



K.E.Society's
Rajarambapu Institute of Technology

(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
The Institution of Engineers (India) Kolkata; TEQIP Phase-II Funded,
Approved by AICTE, New Delhi, Govt. of Maharashtra.
Department of Management Studies (MBA)



Academic Year 2018-19
Research Paper Published

Sr. No.	Paper Title	Name of the author/s	Journal / Conference Name	Month and Year	Volume No, Issues No, Page No.	Publisher Name
1	Gender Stereotyping: Exploring Relationships between contact and inaccurate stereotypes	Dr. Hemlata Gaikwad & Dr. Nishikant Bohra	"Business Excellence" ISBN : 978-81-936096-3-7	2018	pp:156-160	Aarhat Publications
2	A Study of Hospital Management Information System in Sharada Clinic Erram Multispecialty Hospital Karad.	Ms. Jyoti Yadav			pp:91-95	
3	Environmental Auditing: A Management Tool for Environmental and Sustainable Development	Dr. Manisha Jagtap			pp:115-119	
4	A Study of Recent Trends in Production and Operations Management	Mr. S. S. Karanjkar			pp:5-9	
5	Major Factors Influencing Buyers of Large and Small Retail Houses an Insight	Mrs. Seema S Desai			pp:254-259	
6	Green HRM – Issues and Challenges	Dr. Vidya Kadam			pp:169-172	
7	A Study of Service Quality: With Reference to Major Hotels of Islampur City	Dr. Gaikwad Hemlata Vivek & Aniket Pardeshi	Aayushi International Interdisciplinary Research Journal (AIIRJ) ISSN 2349-638x	Feb. 2019	Special Issue No. 49 Vol.3	Aayushi International Interdisciplinary Research Journal
8	The Impact of Digitalization on Indian Banking Sector	Dr. Jagtap Manisha Vikas	International Journal of Trend in Scientific Research and Development (IJTSRD) ISSN 2456-6470	Oct. 2018	Special Issue pp.118-122	Aayushi International Interdisciplinary Research Journal



K.E.Society's Rajarambapu Institute of Technology

(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
The Institution of Engineers (India) Kolkata; TEQIP Phase-II Funded,
Approved by AICTE, New Delhi, Govt. of Maharashtra.



Department of Management Studies (MBA)

9	Decline of once a time Market Leader: A Case Study of Walwa Bazaar Consumer Cooperative Sector	Dr. Mrs. Desai Seema Shahaji	International Journal of Trend in Scientific Research and Development International Peer Reviewed, Open Access Journal ISSN: 2456-6470	March 2019	Special Issue pp.169-173	Aayushi International Interdisciplinary Research Journal
10	A Review On Problems And Prospects Of Physically Disabled Students At Nivasi Schools In Sangli District	Dr. Mrs. Desai Seema Shahaji	International Journal of Research and Analytical Reviews (IJRAR), ISSN 2349-5138	March 2019	Volume 6 Issue 1 Page No : 411-413	Aayushi International Interdisciplinary Research Journal
11	Store Management Practices in Medium Scale Engineering Firm	Karanjkar Shrikant Sharad	International Journal of Trend in Scientific Research and Development International Peer Reviewed, Open Access Journal ISSN: 2456-6470	March 2019	Special Issue pp.149-151	Aayushi International Interdisciplinary Research Journal
12	Total Productive Maintenance in a Manufacturing Industry: A Case Study of JISHU HOZEN Implementation	Dr. Gaikwad Hemlata Vivek	Indian Journal of Science and Technology, Web of Science database	Oct. 2018	Vol 11 Issue 37 pp:1-13	Indian Society for Education and Environment
13	CSR Policy and Challenges of the Business Organization's in the context of Gandhi's Principles	Mr. S. S. Karanjkar	Aayushi International Interdisciplinary Research Journal (AIIRJ) ISSN 2349-638x	Feb. 2019	Special Issue No. 43 Pp:184-189	Aayushi International Interdisciplinary Research Journal
14	Impacting Student Learning Using Case Study Method in Management Education	Dr. Mrs. Desai Seema Shahaji			Special Issue No. 49 Vol.3 Page No : 615-621	
15	A Case Study of Improving Practices in Water Pump	Mr. S. S. Karanjkar			Special Issue No. 49 Vol.3 Page No : 447-454	



K.E.Society's
Rajarambapu Institute of Technology

(An Autonomous Institute, Affiliated to Shivaji University, Kolhapur)
The Institution of Engineers (India) Kolkata; TEQIP Phase-II Funded,
Approved by AICTE, New Delhi, Govt. of Maharashtra.
Department of Management Studies (MBA)



	Component Manufacturing				
16	Gandhian Idealism in Relation to Existing Business Scenario	Patil Krishnaji Sarjerao			Special Issue No. 43 Pp:180-183
17	Option as a Hedging Instrument in Stock Market	Patil Krishnaji Sarjerao			Special Issue No. 49 Vol.3 Page No : 882-892
18	Gandhiji's Views on Truth and Non-violence in Present Era	Dr. Vidya S. Kadam			Special Issue No. 43 Pp:169-172
19	Digital Literacy Gap and its Impact on Graduates' Employability	Dr. Vidya S. Kadam			Special Issue No. 49 Vol.3 Page No : 872-876
20	Gandhi's Views on Women Empowerment	Yadav Jyoti Sanjay			Special Issue No. 43 Pp:177-179
21	Efficiency of Information System in Sugar Factory	Yadav Jyoti Sanjay			Special Issue No. 49 Vol.3 Page No : 833-839

GENDER STEREOTYPING : EXPLORING RELATIONSHIPS BETWEEN CONTACT AND INACCURATE STEREOTYPES

Authors : Dr. Hemlata Vivek Gaikwad¹

Dr. Nishikant Bohra²

¹Asst. Prof, ² Head and Assoc. Prof., Department of Management Studies, Rajarambapu Institute of Technology

ABSTRACT

A stereotype is a conceptual image that may lead to a simplified view of a person or thing. Studies suggest that only an insignificant percentage of women managers ever reach the higher echelons of management in most organizations - a phenomenon which can be attributed to the glass ceiling and the differential treatment meted out to women managers in terms of career mobility, recruitment, evaluation, compensation and other factors. Studies also suggest that gender stereotypes contribute largely to such phenomena. The present study explores the relationship between contact and inaccurate stereotypes. It concludes that gender stereotyping of women managers is amenable to change through 'stimulated' contact. Increasing the quantity of contact with women, that is, an increase in the number of women in a group and the frequency of contact in a given task situation, would reduce the inaccuracy of managerial gender stereotypes at the end of such task situations. It also proved that the equality of status of men and women in the group in the contact situation, the more likely is a reduction of inaccuracy of managerial gender stereotypes. The more the cooperation between men and women managers towards a common goal of the group, the more likely is a reduction of inaccuracy of managerial gender stereotypes.

INTRODUCTION :

Calvin and Hobbes has been the world's famous cartoon strip not only for the sheer entertainment factor it possesses, but also because it depicts real issues in humorous fashion. Though Calvin might not be the relevant corporate manager for management research, his behaviour bears relevance to the topic of the study. When six year old Calvin denounces Susie's art class of a neat drawing of a neat, tidy house in a yard by invoking gender stereotypes of small thinking, it is indeed humorous. But when this six year old grows up to be a young corporate manager and yet clings on to similar set of gender stereotypes, it has far reaching consequences. In everyday life in organization, inaccurate gender stereotypes our judgment and evaluations to the extent of us meting out different treatment to men and women managers. The glass ceiling (the subtle and invisible barrier that prevents women and minorities from moving beyond a certain level in the corporate hierarchy) which restricts women from entering the upper echelons in organizations, the differential treatment that women receive in organizations as compared to men, the discrimination in performance evaluation of women in organization and other such issues exist across the world to a lesser or greater extent and have been researched well in gender literature. Many times the women make past the glass ceiling but still they do not reach a place at par with men. Stanford professor Debra Meyerson says "the glass ceiling definitely exists, but at the same time, there are an increasing number of women who are breaking through it." The outer scenario is very nice but a deep insight into the issues will reveal the reality.

Stereotyping :

Although the idea of stereotype was introduced into English only in the 20th century, it is now widely used in ordinary parlance. In general to call something a 'stereotype', or to say that someone is engaging in 'stereotyping', is to condemn what is so characterized. Stereotype generally has a negative valence. Stereotypes are false or misleading generalizations about groups held in a manner that renders them largely, though not entirely, immune to counterevidence. In doing so, stereotypes powerfully shape the stereotyper's perception of stereotyped groups, seeing the stereotypic characteristics when they are not present, failing to see the contrary of those characteristics when they are, and generally homogenizing the group. A stereotyper associates a certain characteristic with the stereotyped.

The gender stereotyping starts when a girl is born. A few of them are as follows:

- A girl is soft, a boy is tough, and hence a girl won't be able to survive in the world without a man.
- A girl is good in arts and literature, and boys are good at math and physics. In India in Class XII boards most of the toppers for science subjects are girls. However, the bias continues.
- Women are not competitive, lack killer instinct and are emotional in nature. Hence, cannot be successful in the business world. Globally the number of women at board level in corporate world is less than 10%.

Contact :

'Contact' in a professional situation refers to those situations where the respondent has worked with woman managers in a task or job situations where the outcomes of those task or job are measurable. The quantity of contact refers to (i) the number of women managers on an average that a respondent has come in contact with in a professional situation and (ii) the frequency on an average at which this contact has taken place in the work experience of the respondent till date.

Inaccurate Stereotypes:

The inaccurate generalization is what gives rise to inaccurate stereotypes, which easily crowd out of any possibility of focussing on individual traits or characteristics. For example focussing on information that corresponds to current stereotypes. Unfortunately, we humans overestimate the occurrence of expected behaviour rather than actual behaviour.

Stereotypes Considered under the study :

The results of the study were as follows:

Sr. No.	Stereotype	% of Men Estimated	% of Women Estimated
1	Analytical ability	69	65
2	Skilled in business matters	70	59
3	Aggressiveness	85	25
4	High need for power	60	45
5	Pleasure seeking behaviour	65	46
6	Sentimental	30	80
7	Timid	20	50
8	Submissive	30	45
9	Follower	40	50
10	Sympathetic	40	85

Criterion Ratios :

The percentage of men managers and the percentage of women managers who endorsed each stereotype were calculated from the self ratings of each stereotype. Criterion ratio value for each stereotype was calculated by dividing the men managers who endorsed that stereotype by the percentage of women managers who endorsed the same stereotype.

Sr. No.	Stereotype	Criterion Ratio
1	Analytical ability	1.0
2	Skilled in business matters	0.95
3	Aggressiveness	1.09
4	High need for power	1.04
5	Pleasure seeking behaviour	1.06
6	Sentimental	0.81
7	Timid	0.95
8	Submissive	0.68
9	Follower	0.71
10	Sympathetic	1.07

Among the five masculine stereotypes only 'Skilled in business matters' did not follow the trend i.e. a value less than 1.00 indicated that more number of women endorsed themselves as skilled in business matters than men.

Whereas among the five feminine stereotypes only 'Sympathetic' stereotype is the outlier i.e. a value greater than 1.00 indicated that more number of men endorsed themselves as sympathetic than women.

Sample Gender Breakup:

Men Managers : 79 Women Managers : 27

Total : 106

Industry Break up : Services : 56%

Manufacturing : 44%

Karl Pearson's Correlation Between Number of contacts and inaccurate stereotyping :

Symmetric Measures

		Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.58	.064	1.506	.134 ^c
Ordinal by Ordinal	Spearman Correlation	-.095	.064	1.463	.145 ^c
N of Valid Cases		106			

The correlation value indicates that there exists a negative correlation between Number of contacts and inaccurate stereotyping i.e. higher the number of contacts the lesser are the inaccurate stereotyping.

Karl Pearson's Correlation Between Common goals of the group and inaccurate stereotyping

		Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.65	.081	.992	.322 ^c
Ordinal by Ordinal	Spearman Correlation	-.065	.075	.987	.325 ^c
N of Valid Cases		106			

The correlation value indicates that there exists a negative correlation between Common goals of the group and inaccurate stereotyping i.e. the more the cooperation between men and women managers towards a common goal of the group, the more likely is a reduction of inaccuracy of managerial gender stereotypes.

CONCLUSION:

Despite the limitations of the study and various additional questions to be addressed, the findings support the contention that gender stereotypical behaviour has relationships with the number of contacts. Increasing the quantity of contact with women, that is, an increase in the number of women in a group and the frequency of contact in a given task situation, would reduce the inaccuracy of managerial gender stereotypes at the end of such task situations. It also proved that the equality of status of men and women in the group in the contact situation, the more likely is a reduction of inaccuracy of managerial gender stereotypes. The more the cooperation between men and women managers towards a common goal of the group, the more likely is a reduction of inaccuracy of managerial gender stereotypes. Gender stereotyping of women managers is amenable to change through 'stimulated' contact.

REFERENCES:

1. Araya, T., Akrami, N., Ekehammar, B., & Hedlund, L. (2002). Reducing prejudice through priming of control-related words. *Experimental Psychology*, 49(3), 222-227
2. Blair, I. V., & Banaji, M. R. (1996). Automatic and controlled processes in stereotype priming. *Journal of Personality and Social Psychology*, 70(6), 1142-1163.
3. Butler, D., & Geis, F. L. (1990). Nonverbal affect response to male and female leaders: Implications for leadership evaluations. *Journal of Personality and Social Psychology*, 58(1), 48-59.
4. Duehr, E. E., & Bono, J. E. (2006). Men, women, and managers: Are stereotypes finally changing? *Personnel Psychology*, 59, 815-846.

-
5. Eagly, A. H., & Johnson, B. T. (1990). *Gender and Leadership Style: A Meta-*
 6. Moskowitz, B. G. (2005). *Social cognition: Understanding self and others*. New York: Guilford Press.
 7. Plant, E. A., & Devine, P. G. (1998). Internal and external motivation to respond with prejudice. *Journal of Personality and Social Psychology*, 75(3), 811-832.

"A STUDY OF HOSPITAL MANAGEMENT INFORMATION SYSTEM IN SHARADA CLINIC ERRAM MULTISPECIALITY HOSPITAL, KARAD"

Ms. Jyoti Sanjay Yadav

Assistant Professor

E-mail: jyotiyadav271@gmail.com

HOSPITAL INFORMATION SYSTEM

SHARADA CLINIC ERRAM MULTISPECIALITY HOSPITAL, KARAD. Is well-known hospital for the treatment and patient oriented transparent medical service since last 40 years.

Now SHARADA CLINIC ERRAM MULTISPECIALITY HOSPITAL, KARAD is heading under the supervision of Dr.Subhash Erram and Medical Director Dr.Chinmay Erram. Hospital is completing one year of reconstruction and up gradation on 16th February 2015.

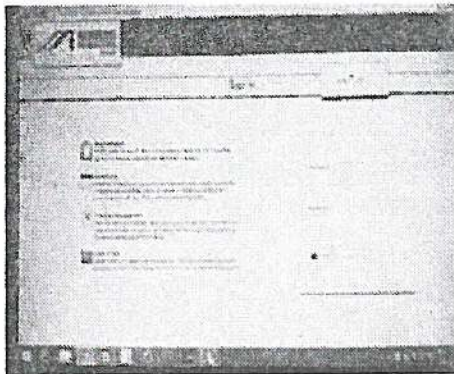
• MEDICAL FACILITIES AVAILABLE

1. 13 bedded well equipped ICU with round the clock well trained doctors and nursing staff.
2. 24 hours causality services with all the support of emergency equipments.
3. Three well equipped Operation Theatres with containing C-arm, Laminar flow, Gastro scope, Colonoscopy, etc.
4. 26 bedded general wards separated with 13 beds each male and female patient.
5. 10 semi Private room/twin sharing rooms with attached bathroom, intercom, and nursing care.
6. 4OPD departments for General patients, pediatric patients, Orthopadic patients, And
7. Gynaecology OPD.
8. 5 Private rooms with air-condition and television.
9. 4 bedded Paediatric ward.
10. 5 NICU beds

• SUPPORTIVE FACILITIES

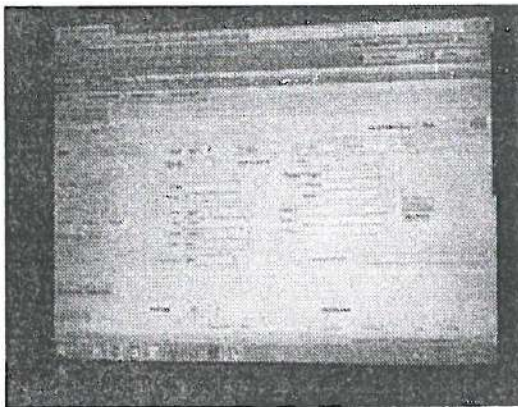
1. 24 hours gen-set backup.
2. In-house Laundry services.
3. Two times diet food and breakfast at free of cost.
4. 2 lift facilities with 24 hours backup.
5. Central oxygen supply and suction.
6. Central air-condition facility.
7. 2 Ambulance 24 hours ready to serve at minimum charges.
8. Gynaecology OPD.
9. Private rooms with air-condition and television.
10. 4 bedded Paediatric ward.
11. 5 NICU beds

LOG IN:-



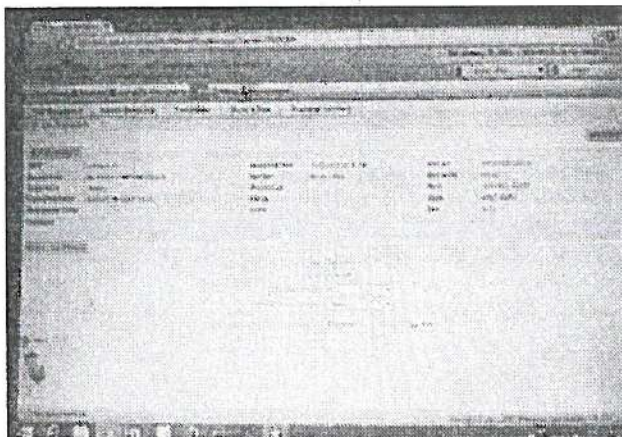
Log in means in a hospital management information system only log in which are employee of particular hospital. And hospital assign log in id and password. In this system any employee log in any computer but this requires log in ID and password.

RECEPTIONIST:-



Patient enter in the hospital. They first go to the receptionist and give a entire information about self like as name, birth date, gender, blood group, mobile number, email id and residential address. They get a particular MRN number.

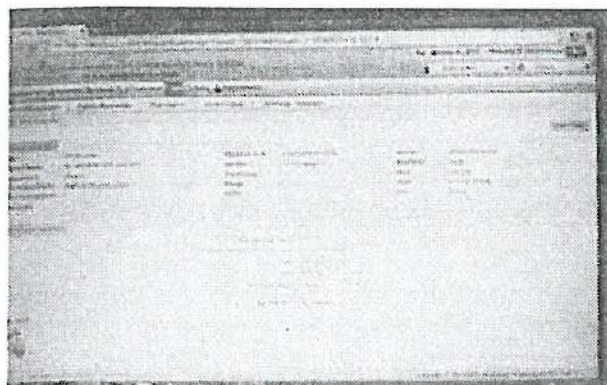
IPD /OPD Bed Allocation:-



Bed allocation is decided by receptionist and allocated by number wise. In the hospital there are 5 types of bed facility available: 1) Deluxe bed 2) Normal bed 3) special 4) semi-special 5) single bed.

If any patient won a deluxe bed then this bed charges are charged on these patient account. In the hospital

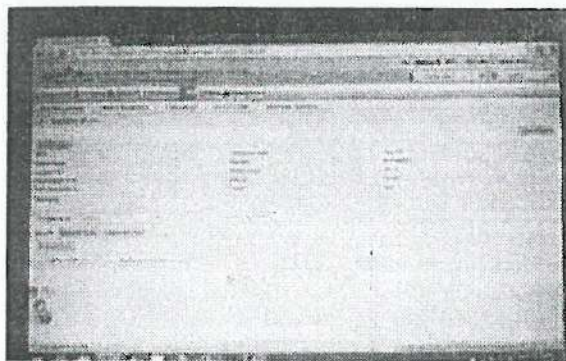
Bed Transfer:-



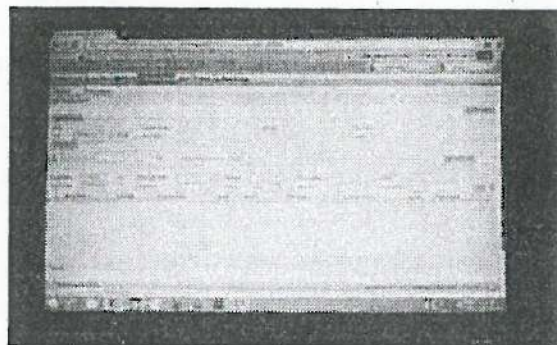
If any patient won to transfer bed as well as doctor's suggest that transfer bed than receptionist see the availability of bed ,pending allocation ,pervious bed name , previous bed allocation time and date after this fulfil the information bed transfer process has complete.

Doctor's check-up:-

Doctor's doing a check-up and gives a treatment advice. means involving or relating to the direct medical treatment or testing of patients . when doctor's check-up the patient and give a suggetion about precaution.

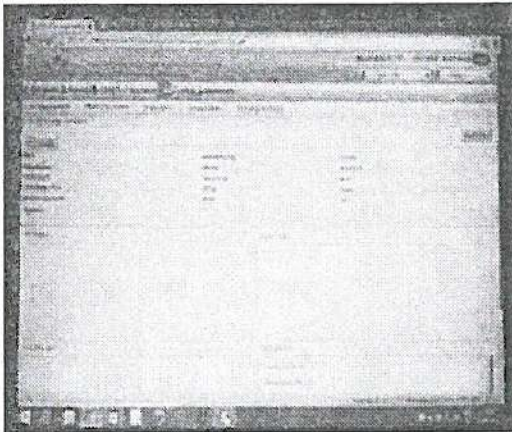


Prescription: -



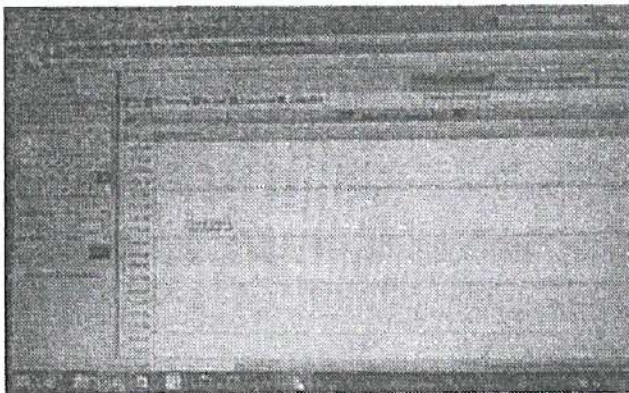
Prescription: Is the piece of paper on which your doctor's writes order for medicine and which you give to a chemist or pharmacist to get the medicine. Here enter a patient name birth date MRN no , doctor's drug name ,dose from ,strength ,period ,duration ,quality ,route, instruction.

Discharge: -.



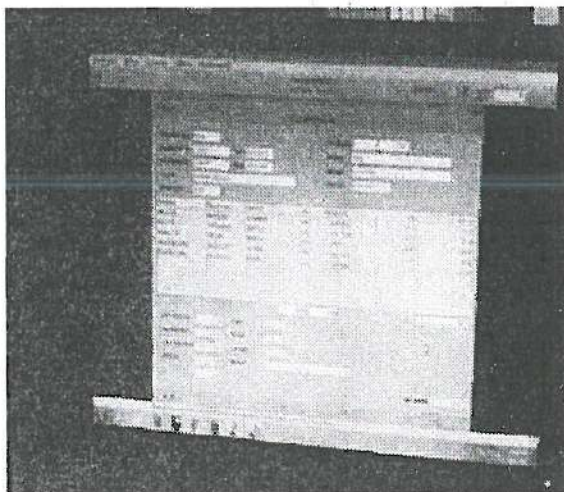
Discharge: - when patient feel good then doctor's give an officially leave is called as discharge. Here we are entering a patient name reference doctor's names and doctor's notes.

Appointment Schedule:-



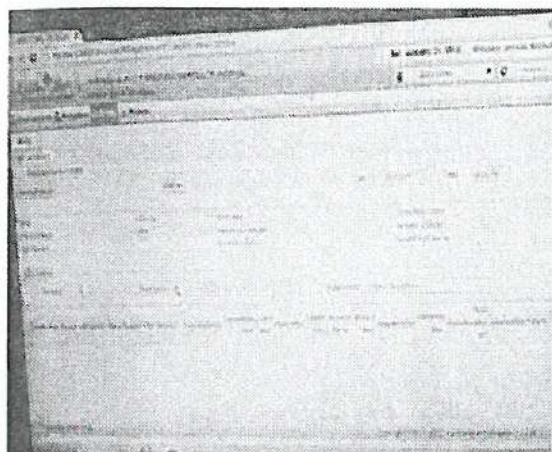
If any patient want to doctor's appointment. In an appointment schedule receptionist see the doctor's availability, patient status. Then see the pending appointment, arrived appointment, completed appointment and cancelled appointment. After receptionist give an appointment to the particular patient.

Medical:-



In medical patient get tablets, medicines, medical is the science or practices of the diagnosis ,treatment and privation of disease . it Encompasses a verity of health care privative evolved to maintain and restore health by the prevention & treatment of illness.

Billing:-



Billing: - In the billing all charges are charged like as a package give to the patient, Doctor's charges, Reference doctor's charges, Bed charges.

CONCLUSION:-

None of the hospital information system software has met the end user expectations. Failure to design holistic hospital information software that addresses all users' expectations appropriately could be ascribed to poor user participation. These findings indicate that there is huge gap between HIS development and user needs. This gap arises as a result of distance between world of technical designers "hard" and "soft users" (manager and users). The solution to this gap is the employment of project manager to foster team work and create "hybrids", those who understand both business workflow and role of information technology. Conducting periodical evaluation; employing a comprehensive tool for HIS evaluation is crucial to ensure their effective implementation and improvement.

Evaluation of HIS must be conducted with regard to some multidimensional aspects: including user requirements, cost containment, goal achievement, etc. There is no single best way to evaluation, conducting one dimensional study relating meeting user requirements does not provide a distinct tool for selecting best HIS software. However, user- centered design account for crucial role in HIS success and its underestimation makes HIS failure inevitable.

REFERENCES:-

1. Abdelhak M, Grostick S, Hanken M, et al. Health information: management of a strategic resources. Philadelphia: W.B. Saunders Company; 2001:654-659.
2. Adler, K.G. (2005 Feb) "How to Select an Electronic Health Record System", Fam Pract Manag. 12(2), 55-62.
3. Ahmadi M, Barabadi M, Kamkar M. (1389) Evaluation of Hospital Information Systems in the Medical Records, Health Information Management Journal 17(1), 16-23.
4. Aiatollahi, H. Study of users' viewpoint about ADS-9 software in The Teaching hospitals of the Iran Medical Sciences University [Thesis in Persian]. Tehran: School of Medical Information Management, Iran university of Medical Sciences; 2002.

ENVIRONMENTAL AUDITING: A MANAGEMENT TOOL FOR ENVIRONMENTAL AND SUSTAINABLE DEVELOPMENT

Dr. Mrs. Manisha Vikas Jagtap.

Rajarambapu Institute of Technology, Dept. of Management Studies (MBA), Sakharale.

ABSTRACT:

The term Environmental audit is quite specific and relates to the evaluation of environmental performance against specified objectives. It is a systematic, documented, periodic and objective process in assessing an organization's activities and services related to various environment issues. Although every audit project is unique, the audit process for environmental audit is similar like for compliance, performance or financial audit. Environmental auditing continuous & a systematic process which simply examines the environmental management activities performed by the industries or organizations and make them aware of new cleaner technology.

INTRODUCTION:

Environmental audits are tools which can quantify an organisational environmental performance and position while Environmental auditing is a management tool which simply examines the environmental management activities performed by the industries or organizations and makes them aware of new cleaner technology.

The term "environmental auditing" has become associated with a wide variety of activities in environmental protection and management. However, the term is quite specific and relates to the evaluation of environmental performance against specified objectives.

It is a systematic, documented, periodic and objective process in assessing an organization's activities and services in relation to:

- Assessing compliance with relevant statutory and internal requirements
- Facilitating management control of environmental practices
- Promoting good environmental management
- Maintaining credibility with the public
- Raising staff awareness and enforcing commitment to departmental environmental policy
- Exploring improvement opportunities
- Establishing the performance baseline for developing an Environmental Management System (EMS)

Environmental auditing has become a valuable tool in the management and monitoring of environmental and sustainable development programmes. The information generated from audit exercises provides important information to many different stakeholders. Although seen primarily as a tool in commerce and industry, creative application of environmental auditing techniques can improve transparency and communication in many areas of society where there is a need for greater understanding of environmental and ecosystem interactions.

Environmental auditing is a process whereby an organisation's environmental performance is tested against its environmental policies and objectives. These policies and objectives need to be clearly defined and documented. However, in practice, first time

environmental audits are often done less rigorously, because of the absence of appropriate documentation at this stage.

Definition:

The International Chamber of Commerce (ICC, 1991) defines environmental auditing as: "...A management tool comprising a systematic, documented, periodic and objective evaluation of how well environmental organisation, management and equipment are performing with the aim of contributing to safeguarding the environment by: facilitating management control of environmental practices; and assessing compliance with company policies, which would include meeting regulatory requirements..."

According to World Bank, environment audit is a methodical examination of environmental information about an organization, a facility or a site, to verify whether, or to what extent, they conform to specified audit criteria. The criteria may be based on local, national or global environmental standards. Thus, it is a systematic process of obtaining and evaluating information about environmental aspects.

From the above definitions one can understand that environmental auditing is a "management tool" for the measurement of performance to facilitate control and to assess compliance. The second is that the evaluation process must be systematic and objective, it must be based on actual evidence, the evaluation process must be documented, and the results must be fairly presented.

Features of Environment Audit:

Thus, Environment Audit is a valuable management tool comprising a systematic, documented periodic and objective evaluation of how well environmental organisation, management and equipment are performing with the aim of helping to safeguard the environment by: (i) facilitating management control of environmental practices; and (ii) assessing compliance with company policies, which would include meeting regulatory requirements.

The main features that can be listed out by referring definition and the meaning of environmental audit are:

1. Management Tool :

An environmental audit is one of many environmental management tools which are used to assess, evaluate and manage environmental and sustainability issues.

2. Systematic:

The environmental audit is a systematic process that must be carefully planned, structured and organised.

3. Information :

The base of any environmental audit is that its findings are supported by documents and verifiable information. Documentation is essential if the process is to be repeated, and only periodic evaluations can show the changes which have occurred in order to highlight the achievements.

4. Periodic:

Environmental audits form part of a process. Although they are individual events, the real value of environmental audits is the fact that they are carried out, at defined intervals, and their results can illustrate improvement or change over time.

5. Objective Evaluation:

Although environmental audits are carried out using policies, procedures, documented systems and objectives as a test, there is always an element of subjectivity in an audit.

Advantages of Environmental Audit:

While environmental audits are designed to identify environmental problems, there may be widely differing reasons for undertaking them: compliance with legislation, pressure from suppliers and customers, requirements from insurers or for capital projects, or to demonstrate environmental activities to the public. The benefits / advantages of environmental auditing include:

- i. Avoidance (or minimization) of environment-related liabilities
- ii. More efficient operating processes (i.e., cost-savings)
- iii. Reduced insurance premium
- iv. Improved managerial decisions resulting in enhanced financial and environmental performance
- v. Improved environmental management and enhanced environmental protection
- vi. Improved risk management
- vii. Satisfaction of customer requirements and enhanced customer relations
- viii. Enhanced corporate image or reputation regulatory requirements

Disadvantages of Environmental Audit:

There are certain disadvantages also which include:

- i. Resources required developing, implementing and maintaining an environmental auditing programme.
- ii. Disruption caused when facilities are audited.
- iii. Adverse consequences of audits uncovering breaches of environmental legal.¹

Stages in the Audit process:

Although every audit project is unique, the audit process is similar for most audit engagements like for compliance, performance or financial audit and normally consists of four stages:

• Planning for the audit:

During planning stage of the audit, background information about the entity is collected, scope of audit is set, audit objectives and broad audit criteria are decided and audit methodology is determined.

• Conducting field audit:

During the conduct of field audit, auditors conduct an opening meeting with the audit entity, collect sufficient, competent and reliable audit evidence and have a closing meeting with the entity.

• Audit reporting:

During the post audit stage, the report is drafted by the audit team and approved by the senior management. A formal exit conference is held with the audited entity to discuss the findings in the audit report. If it is a performance audit report, recommendations suggested by the auditors are also discussed with the management. The audited entity's views are elicited and the final report is drawn up, after incorporating the replies received from them. The final report is sent to the senior management of the audited entity with the recommendations.

- Follow up review.

The last stage is the follow up review wherein, after approximately a year or so, audit verifies the action taken on the audit findings, conclusions and recommendations, if any.

Roles, Responsibilities and Activities within Environmental Auditing:

1. Lead Auditor:

The lead auditor is responsible for the organisation and management of the audit and liaises with the client or the contact person in the case of an internal audit. The lead auditor is also responsible for the organisation, recruitment and management of the audit team and ensuring that the necessary deliverables from the audit, including the audit report, are delivered according to the agreed timetable and plan.

2. Auditor:

The auditor will undertake auditing tasks, alone or as a member of a team, and must be conscious of the ethical and professional responsibilities of his task. This will include ensuring that the audit work is thorough, fair and accurate.

3. Technical expert:

In some cases, a technical expert will be included as a part of an audit team to assist with understanding and interpreting technical aspects of the operation or site being audited. The technical expert does not necessarily have to be an auditor but it does help.

4. Audit team:

The audit team must work together, under the leadership of the lead auditor, to ensure completion within the brief and scope of the audit. The team must be mindful that their activities could disrupt the normal operations of a site or plant and therefore must minimise the negative impact of their inquiries.

CONCLUSION:

Primarily, environmental audits were designed to evaluate environmental risks and ensure compliance with legislation. But as environmental concerns led to more legislation, so environmental auditing became more rigorous.

Failing to comply with the environmental laws can damage the environment and endanger plants, animals and people. It can also expose the company to liability and significant fines. Environmental audits can head off all of these problems by identifying areas in which the company has dropped the environmental compliance ball and needs to step up its efforts, it can "add value" to the management approaches being taken by companies and organisations and is a way of identifying, evaluating and managing environmental risks.

REFERENCES:

1. Porter, B., Simon, J. & Hatherly, D. (2008) Principle of External Auditing 3e. England: John Wiley & Sons Ltd
2. https://www.environment.gov.za/sites/default/files/docs/series14_environmental_auditing.pdf
3. Sangita Pradeep Ingole, ENVIRONMENTAL AUDITING: ITS BENEFITS AND COUNTERANCE , International Journal of Science Innovations and Discoveries, Volume 2, Issue 5, September-October 2012.
4. <http://www.snh.org.uk/publications/on-line/advisorynotes/45/45.htm>
5. <http://environmentalcomplianceinsider.com/topstories/why-you-should-conduct-an-environmental-audit%E2%80%94and-how-to-do-it>
6. Shreerup Goswami and Prabhasini Pati, Environmental Auditing and Its Countenance: Everyman's Science, 27-35, vol. XLIII No. 1, The Indian Science Congress Association, Kolkata, 2008.

A STUDY OF RECENT TRENDS IN PRODUCTION AND OPERATIONS MANAGEMENT

Mr. Shrikant S. Karanjkar

Assist. Professor, Dept. of Mgt. Studies, RIT, Rajaramnagar

ABSTRACT:-

Every business is managed through four major functional areas i.e. Financial Management, Marketing Management, Production / Operations Management and Human Resource Management. **Operations Management (OM)** is the business function that plans, organizes, coordinates, and controls the resources needed to produce a company's goods and services. Operations management is a management function. It involves managing people, equipment, technology, information, and many other resources. The **role of production and operations management** is to transform a company's inputs into the finished goods or services. Inputs include human resources (such as workers and managers), facilities and processes (such as buildings and equipment), as well as materials, technology, and information. Outputs are the goods and services a company produces. Today's business environment is more competitive than ever, and the role of Production and Operations Management has become the focal point of efforts to increase competitiveness by improving value added and efficiency. So this research paper has focus on the recent trend in Production and Operations Management emerged in the today's market conditions.

Key words: - Operations Management, Resources, Processes, Efficiency, Flexibility, Technology, Strategic Decisions, Quality etc.

I) INTRODUCTION:-

Every business is managed through four major functional areas i.e. Financial Management, Marketing Management, Production / Operations Management and Human Resource Management. Other business functions are supports these four major functional areas. Finance is the function responsible for managing cash flow, current assets, and capital investments. Marketing is responsible for sales, generating customer demand, and understanding customer wants and needs. Most of us have some idea of what finance and marketing are about, but what does operations management do? The **role of operations management** is to transform a company's inputs into the finished goods or services. Inputs include human resources (such as workers and managers), facilities and processes (such as buildings and equipment), as well as materials, technology, and information. Outputs are the goods and services a company produces.

II) CONCEPT OF PRODUCTIONS AND OPERATIONS MANAGEMENT

Productions and Operations management (OM) is the business function that plans, organizes, coordinates, and controls the resources needed to produce a company's goods and services. Operations management is a management function. It involves managing people, equipment, technology, information, and many other resources. Operations management is the central core function of every company. This is true whether the company is large or small, provides a physical good or a service, is for profit or not for profit. Every company has an operations management function. Actually, all the other organizational functions are there primarily to support the operations function. Without operations, there would be no goods or services to sell. Consider a retailer such as Gap that sells casual apparel. The marketing function provides a promotion for the merchandise and the finance function provides the needed capital. It is he

operations function, however, that plans and coordinates all the resources needed to design, produce, and deliver the merchandise to the various retail locations. Without operations, there would be no goods or services to sell to customers.

Operations management is responsible for orchestrating all the resources needed to produce the final product. This includes designing the product; deciding what resources are needed; arranging schedules, equipment, and facilities; managing inventory; controlling quality; designing the jobs to make the product; and designing work methods. Basically, operations management is responsible for all aspects of the process of transforming inputs into outputs. Customer feedback and performance information are used to continually adjust the inputs, the transformation process, and characteristics of the outputs.

This transformation process is dynamic in order to adapt to changes in the environment. Proper management of the operations function has led to success for many companies. For example, in 1994 Dell Inc. was a second-tier computer maker that managed

its operations similar to others in the industry. Then Dell implemented a new business model that completely changed the role of its operations function. Dell developed new and innovative ways of managing the operations function that have become one of today's best practices. These changes enabled Dell to provide rapid product delivery of customized products to customers at a lower cost, and thus become an industry leader.

