

## AN APPLICATION OF INFORMATION TECHNOLOGY TO FIND THE TRENDS OF PEOPLE BY ANALYZING THE SOCIAL MEDIA DATA.

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### ABSTRACT

Social media has been concerned with gathering data that can help us answer questions about various aspects of society and thus can enable us to understand society.

In analyzing social media data, researchers have mainly focused on finding temporal trends according to volume-based importance. Social media posts are full of potential for data mining and analysis. Recognizing this potential, platform providers increasingly restrict free access to such data. The creators of social media platforms earn revenue by analyzing the data users share about themselves and sharing it with advertising partners for a fee. Social media has rapidly grown to have a large effect on the economy

This shift provides new challenges for social scientists and other non-profit researchers who seek to analyze public posts with a purpose of better understanding human interaction and improving the human condition.

**KEYWORDS :** *Social media ,Data Analysis, Network Analysis, Scraping, Behavior economics, Opinion mining, NLP Toolkits, Software platforms, and Raw data.*

### INTRODUCTION

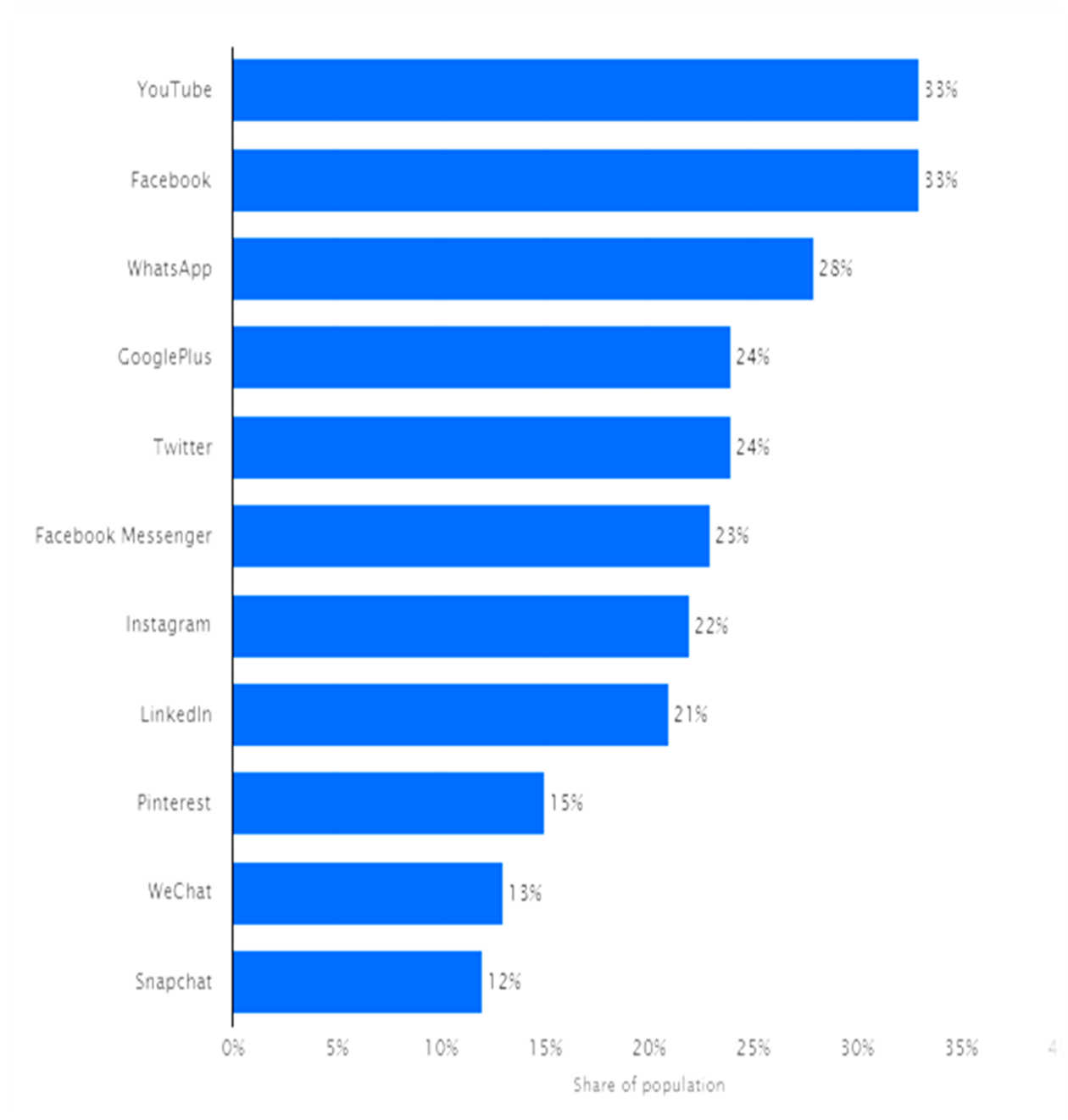
Social data analysis is a style of analysis in which people work in a social, collaborative context to make sense of data. The term was introduced by Martin Wattenberg in 2005 and recently also addressed as big social data analysis in relation to big data computing.

sophisticated analysis of that data, in many cases requiring real-time (or near real-time) data analytics, measurements which understand and appropriately weigh factors such as influence, reach, and relevancy, an understanding of the context of the data being analyzed, and the inclusion of time horizon considerations. In short, social data analytics involves the analysis of social media in order to understand and surface insights which is embedded within the data.

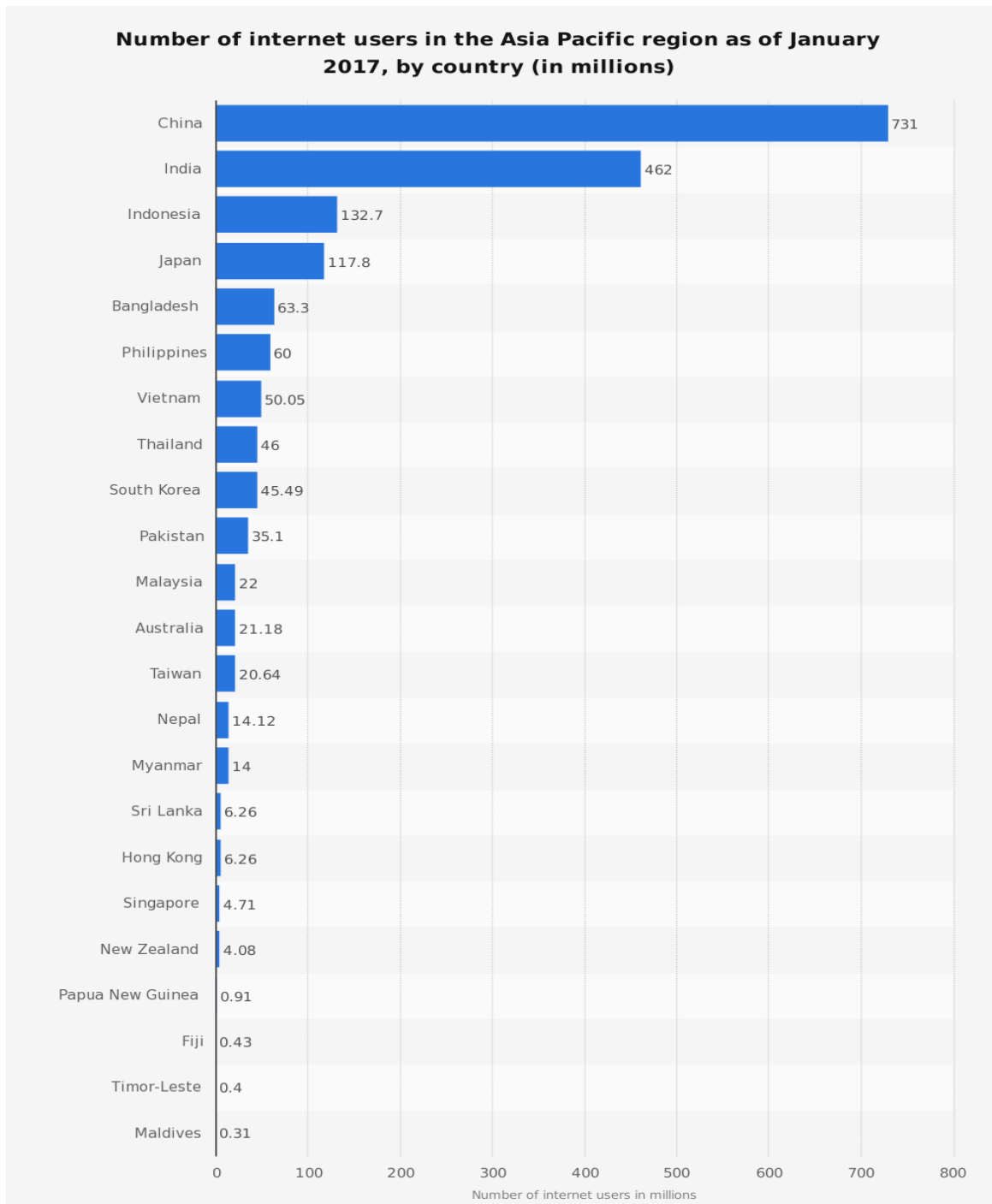
On a Social Data Analysis system or network, users store data sets and create visual representations. The datasets and visualizations/graphs are accessible to other users of the network or website. Users can create new and interesting visualizations/graphs as well as associated commentary from the same data sets. The discussion mechanisms often use frameworks such as a blogs and wikis to drive this social exploration/Collaborative intelligence.

The advent of social media and its impact on virtually every materialistic and humanistic dimension is today a much debatable and relevant topic of interest. The way it has entered and flourished in our world has made it an inevitable phenomenon

which has altered our lives both in progressive and regressive manner. Numerous debates on how social media has affected our lives have resulted in mixed ideologies, interpretations and logic. While some view it as a medium for fulfilling our desires, others are of the belief that social media is only making us more technology dependent and reducing the charm of personal bonding. The usage of social media hence varies greatly from individual to individual and profession to profession.



**Penetration of leading social networks in India as of 4th quarter 2016**



### **Average numbers of hours per day spent by social media users on all social media channels as of 4th quarter 2015, by country**

This statistic shows the average daily usage of social media channels in selected countries.

As of the fourth quarter of 2015, social media users in

1. The Philippines were ranked first as their social network usage amounted to 3.7 hours per day.

2. Users in the United States accessed social media for approximately 1.7 hours per day.

As of 2016, approximately 2.34 billion users were accessing social networks at least once per month, positioning social networking as one of the most popular online activities worldwide. As of April 2017, social network Facebook was ranked first worldwide in terms of active users with more than 1.86 billion MAU.

Other popular social media include mobile messaging platforms WeChat and WhatsApp, as well as social content sharing networks such as Instagram and Tumblr. Most social networks are accessible through multiple platforms but many popular social networks started out as mobile apps, demonstrating the growing trend of mobile first development. Examples include Instagram, which initially was launched as an iOS photo editing and discovery app as well as mobile social messenger LINE, which began as a mobile chat app before expanding the service to include more social media components as well as cross-platform compatibility. Social networking does not only enable users to connect with other people but also with brands and celebrities. Social media has also become a growing source of news for internet users in many countries.



### Site Categorization

We classify sites/URLs into one of the following categories:

1. Social sites: These are social media sites where the focus is on- sharing media , navigating , building social networks and communities .
2. Blog sites: Dedicated sites for publishing blogs .
3. Search: A search query performed on a web search engine .
4. News: A news site.
5. Other: All other sites .

the most frequently visited social sites and blog sites in our data. A web search is defined as a URL pointing to one of the major web search engine pages and containing a query.

Social sites	Facebook,Orkut,Youtube,Myspace, Live,Spaces. Whatsapp, bebo, hi5, fotolog, friendster, metroflog, badoo, schuelervz, bilddagboken, wer-kennt-wen, tagged, skyrock, plentyoffish, studivz, mixi, netlog, wretch, hyves, dailymotion, piczo, myvideo, flickr, webshots, photobucket, shutterfly
Blogs	Typepad, LiveJournal, Multiply, Populum, Blogspot, Blogdumps, Bluehost, WordPress, Blogger, Typolis, Blogsome, TrendyFriendly, FusePress, Aeonity, Vox, Hipeople, BlogDrice, Steeky, Weblogs, Webmunism, NireBlog, Blog.ca, DABU, squarespace, iblogs, Eponym, BlogEasy, BlogFuse, Tabulas, Invisiblog, Memebot, Blogommonster, Blogspoint, Cool-blog, twoday.net, BlogCity, Opera, Xanga, netflog
News	List of 3500 national and international news sources.
Search	Bing,Google.com, Live.com, Yahoo search, Baidu.com, AOL search.

### **Trending Events and User Search Needs**

The first identifies quantitative difference in post search behavior by comparison people who search for trending event by typing query directly into the search engine and those who mouse click on trending inquiry links.

The second utilizes qualitative survey data to extend and explain these finding, particularly with esteem to preferences for real-time info.

### **Engagement with Search Result Content**

To explore how search behavior varies with prior awareness, we studied users' interactions with web search results for trending event queries. As a proxy for awareness, we looked at whether users typed queries manually into the search engine or clicked Trending Queries links. We assumed that users typing queries were, on average, more likely to be aware of an event than users clicking Trending Queries links, who may be new to an event and prompted to click by the search engine.

### **Method**

From the search engine logs, we extracted post-query behavior for queries associated with each trending event. To control for deviation, we restricted our analysis to queries initiated from the search engine homepage, either via typing or via a Trending Queries link.

As search engine interaction behavior can vary greatly by task, we compared post-query behavior on a per-trend basis

The same results were returned regardless of how the query was issued, allowing for direct post-query comparisons. For trending queries, result pages often consist of both standard results and Instant Answers (i.e., summary content shown above the results, usually news results for trending events).

Significance was calculated using a two-tailed pair wise test. All differences reported are significant ( $p < 0.001$ ).

## Social media providers

Social media data resources broadly subdivide into those providing:

- **Freely available databases**—repositories that can be freely downloaded, e.g., Wikipedia (<http://dumps.wikimedia.org>) and the Enron e-mail data set available via <http://www.cs.cmu.edu/~enron/>.
- **Data access via tools**—sources that provide controlled access to their social media data via dedicated tools, both to facilitate easy interrogation and also to stop users “sucking” all the data from the repository. An example is Google’s Trends. These further subdivided into:
  - **Free sources**—repositories that are freely accessible, but the tools protect or may limit access to the ‘raw’ data in the repository, such as the range of tools provided by Google.
  - **Commercial sources**—data resellers that charge for access to their social media data. Gnip and Data Sift provide commercial access to Twitter data through a partnership, and Thomson Reuters to news data.
  - **Data access via APIs**—social media data repositories providing programmable HTTP-based access to the data via APIs (e.g., Twitter, Facebook and Wikipedia).

## 1. RESEARCH CHALLENGES

Social media scraping and analytics provides a rich source of academic research challenges for social scientists, computer scientists and funding bodies. Challenges include:

- **Scraping**—although social media data is accessible through APIs, due to the commercial value of the data, most of the major sources such as Facebook and Google are making it increasingly difficult for academics to obtain comprehensive access to their ‘raw’ data; very few social data sources provide affordable data offerings to academia and researchers. News services such as Thomson Reuters and Bloomberg typically charge a premium for access to their data. In contrast, Twitter has recently announced the Twitter Data Grants program, where researchers can apply to get access to Twitter’s public tweets and historical data in order to get insights from its massive set of data (Twitter has more than 500 million tweets a day).
- **Data Cleansing**—cleaning unstructured textual data (e.g., normalizing text), especially high-frequency streamed real-time data, still presents numerous problems and research challenges.
- **Holistic Data Sources**—researchers are increasingly bringing together and combining novel data sources: social media data, real-time market & customer data and geospatial data for analysis.
- **Data Protection**—once you have created a ‘big data’ resource, the data needs to be secured, ownership and IP issues resolved (i.e., storing scraped data is

against most of the publishers' terms of service), and users provided with different levels of access; otherwise, users may attempt to 'suck' all the valuable data from the database.

- **Data Analytics**—sophisticated analysis of social media data for opinion mining (e.g., sentiment analysis) still raises a myriad of challenges due to foreign languages, foreign words, slang, spelling errors and the natural evolving of language.

- **Analytics Dashboards**—Many social media platforms require users to write APIs to access feeds or program analytics models in a programming language, such as Java. While reasonable for computer scientists, these skills are typically beyond most (social science) researchers. Non-programming interfaces are required for giving what might be referred to as 'deep' access to 'raw' data, for example, configuring APIs, merging social media feeds, combining holistic sources and developing analytical models.
- **Data visualization**—visual representation of data whereby information that has been abstracted in some schematic form with the goal of communicating information clearly and effectively through graphical means. Given the magnitude of the data involved, visualization is becoming increasingly important.

## 2 SOCIAL MEDIA RESEARCH AND APPLICATIONS

Social media data is clearly the largest, richest and most dynamic evidence base of human behavior, bringing new opportunities to understand individuals, groups and society. Innovative scientists and industry professionals are increasingly finding novel ways of automatically collecting, combining and analyzing this wealth of data. Naturally, doing justice to these pioneering social media applications in a few paragraphs is challenging. Three illustrative areas are: "Business", "Bio-science" and "Social Science".

The early business adopters of social media analysis were typically companies in retail and finance. Retail companies use social media to harness their brand awareness, product/customer service improvement, advertising/ marketing strategies, network structure analysis, news propagation and even fraud detection. In finance, social media is used for measuring market sentiment and news data is used for trading. As an illustration, Bollen et al. (2011) measured sentiment of random sample of Twitter data, finding that Dow Jones Industrial Average (DJIA) prices are correlated with the Twitter sentiment 2–3 days earlier with 87.6 percent accuracy. Wolfram (2010) used Twitter data to train a Support Vector Regression (SVR) model to predict prices of individual NASDAQ stocks, finding "significant advantage" for forecasting prices 15 min in the future. In the biosciences, social media is being used to collect data on large cohorts for behavioral change initiatives and impact monitoring, such as tackling smoking and obesity or monitoring diseases. Computational social science applications include: monitoring public responses to announcements, speeches and events especially political comments and initiatives; insights into community behavior; social media polling of (hard to contact) groups; early detection of emerging events, as with Twitter. For example, Lerman et al. (2008) use computational linguistics to automatically predict the

impact of news on the public perception of political candidates. Yessenov and Misailovic (2009) use movie review comments to study the effect of various approaches in extracting text features on the accuracy of four machine learning methods—Naive Bayes, Decision Trees, Maximum Entropy and K-Means clustering. Lastly, Karabulut (2013) found that Facebook's Gross National Happiness(GNH)exhibit speaks and trough sin-line with major public events in the USA.

### 3 SOCIAL MEDIA OVERVIEW

- **Social media programmatic access**—data services and tools for sourcing and scraping (textual) data from social networking media, wikis, RSS feeds, news, etc. These can be usefully subdivided into:
  - **Data sources, services and tools**—where data is accessed by tools which protect the raw data or provide simple analytics. Examples include: Google Trends, Social Mention, Social Pointer and Social Seek, which provide a stream of information that aggregates various social media feeds.

- **Data feeds via APIs**—where data sets and feeds are accessible via programmable HTTP-based APIs and return tagged data using XML or JSON, etc. Examples include Wikipedia, Twitter and Facebook.

- **Text cleaning and storage tools**—tools for cleaning and storing textual data. Google Refine and DataWrangler are examples for data cleaning.

- **Text analysis tools**—individual or libraries of tools for analyzing social media data once it has been scraped and cleaned. These are mainly natural language processing, analysis and classification tools, which are explained below.

- **Transformation tools**—simple tools that can transform textual input data into tables, maps, charts (line, pie, scatter, bar, etc.), timeline or even motion (animation over timeline), such as Google Fusion Tables, Zoho Reports, Tableau Public or IBM's Many Eyes.

- **Analysis tools**—more superior analytics tools for analyzing social data, identifying connections and building networks, such as Gephi (open source) or the Excel plug-in NodeXL.

- **Social media platforms**—environments that provide comprehensive social media data and libraries of tools for analytics. Examples include: Thomson Reuters Machine Readable News, Radian 6 and Lexalytics.

- **Social network media platforms**—platforms that provide data mining and analytics on Twitter, Facebook and a wide range of other social network media sources.

- **News platforms**—platforms such as Thomson Reuters providing commercial news archives/feeds and associated analytics.

### 4 Social media methodology and critique

The two major impediments to using social media for academic research are firstly access to comprehensive data sets and secondly tools that allow 'deep' data analysis without the need to be able to program in a language such as Java. The



majority of social media resources are commercial and companies are naturally trying to monetize their data. As discussed, it is important that researchers have access to open-source ‘big’ (social media) data sets and facilities for experimentation. Otherwise, social media research could become the exclusive domain of major companies, government agencies and a privileged set of academic researchers presiding over private data from which they produce papers that cannot be critiqued or replicated. Recently, there has been a modest response, as Twitter and Gnip are piloting a new program for data access, starting with 5 all-access data grants to select applicants.

## METHODOLOGY

Research requirements can be grouped into: data, analytics and facilities.

