexts, ICT has also become integral to the teaching-learning interaction, through such approaches as replacing chalkboards with interactive digital whiteboards, using students' own smartphones for learning during class time, and the “flipped classroom” model where students watch lectures at home on the computer and use classroom time for more interactive exercises. When teachers are digitally literate and trained to use ICT, these approaches can lead to higher order thinking skills, provide creative and individualized options for students to express their understanding, and leave students better prepared to deal with ongoing technological change in society and the workplace. Some common educational applications of ICT include:

- One laptop per student

- Tablets
- Interactive White Boards or Smart Boards
- E-readers
- Flipped classrooms.
- Video conferencing

Why measure ICT in Higher Education?

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- Improving the administration of institution to enhance the quality and efficiency of service delivery.

How can academic management systems improve daily classroom activities?

Education technology is on the rise. It's a field of rapid development and has gotten very popular since the last few decades. Quality based education, student-centric education, online learning and an assessment, simplifying the administration etc. has brought the edtech industry to the forefront of innovation.

There's not even a difference of opinion on whether or not we need technology in our classrooms. It's there. In fact, it's everywhere. So in this research paper, we are going to discuss some daily classroom activities that are going to be greatly improved with the help of technology.

Before we begin, we don't want to get carried away and say technology can replace "everything", or it's even possible. The role of teacher is still inevitable, and necessary, inside the classroom. Technology can only be a tool that can improve the way we do things. Something that can assist us in getting the most out of our workflow. So we shall begin.

1. Digital classrooms: 'Online learning' cannot simply replace classroom. We still need the physical structure and functionalities of a classroom and student-teacher interactions for education to provide a meaningful experience. But that is due in large part to how we think about learning and social norms and patterns like economic factors and parent work schedules (and how parents think about learning), etc. The point is, as college function now; technology can replace a very large portion of what happens.

We believe, technology integration can help with the right blend of the two models, and can highly improve the overall productivity of the classroom. Teachers can work more closely with students inside the classroom. Teachers can spend time in the classroom working more closely with students, ensuring the progress of their learning by answering individual questions as well as helping them to understand concepts taught in the video lessons.

Students can share concepts with peers. The typical classroom model allows for minimal peer engagement. Student attend class for lectures and the do their work at home. The flipped classroom allows students to view the videos at

home and the work with their peers on project during class time. This increases concept engagement, teamwork skills, and peer understanding.

Student frustration levels remain low. New model allows the students to ask questions in the classroom, reducing frustration levels and ensuring a higher work completion rate.

Teachers can group students together. While students work during class time, teacher can assess the lesson level each student is at and can group students together based upon that level. This allows the students to learn and advance together.

2. Attendance and other daily activities: The attendance and other daily activities including assignments, batch management, teaching timetable, course material distribution, etc can all be made single with efficient technology integration.

3. Quality assurance: Course plans are important for every higher educational institution. Outcome-Based Education is highly preferred by the regulatory authorities while defining the quality standards and even accreditation organization as NAAC use it. So with ICT, the faculty can create a course plan simply by adding course topics and the system will generate the proposed plan for them with the click of a button. The faculty can also keep on updating their daily work log as an actual plan, and can compare the daily progress with their proposed plan for better insights.

4. Student-Teacher interactions: Beginning with accessibility and communication, technology can do wonders in student-teacher interactions. With a unifying technology platform, like an **Academic Management System** for instance, teachers can get in touch with their students for nurturing the learning culture beyond classrooms, and creating a mentor-mentee bond that with improve productivity. Teacher can conduct group discussion, implement learning theories, share course materials, assess performance, etc. with a well-designed edutech platform,

5. Curriculum Mapping: Course planner is one of the core academic functions that can be easily improved using technology. Instead of the teacher having to manually pull the data, create individual definitions, and create a custom course plan for each batch/class, an education management platform can easily simplify the whole process to reduce the workload. It enables the faculty to create plan for the entire semester /year and help them follow that course plan as the course progresses with actual plan. The course planner is also an important element for university reports, accreditation report etc. In Linways AMS, faculty crates course plan, which include the modules, chapters, course delivery method, and the dates. It's a basically a calendar which says on this particular day, I'm going to take this chapter using this course delivery method. This is called a proposed plan, you can get an overview about which area of topic you are going to cover on a specific day. This helps the students to plan ahead and keep track of their curriculum.

Some pointers for teachers in choosing technology for classrooms:

1. Time management: Time Management is a no-brainer. As we have seen in very other domain before education, technology can easily make or break the working schedules with its potential. So even though you are opting for a tool that should save you from bundles of workload, in reality, it might only be simply transferring the workload into the digital form. See how the tool works, or better yet, use it yourself, See it saves time or only says so.

2. Student centricity: Teachers choose the tool for their convenience and features. It may or may not be a great fit for the classrooms. This is something you should definitely assess before jumping onto a choice. We need to welcome all levels of stakeholders into the system to make the most out of it. If the students hate it, the teacher might have a hard

time keeping it in the loop for the long term. A huge pointer in this area is the user friendliness. Any tool that's good enough for your students should also be easy enough to use for everyone.