Just as proper management of operations can lead to company success, improper management of operations can lead to failure. To ensure meeting promises companies must forecast what customers want and maintain adequate inventories of goods, manage distribution centers and warehouses, operate fleets of trucks, and schedule deliveries while keeping costs low and customers satisfied. Many companies like Amazon.com manage almost all aspects of their operation. Other companies hire outside firms for certain functions, such as outsourcing the management of inventories and deliveries to UPS. Competition among e-tailers has become intense as customers demand increasingly shorter delivery times and highly customized products. Same-day service has become common in metropolitan areas. For example, Barnesandnoble.com provides same-day delivery in Manhattan, Los Angeles, and San Francisco. Understanding and managing the operations function of an on-line business has become essential in order to remain competitive.

Today's business environment is more competitive than ever, and the role of operations management has become the focal point of efforts to increase competitiveness by improving value added and efficiency. For the whole company that are long term in nature. Long-term decisions that set the direction for the entire organization are called **strategic decisions**. They are broad in scope and set the tone for other, more specific decisions. They address questions such as: What are the unique features of our product? What market do we plan to compete in? What do we believe will be the demand for our product? Short-term decisions that focus on specific departments and tasks are called **tactical decisions**. Tactical decisions focus on more specific day-to-day issues, such as the quantities and timing of specific resources. Strategic decisions are made first and determine the direction of tactical decisions, which are made more frequently and routinely. Therefore, we have to start with strategic decisions and then move on to tactical decisions.

III) RECENT TRENDS IN PRODUCTION AND OPERATIONS MANAGEMENT

1) Just-in-Time (JIT) Technology

Just-in-time (JIT) is a major operations management philosophy, developed in Japan in the 1980s, that is designed to achieve high-volume production using minimal amounts of inventory. This is achieved through coordination of the flow of materials so that the right parts arrive at the right place in the right quantity; hence the term, *just-in-time*. However, JIT is much more than the coordinated movement of goods. It is an all-inclusive organizational philosophy that employs teams of workers to achieve continuous improvement in processes and organizational efficiency by eliminating all organizational waste. Although JIT was first used in manufacturing, it has seen use in the service sector, for example, in the food service industry. JIT has had a profound impact on changing the way companies manage their operations. It is credited with helping turn many companies around and is used by companies including Honda, Toyota, and General Motors. JIT promises to continue to transform businesses in the future.

2) Total Quality Management (TQM)

As customers demand ever higher quality in their products and services, companies have been forced to focus on improving quality in order to remain competitive. **Total Quality Management (TQM)** is a philosophy, promulgated by "quality gurus" such as W. Edwards Deming that aggressively seeks to improve product quality by eliminating causes of product defects and making quality an all-encompassing organizational philosophy. With TQM everyone in the company is responsible for quality. TQM was practiced by some companies in the 1970s and became pervasive in the 1990s. This is an area of operations management that no competitive company has been able to ignore. The importance of this movement is demonstrated by the number of companies joining the ranks of those achieving ISO 9000 certification. ISO 9000 is a set of quality standards developed for global manufacturers by the International Organization for Standardization (ISO) to control trade into the then-emerging European Economic Community (EEC). Today many companies require their suppliers to meet these standards as a condition for obtaining contracts.

3) Business Process Reengineering

Business process reengineering means redesigning a company's processes to increase efficiency, improve quality, and reduce costs. In many companies things are done in a certain way that has been passed down over the years. Often managers say, "Well, we've always done it this way." Reengineering requires asking why things are done in a certain way, questioning assumptions, and then redesigning the processes. Operations management is a key player in a company's reengineering efforts.

4) Flexibility

Traditionally companies competed by either mass-producing a standardized product or offering customized products in small volumes. One of the current competitive challenges for companies is the need to offer a greater variety of product choices to customers of a traditionally standardized product. This is the challenge of **flexibility**, which means being able to offer a wide variety of products to customers. For example, Procter and Gamble offers 13 different product designs in the Pampers line of diapers. Although diapers are a standardized product, the product designs are customized to the different needs of customers, such as the age, sex, and development of the child using the diaper.

One example of flexibility is **mass customization**, which is the ability of a firm to highly customize its goods and services to different customers. Mass customization requires designing flexible operations and using delayed product differentiation, also called postponement. This means keeping the product in generic form as long as possible and postponing completion of the product until specific customer preferences is known.

5) Time-Based Competition

One of the most important trends in companies today is **competition based on time**. This includes developing new products and services faster than the competition, reaching the market first, and meeting customer orders most quickly. For example, two companies may produce the same product, but if one is able to deliver it to the customer in two days whereas the other delivers it in five days, the first company will make the sale and win over the customers. Time-based competition requires specifically designing the operations function for speed.

6) Supply Chain Management (SCM)

Supply chain management (SCM) involves managing the flow of materials and information from suppliers and buyers of raw materials all the way to the final customer. The objective is to have everyone in the chain work together to reduce overall cost and improve quality and service delivery. Supply chain management requires a team approach, with functions such as marketing, purchasing, operations, and engineering all working together. This approach has been shown to result in more satisfied customers, meaning that everyone in the chain profits. SCM has become possible with the development of information technology (IT) tools that enable collaborative planning and scheduling. The technologies allow synchronized supply chain execution and design collaboration, which enables companies to respond better and faster to changing market needs. Numerous companies, including Dell Computer, Wal-Mart have achieved world-class status by effectively managing their supply chains.

IV) CONCLUSION:-

Operations Management is the business function that is responsible for managing and coordinating the resources needed to produce a company's products and services. Without operations management there would be no products or services to sell. The role of operations management is to transform organizational inputs—human resources, facilities, materials, technology, and information—into a company have finished goods or services. Operations management is responsible for a wide range of decisions. They range from strategic decisions, such as designing the unique features of a product and process, to tactical decisions, such as planning worker schedules. Organizations can be divided into manufacturing and service operations, which differ in the tangibility of the product and the degree of customer contact. Manufacturing and service operations have very different operational requirements.

Operations Management is a highly important function in today's dynamic business environment. Among the trends that have had a significant impact on business are just in time, total quality management, reengineering, flexibility, time-based competition, supply chain management, a global marketplace, and environmental issues. Operations managers need to work closely with all other business functions in a team format. Marketing needs to provide information about customer expectations. Finance needs to provide information about budget constraints. In turn, OM must communicate its needs and capabilities to the other functions.

REFERENCES:-

1. **Chunawala Patel**, "Production & Operations Management", Himalaya Publishing House, New Delhi.
2. **R. Pannarselvam** :- "Production & Operations Management", Eastern Economy Edition, New Delhi.
3. **Elwood S. Buffa, and Rakesh K. Sarin**, - Modern Production / Operations Management", 8th Ed. John Wiley and Sons, 2000
4. **K. Ahwatthappa** - Production & Operations Management, Himalaya Publishing House, New Delhi.
5. **Prof. M. T. Telsang** - Industrial Engineering & Production Management, S. Chand & Company Ltd., New Delhi
6. **S. N. Cherry** - Production & Operations Management, Tata McGraw-Hill Education Pvt. Ltd. New Delhi
7. **B. S. Sahay, KBC Saxena Ashish Kumar** - World Class Manufacturing - Strategic Perspective - Mac Millan Publications

MAJOR FACTORS INFLUENCING BUYERS OF LARGE & SMALL RETAIL HOUSES— AN INSIGHT

Dr. Mrs. Seema S Desai

Rajarambapu Institute of Technology, MBA Dept.

INTRODUCTION

Retailing encompasses the business activities involving goods and services to their consumers for their personal family / household use. The retail sectors play a significant role in the world economy because of the contribution that it makes to the economy of the country.

The world over retail sector has been growing rapidly with increasing sophistication and modernization of the life-style of households and individuals and also with increasing globalization of trade. The retail sector has strong backward and forward linkages with other sectors like agriculture and industry through stimulating demand for goods and through mass marketing, packaging, storage and transport. Moreover, it creates considerable direct and indirect employment in the economy. Also, the consumers have benefited in terms of wide range of products available in a market.

OVERVIEW OF THE RESEARCH:

The present study takes a holistic perspective of retailing. The study focuses on identifying the consumers' behaviour towards emerging retail formats, considering the impact of demographic factors on consumers' behaviour and attributes influencing consumers to purchase from these retail formats. Also included in the study are the types of goods preferred for buying from emerging retail formats. The study takes into account the retailers' perspective as well by identifying the important retail marketing strategies influencing consumers' purchase preferences.

RESEARCH OBJECTIVES:

The present study has been undertaken with the following objective:

1. To examine the Major factors influencing Buyers at Large Retail Houses.
2. To examine the Major factors influencing Buyers at Small Retail Houses.
3. To Compare the Major factors influencing Buyers at Large and Small Retail Houses.

HYPOTHESIS:

H₀ : Null Hypothesis : The Major factors influencing Buyer's approaching the Large and Small Retail houses are dependent.

H₁ : Alternate Hypothesis : The Major factors influencing Buyer's approaching the Large and Small Retail houses are independent.

RESEARCH METHODOLOGY - RESEARCH DESIGN

The purpose of this research is to evaluate the marketing strategies adopted by small and large retailers so as to draw a comparison between them. This is being done by studying a sample of customers and shopkeepers of both the type of retail outlets. The survey method was adopted to collect the data fulfilling the objectives.

POPULATION AND SAMPLE

For the study the population was customers visiting small and large retail houses of Kolhapur city along with a sample of small and large retailers. The preliminary survey undertaken by the researcher indicates that there were around 240 registered small retailers. Out of 240 registered small retail outlets the researcher has selected a sample of 90 small retail houses. Thus the sample size is 35% of the total population. The technique adopted is proportionate stratified random sampling. The Second set of sample i.e. the customers survey constitutes of 470 customers in all.

DATA ANALYSIS

The data analysis of the study is done in a way that its objectives demand. As much possible, separate analysis for individual objectives is done. Demographic characteristics are summarized using frequencies and percentages for all variables including: age, sex, work experience, years on the current social position and educational level. In customer satisfaction analysis; the data gathered through questionnaires were analyzed and presented in the form of charts, diagrams and tables using SPSS software. The results of the interview questions were integrated to the responses of customers through questionnaires and were analyzed accordingly.

DATA INTERPRETATION AND ANALYSIS

The research results are regarding the comparison of Marketing Strategies of small retail houses and large retail houses in Kolhapur city. An attempt has been made by the researcher to tabulate the data in a presentable form. The analysis has been carried out with the help of simple percentages to draw inferences. In order to reinforce the tabulation exercise diagrammatic representation is also carried out. In support of the tabulation hypothesis has been tested with the help of SPSS package and the null hypothesis has been tested.

FACTOR ANALYSIS

Analysis of major factors influencing Large Retail houses

Communalities	Initial	Extraction
Promotional offers provided by the mall	1.000	.590
Accessories	1.000	.555
Clothes	1.000	.681
House hold items	1.000	.721
Grocery	1.000	.647
Eating Out	1.000	.446
Fun & Games	1.000	.572
Quality of Customer service	1.000	.645
Cleanliness of the Shopping Centre	1.000	.678
Security Arrangement	1.000	.420
Events in the Mall	1.000	.670
Food Courts/Restaurants	1.000	.493
Accessibility/Ease of Public Transport	1.000	.557
Quality of Air Conditioning	1.000	.751
Child Centred Facilities	1.000	.688
Level of Lighting	1.000	.535
Crowd Level	1.000	.684
Level of Spaciousness	1.000	.709
Mode of Payment	1.000	.675
Opening & Closing Timing	1.000	.609
Everything under One Roof	1.000	.656
Choice of Goods	1.000	.631
Credit Facility	1.000	.644
Home Delivery	1.000	.557
Display Of Goods	1.000	.467
Additional Facilities-Extra Counter during Rush hrs Token, Basket	1.000	.710
Use of Technology	1.000	.710
Space/chairs for sitting	1.000	.734
Parking facility	1.000	.660

Extraction Method: Principal Component Analysis.

From the Extraction Method: Principal Component Analysis 9 components extracted they are as follows :-

1. Quality of Air Conditioning

1. Space/chairs for sitting
2. House hold items
3. Use of Technology
4. Additional Facilities - Extra Counter during Rush hrs Token, Basket etc
5. Level of Spaciousness
6. Child Centered Facilities
7. Crowd Level

8. Clothes

Component Matrix^a

From the Extraction Method: Principal Component Analysis 8 components extracted they are as follows :-

1. Advertisement &; Promotional offers
2. Opening & Closing Timing
3. Crowd level
4. Home Delivery
5. Household items
6. Credit Facility
7. Dealings by the shopkeeper
8. Use of technology

Hence we can conclude that the major factors influencing buyers of small retail houses are the above mentioned eight factors.

HYPOTHESIS TESTING

The hypotheses are tested using mathematical tools such as chi-square using SPSS

The Major factors influencing Buyer's approaching the Large & Small Retail houses are independent.

Table No 5.2 Summary table of the chi- square and correlation results:Hypothesis Two

Sr	Variable		Degrees of freedom	Calculated chi-square value	Table chi-square value	Pearson's Coefficient R	Acceptance of alternate hypothesis
1	Quality of customer service S	Quality of Customer service L	16	24.449	26.296	.185	Yes
2	Cleanliness of the shopping centre S	Cleanliness of the Shopping Centre L	12	13.402	21.026	.007	Yes
3	Security arrangement S	Security Arrangement L	16	23.445	26.296	-.001	Yes
4	Level of Lighting S	Level of Lighting L	16	28.372	26.296	.081	No
5	Crowd level S	Crowd Level L	16	29.016	26.296	.113	No
6	Level of Spaciousness S	Level of Spaciousness L	16	25.555	26.296	.051	Yes
7	Mode of Payment S	Mode of Payment L	16	14.570	26.296	-.044	Yes
8	Opening and closing Timing S	Opening and closing Timing L	16	9.489	26.296	.033	Yes
9	Choice of goods S	Choice of Goods L	16	10.355	26.296	-.032	Yes
10	Reputation of the	Reputation of the	16	39.507	26.296	.202	No

	shop S	Shop L					
11	Advertisement & Promotional offers S	Advertisement & Promotional offers L	16	11.020	26.296	.016	Yes
12	Credit Facility S	Credit Facility L	16	21.930	26.296	-.135	Yes
13	Home Delivery S	Home Delivery L	16	9.351	26.296	-.097	Yes
14	Display of goods S	Display Of Goods L	16	16.180	26.296	-.075	Yes
15	Use of technology S	Use of Technology L	16	13.925	26.296	-.033	Yes
16	Parking facility S	Parking facility L	16	6.828	26.296	-.075	Yes

As for each variable the calculated value of chi-square is less than the table value, the alternate hypothesis is accepted. i.e. The Major factors influencing Buyer's approaching the Large & Small Retail houses are independent

Implications for Consumers

- The present study suggests that consumers aspiring for entertainment with shopping should visit malls & hyper/supermarket as these formats provide entertainment facilities to consumers like multiplexes, food courts & background music etc
- Consumers looking for convenience, comfort and price should favor convenience stores, departmental stores and discount stores.
- Retail formats like malls, hyper/supermarkets are more ideal for young consumers and middle aged consumers with high income group.
- Mature consumers and middle income groups are inclined more towards convenience stores and discount stores.
- Speciality stores should be preferred for buying various shopping goods like jewellery, furniture and clothing, as these stores are highly conscious about quality and offer added product diversity. Consumers will get wide variety of product and a better quality in speciality stores.
- Convenience stores should be preferred for buying various convenience goods like food and grocery, beverages, and confectionaries, generally the low priced goods.
- Consumers should consider a mixture of product and store attributes which are important for them for choosing particular retail format.

Implications for Retailers

- Retailers of malls, hyper/supermarkets and speciality stores should focus more upon retention strategies, image improvement strategies and competitive strategies for better management of their business.
- Convenience stores, departmental stores and discount stores need to focus upon promotional and pricing strategies as consumers. Pricing strategy may also help these formats to enhance their sales.
- Retailers need to opt for an appropriate mix of product and store attributes and various goods in their retail outlet. The present study will help them to choose attributes in a retail outlet as per importance given by consumers.

- The current research will facilitate retailers to segment consumers with similar needs and preferences on the basis of age and income. The results of the study depict that young consumers prefer malls more as compared to mature ones. So the retailers of malls need to target young consumers more.
- Now a days, consumers visit emerging retail formats not for shopping only but for entertainment also. So retailers should focus upon entertainment facilities, i.e. opening food court, children play area, background music etc. It will help retailers to keep consumers longer in the store and enjoy shopping.

BIBLIOGRAPHY

1. http://www.academia.edu/1513521/A_Study_on_Increasing_Competitiveness_of_Unorganized_Retail_in_India
2. Aluregowda (2013) IOSR Journal of Business and Management (IOSR-JBM)ISSN: 2278-487X. Organized Retail Strategy – A Study at Loyal World Supermarket Volume 7, Issue 1 (Jan. - Feb. 2013), PP 75-80
3. Walsh, Gianfranco and Hennig – Thureau (2001), German Consumer Decision-Making styles, Journal of Consumer Affairs, Volume 35, Issue 1, 73-75, June.
4. Traill, Bruce 2006, The Rapid Rise Of Supermarkets, Development Policy Review, Volume 24, Issue 2, 163-174, March.
5. Bhat and Bowonder (2001), “ Innovation as an Enhancer of Brand Personality: Globalization Experience of Titan Industries”, Creativity and Innovation Management, Volume 10, Issue1, Page 26-39, March2001.

GREEN HRM - ISSUES AND CHALLENGES

Dr. Mrs. Vidya Sunil Kadam.

Assistant Professor

Rajarambapu Institute of technology, Department of management studies sakharale.

ABSTRACT

Green HRM is the emerging topic in current scenario. Environmentally aware organizations will become increasingly prominent as we re-enter into a period of growth. Green HRM provides interesting results for all stakeholders. For employers these may be to establish the usefulness of connecting employee involvement and participation in environmental Management program to improved organizational environmental performance. There is a growing need for strategic Green HRM – the integration of environmental management into HRM. An organizations Human Resource function can be influential in facilitating an inclusive approach for creating a culture. The strategy involves implementing changes to the different functions of HR like recruitment, induction, training and development, conducting performance appraisal, and also determining employee compensation. Green initiatives within HR form a wider form of corporate social responsibility. Green HRM policies and practices that help save from harm and enhance worker health and well-being.

Keywords - Green HRM, employee, compensation, Environment friendly.

1. INTRODUCTION

The present scenario of organizational working and its impact on the environment has carried forwarded the go green concept from just individual to organizations. More organizations are operating in more environment friendly way. An organization's Human resource department can be involved in facilitating an inclusive approach for creating a culture. The impact of our daily activities on the environment and the desire to go green has expanded from just individuals to organizations. More organizations are volunteering to operate in a more environmentally responsible way. Local municipalities are encouraging businesses to become greener by offering incentives. In the near future, "being green" could become the norm. Organizations are progressively more concerned with sustainability and Green HRM. The HR function is distinctively positioned to assist both developing and implementing Green strategies.

2. Green HRM

The term Green HR is most often used to refer to the contribution of people management policies and practices towards the broader corporate environmental agenda. This central system is connected to all HR-related processes & practices. A prominent feature is that employees and managers interact directly with the HRMS through self-service functionality, which eliminates the delay, inaccuracies, and inefficiencies of a paper-bound system. Typical green activities include video recruiting, or the use of online and video interviews, to minimize travel requirements. Green rewards can include the use of workplace and lifestyle benefits, ranging from carbon credit offsets to free bicycles, to engage people in the green agenda, while continuing to recognize their contribution. While many employees often feel it is their responsibility to protect the environment while they are at work, the new workforce of millennial is emphasizing environmental consciousness as they chose their employers. There is also a broader opportunity to engage the workforce given that more and more people seek meaning and self-actualization in their jobs.

Human resource department of a company is said to have a capability to play a significant role in the creation of their company's culture. Many researchers, especially in the area of HRM, argued that the effectiveness and successful in any management innovation and strategic tools are depending on the quality and ability of their human resources. Green HRM refers to using every employee to endorse sustainable practices and increase employee awareness and commitments on the issues of sustainability. Green HR as environment- friendly HR initiatives leading to better efficiencies, lesser cost and heightened employee engagement levels. It involves undertaking environment friendly initiatives resulting in greater efficiency, lower costs, and better employee engagement and retention.

3. Importance of Green HRM

Green human resources: Going green is currently high on the list of priorities of everyone – be it politicians, left and right wing environmental activists or business leaders. Companies are hitching themselves on to the green practices in their passion to shore up their image, employee morale and drastically cut their costs. Green human resources refer to using every employee interface to promote green hr practices and increase employee awareness and commitments on the issues of sustainability. Green businesses practices are an emerging strategic imperative that's helping corporate improve their operations and increase their competitiveness in the global market. Green HRM will lead to long lasting savings for business which will help in attracting the Gen Y people as this is need for various organizations.

Most of the employees across globe care about green HRM as they are already associated with the organization which is using these initiatives. Green HRM creates the learning environment program to educate employees on how to work more in a more sustainable manner. Green HRM helps in enhancing employee health, happiness and productivity.

4. Review of Literature

Aravamudhan (2012) It has been found out in various researches that HR department in many companies are increasingly greening their processes to gain competitive advantage over others. Justin Victor (2008), one half of HR professionals indicated that their organizations have a formal or informal environmental responsibility policy. Top Three green practices reported by HR professionals were encouraging employees to work more environment friendly, offering recycling programs and discounting used furniture supplies.

Rathgeber (2007) has said in his research that many business leaders are embracing Corporate Sustainability and Green Business practices as a way to improve their operations and enhance their competitiveness.

Dr. Helen Tregidga (2008), many organizations have quickly to Jump onboard the Sustainability bandwagon, little appears to have been done to consider the role of, and effect on, the HR function and managers. How are HR managers defining and enacting Corporate Sustainability. All participants felt that HR function has a role in fostering environmental practices within an organization due to their role as stewards of value, and as skilled communicators in the organization.

John Sullivan (2009), in his paper has stated that environmental issues are on most every one's mind so if your firm has a competitive advantage in this area will create an employment brand. Green recruiting is a chance to differentiate you in a recruiting marketplace where standing out from the crowd is already extremely difficult. Moreover Gen y is focusing on the Green Recruitment.

Suhaimi Sudin (2011), shows that green management initiatives has become an important factor in forward thing businesses around the world. Researchers argued that employees must be inspired empowered and environmentally aware of greening in order to carry out green management initiatives. The paper focuses on development of a new model of strategic Green HRM which includes relationship between assessments based HR interventions, environmental management system, Green intellectual capital and corporate environmental citizenship. Stephen King (2004) stated that the future of HRM will be built on innovation and creativity, in nutshell innovation and creativity approaches were needed towards quality of life, environmental improvements through the healthy, sustainable, vibrant community theme.

5. Objectives of the Research

The objective of this paper is

1. To find out the role of HR in implementing the Green practices in different IT Companies.
2. To find out the Green HR initiatives taken by different IT industries.

Research Methodology

This research is undertaken to assess the green practices in the companies. The main aim is to ensure that the required data are collected objectively and accurately.

Primary data: Data regarding the green practices & HR initiatives was collected by a structured questionnaire.

Secondary data: The secondary data was collected from the magazines, journals and the internet.

Sample Size: Data regarding perception towards green practices in the IT companies had been collected from 100 Employees working in different IT Industries. Researcher has used purposive sampling method and collected quantitative data, the data collected from primary source were analyzed by using simple statistical tools viz. tabulation, percentage etc.

6. Findings and Analysis.

6.1 Status of company Green Initiative

According to the study it is found that 56% employees think that they are having an green initiatives program which is implemented as an when required and on the other hand it is found that 41% think that a formal green program is followed in the organization, and about 20 % feel that the organization does not have any such plan of green initiatives program to implement.

6.2 Direct Involvement of HR in Green program:

Study shows that 58% employees think that there is no direct involvement of HR in Green programmes conducted in the organization.

6.3 Green practices by HR

1. It is found that 80% employees encouraging working more environmental friendly
- 2 It is found that 58% employees offering recycling programs for office products.
- 3 It is found that 76% using web or teleconferencing to cut down the travel cost.
- 4 It is found that 78% using training program for employees on green practices
- 5 It is found that 62% employees recruiting with green skills.
6. It is found that 65% employees said that positive outcomes are getting through of green HRM

7. It is found that 40% employees are increased their morale.

Tips for developing Greening in the organization.

1. Provide leadership and resources for going greening - Assign a respected executive-level person to head up going Green/Organizational Sustainability initiatives.
2. Conducting annual- It is important to Survey employees to assess how well the organization is doing with regard to implementing green business practices.
3. Conducting the surveys annually will enable the organization to assess going green progress and provide information, suggestions and insight for future actions.
3. Going paperless - Encourage e-mailing.
4. Recycle glass, paper, plastic, metal trash and manufacturing waste materials. Go through yo trash. You'll get a new sense of how much it costs to buy, store, and dispose of stuff. Eliminate unnecessary photocopying and reuse packaging for shipping.
5. Reduce commuting - Encourage carpooling by provide preferred parking for carpoolers. Offering transit passes to employees who take the bus.

CONCLUSION

Green HR efforts so far have primarily focused on increasing efficiency within processes, reducing and eliminating environmental waste, and revamping HR products, tools, and procedures resulting in greater efficiency and lower costs. Environmentally friendly HR initiatives resulting in greater efficiencies, lower costs and create an atmosphere of better employee engagement, which in turn helps organizations to operate in an environmentally sustainable fashion. Green ideas and concepts are beginning to gather speed within the HR space, often complementing existing sustainability-based initiatives. Increasingly they are delivering tangible benefits to the business, rather than simply adding a gloss to brand and reputation. These new processes, policies, products and tools are actually helping to ensure compliance and improve productivity too.

REFERENCES

1. Bandura, A. (1977). Self Efficacy: The Exercise of Control. New York: Freeman
2. Barrow, C. (1999). Environmental Management: Principles and Practice. London:
3. Bolles, R. (1972). Reinforcement, Expectancy, and Learning. Psychological Review, 79
4. Daily, B.F and Huang, (2001), achieving sustainability through attention to human resource
5. Davis, G and Smith (2007). HR goes Green, people management magazine,
6. Fineman, S. (1997), Constructing the Green Manager, British journal of management.
7. Peattie, K. (1995). Environmental Marketing Management: Meeting the Green Challenge Pitman,
8. Pesonen, H-L. (2001). Environment management of value Chains, GMI, 31, 45-58
9. Porter, M. E. and Van der Linde, C. (1995), "Green and Competitive: Ending the Stalemate", Harvard Business Review, 73 (5), pp. 120-133
10. Shrivastva, P. (1994), Greening Organizational studies.

A STUDY OF SERVICE QUALITY: WITH REFERENCE TO MAJOR HOTELS OF ISLAMPUR CITY

Prof. Aniket Suresh Pardeshi, Dr.Hemlata V. Gaikwad

Rajarambapu Institute of Technology, Rajaramnagar, Islampur, Maharashtra, 415414, India

Email ID: aniket.pardeshi@ritindia.edu

Abstract:

Now a day's customers prefer service quality more than the quality of product. It encompassing with not only the complementary services but after sales service as well. As far as service quality is concern it is totally depending on the customer perception weather to be satisfy with the service or not. This paper belongs to the application of service quality of major hotels in Islampur city.

Introduction:

This study emphasizes the importance of Service Quality and its influence on the consumer's behavior. The main purpose of this study is to empirically examine the association between the consumers' general Require service quality and their consumption pattern. All in one measure was used to identify the service quality dimensions of the company. The study confirmed that there was a significant association between the service quality of the hotel and the service perceived by consumer.

Objectives:

1. To study on the Service Quality provided by the Major Hotels in Islampur City.
2. To Study the major factors influencing on customer approaching to the services.
3. To Study the responsiveness of vendors as well ascustomers.
4. To develop a simple model of customer and vendors decision-making.

Importance:

- Market trend
- Segmentation & targeting
- Competitive analysis
- Increase revenue
- Brand equity

Hypothesis:

1. Service quality variables like (service satisfaction, lifestyle, and financial satisfaction) have an influence on impulse consumer behavior.
2. Service quality has a significant and positive relationship with consumer satisfaction.
3. Service quality has a significant and positive relationship with consumer loyalty.

Research methodology:

Source of data collection: Data has been collected primary way.

Primary data collection: -

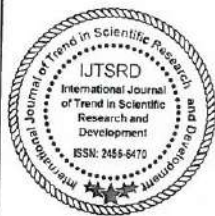
The main source data collection was questionnaire method survey, discussion with customer & also through observation.

Conclusion:

The research shows that quality of services has major impact on consumer's behavior as consumers have given highest preference to service quality than the ambiance, food quality, sitting arrangements, and other amenities.

Reference:

1. Benjamin Schneider , Susan S. White(2004). Service Quality Research Perspectives, SAGE Publications, Inc.
2. Valarie A. Zeithaml, A. ParasuramanMarketing Science Institute, 01-Jan-2004"Service Quality.



The Impact of Digitalisation on Indian Banking Sector

Dr. Mrs. Manisha Vikas Jagtap

Assistant Professor

Department of Management Studies, KES's Rajarambapu Institute of Technology,
Affiliated to Shivaji University, Kolhapur, Maharashtra, India

ABSTRACT

"Digital" is the new buzz word in all sector. With other sector, banking is also all around the globe shifting towards digitalization. Banks of all sizes and across all regions are making huge investments in digital initiatives in order to maintain a competitive edge and deliver the maximum to its customers. Adoption of digitalization is very important for the banking sector. By embracing digitalization, banks can provide enhanced customer services. This provides convenience to customers and helps in saving time. Digitalization has transformed manual processes, transactions and activities into digital services. Across all verticals, consumer needs have been met in entirely innovative ways, disrupting existing enterprise value chains. Digitalization reduces human error and thus builds customer loyalty. Today, people have round-the-clock access to banks due to online banking. Managing large amounts of cash has also become easier. Digitalization has also benefitted customers by facilitating cashless transactions. Customers need not store cash anymore and can make transactions at any place and time. Several commercial banks started moving towards digital customer services to remain competitive and relevant in the race. Banks have benefitted in several ways by adopting newer technologies. E-banking has resulted in reducing costs drastically and has helped generate revenue through various channels. Commercial Banks in India have moved towards technology by way of Bank Mechanization and Automation with the introduction to MICR based cheque processing, Electronic Funds transfer, Inter-connectivity among bank Branches and implementation of ATM (Automated Teller Machine) Channel have resulted in the convenience of Anytime

banking. Strong initiatives have been taken by the Reserve Bank of India in strengthening the Payment and Settlement systems in banks. Indian government, banks, fintech companies have been innovating and changing the way India spends its money. At the same time digital revolution also raises new challenges to the stability and the integrity of the financial system and the protection of consumers.

INTRODUCTION

Digitization is the conversion of data into a digital form with the adoption of technology. Digitization reduces human errors and, therefore, encourages customer loyalty. Banks of all sizes and in all regions are making large investments in digital initiatives in order to maintain a competitive advantage and offer the maximum to their customers. In addition, digitization leads to intelligence and intelligence of solid data, which helps banks to approach customers and get closer to the competition. By adopting digitization, banks are now providing better customer services. This provides convenience to customers and helps save time.

Today, people have access to banks 24 hours due to online banking. Managing large amounts of cash has also become easier. Digitization has also benefitted customers by facilitating transactions without cash. Customers no longer need to store cash and can make transactions anywhere, anytime. It is a powerful, modular and open digital participation platform that allows people to boost agility and speed. The main steps of the digital banking process have focused mainly on adding to the existing offer the use of new services enabled with technology to increase

accessibility and value for customers. In this paper, the study focuses on the impact of digitalization on banking, which is a major concern with the payment services provided by the bank to its customers.

Need and Progress of digitalisation in banking sector:

In the late 1980s, to improve customer service, accounting and record keeping the need for computerization was felt in the Indian banking sector. Then in 1988, the Reserve Bank of India established a committee to study Computerization in bank headed by Dr. C. Rangarajan. The process of computerization gained pace with the reform in the Indian economy in 1991-92. One of the main drivers of this change was driven by the growing entries of private and foreign banks in the Banking industry. Several commercial banks began to move towards digital customer service to remain competitive and relevant in the race.

The Commercial Banks in India have moved towards technology through the Mechanization and Automation of the Bank with the introduction to cheque processing based on MICR, the electronic transfer of funds, the interconnection between bank branches and the implementation of ATMs (ATM) have resulted in the convenience of at any banking time. The Reserve Bank of India has taken strong initiatives to strengthen payment and settlement systems in banks. Now the Indian government is aggressively promoting digital transactions. The launch of United Payments Interface (UPI) and Bharat Interface for Money (BHIM) by National Payments Corporation of India (NPCI) are important steps for innovation in the payment systems domain. UPI is a mobile interface where people can make instant transfers of funds between accounts in different banks on the basis of a virtual address without mentioning the bank account. Indian banks are now working hard for providing following facilities to their customer for increasing their banking business, for attracting more customers etc.

1. Automatic Teller Machine (ATM): -

The ATM is the most popular device in India, which allows customers to withdraw their money 24 hours a day, 7 days a week. With the use of ATM card customer can perform routine banking transactions without interacting with a human cashier. Apart from cash withdrawals, ATMs can be used for paying utility bills, transfer funds between accounts, deposit cheques and cash, balance inquiries, etc.

2. Telebanking: -

Telebanking facilitates the customer to carry out banking transactions not related to cash phone. According to this design, the automatic voice recorder is used for simpler transactions and queries. For complicated inquiries and transactions, manned telephone terminals are used.

3. Electronic Compensation Service (ECS): -

The Electronic Compensation Service is a retail payment system that can be used to make bulk payments / receipts of a similar nature, especially when each individual payment is of a competitive nature and of an amount relatively minor. This service is useful for organisations and government administrative divisions to make / receive large volumes of payments instead of making transfers of funds by individuals.

4. Electronic Funds Transfer (EFT): -

Electronic Funds Transfer (EFT) is a system where anyone who wants to make payments to another person / company, etc. one can approach bank and make cash payments or give instructions to transfer funds directly from his/her account to the recipient / beneficiary's bank account. Full details such as the recipient's name, bank account number, type of account (savings or current account), bank name, city, branch name, etc. they must be provided to the bank at the moment of requesting such transfers so that the amount of the beneficiaries' account is correct and faster. RBI is the EFT service provider.

5. Real-time gross settlement (RTGS): -

The real-time settlement system, through which banks give electronic instructions to transfer funds from their account to the another bank account. The RBI maintains and operates the RTGS system and provides an efficient and faster means of transferring funds between banks that facilitates its financial operations. As the name suggests, the transfer of funds between banks is done in real time.

6. Point of sale terminal: -

Point of sale terminal is a computer terminal that is connected in line to the computerized files of customer information in a bank and magnetically encoded plastic transaction card that identifies the customer with the computer. During a transaction, the customer's account is debited and the computer credits the retailer's account for the amount of the purchase.

Growth of Indian banking sector:

Technological advancements in the digital payment ecosystem are changing lives significantly and providing end consumers with speed, convenience,

choice and savings. The following table indicate the percentage change in digital payment in year 2016 when compared with 2015 and 2017 when compared with 2016.¹

Payment System Indicators							
Month/Year		Item	April			% Change 2017 / 2016	% Change 2016 / 2015
			2015	2016	2017		
1	Volume (Million)	RTGS	7.9	8.33	9.54	14.6	5.4
	Value (Rupees Billion)		82,958.17	86,459.34	1,11,743.7 0	29.2	4.2
2	Volume (Million)	CCIL Operated Systems	0.23	0.26	0.25	-5	13.8
	Value (Rupees Billion)		65,647.89	72,044.93	80,878.53	12.3	9.7
3	Volume (Million)	Paper Clearing	94.37	88.26	99.97	13.3	-6.5
	Value (Rupees Billion)		7,650.61	7,108.17	7,351.49	3.4	-7.1
4	Volume (Million)	Retail Electronic Clearing	211.4	316.89	431.1	36	49.9
	Value (Rupees Billion)		6,586.90	9,169.02	13,700.63	49.4	39.2
5	Volume (Million)	Cards	753.85	925.1	1,035.38	11.9	22.7
	Value (Rupees Billion)		2,297.09	2,630.24	2,877.17	9.4	14.5
6	Volume (Million)	Prepaid Payment Instrument s (PPLs)	74.36	69.3	352.23	408.3	-6.8
	Value (Rupees Billion)		27.57	46.72	103.71	122	69.5
7	Volume (Million)	Grand Total	1,142.11	1,408.13	1,928.48	37	23.3
	Value (Rupees Billion)		1,47,409.8 8	159,410.36	1,93,423.7 2	21.3	8.1
Source: Database of Indian Economy, RBI							

Source: Database of Indian Economy, RBI

Thus from the above table it can be seen that all the payment systems used in India shows positive percentage growth when compared with the year 2016 in the year 2017 except in the CCIL volume in million. But when we observe the CCIL operated systems in value the it shows increase in percentage compared with 2016 in the year 2017.

The Report submitted by Niti Aayog on Digital Payments in July 2018 depict the important information related to overall payment growth and the instrument wise payment growth trends in India.

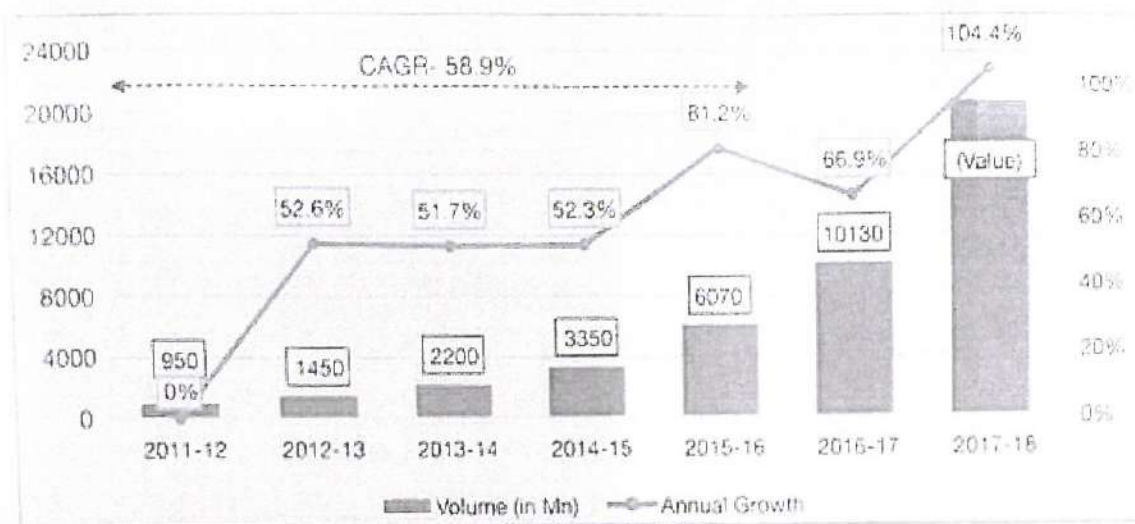
They are as given below

Instrument Wise Growth Trends – Volume:

The retail payment segment accounted for as much as 99 percent of total volumes in 2017-18. From this, the paper compensation ratio that formed 34 percent of

the total volume in 2013-14, steadily declined to 7.4 percent in 2017-18. There is a corresponding increase in electronic compensation actions and cards. Within the category of electronic clearing cards and cards, the PPI followed by the debit card and, to some extent, IMPS have shown impressive increases in their shares in total volume in recent years. The total payment of the card, in fact, accounted for the largest part (almost 50 percent) of the total volume in 2017-18. The participation of NEFT has generally increased over the years, except for some fall in 2017-18.