### 4.1.1 Data

Researchers need online access to historic and real-time social media data, especially the principal sources, to conduct world-leading research:

- **Social network media**—access to comprehensive historic data sets and also real-time access to sources, possibly with a (15 min) time delay, as with Thomson Reuters and Bloomberg financial data.
- **News data**—access to historic data and real-time news data sets, possibly through the concept of ‘educational data licenses’ (cf. software license).
- **Public data**—access to scraped and archived important public data; available through RSS feeds, blogs or open government databases.
- **Programmable interfaces**—researchers also need access to simple application programming interfaces (APIs) to scrape and store other available data sources that may not be automatically collected.

### 4.1.2 Analytics

Currently, social media data is typically either available via simple general routines or require the researcher to program their analytics in a language such as MATLAB, Java or Python. As discussed above, researchers require:

- **Analytics dashboards**—non-programming interfaces are required for giving what might be termed as ‘deep’ access to ‘raw’ data.
- **Holistic data analysis**—tools are required for combining (and conducting analytics across) multiple social media and other data sets.
- **Data visualization**—researchers also require visualization tools whereby information that has been abstracted can be visualized in some schematic form with the goal of communicating information clearly and effectively through graphical means.

#### 4.1.3 Facilities

Lastly, the sheer volume of social media data being generated argues for national and international facilities to be established to support social media research (cf. Wharton Research Data Services <https://wrds-web.wharton.upenn.edu>):

- **Data Storage**—the volume of social media data, current and projected, is beyond most individual universities and hence needs to be addressed at a national science foundation level. Storage is required both for principal data sources (e.g., Twitter), but also for sources collected by individual projects and archived for future use by other researchers.

- **Computational facility**—remotely accessible computational facilities are also required for:

- a) Protecting access to the stored data;
- b) Hosting the analytics and visualization tools; and
- c) Providing computational resources such as grids and GPUs required for processing the data at the facility rather than transmitting it across a network.

#### 4.2 Critique

Much needs to be done to support social media research. As discussed, the majority of current social media resources are commercial, expensive and difficult for academics to obtain full access.

##### 4.2.1 Data

In general, access to important sources of social media data is frequently restricted and full commercial access is expensive.

- **Silted data**—most data sources (e.g., Twitter) have inherently isolated information making it difficult to combine with other data sources.

- **Holistic data**—in contrast, researchers are increasingly interested in accessing, storing and combining novel data sources: social media data, real-time financial market & customer data and geospatial data for analysis. This is currently extremely difficult to do even for Computer Science departments.

##### 4.2.2 Analytics

Analytical tools provided by vendors are often tied to a single data set, maybe limited in analytical capability, and data charges make them expensive to use.

##### 4.2.3 Facilities

There are an increasing number of powerful commercial platforms, such as the ones supplied by SAS and Thomson Reuters, but the charges are largely prohibitive for academic research. Either comparable facility needs to be provided by national science foundation's or vendors need to be persuaded to introduce the concept of an "educational license."

## 5 SOCIAL MEDIA DATA

Clearly, there is a large and increasing number of (commercial) services providing access to social networking media (e.g., Twitter, Facebook and Wikipedia) and news services (e.g., Thomson Reuters Machine Readable News). Equivalent major academic services are scarce. We start by discussing types of data and formats produced by these services.

### 5.1 Types of data

Although we focus on social media, as discussed, researchers are continually finding new and innovative sources of data to bring together and analyze. So when considering textual data analysis, we should consider multiple sources (e.g., social networking media, RSS feeds, blogs and news) supplemented by numeric (financial) data, telecoms data, geospatial data and potentially speech and video data. Using multiple data sources is certainly the future of analytics. Broadly, data subdivides into:

- **Historic data sets**—previously accumulated and stored social/news, financial and economic data.
- **Real-time feeds**—live data feeds from streamed social media, news services, financial exchanges, telecoms services, GPS devices and speech.

And into:

- **Raw data**—unprocessed computer data straight from source that may contain errors or may be unanalyzed.
- **Cleaned data**—correction or removal of erroneous (dirty) data caused by disparities, keying mistakes, missing bits, outliers, etc
- **Value-added data**—data that has been cleaned, analyzed, tagged and augmented with knowledge.

### 5.2 Text data formats

The four most common formats used to markup text are: HTML, XML, JSON and CSV.

- **HTML**—HyperText Markup Language (HTML) as well-known is the markup language for web pages and other information that can be viewed in a web browser. HTML consists of HTML elements, which include tags enclosed in angle brackets (e.g., <div>), within the content of the web page.
- **XML**—Extensible Markup Language (XML)—the markup language for structuring textual data using <tag[...>tag> to define elements.
- **JSON**—JavaScript Object Notation (JSON) is a text based open standard designed for human-readable data interchange and is derived from JavaScript.
- **CSV**—A comma-separated values (CSV) file contains the values in a table as a series of ASCII text lines organized such that each column value is separated by a comma from the next column's value and each row starts a new line.

## RESULT

1) Majority of students believe that social media is used by advertisers than the educators and companies for the promotion of their products, followed by its usage by educators, professionals and students.

2) This special issue investigates telling examples of this process and aims at mapping the various actors of change. Explanatively, we describe how social media and data repositories provide possibilities or challenges for civic action, investigate their potential for expanding the media sphere from corporate news coverage to commentary and debate in the blogosphere or address issues that arise through the intensified possibilities of data analysis.

3) It has gone from functioning as a powerful influence over current events to a phenomenon that serves as a vital communications tool used for survival.

4) There was a time when “social media” was considered superfluous, merely a tool to distract ourselves from real-time events and discussions. We must move past such stigmatism and recognize social media’s power in communicating advancements in the scientific field by acknowledging that successful communication can only be achieved by employing the channels in which the general public is currently engaged.

## CONCLUSION

As discussed, the easy availability of APIs provided by Twitter, Facebook and News services has led to an ‘explosion’ of data services and software tools for scraping and sentiment analysis, and social media analytics platforms. This paper surveys some of the social media software tools, and for completeness introduced social media scraping, data cleaning and sentiment analysis.

Perhaps, the biggest concern is that companies are increasingly restricting access to their data to monetize their content. It is important that researchers have access to computational environments and especially ‘big’ social media data for experimentation

In this investigation explain examples of this process and aims at mapping the different actors of change. The papers describe how social media and data significant quantity provide possibilities or challenges for civic action; investigate their potential for expanding the media sphere from corporate news coverage to commentary and debate in the blogosphere or address issues that arise through the intensified possibilities of data analysis.

While these papers do not only show how data practices and social media affect citizenship, they also demonstrate how it changes research. It is a twofold process where scholars increasingly make use of data gathered from web platforms or other sources. These data reveal empirical evidence of social interaction, the distribution of issues online and the dynamic of debates across various platforms.

But this also calls for a critical reflection concerning how the new data resources can be used for research, to what extent they are representative and how they constitute

issues for research integrity. With reference to David Berry's notion of digital humanities, it also raises the question to what extent the use of novel analysis tools affects the epistemic process (Berry 2012). In presenting examples of the transformation of citizenship through social media and data practices, this special issue inherently tells also about the transformation of scholarship and research through novel data resources.

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Gnip Data Sift

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## CLOUD COMPUTING FOR E-COMMERCE

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### ABSTRACT

*This paper is focuses on E-Commerce using Cloud computing and their different benefits. Cloud computing is a type of Internet-based computing that provides shared computer processing resources and data to computers and other devices on demand. The popularity and the application areas of the cloud computing has significantly increased. The cloud computing was a theoretical concept, but now it can be applied within various industries.*

**Keywords:** *E-Commerce, Cloud Computing, Multichannel Marketing, benefits, drawbacks, technology.*

### INTRODUCTION

Electronic-commerce came into existence since late 1970s. It was supposed to provide how the business transactions are made electronically through Electronic Data Interchange. cloud computing and e-commerce are both widely used because of their least cost. The cloud computing allows organizations to conduct business without having to develop and maintain IT infrastructure. E-commerce gives the flexibility for business to sell products online without having to physically rent an office space. These days, many more e-commerce companies take advantage of the benefits of cloud computing . There are some basic elements in cloud computing for e-commerce are as follows,

- i) Customers of ecommerce companies,
- ii) Cloud computing in E-commerce suppliers of e-commerce companies,
- ii) Banks,
- Iv) E-commerce companies
- v) Cloud service provider

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past ten years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

### Cloud Computing

**Cloud computing** is a type of Internet-based computing that provides shared computer processing resources and data to computers and other devices on demand. It is a model for enabling ubiquitous, on-demand access to a shared pool of configurable computing resources (e.g., computer networks, servers, storage, applications and services), which can

be rapidly provisioned and released with minimal management effort. Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in third-party data centers that may be located far from the user—ranging in distance from across a city to across the world. Cloud computing relies on sharing of resources to achieve coherence and economy of scale, similar to a utility (like the electricity grid) over an electricity network.

### **Benefits of Cloud Computing:**

Cloud computing boasts several attractive benefits for businesses and end users. Three of the main benefits of cloud computing are:

- 1)Self-service provisioning:** End users can spin up compute resources for almost any type of workload on demand. This eliminates the traditional need for IT administrators to provision and manage compute resources.
- 2)Elasticity:** Companies can scale up as computing needs increase and scale down again as demands decrease. This eliminates the need for massive investments in local infrastructure which may or may not remain active.
- 3)Pay per use:** Compute resources are measured at a granular level, allowing users to pay only for the resources and workloads they use.

### **Disadvantages of Cloud Computing.**

If you want to deliver digital services of any kind, you'll need compute resources: CPU, memory, storage, and network connectivity. Which resources you choose for your delivery, cloud-based or local, is up to you. But you'll definitely want to do your homework first.

Cloud computing has certainly benefited many enterprises by reducing costs and allowing them to concentrate on their core business competence rather than IT and infrastructure issues. But, for all the generally well-earned hype, there are still distinct disadvantages of Cloud Computing – especially relating to smaller operations – that you should consider before taking the leap. In this post, I'll try to offer some key concerns along with strategies for addressing them. The six main disadvantages of Cloud Computing:

#### **1) Downtime:**

This may be one of the worst disadvantages of cloud computing. No cloud provider, even the very best, would claim immunity to service outages. Cloud computing systems are internet based, which means your access is fully dependent on your Internet connection. And, like any hardware, cloud platforms themselves can fail for any one of a thousand reasons.

Can your business absorb a prolonged bout of frequent outages or slowdowns? And don't think it doesn't happen. 2014 saw more than a few incidents where service providers like DropBox faced an outage for as long as two days. Consider these two key points:

1. Which of your business processes can be delayed or halted if the service provider goes down?
2. When your internet connection is down, all your applications drop offline.

Best Practices for minimizing planned downtime in an SAP environment:

Demand a service level agreement (SLA) from your provider guaranteeing uptimes in excess of 99.55% (which equals 1.83 days of downtime a year, or 3.60 hours of downtime a month).

## 2) Security and Privacy

Any discussion involving data must address security and privacy, especially when it comes to managing sensitive data. We mustn't forget Code Space and what happened to it after its AWS EC2 console was hacked and its data eventually deleted, forcing the company to close doors forever. By leveraging a remote cloud based infrastructure, a company basically outsources everything it has.

Of course, your cloud service provider is expected to manage and safeguard the underlying hardware infrastructure of a deployment, however remote access is your responsibility and, in any case, no system is perfectly secure. You'll have to carefully weigh all the risk scenarios. After the recent leaks of celebrity pictures and countless millions of user login credentials, the privacy of your cloud-based data is another consideration. How much can you trust your provider? Can you face this, which is one of the riskiest disadvantages of cloud computing?

Best practices for minimizing security and privacy risks:

- i) Know who is supposed to have access to each resource and service
- ii) Limit data access based on user context
- iii) Take a risk-based approach to securing assets used in the cloud
- iv) Extend security to the device
- v) Add intelligence to network protection
- vi) Build in the ability to see through the cloud

## 3) Vulnerability to attack

In cloud computing, every component is potentially accessible from the Internet. Of course, nothing connected to the Internet is perfectly secure and even the best teams suffer severe attacks and security breaches. But since cloud computing is built as a public service and it's easy to run before you learn to walk. No one at AWS checks your administration skills before granting you an account: all it takes to get started is a valid credit card.

Best practices to help you reduce cloud attacks:

- i) Identify threats by correlating real-time alerts with global security intelligence
- ii) Proactively protect information
- iii) Automate security through IT compliance controls
- iv) Prevent data exfiltration
- v) Integrate prevention and response strategies into security operations
- vi) Discover rogue projects with audits
- vii) Authenticate identities

These practices will help your organization to monitor for the exposure and movement of critical data, defend crucial systems from attack and compromise, and authenticate access to infrastructure and data. And they keep away you from further risks and disadvantages of cloud computing.

## 4) Limited control and flexibility

To varying degrees (depending on the particular service) cloud users have limited control over the function and execution of their hosting infrastructure. Cloud provider EULAs and management policies might impose limits on what customers can do with their deployments. Customers are also limited to the control and management of their applications, data, and services, but not the backend infrastructure. Of course, none of this will normally be a problem, but it should be taken into account.

## 5) Cloud Computing platform dependencies

Implicit dependency, also known as "vendor lock-in" is another of the disadvantages of cloud computing. Deep-rooted differences between vendor systems can sometimes



make it impossible to migrate from one cloud platform to another. Not only can it be complex and expensive to reconfigure your applications to meet the requirements of a new host, but migration could also expose your data to additional security and privacy vulnerabilities.

### **Multichannel Marketing**

Multichannel marketing refers to the practice of interacting with customers using a combination of indirect and direct communication channels – websites, retail stores, mail order catalogs, direct mail, email, mobile, etc. – and enabling customers to take action in response – preferably to buy your product or service – using the channel of their choice. In the most simplistic terms, multichannel marketing is all about choice.

### **There are several benefits of Multichannel to the businesses and their customers** **Channel Preference**

Different people are more receptive to communications via different channels. Facebook, mobile push notifications, email, text messages, and phone calls – determining which channels are preferred by which customer personas is a powerful way to improve the response rates and uplift of your campaigns.

### **Channel Medium**

Different types of messages work better over different channels. For example, SMS text messages work best for short messages that have some urgency associated with them. Emails are obviously better suited for longer messages and in cases where the visual design plays an important role. Facebook is best suited to social communications or messages that are designed to “go viral,” etc.

### **Multi-Channel Variety**

Our brains are wired to automatically differentiate between information that we need to notice and retain versus information that we can discard immediately. Without this ability, we would be quickly overwhelmed with information and unable to function. Because our brains are able to ignore or discard most marketing messages, advertising must be repeated to get the audience’s attention. Repeating a message via different channels is much more effective than repeating it via a single channel.

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# E-COMMERCE

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## Key Words :

- E-commerce
- E-Merchandise
- E-Finance
- Cyber Security
- Open and Distance Learning
- Inventory
- High Cash Burn Rates
- Supply Chain
- In Act
- Legal Systems
- Ransomware Attack



## ABSTRACT

*E-Commerce stands for electronic commerce; E-Commerce is doing business online and electronically. E-commerce as anything that involved an online transaction. It provides multiple benefits to the consumer in form of availability of goods at lower cost, wider choices and save time. The general category of E-commerce is divided into two parts*

*a) E-Finance b)E-Merchandise*

*E-Commerce involves conducting the business using modern communication instruments, Money transfer, System telephone, E-Payment, fax, E-data, Interchange and the Internet. This paper attempts to highlight the different challenges faced by E-commerce in India and understand the essential growth factors required for E-Commerce. This paper is outcome of a review of various search studies carried out on E-commerce. It examine different opportunities of E-Commerce i.e. E-Business, E-Learning, Education, Integration, E-Insurance, E-commerce for the WTO and developing countries and future Media of e-commerce. It raise key challenges that are being faced by consumers relating in e-commerce ie. Ethical issues, perception of risk in e-services encounters, challenges for e-commerce, education. It Act 2000 and legal system finally many companies, organizations and communities in India are beginning to take advantages of the potentials of e-commerce, critical challenges remain to be overcome before e-commerce would become an asset for common people.*

## INTRODUCTION

Electronic commerce comprises core business process of buying and selling, goods, services and information over the internet. This can range from ordering online, through online delivery of paid



content to financial transaction such as movement of money between bank accounts. E-commerce is in business transaction to create, transformed the use of electronic communication and digital information processing technology and redefines relationship for value creation between organization and individuals. Today E-commerce is a backbone in Indian society and it has become integral part of our society life. The first E-commerce site in India was rediff.com.

E- Commerce allows us different mode of payment through Debit Card, Credit Card or E-FT (Electronic Fund Transfer) Payment, whereas E-commerce provide us multiple benefits to the customers in form of availability of goods at lower cost, wider choice and saves it times.

This paper has analyzed some of the challenges and opportunities of e-commerce.

Elizabeth Goldsmith and other (2000) response that general category of e-commerce can be broken down into two parts.

- a) **E-merchandise:** Selling goods and services electronically and moving items through distribution channels for e.g. thought internet shopping for Tickets, Music, Clothes, Travel, Hard Ware, Books, Groceries, Flowers and Gifts etc.
- b) **E-Finance :** Banking, Smart Cards, Debit Cards, Banking, Machines, Telephone and Internet Banking.

## 1.1 OBJECTIVES OF STUDY

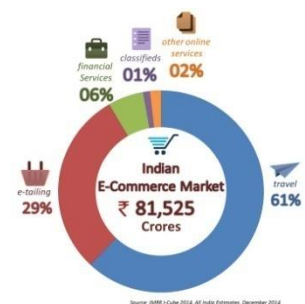
The paper has following objectives:

- To explain the concept of E-commerce
- To study the India's prospects in E-commerce.
- To study the factors influencing the distribution and forms of Global E-commerce
- To study the various challenges faced by E-commerce in India.
- To study essential factors for growth of E-commerce in India.

## 1.2 INDIA'S PROSPECTS IN E-COMMERCE

### a) Services for Producer:

The producer can take advantages of E-commerce by linking themselves with online, by giving better information about their product to the other links in the business chain and by having brand identity. The producer can sell their goods directly to the consumers and retailers. The producer also provides has easy potential for communication and they can no longer rely on the customer to be forced to communicate with them by sending leaflets or through advertisements.



**b) Services for whole distributor:**

The wholesaler can take advantages of E-commerce who is capable of establishing contractors with reputed producer and linking their business with the online. E-commerce also decreases the cost of creating, processing, distributing storing and retrieving information by digitizing the process.

**b) Services for People :**

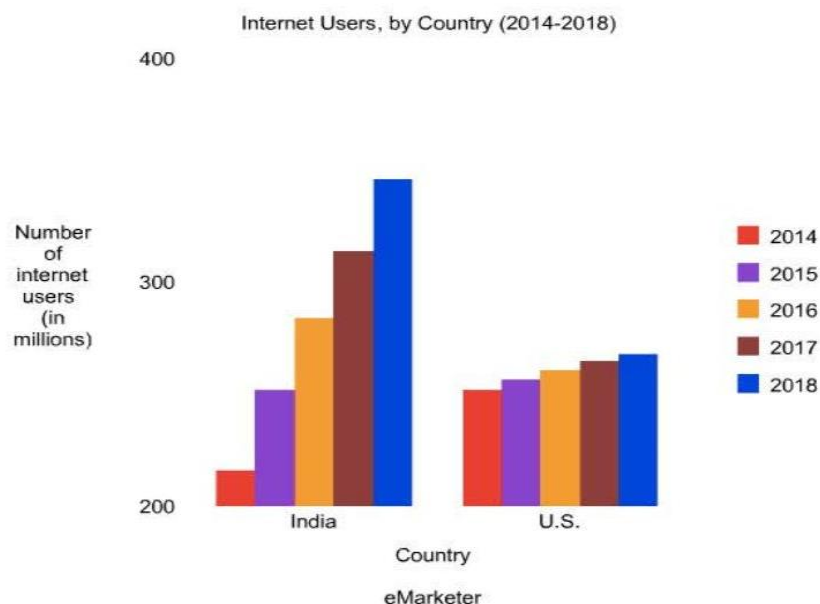
People can buy anything with a click of button without moving from their house or office. The avail the services such as Banking, Ticketing, Airlines Booking, Bus, Railways, Hotel Booking and many more.

**c) Services for Retailers :**

They can make available much additional information about various things to the consumers, meet electronic orders and be in touch with consumers all the times.

### 1.3 GRAPH

#### E-commerce market size of India



### 1.4 Factors influencing the distribution and forms of Global E-commerce

To fully exploit the potential of the internet and E-commerce policy maker in developing as well as industrialized countries are taking initiatives to develop the Global Information Infrastructure (GII) and connect their National information infrastructure to the (GII).