3. Communication and accessibility: Technology that's supposed to improve education should not be too distracting. It should blend into the teaching-learning as a regular, yet, noticeable feature of education .In a technology –drive ,mobile –first era, communication is key. So make sure that your tools are equally equipped to share your data with other teachers, engage with the students, and provide meaningful feedback to yourself from time-to-time.

Methodology:

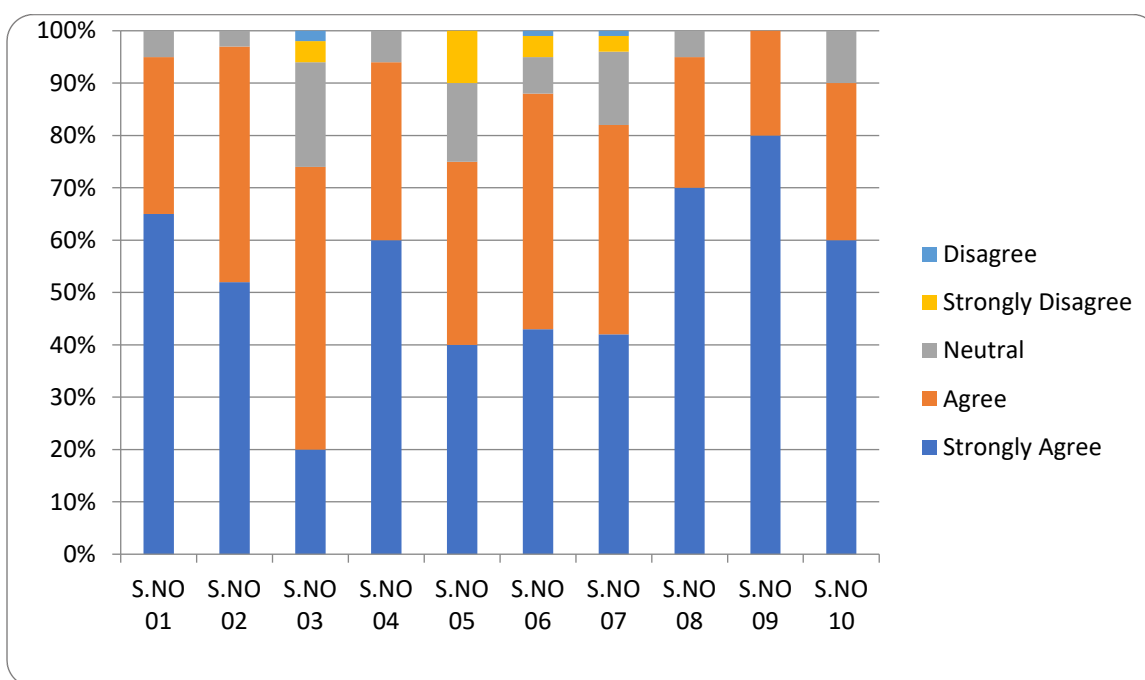
Primary data was collected through structured questionnaire. The respondent were asked to answer based on rank to each statement on a 5-point scale basis (5= strongly agree & 1= strongly disagree) mean technique was used to analyze the primary data. The respondents were students of Graduation in Basrur. 142 college students shared their thought and information.

Sampling method: Convenience Sampling.

The responded were asked to answer based on rank to each statement on a 5-point scale basis (5= strongly agree & 1= strongly disagree) mean technique was used to analyze the primary data.

Secondary data was collected through research articles and Books.

Results and Discussions:



Summary of Students Response in Percentage

S.No	Particulars	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
		%	%	%	%	%
1.	LCD/PPT presentation helpful for study.	65	30	05	00	00
2.	You Tube help to enhance your knowledge.	52	45	03	00	00
3.	Smartphone used as Instrument for ICT.	20	54	20	04	02

4.	Whatsapp helpful for higher education.	60	34	06	00	00
5.	ICT helpful for Research Activities.	40	35	15	10	00
6.	Using ICT is enjoyable.	43	45	07	04	01
7	ICT motivates students to do more study.	42	40	14	03	01
8.	Using ICT in the classroom make the subject matter more interesting for students.	70	25	05	00	00
9.	ICT improves higher education.	80	20	00	00	00
10.	ICT should be a priority in higher education.	60	30	10	00	00

Observation from Survey:

- ICT improves higher education.
- Smartphone and YouTube used as instrument/media for ICT.
- ICT motivates students to do more study.
- ICT should be a priority in higher education.
- ICT helpful for Research Activities.
- Every college should provide ICT education to Students.

Conclusion:

To summarize, enabling ICT in education, and making use of technology in education creates an easy-to-manage learning environment where the delivery of information is so much smoother and the learning is easier. Also, ICT is definitely the path to take for institutions, especially in countries like ours, as growth is directly aligned with technology and the field of education is no exception. And assuring higher quality education for its students will define whether the institution should move forward or perish.