UPI has shown an exponential growth compared to any other payment product and services. The total volume of the UPI transaction has increased by 5024.5 percent in 2017-18. The total value of the UPI transaction has increased by 1481 percent in 2017-18.

Volume – Overall Growth Performance (MeitY Data):

Value – Overall Growth Performance: MeitY does not disseminate value data in public domain.

The volume of global payments increased steadily during the period 2011-12 to 2015-16, registering an average annual growth rate (CAGR) composed of more than 58.9 percent. The growth rate in the volume of global payments accelerated further to 104.4% in 2017-18. Figure 1 indicates trends in digital payments during the period from 2011-12 to 2017-18. The growth in 2017-18 is spectacular and could be attributed to the development of an innovative digital payment platform such as BHIM-UPI, BHIM Aadhaar and Bharat QR Code. It is noteworthy that the growth in 2017-18 is much higher than the growth rate of the trend in the last five years (2011-2016).³

Today banks aim to provide a fast, accurate and quality banking experience to their clients. The most

important agenda for all banks in India is digitalization. The RBI data shows that the value of transactions through checks as a proportion of the total number of transactions was reduced to 3%. The average number of monthly transactions through checks in 2012 was 16.53 million and, as of June 2018, the number of check-based transactions increased to 94.7 million per month on average.

India's digital payment industry, which is currently worth around USD 200 Billion, is expected to grow five-fold to reach USD 1 Trillion by 2023, as per a report by Swiss financial services holding company, Credit Suisse. Digital payments present a huge opportunity for various digitization initiatives in the country.⁴

PUSH TO ONLINE, APP-BASED PAYMENTS

For 12 months ending June

	Number of transactions (mn)	Total value of transactions (₹ bn)	Value of transactions as a proportion of total deals (%)		
			Cheque	RTGS	Mobile
2014-15	853.04	100,440.75	5.40	75.13	0.03
2015-16	1,040.09	144,093.18	5.00	55.33	0.09
2016-17	1,327.37	158,939.13	3.90	56.24	0.28
2017-18	1,742.71	196,535.39	3.50	55.41	0.71
2018-	2,044.65	219,593.29	3.06	57.75	0.54

Note: Data for other Payment networks like Electronic Clearing System, Forex Clearing, Clearing Corporation of India among others not included

Source: RBI Database on Payment System Indicators

Conclusion:

The banking landscape is changing. A new wave of technology is revolutionizing the way customers interact with their finances. From social to mobile capabilities, banks are reconsidering their way of doing business to offer a better customer experience and remain competitive. By looking at the scenario existing now in India, one can find that People are now taking more and more advantage of the digitalization in case of banking. Traditionally, banking practice use to focus on "product push" (i.e. increasing sales targets) rather than understanding how best to delight its customers. In recent times, banks are keen to become more customer-centric. With the help of digitalization Indian banks are now not only getting more customers but also delivering top-notch services, as efficiency counts as well.

In this innovative business model, it is crucial to ensure regulatory compliance for smooth and long-term execution. The key challenge in the digital age is to ensure that all customers are protected against cybercrime, and that the most advanced cybernetic values are employed. The change to digitalization and the continuity of it should serve to reduce costs for the

industry, since this will reduce labor and automate the system.

Reference:

1. <http://niti.gov.in/writereaddata/files/Digital%20Payments%20-%20Progress%20Report-April%202017.pdf>
2. https://www.business-standard.com/article/economy-policy/digital-first-economy-bank-transactions-via-cheques-hit-all-time-low-118082201106_1.html
3. DIGITAL PAYMENTS: Trends, Issues And Opportunities, report of Niti Aayog ,July 2018
4. <https://www.dsci.in/sites/default/files/Securing-India%E2%80%99s-Digital-Payment-Frontiers.pdf>
5. <http://www.forbesindia.com/article/weschool/digital-revolution-in-the-indian-banking-sector/47811/1>
6. <https://www.happiestminds.com/wp-content/uploads/2016/11/Banking-Digitalization-Revolution-A-way-forward.pdf>

Fostering Innovation, Integration and Inclusion Through
Interdisciplinary Practices in Management

Decline of once a Time Market Leader: A Case Study of Walwa Bazaar Consumer Cooperative Sector

Seema Desai

Associate Professor, Department of Management Studies (MBA), Rajarambapu Institute of Technology,
Rajaramnagar, Urun Islampur, Maharashtra, India

Organised By:

Management Department, Chhatrapati
Shahu Institute of Business Education
and Research, Kolhapur, Maharashtra



An Autonomous Institute Under UGC & Savitri University
College with Potential for Excellence (CPE) - III Phase.

How to cite this paper: Seema Desai
"Decline of once a Time Market Leader:
A Case Study of Walwa Bazaar
Consumer Cooperative Sector"
Published in International Journal of
Trend in Scientific Research and
Development (ijtsrd), ISSN: 2456-6470,
Special Issue | Fostering Innovation,
Integration and Inclusion Through
Interdisciplinary
Practices in
Management, March
2019, pp.169-173,
URL:
<https://www.ijtsrd.com/papers/ijtsrd23092.pdf>



IJTSRD23092

ABSTRACT

Walwa Bazar was incorporated in 1980 by the Cooperative society of Shetkari Sanghatana as a retail trading organization. In the later years, the company diversified into other products including grocery, Apparel, Electronic items etc. Its FMCG division started in 1980 with the support of Shetkari Sanghatana. Over the years, Walwa Bazar made a tremendous progress in all the retail dimensions to emerge as a market leader in the vicinity of Islampur town. The organization also earned the reputation that it provides the consumer with the best of the materials at a rate less than rest of the market.

However, since 1998, Walwa bazar's performance started dwindling. The policies of liberalization, privatization and globalization layed the way for the entry of many private brands, both domestic and foreign, into the Indian retail market that became very competitive. Gradually, Walwa Bazar lost its Number One position to Ajinkya Bazar. After several failed attempts to turn around, the government finally closed down few sections which were non profitable in the year 2016. With this, walwa bazar became a brand of the former period. This case study portrays the long and eventful journey of Walwa Bazar and then analyzes the major reasons behind its failure. It implies a few important strategic lessons for the management students.

KEYWORDS: Business environment, organization performance, competition, customer needs, research and development, organization culture, strategy

INTRODUCTION

Walwa Bazar Limited, once known as the retail store of the city, was stated non profitable. Walwa Bazar started as a cooperative enterprise under the Shetkari sanghatana for fulfilling the unmet demand for FMCG product under one roof for the citizens of Islampur. The company had many highs and lows in its long and eventful journey that began in 1980. In today's very competitive business environment, the downfall of an organization is a mundane affair and hence, very rarely it draws any serious public attention. In the past, people have witnessed the fall of globally renowned brands like Kodak, Nokia and many others. In India, several public sector giants have either closed permanently or turned into perpetually sick units. But the poor performance of Walwa Bazar induced a strong sentiment among the citizens. For many of the villagers from nearby vicinity, Walwa Bazar was not just a cooperative retail store — it was a symbol of City pride and bearer of self-esteem.

Walwa Bazar was incorporated in 1986 by the Cooperative society of Shetkari Sanghatana as a retail trading organization. In the later years, the company diversified into other products including grocery, Apparel, Electronic items etc. Its FMCG division started in 1980 with the support of Shetkari Sanghatana. Over the years, Walwa Bazar made a tremendous progress in all the retail dimensions to emerge as a market leader in the vicinity of Islampur town. There is always a 'first mover advantage' in an upcoming sector. This advantage had been taken by Walwa Bazar in Islampur. It has brought about many changes in the buying behavior of people as it provided all items in one roof at low rates.

The organization also earned the reputation of "Nivadak Maal" (Meaning You will find good quality cheaper and better products here) it provides the consumer with the best of the materials at a rate less than rest of the market. The

Retail business of Bazar had an deep impact in the minds of consumers of Islampur and nearby vicinity that all the FMCG products are available under one roof. It was recognized as a strong brand in the Islampur market

However, since 1999 Walwa bazar's performance started dwindling. The policies of liberalization, privatization and globalization laid the way for the entry of many private brands, both domestic and foreign, into the Indian retail market that became very competitive. The Bazar management did not show enough alertness to make necessary changes in its business models to cope with the changing business environment. Gradually, Walwa Bazar lost its Number One position to Aajinkya Bazar. Walwa Bazar's inability to understand the needs of modern-day customers and its insufficient attention towards Management made things even worse for the organization. With losses accumulating over the years, Bazar became financially unviable. After several failed attempts to turn around, the government finally closed down few sections which were non profitable in the year 2016. With this, walwa bazar became a brand of the former period

Until 1980, the citizens of Islampur used to purchase FMCG products from variety of shops mainly the small retailers i.e. the Kirana shops. The shopping was considered to be a one full day event because it used to consume more time and the customer used to be exhausted by the end of day, moving from one shop to another. But when Walwa Bazar was established and started making available products under one roof, shopping became an effortless and affordable task. Walwa Bazar gained prominence for another reason — it was one among the first few cooperative retail bazar that could earn the 'Locally Made' label in a period when the country was striving to achieve self-reliance. Since then, Walwa Bazar had made a steady progress in all business dimensions. Its sales revenue grew amazingly to help the store reach a position of a market leader with very little competition to face. The popularity of Walwa Bazar among the customers was rising fast on the strengths of their utility, durability and attractive pricing. The Store also enjoyed the continued support of the successive regime at the centre. Gradually, Walwa Bazar became a household name in the city in the retail store category and established itself as a strong brand in the Islampur market. Besides, it occupied an adorable place in the space of public memory because Walwa Bazar emerged as one of the most popular trust worthy options for special purchase during festive occasions such as Diwali, Events and marriages.

However, the success of Walwa Bazar could not be sustained for long once the business environment in the country started changing the existing economic liberalization policy. The private players, both international and home-grown, entered the Indian retail market that gave tough competition to the incumbent firm(s). Walwa Bazar lost its number one position, though it managed to sail through. Then, things became worse for Walwa Bazar after the company started incurring financial losses from where it could never recover in spite of several attempts to turn around. The repeated mistakes by the top management on the strategy front along with the government's apathy cost heavily to the company. Finally, in early 2004, the doors were permanently shut at the Walwa Bazar. It is said that time does not stop ticking but Walwa Bazar stopped ticking from that very moment. With

this ended the journey of an endearing organization, and a reputed brand ceased to exist.

This case study attempts to portray the journey of Walwa Bazar from its inception to the days of meteoric rise till its closure. It then analyzes and identifies the major reasons behind Walwa Bazar fall from the strategic perspectives. The case implies some important management lessons which can be a good guide to the MBA students.

Walwa Bazar Limited

Walwa Bazar Limited is the oldest retail store which ranks first in the total stores in the vicinity of Islampur town and was incorporated on 19-01-1980 by the consumer cooperative voluntary organization for procuring goods in bulk from the production centers at reasonably lesser prices to arrange equal distribution to their members at fair prices. The stores primary objective was to make available majority of FMCG goods under one umbrella at a reasonable price. Over the years, the store diversified into Electronics section, Consumer durable section and apparels section. Its apparel business made a beginning in 1981. Besides taking Management support from qualified skilled management team, Walwa bazar used to send its employees to training institutes to get trained regarding product knowledge and store services. Later, Walwa bazar expanded its store base by establishing new branches at Ashta, Kasegaon, Bagani, Gotkhindi and Bavachi.

In the initial years, Bazar stood as a symbol of both hope and aspiration towards the towns 'trust with self-reliance'. The store experienced stable growth till the late 1990s, and in the process, it emerged as the acknowledged leader in the Islampur retail market. However, economic liberalization from the early 1990s facilitated the entry of many private players that included big bazar of the future group. Being a consumer cooperative sector store with large Management control, Walwa Bazar could not compete successfully with its private competitors, having agile management. As a result, walwa bazar's growth got shaken, and its market dominance declined. In the later period, walwa bazar started trembling due to one reason or the other and finally reached a situation of near nothingness.

Walwa consumer cooperative's long journey in the retail business since the early 1980s can be divided into three distinct sub-periods, namely, 1980 to 1991, described as the golden era; 1991 to 1998, the pre-reform period and then post-1998, when economic reforms dictated the fate of many retail giants.

Walwa Bazar's Golden Era

The first decade of existence, that is, from 1980 to 1991, were a smooth ride for walwa bazar. It was not much competition in the domestic market with small kirana shops as the only other player with notable presence. The Management policy also imposed severe restrictions on the selling strategies of goods in walwa bazar. All these helped walwa bazar to rise to a position of near monopoly in the Islampur retail market. The stores market share started soaring high, reaching up to 90 per cent for some brief periods. Besides gaining market dominance, walwa bazar was able to make good profits by reaping the benefits of economies of scale through its locally made mass-production strategy. In 1996, walwa bazar achieved a landmark when it

doubled its capacity. The stores dependence on branded goods got reduced substantially with in-house procurement of FMCG finished agri-products. But by the end of this period, consumers' preference indicated a distinct shift towards large retail houses. Walwa bazar's market share started declining due to this.

Competition Emerges in the Indian Watch Market

Around 1981, the global trend for quartz watches became very prominent. The major watch making companies progressed from mechanical watches to quartz watches. Hindustan Machine Tools was quick to join this bandwagon by launching quartz watches in India. However, its market success remained limited because price-sensitive Indian consumers found HMT's quartz watches a bit too expensive. As a counter strategy, HMT's management decided to refocus on mechanical watches only. It also upgraded the production capacities of mechanical watches.

While Walwa bazar was trying to cope with the changes in consumer preference, another retail house, entered into the Islampur market with the support from Big brand companies. But Walwa bazar could more or less hold on its customer base as the new entrant did not pose any major threat. By the middle of the 1990s, there was a visible change in the political leadership of the Walwa bazar management. By 1991, Ajinkya bazar entered into the Islampur market as the third bazar after Siddhivinaya Bazaar and Hanamant Bazar. Ajinkya bazar brought about a paradigm shift in the Islampur retail market by offering quality products, variety of brands, and quick service admired by the consumers. Walwa bazar, on the other hand, continued with the traditional services and locally made products. Within a short span of time, Ajinkya bazar appeared to be a challenger forcing the market leader Walwa bazar to rethink its strategies.

Reasons behind Retail Downfall

Walwa bazar downfall was imminent as the company was in a continuing loss for a long time since 2000. It is very difficult to identify any single reason behind the fall of this organization, it is argued that the company's management could not cope with the changing business environment in the town. That's why a new competitor like Ajinkya Bazar with a good understanding of the Islampur market could march ahead, whereas an old and established company such as Walwa bazar lost its way at the same time and under similar microeconomic conditions. The following paragraphs outline the major reasons behind the retail fall.

Centralized Decision making

In Walwa bazar, being a cooperative enterprise, the decision making power was vested in the BOG. Hence, needless to mention, the decision making in Walwa bazar was highly centralized. Quite often, the senior management of the organization would complain about the administrative hurdles leading to delays in critical decisions like the launching of new products. During many occasions, manufacturing decisions could not be timely which caused the loss of sales and hence financial losses. The former Chief Managing Director of the company, said the following:

"Everything was going smoothly for the Walwa bazar, which was a retail cooperative sector ornament, till 1998-1999, it went into losses after the entry of new competitors, It had to

face financial shortage as it had to feed around 50 employees without any sales. This led to its downfall".

At a critical juncture, when the management proposed a turnaround plan for the company, the same was turned down by the BOG, factors like shortages of finance, mushrooming of small private retailers adversely affected the organization. Walwa bazar Retail continued to accumulate losses, which eventually led to its inevitable fall.

Lack of Research and Development

The primary role of Walwa bazar was to make available FMCG products under one roof, so that shopping became an effortless and affordable task. But being a part of the pre-liberalization era, Walwa bazar confined itself to sell basic utility products only and did not pay adequate attention to technologically advanced, branded products. No special focus was put on research and development (R&D). Similarly, the store lacked efforts on aesthetics, store design and Store layout aspects which are very critical for the market success of a store.

Weak Organizational Culture

Walwa bazar was known for its typical consumer cooperative voluntary organization culture. The store management did not show any entrepreneurial spirit. The employees, on the other hand, remained crippled with the old mindset and presumed themselves only as job seekers. There was a lack of team spirit and near absence of motivational strategies. When the store entered into a phase of poor financial health, the Walwa bazar employees were not even paid their wages. Of late, at the time of the announcement of the closure of few sections, Walwa bazar had more than 28 employees spread over its various branches. All these employees were forcibly given the 'voluntary' departure. Overall, the weak organizational culture at Walwa bazar did not help its cause and had adverse effects on its physical and financial performance.

Less Control over Retail Trade

Walwa bazar had a limited chain of distributors. The store was selling FMCG products through its branches spread across near by villages in the vicinity of Islampur town. FMCG products were also available at nearby Kirana stores, Defense Canteen Store Depots (CSDs) and a few designated wholesalers. Initially, when the demand for Walwa bazar used to be high, these wholesalers sold products at a premium price. Slowly, Walwa bazar lost its command over retail price and subsequently it lost control on the trade completely. The resultant outcome was that the trade was controlled by a few wholesalers.

Inability to Understand Changing Consumer Preferences

Walwa bazar used to conduct occasional consumer surveys to gain an understanding of the consumer preferences. However, the store management rarely used these survey results for making changes in the product line or formulating appropriate marketing strategies. Walwa bazar missed on a very crucial aspect of the industry, that, consumers want effortless purchase, time saving is a major factor for both men and women. Modern consumers were aware about the consumer experience and services made available to match their style of shopping. But Walwa bazar failed to understand the mindset of aesthetics-seeking consumers,

which hit it hard. In contrast, its competitors with a better understanding of the market got the upper hand.

Focusing on Obsolete Technology

In the late 1990s, Walwa bazar was the first store in Islampur to launch a retail store. It released its products which were locally manufactured under the brand name of Walwa. Some products were ahead of their time, reasonably high priced and positioned themselves to cater only to the premium segments of the market. Strategically, Walwa bazar kept its branded products under the high-price category. Later on, when the brands became more popular during the late 1990s, Walwa bazar continued with its high-price strategy. Walwa bazar presumed that branded products would have a limited market in the town. Henceforth, it kept on focusing on branded products and consequently, it stopped advertising its local branded products.

Inadequate Advertisement

Walwa bazar did not pay much attention to promotional strategies either. Specifically, when the competitors started invading the market, Walwa bazar should have made adequate efforts on making its products appearing in various media to have a permanent space in consumers' minds. As a market leader, Walwa bazar appeared to be complacent and very few aggressive advertisement campaigns were released by it for augmenting the visibility to its products. This is another aspect where Walwa bazar lost to the competitors.

Poor Strategy and Losing to Competition

Walwa bazar, though it had a good brand image, was recognized just as a typical retail store. Ajinkya Bazar, on the other hand, was seen as the 'Today's Retail Comfort Experience,' with its range of various product lines. Walwa bazar's product range had almost similar products as that of the Ajinkya bazar but the brand's association with Customer experience was perceived to be weak. Rather, Walwa bazar came to be known as an old retail consumer cooperative store.

Walwa bazar failure, however, can be attributed to its inability to deliver differentiated products, which had a large demand in the market. On the other hand, Walwa bazar main rival Ajinkya bazar offered the best and the most desirable range of products to its customers at a very affordable price implementing latest marketing strategies to lure the customers. Thus, Walwa bazar failed to allure customers from different market segments.

Lessons to be Learnt

It is said that time and tide wait for none and the same applies to Walwa bazar. From the position of an industry leader once and capturing an endearing place in the hearts of lakhs of customers, Walwa bazar will now be remembered as a brand of the bygone era. There might be numerous factors responsible for Walwa bazar's failure, but the case highlights the principal ones. This case is also significant as it leads to important management lessons, some of which are discussed here.

Walwa bazar, in spite of being a part of Islampur's large and lethargic Consumer cooperative sector system, was one of the strongest brands in the town. It took a long time for Walwa bazar to earn this reputation. But, in the end, its strong brand image could not save the organization from

failing. Many Organizations spend considerable time and resources to create a brand and then nurture it ceaselessly for ensuring sustained market performance. The Walwa bazar case teaches that while brand building certainly helps, it alone cannot guarantee success for ever.

As Walwa bazar was the sole player in the market, the customers had very little choice when it came to buying retail Grocery. But with competition emerging after economic reforms, Walwa bazar started losing their market shares, sometimes too much, too fast. Its competitors could easily win over the retail buyers by offering a large variety of products at multiple price points. They also adopted aggressive marketing strategies to attract the Islampur customers. Walwa bazar, on the other hand, failed to understand the pulse of the market and continued, more or less, with the same products and strategy, which could hardly meet the needs of the modern customers.

Finally, the case reminds us that the business environment is one of the intervening factors that forces organizations to adopt changes. However, Walwa bazar as an organization did not change much to adjust to the change of the business environment in the post-reform era. It maintained its old style of management which was not in sync with the economic realities of the twenty-first century. This fastened Walwa bazar inevitable downfall.

References

- [1] Kulkarni, M. (2014, September 14). Why time ran out for HMT. Business Standard, Bangalore. Retrieved 20 April 2016, from http://www.business-standard.com/article/management/why-time-ran-out-for-hmt-114091400691_1.html Google Scholar
- [2] Prabhakar, A. (2015, December). Growth in the Indian retail industry. Images Retail, pp. 172-176. Google Scholar
- [3] Sinha, A. (2016). HMT: When time stood still. Business world. Retrieved 15 April 2016, from <http://businessworld.in/article/HMT-When-Time-Stood-Still/19-01-2016-90397/> Google Scholar
- [4] S S. Desai, Management of Cognitive Abilities & Functional Skills Among Junior College Teachers –A Study, Jeet Volume 29, No.1, July 2015, ISSN 2349-2473, eISSN 2394-1707.
- [5] Seema S. Desai, A Study of effects of Sex and Reserved Categories on the Self- Confidence and Academic Achievement of PG students, (ICTIEE 2016), JEET Special Issue, eISSN 2394-1707.
- [6] SS Desai, International Journal of Multidisciplinary and Current Research, 2013, 1 (3), 226-229, ISSN: 2321-3124.
- [7] SS Desai, Golden Research Thoughts 2013 ISSN 2231-5063, Ijmcr-Int Jr Of Multidisciplinary & Current Research Associated & Indexed by EBSCO, USA Impact, 43-46 vol (3) Issue (2).
- [8] Seema S. Desai, (2018), Business Excellence: Perspectives, Challenges & Strategies – Pub by Aarhat Publications and Aarhat Journal's ISBN: 978-81-936096-3-7

- [9] Seema S. Desai, 2019, Aayushi International Interdisciplinary Research Journal (Peer Reviewed and Indexed journal) (AIIRJ) ISSN 2349-638x Impact factor 5.707 Special Issue No. 43. Vol 3.

Copyright © 2019 by author(s) and International Journal of Trend in Scientific Research and Development



Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



A Review on Problems and Prospects of Physically Disabled Students at Nivasi Schools in Sangli District

Mr. Santosh Babanrao Potadar¹ Dr. Mrs. Seema Shahaji Desai²

¹Assistant Prof., Dept. of Commerce and Management, Shivaji University, Kolhapur

²Associate Professor, Dept. of Management Studies, RIT, Islampur, Dist-Sangli

ABSTRACT : Disability is a term that includes various categories of people with different characteristics. It is a functional consequence of an impairment or change in the body or human functioning. There are various types of disabilities such as visual impairment, hearing impairment, mental retardation, locomotors impairment, autism, deaf blindness, cerebral palsy and others. Education plays a very vital role to fill this lacuna among different sections of the society. Thus systematic provisions for education can help people with disabilities to recognize their abilities and to transform their shortcomings into opportunities. The Key intention of the study is to evaluate on those factors due to fewer priorities given by educational providers such as curriculums, teaching and learning materials, infrastructure, special programs such as sports and games, environmental issues and the general quality of education. The study of this paper will generate knowledge on the real situation of the physically disabled students. Findings from the study are expected to assist in establishing a base for the Nivasi schools to follow up how to provide quality and equitable education to students with physical disabilities.

INDEX TERMS : Physically Disabled, Medical Facility, Infrastructure Facility, Nivasi Schools

I. INTRODUCTION

Disabled are the people who are unable to perform certain activities like majority of the population does them without others help or any kind of assistance. Disability means an existing difficulty in performing one or more activities which in accordance with the subjects age, sex and normative social role are generally accepted as essential basic components of daily living (RCI, 2000).

United Nations defined disability as: "Any restriction or lack (resulting from impairment) of ability to perform an activity in the manner within the range considered normal for a human being". The extent to which disability affects a person's life depends very much on the environment in which a person lives- social, cultural, psychological and physical (IDEA, 1997). There are various types of disabilities such as visual impairment, hearing impairment, mental retardation, locomotors impairment, autism, deaf blindness, cerebral palsy and others. Since the disability may affect the organs or body parts of an individual and his/her participation in different spheres of life, it becomes a multi-dimensional experience for the person involved.

Education is very important for every person regardless of his/her age, gender, race, economic status, as well as physical ability or disability. People, particularly students with physical disabilities are usually perceived by societies as disadvantaged groups (Block, 1992). Hence they are in a position of missing some economic, political and social benefits including the right to access equitable and quality education. This is in line with Mcleod (2014) who points out that, students with physical disabilities experience personal limitations in school environments that affect their social, psychological and academic spheres that may likely affect their academic performances at school. Some of the limitations can be alleviated with parental, community and government support

II. SIGNIFICANCE OF THE STUDY

The results of the study will generate knowledge on the real situation of the physically disabled students in Nivasi schools in Sangli District and their major challenges. Secondly, findings from the study are expected to assist in establishing a base for the government and other stakeholders to follow up how to provide accessible, quality and equitable higher education to people with physical disabilities. Thirdly, it is expected to help policy makers and education planners to review existing educational policies, plans and priorities so as to find out better ways of financing and supporting students with physical disabilities in higher education at the same time improving enrollment, survival, completion and performance rates of this group of students in Nivasi schools.

III. RELATED WORK

After reviewing several research papers and thesis relevant to this study, which were published worldwide during last ten years on physically disabled students have been reviewed. Based on these reviews it is observed that there is a change in view towards physically challenged students regarding their education and growth.

1. Jan et al. (1990) described neurological, developmental and cognitive differences that exist between visually impaired, blind and sighted children. The findings revealed that visual impairment affects the total process of gathering and exchanging information and the effect is noticeable not only in motor skills, but also in cognition, language development and social skills.
2. Mukhopadhyay and Sharma (1990) identified teaching competencies specifically for integrated education of the disabled children so that special support can be provided for these children in a general classroom. It was found that teachers had a positive attitude towards equal educational opportunity for disabled children in integrated classrooms. It was found that more importance was given to competencies such as setting of a social goal followed by planning teaching activities.
3. The study by Barnes, C. (1991) in Britain exposed that physical disabled students who manage to enter higher education often face various discriminatory social and environmental practices during their study period and there is still much work to do in the British higher learning sector. When disabled students enter higher learning, they take up a unique opportunity to develop both academically and socially, and more importantly feel empowered
4. Elias (1991) remarked that teaching emotional and social skills is very important at school; it can affect academic achievement positively not only during the year they are taught, but during the years that follow as well. Moreover, teaching these skills has a long term effect on achievement.

5. Abdi and Zaidi (1991) attempted to determine the significance of difference between general anxiety and test anxiety scores among 45 visually impaired children. An Indian adaptation of general anxiety scale and Sarason's test anxiety scale for children were employed for the study. General anxiety was found to be significantly higher than test anxiety among the children in the sample indicating that visually impaired children did not have any specific fear or threat in test situations.
6. Cornelissen et al. (1991) asked children of mixed abilities to read 3 single word lists matched for linguistic complexity. The visual component of the task was made harder by reducing the print size in each new list. The reading errors made by 45 children (aged 7 years to 11 years) who did not have a visual impairment were compared. The visually impaired children's pattern of reading errors changed as their vision was stressed by the reduction in print size; they made more non-word errors (word errors that could not be found in a Standard English dictionary). This finding suggests a direct link between the efficiency of visual processing and the accuracy of reading.
7. Mc Alpine and Moore (1995) examined the presence of false belief in visually impaired children. It is concluded that the quality of social interactions of children with a visual impairment is affected both by the children's level of understanding of mind and by the limited or nonexistent visual information even when the children acquired some understanding of mind.
8. Johnstone, (2001) People with mobility and movement impairments may find it difficult to participate when facing social and physical barriers. Quite often they are individuals of courage and independence who have a desire to contribute to the fullest level of their ability. Some are totally independent, while others may need part- or full-time assistance.
9. National Council on Disabilities (2002) suggested that learning environment for people with disabilities requires buildings and facilities designed, constructed or altered with federal funds to meet federal physical accessibility standards such as reserved parking spaces and passenger-loading zones for vehicles carrying disabled homeless clients are ample and well-marked.
10. UK research by Riddell et al., (2002) indicates that even when disabled students start out with comparable qualifications to other students in the same university, they tend to encounter more barriers to learning and to achieve lower outcomes in terms of final degree classification. Hence, support for disabled students has been a subject of much inquiry. Support is often reported to be haphazard and serendipitous.
11. Archer (2003). Therefore, it could be safely argued that conventional learning and teaching has been geared towards serving the needs of those students perceived to be 'normal' in a given time and culture but not actually the group known as disabled specifically physical disabled students.
12. Riddell et al., (2005) done a research and stated that specifically, students with certain biological and physical characteristics have traditionally been excluded from accessing mainstream education, with the assumption that educational institutions such as universities were not the place for disabled students such as physical disables, but for "a narrow group of socially advantaged students in the richest parts of the world.
15. Grenier (2006) study gave the fact that before the 1970s, many students with physical disabilities were excluded from U.S. public education. Prior to the passage of Public Law (PL) 94-142, the Education of All Handicapped Children Act of 1975, students with disabilities were usually isolated in either residential institutions or separate schools
16. Siebers (2008) argued that many causes and conditions can impair mobility and movement. The inability to use legs, arms, or the body trunk effectively because of paralysis, stiffness, pain, or other impairments is common. It may be the result of birth defects, disease, age, or accidents. These disabilities may change from day to day. They may also contribute to other disabilities such as impaired speech, memory loss, short stature, and hearing loss.
17. Croft, (2010) study stated that lack of physical and social access for disabled young people to basic education was a major barrier to creating a pool of appropriately qualified students to enter higher education This feature of sub-Saharan African education combined with the lack of accessible infrastructure prevented disabled students from entering higher education
18. Morley (2010) found that without information to make informed choices, disabled students in his study not only experience stress and anxiety, but also difficulty in preparing themselves for higher education study. Lack of information about support services was a constant theme in the study of Ghana and Tanzania.

IV. CONCLUSION

Most of the researchers have done studies regarding causes of Disability. Some of the studies related to Anxiety and Cognitive behavior. Some of the studies focus on studies related Attitude and Language Development. So this study is more focused on their Academic and Social Problems as well as Personal Problems and their progress. This study focuses on Education and Infrastructural facilities provided in Nivasi schools for the physically disabled students.

REFERENCES

1. American with Disabilities Act. (1990) Pub.L.No.101-336.Retrieved from <http://www.ada.gov/pubs/ada.htm>. 27 March 2014
2. Mukhopadhyay S. and Sharma V. (1990) Identifying teaching competencies specifically for integrated education of the disabled children, Independent study, National Institute of Educational Planning and Administration, Fifth Survey of Educational Research, NCERT, II:1556.
3. Elias, M.J. (1991) The promotion of social competence: longitudinal study of a preventive school based program, American Journal of Orthopsychiatry, 61: 409-417.
4. Johnstone, D. (2001). An Introduction to Disability Studies. London: David Fulton.
5. Disability Right Commission (DRC).(2002). Policy Statement on Social Care and Independent Living. Retrieved from <http://www.drc-gb.org/campaigns/health.asp> Accessed on 11 April 2014.
6. National Council on Disabilities (2002). Guide to Disability Civil Right Laws: Retrieved from <http://www.ncd.gov/newsroom/publications/disabilityrights.html>.
7. Archer, M. (2003), Structure, Agency and Internal Conversation. Cambridge: Cambridge University Press.
8. American with Disability Amendments Act (2008) Pub.L.No.110-325.Retrieved from <http://www.ada.gov/>. 27 March 2014.
9. Kothari, C. R. (2004). Research Methodology: Methods and Techniques (Second Revised Edition). Delhi: New Age International (P) Ltd Publishers.
10. Grenier, M. (2006).A Social Constructionist Perspective of Teaching and Learning in Inclusive Physical Education. Adapted Physical Activity Quarterly, 23, 245-260.
11. Siebers, T. (2008). Disability Theory. Ann Arbor: University of Michigan Press 97
12. World Health Organization (2011a) 10 Facts on Disability. Retrieved from <http://www.who.int/features/factfiles/disability/en/www.dailymail.co.uk/news/article-2366260> Accessed on 21th March 2014. 99
13. Croft, A. (2010). Including Disabled Children in Learning: Challenges in Developing Countries. CREATE: University of Sussex
14. Morley, L. (2010). Disabled Students in Higher Education in Ghana and Tanzania: Towards Equity and Participation. UK: University of Sussex.
15. Nakpodia, E.D. (2010). An Analysis of Dropout Rate among Secondary School Student in Delta State, Nigeria (1999-2005). Department of Educational Administration and Policy Studies, Delta State University, Abraka, Nigeria. J SocSci, 23(2), 99-103. 96

Fostering Innovation, Integration and Inclusion Through
Interdisciplinary Practices in Management

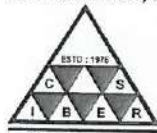
Store Management Practices in Medium Scale Engineering Firm

Mr. Shrikant S. Karanjkar

Assistant Professor, Department of Management Studies (MBA),
Rajarambapu Institute of Technology, Rajaramnagar, Urun Islampur, Maharashtra, India

Organised By:

Management Department, Chhatrapati
Shahu Institute of Business Education
and Research, Kolhapur, Maharashtra



बौद्धिक स्वतंत्रता
KOLHAPUR



An Autonomous Institute Under UGC & Shivaji University
College with Potential for Excellence (CPE) - II Phase.

How to cite this paper: Mr. Shrikant S. Karanjkar "Store Management Practices in Medium Scale Engineering Firm" Published in International Journal of Trend in Scientific Research and Development (IJTSRD), ISSN: 2456-6470, Special Issue | Fostering Innovation, Integration and Inclusion Through Interdisciplinary

Practices in
Management, March
2019, pp.149-151,
URL:
<https://www.ijtsrd.com/papers/ijtsrd23088.pdf>



IJTSRD23088

I. INTRODUCTION

The space, room and the building where various types of materials, semi-finished, finished goods and items purchased and manufactured in the organization are kept temporarily or for sufficient time till they are removed to supply for production and sale or used for consumption is called a Store or Warehouse. Finished parts or products ready for shipment and sale are called stock and they are separately stored in a place called stock room. Each and every type of material needs a separate place, bin or container and a room to keep it and the type of store depends upon the type of material which is stored there. The part of material enters directly at the production facility after its purchase and rest is supplied to the stores. The part coming out from production facility, some of them enters the production center or facility and rest are stored. In the same way, components produced at some facility are sent to assembly center and rest are stored. Finally, the output is the final product sent to stock or sell. This process of supplying and storing the various materials and parts is called Stores Management. As per the demand and requirement of materials at the production facility, the materials are supplied from the stores. The storage of materials maintains the continuity in production.

II. Objective of the Study

1. To study the store management practices in engineering manufacturing firm.
2. To find the effectiveness of inventory techniques with regard to supply of materials.
3. To study the material handling technique in the organization.
4. To study material inward and outward process in store.

III. Scope of the Study

1. The study is only limited to engineering manufacturing firm situated in Satara district.
2. The study mainly focuses on store management practices in motor manufacturing industry.

through collection of data from the staff members of the company / organization. The secondary data is collected through different report & document of the Company.

IV. Research Methodology

In this study, primary as well as secondary sources of data have been used.

A. Primary Data: -

Primary data refers to the data collected from primary sources i.e. the data collected by the investigation and observation primary data is also called as original data. since, it is collected for the first time by a person, who is going to use them. The researcher has collected the primary data through discussion with respective officers and employees.

B. Secondary Data: -

The secondary data is already available in a published from research work in the process has been done

Sample Design: -

he most of the industries are mainly produces electric motors and water pumps. The researcher has collected the data about the material requirement of these products and inward and outward process of these products.