**Table: 02 Factors influencing the distribution and forms of Global e-commerce**

<b>Stage</b>	<b>Economic and infra structure related factors</b>	<b>Socio cultural factors</b>	<b>Political legal factors</b>	<b>Supranational institutions</b>
Internet adoption	Per capita GDP	Literacy rate and computer skill	The internet's democratic nature incompatible with authoritarian political	UNDP- introduction of the internet in many countries.
	Availability of telephone and computer	English language skill	structures	GATS- competition in telecom sectors
	Pricing structure	Viewed as a tool of cultural imperialism in some	Tariff and non tariff barriers to ICT products	ITA- reducing the price of ICT products.
Buying/selling online	Availability of credit	Intellectual property protection	Redress mechanisms in case of problems in online transactions	UNCITRAL model law
Advertising and searching phase	Operating speed of computer and modern size	Influence of language and symbols used on site visited and purchase decision	Ban on some website in authoritarian regimes	Products can be advertised and searched globally on GTPN of UNCTAD
Payment phase	Penetration rate of credit cards	Forms of payment: check, wire transfer, cash on delivery etc,	Governments' concern on the outflow of foreign currency.	UNCTAD smart card
Delivery phase	Delivery means and infrastructure	Products stolen some countries	Tariff and non- tariff barriers	Electronic delivery free of custom duties in WTO member

### **1.5 Brief Review of literature on E-commerce challenges and Opportunities**

An attempt has been made to put forward all brief review of literature on E-commerce; The literature is based on studies undertaken worldwide in the area of E-commerce.

**Table: 02 A brief review of literature on E-commerce: Challenges and opportunities**

No.	Title	Author	Area of research	Findings
1	Towards compability: The future of e-commerce within the global trading system	(Andrew D. Mitchell,2001)	Important function played by GATS,WTO in e-commerce	1)At the level of global trading system, exploring how recognition of electronic commerce as a global public good may help reduce the digital divide between developed and developing countries.
2	E-commerce , WTO and developing countries	(Arvind panagariya,2000)	Economic issues raised by e-commerce for the WTO and developing countries. access to e-commerce	1)E-commerce offers unprecedented opportunities to both developing and developed countries.
3	Ethical Issues in e-commerce	(Bette Ann Stead andJackie Gilbert, 2001)	Ethical issues in e-commerce	1) The ethical issues presented in this article are all very real. 2) Rapidly changing technology is continually bringing new products/services to the market accompanied by new strategies to sell them. Therefore, it may also conclude that new ethical issues will emerge.
4.	Will E-business shape the future of open and distance learning?	(Diana Oblinger, 2001)	Impact of e-business on open and distance learning	1) Open and distance learning institutions are finding that the need and demand for their services are increasing. 2) E-business can provide education with insight new ways to create greater efficiencies and economies of scale as well as practices that ensure learners stay with the institution for their lifetime.
5	E commerce an Indian perspective:	(Farooq Ahmed, 2001)	IT act, Contract act, challenges for the legal system	1) Many issues raised by the e-commerce await judicial resolution. 2) The information transferred by electronic means which culminates into a contract raises many legal issues which can't be answered with in the existing provisions of the contract act.
6	Determinants of the locus of	(Nir B kshetri, 2001)	Factors influencing the distribution of global e-	1) The analysis indicated that the twin forces of globalization and

	Global E-commerce		commerce	multiple revolutions in ICT (communication technologies) are fuelling the growth of global e-commerce.
7	TV, PC or Mobile? Future media of e-commerce:	(Patric Barwise, 2001)	Various new media for B2B and B2C e-commerce.	1) Consumer marketers are still in the early stages of adjusting to the unprecedented complexity of a world with so many physical, online and traditional offline consumers.
8	E-Commerce in the Indian Insurance Industry: prospects and future	(Prithviraj dasgupta and Kasturi Sengupta, 2002)	E-commerce in Indian industry	1) The study has identified that e-insurance offers a potentially vast source of revenue for insurance companies that venture to go online. 2) E-insurance also makes the insurance procedure more secure since the policy details are stored digitally and all transactions are made over secure channels.
9	The death of physical distance: An economic analysis of the emergence of electronic marketplaces	(Young Jun Choi and Chung Suk Suh, 2005)	Traditional market place and e-market place	1) The study has shown that overcoming spatial barriers by means of e market places lowers the price level. 2) This article has analyzed the economic consequences of the death of geographical distance due to the emergence of e-marketplaces.
10	Electronic Commerce education: Analysis of existing courses	(Zabihollah Rezaee, Kenneth R. Lambert & W. Ken Harmon, 2005)	The scope and nature of e-commerce education	1) E-commerce programs and courses are likely to grow and thus, the structure, content, and delivery of e-commerce education are evolving and they should be tailored to the particular discipline.
11	Is that authentic or artificial? Understanding consumer perceptions of risk in e-service encounters.	(Mauricio S. Featherman, Joseph S. Valacich & John D. Wells, 2006)	Customers' perception about e-services.	1) E-services are the application of IT to mediate the production and distribution of services directed towards an individual's mind or intangible assets. 2) The results from this study supported the contention that e-services of less risky e-service categories will be perceived as more authentic and less risky to use. Thus, e-service providers must carefully assess their respective categories and plan accordingly.

## 1.6 Challenges in E-commerce

Besides the great advantages of E-commerce they posed many treats because of its being what is popularly called faceless and borderless

1. Ethical issues
    - Privacy
    - Security concerns
    - Other ethical issues
  2. Perceptions of risks in e-services encounters
  3. E-commerce Integration
  4. It Act 2000 and Legal systems
  5. Human skills required for E-commerce
1. **Ethical Issues :**
    - Privacy : Privacy consists of not being interfered with having the power to exclude individual privacy is a moral right. it is a desirable condition with respect to possession of information by other person about their own observation by other people.
    - Security concerns: Security concerns fear of making online payment is a Universal psychological factor of Indian Customer 60% of the user do not trust the web as payment channel.
    - Other ethical issues :
  2. **Perceptions of risks in e-services encounters :**  
E-services replacements may seem unfamiliar, artificial and non-authentic in comparison to traditional services process method. Consumer may believe that new internet based processing methods expose them to new potentials risk the danger of online fraud identity theft are likely to cause alarms and fear within consumers.
  3. **E-commerce Integration :**  
This approach requires a great deal of coordination among faculty and disciplines in business school to ensure proper coverage of E-commerce education.
  4. **It Act 2000 and Legal systems :**  
The information transferred by electronic means which culminates into a contract raises many legal issues which cannot be answered within the existing provision of the contract Act. The It Act does not form a complete code for the electronic contracts. Farooq Ahmed (2001) that some of the multifaceted issues raised are summarized in following manner.
    - (I) Formation of E-Contracts
      - a) Contracts by data inter-changes
      - b) Cyber contracts
    - (II) Validity of E-transaction
    - (III) Dichotomy of offer and invitation to treat
    - (IV) Communication of offers and acceptance
    - (V) Mistake in E-commerce : a) Mutual Mistake b) Unilateral mistake
    - (VI) Jurisdiction cyber space transaction know no National and International boundaries and are not analogous to 3-dimentional world in which common law principles involved.





from North Devon in England known as MalwareTech discovered an effective kill switch by registering a domain name he found in the code of the ransomware. This greatly slowed the spread of the infection, effectively halting the initial outbreak on Monday, 15 May 2017, but new versions have since been detected that lack the kill switch. Researchers have also found ways to recover data from infected machines under some circumstances.

Wanna Cry propagates using Eternal Blue, an exploit of Windows' Server Message Block (SMB) protocol. Much of the attention and comment around the event was occasioned by the fact that the U.S. National Security Agency (NSA) had already discovered the vulnerability, but used it to create an exploit for its own offensive work, rather than report it to Microsoft. Microsoft eventually discovered the vulnerability, and on Tuesday, March 14, 2017, they issued security bulletin MS17-010, which detailed the flaw and announced that patches had been released for all Windows versions that were currently supported at that time, these being Windows 7, Windows 8.1, Windows 10, Windows Server 2008, Windows Server 2012, and Windows Server 2016, in addition to Windows Vista (which had recently ended support). However, many Windows users had not installed the patches when, two months later on May 12, 2017, WannaCry used the Eternal Blue vulnerability to spread itself. The next day, Microsoft released emergency security patches for Windows 7 and Windows 8.

Those still running older, unsupported versions of Microsoft Windows, such as Windows XP and Windows Server 2003, were initially at particular risk, but Microsoft released an emergency security patch for these platforms as well. Almost all victims of the cyber attack were running Windows 7, prompting a security researcher to argue that its effects on Windows XP users were "insignificant" in comparison. Within four days of the initial outbreak, security experts said that most organizations had applied updates, and that new infections had slowed to a trickle. Several organizations released detailed technical write ups of the malware, including Microsoft, Cisco, Malwarebytes, Symantec and McAfee.

The "payload" works in the same fashion as most modern ransomware: it finds and encrypts a range of data files, then displays a "ransom note" informing the user and demanding a payment in bitcoin. It is considered a network worm because it also includes a "transport" mechanism to automatically spread itself. This transport code scans for vulnerable systems, and then uses the Eternal Blue exploit to gain access, and the Double Pulsar tool to install and execute a copy of itself.

#### **Content :**

- Description
- Kill Switch
- Eternal Blue
- Double Pulsar
- Attributions
- Cyber Attack
- Ransomware analysis
- Defensive response
- Advice on ransom
- Impact

- EternalRocks
- Reactions
- Affected organizations

## 1.9 CONCLUSION

In this paper we discuss, E-commerce provides various services to wholesalers. who can take advantages of E-commerce with well known and reputed produces and can link their business with the online E-commerce offers the benefits for e.g. cost effectiveness, quick comparison shopping better customers services, information saving knowledge market development.

E-commerce creation new opportunities business it also creates new opportunities for education and academics. It appears that there is tremendous potential for providing business education.

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## A VIEW ON DESIGN AND DEVELOPMENT OF COLLEGE ERP SYSTEM

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### ABSTRACT

*The main objective of college ERP is to automate all functionalities of a college. Using this system you can manage all college management work like admission, fees submission, time table management and result declaration. Using this ERP system you can view or update data and information about students and staff easily. This ERP system helps in managing the daily activities for students and employee's. Admin recover information about employees, students, laboratory & Library, classes, stationary, finance department (activities suggested by college only), hostel and miscellaneous. Parent's login to the system and view reports of the ward view record related to the attendance, check all type dues. Student can download all previous question papers, for practice via this* **Using this system you can manage all information for all aspects of college activities students, faculties, Departments, marks and other curricular activities. College management system provides the easy way to manage all functionalities of a college.**

*College Management System can store and manage all data of the various departments of a college like Administration, Attendance of Staff and their leaves and payment details etc. Using this system teacher can check student attendance anytime as well as management can check all elements connected with college. This system also help teacher to announce the result. College administration can also manage college work easily and recover pits and falls with feedback from connected ERP elements. Admin can check leave, salary and other details of teacher any time. They can also create time table of classes from this system. The Library module is used for the data process of library and book accessing for students and staffs.*

*Now a day's students are reached to the college or school with private transport system; when student reached to the premises and gives thumbnail in class room at that time message reached to the parents. If problem arrived in the travelling then with smart phone first message reached to the administrative office and if problem is serious then reached to the parents.*

*Our Designed helpful ERP(Enterprise Resource Planning) system manages atomization for school or college system and connected with all departments provides updated information to students, Faculty, administrative department, management access all information from anywhere.*

**Keywords: modules, ERP, Workflow, administrative, students, employee**

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### Modules:

- A) Admin
- B) Staff
- C) Student

- D) Parent
- E) Report
- F) Account

## WORKFLOW

**A) Admin Workflow:** Administrative workflow is collection of tasks, different steps; information's & tools to complete the process. Group contain various members such as Admin, Student, Librarian, Finance Officer, Teaching –Non teaching staff various users have different authentication and authorization policy given by the admin of the system.

Login Policy consists of username & password with complex system (Character, Alphabets, and Numbers) of min 8 Character & Max 16 Character length. When wrong policy utilized by unauthenticated person when he tried for 3 times automatically login is denied by the system, but system work under passive mode due to this there is no any problem in remaining works of modules. If proper admin forget the password he can recover his password by registered mail or registered mobile number with authentication code with **(OTP)**.

### Administrator:

Administrator has following rights for new registration (Student who is admitted for course, Staff who appointed in college has different rights), Guest user login (such as Parents) can search his wards record from this ERP.

Admin have all rights such as Add, Delete, and Update and View all records of staff, Course, Class, Students, Time table, SMS, Notice board, etc.

1. Start
2. Login
3. Add/View/Delete/ Edit Staff
4. Add/ View/ Delete / Edit Course
5. Add/View/Delete/ Edit Class
6. Add/View/Delete/ Edit Student
7. Add/View/Delete/ Edit Class Routine
8. Manage Transport
9. Manage Notice Board
10. Manage SMS.
11. Manage Enquiry
12. Logout
13. Stop

### Student Workflow

Students have permissions as follows login in to the ERP system and deals with personal information, View/ download their syllabus, Result, time table, Academic Calendar, Student Support Facilities, Hostel requisition form, Sport, Previous question paper. Student has limited access designed deal with only his/her account if he/she tried to access another students account then access is denied by the system. If student forget his/her password he/she can recover his/her password by registered mail or registered mobile number with authentication code **(OTP)**. **Student doesn't have permissions to add/delete/Edit** in the system but he can suggest to the college and attach their needs by filling the enquiry form/feedback form. Student can pay

their fees by net banking/ PayPal /Online/Wallets also he/she can fill online Exam form and register to the college and generate their receipt.

When student login properly and forget to logout his/her session then after 1 min session will be automatically logout due to this bandwidth utilization saved by software properly.

**Alumni students** attach to the system by filling their registration form and can view information of alumni who are already registered to the system.

This port help student to access notes from the data base and student can down load sample question papers for their practices. When student visit the web address of the college record is maintain by the system with Event viewer of the system. Student can access this by their mobile device because this system is mobile compatible. Support to the 2G/3G/4G mobiles due to this student can access their college anywhere, anytime he/she wants information.

**Motto of this system is college any time anywhere.**

1. Start
2. Login
3. Alumni Registration
4. View personal information
5. View/ download Syllabus/ Result/ time table/Academic Calendar/ sample question paper/ Student Support Facilities/ Notice board
6. Apply to Online Exam / NSS / Recursion/Earn & Learn Scheme/ Sport /Hostel Requisition/ Sport Equipment/Library registration
7. View Fee details/ Pay Fees
8. Submit enquiry/ feedback form
9. Logout

### **3) Staff workflow**

Each & every staff has registered login system with his separate College webmail. Notice from management/ Principal/ vice. Principal/ HOD/ Librarian/ Office Superintendent serves on his webmail. Restriction is that he/she should check their webmail's daily & reply to concern authority. Generally staff of college divided as Admin/ Account/ Teaching/ Non Teaching / Library.

Staff can view personal information, View/ download their syllabus, Result, time table, Academic Calendar, Sport Activities, Previous question papers, Rules & regulation for compensation & benefits, Time & attendance, Daily Auto update in personal information, Payroll system. Only teaching staff have the permission to Add/ Update/ view note, marks, attendance of student.

1. Start
2. Login
3. View student information
4. View/Edit student's marks

5. Manage daily attendance of students
  6. Add notes
  7. View subjects
  8. View personal class routine
  9. View noticeboard
  10. Logout
  11. Stop
- 4) Parent/ Guest Workflow

He can start as guest or parent but authentication is limited. He can only view / student attendance, Result, Notice.

1. Start
2. View Student Information (Restricted to student ID)
3. View student Result (Restricted to student ID)
4. View Transportation (Restricted to student ID)
5. Logout

### **Reports**

1. Student Report
2. Employee Report
3. Course Detail Report
4. Fee Detail Report
5. Marks Detail Report
6. Generate Pay Slip
- 7.

### **CONCLUSIONS AND RECOMMENDATIONS:**

1. This system deals with all type of necessary reports generated and stored in proper database.
2. Administrator, Students, parents, Employees are the users of this system but every user has different rights in this system.
3. Parents only view the record and can access only Time-Table, Mark-sheet of his/her ward.
4. Session layer is activated for limited dialogue control for Each and Every User.
5. SSL, TSL as like protocols are used in this system for port level addressing.
6. Gateway protocol effectively introduced in this system for Payment and Receipt Generation.
7. Each and Every Stake holder of the system informed that they don't share User id and the Password With known or Unknown Person.
8. After checking record or filling information online if user not shut the web address properly or log out properly then machine automatically log out the User within 30 Seconds.
9. If you are not given any instruction to the portal then it will log out, then you have restart from first page.
10. Before accessing with login Page Keep near Required information to fill the forms.
11. Students have to inform about information filling system and accessing to avoid Extra Use of Bandwidth in Networks.

12. Keep in Mind that Registered Email id and Password or keep in Hand Registered Phone for Verification code.

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## TEACHER LEADERSHIP SKILLS

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### ABSTRACT

*Nations around the world are undertaking wide-ranging reforms to better prepare children for the higher educational demands of life and work in the 21st century. What are the skills that young people demand in this rapidly changing world and what competencies do teachers need to effectively teach those skills? What can teacher preparation and continuing professional development do to prepare graduates to teach well in a 21st century classroom? What are the different roles and responsibilities of 21st century school leaders and how do countries succeed in developing these leaders? To answer these questions we need to rethink many aspects of our education systems: the quality of recruiting systems; the type of education recruits obtain before they start working; how they are monitored and what education and support they get; how their compensation is structured; how to improve performance of struggling teachers and enhance development among the best ones. To help governments effectively address these and other key issues, placing teachers and school leaders at the center of improvement efforts, the Indian Department of Education, the NGOS, other organizations and institutions as well Education International are bringing education ministers, union leaders and other teacher leaders together for better education policies for better lives. This paper is an effort to put forth and highlight one of the important aspect of teacher's and teacher educator's personality – LEADERSHIP SKILLS. It focuses mainly on knowledge and skills, roles and opportunities and dispositions as the integral part of Teacher Leadership.*

***Keywords: knowledge and skills, roles and opportunities, dispositions, Teacher Leadership***

### INTRODUCTION

Many countries have seen rapidly rising numbers of people with higher qualifications. But in a fast-changing world, producing more of the same education will not suffice to address the challenges of the future. Perhaps the most challenging dilemma for teachers today is that routine cognitive skills, the skills that are easiest to teach and easiest to test, are also the skills that are easiest to digitize, automate and outsource. A generation ago, teachers could expect that what they taught would last for a lifetime of their students. Today, where individuals can access content on Google, where routine cognitive skills are being digitized or outsourced, and where jobs are changing rapidly, education systems need to place much greater emphasis on enabling individuals to become lifelong learners, to manage complex ways of thinking and complex ways of working that computers cannot take over easily. Students need to be capable not only of constantly adapting but also of constantly learning and growing, of positioning themselves and repositioning themselves in a fast changing world. These changes have profound implications for teachers, teaching and learning as well as for the leadership of schools and education systems. In the past, the policy focus

was on the provision of education, today it is on outcomes, shifting from looking upwards in the bureaucracy towards looking outwards to the next teacher, the next school. The past was about delivered wisdom, the challenge now is to foster user-generated wisdom among teachers in the frontline. In the past, teachers were often left alone in classrooms with significant prescription on what to teach. The most advanced education systems now set ambitious goals for students and are clear about what students should be able to do, and then prepare their teachers and provide them with the tools to establish what content and instruction they need to provide to their individual students. In the past, different students were taught in similar ways, today teachers are expected to embrace diversity with differentiated pedagogical practices. The goal of the past was standardization and conformity, today it is about being ingenious, about personalizing educational experiences; the past was curriculum-centered, the present is learner centered. Teachers are being asked to personalize learning experiences to ensure that every student has a chance to succeed and to deal with increasing cultural diversity in their classrooms and differences in learning styles, taking learning to the learner in ways that allow individuals to learn in the ways that are most conducive to their progress. The kind of teaching needed today requires teachers to be high-level knowledge workers who constantly advance their own professional knowledge as well as that of their profession. But people who see themselves as knowledge workers are not attracted by schools organized like an assembly line, with teachers working as interchangeable widgets in a bureaucratic command-and-control environment. To attract and develop knowledge workers, education systems need to transform the leadership and work organization of their schools to an environment in which professional norms of management complement bureaucratic and administrative forms of control, with the status, pay, professional autonomy, and the high quality education that go with professional work, and with effective systems of teacher evaluation, with differentiated career paths and career diversity for teachers.

Surveys have shown that the degree to which education systems succeed in equipping students with important foundation skills varies significantly. Since the quality of teaching is at the heart of student learning outcomes, it is an appealing idea to bring together education leaders from high performing and rapidly improving education systems to explore to what extent educational success and some of the policies related to success transcend the specific characteristics of cultures and countries. The education ministers, union leaders and other teacher leaders from high-performing and rapidly improving education systems should come together, to review how to best improve the quality of teaching, teachers and school leaders.

The three interconnected themes mainly emphasized in regards with quality education are:

### **Developing Effective School Leaders:**

As more countries require better achievement from their schools and grant greater autonomy to schools in designing curricula and managing resources, the role of the school leader has grown far beyond that of administrator. Developing school leaders requires clearly defining their responsibilities, providing access to appropriate professional development throughout their careers, and acknowledging their pivotal role in improving school and student performance. What are the different roles and responsibilities of 21st century school leaders and how have countries succeeded in developing effective school leaders at scale?