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12. WOMEN EMPOWERMENT AND ENTREPRENEURSHIP IN INDIA - A STUDY

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ABSTRACT :

The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance.

The present paper endeavours to study the concept of women entrepreneur–Reasons women become entrepreneurs -Reasons for slow progress of women entrepreneurs in India - suggestions for the growth of women entrepreneurs-Schemes for promotion & development of women entrepreneurship in India.

INTRODUCTION:

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

CONCEPT OF WOMEN ENTREPRENEURS:

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

NEED FOR THE STUDY

In the present day world of ours, the image of women as the weaker sex is still dominating with a few exceptions in advanced countries. The researcher felt that the new opportunities and the traditional disabilities in the case of women could be understood in right perspective, through a study of women in a field where maximum initiatives enterprise and hard work are required, namely the field of entrepreneurship. Self - employment is becoming increasingly significant, in our country owing to the growing and critical unemployment problems. The pressure for employment has increased and the women folk also stake their claims for employment opportunities and the unemployment problems in India are likely to worsen in the near future.

OBJECTIVES OF THE STUDY

OBJECTIVES OF THE STUDY This study has certain specific objectives which are as follows:

1. To study the profile of women entrepreneurs;
2. To identify the different problems faced by women entrepreneurs in running and promotion of their business enterprises;
3. To render awareness about different prospective schemes available for women entrepreneurs

REASONS FOR WOMEN BECOMING ENTREPRENEURS

The glass ceilings are shattered and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P's, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

REASONS FOR SLOW PROGRESS OF WOMEN ENTREPRENEURS IN INDIA

The problems and constraints experienced by women entrepreneurs have resulted in restricting the expansion of women entrepreneurship. The major barriers encountered by women entrepreneurs are:

- The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal-male dominant social order is the building block to them in their way towards business success. Male members think it a big risk financing the ventures run by women.
- Male chauvinism is still prevalent in many parts of the country yet. Women are looked upon as —able i.e. weak in all respects. In a male dominated society, women are not treated equal to men that act as a barrier to woman's entry into business.
- Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs.
- Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth.
- Women in India lead a protected life. They are even less educated, economically not able nor self-dependent which reduce their ability to bear risks and uncertainties involved in a business unit.
- The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure. They are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship Unlike men, women mobility in India is highly limited due to many reasons.
- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again.
- Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and family. The business success also depends on the support the family members extended to women in the business process and management.
- The educational level and family background of husbands also influences women participation in the field of enterprise.
- Lack of awareness about the financial assistance in the form of incentives, loans, schemes etc. by the institutions in the financial sector. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.

Steps taken by the Government

Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. The Government has increased the importance of women by adopting various schemes and programs for the development of women entrepreneurship. At present, the Government of India has over 27 schemes for women empowerment operated by different departments and ministries. Some of these are: Integrated Rural Development Programme (IRDP)

- Khadi And Village Industries Commission (KVIC)
- Training of Rural Youth for Self-Employment
- (TRYSEM) Prime Minister's Rojgar Yojana (PMRY)
- Entrepreneurial Development programme (EDPs)
- Management Development programmes
- Women's Development Corporations (WDCs)
- Marketing of Non-Farm Products of Rural Women
- (MAHIMA) Assistance to Rural Women in Non-Farm Development

- (ARWIND) schemes Trade Related Entrepreneurship Assistance and Development (TREAD) Working Women's Forum
- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Mahila Vikas Nidhi
- Micro Credit Scheme
- Rashtriya Mahila Kosh
- SIDBI's Mahila Udyam Nidhi
- Mahila Vikas Nidhi
- SBI's Stree Shakti Scheme
- NGO's Credit Schemes
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP). National Banks for Agriculture and Rural
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- Priyadarshini Project- A programme for Rural Women
- Empowerment and Livelihood in Mid Genetic Plains'
- NABARD- KFW-SEWA Bank project.

SUGGESTIONS FOR THE GROWTH OF WOMEN ENTREPRENEURS

Right efforts from all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Entrepreneurship basically implies being in control of one's life and activities and women entrepreneurs need to be given confidence, independence, and mobility to come out of their paradoxes. The following measures are suggested to empower the women to seize various opportunities and face challenges in business.

There should be a continuous attempt to inspire, encourage, motivate and cooperate women entrepreneurs.

- An Awareness programme should be conducted on a mass scale with the intention of creating awareness among women about the various areas to conduct business.
- Attempts should be there to enhance the standards of education of women in general as well making effective provisions for their training, practical experience and personality development programmes, to improvise their over-all personality standards.
- Organize training programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to undertake business.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- International, National, Local trade fairs, Industrial exhibitions, seminars and conferences should be organized to help women to facilitate interaction with other women entrepreneurs.
- Women in business should be offered soft loans & subsidies for encouraging them into industrial activities. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.

CONCLUSION:

It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as

brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women i.e. the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. If every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre-estimate our chances of out beating our own conservative and rigid thought process which is the biggest barrier in our country's development process.

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