V. Literature Review

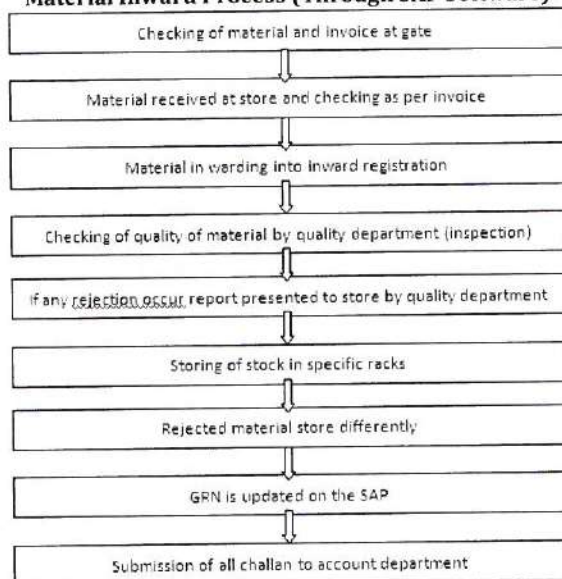
1. Automated store ordering has been offered as a potential solution to many store level problems: Automation could improve availability, decrease inventories, and reduce the time and labor required for ordering. However, despite the potential advantages, it seems that the majority of retailers have only just started to implement automated ordering systems at store level. Furthermore, very little published information can be found on store level processes, not to mention automated store ordering. Therefore, well-

documented research on how and if conventional inventory management practices can be applied at store level operations should be extremely engrossing both from academic and business viewpoints. (Source-thesis efficient store Ordering-Carl falck)

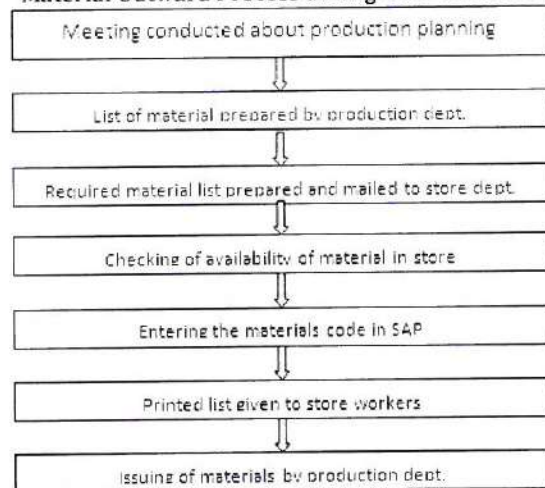
2. Inventory management - The word 'inventory' has been defined in many ways, as indicated in the literature. Three definitions have been chosen seem to be more appropriate to the topic developed in this dissertation. "inventories are stockpiles of raw materials, suppliers, components, work in process, and finished goods that appear at numerous points throughout a firms production and logistic channel" (ballou 2004)
3. According to chase, Jacobs and aquilano (2004), inventory is the stock of any item or resource used in an organization. An inventory system is the set of policies and controls that monitor levels of inventory and determine what levels should be maintained, when stock should be replenished, and how large order should be.
4. It all starts with a suitable lay out design of stores. Depending upon the nature of items used for processing by the organization the lay out and type of stores are selected. For example, a process that requires use of raw materials, not costly enough, an open and nearby stores with truck / rail inside movement possibility Once the material has been received and cleared through inspection and accepted for use, it needs safe custody till it's actually used. It calls for a separate physical storage space, open or closed, as per need. It maintains all documents that are able to trace an item, show all its details and preserve it up to its shelf life in the manner prescribed or till it is issued for use. (lucay 2003)

VI. Data Analysis and Interpretation

Material Inward Process (Through SAP Software)



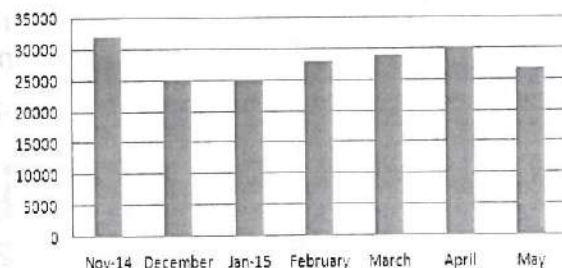
Material Outward Process through SAP Software



Monthly Production of Water Pumps

Month	Production In Unit
November2014	32000
December	25000
January2015	24910
February	27880
March	28940
April	30100
May	26780

Monthly Production of Waterpumps

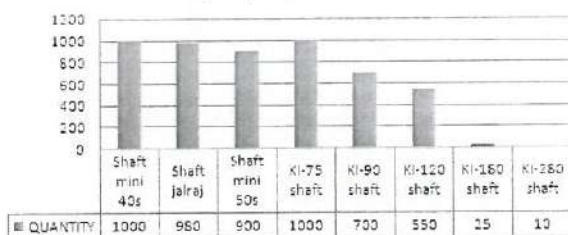


Interpretation – The graph interprets monthly production of water pumps for last 6 months. Nov-14 32000 units, December 25000 units, January 2015 24910 units February 27880 units. March 28940 units in month of April 30100units and 26780 units in may2015.

Daily requirement of shaft in kpm for specific motors

Product	Shaft Size	Quantity
Mini 40s water pump	Shaft mini 40s	1000
Jalraj water pump	Shaft jalraj	980
Mini50s water pump	Shaft mini 50s	900
KI-75 motor	KI-75 shaft	1000
KI-90 motor	KI-90 shaft	700
KI-120 motor	KI-120 shaft	550
KI-180 motor	KI-180 shaft	25
KI-280 motor	KI-280 shaft	10

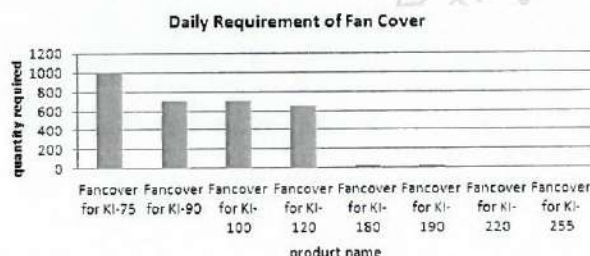
Daily Requirement of Shaft



Interpretation - Above graph shows the daily shaft requirement of shaft. For mini40s 1000 units, jalraj 980 units, mini50s 900 units, KI-75 1000 units, KI-90 700 units, KI-120 550 units and 25 and 10 in KI-180 KI-280 respectively.

Daily Requirement of Fan Cover

Product	Fan Cover	Quantity
KI-75 MOTOR	Fan cover for KI-75	1000
KI-90 MOTOR	Fan cover for KI-90	700
KI-100 MOTOR	Fan cover for KI-100	700
KI-120 MOTOR	Fan cover for KI-120	650
KI-180 MOTOR	Fan cover for KI-180	25
KI-190 MOTOR	Fan cover for KI-190	20
KI-220 MOTOR	Fan cover for KI-220	15
KI-255 MOTOR	Fan cover for KI-255	10



Interpretation - The graph interprets the daily requirement of fan cover at kpml. For ki-75 motor 1000 units, ki-90 700units, ki-100 700 units, ki-120 650units, ki-180 25units, ki-190 20 units & KI-220 & KI-255 are having 15 & 10 respectively.

VII. Findings

1. It is observed that producing largely water pumps and electric motors in the company.
2. It is observed that water pumps are the highest production at the company.
3. It is observed that the company using advanced material handling equipment in store.
4. Store department and other department are fully integrated with each other.
5. Security, safety and wastage of material is very low at company.
6. The company is using ERP system for their effective working.

VIII. Conclusion

Store department of kpml is using advanced material equipment. Advanced ERP system has reduced lots paper work in kpml. SAP system has improved the effective material inward and outward process in kpml. The store manager is able to know the in stock material with the help of kpml. A sap system provides information related to the suppliers of firm and excise duties of each material

References:-

- [1] K. Ahwatthappa - Production & Operations Management, Himalaya Publishing House, New Delhi.
- [2] Prof. M. T. Telsang - Industrial Engineering & Production Management, S. Chand & Company Ltd., New Delhi
- [3] S. N. Cherry, "Production & Operations Management, Tata McGraw-Hill Education Pvt. Ltd. New Delhi
- [4] Chunawala Patel, "Production & Operations Management", Himalaya Publishing House, New Delhi.
- [5] R. Pannerselvam, "Production & Operations Management", Eastern Economy Edition, New Delhi.

Copyright © 2019 by author(s) and International Journal of Trend in Scientific Research and Development

Journal. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0) (<http://creativecommons.org/licenses/by/4.0>)



Total Productive Maintenance in a Manufacturing Industry: A Case Study of JISHU HOZEN Implementation

Hemlata Vivek Gaikwad*

Department of Management Studies, Rajarambapu Institute of Technology Islampur – 415414, Maharashtra, India;
hemlata.gaikwad@ritindia.edu

Abstract

Objectives: To study the effectiveness and implementation of Jishu Hozen (JH) Pillar activity in achieving zero defects, zero accidents, zero breakdown and zero wastages. **Methods/Statistical Analysis:** A unique approach was adopted based on Action Research. A spiral of cycles involve planning, observing and analyzing. An Action Research team of organization's personnel was specially formed to carry out the necessary experiments and analysis using the Jishu Hozen pillar of total productive maintenance. **Findings:** The Overall Equipment Effectiveness (OEE) of Alfing has increased over a period of 4 months. But still it has not reached up to World Class Goals i.e 85%. The actual production of the company is very less as compared to the planned production. As a result the performance rating of the machine is very low which affects the overall equipment effectiveness. So the company has to take some measures to increase their daily production as per the capacity of the machine and achieve their targets of planned production. The uniqueness about the study is that Jishu Hozen pillar is used in this study for studying overall effectiveness whereas the other papers reviewed had used all five pillars of Total Productive Maintenance (TPM). **Application/Improvements:** By implementing JH activity, the responsibility and belongingness of the employees is increased and the overall efficiency is increased by 85%.

Keywords: Kaizen, Overall Equipment Efficiency, Total Productive Maintenance (TPM), Zero Defects

1. Introduction

Over past decade, various world classes innovates techniques and management practices such as Just In Time (JIT), total quality maintenance, Total Productive Maintenance (TPM), lean manufacturing, group technology etc., are being implemented by manufacturing companies. With these optional procedures, high quality products can be provided with minimum cost and line¹. A global marketing survival in the dynamic and competitive arena uninterrupted equipment will play a major role in increasing their productivity². Hence it is important to improve the quality of maintenance as it affects the overall equipment efficiency and consequently, the final

product quality³. For most of asset-intensive industries the maintenance costs are a significant portion of the operational cost, the maintenance expenditure accounts for 20–50% of the production cost for the industry depending on the level of mechanization⁴. If the right kind of maintenance strategy is correctly implemented, there is a visible positive effect on the production. Maintenance has potential impact on controlling the cost of material, manpower, tools, and overhead⁵.

TPM is a crucial maintenance program change maximizing machine utilization and hold emergency and unscheduled maintenance to a minimum. TPM implementation not only improves equipment efficiency and effectiveness but at the same time results in reduction

*Author for correspondence

of manufacturing cycle time, size of inventory, customers complaints. It also creates cohesive small autonomous teams and increase the confidence and skills of individuals⁶. The main objective of this paper is to study the effectiveness of TPM implementation with special focus on the first pillar Jishu Hozen at one of a world class manufacturing company and its impact on overall equipment efficiency of the machines. The next section 2 of the paper deals with the literature review of TPM and its

implementation. Section 3 deals with the excellence system developed at the concerned manufacturing industry (Figure 1). Section 4 discusses in detail the steps involved in the implementation of TPM with special focus on JH pillar starting with step 0 to step 7. Section 5 discusses the results of the implementation and its analysis. It also discusses the problems encountered in implementation and how they were overcome. The last section discusses the conclusion of the study and implications.

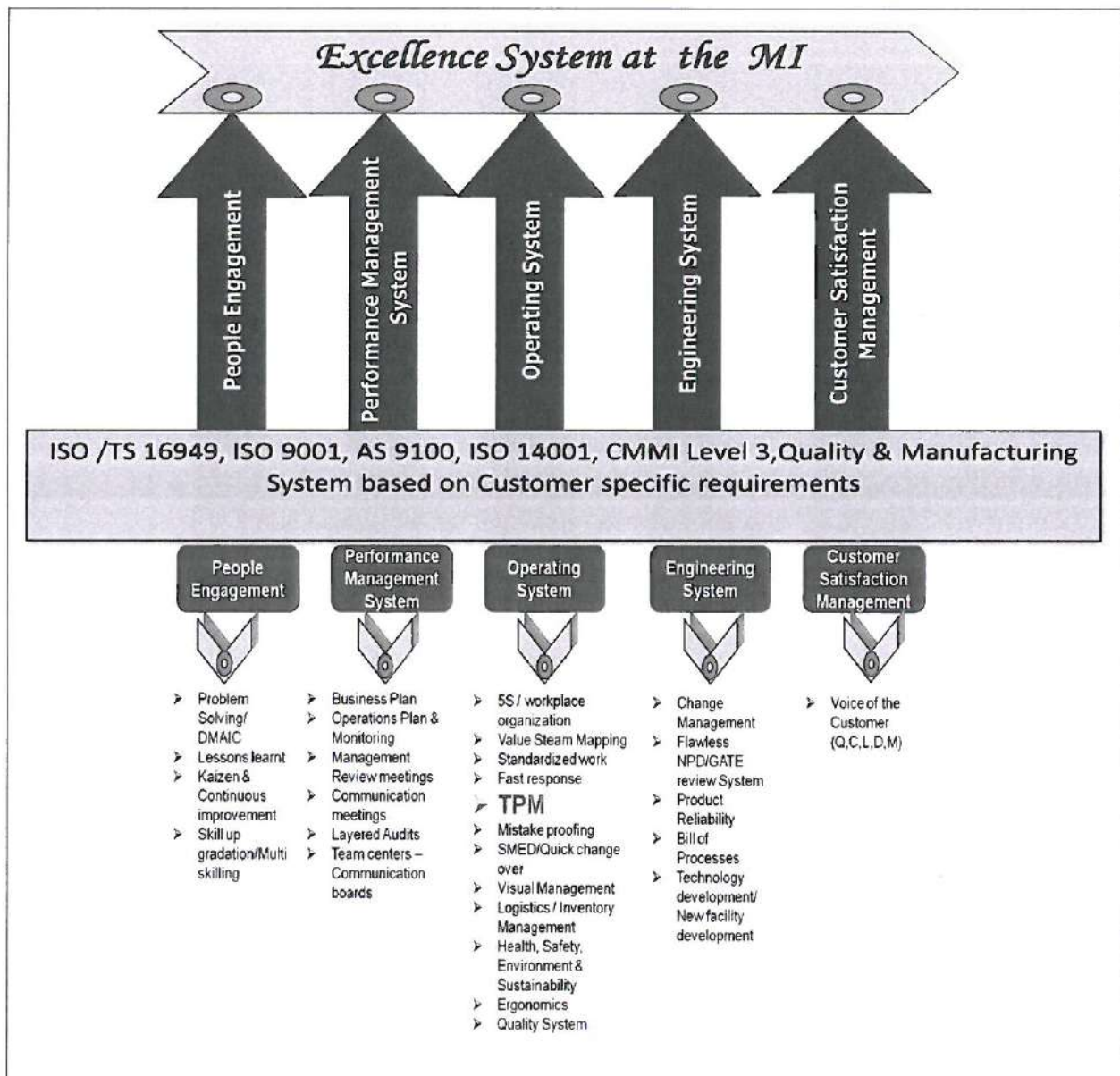


Figure 1. Excellence system at the manufacturing industry.

2. Literature Survey

TPM: Total Productive Maintenance originally developed by Japan Institute of Plant Maintenance is being viewed as the latest development in the evolution of maintenance methods. TPM identified and affects all courses of equipment malfunctions and breakdown and eliminates all concepts losses due to breakdown. The maintenance methods have evolved over time through:

1. Corrective or emergency or breakdown maintenance,
2. Productive maintenance,
3. Productive maintenance,
4. Productive maintenance ahead, and
5. Total productive maintenance.

TPM includes:

1. Restoring equipment to a new like condition,
2. Involving operation in maintenance of the machines and equipment operated by them,
3. Training the labour force to improve their job skills,
4. Improving maintenance efficiency and effectiveness, and
5. Effectiveness using predictive and predictive maintenance technology.

TPM is a comprehensive system including the activities like restoring deterioration of equipment and machines improving weakness of design of equipment and machines, improving operation and maintenance skills.

TPM helps to maintain process capability high standards of quality and reliability continuous improvement and has a strong strategic relevance like TQM.

The concept of technology is used in the TPM model like illustration, planned maintenance, replacements top management support, formation of a large committee and a TPM program team

2.1 Autonomous Maintenance (JISHU – HOZEN)²

Let us now study Jishu – Hozen in detail:

2.1.1 What is JISHU – HOZEN?

2.1.1.1 Individually Preserving Related Equipment

"I am working on the machine, so it is my responsibility to maintain it" is the main principle in the TPM concept. Many failures can be prevented if operators perform some tightening, oiling, and cleaning. Malfunctions occur that could have been avoided if operators had touched or moved equipment, because they could have sensed abnormalities then.

This requires deviation of thinking that "failures are the fault of the maintenance staff" or that "failure was caused because the wrong equipment was installed and I have nothing to do with it".

Jishu Hozen activities means that individual workers vary out routine inspection, oiling, parts replacement, repair early detection of abnormalities, and precision checking of their own equipment for the purpose of *"protecting their own equipment"*.

2.1.2 Becoming Expert Equipment Operators

The following capabilities are necessary for operators:

- Capability of firmly setting criteria for normality's/ abnormalities (ability to set conditions,
- Capability of abiding by condition-controlling rules (ability to observe rules), and
- Capability of taking proper steps in the event of abnormalities (ability to repair and handle properly).

Persons who can meet these conditions are rightly called expert equipment operators, who are able to find abnormalities in the cause family, sense probabilities of defect or failure, and take steps to prevent their occurrence.

2.1.3 Targets of Jishu-Hoshen

- There are 3 main targets of JH. Improving the machine condition by bringing together the maintenance and production people and to see that the machine will always remain in good condition,
- Prevent the forced deterioration of the machine develop the ability in the production people for everyday

- inspection, of the machine. It includes everyday cleaning, inspection, oiling, simple repairs and changing worn-out parts, etc.,
- With JH activity the operators get better knowledge about the machine. How the machine works? What is the root cause of commonly occurring problems? How can we prevent them? Etc. Also it helps in finding out the abnormalities quickly and taking corrective actions over them, and
- The operators, the maintenance and the engineering dept should work hand in hand to promote the working efficiency and reliability of the machine.

Thus achieving zero breakdowns in machine, giving zero defect products and working in safe and zero accidents working condition are main targets of Jishu Hozen.

2.1.4 JH 7 Steps Methodology Approach

Step 1: Initial clean up. That means cleaning with meaning

Approach for step 1 activities:

- Initial clean up and identification of abnormality,
- Preparation of abnormality tag matrix,
- List and countermeasure against abnormality,
- Type and effect of abnormality,
- Tag removal plan,
- Good to find case,
- One point lesson, and
- Audit report of JH step -1.

Step 2: Counter measures against sources of contamination and hard to access areas

Approach for step 2 activities:

- Sources of contamination and hard to access area for CLIRT,
- List and countermeasure for source of contamination,
- List and countermeasure for hard to access area,
- Result for CLIRT, and
- Audit report of JH step - 2.

Step 3: Preparation of tentative standards and visual management

Approach for step 3 activities:

- Preparation of tentative standards and check sheet,
- Visual control list,
- Visual controls for clirt time reduction,
- Implementation of JH check sheet, and
- Audit report of JH step - 3.

Step 4: General Inspection

Step 5: Autonomous Inspection

Step 6: Standardization

Step 7: Full Autonomous Maintenance

Above all there is a *step 0* which we call as preparatory step or preliminary step. In this step we prepare a cleaning and lubrication map, do the arrangement of cleaning tools and other materials, arrangement of red and white tags, training on JH pillars is given to maintenance people, defining machine selection criteria and machine wise JH activity plan is done.

3. Case Study of Manufacturing Industry

The organization is a Multinational Company of Indian origin and a technologically advanced global leader in metal forging, having its presence across eleven manufacturing locations, in several sectors including oil and gas, automotives, non-automotives, locomotives, construction and mining, marine and aerospace. The company today has the largest storage of metallurgical knowledge in the region and offers full service supply capability to its geographically dispersed customers from concept to product design, engineering, manufacturing, testing and validation. It is world's no.1 forging industry with its manufacturing units spread across India, Germany, Sweden, France and China. It manufactures a wide range of high performance, critical and safety components for automotive and non-automotive sector.

4. Implementation of Jishu Hozen

We started from the step 0 of JH activity implementation on Alfing at Crankshaft Line 3.

Step 0 - Preparatory Step

- Arrangement of tools and equipment required for cleaning of the machine and its nearby areas. For example: Gloves, cotton waste, nylon brush, wire brush, spanners, shovel, allen keys, hammer, screw drivers, etc.,
- Arrangements of red and white tags to be put at some places on the machine where the abnormalities are identified,
- White tags denote the activities that are to be done by the operator of the machine himself. For example: Tightening of loose bolts, Replacement of missing parts, filling up of lubrication, Fixing of covers, cleaning the covers, and
- Red tags denote the activities that are to be done by planned maintenance department. For example: Rerouting of cables, Arresting oil leakages, Replacement of worn out machine parts.

Step 1: Initial Cleaning

We started this step with cleaning the rusted and oily areas of the machine and identification of abnormalities in the machine.

Putting of Red and White Tags on the Tree Stand Kept Near Alfing (Figure 2)

- After all the abnormalities were identified a sheet was prepared called Abnormality Tag Matrix,
- This sheet contains exact description of location that is at which part of the machine is abnormality found,

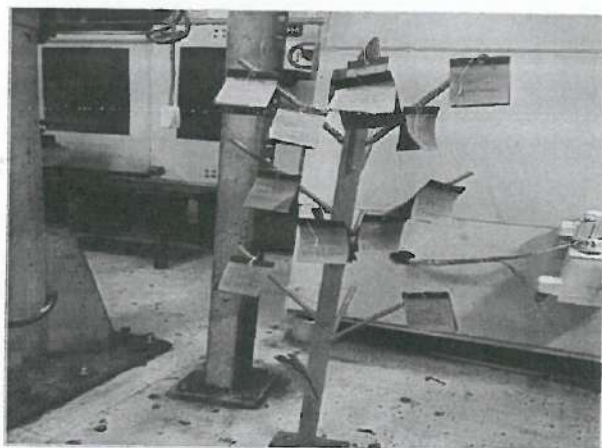


Figure 2. Putting of red and white tags on the tree stand kept near Alfing.

list of abnormalities and conditions to what abnormality will lead to,

- Then a list of abnormal conditions was prepared and countermeasures against these abnormalities were suggested. The table contains a list of abnormal items, why the items became abnormality, what will happen if it is left as it is and what are the countermeasures to remove these abnormalities,
- Using the data from the abnormality tag matrix, a pie chart is obtained classifying the types of abnormalities and showing, to what these abnormalities will lead to (breakdown, cost increase, quality defects or safety),
- Then the tag removal plan is implemented where the operator and the maintenance department people work on removing and correcting the abnormalities and fixing them. One abnormality is corrected then its tag is removed, and
- A tag status sheet was prepared which showed the daily status of the tags. For example: how many tags were put and how many are removed.

Step 2: Counter Measures Against Sources of Contamination and Hard to Access Areas

- Some measures are taken against sources of contamination and hard to access areas. These ways are implemented so that the problems are cleared and there is lesser breakdown of machine, and
- The abnormalities were inspected and necessary actions were taken to avoid the occurrence of the abnormalities.

Step 3: Preparation of Tentative Standards and Visual Management

- In this we prepare a CLIRT sheet which consists some columns showing parts of machine, activities to be done on that parts, standards, method of identifying the abnormalities, tools used to remove the abnormalities, if something is abnormal then what action should be taken, time required to performs the action, frequency and responsibility i.e. by whom should the count. So a CLIRT sheet for Alfing was prepared which shows the summary of all actions to be carried out on Alfing as countermeasures against source of contamination and hard to access areas.

5. Discussion

5.1 Evaluating the Overall Equipment Effectiveness (OEE)

Calculations for Availability Rating	
$\text{Availability Rating} = \frac{\text{Availability Hours} - \text{Breakdown Hours}}{\text{Availability Hours}} \times 100$	
Breakdown time in mins.	
April	965
May	1605
June	750
July	1110
Available Hours: 1310 daily, 39300 monthly	
$\text{Availability Rating for April} = \frac{(\text{Available Hours} - \text{Breakdown Hours}) / \text{Available Hours} \times 100}{(39300 - 965) / 39300 \times 100}$	
97.54%	
$\text{Availability Rating for May} = \frac{(\text{Available Hours} - \text{Breakdown Hours}) / \text{Available Hours} \times 100}{(39300 - 1605) / 39300 \times 100}$	
95.91%	
$\text{Availability Rating for June} = \frac{(\text{Available Hours} - \text{Breakdown Hours}) / \text{Available Hours} \times 100}{(39300 - 750) / 39300 \times 100}$	
98.09%	
$\text{Availability Rating for July} = \frac{(\text{Available Hours} - \text{Breakdown Hours}) / \text{Available Hours} \times 100}{(39300 - 880) / 39300 \times 100}$	
97.76 %	
$\text{Performance Rating} = \frac{\text{Actual Production}}{\text{Planned Production}} \times 100$	
Total Production gained in nos.	
April	2015
May	3874
June	4120
July	4145

Planned Production(as per cycle time): 174 nos. daily, 5220 nos. monthly

$$\text{Productivity Rating for April} = \frac{\text{Actual Production} / \text{Planned Production} \times 100}{2015 / 5220 \times 100}$$

38.60%

$$\text{Productivity Rating for May} = \frac{\text{Actual Production} / \text{Planned Production} \times 100}{3874 / 5220 \times 100}$$

74.21%

$$\text{Productivity Rating for June} = \frac{\text{Actual Production} / \text{Planned Production} \times 100}{4120 / 5220 \times 100}$$

78.92%

$$\text{Productivity Rating for July} = \frac{\text{Actual Production} / \text{Planned Production} \times 100}{4145 / 5220 \times 100}$$

79.40%

$$\text{Quality Rating} = \frac{\text{Numbre of OK parts}}{\text{Total Production}} \times 100$$

Production of OK parts

April	2015
May	3874
June	4119
July	4145

$$\text{Quality Rating for April} = \frac{\text{Number of OK parts} / \text{Total production} \times 100}{2015 / 2015 \times 100}$$

100%

$$\text{Quality Rating for May} = \frac{\text{Number of OK parts} / \text{Total production} \times 100}{3874 / 3874 \times 100}$$

100%

$$\text{Quality Rating for June} = \frac{\text{Number of OK parts} / \text{Total production} \times 100}{4119 / 4120 \times 100}$$

99.97%

$$\text{Quality Rating for July} = \frac{\text{Number of OK parts} / \text{Total production} \times 100}{4145 / 4145 \times 100}$$

100%

Calculations for Overall Equipment Effectiveness

$$\text{Overall Equipment Effectiveness} = \text{Availability Rating} \times \text{Performance Rating} \times \text{Quality Rating}$$

For the Month of April

$$\begin{aligned} \text{OEE} &= A \times P \times Q \\ &= 0.9754 \times 0.386 \times 1 \\ &= 0.3765 \\ &= 37.65\% \end{aligned}$$

For the Month of May

$$\begin{aligned} \text{OEE} &= A \times P \times Q \\ &= 0.9591 \times .7421 \times 1 \\ &= 0.7117 \\ &= 71.17\% \end{aligned}$$

For the Month of June

$$\begin{aligned} \text{OEE} &= A \times P \times Q \\ &= 0.9809 \times 0.7892 \times 0.9997 \\ &= 0.7738 \\ &= 77.38\% \end{aligned}$$

For the Month of July

$$\begin{aligned} \text{OEE} &= A \times P \times Q \\ &= 0.9776 \times 0.7940 \times 1 \\ &= 0.7762 \\ &= 77.62\% \end{aligned}$$

Month	April	May	June	July
Effectiveness in Percentage	37.65%	71.17%	77.38%	77.62%

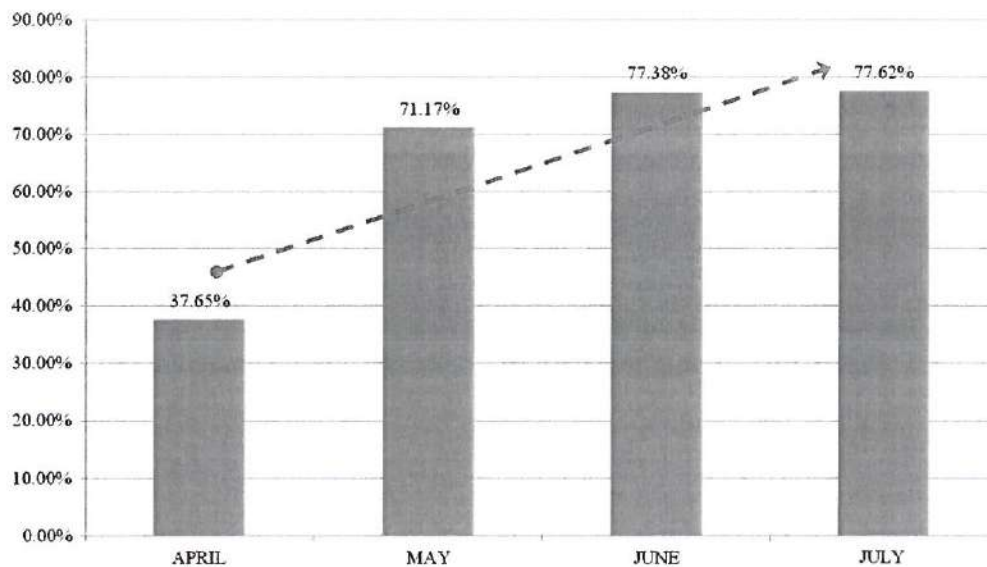


Figure 3. A gradual increase in overall equipment effectiveness of Alfing.

We can see that, implementation of Jishu Hozen activity up to step 3 on Alfing has lead to increase in overall equipment effectiveness of that machine. But still it has not reached up to World Class Goals i.e. 85% in shown in Figure 3.

Analysis and Interpretation of 16 losses for the month of June:

There are total 358 occurrences of different type of losses and the total down time of all the losses is 20673 minutes = 344 hrs = 15 days (approx). Failure Loss,

Defect & Rework Loss, Planned Shutdown Loss and Setup & Adjustment Loss are four major losses occurring at CL3 in Figure 4. These four losses nearly contribute to 85% of total losses. The down time of four major losses is 17533 minutes = 293 hrs = 13 days (approx).

Around 50% of losses occurred due to Failure Loss which contributed to 196 occurrences of the total. So we can rightly interpret that the breakdowns in machines at CL3 largely occurred due to *Failure Loss* as shown in Figure 5.

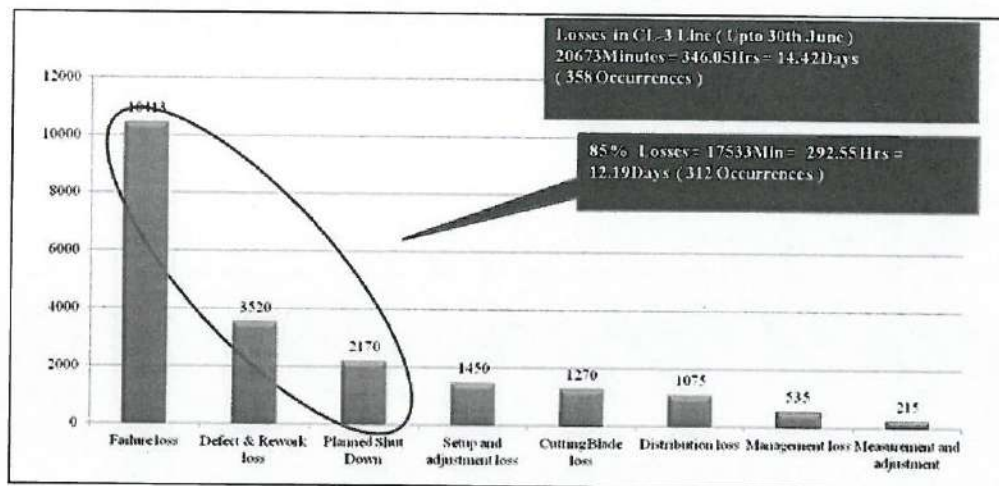


Figure 4. Graphical representation of major losses that occurred.

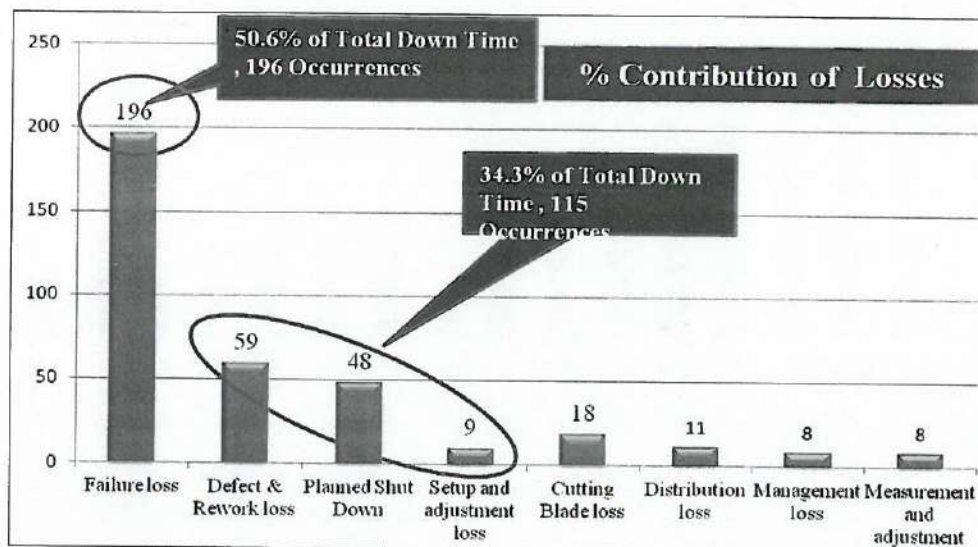


Figure 5. Graphical presentation of percentage-wise losses.

Failure loss is among the major losses occurring at CL3. The total down time of Failure Loss is 10413 minutes = 174 hrs = 7.25 days (approx). Figure 6 shows machines on which failure loss occurs maximum times are found out.

Analysis of Failure Loss on the basis of frequent breakdown for June:

The analysis of frequency of various problems or reasons due to which Failure Loss occurs in machines in Figure 7 shows that majority of the times the machine breakdown occurs largely due to breakage of the probe stick, drive problem, lubrication problem, drill load problem, etc. So if we want to eliminate the losses then we have to correct the reasons behind occurrence of these losses.

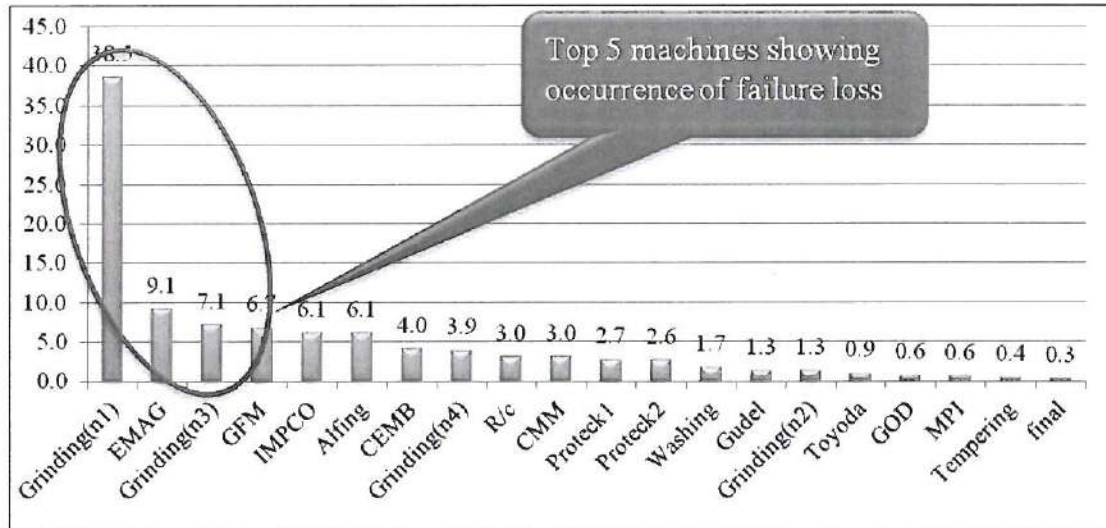


Figure 6. Graphical representation of percentage of failure loss versus machines.

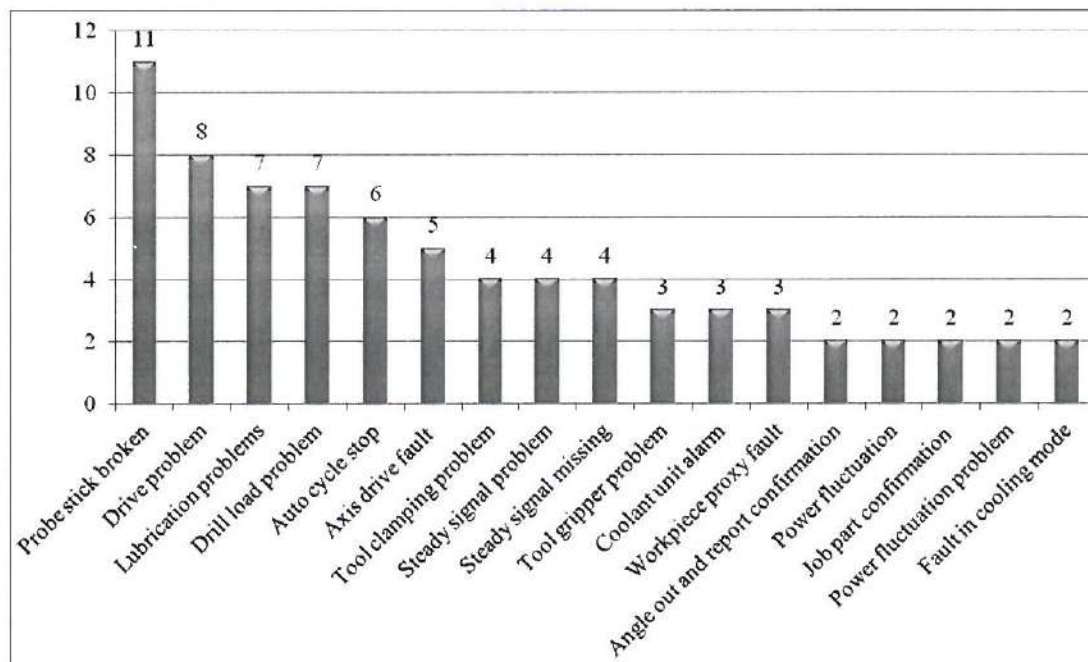


Figure 7. Graphical representation of frequency versus breakdown reason.

Counter measure plan for June:

4W1H sheet (Kaizen Sheet) is made showing the steps to be taken for elimination of losses.

Analysis and Interpretation of 16 losses for the month of July:

We see that Failure Loss, Planned Shutdown Loss, Defect & Rework Loss, and Cutting Blade Loss are four major losses occurring at CL3. There are total 382 occurrences of different type of losses and the total down time

of all the losses is 26282 minutes. These four losses nearly contribute to 87% of total losses (Figure 8). The down time of four major losses is 22947 minutes i.e. 382.45 hrs and 16 days (approx).

Around 48.44% of losses occurred due to Failure Loss which contributed to 177 occurrences of the total. So we can rightly interpret that the breakdowns in machines at CL3 largely occurred due to *Failure Loss* as shown in Figure 9.

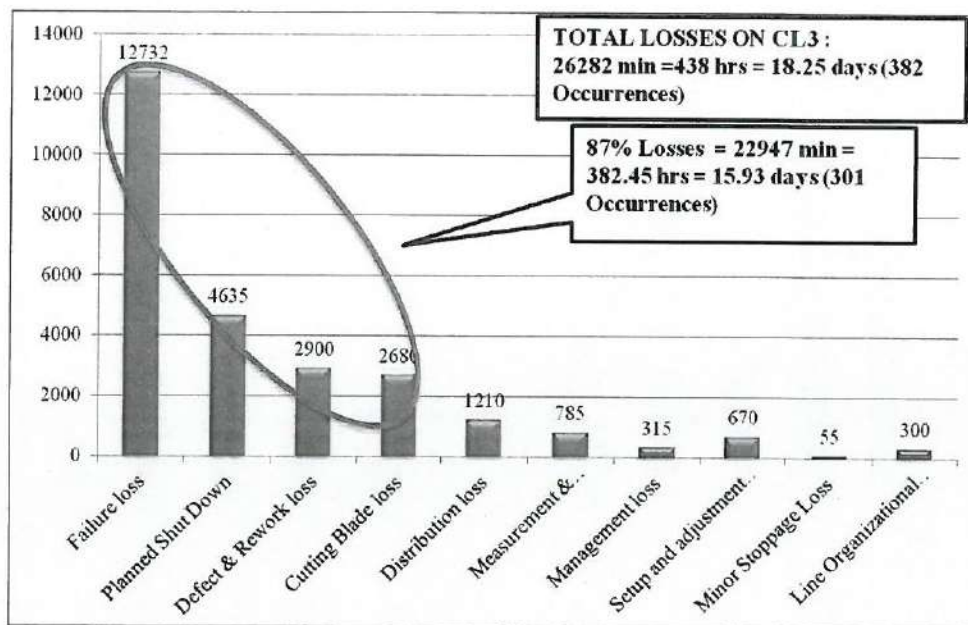


Figure 8. Graphical representation of major losses that occurred.