### **Preparing Teachers: Delivery of 21st Century Skills:**

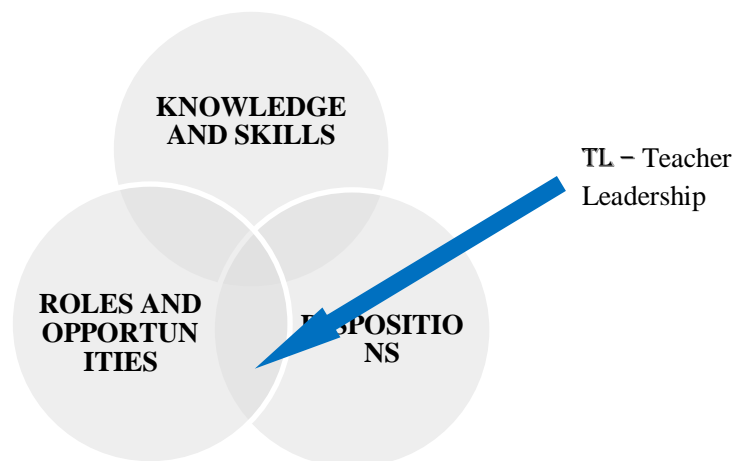
Many nations around the world have undertaken wide-ranging reforms of curriculum, instruction, and assessments with the intention of better preparing all children for the higher educational demands of life and work in the 21st century. What are the skills that young people need to be successful in this rapidly changing world and what competencies do teachers need, in turn, to effectively teach those skills? This leads to the question what teacher preparation programs are needed to prepare graduates who are ready to teach well in a 21st century classroom.

### **Preparing Teachers: Matching Demand and Supply:**

Many education systems face a daunting challenge in recruiting high-quality graduates as teachers, particularly in shortage areas, and retaining them once they are hired. How have countries succeeded in matching their supply of high-quality teachers to their needs? How have they prepared teachers for priority subjects or locations? The issue of teacher demand and supply is both complex and multi-dimensional, as it reflects several interrelated challenges: how to expand the pool of qualified teachers, how to address shortages in specific subjects, how to recruit teachers to the places where they are most needed, how to distribute teachers in equitable and efficient ways, and how to retain qualified teachers over time.

### **Definition of Teacher Leadership**

Knowledge, skills and dispositions demonstrated by teachers who positively impact student learning by influencing adults, formally and informally, beyond individual classrooms. In order for Teacher Leaders to flourish, certain characteristics and conditions must be present. Teacher leaders must possess the knowledge and skills needed to lead. In order to be seen as a leader, they must also have a set of positive dispositions and attitudes. Finally, there must be opportunities for leadership in the school, district or larger context.



### **Knowledge and Skills Needed by Effective Teacher Leaders**

The skills teacher leaders need to be effective in a variety of roles that can be broken into five main categories.

1. Working with adult learners
2. Communication
3. Collaboration
4. Knowledge of content and pedagogy
5. Systems thinking

### **Dispositions of Effective Teacher Leaders**

Effective teacher leaders share a set of dispositions and attitudes. They are energetic risk takers whose integrity, high efficacy, and content knowledge give them credibility with their colleagues. Their desire to work with adults is grounded in their belief that systems-level change will positively impact student learning, and that their contributions to the profession are important and needed. The natural curiosity of teacher leaders makes them life-long learners who are open to new experiences and challenges. Juggling many important professional and personal roles, they effectively prioritize their work to maintain a sense of balance. Teacher leaders often seek like-minded colleagues with similar positive intentions as allies, however they also value different ideas and approaches that move the work forward. Difficult challenges require teacher leaders to tap into their deep sense of courage, and their unwavering perseverance helps them to follow through. When best-laid plans have unexpected outcomes, teacher leaders are open to constructive criticism. They reflect on their experience, learn from it, and then with resilience move forward to the next challenge.

### **Roles of Teacher Leaders**

#### ➤ **Working to Strengthen Instruction: Instructional/Curriculum Specialist**

Action researcher  
 Assessment developer  
 Assessment literacy  
 Assessment specialist  
 Content coach  
 Instructional coach  
 Data analyst  
 Resource provider  
 Teacher on Special Assignment  
 Learning team leader  
 Technology coach  
 Technology expert  
 Advocate/Partner  
 Association representatives/leaders  
 Advocate for teachers, students  
 Examiner  
 Policy influence  
 Publishing  
 Partner with organizations  
 Partner with universities (adjunct faculty, advisory boards)  
 Professional content organization

#### ➤ **Working to Strengthen Instruction: Classroom Supporter**

Assessment leader  
 Grade level/team leader  
 Instructional coaches  
 Teacher on Special Assignment  
 Mentor  
 Mentor student teachers  
 Learning Facilitator  
 Advanced certification facilitator  
 Group facilitation (large, small)

Lab classrooms  
 Teacher trainer  
 Professional Development  
 Learner  
 Book study facilitator  
 Critical Friends Group facilitator  
 School Leader  
 Committee work  
 Curriculum work  
 Department head/chair  
 School improvement work  
 Team leader

### **WORKING WITH ADULT LEARNERS**

“If teachers are to prepare an ever more diverse group of students for much more challenging work -- for framing problems; finding, integrating and synthesizing information; creating new solutions; learning on their own; and working cooperatively -- they will need substantially more knowledge and radically different skills than most now have and most schools of education develop.”

#### **Knowledge and Skills**

##### **Building trusting relationships**

- Fostering group membership
- Listening intentionally
- Taking an ethical stance
- Taking a caring stance
- Creating a safe environment
- Developing cultural competency

##### **Facilitating professional learning for teachers**

- Using reflection strategically
- Structuring dialogue and discussion
- Disrupting assumptions
- Fostering learners' engagement
- Encouraging collegial inquiry
- Understanding development of teacher knowledge both in terms of content knowledge and pedagogical knowledge
- Fostering responsibility for the group's learning by all group members

##### **Dispositions**

- Believe that teacher learning is interwoven with student learning
- Value the work of learners
- Accept and act on constructive feedback
- Possess courage to take risks
- Is reliable

### **COMMUNICATION**

“The greatest compliment that was ever paid me was when someone asked me what I thought, and attended to my answer.”

#### **Knowledge and Skills**

##### **Building relationships through communication**

- Maintains objectivity
- Develops cultural competency
- Understands adults as learners
- Risks inviting and honoring diverse views
- Comfortable with healthy, productive discussion

#### **Technical skills**

- Facilitate learning focused conversations
- Give and receive feedback
- Deep listening skills (i.e. paraphrasing, asking clarifying questions)
- Questioning strategies
- Lead data driven dialogue
- Know the difference between conversation, dialogue and discussion
- Synthesize and summarize, use mediation skills
- Facilitate large and small groups
- Effectively use technology to enhance communication (i.e. PowerPoint presentations)
- Written communication (i.e. memos, minutes, email)
- Strategies for setting up spaces, materials and pacing

#### **Dispositions**

- Honors all perspectives
- Holds a positive presupposition that all are working in the best interests of students
- Values professional expertise
- Fosters community

### **COLLABORATIVE WORK**

#### **Knowledge and Skills**

##### **Collaborative Skills**

- Teaching, developing, and using norms of collaboration
- Conflict resolution/mediation skills
- Using protocols or other strategies
- Modeling/valuing diverse opinions
- Matching language to the situation
- Sharing responsibility and leadership
- Holding yourself accountable to the group's goals and outcomes

##### **Organizational Skills**

- Facilitating a meeting
- Documenting a meeting
- Moving a group to task completion
- Knowing resources and how to access resources
- Delegating responsibility to group members

##### **Dispositions**

- Knows when to compromise
- Able to read the group
- Admitting when wrong/don't know
- Honest courageous communication
- Desire to work with adults
- Passion for topic motivates others

## **KNOWLEDGE OF CONTENT AND PEDAGOGY**

“Research demonstrates that there is a strong reliable relationship between teachers’ content knowledge and the quality of their instruction. Teachers with a deep conceptual understanding of their subject ask a greater number of high-level questions, encourage students to apply and transfer knowledge, help students see and understand relationships between and among ideas and concepts, and make other choices in their instruction that engage students and challenge them to learn”

### **Knowledge and Skills**

- Strong subject matter knowledge including assessment strategies
- The ability to analyze both subject matter concepts and pedagogical strategies
- Personal experience using effective pedagogical strategies in the classroom
- Ability to assist colleagues at multiple entry points to increase content knowledge and classroom application

### **Dispositions**

- Life-long learner
- Reflective
- Committed to supporting growth of others
- Enjoys challenges

## **SYSTEMS THINKING**

There is a great deal of evidence for how well whole systems change processes work....We haven’t yet absorbed the simple truth that we can’t force anybody to change. We can only involve them in the change process from the beginning and see what’s possible.

### **Knowledge and Skills**

#### **Working effectively within system**

- Recognize layers of system(s)
- Understand power structure and decision making in context
- Understand and work within rules of hierarchy (formal and informal)
- Gain support from and work with stakeholders
- Deal effectively with resistance
- Facilitate collective inquiry practices
- Understand and leverage finances/resource allocation
- Ask the right questions at the right time

#### **Skills of advocacy**

- Set achievable goals
- Create and implement plan to meet goals
- Build capacity for sustainability
- Identify decision makers
- Craft and deliver an effective message
- Mobilize people into action

### **Dispositions**

- Interested in larger/bigger picture
- Attuned to relationships
- Ability to “read” people and situations
- Embraces the opportunity to work with those with diverse views

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## A STUDY OF IT INDUSTRIES PROGRESSION IN INDIA SINCE ITS INCEPTION, WITH SPECIAL REFERENCE TO GLOBAL MARKET

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### ABSTRACT

*This paper explains the role of the IT industry in India's economic development. India is the world's largest sourcing destination for the information technology (IT) industry, accounting for approximately 67 per cent of the US\$ 124-130 billion market. More importantly, the industry has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services, which is approximately 3-4 times cheaper than the US, continues to be the mainstay of its Unique Selling Proposition (USP) in the global sourcing market. However, India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centres in India.*

*The IT industry has also created significant demand in the Indian education sector, especially for engineering and computer science.*

### INTRODUCTION

The information industries are information intensive in one way or the other. It is considered one of the most important economic sectors for a variety of reasons which produces and sells information in the form of goods and services. The term "Information Industry" is mostly identified with computer programming, system design, telecommunications and others. The Two main components of Information Technology (IT) are software and hardware. The software has emerged as the major industry in the field of electronics. The rapid increase of the information industry caused great changes in industrial and employment structures and has also led to a dramatic change in the quality of economic growth in each respective country. IT industries are considered to boost innovation and productivity of other industries. The development of information technology shifts the consumption resources by economic growth from energy and materials to information and technology. This industry made a modest beginning in the 1970s and by mid-1980s, the forecasters, analysts and policy planners started understanding the potential of computer software application. Now-a-days, India has come up in the three hot fields of beauty, cricket and information technology.

The industry achieved a major breakthrough in the 1990s and is now one of the important industries of India. The main cause of the rapid development of software industry is its vast reservoir of technically skilled manpower which has transformed India into a software super power.

With a compound annual growth of about 52 per cent between 1991 and 1996, the Indian software sector has expanded almost twice as fast as the world's leading US software industry did, during the same periods, although from a smaller base.

The last decade of 20th century has witnessed information technology to have revolutionary effect on the lives of people. On the domestic front also, information technology industry has shown highest growth rates consistently over the last many

years as compared to any other industry. Information technology is a sector which will likely be one of the emerging markets in the days to come as India's economy requires more hardware, software and other IT services. In a NASSCOM-McKinsey report, India's position in the global offshore IT industry is based on five factors - abundant talent, creation of urban infrastructure, operational excellence, conducive business environment and finally, continued growth in the domestic IT sector.

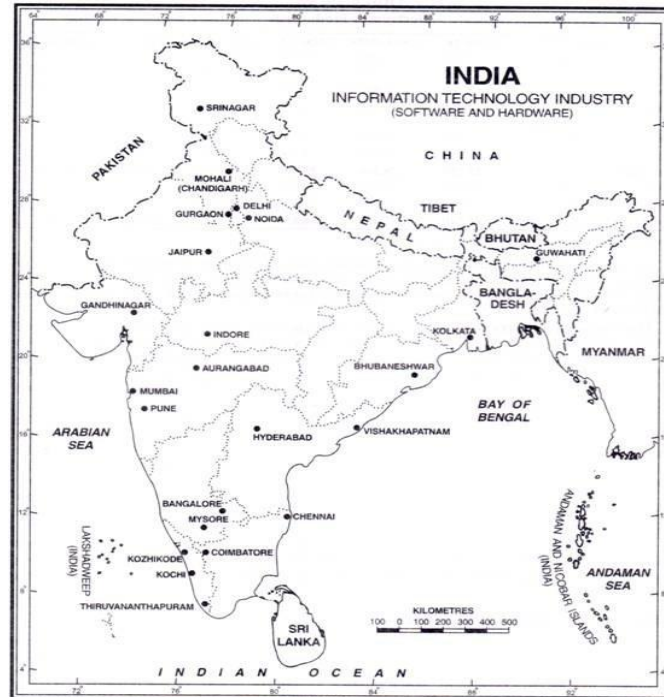


FIG. 27.12. India : Information Technology Industry (Software and Hardware)

#### Top IT Industries in India:-

- Tata Consultancy Services
- Wipro Technologies
- Infosys Technologies
- Hindustan Computers Ltd.
- Intel
- General Electricals
- IBM
- Dell
- Microsoft
- Cisco

#### Objectives:-

1. To study impact of IT industries in India.
2. To study impact of IT industries on global market.

#### About IT industry in India:-

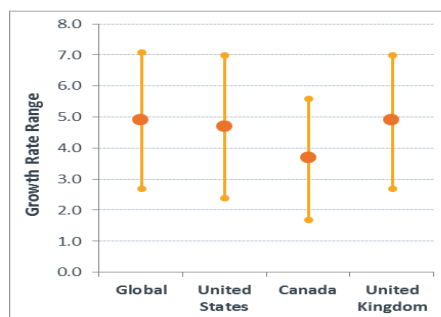
The information technology industry has emerged as one of the fastest growing industries in India. The number of employees is increasing in IT industries. In the year 2000 there was 284 thousands of employees are there, whereas in 2009 it has reached to 2,235 thousands. India's main exporter companies are America(USA), Europe(UK), rest of the world(APAC). As a proportion of Gross Domestic Product, the information technology industry revenue has grown from 1.2 percent in 1998 to

an estimated 5.5 percent in 2008. India's domestic market is estimated to grow by 20 percent growth in 2008-09.

Indian information technology industry has grown manifold during the period 1997-98 to 2007-08, i.e. 1.2 percent. The share of information technology industry in Gross Domestic Product has increased from 1.2 percent to 5.2 percent in 2007-08. So that Indian IT industry is the key for overall development of Indian economy. India has exported its information technology services to more than hundred countries around the world. A large number of information technology firms have been set-up in India. Initially the information technology industry was developed by a small group of innovative entrepreneurs and later on government of India provided facilitating environment to take advantage of export opportunities. As a result a large number of firms have been set-up but most of these firms are small firms. Sale turnover of many information technology firms is increasing rapidly.

### About Global IT Industry:-

#### CompTIA 2016 IT Industry Consensus Growth Forecast: Country Segmentation



2016 IT Industry Revenue Growth Forecasts

	Optimistic Forecast	Midpoint Forecast	Pessimistic Forecast
Global	7.1%	4.9%	2.7%
United States	7.0%	4.7%	2.4%
Canada	5.6%	3.7%	1.7%
United Kingdom	7.0%	4.9%	2.7%

Methodology note: CompTIA utilizes a consensus forecasting methodology, also referred to as a "wisdom of the crowds" approach. IT industry executives in the US, Canada and the UK provide their optimistic and pessimistic projections for the year ahead; these inputs provide the basis for the CompTIA forecast. All figures are presented in current dollars, which do not take factors such as inflation or currency exchange rates into consideration.

CompTIA

Source: CompTIA IT Industry Outlook

Nasscom forecasts industry revenue to touch \$154 billion in FY 2017 compared to \$143 billion in FY 2016, marking a single-digit 8% growth in the IT and IT enabled services sector, which contributes half of the country's service exports and around 7.7% of GDP. The United States has the most advanced software and information technology (IT) services industry in the world. More than a quarter of the \$3.8 trillion global IT market is in the United States. The industry accounts for 7.1 percent of U.S. GDP and 11.6 percent of U.S. private-sector employment. The vast majority of spending stems from information technology industry purchases made by business or enterprises, with a small portion coming from consumer spending. With the increasing blurring of work and personal life, especially in the SMB space, along with the BYOD phenomenon, it is difficult to classify certain types of technology purchases as being solely business or solely consumer. The U.S. market represents about 28% of the worldwide total, or slightly over \$1 trillion. Over the years, market proportions have gradually shifted due to the emergence of rapidly growing markets in Asia, Latin America, and Africa. For 2016, CompTIA's consensus forecast projects 4.9% worldwide IT industry growth and 4.7% growth in the U.S. market. The global IT industry is expected to add about \$100 billion in new revenue in 2016, taking the total from \$3.7 trillion to \$3.8 trillion. Hitting this figure will involve a mix of

foundational product categories, such as personal computers or servers, supplemented with emerging categories adding new streams of revenue. IT industry executives are most bullish on cloud applications, cloud infrastructure, security, mobility, and data analytics. Strong customer demand for expertise in integrating, optimizing, and managing their ever-expanding technology portfolios should help propel IT services to higher than average growth.

## COMPARISON

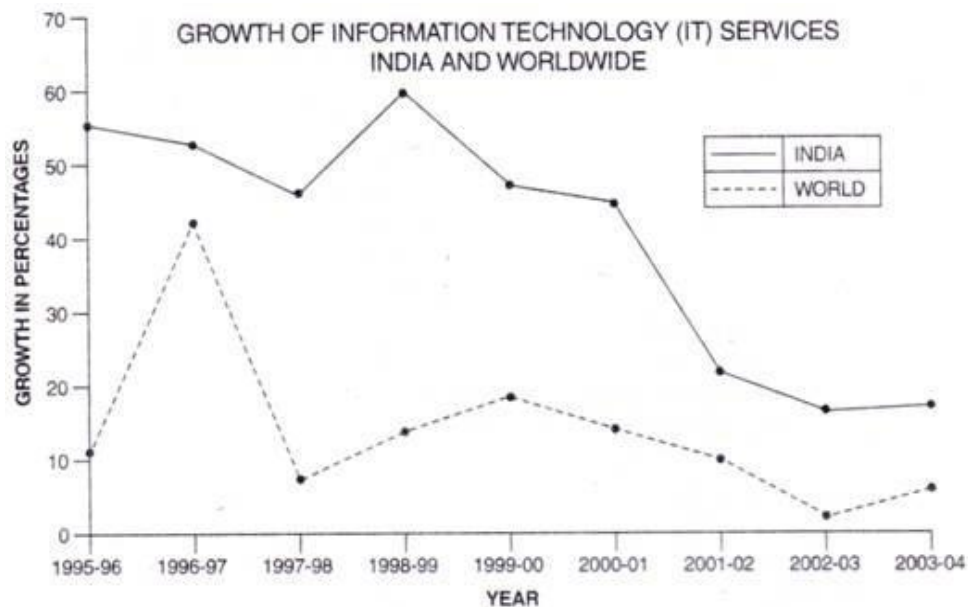


FIG. 27.11. Growth of Information Technology : India and World

India is the world's largest sourcing destination, accounting for approximately 55 per cent of the US\$ 146 billion market. The country's cost competitiveness in providing Information Technology (IT) services, which is approximately 3-4 times cheaper than the US, continues to be its Unique Selling Proposition (USP) in the global sourcing market. India's IT industry amounts to 12.3 per cent of the global market, largely due to exports. Export of IT services accounted for 56.12 per cent of total IT exports (including hardware) from India. The Business Process Management (BPM) segment accounted for 23.46 per cent of total IT exports during FY15. The IT-BPM sector is estimated to expand at a CAGR of 9.5 per cent to US\$ 300 billion by 2020.

The Indian software and services industry is one of the very few sectors worldwide to have witnessed double digit growth (Fig. 27.11). This has increased its share of total Indian exports from 4.9 per cent in 1997 to 20.4 per cent in 2002-03. It is expected to generate total employment for four million people (including support services), account for 7 per cent of India's GDP and 30 per cent of India's foreign exchange inflows in the year 2008.

## DISCUSSION

The Indian IT industry represents one of the most successful industry showing consistent rapid growth. The future of the IT industry is very bright provided it overcomes the challenges. The increase in IT investments by Indian industries to

indicate constant progress in business maturity levels. Investments from the mid-market segment area expected to grow at a significant rate of 17.2%.

## CONCLUSION

According to NASSCOM, “‘newer geographies’ are set to double their contribution to India to 20% by 2020”. As per the estimation of NASSCOM purely domestic and export services of the Indian IT sector is expected to generate US\$ 225 billion by 2020. The landscape of the global IT and ITES market is changing rapidly and it is totally up to the Indian IT sector now to adapt to this changing landscape.

After all India is still a major brand name in the global IT and ITES sector. The export revenues of Indian IT industry will touch US \$175 billion by the year 2020. The domestic sales revenue will also contribute us \$50 billion by the year 2020. Therefore we can say that the industry is shining and will continue to do so as well.

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## CLOUD COMPUTING-IN SMALL BUSINESS PERSPECTIVE

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### ABSTRACT

*The evolution of cloud computing over the past few years is potentially one of the major advances in the history of computing. The Cloud refers to a centralized location on the Internet that stores data, making it accessible anytime, anywhere, from any device. Small businesses have embraced the Cloud because it has a number of benefits. Such as flexibility, Reduced cost, Ease of use, Automation.*

**Keywords:** *cloud computing, small business, technology, Virtualization, Advantage, Drawbacks*

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### INTRODUCTION

Cloud computing is taking services ("cloud services") and moving them outside an organizations firewall on shared systems. Applications and services are accessed via the Web, instead of your hard drive. The services are delivered and used over the Internet and are paid for by cloud customer (your business)

Cloud computing applies traditional supercomputing, or high-performance computing power, normally used by military and research facilities, to perform tens of trillions of computations per second. In consumer-oriented applications such as financial portfolios, to deliver personalized information, to provide data storage or to power large, immersive online computer games.

To do this, cloud computing uses networks of large groups of servers typically running low-cost consumer PC technology with specialized connections to spread data-processing chores across them. This shared IT infrastructure contains large pools of systems that are linked together. Often, virtualization techniques are used to maximize the power of cloud computing. For a small and medium size business, the benefits of cloud computing is currently driving adoption. In the SMB sector there is often a lack of time and financial resources to purchase, deploy and maintain an infrastructure (e.g. the software, server and storage).

In cloud computing, small businesses can access these resources and expand or shrink services as business needs change. The common pay-as-you-go subscription model is designed to let SMBs easily add or remove services and you typically will only pay for what you do use. How cloud computing works your business could use one of these service models, or a mixture of the 3.

- Software as a Service (SaaS)
- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS).

Software as a Service is the most common form of cloud computing for small businesses. You can access internet-hosted software applications using a browser, rather than traditional applications stored on your own PC or server. The software

application host is responsible for controlling and maintaining the application, including software updates and settings. Infrastructure as a Service allows you access through a private network or over the internet. The service provider maintains the physical computer hardware including CPU processing, memory, data storage and network connectivity. Platform as a Service offers you more control over the technical aspects of your computing setup and the ability to customise to suit your needs.

#### The Use of Cloud Computing to Improve Business Value:

1. **Maintaining Focus on the Business:** Businesses are realizing that running an IT department is not their core competency, they are better lawyers, doctors or plumbers. Buying cloud services, either in the form of a single application like Salesforce.com or their entire datacenter is often more cost effective, more reliable and lets them reallocate their limited resources to growing their business.
2. **Business Agility:** Businesses with significant technology investments can find themselves unable to take advantage of shifts in the market or respond to competitive pressures because the capital, people or time are not available in the measure needed to react. Cloud services remove these barriers, allowing businesses to continually adapt their technology needs to their business without the costs that would normally have to be considered with an onsite datacenter.
3. **Reduced Capital Expenditures:** Large capital investments can be minimized or eliminated altogether in favor of small monthly payments. Capital can be protected as keeping capital and operational expenses to a minimum can be very important to small and medium businesses alike.
4. **Scale:** Businesses that have peak seasons or different seasonal staffing demands can benefit from cloud services by letting them temporarily dial up more capacity for the seasonal business peaks, without purchasing the hardware or software that would otherwise go unused during the slower times of the year.
5. **Access from Anywhere:** Being able to do Business without Borders™ is one of the major benefits of cloud services. Access to your applications and data is available to authorized users anywhere there is Internet access.
6. **Staffing Efficiency:** Cloud services can help you maintain an efficient technology staff, outsourcing key technical specializations or technology staff as it makes sense for your business.

#### Benefits of cloud computing

Cloud computing offers your business many benefits. It allows you to set up what is essentially a virtual office to give you the flexibility of connecting to your business anywhere, any time.

#### scalability

Your business can scale up or scale down your operation and storage needs quickly to suit your situation, allowing flexibility as your needs change. Rather than purchasing and installing expensive upgrades yourself, your cloud computer service provider can handle this for you. Using the cloud frees up your time so you can get on with running your business.

#### Business continuity

Protecting your data and systems is an important part of [business continuity planning](#). Whether you experience a natural disaster, power failure or other crisis, having your data stored in the cloud ensures it is backed up and protected in a secure and safe location. Being able to access your data again quickly allows you to conduct business as usual, minimising any downtime and loss of productivity.

#### Flexibility of work practices

Cloud computing allows employees to be more flexible in their work practices. For example, you have the ability to access data from home, on holiday, or via the commute to and from work (providing you have an internet connection). If you need access to your data while you are off-site, you can connect to your virtual office, quickly and easily.

### **DISADVANTAGE**

**Downtime:** This may be one of the worst disadvantages of cloud computing. No cloud provider, even the very best, would claim immunity to service outages. Cloud computing systems are internet based, which means your access is fully dependent on your Internet connection. And, like any hardware, cloud platforms themselves can fail for any one of a thousand reasons.

**vulnerability to attack:** In cloud computing, every component is potentially accessible from the Internet. Of course, nothing connected to the Internet is perfectly secure and even the best teams suffer severe attacks and security breaches. But since cloud computing is built as a public service and it's easy to run before you learn to walk. No one at AWS checks your administration skills before granting you an account: all it takes to get started is a valid credit card.

**Limited control and flexibility:** To varying degrees (depending on the particular service) cloud users have limited control over the function and execution of their hosting infrastructure. Cloud provider EULAs and management policies might impose limits on what customers can do with their deployments. Customers are also limited to the control and management of their applications, data, and services, but not the backend infrastructure. Of course, none of this will normally be a problem, but it should be taken into account.

### **CONCLUSION**

Cloud computing has numerous benefits. In today's global competitive market, companies must innovate and get the most from its resources to succeed. This requires enabling its employees, business partners, and users with the platforms and collaboration tools that promote innovation. Cloud computing infrastructures are next generation platforms that can provide tremendous value to companies of any size. They can help companies achieve more efficient use of their IT hardware and software investments and provide a means to accelerate the adoption of innovations. Cloud computing increases profitability by improving resource utilization. Costs are driven down by delivering appropriate resources only for the time those resources are needed. Cloud computing has enabled teams and organizations to streamline lengthy procurement processes.



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## CHALLENGES FACED BY NEW ENTREPRENEURS

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### ABSTRACT

*When some company runs some business, they are relatively weak at the start point. As firm passing through the process of growing, they must survive all the threats and traps on that road. We can say that the most risky and hardest job to do when new company starting with some business is surviving that first period of probably a year or two. At the start point every businessman trying to go through that process step by step, so for example; if we plan to open some tourist agency, the first thing we gone do is, to check the geographic area for that kind a business, of course there is no sense to open a tourist agency somewhere in lesser developed or in some village. Every person who entering at that kind of business will think about to open that agency somewhere on the Mumbai, or probably in some other metro city. Globalization, removing state barriers, attenuation of state sovereignty, creating free trade agreements all around the world is a sign that the world is going through the process of the new world order. Today is a much different situation with business all around the world then it was before twenty or thirty years ago. Because of all that free trade area zone and rapidly expanding the world economy.*

### INTRODUCTION

What is Globalization? The term globalization means International Integration. Opening up of world trade, development of advanced— means of communication, internationalization of financial markets, growing importance of MNC's, population migrations and more generally increased mobility of persons, goods, capital, data and ideas. It is a process through which the diverse world is unified into a single society. When we look at international business today we can obviously notice that companies all around the globe trying to expand their business as more as they can. Small and midsize companies have largely been on the sideline when it comes to global business opportunities. Making globalization work requires a new and robust platform that eliminates frictions in global trade and creates 'micro-multinationals' and startups to be able to compete globally."

### METHODOLOGY

The study is based on secondary sources of data like Books, Published articles, Research papers, Research reports and relevant websites. It is exploratory in nature.

**Current Scenario:** We came into the situation that you probably won't survive that risky period if you are opening some small family business. Wave of Globalization The wave of globalization hitted India at the end of the last century and still the country is flowing with the current of global changes. Economic Impact of globalization in India Multilateral agreements in trade, taking on such new agendas as environmental and social conditions. New multilateral agreements for services, Intellectual properties,— communications, and more binding on national governments

than any previous agreements. Market economic policies spreading around the world, with greater privatization and liberalization than in earlier decades. Growing global markets in services. People can now execute— trade services globally -- from medical advice to software writing to data processing, which could never really be traded before.

Open Market policy -advantages Growing Indian Economy GDP – USD 1.36 trillion— GDP growth rate – 9%— Services contribution — 60-65% Balance of Trade – Negative— balance should increase with surging imports versus exports Investment goal — USD 370 billion GDP – USD 1.16 trillion— GDP growth rate – 9.5%— Services contribution – 60%— Balance of Trade – Negative— balance should increase with surging imports versus exports Investment goal — USD 305 billion GDP – USD 590 billion— GDP growth rate – 9%— Services contribution – 54%— Balance of Trade — USD (-)46.2 billion Investment goal — USD 250 billion 2010 2008 2006 105 105 135 145 167 103 125 204 231 287 682 191 237 398 453 0 200 400 600 800 1.000 1.200 1999-00 2002-03 2005-06 2006-07 2010\* USD Billion Agriculture Industry Services Growing GDP Source: India Brand Equity Foundation (IBEF) 83.5 103.1 126.3 155 200 50 90 130 170 210 USD Billion 2004-05 2005-06 2006-07 2007-08\* 2008-09\* Growing Exports Source: Ministry of Commerce & IBEF 8.9 22 30 4.3 6 0 5 10 15 20 25 30 35 2003-04 2004-05 2005-06 2006-07\* 2007-08\* USD Billion Growing FDI Inflows India is ranked second in AT Kearney's FDI confidence index (2007) Source: Ministry of Commerce & IBEF India's economic position among BRIC countries Impact of globalization on business in India has a consumer base of 1.14 billion people.—

- India is the 3rd largest global telecom market. The mobile subscriber base has grown from 0.3 Million in 1996 to over 250 million currently.
- India is likely to add over 200 shopping malls by 2010 and 715— malls by 2015.
- India is the world's 2nd largest two-wheeler market,
- 4th largest commercial vehicle market
- 11th largest passenger car market.
- Expected to be the 7th largest automobile market by 2016.— Buyer Acquisition Price Mittal Steel Arcelor,Luxembourg US\$ 26.5 billion Reliance Industries Flag Telecom, Bermuda US\$ 212mi Tata Motors Daewoo, Korea US\$ 118mi Infosys Technologies Expert Information Services, Australia US\$ 3.1mi Bharat Forge Carl Dan Peddinghaus, Germany N/A Ranbaxy RPG (Aventis) Laboratories, France N/A Wockhardt CP Pharmaceuticals, UK US\$ 18mi Cadila Health Alpharma SAS, France US\$ 5.7mi Hindalco Straits Ply, Australia US\$ 56.4mi Wipro NerveWireInc, USA US\$ 18.5mi Aditya Birla DashiqiaoChem, China US\$ 8.5mi United Phosphorus Oryzalin Herbicide, USA US\$ 21.3mi Indian companies going
- Global Technological & Cultural impact of globalization in India. Access to television grew from 20% of the urban population (1991) to— 90% of the urban population (2009). Even in the rural areas satellite television has a grown up market. In the cities Internet facility is everywhere .Extension of internet— facilities even to rural areas. Global food chain /restaurants have already found a huge market in— the urban areas of India. Lavish Multiplex movie halls, big shopping malls and high rise—residential are seen in every city.

- Technological & cultural impact of globalization in India Telecommunication and Software Industries are booming in India.→ Entertainment sector in India has a worldwide market.→ Bollywood movies are distributed and accepted worldwide. Big international companies(Walt Disney,20th Century Fox,and Columbia Pictures) are investing on this sector. Famous International brands(Armani,Gucci,Nike,Omega etc.)→Are investing in the Indian market with the changing of fashion statement of Indians. Impact of globalization on agriculture in India Agriculture acquired 17% of India's GDP in 2008.→ 60% of population still depends on agriculture for their livelihood.→ Occupied 43% of India's geographical areas.→ Agriculture Scientists are applying new technologies and instruments→ in growing crops.
- Different state governments of India are taking initiative to literate the→ farmers. Impact of globalization on education in India Literacy rate in India at present is 74.04%→ Year Literacy Rate Male - Female Person Male Female Gap 1981 43.6 56.4 29.8 26.6 1991 52.2 64.1 39.3 24.8 2001 65.4 75.8 54.2 21.6 2010 74.04 82.4 65.46 16.94 Foreign Universities are collaborating with different Indian→ Universities. Two different face of globalization in India. India's problem with Globalization Some section of people in India,basically poor and very poor,tribal→ groups,they did not feel the heat of globalization at all.They remain poor & poorest as they were. Increased gap between rich and poor fuels potential terrorist reaction.→ Ethical responsibility of business has been diminished.→ Youth group of India leaving their studies very early and joining Call→centers to earn easy money thereby losing their social life after getting habituated with monotonous work. High growth but problem of unemployment.

When we look at international business today we can obviously notice that companies all around the globe trying to expand their business as more as they can. When some company runs some business, they are relatively weak at the start point. As firm passing through the process of growing, they must survive all the threats and traps on that road. We can say that the most risky and hardest job to do when new company starting with some business is surviving that first period of probably a year or two.

At the start point every businessman trying to go through that process step by step, so for example; if we plan to open some tourist agency, the first thing we gone do is, to check the geographic area for that kind a job, of course there is no sense to open a tourist agency somewhere in central Croatia in some village. Every person who entering at that kind of a job will think about to open that agency somewhere on the Dalmatian coast, or probably in some bigger city. Globalization, removing state barriers, attenuation of state sovereignty, creating free trade agreements all around the world is a sign that the world is going through the process of the new world order. Today is a much different situation with business all around the world then it was before twenty or thirty years ago. Because of all that free trade area zone and expanding the world economy, we came into the situation that you probably won't survive that risky period if you are opening some small family business.

### **How Small Companies Can Participate in Globalization**

Business you are in, you can find similar companies in other countries and form a partnership. This gives the seller more recognition in the foreign country. But, it is usually more costly due to the added expense of another office. By forming a

partnership with a company that is in the country you want to do business in, the partner possibly has a list of contacts, already. This makes selling the product or service a lot easier. Still though, companies wanting to expand in foreign markets must Major globalization initiatives from Indian companies.

## **GLOBALIZATION**

- Globalization is the process which enables the geographical, social, cultural, political and economic movement internationally more easily.
- Globalization refers to growing economic interdependence among countries as reflected in increasing cross-border flows of three types of commodities: goods and services, capital, and know how

## **ENTRY STRATEGY FORGLOBALIZATION OF COMPANIES**

- Exporting (Direct or Indirect)
- Licensing
- Franchising
- Contract manufacturing/ International subcontracting
- Strategic Alliance
- Joint ventures
- Wholly owned subsidiary
- Mergers & Acquisition

### **Globalization of Markets:**

It refers to the merging of national markets into one huge global market place.

### **Globalization of Production:**

It refers to the sourcing of goods and services from locations around the world to take advantage of national differences in the cost and quality of factors of production.

### **Falling Barriers to Trade and Investment:**

The falling of barriers to international trade enables firms to viewthe world as their market.

### **Technological Innovation:**

Technological changes have achieved advances in communication ,information processing, and transportation technology, including the Internet and the World Wide Web .

## **FACTORS DETERMINING INBUILDING GLOBAL COMPANIES**

### **POLITICAL FACTORS**

- ☐ Government takeover of asset(with or without permission)
- ☐ Operational restriction
- ☐ Remittance/ Repatriation restrictions
- ☐ Government policies ☐ Opposition parties, pressure groups, external linkages

### **Economic factors**

- ☐ Economic system ( open / mixed)
- ☐ Economic development ☐ Standard of living( per capita income)
- ☐ Foreign Exchange reserves
- ☐ Economic indicators (inflation rate, BOP)

### **Technological factors**

- ☐ Differentiation strategy
- ☐ Competitive advantage Legal factors
- ☐ Home country laws
- ☐ Host country laws

□ International laws UN resolutions, Patents & Trademark protection & piracy laws, GATT, codes of conduct

### **SUGGESTIONS AND RECOMMENDATIONS**

Technology startups that globalize early and rapidly will win over those that do not. The earlier a startup globalizes, the stronger will be its capability for exploiting growth-seeking opportunities worldwide. Early globalization increases a company's adaptability to uncertain environments and is willing to change. Management of a startup globalizes a technology startup early and rapidly to:

1. Increase the value of the startup
2. Reduce revenue source risks
3. Increase the size of the startup's addressable market

### **KEY RECOMMENDATIONS**

- **Acquire and deploy knowledge quickly**

To globalize early and rapidly, a technology startup requires knowledge about:

1. A problem and its solution that are important to a large and growing number of foreign and domestic organizations
2. A global market
3. How to globalize

For deploying this knowledge quickly, the management of a startup need to:

1. Embed the startup in the systems that create the knowledge that is critical to its success
2. Engage in the exchange of knowledge, information, and other resources with international contacts
3. Adjust to changes in knowledge required in terms of knowledge classification, function, network composition, and interaction patterns

- **Secure commitments to act jointly and quickly**

There are five ways to secure stakeholders' commitments to act jointly and quickly.

- 1) The managers of the startup need to interact with customers and partners in lead positions in the global market who have technology knowledge that overlaps with the startup's technology knowledge
- 2) The startup needs to search out and mobilize individuals and organizations with specialized knowledge that are scattered around the world
- 3) Managers need to develop a vision for the commercialization of knowledge-intensive, novel, and differentiable products.
- 4) The startup needs to quickly deliver value to potential customers and partners
- 5) The startup needs to target large customers and partners with global reach whose requirements can be satisfied quickly and expose the startup to low risk of channel conflicts

### **Use web processes to create value to customers, partners and stakeholders**

The use of web processes to create value is a necessary condition for globalization. The Internet provides collaboration tools, payment mechanisms, a foundation for building and delivering products, and many other value-creating processes.

### **Build relational capital**

The relationships humans have are a more important capital to the startup than the humans themselves. Strong relational capital increases collaboration with others. To build relational

capital, the literature suggests that the startup's management team should proactively leverage new and existing networks to locate and interact with potential customers, partners, and suppliers.

### **Gain legitimacy**

A successful startup should increase legitimacy by:

1. Establishing presence in key markets
2. Gaining high-profile endorsements from established companies
3. Leveraging mentors and advisors to build an ecosystem around the startup
4. Participating in high-profile activities related to direct foreign investment

### **Strengthen global capability**

To strengthen capability to service customers and partners regardless of where they are located, the literature suggests that managers need to:

1. Link the internal strengths of the startup directly with the definition and exploitation of global opportunities
2. Increase their global competences, vision, risk taking, cross-border networks, and awareness of foreign growth opportunities
3. Leverage, shape, and create ownership, location, and internalization advantages
4. Shed domestic rigidities for the purpose of exploiting new global opportunities

## **CONCLUSION**

The globalization of startups is especially important for all entrepreneurs, educators and policy makers. The forces of demography and development favor overseas growth markets, with the developed markets of the West facing a slow-growth future. This implies that we need to connect our entrepreneurs to growth markets overseas, embedding them in those global markets from the start. Secondly, launching and nurturing agile startups will call for entrepreneurs to use the world's best inputs and resources, even if they are not local. In that sense, global venturing needs to be the new watchword in entrepreneurship. If a startup needs to better perform than its competitor globalization is a major business advantage. Simply put, if you want your company to grow, you need to consider globalization as a realistic opportunity. Whether or not a startup launches as global is irrelevant. The key here is that companies should think globally from the beginning to minimize hardships once they are ready to take their business beyond their country's borders.

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## RESPONSIVE WEB PAGE DESIGN USING BOOTSTRAP FOR ONLINE LIBRARY

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### ABSTRACT

*Responsive web design is one of the most recent trends that can help libraries meet their patrons' high expectations in the mobile-first culture of information consumption. The Library Mobile Experience: Practices and User Expectations" provides several examples of responsive library websites, discusses some of the pitfalls of responsive web design, and argues for better discoverability of libraries' mobile (web or native) apps. Whether a library decides to develop a responsive site, a separate mobile site, or a native app, it is only part of the whole library mobile experience. Libraries' active presence on the mobile Web is now a must, and libraries need to skillfully and creatively adapt themselves to the new information landscape characterized by the abundance of information and the scarcity of human attention.*

**Keywords:** *Bootstrap, Responsive Design, Online Library, Mobile experience*

### INTRODUCTION

If people want to be able to do almost everything on mobile that they do on a desktop computer, what can libraries do to meet such expectations? Should libraries start providing the same content and functionalities on the desktop and the mobile website? Library patrons are already visiting non-mobile-optimized library websites on their mobile devices for exactly this purpose. Those desktop websites may appear tiny on the smartphone. But many of us zoom, pinch, and pan to get to the area we know or assume will have the information we want. As long as the mobile web browser can display the full content of a web page, we grab the information we want and get things done. With responsive web design, however, this process can get much less cumbersome.