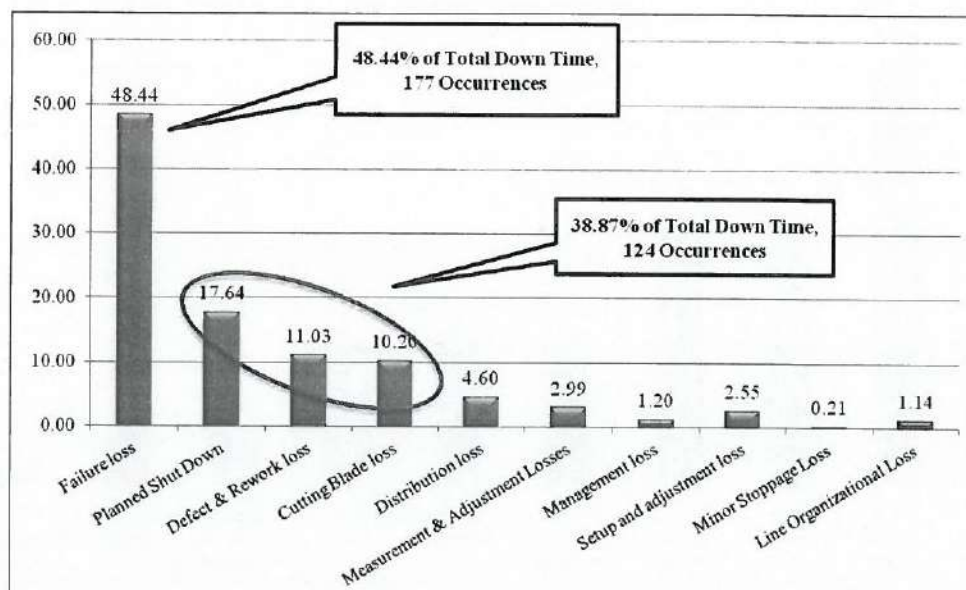


Figure 9. Graphical presentation of percentage-wise losses.

Failure loss is among the major losses occurring at CL3. The total down time of Failure Loss is 12732 minutes = 212 hrs = 8.84 days (approx). The machines on which failure loss occurs maximum times are found out in shown in Figure 10.

Analysis of Failure Loss on the basis of frequent breakdown for July:

Problems on Individual Machines

Figure 11 shows in frequency of various problems or reasons due to which Failure Loss occurs in machines. Majority of the times the machine breaks down due to Z-axis thermal alarm under engineering, X-axis thermal alarm, under maintenance for Drive problem, etc. So if we want to eliminate the losses then we have to correct the reasons behind occurrence of these losses.

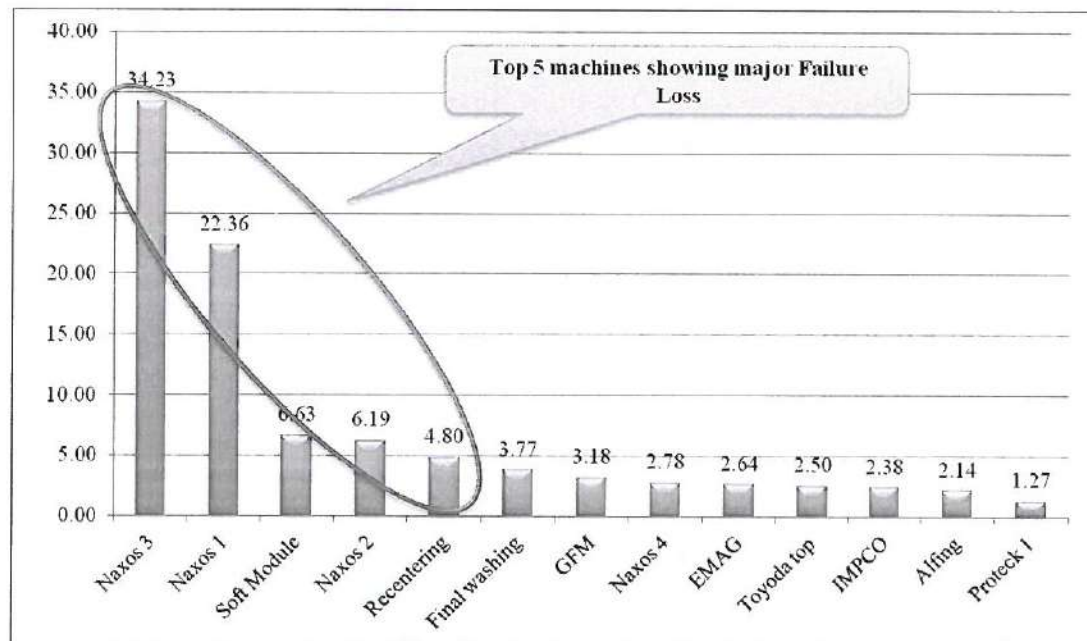


Figure 10. Graphical representation of percentage of failure loss versus machines.

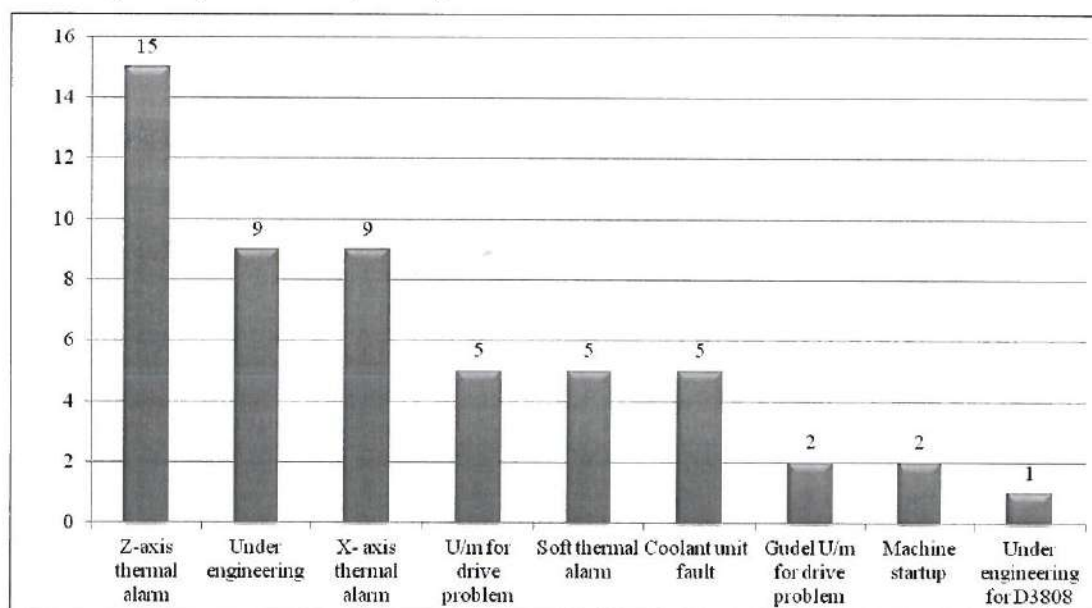


Figure 11. Graphical representation of frequency versus breakdown reasons.

6. Conclusion

From the above calculations, the researcher is able to conclude that the OEE of Alfing has increased over a period of 4 months. But still it has not reached up to World Class Goals i.e. 85%. The actual production of the company is very less as compared to the planned production. As a result the performance rating of the machine is very low which affects the overall equipment effectiveness. So the company has to take some measures to increase their daily production as per the capacity of the machine and achieve their targets of planned production. Once the daily production increases, the OEE of machine will also increase up to 85%. The implementation of JH activity has led to increase of overall equipment effectiveness of Alfing.

By implementing the Jishu Hozen activity on Alfing, firstly a feeling of belongingness and responsibility was created in the minds of operator by making him the owner of that machine. The operator became more responsible and began to take more care of the machine. Secondly different types of losses were identified that could have led to breakdown of the machine. The machine would have also produced defective jobs which can be avoided by preparing a counter measure plan to eliminate these losses using kaizen sheet. Due to the implementation of JH activity the machine looked cleaner and free from defects. This is one step forward towards achieving the goal of zero breakdowns, zero defects, zero wastage and zero accidents. Today, with competition in industry at an all-time high, TPM may be the only thing that stands between success and total failure for some companies. It has been proven to be a program that works. It can

be adapted to work in a variety of situations. If everyone involved in a TPM program does his or her part, an unusually high rate of return compared to resources invested may be expected.

7. References

1. Werner T, Weckenmann A. Sustainable quality assurance by assuring competence of employees, *Measurement*. 2012; 45(6):1534–39. <https://doi.org/10.1016/j.measurement.2012.02.025>.
2. McKone K, Schroeder R, Cua K. The impact of total productive maintenance practices on manufacturing performance, *Journal of Operations Management*. 2001; 19(1):39–58. [https://doi.org/10.1016/S0272-6963\(00\)00030-9](https://doi.org/10.1016/S0272-6963(00)00030-9).
3. Hansson J, Backlund F, Lycke L. Managing commitment: Increasing the odds for successful implementation of TQM, TPM or RCM, *International Journal of Quality and Reliability Management*. 2003; 20(9):993–1008. <https://doi.org/10.1108/02656710310500815>.
4. Parida A, Chattopadhyay G. Development of a multi-criteria hierarchical framework for Maintenance Performance Measurement (MPM), *Journal of Quality in Maintenance Engineering*. 2007; 13(3):241–58. <https://doi.org/10.1108/13552510710780276>.
5. Pintelon L, Gelders L. Maintenance management decision making, *European Journal of Operational Research*. 1992; 58(3):301–17. [https://doi.org/10.1016/0377-2217\(92\)90062-E](https://doi.org/10.1016/0377-2217(92)90062-E).
6. Ahmed S, HJ. Hassan M, Taha Z. TPM can go beyond maintenance: Excerpt from a case implementation, *Journal of Quality in Maintenance Engineering*. 2005; 11(1):19–42. <https://doi.org/10.1108/13552510510589352>.
7. Telsang MT. *Industrial Engineering and Production Management*. 6th Edition. New Delhi: S Chand & Company; 2009.

CSR Policy and Challenges of the Business Organization's in the context of Gandhi's Principles

Mr. Shrikant S. Karanjkar

Assistant Professor, Dept. of Mgt. Studies, RIT, Rajaramnagar

Abstract:-

The corporate social responsibility means the responsibility of the company towards different interest groups. Such as responsibility towards owners, investors, employees, suppliers, customers, competitors, government and society etc. CSR is concerned with treating the stakeholders of the firm ethically or in a responsible manner. 'Ethically or responsible means treating stakeholders in a manner deemed acceptable in civilized societies. Social includes economic and environmental responsibility. Stakeholders exist both within a firm and outside. CSR has become increasingly prominent in the Indian corporate scenario because organizations have realized that besides growing their businesses it is also vital to build trustworthy and sustainable relationships with the community at large. So in this research paper the researcher has mainly focus on responsibilities of the company towards different interest groups, CSR Policy and Indian markets situations etc. So this paper focus on "CSR Policy and Challenges of the Business Organization's in the context of Gandhi's Principles"

Key Words - corporate social responsibility, CSR policy, stakeholders, public image, Government Regulation, Sustainability, Profit etc

I) Introduction: -

"Gandhi was ahead of time" ...yes today his ideas on trusteeship, economics, environment industrialization, cottage industries, etc. see taking shape into conventions and legislations at international and national level ...!!!

The corporate social responsibility means the responsibility of the company towards different interest groups. Such as responsibility towards owners, investors, employees, suppliers, customers, competitors, government and society. As per the current market situation, to formulate and implement effective CSR policy it becomes the need of every business organization. It is useful for the survival and continuous growth of the business organization. So we select this recent issue i.e. Corporate Social Responsibility (CSR) for the presentation purpose. Every thought of Gandhi may not be relevant today but Gandhian economics is very comprehensive to deal with many present day issues. One such issue is "Corporate Social Responsibility", which can be traced to Gandhi's concept of "Trusteeship".

II) Objectives of the Study: -

- 1) To understand the concept of Corporate Social Responsibility.
- 2) To understand the need and importance of the CSR policy to the company.
- 3) To understand the social responsibility of the company towards different interest groups. Such as social responsibility towards owners, investors, suppliers, customers, employees, society, competitors etc.
- 4) To Study the Challenges towards CSR Policy in Indian Markets Situations.

III) Concept of Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) defined as "the ethical behavior of a company towards the society," manifests itself in the form of such noble programs initiated by for-profit organizations. CSR has become increasingly prominent in the Indian corporate scenario because organizations have realized that besides growing their businesses it is also vital to build trustworthy and sustainable relationships with the community at large. This is one of the key drivers of CSR programs.

Another reason fuelling this rapid adoption of CSR is the state of the Indian society. Though India is one of the fastest growing economies, socio-economic problems like poverty, illiteracy, lack of healthcare etc. are still ubiquitous and the government has limited resources to tackle these challenges. This scenario has opened up several areas for businesses to contribute towards social development.

IV) CSR and Indian Market Situations

CSR is not a new concept in India. Corporate like the Tata Group, the Aditya Birla Group, and Indian Oil Corporation, to name a few, have been involved in serving the community ever since their inception. Many other organizations have been doing their part for the society through donations and charity events.

Today, CSR in India has gone beyond merely charity and donations, and is approached in a more organized fashion. It has become an integral part of the corporate strategy. Companies have CSR teams that devise specific policies, strategies and goals for their CSR programs and set aside budgets to support them.

These programs, in many cases, are based on a clearly defined social philosophy or are closely aligned with the companies' business expertise. Employees become the backbone of these initiatives and volunteer

their time and contribute their skills, to implement them. CSR Programs could range from overall development of a community to supporting specific causes like education, environment, healthcare etc. CSR is concerned with treating the stakeholders of the firm ethically or in a responsible manner. 'Ethical' or responsible means treating stakeholders in a manner deemed acceptable in civilized societies. Social includes economic and environmental responsibility. Stakeholders exist both within a firm and outside. The wider aim of social responsibilities to create higher and higher standards of living, while preserving the profitability of the corporation for people both within and outside the corporation.

V) World Economic Forum & CSR

The World Economic Forum has recognized the importance of corporate social responsibility by establishing the Global Corporate Citizenship Initiative. The Initiative hopes to increase businesses' engagement in and support for corporate social responsibility as a business strategy with long-term benefits both for the companies themselves as well as society in general.

At the Forum's Annual Meeting 2002, the Initiative launched a joint CEO statement, Global Corporate Citizenship: The Leadership Challenges for CEOs and Boards. This joint statement recommends a framework for action that business executives can use to develop a strategy for managing their company's impact on society and its relationships with stakeholders. This statement was endorsed by the CEOs of over 40 multinational companies, including the CEOs of Accenture, Siemens, Renault, McDonald's, Infosys Technologies, Coca-Cola, DHL .

VI) Why Should Business Be Socially Responsible?

Social responsibility is a voluntary effort on the part of business to take various steps to satisfy the expectation of the different interest groups. As you have already learnt, the interest groups may be owners, investors, employees, consumers, government and society or community. But the question arises, why the business should come forward and be responsible towards these interest groups.

1. Public Image - The activities of business towards the welfare of the society earn goodwill and reputation for the business. The earnings of business also depend upon the public image of its activities. People prefer to buy products of a company that engages itself in various social welfare programmes. Again, good public image also attracts honest and competent employees to work with such employers.e. g. Classmate Notebook - If you buy a classmate notebook, then 1 rupee from your amount contributed to education of poor children

2. Government Regulation - To avoid government regulations businessmen should discharge their duties voluntarily. For example, if any business firm pollutes the environment it will naturally come under strict government regulation, which may ultimately force the firm to close down its business. Instead, the business firm should engage itself in maintaining a pollution free environment.

• Financial Bill 2009-

The Parliamentary Standing Committee on Finance has proposed mandatory corporate social responsibility (CSR) by companies as part of changes to the Companies Bill, 2009. It says every company having a net worth of 500 crore or more, or a turnover of 1,000 crore or more, or a net profit of 5 crore or more, during a year shall be required to spend every year at least 2% of the company's average net profit during the three immediately-preceding financial years, on CSR activities of the company's choosing. If a company does not have adequate profit or is not in a position to spend the prescribed amount on CSR, the directors of such company are required to make a disclosure and give suitable reasons in their annual report, with a view to checking non-compliance.

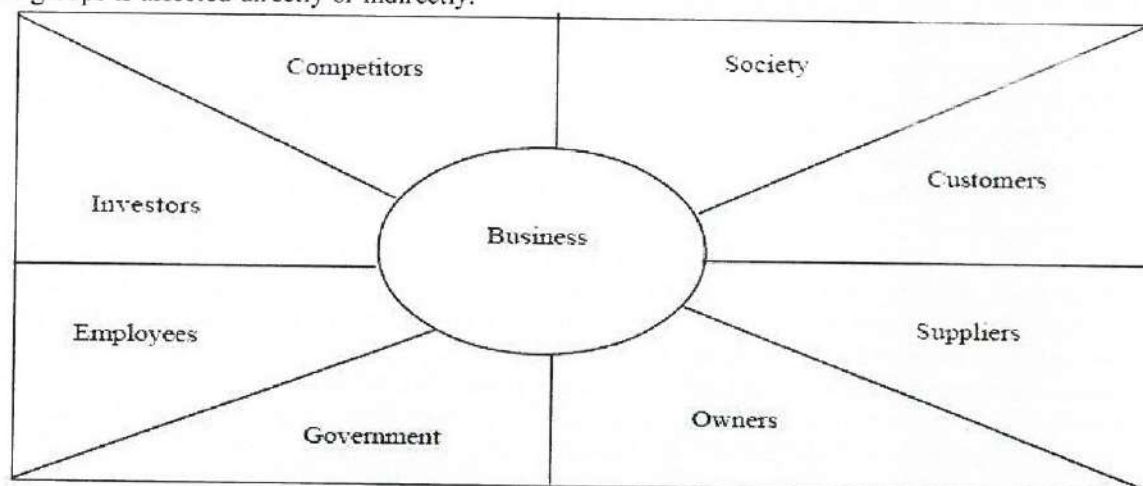
3.Survival and Growth -Every business is a part of the society. So for its survival and growth, support from the society is very much essential. Business utilizes the available resources like power, water, land, roads, etc. of the society. So it should be the responsibility of every business to spend a part of its profit for the welfare of the society.

4.Employee Satisfaction - Besides getting good salary and working in a healthy atmosphere, employees also expect other facilities like proper accommodation, transportation, education and training. The employers should try to fulfill all the expectation of the employees because employee satisfaction is directly related to productivity and it is also required for the long-term prosperity of the organization. For example, if business spends money on training of the employees, it will have more efficient people to work and thus, earn more profit.

5.Consumer Awareness - Now-a-days consumers have become very conscious about their rights. They protest against the supply of inferior and harmful products by forming different groups. This has made it obligatory for the business to protect the interest of the consumers by providing quality products at the most competitive price.

VII) Responsibilities Towards Different Interest Group

After getting some idea about the concept and importance of social responsibility of business let us look into the various responsibilities that a business has towards different groups with whom it interacts. The business generally interacts with owners, investors, employees, suppliers, customers, competitors, government and society. They are called as interest groups because by each and every activity of business, the interest of these groups is affected directly or indirectly.



Responsibility of Business towards Different Interest Groups

1. RESPONSIBILITY TOWARDS GOVERNMENT

Business activities are governed by the rules and regulations framed by the government. The various responsibilities of business towards government are:

- Setting up units as per guidelines of government
- Payment of fees, duties and taxes regularly as well as honestly.
- Not to indulge in monopolistic and restrictive trade practices.
- Conforming to pollution control norms set up by government.
- Not to indulge in corruption through bribing and other unlawful activities.

2. RESPONSIBILITY TOWARDS COMPETITORS

Competitors are the other businessmen or organizations involved in a similar type of business. Existence of competition helps the business in becoming more dynamic and innovative so as to make itself better than its competitors. It also sometimes encourages the business to indulge in negative activities like resorting to unfair trade practices. The responsibilities of business towards its competitors are

- Not to offer exceptionally high sales commission to distributors, agents etc.
- Not to offer to customers heavy discounts and /or free products in every sale.
- Not to defame competitors through false or ambiguous advertisements.

3. RESPONSIBILITY TOWARDS SOCIETY:-

A society consists of individuals, groups, organizations, families etc. They all are the members of the society. They interact with each other and are also dependent on each other in almost all activities. There exists a relationship among them, which may be direct or indirect. Business, being a part of the society, also maintains its relationship with all other members of the society. Thus, it has certain responsibilities towards society, which may be as follows:

- To help the weaker and backward sections of the society:** -Some companies have huge turnover. So such companies should try to give their financial support to the weaker & small scale industries to survive in the competition. They should try to support the small scale industries for their development.
- To preserve and promote social and cultural values:** - The companies should work for social welfare of the society.
- To generate employment:** -They should try to create employment opportunities for the young generation. They can create such type of employment opportunities by expanding their business activities.
- To protect the environment:** -The business is working within the society. So the environment within which the business is carried out gets polluted. So the companies should try to get the ISO certification for their business. So that it will help to protect the environment.
- To conserve natural resources and wildlife:** - As all of us know that the natural resources of our country are scarce in nature. So the company should try to make the optimum utilization of the scarce resources.
- To provide assistance in the field of developmental research on education, medical science, technology etc.**

4. RESPONSIBILITY TOWARDS EMPLOYEES:

Business needs employees or workers to work for it. These employees put their best effort for the benefit of the business. So it is the prime responsibility of every business to take care of the interest of its employees. If the employees are satisfied and efficient, then the only business can be successful. The responsibilities of business towards its employees include:

- 1. Timely and regular payment of wages and salaries:** - As the workers are working in the organization so they should be paid timely. The workers are contributing more & more so the company should pay them the wages regularly.
- 2. Proper working conditions and welfare amenities:** -The company should provide the better working conditions to the workers. It will help the workers to work more efficiently. Also the companies should provide welfare facilities to the workers.
- 3. Opportunity for better career prospects:** -The company should try to create better career opportunities for the workers.
- 4. Job security as well as social security like facilities of provident fund, group Insurance, pension, retirement benefits etc.:** -The Company should provide the securities to their employees such as provided fund, group insurance, pension, retirement benefits which will be beneficial for the employees for their future & to meet the uncertainties.
- 5. Better living conditions like housing, transport, canteen, crèches etc.:** -The company should provide the better living conditions to the employees such as housing, transportation, canteen. Eg. Manu graph has their transportation facilities to bring their employees to the factory & from factory to home.
- 6. Timely training and development:** -The company should arrange the training & development programs for their employees to increase their efficiency, knowledge, skill etc.

5. RESPONSIBILITY TOWARDS CUSTOMERS:

No business can survive without the support of customers. As a part of the responsibility of business towards them the business should provide the following facilities:

- 1. Products and services must be able to take care of the needs of the customers:** - The company should provide the goods & services according to the needs of the customers. The goods & services which are provided by the company should be able to satisfy the needs of the customers.
- 2. Products and services must be qualitative:** -The company should provide the goods & services of good quality.
- 3. There must be regularity in supply of goods and services:** -The company should maintain regular flow of goods & services. So the customer will get the goods & services when they will required.
- 4. Price of the goods and services should be reasonable and affordable:** -The company should try to provide the goods & services at reasonable price to their customer.
- 5. All the advantages and disadvantages of the product as well as procedure to use the products must be informed do the customers:** -The company should provide all the information about the product such as how to use the product. Eg. In pharmaceutical products the company must provide the information about how to use the product, weight, ingredients of the product.
- 6. There must be proper after-sales service:** -The company should provide the after sales services to the customers.
- 7. Grievances of the consumers, if any, must be settled quickly:** -If the product fails to satisfy the needs of the customers it will create the grievances in the minds of the customers. So the company must settle that grievances quickly so they will not lose their image.

6. RESPONSIBILITY TOWARDS INVESTORS:-

Investors are those who provide finance by way of investment in debentures, bonds, deposits etc. to the organization. Banks, financial institutions and investing public are all included in this category.

➤ The responsibilities of business towards its investors are:-

- Providing security to their investment.
- To make payment of interest regularly.
- Timely repayment of principal amount to the investors.

7. SOCIAL RESPONSIBILITY TOWARDS SUPPLIER:-

Suppliers are businessmen who supply raw materials and other items required by manufacturers. The suppliers are also called as creditors.

➤ The responsibilities of business towards these suppliers are:-

- Giving regular orders for purchase of goods.
- Dealing on fair terms and conditions.

c. Availing reasonable credit period.

d. Timely payment of dues.

8. SOCIAL RESPONSIBILITY TOWARDS OWNERS

Owners are the persons, who own the business. They contribute capital and bear the business risks.

E.g. Shareholders

The primary responsibilities of business towards its owners are:-

a. To run the business efficiently and effectively.

b. Proper utilization of capital and other resources.

c. Growth and appreciation of capital.

d. Regular and fair return on capital invested.

VIII) Challenges to CSR in India:-

The survey found that, In India, most of the companies are not follow the CSR policy effectively. There are some problems faced by the Indian companies for formulating the CSR policy and for implementing the CSR policy. These are also called as challenges to CSR in India. These challenges are listed below:-

1) Lack of Community Participation in CSR Activities:

There is a lack of interest of the local community in participating and contributing to CSR activities of companies. This is largely attributable to the fact that there exists little or no knowledge about CSR within the local communities as no serious efforts have been made to spread awareness about CSR and instill confidence in the local communities about such initiatives. The situation is further aggravated by a lack of communication between the company and the community at the grassroots.

2) Need to Build Local Capacities:-

There is a need for capacity building of the local non-governmental organizations as there is serious dearth of trained and efficient organizations that can effectively contribute to the ongoing CSR activities initiated by companies. This seriously compromises scaling up of CSR initiatives and subsequently limits the scope of such activities.

3) Issues of Transparency:-

Lack of transparency is one of the key issues brought forth by the survey. There is an expression by the companies that there exists lack of transparency on the part of the local implementing agencies as they do not make adequate efforts to disclose information on their programmes, audit issues, impact assessment and utilization of funds. This reported lack of transparency negatively impacts the process of trust building between companies and local communities, which is key to the success of any CSR initiative at the local level.

4) Non-Availability of Well Organized Non-Governmental Organizations:-

It is also reported that, there is non-availability of well-organized non-governmental organizations in remote and rural areas that can assess and identify real needs of the community and work along with companies to ensure successful implementation of CSR activities. This also builds the case for investing in local communities by way of building their capacities to undertake development projects at local levels.

5) Visibility Factor:

The role of media in highlighting good cases of successful CSR initiatives is welcomed as it spreads good stories and sensitizes the local population about various ongoing CSR initiatives of companies. This apparent influence of gaining visibility and branding exercise often leads many non-governmental organizations to involve themselves in event-based programmes; in the process, they often miss out on meaningful grassroots interventions.

6) Narrow Perception towards CSR Initiatives:-

Non-governmental organizations and Government agencies usually possess a narrow outlook towards the CSR initiatives of companies, often defining CSR initiatives more donor-driven than local in approach. As a result, they find it hard to decide whether they should participate in such activities at all in medium and long run.

7) Non-Availability of Clear CSR Guidelines:-

There are no clear cut statutory guidelines or policy directives to give a definitive direction to CSR initiatives of companies. It is found that the scale of CSR initiatives of companies should depend upon their business size and profile. In other words, the bigger the company, the larger its CSR program.

IX) Conclusion:-

The corporate social responsibility means the responsibility of the company towards different interest groups. Such as responsibility towards owners, investors, employees, suppliers, customers, competitors,

government and society. As per the current market situation, to formulate and implement effective CSR policy it becomes the need of every business organization. It is useful for the survival and continuous growth of the business organization. Also due to effective CSR Policy the company gets a number of benefits such as to develop healthy relationship with employees, customers, suppliers etc. develop good image in the market, speedy growth of the company, increase profitability of the company etc. Thus, as per the today's market situation the corporate social responsibility is becomes an important aspect to every company. Because it is useful for survival and growth of the company.

References: -

- 1) Gandhi: The Eternal Management Guru (How Mahatma's Principles Are Relevant for Modern Day Business), Notion Press Publication
- 2) Michael Hopkin's, Corporate Social Responsibilities and International Development – Earthscan Publications, London– 4th Edition 2008
- 3) K. Ashwathappa, Business Environment - Himalaya Publications, New Delhi
- 4) Prof Dr. L .M. Prasad - Principles and Practices of Business Management
- 5) C. V. Baxi, Ajit Prasad, Corporate Social Responsibilities Concepts and Cases: The Indian Experience, Excel Books Publications, Edition - 2005

IMPACTING STUDENT LEARNING USING CASE STUDY METHOD IN MANAGEMENT EDUCATION

Seema S. Desai

Associate Professor – Marketing Management, Department of Management Studies (MBA)

Rajarambapu Institute of Technology, Islampur, Sangli - Maharashtra – 414415.

Email: seema.desai@ritindia.edu

ABSTRACT

The teaching method of using case studies is becoming gradually more common strategy in Management education. Most of the students still presume that solving cases in management classes is a tough task. As well as most of them think that case study is an unexciting task. All these aspects make the student incapable to specialize a particular course very well, as well as they feel reading all those long pages of a case study becomes very complex task. Taking all these aspects into consideration this research was carried out to think of a better situation of teaching and learning the case studies through the application of the Think-Pair-Share model. The research applied for this experiment was classroom action research. The most essential factor of this research was to make students actively involved in the teaching-learning process when conversing with their fellow mates. Information required for this research was obtained from the answers to each question through test given after every phase. This research tested that case study is more effective than lecture method to promote learning of key Management concepts like, developing oral and written communication skills, and understanding the importance of Decision making concepts in corporate life.

After the implementation of the Think-Pair-Share model in the experiment, it was found that the student's capability and interest to solve cases enhanced. This was observed by the progress of the mean marks for each test, the improvement of the marks was like 76 marks in phase I which raised 87 marks in phase II. Also, the student number who exceeded the Minimum Levels of Learning Standard improved to 51 students in phase III from 35 students in phase II. The results presented here suggest that case studies using TPS (Think-Pair-Share) are significantly more effective than other methods of content delivery in increasing performance and can provide a rich basis for developing students' problem solving and decision making skills. Based on these findings, T-P-S should be considered as a preferred method for teaching Cases in the Management courses.

Keywords: *Think-Pair-Share, Reading, Active Research in the classroom.*

INTRODUCTION:

Importance of Using Case study in teaching Management Course:

Many students learn better from examples or demonstrations than from logical development with basic principles. Case studies can therefore be a very effective classroom technique to teach a management class. Case studies are often used for teaching a course in business schools, law schools, medical schools and social sciences, but they can be used in any discipline when faculty want students to investigate how they apply the theories they have learned to the real world situations.

There are many methods applied by experts to support the teaching - learning events. Many of the researchers in their study explain that there are a lot of beliefs associated to teaching and

learning events. The faculty's opinion should also be considered in the teaching procedure, and this turn out to be the necessary groundwork in the plan of policy and technique.

The case study approach for teaching a particular unit has become most important method in the teaching learning. This approach is termed as the student centric approach which is carried out by the faculty through experiential learning. In experiential learning, the role played by the student is very much important rather than the faculty member. Experiential learning method has been proved to be successful because the faculty can make use of multiple designs to get the idea clarified to the students. The learning done by the students in this method is fast and speedy; they learn in groups and teach each other the content from the course. Basically here the

faculty does not play the major role in teaching but is only the facilitator to teaching learning.

Think-Pair-Share Technique helps the students to be more active in the learning process by conversing with their fellow mates. Students enjoy through this TPS methodology and have fun while learning the concepts. This activity gives positive results while the students ^{understand} the concept well in class. T-P-S activity is carried through following the five steps, the first step is to arrange the students in pairs, make available the case to the students, allotting them some time to think individually, then inviting students to discuss with their respective allotted pairs and share their thinking, and then asking few of them to share their thoughts with the class.

Many of the explorations related to Think-Pair-Share activity have been carried out by researchers. Some researches point out that TPS (Think-Pair-Share) has been doing well in improving the student achievement. On the other hand, few say that TPS has assisted in improving student's enthusiasm as well as student's progress in studying management concepts. Many B-school students still think that solving case study is the most difficult and boring lecture. Hence, students are unable to specialize well in the management concepts due to all these aspects.

The advantage of teaching with case studies is that the students are actively engaged in outlining out the principles by abstracting from the examples. This develops their skills in: Problem solving, Analytical tools, quantitative and qualitative, depending on the case, Decision making in complex situations, & Coping with uncertainty.

Many students assume that all the basic skills are difficult, but in many cases, Solving Management Cases becomes the most difficult skill. Case study is used to identify a problem in a firm. In addition, it is also used to understand the main idea and the message in an Organization. Case studies are a text that contains a story in the past, and can be a fiction or a non-fiction. The purpose

of this case study is actually to gain knowledge by the reader. In addition, there are many messages implicitly expressed in the case. To understand the message in the case, students must identify it in the right way. In fact, many students had difficulty identifying and understanding them because the method used by the faculty member is inappropriate and boring. Hence, the faculty member has to find a method that can motivate students to solve this problem, and as per this study Think-Pair-Share model may be one of the response.

The presentation of the case study establishes a framework for analysis. It becomes supportive if the declaration of the case provides sufficient information for the students to outline clarification and then to recognize how to relate those solutions in other alike circumstances. Faculty may choose to use several cases so that students can identify both the similarities and differences among the cases. Faculty members must also find a method that can motivate students to solve the case study, and the Think-Pair-Share model may be one of the answers.

Rajarambapu Institute of Technology, Department of Management Studies (MBA) is one of the many business schools that apply and develop Case studies for Teaching Management Concepts. The teaching-learning process in some management institutes still continues to be dominated by the Faculty and not by the students. Faculty members were the main performers in the teaching-learning process, from the observation of researcher in August 2018. Faculty was not only motivating the students to learn, but also providing and explaining all the resources. And as such the students became inactive learners and their knowledge did not increase noticeably. Hence, 45% of students scored lower than the Minimum Levels of Learning Standard.

In Management teaching, mainly during case teaching skill faculty members usually implement the same method and the media from time to time. The focus of this method is typically to have students read the case

study and does the SWOC analysis of the firm – Strengths, Weaknesses, Opportunities and Challenges / Threats. The other aspects such as the understanding of the purpose of the Case and the identification of the existing problems in the case study will be explained by the faculty member. This makes students struggle if they try to understand and identify the message about the firm by themselves, especially in long cases such as in descriptive cases of more than 15 to 20 pages.

For the students of First Year MBA Semester One, the main problem they in general face in solving a case study is, making decisions, giving a concrete solution, and identifying alternative suggestions. Students many times make mistakes when interpreting the main idea of the case study and as such, they are not able to answer questions related to these topics.

The researcher understood that the Think-Pair-Share technique is suitable to apply in teaching solving cases to students of First Year MBA Semester One, Rajarambapu Institute of Technology, Department of Management Studies (DMS). This technique was selected mainly to inculcate Decision Making Skills in the students. This can help students solve the problems of the Firm and also gain some skills like Problem solving, Analytical tools, quantitative and/or qualitative, depending on the case, Decision making in complex situations, and Coping with ambiguities. Researcher thinks that by using this type of technique, the teaching-learning procedure will be more attractive, and thus the students will gain the required knowledge rapidly.

Teaching Technique:

To prove this approach the faculty member needs a technique. Technique is a system used as a guide for the faculty member in teaching. When working out the cooperative learning method, there are some models that can be used as Jigsaw, Think-Pair-Share, and fish bowl. Think-Pair-Share technique is one such method that has been implemented by many

faculties. Think-Pair-Share model was first proposed by Professor Frank Lyman, and is being developed by many scientists in recent years. The foundation of this technique is to make students active in the teaching-learning process while discussing with their fellow mates.

Think-Pair-Share Technique: It consists of a five steps:

1. To organize students in pairs:

In the Think-Pair-Share technique students are divided into random pairs. Random selection is to avoid the gap between slow learners and fast learners. There is a greater chance of getting to know each other very closely and thus will increase the respect with each other.

2. Hand over the Case study:

The next step is to hand over the case study and pose a question to students. This question should be general and can have many types of answers. Like "what do you know about the Organization?", "what is the problem in the Case study?" This makes the students think deeper, and they can pose their ideas in many ways.

3. Give the students time to think:

The faculty member should give the students some time to ponder upon the case study and response to the question. Students are expected to analyze the matter and use their critical thinking to answer the questions.

4. Invite students to talk to their pairs and share their opinion:

Now, each student shares his/her own opinion to their pairs. They will share their thinking and discuss with each other to find the best solution. This activity can be developed at a higher level by merging one pair into another pair, so that there will be some groups consisting of four students in each group. It means there will be many ideas that will be shared to find the best solution, and help students to improve their critical thinking and analysis. This technique helps students develop not only their concepts, but also their communicative ability and confidence.

5. Invite some students to share their ideas with the rest of the class:

The last step of this model is to invite some students to share their ideas with rest of the class. Some students share their ideas, and others can give their opinion on these ideas. This improves the student's ability to take decisions and boosts their confidence.

There are many benefits of the Think-Pair-Share model. This type of model can help students improve their communicative ability by discussing with their classmates. In addition, they can share their knowledge with each other, and make their affective aspect improve quickly.

As per Kagan (2009) some benefits of the Think-Pair-Share technique are:

1. When students have enough time to think, the quality of their answers improves.
2. Students actively participate in thinking.
3. Thinking becomes more focused when discussing with a partner.
4. More critical thinking is maintained after a lesson in which students have the opportunity to discuss and reflect on the topic.
5. Many students find it easier to have a discussion with another classmate, rather than with a large group of students.
6. This technique can be easily incorporated into the teaching as no specific materials are needed for this technique.
7. the most important skill for students to learn is Building on the ideas of others.

Research Methodology:

The applied research methodology was Research Action in Class (RCA), since it was intended to improve the quality of the teaching-learning process. It consisted of two phases, and each phase as divided into four steps, planning, action, observation and reflection.

The subject of the research is students of First Year MBA Semester One, Rajarambapu Institute of Technology, Department of Management Studies (DMS). The number of students is 60, consisting of 35 male students and 25 female students. The instrument used in this

research is a test. The purpose of using the test as an instrument is to obtain the marks after solving a case study. It will interpret student's understanding of case problems in border way. The test will be given at the end of each phase, and will measure the student's understanding of the cases they solved earlier.