**What Is Responsive Web Design?** The term responsive web design was popularized by an article that web designer and developer Ethan Marcotte wrote in 2010. The goal of responsive web design is to make a web page look equally good regardless of the screen size of a device. Before the introduction of responsive web design, web designers and developers created most websites by following the principles of pixel-perfect web design. Pixel-perfect web design treats a web page like a page from a magazine. In this approach, the mock-up of a web page is first created in Photoshop, and then a developer recreates that design to fit a web browser. The goal of pixel-perfect web design is to make a web page resemble the original mock-up as much as possible. But a web page is not printed on a piece of paper but viewed in a web browser. Unlike paper, a web browser is a dynamic medium it allows a user to re-size the browser window itself, and users can also change the size of the font as well. And when this happens, web pages created with pixel-perfect web design principles often break. If a web page was optimized for a 1024 × 768 pixel screen size, for example, that web page will look quite wrong in a smaller or bigger screen. As the number of mobile devices that have a variety of screen sizes grows, pixel-perfect web design has become problematic. Responsive web design is an attempt to solve this problem with the following three tools:



- a flexible, grid-based layout
- flexible images
- media queries

Flexible grids are created by using percentage (a relative unit) instead of pixel (an absolute unit). Media queries make it possible to apply different cascading style sheets (CSS) depending on the media type and the maximum width of the device screen. With cascading style sheets, one can control images and other fixed-width elements so that they stay contained in their container blocks. Responsive web design makes a web page adjust itself in response to the screen size of a device. This means that there is no longer one fixed layout in which the elements of a web page are permanently placed. Instead, as the size of the screen changes, the layout of a web page adjusts itself and rearranges the elements of the page. Responsive web design is most easily understood by visual examples. Here we will take a look at the Wiredwiki website as an example. The WiredWiki website home page responds as the web browser changes its size. The desktop layout displays the full menu next to the Wiredwiki logo image. When you hover your mouse over a menu item, a drop-down menu appears. Above the main menu, there are three quick links and a search box. In the middle of the page, a large image is presented, and on the side, four small thumbnail images appear with captions. These thumbnail images determine which large image is displayed. Below the image, there are two columns. The left column has more links and texts while the right column has six thumbnail images displayed in two rows. Each thumbnail image functions as a link to a different post. At the bottom, there is a footer that includes more links. If you try to make the page smaller, the top part of the web page changes to accommodate the narrower width of the browser. The search box disappears from the top and is sent to the top of the footer area, and one of the quick links goes away. The main menu items now move below the logo image. The small thumbnails next to the large image also move down, forming a separate row. The two columns under the large image also become separate rows. The most drastic change takes place when the web browser is made even smaller, close to the screen size of a smartphone. The main menu completely disappears, leaving a tiny square icon on the top right corner. Now the main menu items show up only when this icon is pressed. The large image shrinks to fit the width of the small screen, and the small thumbnails that appeared to the right of the large image on the desktop screen disappear except for the one that corresponds to the large image. The dots below are used to view and choose different images on the screen. Elements in the two columns under the large image are now stacked vertically.

### **A Few Problems with Responsive Web Design**

While responsive web design has some great advantages, it does not by itself guarantee a satisfactory mobile experience. We have seen several examples of responsive websites so far. At first, just the fact that the text in the responsive websites appears in a legible size is a relief. However, this excitement soon wears off when we discover that poorly-designed responsive websites can be just as cumbersome to use as nonresponsive websites. The restricted space on a small screen requires us to rethink what the most important items are on a page and how the rest of the content can be presented in a streamlined and uncluttered way. If you have bloated content and your desktop website is already too dense and cluttered, this issue must be addressed before making your website responsive. Another potential problem with responsive web design is that it usually does not give users an option to go back to the

look of the full desktop website. For those who are familiar with the existing website and know exactly where to go to get the information they want, the automatic change in the website layout on a small-screen device can be disorienting and confusing. Until they get used to the new mobile layout, they are likely to prefer the familiar layout, even though they have to pinch, zoom, and pan to get to where they want to be. Lastly, the responsive website is likely to take much more time to load than a simplified separate mobile website. The CSS may hide some of the content, but all the content and other files, such as JavaScript libraries, that are used for the full site still get downloaded. In 2012, Smashing Magazine compared the mobile websites of the two presidential candidates, the separate mobile website for Mitt Romney and the responsive website for Barack Obama. The result showed an interesting contrast between the two mobile sites. A typical page on Romney's mobile website was about 687 KB and loaded in about 8.75 seconds. By contrast, the size of a typical page on Obama's responsive website was about 4.2 MB and took a whopping 25 seconds to load.

### **Resources and Tools for Responsive Web Design**

If your library uses a content management system (CMS), it is highly likely that there are already some themes for your particular CMS that can make your site responsive. An open-source CMS, WordPress, has a number of responsive themes such as Responsive. Another popular CMS, Drupal, also has many responsive themes. There are also boilerplates that can help you develop a responsive site quickly, such as Bootstrap, a front-end toolkit for rapidly developing web applications, and JQuery Mobile, a touch-optimized HTML5 UI framework. Responsinator is a very useful tool for testing how your site appears in different mobile devices. For more resources for responsive web design, see "50 Fantastic Tools for Responsive Web Design," which appeared in .Net Magazine.

### **Uncomplicated Complexity on Mobile**

Whether you pick a responsive site or a separate mobile site for your library, the greatest challenge is how to deliver comprehensive content and features in an uncomplicated way that is also appropriate to the mobile context. The advocates of responsive web design try to achieve this goal by providing the same set of content and features regardless of the screen size of the device. On the other hand, the proponents of stand-alone mobile websites argue that desktop computers and mobile devices are so different that the only way to offer a great user experience is to create two separate designs with fewer features for mobile. Some libraries offer both a responsive site and a separate mobile site. As you can see in the screenshots of the national Library's home page, the responsive site is much more complex than the separate mobile site, and the mobile site is much simpler than those of other libraries that do not have responsive sites.

This report focuses on the library's presence on the mobile Web and does not discuss many other mobile offerings from libraries. But today's libraries have mobilized many areas of their services beyond their websites. Many libraries offer downloadable e-books, audio books, and music; circulate e-book readers; and provide mobile-friendly online databases and e-book collections. And one of the major venues where libraries advertise these mobile offerings is their mobile websites. If library patrons are unaware of the library mobile website itself, then they are likely to miss out on other mobile services from the library as well. Unfortunately, many libraries seem passive in promoting the presence of their mobile websites. Let's take a look at

several examples. The link to San José Public Library's mobile website is hidden in a tiny icon in the footer of the desktop home page .If a library patron does not already know about it somehow, it is unlikely that he or she will be able to discover the library's mobile website while visiting the desktop site on a mobile device. The University of Pennsylvania Libraries has a great mobile-optimized website, but the link to its mobile website is also hardly noticeable, being hidden away at the bottom of the left column in its desktop home page This problem can be easily corrected, however. One easy solution is to add an auto-redirect to the desktop home page. Libraries can use either a server-side or a client-side script to detect a user's device type and redirect mobile device users to the mobile-optimized library website. The result is instant promotion targeting all library patrons who at least once visit a library website on a handheld device.

## CONCLUSION

In this report, we have discussed the recent developments in the mobile Web and how library websites have been responding to these developments. Responsive web design is one of the most recent trends that can help libraries meet their patrons' high expectations in the mobile-first culture of information consumption. This, however, does not mean that responsive websites are always better than stand-alone mobile websites or that the library mobile experience is solely determined by a library's mobile (web or native) app. As a middleman between library patrons and the third-party content providers such as publishers and database aggregators, libraries need to promote and advocate more mobile-friendly interfaces for many separate library systems, including the library catalog, the link resolver, course reserves system, licensed databases, and downloadable e-book and music products.

- Provide more mobile-friendly solutions for the content that is generated by either the library or a third-party content provider.
- Instead of waiting until library patrons come to libraries to seek resources and help, create, or curate relevant, high-quality information content and distribute it into the information streams that people interact with daily and that are often closely connected to social media.
- Enable patrons to curate and share information content that they obtain from their libraries as much as possible.<sup>22</sup>
- Motivate library patrons to be more involved with library resources and services by tapping into emerging trends such as gamification and game-based learning.

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## HUMAN RESOURCE DEVELOPMENT IN CO-OPERATIVES: A THEORETICAL UNDERSTANDING

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### ABSTRACT

*Economic growth of a country depends on the natural resources the rate of capital formation and the technological development. However, human resource development is the key factor to build & develop an economy. In a competitive economy every organization for its survival and growth must maintain and also improve upon its efficiency of working. It is necessary, therefore, that each organization should try to develop its manpower in the desired direction so as to enable each individual to contribute its best to achieve the desired goals. This is true of all types of organizations. The post-independence era has witnessed a spectacular development of the co-operative movement not only in the size of business activities. They are progressively becoming intricate business mechanism, requiring all the tools and techniques of modern management for their success one of the constraints in their growth and development has been the lack of trained manpower to manage their affairs on efficient business lines. Unlike private enter prices the scope of human resource development in the cooperative organizations is wider in the sense that the co-operatives for their development will have to develop the ordinary members, the members of the Board and also the employees. The task of human resource development is much difficult in a co-operative organization than in a private enterprise. Hence this paper brings some suggestions and recommendations for the development of human resources in co-operative society.*

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### INTRODUCTION

Economic growth of a country depends on the natural resources, the rate of capital formation and the technological development. However human resource development is the key factor to build and develop an economy. It has been established that the growth and progress of a nation is, to a great extent, dependent on the quality of its manpower. Human resource development is the process which helps in capacity of the people knowledge the skill and the capacity of the people so that they may contribute to the development of the economy and the society. A change in their attitude and value system conducive to increase the productivity of human efforts is also considered a necessary concomitant to human resource development measures. Thus, the development of knowledge and skill is important, but much more important is the impetus and motivation of the people to develop for their own sake as also for the sake of the community to which they belong

The post-independence era has witnessed a spectacular development of the cooperative movement not only in the size of business but also in the diversification of business activities. The movement which had remained basically credit-oriented for nearly half a century now covers marketing, processing, industry, housing, consumer goods and many others. In democratic planning, cooperatives have been recognized as an ideal institution because of their capacity to reach and involve the masses and help them in increasing production without ill effects of concentration of wealth in the hands of a few. The progress, particularly in certain fields, has also helped in discarding the notion that the cooperatives are not ideally suited for a big industrial unit. In the recent past cooperatives have not only diversified their activities but they

have also grown in size both vertically and horizontally. They are progressively becoming intricate business mechanism requiring all the tools and techniques of modern management for their success one of the constraints in their growth and development has been the lack of trained manpower to manage their affairs on efficient business lines. In a federal organizational structure of cooperatives which is having preponderance of weak primary units having limited experience and skills of management, the problem becomes more acute. Further, in the context of the role assigned to cooperatives in integrated rural development and in planned development the aspect of human resource development is of crucial importance.

## **REVIEW OF LITERATURE**

In review of literatures, an attempt has been made to review committee's reports, research papers, articles and books related to different issues on human resource development in cooperatives.

**ICA Policy on Human Resource Development (1990)** – The overall aim of the ICA Policy for Human Resource Development is to contribute to the effective implementation of the ICA Policy for Cooperative Development, viz. "the establishment and growth of independent, democratic and viable cooperative Organizations, in which men and women participate on equal terms. These organizations must be capable of serving their members efficiently and contributing to economic growth and social equity in their respective communities and / or countries".

**Brahms Prakash Committee (1991)** – It was appointed to revise the existing cooperative laws for cooperative development through voluntary participation of the people. The Committee recommended a Model Cooperative Law in 1991 in order to make cooperatives self-reliant, autonomous and democratic. It was circulated to all the states with the advice to incorporate the same, as it ensures more power to the members, more participation and less government intervention in the affairs of cooperatives.

**The Task Force to Study the Cooperative Credit System (1999)** – Chaired by Shri Jadish Kapoor suggest measures for its strengthening observed that Human Resources Development is an important component for the success of any organization. It has, however, not been accorded the importance it deserves in the cooperative institutions. The cooperative banks are generally headed by a committee of elected members, who are not necessarily professionals in the field of banking and finance. According to the Task Force, the cooperative banks have to evolve sound personnel policies encompassing proper manpower planning and assessment.

**The Expert Committee on Rural Credit (2000)** – under the Chairmanship of Prof. V.S. Vyas made the recommendations on Human Resource Development, many rural financial institutions suffer from poorly motivated and inadequately trained staff. Staff strength is sometimes too high (mainly in cooperatives) and sometimes too small. In cooperatives, these should be based on human resources requirement studies to be conducted in all States by reputed professionals. Cooperative CEOs should be professionals (and not on deputation from Government, etc.).

**National Cooperative Policy (2002)** – Last, but not the last, the government recognizes the need to develop human resources, cooperative education and training, appropriate technologies and infrastructural facilities so as to promote professional management in cooperatives.

**Task Force on Training and HRD of Cooperatives and RRBs (2002-2007)** – chaired by B.S. Vishwanathan has emphasized the need for professionalization in

cooperatives and has recommended for continuance of Cooperative Education and Training schemes during X Plan.

**The Task Force on Revival of Rural Cooperative Credit Institutions (2005)** – under the chairmanship of Prof. A. Vaidyanathan, recommended that the cadre system of employees at all levels be abolished. Further, it has to be ensured that professional CEOs and all the staff of PACS, CCBs and SCBs are appointed by the cooperatives themselves and that they also decide on their service conditions. All the employees need to be answerable only to the respective Boards of these cooperatives.

**Das Banshee, Dr. Palau N.K. and Dr. Das Kumar (2006)** – The paper focuses on several pitfalls and shortcomings like: poor infrastructure, lack of quality management, over-dependence on government, dormant membership, non-conduct of elections, lack of strong human resources policy, absence of professionalism, etc. The paper makes an assessment of future prospects of the cooperative sector of India.

### **NEED FOR THE STUDY**

To sustain the growth and also to stimulate the growth further, it is apparent that all efforts should be made to develop human resources in all cooperative organizations. Unlike private enterprises, the scope of human resource development in the cooperative organizations is wider in the sense that the co-operatives for their development will have to develop the ordinary members, the members of the Board and also the employees. As a further perspective, the cooperatives will also have to think to develop the prospective members who may enter the cooperative organizations in future. The task of human resource development is much difficult in a co-operative organization than in a private enterprise where the main focus of development is confined only to the employees. Hence this paper mainly concentrates on implementation of HRD in cooperatives

### **OBJECTIVES**

1. To know the HRD in co-operatives
2. To offer the suggestions for the development of Human Resources in Co-operatives

### **DATA SOURCES**

The study is mainly based on secondary data which is collected from Committee's Reports, Journals, Newspapers and also personal opinion of the different authors and experts.

### **Implementation of HRD in cooperatives**

Having discussed the definition, significance and some experiences in its application, let us also discuss the implementation of HRD. It involves all the aspects of management, but we will concentrate only on the important ones.

### **Commitment of the management and staff to HRD**

HRD can come into practice only when personal in an organization, both at the top and lower levels, have understood the implications of HRD and desire its introduction for better performance. Such understanding would result in commitment. The future of the cooperative services is in the hands of its members who must strive for creativity, academic excellence, and the pursuit of excellence of service in their professional activities. If the top cooperative administrators have faith in their subordinate in would generate sufficient energy and enthusiasm to get the cooperation of the entire staff in an organization as faith is contagious. Staff-members would try to

make use of the management techniques to promote efficiency in such congenial environment. Such a situation would generate a chain effect of optimum performance and creativity. For the use of appropriate management techniques, we will have to train the personnel in these techniques, so that they can use them and make a definite impact on productivity. In “The Administrator” Robert M. Hutchins writes: “The rewards of the administrator may not be public memorials, religious rites and a pleasant journey to the Island of the Blest. For those things he should care not at all. His satisfaction will come, even if he fails, from having seen and attempted one of the most difficult works of the mind and one of the most challenging human tasks”.

## **2. Specific action plan and strategy**

There is a need to develop a time-bound plan to implement the proposed changes. We may use here techniques like PERT/CPM. There is a need to design the strategy in terms of goals and objectives. The HRD represents an intervention strategy with, inter alia the following overall objectives namely

- a. Arresting Bridging pre-active insufficiencies of knowledge and professional skills (curative);
- b. Shaping adjustments with socio-technological, environmental changes (adaptive);
- c. Developing new outlook, an ethological version of quality excellence and accomplishment (primitive); and
- d. Making a total obsolescence, both individual and organizational (preventive);
- e. man with new cultural attributes (transformative);

## **The professionalization of management of cooperatives has following implications**

- ☐ Establishment of mechanism for induction of professionals in cooperatives.
- ☐ Formulation and implementation of enabling and dynamic personnel management policies by cooperatives.
- ☐ Clear demarcation of powers and responsibilities of elected board and chief executive.
- ☐ Coordinated functioning of elected chairman and chief executive focusing on policies of the organization.
- ☐ Formulation and implementation of dynamic HRD policies

Keeping in view the emerging challenges and opportunities from globalization of economy, there is urgent need for reviewing the status of professionalization of management of cooperatives and for evolving workable steps for improving the situation. The National cooperative union of India may sponsor a comprehensive study in this regard.

## **3. Building morale and motivation among the members cooperative organization**

The most important task of cooperative task of cooperative organization must be to give abundant and constant evidence of its belief that personnel in an organization are the key to development. This requires proper motivation of the employees which provides a base for the management functions of planning and organizing. It has been noticed that the performance of the personnel either as individuals or members of a group is less as compared to their capabilities In terms of skills, abilities and capacities. Finer, for example, states that demonstrated performance generally never

exceeds more than fifty per cent of the individual's ability to perform. Most individuals tend to balance their efforts around an assessment of relative costs (time and energy) and benefits. A climate of creativity must be developed and maintained by management so that the performance levels know no bound and growth becomes a way of life.

#### **4.Counselling and mentoring**

The main purpose of counselling and mentoring is to help the employees scientifically be sensitized to their potential, strengths and weakness. It also helps them in sharing and discussing their tensions. Conflicts, concerns and problems so that the adverse impact on productivity and well-being could be thwarted.

#### **5. Creating effective HRD**

P.Murali Krishna and P.Suba Rao in their article, "organizational and HRD climate in B.H.E.L-An empirical study" in IJPA, April to June 1977 (p.210), suggests the need of creating congenial environment, wherein personnel can contribute their maximum potential duly. To quote: HRD climate is one of the pre-requisites of effective HRD process implementation. It is an integral part of organizational climate. HRD climate creates growth opportunities and recognition. Its success is vitally based on top management's confidence in employees which will propel them to take initiative and meet challenging responsibilities for the organization. Employees dignity and individually is boosted when an effective HRD climate is created. Thus, the dynamic HRD climate can be conducive to development of both the individual as well as the organization. This is possible through humane treatment of employees by the employees and helping develop right attitude among the employees. The HRD climate affects informal as well as social relations. Therefore, it performs a descriptive role rather than an evaluative role.

#### **6.Effective education for HRD**

P.K Bhatt in his article, "stimulating ethos of learning organization" and "TQM in HRD institutions: some insights and lesson" has rightly suggested that: "human resource development (HRD)-a basic function of all educational institutions is a process of helping people in a continuous and planned way to acquire new competencies and to sharpen and fine-tune the existing ones. An important function of any HRD institution is to lead to the growth of wise and enlightened citizens with a love for learning, a commitment to hard work and above all, capacity to question things. There ought to be strong emphasis on value education involving fundamental human values and as abiding commitment to the pursuit of excellence. More fundamentally, harnessing the vast latent potential of human knowledge for social good involves cultivation of an inquiring mind-set receptive to change."

#### **7.Developing emotional intelligence**

HRD should pay more attention to the development of emotional intelligence. Dr. Rakesh sinha, mind management therapist, in his article, "express your emotions" has rightly said that emotions are complex and can be difficult to manage. Actions that spring from the emotional mind carry a particularly strong sense of certainty that cannot be justified or explained by the pertinent for organizations; human resources are considered as the greatest assets. It is, thus, productivity of its human resources to achieve overall success. A large number of surveys have shown that emotions of the employees play a significant role in determining their output. In fact, critical



consequences have been observed in those organizations where the EI of its people is low. HRD should focus on enhancing the EI of the organization.

### **8. Concern for efficiency**

HRD must be concerned with efficiency and quality of operations and not just the meticulous procedures. Mohan Kaul in “Civil service reforms: learning from common wealth experiences” in IJPA, July-sept. 1988 has rightly expressed that the reform programmes reflected two broad aims of increased efficiency and effectiveness.

The concern for heightened efficiency is both an organizational value implying a moral dimension to any apparent waste in government, and an instrumental concern resting on the premise that inefficiency within government represents a drag on national productivity. The concern to ensure efficiency in State-owned enterprises is mirrored through the concern to achieve a civil service, more oriented towards achievements and outputs than consistency of procedures-the model which has traditionally underpinned civil service activities. This refocusing of the civil service is made possible when clear lines of accountability and sharp definition of purpose are introduced into government.

### **9. Imparting need-based and ongoing training**

Training is an investment in the HRD process, which gives dividends both in short and long run. Vijay Prakash Srivastava in his Article, “in praise of Training” in the Indian Express, July 12, 2000 rightly stresses that the ultimate goal of training, is improving competence of the employees for raising the standards of organizational performance. An organization can do better if it invests in technology development and improvement of human systems. Training is crucial for both of these.

#### **SUGGESTIONS**

- Government is committed to supporting co-operative education and training that meets ever changing co-operative movement needs.
  - Review the current co-operative curriculum and develop an appropriate one in collaboration with Ministry of Education and sports. Develop and implement comprehensive member education and training program.
  - Develop training materials to facilitate delivery of effective member education.
  - Hold public lectures and panel discussions on co-operative issues.
  - Conduct of Training, Seminars, Pilot Studies, etc.
  - Practice the HRD activity continuously in the organization.

### **CONCLUSION**

HRD in the organizational context is the process of organizing and enhancing the physical, mental and emotional capabilities of individuals for productive work. Cooperatives need to ensure that members and employees are regarded as human resources important for the sound development of the cooperative enterprise. The part of human resource management that specifically deals with training and development of the employees. Effective training is an investment in the human resource of an organization, with both immediate and long range returns. Cooperatives are value-based, member-based, member-owned and democratically controlled. The primary purpose of a cooperative is to satisfy the social and economic needs of its members.

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## A REVIEW ON CONTRIBUTION OF SOFTWARE TESTING IN INFORMATION TECHNOLOGY

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### ABSTRACT

*This paper provides a comprehensive view on the contribution of Software Testing in the field of Information Technology (IT). Software Testing is the key for Software Quality as well as Software/System Development. Testing plays an important role in software development process, where we find defects in software or application. In Software industry we use testing to show where application or software is lacking. Testing of any software or application is done manually as well as using automated tools.*

**Keywords:** SDLC (Software Development Life Cycle), STLC (Software Testing Life Cycle), TC (Test Cases, UI (User Interface), Test Plan, Quality Concept

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### INTRODUCTION

In this paper, I introduce a definition of software testing and related terminology. Some key notes are – Software Types, Concept of Software Testing, Why we Test Software, Concept of Defect, Approaches of Software Testing, Best Practices of Software Testing, Challenges in Software Testing, Verification and Validation Concept, Quality Concept, Quality Views, Defect Life Cycle, Concept of Test Plan, Automation Testing.

Software Testing becomes more and more important in software development industry. Using Testing's effective techniques most errors are get reveled.[1] Testing is very important element of software quality assurance and represents the final review of specification, design and coding. Mostly Software's are tested manually or using automated testing tools it's called as automation.

Automated testing done by using different tools to test software. Few testing tools are QTP, Loadrunner, and Winrunner. [3] Manual testing is done without taking a supporting of any tool. Manual testing performed by sitting in front of computer and checks each and every page of software suspiciously. We use verity of combinations of inputs, for getting expected result and record all remarks, behavior of application.

#### Software Types

In general there are two types of software, one is Application Software and another is System Software, Application Software is Project Base, whereas System Software is Product Base.

#### Software Testing

Testing is the process of execution of application or program with the intention of finding a bug or error. Test means response of program for given input.[1] Software Testing is a combination of Verification and Validation.

Software Testing is a Process used to identify *Correctness, Completeness, Security, and Quality* of develop computer software.

### Why we Test Software?

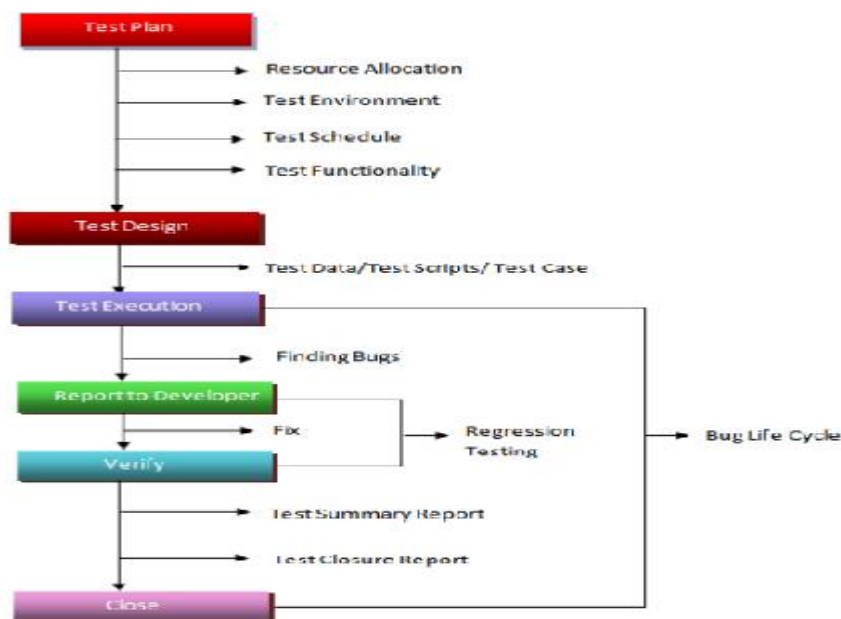
To check that Software is doing what it is supposed to do and what it is not supposed to do. This approach controls the objective, purpose of the software development.

### Concept of Defect

Defect is variance between Actual Result and Expected Result. Because of the Defect the Software Testing is important. There is no any software in the world which has no Defect.

### Defect Life Cycle

Without Defect we can't imagine a software, solving the Defect is very much important for Quality Software. **Open-Fix-Closed** these are three important phases of Defect Life Cycle.



### Approaches of Software Testing

The approaches of Software Testing are very famous some of they are- Black Box Testing, White Box Testing, Gray Box Testing, Red Box Testing, and Yellow Box Testing. Black Box Testing and White Box Testing are two very active approaches of Software Testing. In Black Box Testing approach the Input and Output is known but Process is unknown. Generally this approach is End Users point of view. In White Box Testing approach the focus is on Internal Code of the system. Generally this approach is Developers point of view.

### Types of Testing

Testing can be divided into two types.

- I) Manual Testing
- II) Automated Testing.

### I. Manual Testing

Manual testing is a testing method in which test engineer writes test cases manually and execute those to discover defect from software on which they perform testing. It is most tedious and old strategy of software testing.[5] Manual testing is

activity in which we have need of the testers with some of set of qualities – to be open-minded, exploratory, creative, observant, innovative and patient. When we do manual testing again and again it can be difficult to execute on large software applications which having huge dataset coverage.

Problems faced by manual testing Need large amount of human resources – More testers are needed in manual testing because test cases are needed to execute manually. Less reliable- Manual testing is not as much of reliable as tests may not be performed with accuracy each time because of human errors.

Non-programmable - No programming can be done to write down tests which get hidden information. Manual Testing can become unexciting and hence are error raised. Time consuming - Test cases are executed by humans so it is very slow and difficult.[2]

## II. Automation Testing

Automated software testing involve development of test scripts by using scripting languages such as JavaScript, Python so test cases are executed by using computers with less amount of human interference and attention.[1] To save human effort and cost the test design and development done together using automated tools. The automation software which we used for testing can enter test data in system under test, which compares expected and actual results and generates detailed test reports. To get accurate result we require execution of few test sets repeatedly. Automation testing large amount of money recourses need to be invested. Using automation tool it is possible to record this test set and re-do it as we required. Once the test set is automated, no human interference is needed. Purpose of automation is to decrease number of test cases to be run manually and not remove manual testing all together.[5][1]

When Test Automation done correctly it can have lots of Benefits and it's very helpful for project and organization. There are few limitations of test automation that we need to be [3][4].

### Best Practices of Software Testing

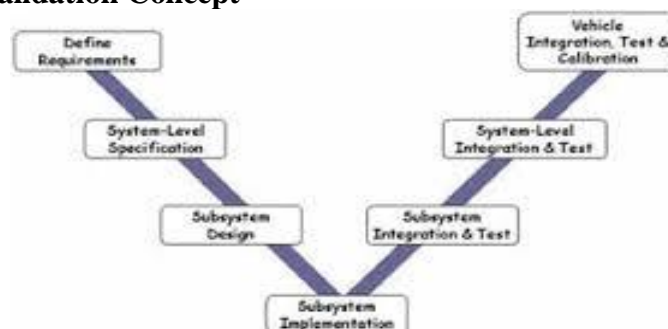
- Establish an early,
- Test Early, Test Often,
- Measure test cost, coverage, results and effectiveness.

### Challenges in Software Testing

Testing considered late in to the **Software Development Life Cycle (SDLC)**,

- Test Progress hard to measure,
- Complete Testing is not possible.
- Maintenance Time and Effort.

### Verification and Validation Concept



### Verification

Verification is process point of view. It is to check whether software confirms to the specifications. The first V focus on development.

### Validation

It is check whether software meets the customer expectation. Validation is customer point of view. The second V focus on Testing.

### Quality Concept

Quality is consistently meets customers needs in terms of Cost, Requirements, Delivery Schedule, and Services.

### Quality Views

The term Quality has basic two views one is Customer and second one is Supplier

Quality has two important concepts **Quality Control** and **Quality Assurance**.

Quality Control contributes towards checking of different product.

Quality Assurance contributes towards checking of define process of developing a product.

### Concept of Test Plan

Test Plan is a contract between Tester and Project Team describing role of Testing in project.

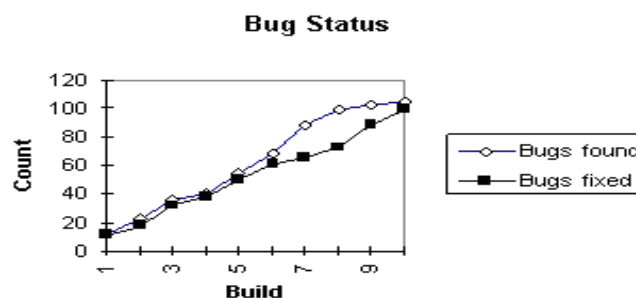
### Automation Testing and Manual Testing

Automation Testing includes Test Scripts; where as Manual Testing includes Test Cases.

### Information Technology and Software Testing

In practical world the ratio of developing the software application is very large. On the contrary Testing ratio of that software application is low. The basic need of industry is to Test software properly and try to deliver a Quality Product.

Bug/Defect Status report plays important role for the success of software application. The ratio of fixing the bugs get increased the quality of software get increased automatically.



Both Software Development and Testing are ongoing process and success ratios of both are interdependent to each other.

### CONCLUSION

I hope this general overview has showed the several aspects of Software Testing, the importance of that in real practical world, It also focus on valuable tasks covered under Software Testing. Using automation tools we can record the test cases and we can re-play it when required.

Although there is much room for automation in each of the involved activities, the tester's expertise remains essential as much as a need for approximate solutions. Again Software Testing is a challenging and important activity; the contribution of Software Testing in Information Technology (IT) is unforgettable.

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## THE COTTAGE & SMALL SCALE ENTERPRISES RUN BY INDIAN WOMEN & IMPACT OF GLOBALIZATION .

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### ABSTRACT

*Small scale industries run by women play a significant role in the economic development of nations. Policy makers now pay more attention to it because women empowerment is the great issue. Women are known for their innovative and entrepreneurial capabilities. Globalization has made economies and businesses become more interdependent for survival and growth. This situation enhances the role of small scale & cottage industries for job creation and economic growth. As globalization creates new opportunities for small scale & cottage industries it also creates new challenges for them. This study examines and reports on findings from an exploratory and qualitative research undertaken to explain the impact of globalization on small scale & cottage industries.*

**Keywords:** Globalization, Small scale & cottage industries specially run by women, Challenges, opportunities, Empowerment of Indian women.

### INTRODUCTION

The term globalization has been in increasing use since the mid-1980s and especially since the mid-1990s. In 2000, the International Monetary Fund (IMF) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people and the dissemination of knowledge. Further, environmental challenges such as climate change, cross-boundary water and air pollution, and over-fishing of the ocean are linked with globalization. Globalizing processes affect and are affected by business and work organization, economics, socio-cultural resources, and the natural environment.

It is expected to make some contribution to small enterprise research relating to cottage industries particularly by women performance in a rapidly globalizing environment. Findings from the study indicate that, although cottage industries particularly by women can make business decisions quickly because of their lean governance structures, they have knowledge, technology and resource constraints that preclude them from investing in new innovations and approaches. Most these have limited access to finance and lack specialized skills needed to operate in a globalizing environment. They depend on learning from network contacts, advisers and accountants. Such professional services are costly and beyond most of their budgets. Once you start up a new business, you plunge into an ocean populated by a few smaller fish, which compete with you for food, and lots of bigger ones, eager to eat you alive. The big fish in the sea tend to be well-connected, multinational beasts taking full advantage of the perks of globalization – such as outsourcing, uneven exchange rates, and low-margin high-volume sales models – making them nearly impossible to compete against. What are the impacts of globalization on the small business owner, and how can you defend yourself from the blows that will inevitably come your way.

Financial markets of most economies are globally connected, hence the globalised impact of the financial crisis, globalization has also created new challenges for the



survival and sustainability of firms, especially cottage & small scale industries. As more small firms enter the emerging and growing markets domestically and overseas many face challenges which arise from various sources. This enables them to make and implement decisions quickly. In comparison to their larger counterparts, take less time on decisions to modify systems and processes, produce new products and services, adopt new selling strategies or get to new customers. Such decisions are usually dependent on technological capabilities, managerial competencies and incentives to invest in new approaches and innovations. Most of them have limited access to finance and lack managerial and specialized skills and expertise needed to operate in a rapidly globalizing market.

Cottage industries & Small Scale Industries play a crucial role in the development of Indian economy & also have great contribution in the development of Women Employees in India. There are a huge number of women employees engaged in cottage & Small Scale Industries performing different type of jobs at different level. It tries to provide employment to highly qualified as well as less qualified Women in India for the purpose of their overall development. It help Women employees to identify their potentials and ability to do a particular job . It tries to build confidence among women employees. So they can survive in the competitive world. Women Entrepreneurs have an important role to play in developing nations. A Women entrepreneur is the one who creates something new and undertakes risks and hurdles of economic uncertainty and organizes production. Today women are the major part in the socio-economic changes as they are the one who envisage new opportunities; new techniques and new line of production and also co-ordinates various other activities.

Women entrepreneurs are the one who are engaged in the productive activities, small business, manufacturing industries such as manufacturing of detergent powders, cotton ropes, handicrafts, doll making, toys, food processing such as making tomato sauce, mixed fruit jam, mango jam, mango slice, many types of mango pickles of garments, leather and gems and jewellery etc. Women in cottage industries provide an ideal entrepreneurial opportunity to utilize their skills profitably.

In 1980 the new psychology developed in parents that their wards must take higher education in foreign countries like USA ,UK ,Germany ,Australia ect.It became so popular that from every family children went abroad for their education & settled there only .But they grown up in Indian culture so wants the Indian food products. Their foreign friends also found of the Indian food. So the mothers in India made food for their beloveds & used to send them regularly this is the birth of food products cottage industries.

Table - shows the product wise distribution of women Entrepreneure in India

Type	Percentage
Industrial goods	12
Engineering goods	19
Chemical based	7
Food Products	29
Agro based products	10
Textile Goods	23

### Conclusion:

1. Response is very large for the food products.

2. Food product marketing is an easy process but have to maintain the quality of the product, time limit, preservation.
3. Cottage industry produces vermicelli, papads, pickles, snacks of all varieties, chilli and masala powders, bakery products etc.
4. Agro-based products of numerous types of agricultural implements and textile goods such as dress materials, cotton clothes and garment of various types, readymade garments and different types of other products are manufactured by women for the women.

The focus of small scale industrial units are very clear, it tries to provide employment to highly qualified as well as less qualified women in India for the purpose of their overall development. Small scale industries help women employees to identify their potentials and ability to do a particular job in the industry organization. There are number of opportunities made available by cottage & small scale industries in Indian economy for women by the Government by Act. The opportunities in these units are enormous due to the following factors.

* Less capital intensive
* Extensive promotion and support by Government
* Funding-Finance and subsidies
* Machinery procurement
* Raw material procurement
* Technical and managerial skill
* Tooling and testing support
* Export promotion

Government play very important role in the women development with setting different types of companies as follows-

Company Name	Use
National Alliance of Young Entrepreneur(NAYE)	To get better access to capital, market, infrastructure, development of production, management capabilities.
The women Entrepreneurs Association of Maharashtra (WIMA) May 1985	To help to sell their product, conduct training programmes in New Mumbai, Pune (Hadapsar).
The Industrial Development Bank of India(IDBI)	To extending aid to voluntary agencies in decentralized industries, skill upgradation.
UNICEF	To improve lives, income, to be part of National planning
Mahila Arthik Vikas Mahamandal Maryadit (MAVIM)	Share Rs. 1 cores, economic upliftment, food stall, training for Career Bima Agents, guidance centers.
Norwegian Aid for Rural Development(NORAD)	Gives training for electronic assembly, repairing electronic devices.(Washi, Pune, Nagpur, Aurangabad)
A Cottage Industries Board was set up in 1947	1. First Five Year Plan – All India Handloom Board, 2. All India Handicrafts Board, 3. All India Khadi and Village Industries Board, 4. Small Scale Industries Board, 5. Coir Board

	6. Central Silk Board.
National small Industries Corporation Ltd. (NSIC) was set up in 1955.	To provide machinery to small-scale units on hire-purchase basis and to assist these units in procuring orders from government departments and offices.
the International Monetary Fund (IMF) (The BRETTON & Wood agreement in July 1944) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people and the dissemination of knowledge. Further, environmental challenges such as climate change, cross-boundary water and air pollution, and over-fishing of the ocean are linked with globalization. Globalizing processes affect and are affected by business and work	

### **III) Objectives of studies – 1)** To know the sautés of the women entrepreneur in India.

- 2) To have the exact idea about the impact of Globalization on the cottage and small scale industries run by women in India.
- 3) To study the contribution of the women in the economy of India.
- 4) To understand & study the constitutional laws which are beneficial to the empowerment of the women entrepreneurs.
- 5) To study the Government schemes for women entrepreneurs.
- 6) to offer the suggestions in light of findings.

**IV) Research Methodology-** This paper is basically descriptive & analytical .So the data is secondary data according to the need of the study.

Table indicates that there is tremendous growth in export performance of small scale industries in India. Hence it can be concluding that the Cottage & small scale industrial units play a crucial role in the development of our country.

Year	Export (Rs. In croes)
1994-95	29068
1995-96	36470
1996-97	39249
1997-98	43946
1999-2000	48500
2000-01	54800

Review of Literature- 1.Chaturvedi Badrinath - book “The Women of the Mahabharata” emphasized on women of Mahabharata how occupies a central place in the entire story. The book elaborate the women of Mahabharata show that the truth in which one must live. 2.Deshpande Manahar - book “Entrepreneurship of Small Scale Industries” has explained significance of small scale industries. He also stated functions of small scale industries in the process of industrialization in both developing as well as developed countries. 145Deshpande Manahar,

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## CONCLUSION

**1. Stay Defensive**-Small businesses often drop like flies when targeted by a multinational corporation with strong globalized ties. However, forging a strong identity and solid alliances with small competitors can increase your chances of survival, so that your small business lives to see the day that it matures into a globalized company.

**2. The Importance of Quality Over Quantity** - quality over quantity is simple - businesses are established to make money as quickly as possible and at the highest possible margins , maintain the quality to come customer back and get the profit .

**3. Globalized Brands**- study the requirement and made the alteration in the setup of quality ,quantity ,price, profit.

**4. Cross-border collaborations** -When there’s high-speed internet, teamwork promoting platforms and a common language, what can stop people across the globe from working together? Indian startups now have the opportunity to collaborate with their foreign counterparts and explore new markets without having to compromise on processes.

**5. A bigger talent pool and more money to spare**-For an Indian startup looking to go global, the costs of setting up a business could be prohibitive, but by collaborating with their counterparts (and, thus, opening up the Indian market for them), it could turn into a win-win situation. Moreover, with barriers of culture becoming irrelevant, startups have the opportunity to hire from a much bigger talent pool.

**5. Increasing investment options** -According to a 2014 Forbes article, America was our largest Investor and the global confidence in Indian economy is on the rise. Startups now have the opportunity to pitch their ideas to many more investors and gain funding. Many expats, too, choose to invest in Indian businesses. More and more seasoned venture capital to use.

## **AGRICULTURAL SECTOR ANALYSIS IN INDIA (HRD)**

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### **ABSTRACT**

*The paper describes a system diminuendos model developed for self-motivated analysis of human resource for the agricultural sector in different sources of employment, viz., government, non-governmental organizations, financial institutes, private, academic, self-employment, and others in India. Besides projecting an overall situation for extension of current agricultural education policy and trends, the paper studies simulated results from the model for the current curriculum with 82:18 proportion of practical to soft skills. The analysis shows that in the coming years the private sector will emerge as a major employer for the graduates of agriculture and allied sciences.*

*Keywords: A Dynamic Analysis, human resource, Validation, Simulation, Future Scenario.*

### **INTRODUCTION**

Human resources constitute the most critical inputs relying on the use of science and technology for development. Agriculture being the backbone of Indian economy, the human resource needs to meet various activities related to agricultural development which is critical to attain country's goals towards rural development, employment generation and host of related activities leading to sustainable growth and development. The growth achieved in Indian agricultural sector has been attributed to the consorted efforts of available skilled human resource. But over the years the situation has changed. The growth in agriculture sector slowed down and the job opportunities declined leading to increased unemployment. Compounding to this problem, the job requirement of other economic sectors of development has also undergone major transformation encouraging stiff competition from graduates of other disciplines. The increasing unemployment led to serious debate to relook at agricultural education.