The student's understanding is analyzed by using the analysis-evaluation technique. This step is to know if these students are successful or not in gathering the material that has been learned before. To know the student's marks, the students' response is measured by the formula as follows:

$$\sum X/n$$

X = Marks obtained by Student.

n = Number of Students.

The Minimum Levels of Learning Standard is 70, so students can be declared successful when they marks 70 or higher.

Recommendations:

After analyzing the data, the results were as follows:

PRE-PHASE:

- i. The teaching-learning process is still dominated by the faculty members at Rajarambapu Institute of Technology, Department of Management Studies (DMS) as they still implemented a faculty-centered approach.
- ii. The students did not know any type of teaching technique, mainly in the cooperative learning.
- iii. The average marks of the students were 73. Although their average marks already exceeded the Minimum Levels of Learning Standard (70), which was not satisfactory.

PHASE I:

- i. Students were not familiar with the new technique applied in the teaching-learning process, so they sometimes had difficulty interpreting the instructions given by researchers. As well as, they were still unable to show teamwork. The researcher went out of his way to

facilitate and encourage the students to improve their enthusiasm.

ii. Only a few students actively gave their opinion in the sharing step, while others just listened to the explanation of their friends.

iii. The number of students who passed the Minimum Levels of Learning Standard had improved than in the pre-phase. The percentage was 58% of the total number of students. In addition, his average marks improved from 73 in phase I to 76 in phase II.

PHASE II:

i. In this phase the students were familiar with the teaching technique, and made them better able to interpret instructions and work as a team.

ii. The stages of paring and sharing were more attractive because students were more active in sharing their opinions and ideas.

iii. As compared to phase I, the number of students who passed the Minimum Levels of Learning Standard was improved, the percentage was 85% of the total number of students. Students average marks improved from 76 in phase I to 87 in phase II. Hence we can conclude that Think-Pair-Share as the teaching technique implemented by researcher was successful.

Table No 1. Table Showing Student progress

Number of students	Pre-Phase		Phase I		Phase II		Progress
	60 students		60 students		60 students		
Students who pass the Minimum Levels of Learning Standard	26 students	43.33%	35 students	58.33%	51 students	85 %	41.67 %
Average rating	73		76		87		14

Observation:

There were few facts that could be considered for further discussion from the above examination of data, such as limitation to the study, how to overcome these limitations and make the activity more conducive to achieve the outcome of the course, and make the TPS activity more fun oriented and interesting to the students by its successful implementation.

Initially students were very much confused with the TPS technique as they were unfamiliar with this method which was implemented by the faculty member.

Even though the faculty member had briefed about the technique, few students still had problem in understanding few steps of the activity. As such the students were unable to conclude the discussions in pairs of the case study, as well as they were unable to answer the questions given at the end of the case study. The faculty members went out of their way and assisted the students to solve the case study and helped them in answering the questions posed. This helped the

students a lot and the conversation was working well with this technique.

The other difficulty the students were facing was that of conveying their idea and the outlook. The discussion was dominated only by few students who were good in communication skills and would express their views. Some students were not opening up because they were scared of making an error by sharing their point of view. The faculty member assisted the students to analyze the case through group discussion, motivating them, and encouraging their ideas. The faculty member also helped the students to boost their self-confidence to come and speak in front of the class during the presentation.

This technique also helped in bring all the class together and understand the value of team work. Male and female students were also talking to each other freely, without any gender bias. There were few conflict groups in the class who worked separately, but they were brought together and made to discuss the case in this TPS activity. They were counseled about the significance of having a good relation with fellow mates, the

importance of having colleagues at the place of work and the benefits of cooperation, collaboration and team work. This way it was luckily a helpful clarification to solve the dilemma.

Although there were some troubles faced by the students and the faculty member, it can be concluded that the research was successful. This can be represented by the progress of the student's marks and the number of students who exceeded the Minimum Levels of Learning Standard. The complexity of the problem was the main feature that made this Think-Pair-Share activity successful in improving student performance. All the students took efforts in solving the case study in groups, as a team. They read the case study thoroughly in the first step, then analyzed the case and attempted individually to answer the questions given to them. They assembled with their pairs and made small groups in the next step to share their ideas to find the best response to the questions they had been asked.

This method helped them to gain enough information which benefitted to answer the questions which were asked at the end of the case study related to the concerned unit. The student's capability to make decisions regarding the problems in the case study improved speedily.

Here we can say that the Think-Pair-Share technique has helped students to actively participate in making a decision, Focus of thinking increases when discussed in a team, thinking becomes more critical and focused after a unit is discussed, in which students get the chance to discuss and reflect on the course, Students find it uncomplicated to enter into an disagreement with their fellow mates, rather than with a large group, and thus, when students have to revisit the questions and make decisions, the quality of their answers improve and as such their communication skills also developed well.

It was identified of the improvement of student activities in the discussion before, and

after the Think-Pair-Share model implemented. In addition, in a group discussion, there is a possibility that students will progress with their communication skills. Sharing the opinion and exchanging ideas with others will automatically improve the communication skills of the students in a group.

All the steps proved that there is progress in terms of the capability of students. The steps of pairing and sharing were the most critical steps that gave a significant improvement to the students. The students helped each other by sharing the idea in pairs, the opinion and the thought to answer the questions that were asked to them. This method was much effective than if the faculty had explained the case study and then they answered the questions asked by the faculty.

In pairs students have the opportunity to think focused with his classmate about their answers before they are asked to share their ideas openly. This strategy provides an opportunity for all students to share their thinking with at least one other student, which increases their sense of participation in classroom learning. The students try to give respect to each other's views which is important for their psychological development.

Some students shared their ideas with the class, while the others gave their judgment in the sharing part. Through sharing of views students gained more knowledge that had not been exposed before. This was beneficial for all types of students the slow learners as well as the fast learners. By implementing this Think-Pair-Share technique it proved advantageous to students and faculty members also. Students spent more time on the task assigned and heard more when they participated in Think-Pair-Share method. The faculty just had to focus on facilitating and encouraging the students. Although the class strength is quite large, i.e. capacity of 60 students, the faculty can handle it in a better manner. The method of Think-Pair-Share technique is almost same as cooperative learning. In cooperative learning students work together to achieve a common goal in

circumstances that include some fundamentals such as optimistic interdependence, individual responsibility, face-to-face promotional communication, suitable use of mutual skills and group dispensation.

Conclusion:

The main intention behind this research was Using Think-Pair-Share model to enhance the student's ability to understand the proper method to solve case study and understand the management concepts. This experiment has shown a considerable progress in the ability of student to make correct decisions after using the TPS activity. This can be said so, by observing the achievement of the student which has increased from 73 to 87 after using the TPS method. In this activity a faculty member should be patient enough and deal with the slow learning students in a caring manner and pay more attention towards them. The MBA classrooms with large capacity of students (usually consisting of 60-65 students in each class) can actively use this Think-pair-share activity. The main feature of TPS (Think-Pair-Share) method is that this activity provides an equal chance for every student to think and share their thoughts with their fellow mates. TPS activity is found to be beneficial because it does not take much time and fewer efforts are required of the faculty member. TPS highlights the application of cooperative or collaborative learning in the class room.

Suggestions:

With the previous discussions held and the findings of the study, following suggestions can be given:

A. Faculty member involved in practicing the Think-Pair-Share activity may consider some points before implementing the technique - Faculty member should construct a good planning before coming to the class. Identify a good case study, brief reading has to be done by the student prior to solving the case, Faculty has to give clear information and clarification of the activities that the student is supposed to do in the class. Faculty must inspire and give confidence to the students to remain energetic during the teaching learning practice. Faculty must go round in the class and approach every student to supervise the actions they are involved in and provide them some help if they get stuck up somewhere or are having any complexity. Proper guidance and assistance is expected from the faculty to the students during the teaching-learning method.

B. Those faculty members who are interested in executing the Think-Pair-Share technique in their classroom teaching can also use the TPS activity for teaching other skills like Reading skills, writing skills, listening skills and speaking skills. Hence we can conclude that Think-Pair-Share (TPS) activity support a high amount of classroom involvement which helps the student in developing a clear conceptual understanding of a particular topic.

REFERENCES

- Johnson, D.W.; Johnson, R.T.; Stanne, M. E. *Methods of Cooperative Learning: A meta-analysis*. 2000. University of Minnesota, Minneapolis: Cooperative Learning Center.
- Kagan, Spencer and Kagan, Miguel. 2009. *Cooperative Learning*. Kagan. Kagan Publishing.
- Killen, Roy. 2006. *Effective Teaching Strategies: Lesson in Research and Practice*, Fourth Edition.
- Social Science Press, Australia. Gentleman, Jim. 2009. *Cooperative Learning*. Instructional Training Group. Kansas.
- S S. Desai, *Management of Cognitive Abilities & Functional Skills Among Junior College Teachers –A Study*, Jeet Volume 29 , No.1, July 2015, ISSN 2349-2473, eISSN 2394-1707.
- Seema S. Desai, *A Study of effects of Sex and Reserved Categories on the Self-Confidence and Academic Achievement of PG students*, (ICTIEE 2016), JEET Special Issue, eISSN 2394-1707.
- SS Desai, *International Journal of Multidisciplinary and Current Research*, 2013, 1 (3), 226-229, ISSN: 2321-3124.
- SS Desai, *Golden Research Thoughts 2013* ISSN 2231-5063, *Ijmcrr-Int Jr Of Multidisciplinary & Current Research Associated & Indexed by EBSCO, USA Impact*, 43-46 vol (3) Issue (2).

A CASE STUDY OF IMPROVING PRACTICES IN WATER PUMP COMPONENTS MANUFACTURING

Mr. Shrikant S. Karanjkar

Assistant Professor, Dept. of Mgt. Studies, RIT, Rajaramnagar
shrikant.karanjkar@ritindia.edu

Mr. Shantanu Jadhav

Management Student, Dept. of Mgt. Studies, RIT, Rajaramnagar

ABSTRACT

The goal of the manufacturing process is to produce a product that has utility. The manufacturing process is one of the important steps in the production process. It refers mainly to the change of material or dimensions of the piece that is produced. The transport, handling or storage of the dose of the pieces are not included in the manufacturing process, since these stages are not involved with the change of material or the dimensions of the piece that is produced. The geometry of the finished product must have certain tolerances, which must be met to be acceptable and useful. This study helps to understand present manufacturing process of water pump parts.

The Metal working processes involves forging, extraction, wire drawing, rolling etc. Machinery process involve drilling, grinding, Turning and milling. The processes of casting involve permanent model casting, die casting, sand casting and centrifugal. The processes of joining involve wilding, brazing, joining and soldering. The processes of surface finished includes honing, surfacing and lapping. Shearing and forming processes includes pinching, blacking, drawing and forming bending. So this paper focus on the different sub process of the manufacturing of water pump components. And the researcher suggests how to improve present practices in water pump components manufacturing.

Keywords:- Manufacturing Process, Water pumps, Components, Quality, Dimensions, Production Line etc.

I) Introduction: -

The goal of the manufacturing process is to produce a product that has utility. The manufacturing process is one of the important steps in the production process. It refers mainly to the change of material or dimensions of the piece that is produced. The transport, handling or storage of the dose of the pieces are not included in the manufacturing process, since these stages are not involved with the change of material or the dimensions of the piece that is produced. The geometry of the finished product must have certain tolerances, which must be met to be acceptable and useful. This study helps to understand present manufacturing process of water pump parts.

The Metal working processes involves forging, extraction, wire drawing, rolling etc. Machinery process involve drilling, grinding, Turning and milling. The processes of casting involve permanent model casting, die casting, sand casting and centrifugal. The processes of joining involve wilding, brazing, joining and soldering. The processes of surface

finished includes honing, surfacing and lapping. Shearing and forming processes includes pinching, blacking, drawing and forming bending. So this paper focus on the different sub process of the manufacturing of water pump components. And the researcher suggests how to improve present practices in water pump components manufacturing.

II) Objectives of the Study

1. To understand present manufacturing process of water pump parts in the company.
2. To study the trend of operation process effectiveness to product considering raw material and final quality of it.
3. To study present quality control practices in manufacturing process of the company.
4. To study the present working location of the workers in workshop of the company

III) Scope of the Study

1. The entire study conducted in Small Scale Engineering Firm working in MIDC Area, Palus Dist. – sangli.

2. The study is mainly focusing on manufacturing process of water pump parts in an organization.
3. The study is based on the data collected during the financial year 2017-18.

IV) Significance of the Study

- 1) This study helps to understand present manufacturing process of water pump parts in small scale manufacturing firm.
- 2) It enables to understand the meaning and significance of the operation process in production.
- 3) Due to the study of operation management, it shows that utilization of resources and inventory of available in the organization.

V) Review of Literature

1) Carlos F. Gomes, Mahmoud M. Yasin, João V. Lisbon, (2004) "A literature Review of manufacturing and measurement performance measures in an organizational context "

The key to the future of manufacturing performance measurement is information. Availability, reliability and responsibility. As such, the facet of the availability of information, underlines the need for a systematic system of performance measurement information, Where information is not only tracked and stored, but also made available to the public. Management and relevant external entities. Reliability covers the reliability of the manufacturing resources, the reliability of the flow of information obtained from the flow of Workshop, as well as the reliability of the market information.

2) **Manufacture of cooling channels that use earthworm voids caused by a process based on friction stirring: taking into account the cooling and fluid parameters (SolalehSalimi, Mohammad Haghpanahi, PouyaBahemmat) (2018)**

In this research, the manufacture of MHE is investigated using a newly developed FSC process as a significantly profitable manufacturing method. The geometrical characteristics that are caused by different FSC

tools and effective in the thermal and flow behavior of the coolant in the screw are acquired experimentally. Subsequently, the impact of the selection of FSC tools on the analytical parameters of flow resistance, convection and thermal conduction resistance is studied. Heat transfer rates and pressure drop are selected as the main completion criteria

3) **The influence of the process parameters on the friction and stir welding of Al-Mg alloy and polycarbonate.HamedAghajaniDerazkola, MajidElyasi (2018)**

The possibility of a different friction welding between the AA5058 aluminum alloy and the polycarbonate (PC) in the design of the lap joint was eliminated. Different aspects and processing parameters were analyzed to establish an adequate working window for the fabrication of an Al-PC biomaterial structure.

4) **Four types of innovation in the manufacturing process and their management concerns, Yuji Yamamoto *, Monica Bellgran (2013)**

This work has proposed a model of four types of MPI. MPI covers a wide range of activities, from technological innovations to important changes in the work processes and cultural changes of an organization. Although researchers have discussed different types of innovation in the literature, MPI has been classified as a type of innovation among other types and no additional classifications have been made within MPI.

5) **Flexible microfabrication platform for the manufacture of microfluidic devices of PMMA G. Trotta, A. Volpe, A. Ancona, I. Fassi (2018)**

In this work, the improvement in terms of flexibility of microinjection molding technology, based on the use of micro fabricated laser fs-laser inserts in a standardized mold, has been fully demonstrated. The combined technological approach provides an easy and low-cost method for the fabrication of large-scale polymeric microfluidic devices. This modular approach requires the replacement of only small inserts in

the mold when the geometric characteristics of the device are changed. These inserts can be structured effectively by laser micromachining fs, reproducing the desired micro geometry with micrometric precision without the inconvenience of the long processing time required by the mold machining

VI) Research Methodology

1. Primary Data: -

- The primary data is collected through the discussion, observation with purchase

A. Pump Components

department & operation head in the company.

- Data collected to machine work shop, employee and observation how to operations in jobs

2. Secondary Data: -

The secondary data collected through following sources: -

- Annual Reports of the organization.
- Company Manuals, Records. Reports etc.

VII) Data Presentation and Analysis

7.1 Products of the Company

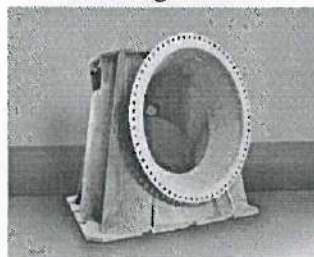
Barrel-Pump Testing



Diffuser



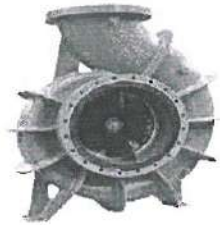
Discharge-Elbow



Enclosed Impeller



End Suction Pump



End Suction



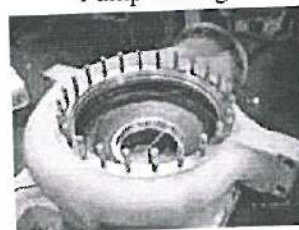
NDI Testing



Open Impeller



Pump Casing



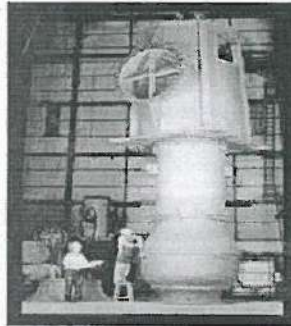
Split Case



Split Case Pumps

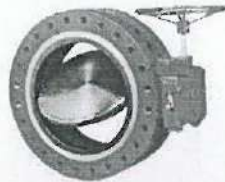


Vertical pumps

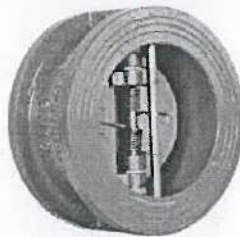


B. Valve Components

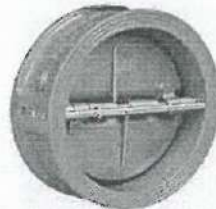
Butterfly Valve



Ckeck Valve 06



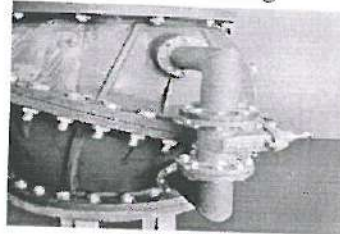
Ckeck Valve 10



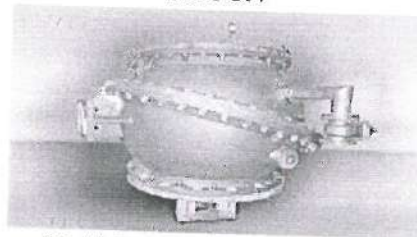
Kinetic air Valve



MDNRV Testing



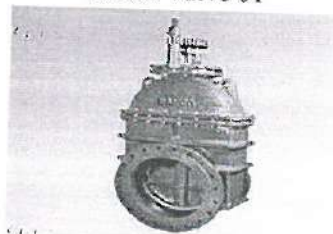
MDNRV



Multi Door Non Return Valve



Sluice Valve 01



Sluice Valve 06



7.2: Production Process for Pattern Shop: -

Patterns are made from resin, aluminium, gunmetal and cast iron pattern making activity has following procedure involves offer receipt of component layout from the customer.

1. The drawing given by the customer is studied and marking for sample are made on the CRC sheet.
2. From the sample the actual wood is cut as in the sample called as mould.
3. If the pattern is of resin, then the mould is made of plaster of Paris instead of wood.
4. After coring and moulding resin is spread on it.
5. Resin takes 30 to 45 minutes for the binding for pattern.

7.3: Production Process for Machine Shop: Machining of components has following procedure involved after receipt of drawing and components from customer.

1. Drawing study: -

The actual drawing given by the customer are studied or drawing are prepared by their given dimensions and measurement.

2. Process Planning: -

The planning for the process is carried out because different jobs required different machining steps. Process planning is also known as manufacturing planning, process planning, material processing, process engineering, Machin processing, routing study Facing: -

These parts are first polished and put on facing matching for smoothing the parts for matching. Facing. The process of removing material from the end of the work piece to produce a flat surface.

3. Boring: -

The boring is made on horizontal boring machine for big parts and for small parts. They are used for horizontally matching of parts. In machining, the drilling process consists of enlarging a hole that has already been drilled or cast, using single point cutting tool or with a tool head that contains several of those tool.

4. Turning: -

The turning is made on vertical turner length (VTL) machine. Here the whole body parts are vertically turned for machining their inner surface

5. Drilling: -

The parts are taken on drilling machine the points on the parts are made according to dimension and holes are made. A drill bit enters the work piece axially and cut a blind hole or through hole with a diameter equal to that of the tool a drill bit is a multipoint tool and usually has a pointed end.

Ring fitting: -Here the metal rings are fitted on particular parts inside the notes made.

6. Assembly: -

The different small parts are assembled (integrated) together and a single job is completed. All parts are assembly in the water pump in the like barring, shaft employer, etc.

7. Inspection: -After all, process the final inspection here is made by the superior and for dispatch. In their finishing quality cutting and others operations are check quality control

X)Conclusions: -

In this manufacturing process if we reduced use of the electricity and workers load it helps to improve of the quality and production. It is necessary to make minimum recourses utilization, change in the old machines,

maximum use of automation machine lines etc. are required.

IX) Findings: -

1. The company using some manual machines. E.g. lathe machines
2. Deferent product of the company e.g. pump components, pump casing, vertical pumps, valve components, etc.
3. Machine jobs heavy and widened. E.g. vertical pumps, non-return valve, etc.

X) Suggestions: -

1. In the company use of minimum manual machine because time consuming and easy to work of machines of different jobs.
2. Use latest technology machines then improve quality of the product. E.g. CNC machine, computerized machine.
3. Use of the maximum material handling equipment. E.g. crane, tractors, trollies etc.
4. Use of solar panel in company because own electricity power generates, its save the electricity

References: -

1. B. Mahadevan, "Operations Management – Theory and Practice", Pearson India Education Services, 3rd edition, 2015
2. Norman Gaither & Greg Frazier, "Operations Management", Cengage Learning Pub., 9th edition, 20112.
3. S. N. Chary "Production & Operations Management", Tata McGraw-Hill Education Pvt. Ltd. New Delhi, 2014
4. Russel, R. S., & Taylor, B. W., "Operations Management". New Delhi: John Wiley & Sons Publications, 2012.
5. Dr. MartandTelsang, "Industrial Engineering and Production Management", S. Chand & Company, New Delhi, 11th edition 2012 (Reprint 2013)
6. Dr. C R Kothari and Dr. GauravGarg, "Research Methodology: Methods and Techniques" New Age Publications, 2nd edition (2014)

Gandhian Idealism in Relation to Existing Business Scenario

Prof. Krishnaji S. Patil

Department of Management Studies
Rajarambapu Institute of Technology**Abstract:**

Gandhi's idealism based upon the moral and ethical interpretations of means and ends, trusteeship, satyagraha, non-violence, sarvodaya, concept of education, non-possession, power, prohibition, new socio-economic order, international peace and humanity as a whole have been subdued by the over-glorified materialism and distorted sense of perceptions and cognitions.

Gandhi's non-violent philosophies went beyond stirring a nation to independence. This austere man with a penchant for experimenting with truths gave us several insights for self-improvement and mastery. Some of his lessons can also be applied to entrepreneurship and building businesses with greater ease and clarity.

Keywords: ethical interpretations, trusteeship, over-glorified materialism.

Introduction:

Progressive Individualism is the fundamental note of Gandhian life and thought. His idea of progression relies on individual freedom and its denial is contrary to the very nature of man. The individual is the end of development for which the State exists. In this, the authority of the State is only derivative and not sovereign. Gandhi was of the firm opinion that political democracy without economic democracy was meaningless and was akin to a ship without a rudder. He was aware of the widening gulf between the rich and the poor who were in the majority. He suggested that means of production and distribution should be controlled by the capitalist, but he should hold the wealth as the trustee of the society. He was not at all opposed to modernisation, to which he believed was essential for self-sustaining, integrative growth of India's nationalism.

Gandhi's idealism based upon the moral and ethical interpretations of means and ends, trusteeship, satyagraha, non-violence, sarvodaya, concept of education, non-possession, power, prohibition, new socio-economic order, international peace and humanity as a whole have been subdued by the over-glorified materialism and distorted sense of perceptions and cognitions.

Gandhian Philosophy:

The present socio-economic order reflects the cultural-lag of spiritualism that has been superseded by materialistic influences. The social maladjustment is exhibited in the forms of stressful life style, rising gap between aspirations and achievements, corruption, difference between thoughts, feelings and actions and global menace like terrorism to say the least.

Gandhiji especially emphasized upon purity of means. He made no distinction between means and end. To quote him: "Means and end are convertible terms in my philosophy of life. They say means are after all, means. I would say that means are after all everything. As the means, so the end. There is no wall of separation between means and end. Indeed the Creator has given no control (and that too very limited) over means, none over the end." Again, "the means may be likened to a seed, the end to a tree, and there is just the same inviolable connection between the means and the end as between the seed and tree." The view of Gandhiji was that not only the end should be high and laudable; the means should also be moral.

However, this does not mean that Gandhiji did not attach any importance to the end. With regard to means, we must take our stand on a firm and solid ground and unadulterated good. Relating means to ends is the greatest contribution of Gandhiji to political theory. Alexander Horace writes: "To the world as a whole, Gandhiji stands as the prophetic voice of his generation indeed of this century who consistently advocated non-violent action as the right means to using every injustice, for righting every wrong". He did not approve the view that the end justifies the means.

The present degeneration of humanity and crisis of character is very much explainable by above Gandhian views. The root cause lies in the immorality of means adopted by people in general. Ends have become supreme whereas means have become secondary. Such a mindset rules over peoples' thought process and have diluted the path of achieving the never-ending aspirations of people in every sphere of life. The moral and ethical boundaries have become permeable by impinging influences of success based upon unethical ways and means. The value orientations have taken a paradigm shift to give significant place to dishonesty, favouritism, nepotism and other forms of corruption. Social approval to such immoral deeds has gradually found its ground. A kind of cynical attitude about these activities bearing fruits of materialism is highly alarming.

The other phenomenal concept synonymous with Gandhiji is Satyagraha. It generally means holding on to the truth and in a general sense means-a way of life followed by a person who stands steadfastly to God and dedicates his life to Him. It means resistance through non-violence. The prerequisites of Satyagraha according to Gandhiji include- truth, non-violence, fearlessness, non-possessiveness, non-holding, bread-labour, equality of religions and untouchability. Non-cooperation, fasting, civil disobedience and strike are the forms of Satyagraha. The present social order has completely different set of values that constitute- intolerance, dishonesty, corruption, violence and terrorism to say the least. Thus the society is much the anti-Gandhian in nature.

The term Sarvodaya was first used by Gandhi as the title for his Hindi version of Ruskin's *Unto the Last*, which had exercised profound influence on him. It means "the rise of all". This title is highly significant one. It remains the highest type of Socialism. It does not want the rise of the few; not even of the many, or for that matter, the rise of the greatest number. In the words of Vinoba- a disciple of Gandhi's, on Sarvodaya- Its motto is far higher than 'Live and let others live'; it is 'Live for the sake of others'. It is the practical application of Vedanta philosophy. Sarvodaya according to Gandhi, means all round development of all people irrespective of class, creed, religion or caste. In present day world the development disparities are prominent to reflect the widening gulf between affluent class and the underprivileged poor class. The middle stratum of society is entangled in the paradoxical situations illustrated by traditions of the past and demands of today. Thus development scenario is not at all what Gandhi dreamt of.

He attached greater importance to duties than to rights. Rights are the opportunity for self-realisation. The way to self-realisation is the realisation of one's spiritual unity with others by serving them and doing one's duty by them. According to Gandhiji it is the spiritualised democracy that will minimize exploitation and replace the master-servant and other capitalist labour relationships by a new cooperative order based on egalitarian culture. Gandhi himself believed that the ideal society will always remain 'an ideal unrealised', the unrealisable in its entirety. Referring to the stateless society, he said: "But the ideal is never fully realised in itself." The ideal, non-violent society of Gandhian conception is unattainable due to human imperfection. But it still shows the direction of our destination and efforts to that direction must not cease.

Gandhian thought is somewhere lost in the midst of short-term pleasures of materialistic culture. The contributions of Gandhi as a leader, revolutionary and a great thinker are misinterpreted and misdirected by many who feel his ideology irrelevant and unjustified in the present world. They believe that ideals of Gandhi are near to impossible to be transformed into reality. But the fact of the matter remains, that Gandhian philosophy is unaffected and unharmed by superficial rationality based upon self-obsession and vested interests. One needs to be at peace in order to realise the core ideology of Gandhian perspective.

This highlights the paradoxical situations between the Gandhian idealism and the global realism that persists in almost every sphere of life in today's India. It is an attempt to present the two contrasting paradigms of human life and at the same time testifies the validity of Gandhian principles in present scenario. It addresses the questions of the modern mundane world and application of Gandhian approach to find out their answers.

Gandhi's Inspiration to entrepreneurship and building businesses:

Gandhi's non-violent philosophies went beyond stirring a nation to independence. This austere man with a penchant for experimenting with truths gave us several insights for self-improvement and mastery. Some of his lessons can also be applied to entrepreneurship and building businesses with greater ease and clarity.

Here we can get inspiration from quotes by Gandhi to help us adapt them for greater success in your own ventures.

Believe and the means will follow

"If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning."

All great actions start with thoughts, and thoughts get their strength from beliefs. When your thoughts find their true manifestation in your actions and you start living by them, they become your beliefs - ideas that rule your life and help you conduct it in the way that is right for you. Just like Gandhi did. He believed in a simple life, he believed in non-violence and he believed in peace. and to these ideals he devoted his life. He tested himself time and again, and each time his capacity for endurance grew.

Test your beliefs, have the faith to pursue your ideas, and the means to achieve your goals will unfold automatically.

Make a difference by adding value

"Be the change that you want to see in the world."

Change is a by-product of our need to go beyond what already exists. To challenge our comfort zones, to have better experiences, to add beauty to our world. But as Gandhi says, all change starts with you. When you push your limits, grow on the ordinary and strive for the extraordinary, you will experience that change and growth. You will see a world that reflects spectacular moments. Gandhi led by example, when he wanted to promote an indigenous way of life, he wore only khadi. Soon a swadeshi wave swept the country, the economy picked up and Indians became more self-reliant.

Begin by identifying what you would like to change in your own life, and you will notice that people around you too have similar requirements. This can form the crux of your business idea.

Determine your pace for growth

"There is more to life than simply increasing its speed."

Success in today's times is determined by speed or better still by numbers and net worth. But can you really quantify experiences? Can you hasten the natural course? Conversely, would you want to reach the age of 80 before going through 40, 50, 60 and 70? Then why the need for speed? Why not take some time out from all the rushing around and stay still for a while. Gandhi observed silence for one day in each week. This helped him get away from the busyness of the world, from the constant bombardment of communication and societal pressures. It allowed him time alone to meditate, introspect and regroup for the next big challenge.

Don't get carried away by numbers, don't compare your pace and growth with others. Follow your natural rhythm and let success and achievement come to you in their due time.

Keep moving toward your goal

"Glory lies in the attempt to reach one's goal and not in reaching it."

The setting of targets is the first step toward attaining them. By listing what is important to be done, you work with greater conviction. A step-by-step breakup of your goals will show you what you need to move closer to it. And as you achieve each small milestone, you will find more joy in the journey, and the end result will then become less significant. The very flow of your actions will give fulfilment. Gandhi started the Dandi March with a handful of people. But as he walked toward his destination, several Indians joined him along the way, creating the first civil disobedience movement of its kind... It all began with that one step.

Take that first step toward your goals, and watch your own business gather momentum and march toward success.

Follow a code of conduct

"It is difficult, but not impossible, to conduct strictly honest business"

Just as in life, so as in business, honesty and integrity commands the highest respect. By being honest you show commitment to yourself, your beliefs and eventually to the larger world around you. Gandhi practiced honesty at every level, making intricate details of his life and views open to people. He spoke candidly about his struggles and conquering his demons.

Being transparent and ethical can be challenging but it will take your company many notches higher. The turnover is just a figure that keeps changing, what will stay is your reputation for honesty.

Make leadership about people

"I suppose leadership at one time meant muscles; but today it means getting along with people."

A leader exists because of his people. Thus, their concerns and welfare are his first priority. A good leader needs many qualities - an ability to bring people together, translate his vision and help his co-workers unleash the best versions of themselves. Gandhi brought a nation together in a common vision for freedom. His ability to appeal to millions of people both in the country and internationally reflected his knack for getting along with people.

Work on your interpersonal skills, communicate as much as possible with your teams and facilitate their maximum potential.

Create a space for experimentation

"Freedom is not worth having if it does not include the freedom to make mistakes."

And this is the ultimate freedom isn't it? The freedom to be human, learn through trial and error. Nothing can be gained without risking it all on a thought or idea, seeing where it takes you, allowing it to chart its own path. You can't predict success or failure, but you can always make attempts toward it. Gandhi had a vision for non-violence at a time when the world was rife with wars. Many thought it was idealistic, even unrealistic. But he gave it his best shot and set an example.

Be as creative as you can, allow yourself to err, don't be too harsh on yourself or the people around you, because at the end of it all we are all human... with the freedom to make mistakes.

So get on the road to magnificence, let your work positively impact the lives of others. And in the words of the Mahatma, be sure -- "In a little while you can shake the world."

Conclusion:

As a whole the Mahatma Gandhi was not only a visionary and a political thinker but also a hard-headed realist with a shrewd eye for the exigencies of corporate social life and in every individual life. And it is important to note that his biography was marked by Experiments with Truth which gives a prominent ethical slant and spiritual dimension to his views. And in a sense his was a spiritual quest for the meaning of life in all its manifestations -social, political and economic system. This has a direct bearing on the managerial philosophy of the present century when liberalization, globalization and consumerism have thrust the claims of the individual too far forward while draining his activity of all ethical contents.

In order to apply the Gandhian model would require a revamping of current management practices. This is true that Gandhiji has nowhere formulated a theory of management as such.

Hence, a model can be evolved from his social philosophy of which the corner stone is the conception of truth as God and faith in the essential goodness of man in the real world also.

Then the Non-violent struggle and sarvodaya are practical expressions of this faith. Enshrined in them is a body of doctrine that could be worked out into the principles of management system. Hence, the applications of the secondary principles of trusteeship viz., workers' participation, decentralization, non-violent trade unionism social accountability, co-operative movements etc., are workable propositions etc., and each of these concepts needs to be separately examined and assessed in relation to their applicability in the current industrial system. And the Man is master of the machine, but, with Nature he is only a humble co-operator in the management system.

References:

1. Chadha, Yogesh (1997). Rediscovering Gandhi. This edition published by Century
2. Books, Limited. (pp.1- 10). 1997 Century, London First edition hardback, 546pp with photographic illustration in this comprehensive biography. Mint in black cloth, no DJ. ISBN: 0 7126 7731 3
3. Champeon, Kenneth (05.18.2003). The Case of Forbearance: Buddhism and nonviolence. Published in Britain cooperation.
4. Harijan (1946, 17 March). Satyagraha in Face of Hooliganism, Collected Works, Volume 85
5. Martin, Glen T. (2005, February). The Philosophy of Nonviolence and World Revolution Through World Law. Published in Martin
6. Phelps, Dr. Katrine. (2000). Modern Satyagraha. Published in Boston uni.
7. Reedy, E.S (1991). Are Gandhiji's Idea Relevant in a New South Africa. Published in Los Angels.
8. Richard, Glyn (1991). The Philosophy of Gandhi. Humanities press international inc. Atlantic Highlands. (pp 31-46)
9. Shepard, Mark. (2000) Mahatma Gandhi and His Myths, Civil disobedience, nonviolence and satyagraha in the real world. Reproduced in full from the book published by Shepard Publications, Los Angeles
10. Terchek, Ronald J. (1998). Gandhi: Struggling for Autonomy. Rowman & Little field publication. (pp95-96 & pp 105)

OPTION AS A HEDGING INSTRUMENT IN STOCK MARKET

Mr. Krishnaji Sarjerao Patil

Assistant Professor, Rajarambapu Institute of Technology

krishnaji.patil@ritindia.edu**Dr. H.V. Ambawade**

Associate Professor, Chintamanrao College of Commerce

ambawadehansaraj@gmail.com**ABSTRACT**

The emergence of market for derivatives products, most notably forwards, futures, options and swaps can traced back to the willingness of risk-averse economic agents to guard themselves against uncertainties arising out of fluctuations in asset prices. By their nature, the financial markets can be subject to a very high degree of volatility. Through use of derivative products, it is possible to partially or fully transfer price risks by locking-in assets prices. As the instruments of risk management, derivatives products generally do not influence the fluctuations in the underlying asset prices.

Stock market contains high degree of volatility, investor known only pattern that money is appreciated when the market goes up but unfortunately it is not true, even in the falling market also money can be earned. It is very important to understand returns and risk behavior of each instrument used in derivatives market to appreciate investment pattern in derivative market.

Therefore, the present research paper is focusing on the different strategies applicable in option trading and use of option as a hedging instrument.

Keywords: Derivatives, Forwards, Futures, Options, Swaps, Option trading strategies

Introduction:

The rise of market for derivative items, most prominently forward, future, option and swaps can follow to the willingness of risk opposed economic machinists to protect themselves against vulnerabilities developing out of changes in assets price. Their tendency, the financial markets can be liable to a high level of unpredictability. Through utilization of derivative items, it is conceivable to mostly or completely exchange value risk by securing price of asset. As the instruments of risk, the executives, derivative items for the most part don't impact the changes in the price of asset. In any case, by securing price of asset, derivative items limit the effect of fluctuations in the price of asset on the productivity and profit of the risk-averse speculators.

Factors by and large credited as the significant main impetus behind development of financial derivatives are as follows:

- Increased instability in the price of asset in the financial markets.

- Increased coordination of the financial markets with the worldwide markets.
- c) Market enhancement in correspondence offices and sharp decrease in their expenses.
- Development of more complex risk management instruments, giving specialists a more extensive decision of strategies of management of risk.

Statement of the problem:

The high degree of instability, shareholder and investor known only pattern that money is appreciated when the market goes up but unfortunately it is not true, even in the falling market also money can be earned. It is very important to understand returns and risk behavior of each instrument used in derivatives market to appreciate investment pattern in derivative market. In recent years' derivatives has become increasable significant in the field of finance. Forward contract, future, swaps and different type of options are traded by finance institutions and other corporate clients. Therefore the present study is carried out to

know more appropriate strategies of option trading and how it can be used as a hedging instrument in stock market.

Objectives of study:

The present research paper including the following objectives:

1. To study the derivative market and option contract.
2. To understand the strategies & payoff option.
3. To analyze the hedging, speculating, and arbitraging by brokering agencies.
4. To analyze the best strategies for beginners of the option contract.

Conceptual Framework:

Options introduction

An Option contract is an agreement between two parties (buyer and seller) which gives the right to the buyer, but not the obligation, to purchase or sell the underlying assets the or from the seller of contract at a future date and at predetermined price. While a buyer of an option contract gives the premium to the seller of the contract and buys the right to exercise his option, the seller of an option is a person who gets the option premium from purchaser and in this manner obliged to sell or purchase the underlying asset if the purchaser workout it on him.

Two kinds of option - Call & Put:

CALL: Call option is one type of option in this give the right to the buyer to buy underlying asset but not any obligation to buy the underlying asset at the predetermined price and at the future date.

PUT: Put option is another type of option in this give the right to the buyer to sell their underlying asset but not any obligation to sell at predetermined price and at the future date.

Option Terminology

Index Option:

These types of option agreement have the use index as the underlying asset. In India, utilized a

European style settlement. E.g. nifty, Mini Nifty and so on.

Share Option:

share option is kind of option agreement on shares of company. A share option contract gives the right to purchase or sell the asset at the predetermined price.

Buyer of an agreement:

The purchaser of an option contract is the person who by paying the option premium to the writer, purchases the right to buy or sell the asset but not the obligation to workout his option on the writer.

Seller of the agreement:

The seller / writer of an option agreement is the person who gets the option premium from the purchaser of the contract and is in this way obliged to sell/purchase the asset if the purchaser workout on him.

Option price/premium:

Option price or premium is the price of the option contract which is buyer pays to the option contract seller.

Expiry date:

The expiry date or maturity date is the date at that day the contract will be expire or workout means the buyer work out the right or not on their P&L basis

Strike price:

The price which given in the contract is called as strike price. The profit of the buyer is depending on strike price.

American Option

It is one kind of option in this contract workout at any time but to the expiry date of the agreement.

European Option

It is another kind of option in this the contract will be workout at the date of expiry.

Spot price

Spot price of the share is the price used to trading. It means the spot price of a share is quoted in the spot market used for immediate delivery of share means in cash market. It is very important in option contract because

premium of option contract is fluctuating on this.

Contract size

Contract size means the no. of the unit or share. In the cash market we can buy the one share but in the option contract we needed to buy in lots. The lot size is different for the different share.

Call Option	Moneyness	Put Option
Strike Price less than Spot Price	In the Money	Strike Price more than Spot Price
Strike Price equal to Spot Price	At the Money	Strike Price equal to Spot Price
Strike Price more than Spot Price	Out of the Money	Strike Price less than Spot Price

Research Methodology

Research Design: It is a systematic research as it includes observation and application of different option trading strategies and payoffs of SBIN stock.

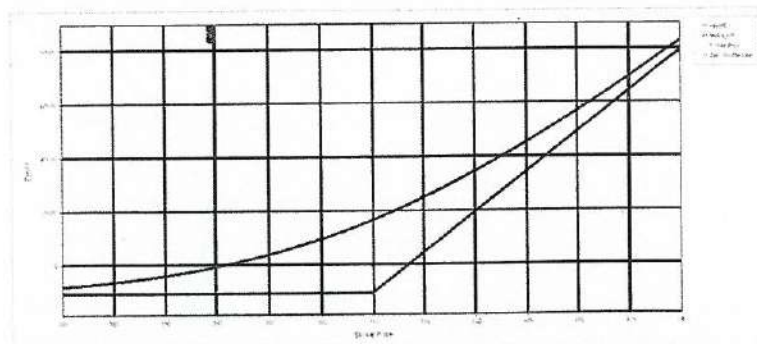
Sampling technique: For the existing study sampling method was followed to gather data.

Type of data: Study was conducted on the basis of secondary data collected from National Stock Exchange.

Sample size: Selected total 8 observations means 8 option contract strategies with respect to SBIN stock.

Data Presentation and Analysis**Strategy No. 1: - LONG CALL**

This is case of SBINs call option with the strike price of Rs. 310 at a premium of Rs. 3.55 expiring on 30-Aug-2018 and the market lot is 3000. In this the investor can feel the bullish about the SBIN stock so, he can buy the call option. So, the investor can invest Rs. 10,650. The spot price is 294.90.



Payoff Table: -

On Expiry SBIN Closes At	Net Payoff from Call Option (Rs.)
290	-10650.00
295	-10650.00
300	-10650.00
305	-10650.00
310	-10650.00

313.55	0.00
315	4350.00
320	19350.00
325	34350.00
330	49350.00
335	64350.00

Interpretation: -

This strategy limits the downside risk to the extent of premium paid by investor (Rs. 3.55). But the potential return is unlimited in case of rise in SBIN share. A long call option is the simplest way to benefit if you believe that the market will make an upward move and is the most common choice among first time investors in Options. As the stock price rises the long Call moves into profit more and more quickly.

When to Use: Investor is very bullish on the stock / index.

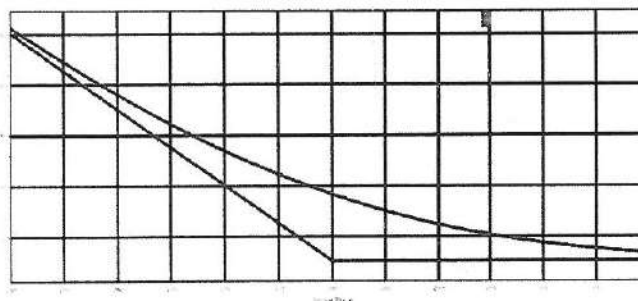
Risk: Limited to the Premium. (Maximum loss if market expires at or below the option strike price).

Reward: Unlimited

Breakeven: Strike Price + Premium

Strategy No. 2: - LONG PUT

This is case of SBIN put option with the strike price of Rs. 280 at a premium of Rs. 3.20 expiring on 30-Aug-2018 and the market lot is 3000. In this the investor can feel bearish about the SBIN stock so, he can buy the put option. So, the investor can invest Rs. 9600. The spot price is 294.90.

**Payoff Table:-**

On Expiry SBIN Closes At	Net Payoff from Put Option (Rs.)
260	50400
265	35400
270	20400
275	5600
276.80	0.00
280	-9600
285	-9600
290	-9600

Interpretation: -

This strategy is used when an investor is very aggressive and has a strong expectation of a price fall (and certainly not a price rise). This is a risky strategy since as the stock price rises, the

short call loses money more and more quickly and losses can be significant if the

Stock price falls below the strike price. Since the investor does not own the underlying stock that he is shorting this strategy is also called Short Naked Call.

When to use: Investor is bearish about the stock / index.

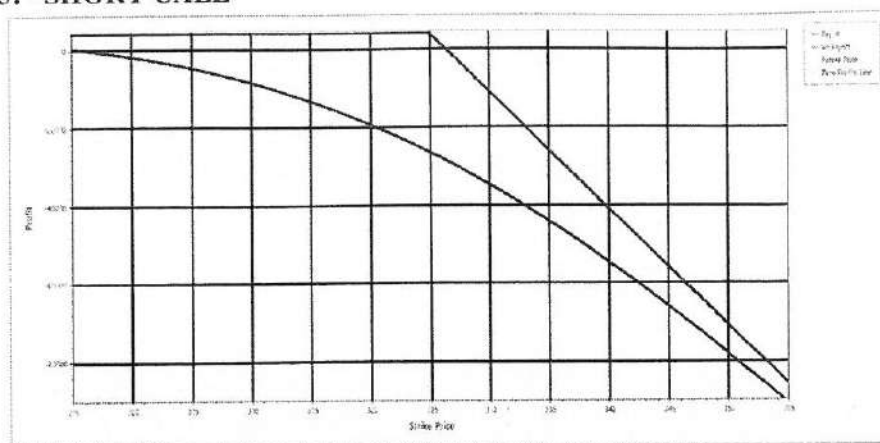
Risk: Limited to the amount of Premium paid.
(Maximum loss if stock / index expires at or above the option strike price).

Reward: Unlimited

Break-even Point: Stock Price – Premium

Strategy No. 3: - SHORT CALL

This is case of SBIN call option with the strike price of Rs. 280 at a premium of Rs. 1.40 expiring on 30-Aug-2018 and the market lot is 3000. In this the investor can feel the bearish about the SBIN stock so, he can sell the call option. So, the investor can receive Rs. 4200. The spot price is 294.90.



Payoff :-

On Expiry SBIN Closes At	Net Payoff from Call Option (Rs.)
310	4200
315	4200
320	4200
325	4200
326.40	0.00
330	-10800
335	-25800
340	-40800

Interpretation: -

A bearish investor can profit from declining stock price by selling call. He limits his risk to the amount of premium paid (Rs.1.40) but his profit potential remains unlimited. This is one of the widely used strategy when an investor is bearish. So, when the SBIN share goes downward then the investor earns more and more profit.

When to use: Investor is very aggressive and he is very bearish about the stock / index.

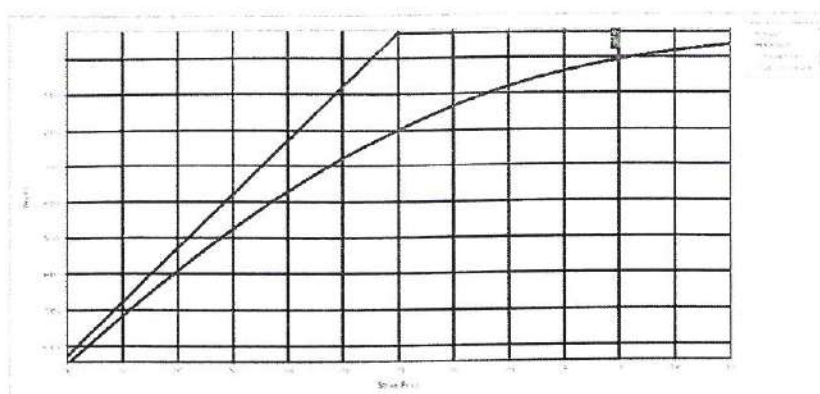
Risk: Unlimited

Reward: Limited to the amount of premium

Break-even Point: Strike Price + Premium

Strategy No. 4: - SHORT PUT

This is case of SBIN put option with the strike price of Rs. 275 at a premium of Rs. 2.35 expiring on 30-Aug-2018 and the market lot is 3000. In this the investor can feel the bullish about the SBIN stock so, he can sell the put option. So, the investor can receive Rs. 7050. The spot price is 294.90.



Payoff Table :-

On Expiry SBIN Closes At	Net Payoff from Put Option (Rs.)
255	-52950
260	-37950
265	-22950
270	-7950
272.65	0.00
275	7050
280	7050
285	7050

Interpretation: -

Selling Puts can lead to regular income in a rising or range bound markets. But it should be done carefully since the potential losses can be significant in case the price of the stock falls. This strategy can be considered as an income generating strategy. When the SBIN share goes upward then investor make money and when goes downward then the investor bear losses
When to Use: Investor is very Bullish on the stock / index. The main idea is to make a short-term income.

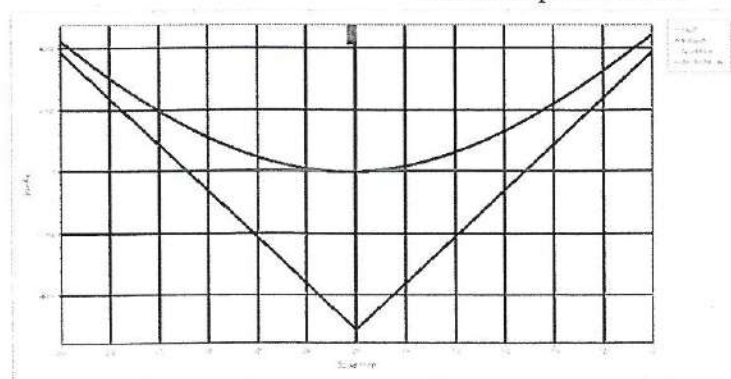
Risk: Put Strike Price – Put Premium.

Reward: Limited to the amount of Premium received.

Breakeven: Put Strike Price – Premium

Strategy No. 5: - LONG STRADDLE

This is case of long straddle of the SBIN. SBIN is at 294.90 on 15th Aug. An investor enters a long straddle by buying a 30-Aug Rs 295 SBIN Put for Rs. 8.1 and a 30-Aug Rs. 295 SBIN Call for Rs. 9. The net debit taken to enter the trade is Rs. 51300 (17.1*3000), which is also his maximum possible loss.



Payoff :-

On Expiry SBIN Closes At	Net Payoff
265	38850
270	23850
275	8850
277.95	0.00
280	-6150
285	-21150
290	-36150
295	-51150
300	-36150
305	-21150
310	-6150
312.05	0.00
315	8850
320	23850
325	38850

Interpretation: -

This is high risk strategy if in the underlying stock is very little volatility and while in the underlying stock is high volatility then the risk is low. In this strategy required to take total 2 positions one is buy call and another is a buy put.

Situation 1 :- If the SBIN stock goes upward from Rs. 312.05 and downward from 277.95 then the investor can make profit.

Situation 2 :- If the SBIN stock between to 277.95 and 312.05 then the investor can bear loss.

When to Use: The investor thinks that the underlying stock / index will experience significant volatility in the near term.

Risk: Limited to the initial premium paid.

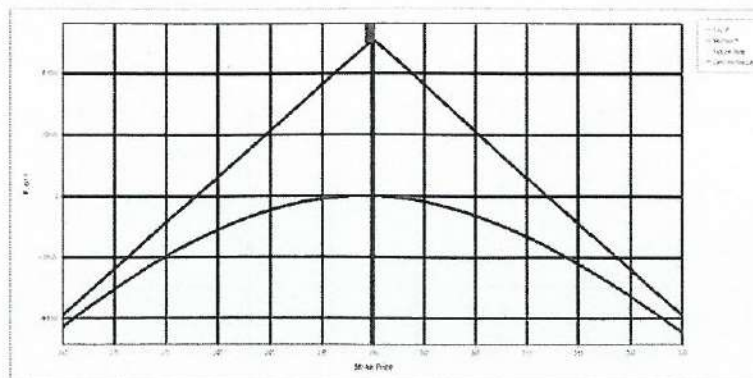
Reward: Unlimited

Breakeven: • Upper Breakeven Point = Strike Price of Long Call + Net Premium Paid

• Lower Breakeven Point = Strike Price of Long Put - Net Premium Paid

Strategy No. 6: - SHORT STRADDLE

This is case of short straddle of the SBIN. SBIN is at 294.90 on 15th Aug. An investor enters a short straddle by selling a 30-Aug Rs 295 SBIN Put for Rs. 8.1 and a by selling 30-Aug Rs. 295 SBIN Call for Rs. 9. The net credit receive to is Rs.51300 (17.1*3000), which is also his maximum possible profit.



Payoff :-

On Expiry SBIN Closes At	Net Payoff
265	-38850
270	-23850
275	-8850
277.95	0.00
280	6150
285	21150
290	36150
295	51150
300	36150
305	21150
310	6150
312.05	0.00
315	-8850
320	-23850
325	-38850

Interpretation: -

This is low risk strategy if in the underlying stock is very little volatility and while in the underlying stock is high volatility then the risk is high. In this strategy required to short total 2 positions one is short call and another is a short put.

Situation 1 :- If the SBIN stock goes upward from Rs. 312.05 and downward from 277.95 then the investor can bear the loss.

Situation 2 :- If the SBIN stock between to 277.95 and 312.05 then the investor can make profit.

When to Use: The investor thinks that the underlying stock / index will experience very little volatility in the near term.

Risk: Unlimited

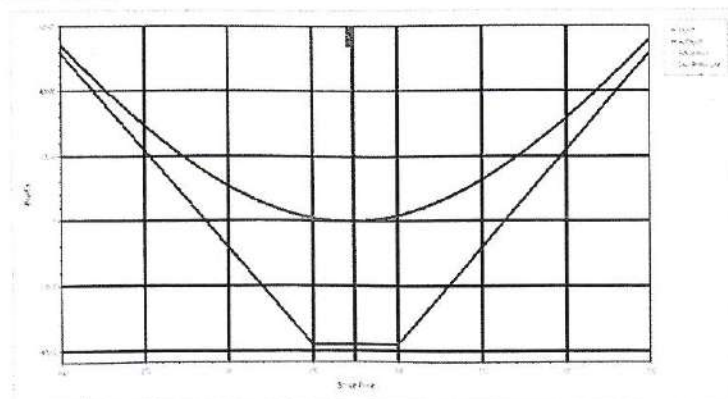
Reward: Limited to the premium received

Breakeven: • Upper Breakeven Point = Strike Price of Short Call + Net Premium Received

• Lower Breakeven Point = Strike Price of Short Put - Net Premium Received

Strategy No. 7: - LONG STRANGLE

This is case of long strangle of the SBIN. SBIN is at 294.90 on 15th Aug. An investor enters a long strangle by buying a 30-Aug Rs 300 SBIN call for Rs. 6.65 and a by buying 30-Aug Rs. 290 SBIN put for Rs. 6.1. The net debit taken to enter the trade is Rs. 38250 (12.75*3000), which is also his maximum possible loss.



Payoff :-

On Expiry SBIN Closes At	Net Payoff
265	36900
270	21900
275	6900
277.30	0.00
280	-8100
285	-23100
290	-38100
295	-38100
300	-38100
305	-23100
310	-8100
312.70	0.00
315	6900
320	21900
325	36900

Interpretation: -

This is high risk strategy if in the underlying stock is very little volatility and while in the underlying stock is high volatility then the risk is low. In this strategy required to take total 2 positions one is buy call and another is a buy put but different strike price.

Situation 1 :- If the SBIN stock goes upward from Rs. 312.70 and downward from 277.30 then the investor can make profit.

Situation 2 :- If the SBIN stock between to 277.30 and 312.70 then the investor can bear loss.

When to Use: The investor thinks that the underlying stock / index will experience very high levels of volatility in the near term.

Risk: Limited to the initial premium paid

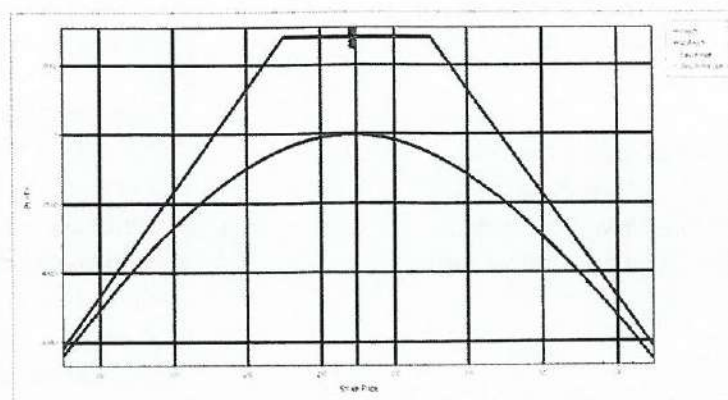
Reward: Unlimited

Breakeven: • Upper Breakeven Point = Strike Price of Long Call + Net Premium Paid

• Lower Breakeven Point = Strike Price of Long Put - Net Premium Paid

Strategy No. 8: - SHORT STRANGLE

This is case of short strangle of the SBIN. SBIN is at 294.90 on 15th Aug. An investor enters a short strangle by selling a 30-Aug Rs 305 SBIN call for Rs. 2.35 and a by selling 30-Aug Rs. 285 SBIN put for Rs. 4.85. The net credit receives to is Rs 17.1, which is also his maximum possible profit.



Payoff Table: -

On Expiry SBIN Closes At	Net Payoff
265	-31950
270	-16950
275	-1950
275.65	0.00
280	13050
285	28050
290	28050
295	28050
300	28050
305	28050
310	13050
312.70	0.00
315	-1950
320	-16950
325	-31950

Interpretation: -

This is low risk strategy if in the underlying stock is very little volatility and while in the underlying stock is high volatility then the risk is high. In this strategy required to short total 2 positions one is short call and another is a short put but different strike price.

Situation 1 :- If the SBIN stock goes upward from Rs. 312.70 and downward from 277.65 then the investor can bear the loss.

Situation 2 :- If the SBIN stock between to 277.65 and 312.70 then the investor can make profit.

When to Use: This options trading strategy is taken when the options investor thinks that the underlying stock will experience little volatility in the near term.

Risk: Unlimited

Reward: Limited to the premium received

Breakeven: • Upper Breakeven Point = Strike Price of Short Call + Net Premium Received

• Lower Breakeven Point = Strike Price of Short Put - Net Premium Received

Findings:

1. Basically, there is lack of awareness among the majority of the investors about the derivative market.
2. Most of the time investors take decisions with inadequate knowledge and do not understand the complex structure of derivative.
3. As compare to cash market the structure of the Derivative market is much complicated.
4. In the case of long call or long put and short call or short put need to go market in only one side either upward (in case of long call and short put) and or downside (in case of long put and short call).
5. If high volatility in the underlying asset then use long Straddle and long strangle strategy.
6. If significant volatility in the underlying asset then use short straddle and short strangle strategy.
7. The straddle and strangle strategy are useful for beginner's in the derivative market.

Recommendations

1. Awareness regarding effective use of option instrument in view of hedging, minimizing or eliminating capital erosion of portfolios must be promoted.
2. Enhancing confidence and knowledge among all beginners of the option contract by giving idea about the strategies.
3. Beginner's need to understand complex structure of the option contract and then invest.
4. Retail investor need to analyze all the option trading strategy and then select suitable strategy as per their investment structures.

Conclusion

According to the study undertaken derivative market is vast and complicated topic. Retail investors are not aware about the derivative market. So, need to increase awareness into the retail investor. Lots of investor invests money into option contract with inadequate knowledge so, that's why they lose money. According to project, investor needs to use strategy according to their investment. Strategy help to people minimize the risk and increase the return.

Also, the investor can use option contract for hedging purpose.

REFERENCES

1. Prof. Shalini H S, Dr. R. Duraipandian, *Analysis of Option Trading Strategies as an Effective Financial Engineering Tool -(IJES) Volume 3, Issue 6, Pages 51-58, ISSN (e):2319 -1813ISSN (p):2319 -1805*
2. Duraipandian, R.; Shalini, H S., *A Study on "Optimizing Returns through Developing Effective Option Trading strategy: With Reference to Stock Options Traded in National Stock Exchange" - (IOSR-JBM), Volume 19, Issue 10 (2017), ISBN 90-98*
3. Dr. N Maruti Rao, *Developing Option Strategies By Using Technical Analysis -(IJMFS), Vol.1 No. 6, June, ISSN 2277 3622*
4. *Operational Strategies And Performance Of Options Trading In India - (IMRJRM)*
5. Prof. B.B.Chakrabarti, A. Rambabu, Swapnil Chaudhari, Tarun Sangishetty, Ramesh Naidu, *Arbitrage Opportunities in Indian Derivatives Markets -(IIMC), Working Paper Series WPS No. 791 February 2017*

Gandhiji's Views On Truth And Non Violence In Present Era.**Dr. Vidyha Sunil Kadam**Assistant Professor Rajarambapu Institute of Technology Department of
Management Studies Rajaramnagar.**Abstract**

In the modern age, the importance and value of truth and non-violence is really high. In the world where aggression and violence is prevalent. Nonviolence is considered the highest duty in Hinduism, Jainism and many other religious traditions. In ancient India, people practically lived by the principle of 'Ahimsa Parma Dharma' (non-violence is supreme conduct). If non-violence is promoted as the highest ethic and way of life by all religious, political and social leaders, the world will become paradise. The benefits of truth and non-violent culture are tremendous. If nations and their people adopt this in their thinking, planning and actions, there will be progress at all levels of human existence by leaps and bounds. Non-violence will promote rational and non-aggressive ways of solving problems. Non-violence is the personal practice of being harmless to self and others under every condition. Gandhi spread the non-violence through movements and writings. Mahatma Gandhi is fortunately among those few great men in the human history whose individual life, works and views, not only proved to be great and exemplary during his lifetime but their relevance and significance remained intact after his passing. This paper focuses importance and need of Gandhi's views on nonviolence and truth for current era.

Keywords- Mahatma Gandhi, Truth, Non violence, Importance

Introduction-

Gandhian philosophy describes the inspiration and vision of Mahatma Gandhi. It is including his contributions to the principles of non-violent resistance. The two pillars of Gandhian teachings are truth and non-violence. Hence in today's context, the same sets of principles are very much relevant, though they need to be adapted to the present times. One doesn't have to be in politics to follow his footsteps. So need to accept and understand the current times, and act the way Gandhi would do today. Truth and Non-violence, the eternal and inseparable principles, were the most profound and positive forces that influenced Gandhi since his childhood. They are imbibed in his thoughts, words and deeds. Gandhi had an unqualified loyalty towards the principle of truth. 'He gave it his most earnest thought, and practiced it with a singleness of devotion, until he was convinced and proclaimed to the world 'Truth is God'. Truth was ingrained in him to such an extent that he was unwilling to negotiate or compromise it with anything, including the freedom of his beloved country. As he said: 'I would far rather that India perished than that she won freedom at the sacrifice of Truth'. Gandhi's thoughts and ideas were deeply embedded in religion. To him, the whole Hindu tradition is a relentless pursuit of truth (Margaret Chatterjee, p.60). Accordingly, Truth and Non-violence, considered as allied concepts since times immemorial have had an intense impact on him. Gandhi's 78 Philosophy of Gandhi passion for truth is appropriately summarized in the following words: 'Passion for Truth was the dominating urge in his life and it gave him immense power over the minds and hearts of men. It was this passion that led to his insistence on purity of means and his freedom from attachment to predetermined ends. The same passion also led him to confess publicly his Errors-Himalayan or trivial' (U.S. Mohan Rao, The Message of Mahatma Gandhi, p. xii). Gandhi was a worshipper of truth; his life was nothing but an experiment with truth. He entitled his Autobiography 'The Story of My Experiments with Truth'. His theories emerged gradually as a result of intense search, deep meditation and active response to the trying socio-political situations in which he found himself' (D. Mangalath, p. 35). This Unit traces Gandhi's fervent adherence to truth all through his life and how he viewed truth as the supreme force that is directly entwined with all activities of life.

Objectives

1. To understand the importance of non violence & truth in today's world.
2. To analyze the truth & non violence.

Importance of Truth

Truth holds primary importance in human life. Human relationships are based on the qualities of faith, tolerance, love, tenderness and humility. These qualities enhance the character of a human being and allow one to tread the path of humility. Humility augments the observance of truth. Gandhi explains the implications of truth as 'Brahma Satya jaganmithya' (Brahma is real, all else unreal). This realization enables one to have patience, adds to the tolerance and eliminates harshness in human beings. Since the human nature also has an animal instinct and is bound to give in to evilness, it tends to lead to egoism, which is a major hindrance in the path of truth and self-realization. Further, adherence to truth in thought, word and deed sets an exemplary life

and creates harmony among the human beings; in addition, it also helps one in living a harmonious life with all beings on this earth, which Gandhi felt, was the ultimate unity of all existence. In other words, Truth, the supreme Gandhian value, is the consummation of all that is spiritual in man. The Gandhian concept of Truth is no abstract correspondence to facts, but a photograph of facts. It is a total creative concept' (Nagaraja Rao, Mahatma Gandhi Centenary Lecture, p. 48). To cultivate the divine quality of truth in man, it is necessary that man attain self-purification against worldly pursuits and passions. While self-purification helps in realizing truth, truth helps in attaining self-purification, thus complementing each of its roles. Some of the best examples can be drawn from Gandhi's life, which have been mentioned in the preceding units. It can be said that Gandhi led by setting an example to all both in private as well as in public life-his inspiration to utter truth from the stories of King Harischandra, his honest confessions to his father, his resolve to keep the promise to his mother while he was overseas, his truthful approach during his struggles in South Africa and later in India-all prove his sincerity to adhere to what he believed as the highest divine form. He writes in his Autobiography about his ceaseless efforts to realize truth and how his life may be perceived as a message to all those who waver in the path of truth: 'The little fleeting glimpses that I have been able to have of truth can hardly convey an idea of the indescribable luster of truth, a million times more intense than that of the sun we daily see with our eyes. A perfect vision of truth can only follow a complete realization of ahimsa'. Truth is also the very path to self-realization and further, towards the attainment of liberation. As Gandhi said, 'The body persists because of egoism. The utter extinction of the body or egoism is moksha (liberation). He who has achieved this will be the very image of truth or one may call it Brahman' (Harijan, 22-2-1942). Since truth and nonviolence are as old as the hills, it is necessary that man realize this and constantly strive to tread the path of truth. Non-violence or ahimsa is a means in this process. Gandhi gave preeminence to truth over non-violence as truth is the ultimate and the end goal. Man, as Gandhi said, should therefore realize its strength and power.

Importance of Non violence

Gandhi's principle of non-violence played an important role in the freedom movement. The great thought given by Gandhi during the time of freedom movement is also relevant today's life. Gandhi's principle of non-violence is the need of the hour. In the history, the people who held the principle of non-violence as the law of their life had brought victory in their life. Hence there is need to practice non-violence to make a peaceful nation. So 2nd October is "WorldNonviolence", day celebrated in the nation, to think about importance of non violence.

This would have been deemed necessary due to the excess violence going around in the world at all levels. Violence has many disadvantages for individuals, communities and even nations. So many people are killed or maimed due to physical violence at a large scale. Children are left homeless and orphaned, people are displaced and become jobless and refugees. There is outbreak of diseases when large numbers of displaced people live in refugee camps. All this suffering happens because of violence perpetuated by a group of people against fellow human beings. Apart from this, the affected individuals get traumatized mentally due to the shock of witnessing such violent inhuman acts. Even at individual level violence committed against anybody harms that person in multiple ways. If one considers the advantage if any of violence, it is absolutely no. Even the person or persons responsible for the violence do not live peacefully after committing it. They live in constant fear of being caught or punished for their wrong doing. They also fear retaliation by their victim. Result is the perpetrator is also constantly unhappy and stressed.

Therefore, to make the world a better place, it is important to avoid violence and understand the importance of non violence. If there is peace all around, people can work fearlessly for long hours. There is no stress of any kind, thus people at large would be happy and healthy. This would automatically result in increased productivity in the society and prosperity and happiness for all.

Types of Violence

1. First is by speech. A person can hurt his fellow human being by using harsh words. An individual can incite riots by giving a hate filled speech. This kind of violence is as bad as the act of physical violence, i.e. hitting anybody physically.
2. This second type of violence by action is the one which people mostly interpret as violence and understand it.
3. The third type of violence is violence by thought. A person may not hit anybody directly, not speak any bitter hurtful words, but in his mind, he may abuse or hurt somebody. Such violent thoughts do not hurt anybody, but are considered to be violence of a kind.

The one harboring such thoughts would definitely not be peacefully mentally and would remain stressed. True state of absolute non violence can be reached only when violence by words, action and thoughts,

all can be removed. Ego, greed and jealousy are the most basic causes underlying violence. An individual with inflated ego usually does not like anybody opposing his views and may become violent. Greed for acquiring power, fame and wealth has been the basic cause for much violence perpetuated at community as well as global level. Greed to capture resources or wealth of another person is yet another reason for many actions of violence committed by criminals. Jealousy on seeing another person with better things or resources, also leads to violence.

To adopt a policy of absolute non-violence, it is necessary that people understand the underlying causes of violence. If every person can overcome his ego and greed, it will be a big step in curbing violence. Jealousy is yet another negative trait which needs to be controlled. If a person learns to be happy in the achievement of others, feels good to see others prosper, he will always remain happy and carefree. No thoughts of violence will ever enter his head.

If all people practice to avoid these negative traits, the violence going around will be much reduced and the world will become a much better place. Non-violence is the need of present world when humanity is facing the problems of war, violence and terrorism."

Gandhism

Gandhism today is alive and active outside India. In fact, today there is hardly any country in the world where some activities are not going on along *Gandhian* lines. There are very few countries in the world where something or the other is not being done, achieved or organized in the name of Gandhi. In short, there is a global non-violent awakening and awareness after Gandhi. The name of Mahatma Gandhi transcends the bounds of race, religion and nation-states, and has emerged as the prophetic voice of the twenty-first century. Today, Gandhi is remembered for his passionate adherence to the practice of non-violence and his supreme humanism, in every corner of the world.

In general, non-violence is the use of nonviolent or peaceful way, not compulsion or power, to fetch political or social change. The concept of non-violence became famous around the world through Mahatma Gandhi and he expanded the code of nonviolence from the personal to social and political sphere. Nonviolent action is all about rejection of passivity, aggression, violence, and submission. Non-Violence is an absence or lack of violence and the situation of keeping away from violence. It is a great tool for fighting against oppression, injustice, discrimination, cruelty, and many more.

In modern era, nonviolent ways of action have been an authoritative weapon for social and political protest and revolutionary social and political change. Nonviolent resistance and nonviolent revolution has shown to be effective than aggressive protest. There are in fact some movements influenced by the notion of nonviolence including Mahatma Gandhi's successful nonviolent fight against British rule in India, Martin Luther King's embracing of Gandhi's nonviolent ways in his movements to succeed civil rights. The benefits of a non-violent culture are tremendous. If nations and their people adopt non-violence in their thinking, planning and actions, there will be progress at all levels of human existence by leaps and bounds. Non-violence will promote rational and non-aggressive ways of solving problems. Nations will have no need for hoarding lethal weapons of mass destruction. They would not devote time, energy, money and skills to research and development of sophisticated arms and tools for warfare. So much of manpower will not be needed for guarding each nook and corner of land, air and water demarcated by each country and local groups.

Conclusion

In present context, it is a strong need to apply Gandhi's views on truth & nonviolence for peaceful environment. In modern era, nonviolent ways of action have been an authoritative weapon for social and political protest and revolutionary social and political change. United nation is celebrating 2nd October as a nonviolence day & applying Gandhi's principles for better planning. Truth and Non-violence, the endless and inseparable principles, were the most profound and positive forces that influenced. A perfect vision of truth can only follow a complete realization of ahimsa'. Truth is also the very path to self-realization and further, towards the attainment of freedom.

References

1. Gandhi, M.K., An Autobiography or The Story of my Experiments with Truth, Navajivan Publishing House, Ahmedabad, 1927 (1993 edition)
2. Gandhi, M.K., Truth is God, Navajivan Publishing House, Ahmedabad, 1955 (compiled by R.K. Prabhu)
3. Parekh, Bhikhu., Gandhi, Oxford University Press, Oxford, 1997
4. Mangalath, Daniel., A Challenge and A Promise: Mahatma Gandhi's Philosophy of Man and Life, MS Publications, Trivandrum, 1996
5. Nagaraja Rao, P., Mahatma Gandhi, Centenary Lectures, Punjabi University, Patiala, 1972.
6. Tahtinen, Unto., The Core of Gandhi's Philosophy, Abhinav Publications, New Delhi, 1979.

7. Mahatma Rao, U.S., The Message of Mahatma Gandhi, Publications Division, Ministry of Information and Broadcasting, Government of India, New Delhi, 1968.
8. Mahatma B.R., Mahatma Gandhi, Oxford University Press, New Delhi, 1958, (2004 edition referred)
9. NishaBala., Goodness: The Gandhian Way of Life, Gandhi Peace Foundation, New Delhi, 1998.
<http://www.deccanherald.com/content/664719/importance-non-violence.html>
<https://www.mkgandhi.org/articles/relevance-of-gandhi-in-modern-times.html>
<http://www.deccanherald.com/content/664719/importance-non-violence.html>



Gandhi's Views on Women Empowerment

Ms. Jyoti Sanjay Yadav

Assistant Professor, Dept. of Management Studies, Rajaramnagar

Abstract:

The status of Indian women has been subject to many great changes over the past years. From the same status with men in ancient times through the low points of the unenlightened period. Nirmala Sitharaman, the current defence minister of India is the second woman since Indira Gandhi to hold this major post. In modern era, women have honoured with various positions as the Prime Minister, the President, as a Defence Minister, Opposition Leader, Lok Sabha Speaker, etc.

Introduction:

Empowerment has become a buzzword. It means decentralization of authority and power. In Gandhian view empowerment means equal status to women and provide opportunity and freedom to develop them.

Mahatma Gandhiji had expressed his views and had written on numerous issues that concerned the Indian Society in particular and humanity in general. This research examines the importance and relevance of his views on issues that directly or indirectly impacts the issues of women of India. The issues are like:

1. Gender Equality
2. Dowry System
3. Divorce
4. Women's Honor
5. Education and Co-education
6. Marriage
7. Purdah
8. Birth Control

Religion, laws and customs from ancient times had relegated women to the backyards of human civilization. When you fear the power of the other and when you have no means to equal the other, you plan and lay traps for the suppression of the other. This is what the history of existing man's civilization has done to women, save exceptions like the Gandhiji.

Mahatma Gandhi, the father of the nation, pursued to bring about a revolutionary change in the status of women in the first half of the 21st century. Gandhiji's views stated the actions commenced by him may not go completely with the present times because the times have permanently changed but the honesty of the Mahatma, the love and the respect he had for women can never be doubted.

Gandhiji's views:

1. On women- The Mahatma said that women have been suppressed under custom and law for which man was accountable and in the shaping of which she had no hand. Rules of social conduct must be framed by mutual co-operation and consultation.
2. On wives- Wives should not be dolls and objects of tolerance but should be treated as honoured comrades in common service. The educationally ill-disposed should be educated by their husbands. The legal status of women is bad and demands radical change.
3. On traditional rules and regulations- Legislation has been mostly done by men and has not been always fair. Women of firm, pure and self-controlled character like Sita, Damayanti and Draupadi should be produced and they will be able to remove these blemishes from our Smritis. Gandhiji consider these women of pure, firm and self-controlled character. But the question is still raised about the purity aspect of a character, specifically women, because purity is generally relating to sexual purity. Is this the measure criteria for character? These women suffered the male domination in the society and succumbed to it.
4. On sexual equality- The question is that who should complement to whom. What belongs to men and what to women. It should be matter of choice for both as to what feeling they should take up. Today men and women, compete and co-operate, complement for each other. However, Mahatma's view on women being a complement of man should be seen at from the point of view of his intent is honest. He wanted to protect the institution of family and at the same time promote women with equal status.
5. Marriage- Marriage is the natural thing in life. The purpose of the marriage is to get progeny but all progeny that is born now is the issue of passion mean and faithless. Gandhi advised young men not to marry till 25 or 30. He preferred arranged marriages but the young man needs to be consulted by the parents if he is more than 25. Marriage is an artificial fact of life. The Gandhiji was duly alarmed by the speedy increase in population and therefore was right in saying that "very few Indians need marry

- at the present time". His views on the age at marriage for young men are relevant. Gandhiji had a traditional view of life and that he wanted reforms within the tradition.
6. The Dowry System- Demanding dowry is like questioning womanhood. Young men demand dowry should be hesitate to travel outside their little castes and provinces to secure a wife. Young men for their daughters. Gandhiji expected the women to play a major role in the society and wanted women to scale the highest peaks of life in the female domain. He came down on the dowry system very strongly and wanted the dowry demanding husband to be ex-communicated. He advocated inter-caste marriages and expected politeness for men. He wanted women to wait till the ideal savior comes. Gandhiji had a very soft and sublime view of women.
 7. Women Honor- It is highly impossible to violate a woman against her will. The outrage takes place when she gives way to fear or does not realize her moral strength.

Women's freedom in India had a native part being initiated by rational men, which transformed in due course of time into a movement by contribution of more and more women addressing the current problems of the Indian society and also drawing inspiration from similar struggles. Gandhiji promoted related views asserting women to realize their potential and work collectively for social conversion. Though many of his ideas relating to women's economic and political participation are not women-friendly, his concepts of self-esteem, self-realization, selfless service as a collectively are the keys to justice for all human beings irrespective of their being men or women, which is the sine qua non of good governance.

Gandhi saw women not as objects of reforms 'but as self-conscious objects' and he includes the women amongst the masses in a most natural way. Women participant in the mass movements led by him and he made a great advance in Indian women live for time to come. It was Mahatma Gandhi's revolutionary call to women to join the freedom struggle that led to the drawing of a new era. He recognized the importance of women participation in the freedom struggle. Gandhi apprised the women potential for Satyagraha and for the social modernization as higher than that of men.

Gandhi had required the support of women for almost all of his political movements non-cooperation, civil disobedience, and quit India movement. The role of educated women to impairment Gandhian programmes is unique. They become inmates in the ashrams and promoted spinning, khadi and other items of constructive programmes.

Gandhi perceived that the real Swaraj could not be attained without the upliftment and ensuing awakening of the enormous mass women and, he could not ignore the women issue in this strategy for leading India towards freedom. This inspired him to take a bold and conscious effort to feminize the national movement by including women in the large number.

Mahatma had an immense faith in the inner strength of women. He held that women by nature are capable with the qualities of love, non-violence, forgiveness and a remarkable capacity for sacrifice. Gandhiji found women to be worthier interpreters of non-violence than men. A man, according to Gandhi understands Dharma of non-violence through its intellect where as women, the very embodiment of renunciation and compassion, has imbedded it even before her birth.

In a Gandhian frame-work women have to realize their own potential and inner strength. Simultaneously they must accept truth and non-violence as their guiding principle.

Mahatma Gandhi worked not only for the political freedom of the nation, but for liberation of all the suppressed and troubled sections of society. One of the noteworthy results of his lifework has been the awakening of women, which made them shed their deep rooted sense of inferiority and rise to dignity and self-esteem. For Gandhi, 'When woman, whom we all call abala becomes sabala, all those who are helpless will become powerful'. The welfare of the weaker sections of society was dear to his heart. He had no qualms about the priority of social over political ends. In his opinion, to postpone social reform till after the attainment of Swaraj.

Gandhi's influence on women:

Women, urban and rural, educated and uneducated, Indian and foreign, were attracted to his ideas and deeds. While some like Lakshmi Menon, Sarojini Naidu, Rajkumari Amrit Kaur rose to prominence, there were thousands of unsung and unnoticed heroines of India who learnt the meaning of liberation from him and contributed with all their energy to the struggle for independence. Life sketches and reminiscences of women freedom fighters give us glimpses of their crusade against injustice and inequality.

To become self-reliant in various sectors, there was an urgent need to make special efforts to enable women to become self-reliant, by positive and active interventions in the direction of confidence building in the cognitive, economic, political and psychological areas. Woman is the companion of man, gifted with equal mental capacities. She has the right to participate to the very minutest detail in the activities of man and she

has an equal right of freedom and liberty with him. She is entitled to a supreme place in her own sphere of activity as a man is in his.

Status of Women in Pre-Independence India:

To understand in depth, the role that Gandhi played in improving the position of women in society, it is essential to look at women's status, prevalent at that time. When Gandhi emerged on to the political scenario, social evils like child marriage and dowry system were rampant. Indian women had an average life span of only 27 years. Death of women in labor was a common phenomenon. The percentage of women with basic education was as low as two percent. The patriarchal nature of the society confined women to the status of an inferior sex subordinate to their male counterparts. The purdah system was in full vogue in Northern India. Unless accompanied by their male guardians, the women were not permitted to venture out on their own. Only a handful few could avail of education and attend schools. It was in such a dismal milieu that Gandhi took the responsibility of shouldering a social crusade that led to a major reorientation of the common notion of women in the Indian society.

Gandhi's new Insight of Women:

Women can never be considered to be the weaker gender. There was a marked departure of Gandhi's insight of women from that of other reformers. The stand taken by other social reformers and leaders, prior to Gandhi created a helpless image of the Indian women. With the occurrence of Gandhi, a new conception of women slowly expanded. For Gandhi, women were not simple puppets in the hands of men, neither their competitors. Men and women are essentially endowed with the same spirit and therefore have similar problems. Women are at par with men, one accompanying the other. According to Gandhi, education for women was the necessity of the time that would ensure their moral development and make them capable of occupying the same platform as that of men. In Gandhi's views, women can never be considered to be the weaker sex. In fact, women for Gandhi were embodiments of virtues like knowledge, humility, tolerance, sacrifice and faith. These qualities were essential requirements for absorbing the virtue of satyagraha. The capability of enduring endless misery can be witnessed only in the women, according to the Mahatma. The code of ahimsa as preached by Gandhi unites the virtue of suffering as is evident in the women. Therefore, Gandhi foreseen a critical role for women in establishing non-violence. Women have equal mental abilities as that of men an equal right to freedom. To sum up in Gandhi's words; "The wife is not the husband's slave but his companion and his help-mate and an equal partner in all his joys and sorrows - as free as the husband to choose her own path."

Conclusion:

India is far ahead in policies and legislation favouring women. It assumed collective permission before many other nations. However, men in the political structure refuse to recognize the relationships between social justice and gender justice while women outside the political system are unable to effectively implement and incorporate these two most powerful national and international agendas. The increasing illegalization of politics and the use of vast sums of unaccounted money and horrid muscle power by caste and criminal gangs present an entire hostile environment for women who wish to pursue a political vocation. With both caste and gender groups perpetuating traditional and modern divisions and indigenous human resources being replaced by western technologies the mission of Gandhi and the dreams of women are yet to be fulfilled. Lastly we can conclude that the position of woman in India compared to other countries is poor. In some villages they are considering woman as a kitchen bee. This type of attitude has to be changed. But compared to the early days, these days' women are coming out freely and participating in every field. It's a good sign of women upliftment & empowerment. So, today also need to know Gandhian thought of women upliftment.

References:

1. [https://www.worldwidejournals.com/indian-journal-of-applied-research-\(IJAR\)/articles.php?val=Nzg2NQ==&b1=277&k=70s](https://www.worldwidejournals.com/indian-journal-of-applied-research-(IJAR)/articles.php?val=Nzg2NQ==&b1=277&k=70s)
2. https://www.mk gandhi.org/articles/womens_empowerment.htm
3. 'India of My Dreams' – A compilation of Gandhian writings by RK Prabhu, Navjivan Publishing House, Ahmedabad. Eighth Reprint, May 2001. (Chapters 54 to 57).
4. 'A Handbook of Sarvodaya – Gandhi, Vinoba and Jayaprakash Narayan: The Triumverate of Sarvodaya' – A compilation by Subhash Mehta (P.No.55 – Social Institutions.)
5. 'Mahatma Gandhi – His Life and Times' by Louis Fischer.
6. 'The Story of My Experiments with Truth' by MK Gandhi.
7. 'Gandhi – A Life', by Krishna Kriplani
8. 'Mahatma versus Gandhi' by Dinkar Joshi, Jaico Publishing House, MG Road, Mumbai – 400 001.
9. 'A Tribute to Mahatma Gandhi: His Views on Women and Social Changes' by Sita Kapadia, Director, Self Enhancement Learning Forum, Houston, Texas, United States.
10. 'Gandhi and Women' by Raj Kumari Amrit Kaur, an associate and follower of Gandhi.

DIGITAL LITERACY GAP AND ITS IMPACT ON GRADUATES' EMPLOYABILITY**Dr. Vidya Sunil Kadam**

Assistant Professor, Rajarambapu Institute of Technology Rajaramnagar

Email – vidya.kadam@ritindia.edu**ABSTRACT**

World is changing rapidly; literacy is an important metric for economic development of a nation. Literacy is not only the ability to read and write, but rather the ability to put these skills to work in shaping the personality of own life. Digital Literacy is a key 21st Century skill which significantly enhances graduate employability. It is one of the significant digital-age literacy for higher education. Graduate Students need to be digital literate to survive with the challenges in advance studies and future career. Assessment of their digital skills is important to determine how digital literate they are. This study will describe the results of digital skills assessment and identify the skills that need improvement. It will be also identified the electronic resources most frequently used in their course assignments. The respondents for the study will be final year commerce, BBA & Science graduates from Sangli districts. Data will be collected through survey & structured questionnaire.

Keywords: Assessment; digital literacy skills, graduates, employability

Introduction

In the growing economy digital skills such as computer, communication, internet and advance digital skills are predictable to offer possible employments. With the increased importance of technology in society, digital literacy is gaining recognition as the most valuable tool for lifelong learning. Essentially, as citizens of a global society, the influence of social media, technology, and online resources is massive. Skills have become a major part of modern societies, economies, education and employment. This era has variously called the digital age where digital society (Ashcroft et al. 2005), knowledge based economy and information revolution are very necessary. In the framework of globalization digital skills are becoming more extensive and are considered a preliminary for securing a professional employment in all over the world. Now it's impossible to imagine a life without digital media. Whether it's using your smartphone to send an e-mail to a friend or business colleague, accessing spreadsheets to calculate finances or giving a presentation using a smartboard, digital media is found everywhere and is an important tool for professional success.

However, to get the most from these tools, each undergraduate student must learn and practice new skills. Programs such as Microsoft's Word or Excel, SAP or SPSS enter our everyday working life and are meant to speed up processes and make it easier to achieve goals.

Skills and qualification have strong relationship with employment. We are in a transition phase from old manufacturing industries, mining and the service sector economy to one that is about digital disruption, renewables and socially driven enterprise. As such, we need an education system. This study also focusses the importance of digital skills and employment opportunities. UNESCO (2011) describes digital literacy as a set of basic skills required for working with digital media, information processing and retrieval. Digital literacy also enables one's participation in social networks for the creation and sharing of knowledge, and the ability supports a wide range of professional computing skills. Digital literacy, as with general literacy, provides an individual with the capability to achieve other valued outputs in life, especially in the modern digital economy. Unlike, literacy the definition of digital literacy is contested, leading to the development of different and inconsistent sets of indicators for measuring digital literacy.

Objectives

1. To study the relationship between digital literacy skills and employability.
2. To understand the essential digital literacy skills that students needed for better employment.
3. To study the impact of digital literacy on employability.

Methodology

The study is descriptive in the nature study conducted in the Sangli District. In this study the main respondent are Graduate students from science & commerce background from Shivaji University. Students are interested to do immediate job and searching the job. Sample size is 200 students The data is gathered through survey The questionnaire is comprised on 5 point LIKERT scale. whereas 1) = Strongly agree, 2) Agree, 3) no decision, 4) disagree and 5) strongly disagree

Essential Digital Literacy skills that students needed.

Coding is a universal language and one that is useful whether a technical career is pursued or not. For example, having a basic understanding of HTML, CSS, and the like creates a shared understanding and a sense of knowing what can and cannot be done with web pages.

Collaboration in the online environment requires deliberate Students should be taught basic project management and group work essentials to navigate between multiple platforms. Utilizing tools such as Base Camp or Trello in addition to collaborative functionality through Google Docs allows a student to begin experimenting with effective online collaboration.

Cloud Software is an essential part of document management. The cloud is used to store everything from photos to research projects to term papers and music. While students are likely used to saving their pictures, they may not have the necessary processes in place to save their academic work in a way that is discoverable and accessible.

Word Processing Software is often used in conjunction with collaboration and cloud software. Google has a suite of products, but there are other options as well. Microsoft Online increasingly integrates with different storage and management solutions such as Drop Box. Each of these platforms works a little differently, and students should have the opportunity to engage with several of them.

Screen casting makes it easy for the novice video creator to make simple yet effective videos. This is a useful skill for explaining a topic as well as articulating what you are thinking. Ideal tools for teaching students how to screencast. Through screen casting, a student can learn more about making accessible content.

Personal Archiving takes into consideration that we leave a massive digital footprint. Without a plan in place to archive this information, it can quickly turn into a web of unfindable and not useful information. Students should be taught concepts such as metadata, tagging, keywords, and categories succinctly and directly to help them start thinking about how they are represented online.

Information Evaluation has always been necessary. However, with the ease at which all people can create content and build knowledge, this skill becomes essential. Staying abreast of developments in information literacy and software engineering will paint a holistic picture of online information trends.

Social Media Savvy is important because social media serves different purposes depending on the user, the technology, and the identified need. Students need to be given instruction and an opportunity to practice using various social media. For example, students should realize that Twitter is particularly useful for staying current on the latest news in the field while Flip grid is great at building a sense of community.

Eight Elements of digital literacy

Cultural- The Cultural element of digital literacies is best acquired by being immersed in a range of digital environments. These environments should include those where different issues, norms and habits of mind are present. This ensures individuals have to modify their approach. Development can therefore be seen by the extent to which individuals can move increasingly quickly and seamlessly between these different digital environments. Cultural element of digital literacies can be transformative and empowering. In a similar way that learning a new language can give individuals a new 'lens' to view the world

Cognitive- Another essential element of digital literacies is the Cognitive element. As much as literacy has a social and communicative aspect, it is also very definitely about expanding the mind. Cognitive element of digital literacies is developed by encouraging sound 'habits of mind'. Exposure to various ways of conceptualizing digital spaces and ways of interacting within them certainly helps. additionally, reading around such practices helps crystallize understanding.

Constructive - A third essential element of digital literacies is the Constructive element. As Colin Lankshear and Michele Knobel (2006) have pointed out, literacy is always about reading and writing something. To construct a thing is therefore a test for literacy. Allan Martin (2005) expands upon this when he states that literacy in a digital world involves using digital tools appropriately to enable constructive social action. may seem like stating the obvious, but the physical world is very different from the digital world.

The ability to reproduce perfectly other people's work with a minimal amount of effort, changes what it means to 'construct' something.

Communicative - Literacy always involves communicating for a particular purpose. As a result, the Communicative element of digital literacies is always closely aligned to the Constructive element as it involves making something — a thing some may term a social object. Having the knowledge, skills and understanding to do this, network literacy'. Communicating effectively using a particular digital technology involves knowing, understanding and applying certain norms and assumptions.

Confident— This element is instead something that can be focused upon in a similar way to the others. Whilst no element should be worked on purely in isolation, the Confident element involves connecting the dots. It involves understanding and capitalizing upon ways in which the digital world differs from the analogue. This can range from the simple (e.g. pressing CTRL-Z to undo an action) to more complex (e.g. creating a personal 'brand' using social media).

Creative-The Creative element of digital literacies is about doing new things in new ways that somehow add value. It is about using digital technologies and techniques to create or achieve things previously impossible — or at least out-of-reach to most people.

Critical, - It is about analyzing the power structures and assumptions behind literacy practices. Communication in the online, digital world is markedly different from the offline, analogue world. Literacy practices in the latter centre mainly around the written text. If reading and writing is about encoding and decoding texts, then in the offline world, books, manuscripts and documents constitute these texts. Becoming more advanced in the Critical element of digital literacies involves thinking about your own literacy practices."

Civic- The focus here is upon literacy practices supporting the development of Civil Society. the ability for people to connect to one another using digital technologies

Empirical Analysis

Table 1 Demographic Analysis

Gender	No. of Respondents	Percentages
Male	120	60
Female	80	40
Total	200	100

Discussion

Table 1 shows the proportion of male and female students. 60 % students are male and 40% students are female

Table 2: Frequency Distribution of the students.

Program	Frequency	Percentages
BBA	50	25
B.Sc.	70	35

B.Com	80	40
Total	100	100

Table 2 indicates that 25% students are from BBA program, 35% are from B.Sc. program and 40% are from B. Com program.

Table 3 Relation between Digital literacy & employability

Variable	N	Minimum	Maximum	Mean	Std. Deviation	Rank
Internet Skills	200	1.22	5	2.16	0.563	2
Computer Skills	200	1	5	2.152	0.5154	1
Social and cultural skills	200	2	5	2.243	0.5535	4
Practical Technical Skill	200	1	5	2.21	0.5391	3

Source- The data is collected from 200 Students.

Table 3 specifies the responses of 200 students from Shivaji University Sangli District in order to know the relationship between digital literacy and employability. The scores variable values range from 1 to 5 based on the Likert scale. The variables also ranked on the basis of mean (lowest mean is ranked 1 and highest mean ranked 4). averages of different skills according to their significance, as per student's perspective they feel that computer skills are very necessary to get the good job as well as career growth aspect as rating 1. Mean is 2.16 which indicates that Internet skills are equally important in getting good job as students are not having idea how to seek an opportunity through internet rating 2. Practical Technical skills mean 2.21 which is on agree side and specify that it is essential for keeping on job and for further improvements as indicated in ranking 3, lastly the Social & Cultural skills mean is 2.24 which is rarely on agree side indicates the socio and cultural skill is also crucial in job market as ranking at 4.

Table no- 4 Essential elements required for enhancing digital literacy

Variables	Number Of Students	Percentage	Rank
Individuals have to modify their approach	35	17.5	5
Exposure to various ways of conceptualizing digital spaces	40	20	3
Ability to reproduce perfectly other people's work with a minimal amount of effort	42	21	2
Understanding and capitalizing the digital world	38	19.5	4
Doing new things in new ways by using digital technologies	45	22.5	1

Table no.4 indicates that 22.5 % students are agreed Doing new things in new ways by using digital technologies is essential element required for enhancing digital literacy and ranked 1. 21 % students are agreed that to develop ability to reproduce perfectly other people's work with a minimal amount of effort is essential for employment & enhancing digital literacy and ranked 2 20 % students are agreed that to get exposure to various ways of conceptualizing digital spaces is essential and ranked 3 19.5 % students

are agreed that depth understanding and capitalizing the digital world is the Essential elements required for enhancing digital literacy& providing employability and ranked 4.

Conclusion-

The main objective of this research was to study the relationship between digital literacy skills and employability. While digital skills were strongly associated with jobs. Digital skills such as computer, internet, social and cultural skills, and practical and technical skills (ability to use other technology) are very crucial for getting desire jobs. There are many other factors like higher education, health attitude which also affect the employability and high-paying jobs. The nature of knowledge is changing in this digital age. Those capabilities that equip an individual for living, learning and working in a digital society – is one that needs to be taken seriously by colleges and universities. In this digital world, who are digitally literate are more likely to be economically secure and these skills are especially important in higher education given that graduate white collar jobs are almost entirely performed on computers and portable devices.

REFERENCES

- Ashcroft, L. & Watts, C. 2005, 'ICT skills for information professionals in developing countries', *IFLA Journal*, vol. 31, no 4, pp. 6-12, Nigeria.
- Bawden, D. (2008). *Origins and concepts of digital literacy. Digital literacies: Concepts, policies and practices*, 30, 17-32.
- Buckingham, D. (2007) *Beyond Technology: Children's Learning in the Age of Digital Culture* Cambridge: Malden
- Gilster, P., & Glister, P. (1997). *Digital literacy*. New York: Wiley Computer Pub.
- Lankshear, C. & Knobel, M. (2006) *New Literacies: Everyday Practices and Classroom Learning* Maidenhead: Open University Press
- Lemke, J.L. (2002) 'Becoming the Village: Education Across Lives' in G. Wells & G. Claxton (eds.) *Learning for Life in the 21st Century* Oxford: Blackwell
- Martin, A. (2005) 'DigEuLit – a European framework for digital literacy: A progress report' *Journal of eLiteracy* 2(2) pp.130-136
- McIntosh, S, & Vignoles, A. 2001, 'Measuring and Assessing the Impact of Basic Skills on Labour Market Outcomes', *Journal of oxford economic paper*, vol. 23, no 3, pp. 403-411.
- Siemens, G. (2004) 'Connectivism: A Learning Theory for the Digital Age' <http://www.elearnspace.org/Articles/connectivism.htm>, accessed 28 July 2
- <http://www.frysklab.nl/wp-content/uploads/2016/10/The-Essential-Elements-of-Digital-Literacies-v1.0.pdf>
- <https://www.theguardian.com/higher-education-network>

EFFICIENCY OF INFORMATION SYSTEM IN SUGAR FACTORY

Ms. Jyoti Sanjay Yadav

Assistant Professor, Dept. of Management Studies, Rajaramnagar

E-mail Id: jyoti.yadav@ritindia.edu

ABSTRACT:

In Sugar Factory system it is important to keep the record of customer database and their cash transactions such as deposit, loan installment etc. This system mainly consists of decision making. It is also deals with daily cash deposits, withdrawal, and cash transfer etc. Manager collects daily information about employees, customer and suppliers.

Manager of this system checks daily records, transactions, it provides authority for cash transaction. To do this type of work manually is very difficult to manager and other staff. Also this process is very lengthy and time consuming.

In Manual system the manager or cashier cannot generate reports of total daily cash transaction of each customer, date wise etc. Hence manual work is very difficult.

Therefore they are adopting computerized system. In which storing information, making calculation, taking reports and changing any point all this work done through computer & also it helps to take the correct decisions. Therefore it doesn't want manually work. In computer all information is stored without any trouble and gets any information immediately. So it is not time consuming and not critical.

Key words: information system, manual system, customer, MIS.

Importance of the study:

- 1) Computerized system reduces paper work.
- 2) Easily generate reports.
- 3) Easily maintain stock.
- 4) It maintains sales & purchase transaction.
- 5) Production details of all raw materials are stored.
- 6) Managing data of customer.
- 7) They store the information of dealer, supplier & customer in the system.
- 8) Fast billing & easy implementation.
- 9) It is not time consuming process.

Objectives of the study:

1. To study the fundamental requirements of MIS.
2. To know the process of TPS.
3. To identify the problems occurred during MIS installation.
4. To analyze the adoptability of technology and its impact faced by sugar factory.
5. To find the barriers of MIS.

Manual system:

As earlier manual systems are very difficult to handle. Such like access the information, calculation of all cash deposit, withdraw, loan interest calculation, this work is so complicated to do. It needs to every day paper work, register entry of each deposit, withdrawal, transfer. To note down all this data need lots of paper work and time. To maintain all information related with employees, customer & suppliers we need a system with easy user interface. Computerized system avoids paper work done, saves cost as well as money, generates quick reports etc. hence they need a simple user friendly computerized system.

In this system, at manager knows all the information about the Sugar factory. He stores all the data about employees, customers & suppliers. That means here documentation part is very important.

Drawbacks:

- ❖ Summarizing data & writing reports take lot of time.
- ❖ Time consuming.
- ❖ Common errors: When entering data customers might have accidentally switched details & data since it is hand written.
- ❖ Too much paper work: Since everything & every detail are written down manually in paper there will be too much paper work.

Proposed System:

In this research, we studied how they are converted manual system to computerized system in which documentation part is removed. This is the key advantage of MIS. The manager faces many problems while working with manual system. This is a computerized system therefore it's become very easy to store all records and find them. In manual system, manager has to store all information manually and every time he has to search information from different register. But in computerized system, information is stored and searched very easily.

In manual system, for storing information various registers are used, while

in computerized system there is no need of any registers. Therefore, there is no chances of lost any data.

In manual system all the calculations are made by manager therefore there are chances of occurring errors because of this bill may be calculated wrongly. But in computerized system, all calculations are made by computer; therefore no chances of any mistake and payments are calculated correctly. Updating the records in manual system is difficult. Because, to update the records the manager has to refer many registers like transaction register, records register, etc. But in computerized system, records are updated automatically.

In manual system, working with different documents or registers is difficult one. Every time buying a new register is expensive. Also maintaining all the registers is important. In this system all work is computerized, so no need of any documentation and maintenance of documents.

Computerized system saves time while manual system is very time consuming. In computerized system, data is stored automatically.

Software & Hardware Requirement Specifications:



Software Requirements:

- Operating system : windows 2000 / xp/vista/7/8.
- Visual basic .net version :visual studio 2008/2010/2012.
- Microsoft SQL server :200
- Crystal report version :10.5

Feature Description:

- ❖ **Online Restore-** With SQL server 2005, database administrators are able to platform a restore operation while an instance of SQL Server is running. Online restore improves the availability of SQL Server because only the data being restored is unavailable; the rest of the database remains online and available.
- ❖ **Online Indexing Operations-** The online index option allows concurrent modifications (updates, deletes , and inserts) to the underlying table or clustered index data and any associated indexes during index data definition language(DDL) execution. For example , while a clustered index is being rebuilt, you can continue to make updates to the underlying data and perform query against the data.
- ❖ **Fast Recovery-** A new faster recovery option improves availability of SQL Server databases. Administrators can reconnect to a recovering database after transaction log has been rolled forward.
- ❖ **SQL Server Management Studio-** SQL Server 2005 includes SQL Server Management Studio, a new integrated suite of management tools with the functionality to develop, deploy and troubleshoot SQL Server database, as well as enhancements to previous functionality.
- ❖ **Dedicated Administrator Connection-** SQL Server 2005 provides a dedicated administrator connection that administrators can use to access a running server even if the server is locked or otherwise unavailability . This capability enables administrators to troubleshoot problems on a server by executing diagnostic functions or Transact-SQL statements.
- ❖ **Hosted Common Language Runtime-** with SQL Server 2005 developers can create database object using familiar languages such as Microsoft Visual C#.NET and Microsoft ASP.NET. Developers can also create two new objects –user-defined types and aggregates.
- ❖ **Native XML Support-** Native XML data can stored, queried, and indexed in SQL Server database -allowing developers to build new classes of connected applications around Web services and across any platform or device.
- ❖ **Security Enhancement-** the security model in SQL Server 2005 separates users from objects , provides fine-grain access , and enables greater control of data access. Additionally, all system tables are implemented as views, providing more control over database system objects.
- ❖ **Web Services-** with SQL Server 2005 developers can develop Web services in the database tier, making SQL Server a hypertext transfer protocols (HTTP) listener and providing a new type of data access capabilities for Web services access capability for Web service – centric applications.

- PROCESSOR : Pentium or above.
- RAM : 2 MB or Above
- HARD DISK SPACE : 80 GB Minimum.
- PRINTER : Dot Matrix / Ink Jet
- MONITOR : Color
- Keyboard and mouse.

Procedure:

- Trained Facilitators
- Decision making participants
- Support staff
- Communication technology

System Analysis: TPS (Transaction Processing System):

Researcher tried to explain process of TPS through the DFD i.e. Data Flow Diagram.

In this, there are four external entities present that are manager, Supplier, Dealer and Employee. In this dealer do enquiry about products and the details related to it to manager. When he receives satisfactory information he places order for product. Manager checks stock of final product and then checks stock of raw materials. If raw material is less, then manager places order to respective supplier.

The supplier gives raw material with bill to manager. Manager updates (increases) raw stock and pays bill to supplier. After that, manager gives raw material and details of order of product to employee for

manufacturing. Again manager updates (deducts) raw stock.

After completion of order of making product employee handovers it to manager. Then manager updates (increases) final stock. After that, manager supplies product order with bill to dealer. And again updates (deducts) final stock. Dealer pays bill to manager. The system maintains details of supplier, dealer, employee, raw materials and products. Also generates various reports.

Transaction Processing System (TPS):

First transaction happens when two people make an exchange, and collecting data about it called transaction processing, so transaction processing is collecting, storing, modifying, and retrieving the transactions of a sugar factory. Transaction system is important to answer routine questions, and it helps to conduct business such as payroll, employee record keeping or paying an employee. It's important to store the data of the transaction save and protected because transaction generally involves an exchange of money which is critical to any organization.

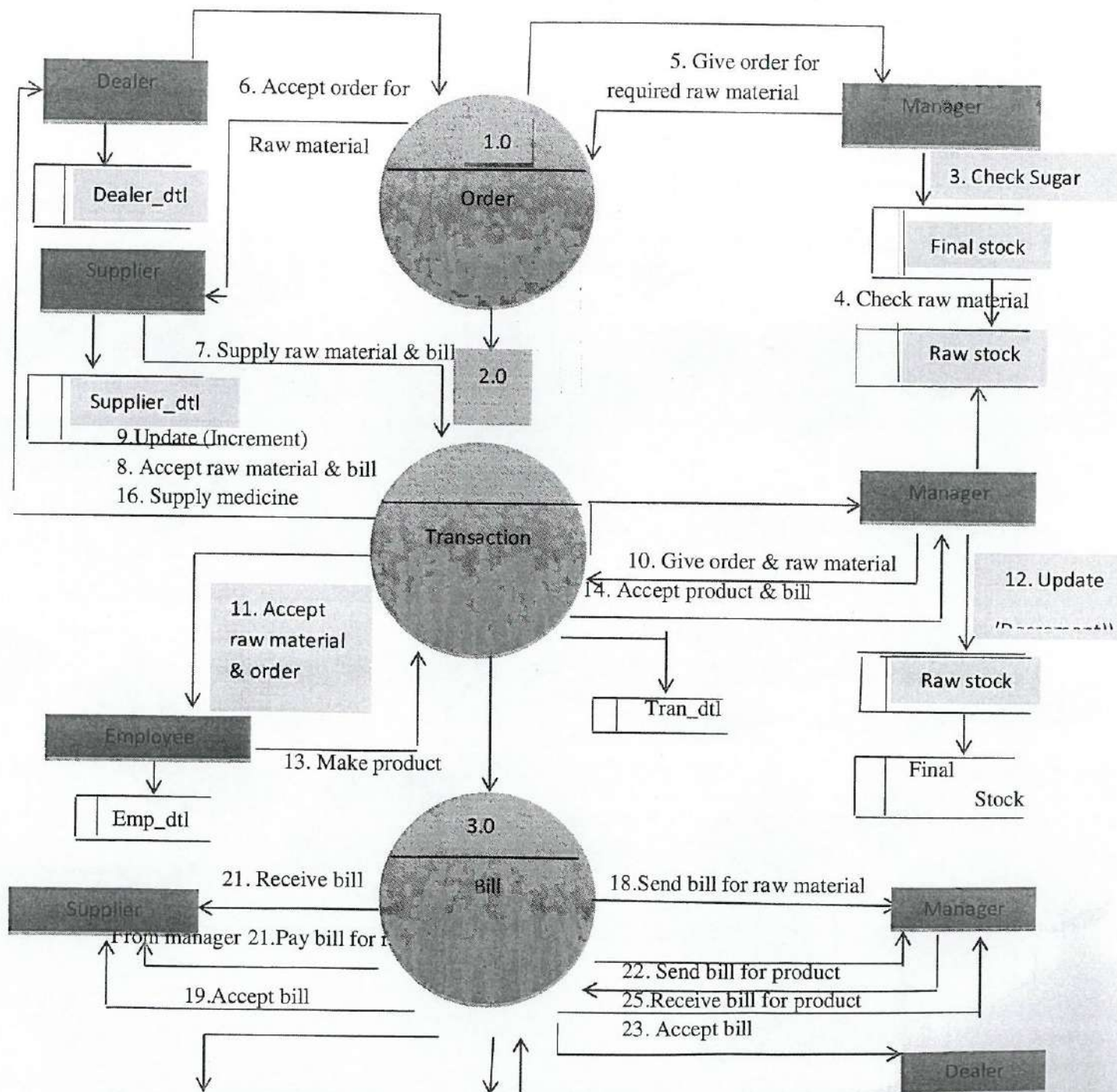
How Transaction Processing System is implementing in Sugar factory?

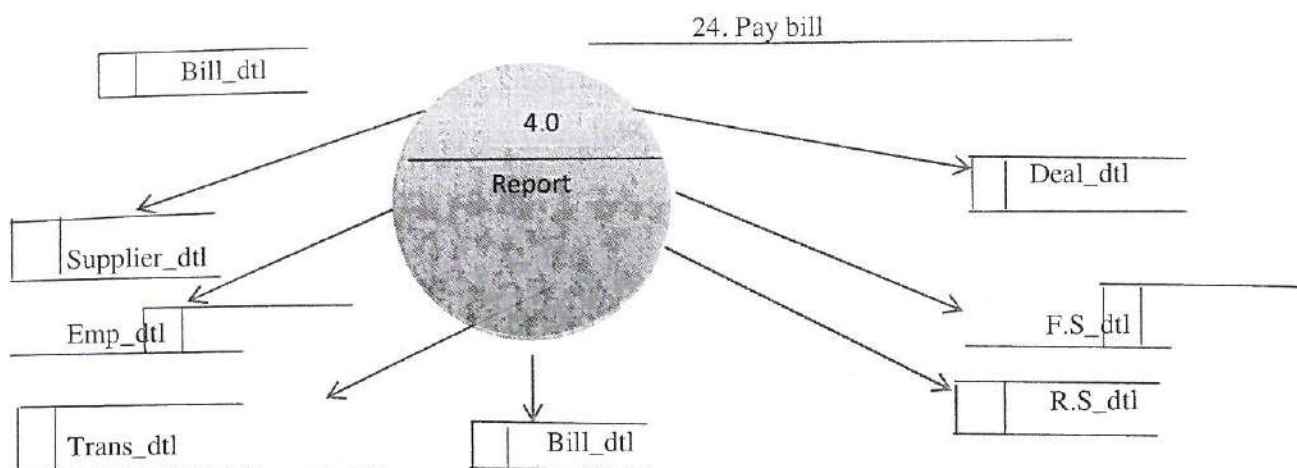
This sugar factory sells a huge amount of sugars ,so factory should order raw material from its supplier , each time factory place an order with its supplier , a transaction happens , and the transaction processing system records the relevant information such as supplier 'name , address , the quality of the items purchased and finally the invoice amount.

Below DFD & ERD diagram shows how TPS working in sugar factory.

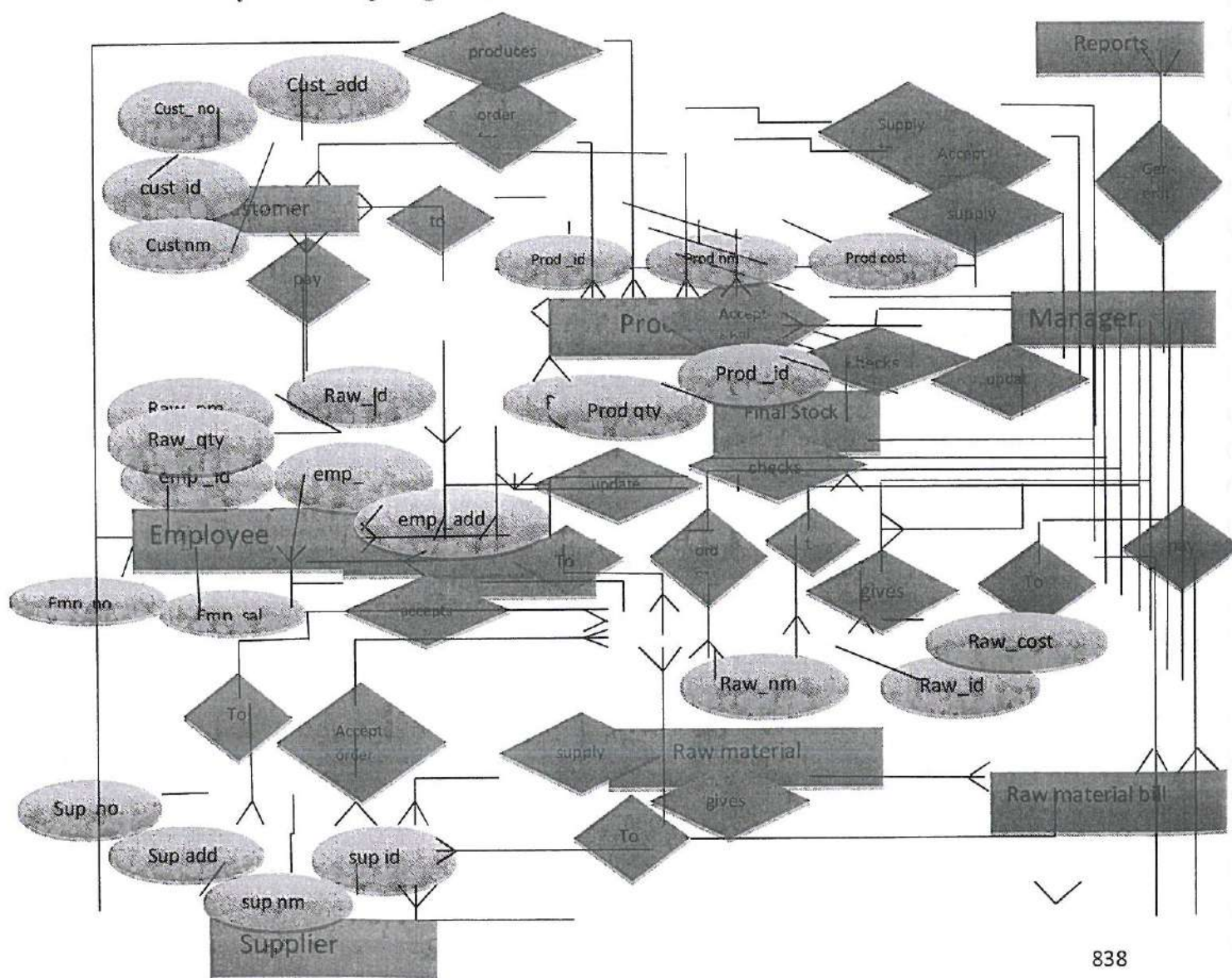
1. Enquiry& give order

2. Accept order





3.2 Entity Relationship Diagram (ERD):-



Future Enhancement:

In our India, current developed MIS has limited scope compared to other country. But, as this system is developed to make it more useful to small credit society so the operation in this system are comparatively less powerful. So they will add the number of option in this MIS like online software, total automation, etc.

Advantages:

- a. This system is very advantageous for those people who are working in sugar factory.
- b. Because in this we can store large amount data easily and search any record easily. So, there is no chances of lost any document.
- c. This system is portable to carry anywhere in CD or in removable disk.
- d. Since the system works on disconnected architecture, every user can access bulk data without slow down or heavy traffic.

Limitations: As this is a windows based system we need to interact with the manager of the system each time.

This system can be enhanced in very attractive manner in future:

Now they can implement this system as Web Based Application by making a Web site they can launch this website worldwide. So that there will be no need to interact with the manager each time. The system will manage all applications by its own. If they extend their system and add the Digital receipt generator then it surely helps to user.

Conclusion:

The present of computer system in Sugar factory is useful for administrators, to keep the information of Raw material, Dealer, Supplier, Employee details, etc.

This system was developed as simple as possible to use. Being user friendly software the user does not find any difficulty in using it. This application successfully gives the following functionalities

- ❖ Decision making
- ❖ Making transaction
- ❖ Maintain the current records details.
- ❖ This system is also useful to maintain the information about all Dealer, Supplier, Company, Employee, etc.
- ❖ Produce daily report

REFERENCES

1. Kenneth C. Laudon, *Management Information Systems: Managing the Digital Firm*, 13th Edition, New York University, 2014, Pearson
2. James O'Brien and George Marakas, *Management Information Systems*, 10th Edition, McGraw Hill Education
3. W.S. Jawadekar, *Management Information System*, Tata McGraw-Hill Publishing Company Limited
4. Murthy, C.S.V., *Management Information System*, Himalaya Publishing House Pvt. Ltd., 2011
5. S. Sadagopan, *Management Information Systems*, PHI Learning, 1997
6. Effy Oz, *Management Information Systems*, 6th edition

Internet Links:

1. <https://www.emeraldinsight.com/doi/abs/10.1108/00242539710178452>
2. <https://www.inc.com/encyclopedia/management-information-systems-mis.html>
3. <https://www.smartsheet.com/management-information-systems>
4. <https://www.techopedia.com/definition/8240/management-information-system-mis>
5. <http://www.employabilityinscotland.com/learning-materials/measuring-evaluating/management-information-systems/>