Education system is observed to be revolving along a cruel circle of unemployment – quality reduction – loss of job opportunity. To break this relationship, the complexity of human resource supply and demand process needs to be analyzed in detail to assess the impact of various contributing factors and policy options.

The graduates coming out of the agricultural education system in the country constitute the supply whereas the demand branches from various employment avenues. Agencies employing trained agriculture human resource are grouped under seven sectors namely government, non-governmental organizations, financial institutes, private, academic, self-employment, and others (mostly not related to agriculture directly). The demand for trained agricultural human resource in each of these sectors depends on sectorial growth and attrition rate of the existing employed stock. However, actual employment depends on the skill-set of the graduates coming out of the education system. Skill-set represents skill and knowledge in respect of both technical skills and soft skills. If the possessed skill-set does not match the

expectations of the employer, a fraction of the employment may be lost to the persons from other competing disciplines, such as management or science graduates. The skill gap, through reduced job opportunity, aggravates existing unemployment problem, and increased unemployment in turn distracts students from opting for these courses affecting supply of quality-trained human resource. Thus, three major parameters - demand, supply and skill-set are important dimensions for developing future situation of trained agricultural human resource.

The human resource data was taken from secondary reports and largely from those published by the Institute of Applied Human resource Research. The qualitative and influencing factors were based on discussions with senior executives in academic, private and public sector organizations employing agri-graduates, professional associations, working professionals and students.

### **1) FUNDAMENTAL MODEL OF THE SCHEME**

The fundamental relationship among various parameters. This flow of graduates with collaborating positive and negative loops operating through intake, output, stock, sector growth, skills, attrition, and recruitment in various employing sectors. The model has two positive loops emanating from growth driven demand. This is balanced by one negative loop influenced by skill-set, unemployment and outturn.

### **2) MODEL AUTHENTICATION AND REPRODUCTION**

To develop confidence in the model, it was authenticated scheme proposed by Mohapatra. The structure of the model was validated through detailed discussion with the experts from university and employers. Reproduction process requires defining initial values for the base year i.e.1991. The initial values of model parameters were compiled and computed from secondary sources or decided considering historical growth situation.

### **3) GENERATION OF FUTURE SITUATION**

The supply and demand situation of trained agricultural human resource for the period 2001 – 2020 is developed. Model uses time lag of four years for graduating. The curriculum adopted by the agricultural universities was revised during 1995 keeping in view the employment opportunities at that point of time. Analysis of this representative syllabus suggests that about 82% of the total credits are devoted to imparting technical skills; whereas about 18% are marked for developing soft skill.

## **CONCLUSION**

A system dynamics model is developed to analyze the supply-demand significance of human resource for agricultural sector. The model results were compared with the actual values and validate the efficacy and relevance of model simulation to depict the reality. The future scenarios on employment were generated. It is observed that non-government sector, private corporate sector in future will emerge as major employer for agricultural human resource. The boom in IT and Computer related fields is driving Companies to accept students with more soft skills. The industry is asking for a mix of 60:40 (technical: soft) skills as compare to the current 82:18 curriculum. They can be tested with this model.

The interpretation of education as a factor of production was well recognized by policy makers and human resource planners. The interventions in Education at

specific levels and of specific types (like soft skills) can boost the quality of the human resource, intern output of the various sectors employing them. This means that the educational level and composition of the labour force is a determinant of the economic growth and hence it is important to understand the relation between the educational structure of the workforce and the economic targets. The reproduction models for educational or human resource planning have great potential in this type of enquiry.

The results show that a variety of future situations can be generated. This would be of interest to educational planners and deans working on new curriculum to improve the employment opportunities. Such reproduction modeling can help in formulating educational strategy by designing various policies and analyzing their long-term effect.

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## SUCCESS OF SPECIAL ECONOMIC ZONES : A CRITICAL APPRAISAL

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### ABSTRACT

*The Special Economic Act, 2005 was enacted with the view to establish the Special Economic Zones in India. Export Promotion being main objective of the SEZ Act, 2005 the Special Economic Zones so created were extended several benefits such as subsidies, rebates in duties, charges, tax benefits. Etc. to the establishments situated in the SEZ area, Export Promotion, increase in the foreign currency pool and inflow of foreign investments in India was expected by the establishments in SEZ. The present Article aims to verify the success of the SEZ in achieving its main objectives of export promotion. Its high time to verify the nature, number, types, quantum, of commodities exported and whether there is increase in it or not. It is very important to check the success of the SEZ in the changing market scenario and the constant inflation in the international market. The SEZ in China are found successful as compared to the SEZ in India. The secret behind the success of other SEZ and the reasons failure If any need to be examined. At initial stage there was a big roar that SEZ are acting as REZ. In this context it is pertinent to verify whether the SEZ are good Mediums for the growth in exports, foreign currency and foreign investments in India.*

*Huge investments are made in setting up the SEZ at the cost of the State revenue and if they are found to be only the Real Estates of the SEZ owners or spot for criminals and tax evaders then we have to think over the reasons of its failure. The loopholes in the Act ineffective implementation, red tape bottle neck bureaucracy hinders the exports and revenue. Is the judiciary solely responsible for achieving the objective of the Special Economic Zones Act, 2005.*

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### Introduction

*Towards Economic Development In opening up to the outside world we must actively make use of things from developed western Countries but use must be careful not to take the decadent things for miracles or ulcers for treasures. Jiang Zemin presidents of the ( PRC) peoples Republic China, 1999)*

In the present article the author is dealing with the very fascinating topic of export promotion through the special Economic Zones. The discussion on export promotion is really full of enthusiasm and the discussion on the special Economic Zones is more enthusiastic because the scheme when launched seemed to be a boon or a touch stone but faced many controversies and later on proved to be an evil. The researcher has put forth the reasons for establishment of Special Economic Zones under the Special Economic Zones scheme launched by Government of India in 2002 to promote exports and to earn foreign currency and encourage foreign direct investments.

In 1991, the very crucial moment was faced by India lost here credibility at international market as she had very meager amount of foreign exchange at her



disposal which could meet her 2 weeks need of foreign exchange at international market. There was no option or by way available for India except to bring about drastic change in her economic policies. Mr. Murasoli Maran, the then Minister of Commerce & Industry visited China for studying the Special Economic Zones which proved as growth - engine in China. China adopted the open economy leaving behind closed economy by bringing about reforms in the revolutionary way. These were very successful to develop export led economy in China. Impressed by it Mr. Morasoli Maran declared the scheme of Special Economic Zones in India in Exim policy 2002-2007. Scheme no doubt is very good to implement but it had many evils because the scheme speaks for the developers to do development of SEZ and not the government. This led for more contraversion later on SEZ's became RES's i.e. the Real Estate Scams. The blunder in land acquisition by private persons gave birth to many things which led to demand Scrap Special Economic Zones Act. Apart from criticism of land acquisition on the ground of compensation amount, fertile and issue employment alternative, lively hood source etc. on other factors SEZ Act files short Human Right, Social Justice, Natural Justice, creation of Employment, rehabilitation of displaced people, work problems and many more are unanswered by special Economic Zones Act, 2005. The infrastructure was not made available in SEZ by government was also important factor for debate on the topic.

#### **Objectives for the Article**

- 1) To study the impact of Special Economic Zones Act, 2005.
- 2) To access the success of Special Economic Zones Act, 2005.
- 3) To analyze the growth in exports through SEZs.
- 4) To find the lacunae and to give reforms thereof.

#### **Objectives of the Special Economic Zones Act, 2005**

The Special Economic Zones Act, 2005 and the Rules there under in 2006 were enacted under the Foreign Trade Policy for promotion of exports and earning of foreign currency. The objectives of Special Economic Zones are

- 1) Generation of additional Economic activity
- 2) Promotion of export of goods and services.
- 3) Promotion of investments from domestic and foreign sources.
- 4) Creation of employment opportunities.
- 5) Development of infrastructure facilities
- 6) Maintenance of sovereignty and integrity of India, the security of the state and friendly relations with foreign states.

#### **The incentives and facilities available to SEZ units**

The major incentives and facilities available to SEZ units include

- Duty free import/domestic procurement of goods for development, operation and maintenance of SEZ units. Construction of factory building is also eligible for such benefits
- 100% Income Tax exemption for SEZ units under Section 10AA of the Income Tax Act for first 5 years, 50% for next 5 years thereafter and 50% of the ploughed back export profit for next 5 years. Income tax benefit as mentioned above is available on the profits out of exports made out of India.
- Exemption from minimum alternate tax under section 115JB of the Income Tax Act.
- External commercial borrowing by SEZ units upto US \$ 500 million in a year without any maturity restriction through recognized banking channels.
- Exemption from Central Sales Tax for the authorised operations in the SEZ.
- Exemption from Service Tax for the authorised operations in the SEZ.

- Single window clearance for Central and State level approvals through approval committee.
- Exemption from State sales tax and other levies as extended by the respective State Governments. (Section 7, 26 and second schedule)
- The major incentive available to Off-shore Banking Unit is 100% 18 income tax exemption for 5 consecutive years and 50% for next 5 years under section 80LA of the Income Tax Act. (Second Schedule to the SEZ Act)
- No. There is no time limit prescribed for realization of export proceeds by SEZ units.
- There is no export obligation. However, the SEZ unit has to achieve positive NFE during its 5 year period of operation.

### **Lacunae in the Special Economic Zones Act, 2005:**

- 1) It was noticed that the court has drawn many strictures towards the attitude of the officials and bureaucrats. Many suggestions regarding lack of co-ordination were given of multiplication litigations was a result of bureaucratic attitude. The threats of multiplication of litigation was also given by the officials to the exporters. Due to this the exporters and manufacturer always hesitate to go against any opinion of the officers. The exporter always apprehend that the officers in Central Excise Department, Customs Department or Revenue department may take revenge if any act is committed against them or any complaint is filed against them. They always think that there should be soft corner in the mind of these officers regarding the exporter so their work will be completed in short span without any hurdle. Naturally here the demand of bribe finds space. Corruption no doubt spoiled the whole system.
- 2) The Special Economic Zones Scheme was also found to be full of lacunae. Some of them were governance of the policy, improper interpretation of the policy, lengthy procedures of administration, rigid laws, bureaucratic egos and hurdles due to the bureaucrats inefficient management all this fell short of expectation leading the Foreign Trade Policy and Export Oriented Units failure. The powers rights, jurisdiction of the authorities found not be delineated. Even the laws are found to be not supporting for dealination of the powers, duties and jurisdiction.
- 3) Another most important thing noticed by the researcher was that of regarding the deemed exports concept the deemed export was found to be a legal fiction, creation of law. In case of deemed exports neither there was such physical export or actual export found nor there was inflow of foreign currency arising out of such transaction still the SEZ Act, 2005 and judiciary declared it as a deemed export. In spite of loss to the Revenue, by giving benefits exports are encouraged by law policy, Judiciary and was found that transaction as an export only.
- 4) Similar in case of sale from DTA to SEZ or SEZ to DTA. All such supply of goods were found to be considered as exports because SEZ Act defined the SEZ as a foreign territory. In these transactions also neither foreign currency

exchange was found to be earned or any foreign currency inflow was present. This was found to be disgusting. Lastly but not the least in EOU and SEZ areas or units, the most important lacking was of the infrastructure. No infrastructure facilities such as electricity, water supply, roads, transport facilities, means of communication were found adequate. As compared again here with China. The SEZ's have become a private properties of the owner or entrepreneurs instead of being the growth engines.

- 5) The government has issued number of circulars and notifications which cause confusion and ambiguity in the procedure for exports and seeking benefits only for the Export Oriented Unit Scheme government have issued 257 circulars and 429 notifications. For Special Economic Zones 82 circulars and 241 notifications are issued for governing the scheme. The numbers are really shocking. Due to more number of circulars and notifications only there are too many of complications. Here the author of the article states the quote rightly observed by Winston Churchill, Former Prime Minister of the United Kingdom in his speech (1940-45 and 1951-55) to the Parliament of Canada in December, 1941.

*"If you have ten thousand regulations, you destroy all the respect for the laws".*

#### **SUGGESTED REFORMS:**

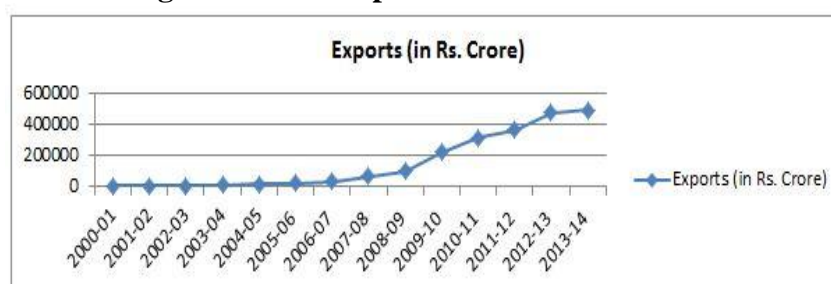
1. People should be given proper compensation. Farmers who are providing lands should be given fertile lands at another place. There are instances that fertile lands are taken away and provided with barren lands. People should be given compensation at present demand but government will not provide to that level and a great loss is done according to it.
2. Governments should not hand over agriculture lands in the form of SEZs. It mars farmers and food production. As India is populated country, food security is major issue. They should provide barren lands to industries.
3. Employment through SEZs is prime area why we need to have them. Employment should be given to the persons who lost their land in SEZs. They should be given proper employment. They should be made technically competent. They should not be given meager posts in companies who once lived in good status. Government should bring transparency while dealing with allotment and compensation. There are allegations that companies are offering lands for real estate development. This can be dangerous if it is not properly handled. These cases are real and government should initiate investigation. If we need to have SEZs as part of development, there should be criteria which satisfies people for what they sacrifice.
4. Apart from this, a SEZ should also provide employment to at least one member of the displaced land owner's family. But, in a country of more than hundred crore population the quantity of employment generated by such mega projects are less if not negligible. There is a darn need for looking into the pros and cons of this. One probable solution could be restructuring the benefits and perks provided to such SEZ projects, may be in terms of providing additional incentives for selecting and developing a non populated geographical location.

5. Incentives or tax benefits may be decided on case to case basis and may be directly related to the degree of development in terms of societal upliftment of the standard of living, environmental friendliness and overall contribution towards the economy of the nation done by each project rather than having a even benefit policy for all.
6. The procedures can be simplified through more use of automation and information technology. It is also essential to have better coordination among different government agencies dealing with exports and imports. Modern best practice calls for a system, which ensures self-compliance and maintenance of records (payment of tax, fees etc.) by exporters and importers for post-transaction audits of records.
7. Rehabilitation should be prior to the land acquisition.

## EXPORT PERFORMANCE OF SEZs

The total exports of the SEZs in India are showing the increasing trend during the study period from 2000-01 to 2013-14. In the year 2000-01 total exports were amounting to Rs.8552.04 crores and was increased to Rs.13854 crores in the year 2003-04 recording a growth of 37.76%. In the year 2007-08 exports were of Rs.66638 crores with a growth of 92.51% from the previous year 2006-07 in which total exports recoded were Rs.34615 crores.

**Figure 1-Total Export Performance of SEZs**



In the year 2009-10 exports increased very sharply with the percentage growth recoded was. 121.40% and the exports were of Rs. 220711crores that was mainly due to the introduction of various new notified SEZs after that rate of growth in the exports started declining. In the year 2011-12 total exports were of amount Rs.364478 crores with a growth of 15.39 %only but in the year 2013-14 growth in the exports was quite less, it was only 3.76% and the amount of exports reached to Rs.494077 crores from Rs.476159 crores in 2012-13. Figure -1 shows that there is an increasing trend in the exports of SEZs in India. The total compound annual growth recoded over the span of this study period is 33.16 percent.

## Share of SEZs in Total India's Export

SEZs are playing an important role in promoting the exports of India. Initially the share of SEZs in total India's exports was quite less, in year 2000-01 total India's export was Rs. 203571crores and the exports from SEZs in the same year was Rs. 8552 crores contributing 4.20 percent of the share in total India's exports. But with the passage of time this share goes on increasing. In the year 2007-08 in the exports of Rs. 655863.52 crores of India, Rs.66338 crores were contributed by SEZs registering the percentage share of 10.11 percent. Later on this share was increased from 11.86 percent in 2008-09 to26.10 percent in 2009-10 with the export amount increased from

Rs. 99689 crores to Rs. 220711crores recording a growth of 121.40 percent in the exports of SEZs. The higher percentage share recorded is 29.14 percent in the financial year 2013-14. The average exports of India during the study period is Rs. 775356.62crores and the average exports of SEZs during the same period is Rs. 153909.78 crores showing the average share of 19.85 percent in total India's exports. The compound annual growth rate in exports in India's exports is 17.32 percent and in case of SEZs CAGR recorded is 33.16 percent that is more than the growth on case of India's exports. This show SEZs play an important role in SEZs exports.

**Table 2- Share of SEZs' Exports in Total India's Exports**

Note: - CAGR- Compound Annual Growth Rate

Share of SEZs exports in Total India's Export					
Year	India's Exports	Annual growth Rate	SEZ's Exports	Annual Growth Rate in SEZs exports	Percentage Share of SEZs in total India's Export
2000-01	203571.00	-	8552	-	4.20
2001-02	209017.00	2.68	9190	7.46	4.40
2002-03	255137.00	22.07	10057	9.43	3.94
2003-04	293367.48	14.98	13854	37.75	4.72
2004-05	375339.53	27.94	18309	32.16	4.88
2005-06	456417.86	21.60	22840	24.75	5.00
2006-07	571779.29	25.28	34615	51.55	6.05
2007-08	655863.52	14.71	66338	91.65	10.11
2008-09	840755.06	28.19	99689	50.27	11.86
2009-10	845533.64	0.57	220711	121.40	26.10
2010-11	1142921.92	35.17	315868	43.11	27.64
2011-12	1465959.40	28.26	364478	15.39	24.86
2012-13	1634318.84	11.48	476159	30.64	29.14
2013-14	1905011.09	16.56	494077	3.76	25.94
Average	775356.62		153909.7857		19.85
CAGR	17.32		33.16		

Source: Govt. of India, Economic Survey 2009-10, P. 173.  
Govt. of India, Ministry of Commerce, Annual Reports, (Various Issues)

The trend of the exports is shown in the figure -2.

**Figure 2-Trend in the share of SEZ's Exports in India's exports**



## Judicial Response

Judiciary has played the vital role in export promotion through Special Economic Zones. Not only the Apex Court and Highcourts in India but also the quasi judicial authorities are found supportive for export promotion. The same reveals from the cases quoted.

In *Mohan Lal Sharma v. Union Of India*, court observed that the Parliament has, keeping in view the international competitive environment for exports and for attracting substantial investments for promoting export-led growth has simplified the procedure.

In *Reliance Industries Ltd v. Designated Authority*, the Apex Court has observed that the SEZs are given several relaxations of customs and other duties including anti dumping duty.

In *Essar Steel v. Union of India*, the High Court of Gujarat held that SEZs are ‘territories within India’. Allowing a batch of writ petitions challenging the levy of export duty on goods supplied by domestic Indian units to unit situated in SEZ wherein the taxation department argued that SEZ being “deemed to be a territory outside the customs territory of India, levy of export duty on a Domestic Tariff Area unit, which supply goods into SEZ cannot be claimed to be outside the scope, authority and jurisdiction to levy export duty on a unit in Domestic Tariff Area’. The High court has observed that SEZs are a part of India. Therefore, levy of export duty on the goods supplied from DTA to SEZ was not justified.

The question before the High Court of Kerala in *Girnar Industries v. CIT* was whether ‘blending of tea’ is a ‘manufacturing activity’ for the purposes of SEZ Act. The Court held the definition of manufacture contained in Section 2(r) of the SEZ Act includes ‘blending’ and therefore it is manufacturing activity.

From above cases it is observed that the judiciary has kept in mind the main objective of the enactment of the SEZ Act and promoting exports through SEZ areas. Through its decisions they are bringing many activities within the ambit of SEZ and maximum benefits, facilities are provided to exporters and unit holders in SEZ.

## CONCLUSION

The key attraction of the corporate houses are the tax holidays. The direct taxes levied on the company are either exempted or reduced to the great extent due to SEZ. It directly had impact on the success of the SEZ. The tax holidays directly affect to the revenue and economy of the state. No doubt there is increase in exports due to establishment of SEZ but one must take into consideration the amount of investment and loss to the revenue to assess the success of SEZ. The tussle between the various department of the government and the bottle neck red tape bureaucracy also hit to the performance of the SEZ. Day in and day out the various department of government are issuing number of circulars and notifications often they are controversial to each other. This too leads to the reduction in export. Thus the growth engine is running with low momentum. The decisions coming showcase the sole responsibility of judiciary to attain the export promotion objective of SEZ Act.

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## FACE RECOGNITION USING PCA WITH BACK PROPAGATION NEURAL NETWORK

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### ABSTRACT

*Face Recognition Technology gives a lot of more security in the sector of information technology and multimedia. Automatic Recognition of a people is a tough problem which has expected much more awareness throughout recent years due to much application in different field. Face Recognition is one of the toughest problems. There are various techniques used for this purpose. Face Recognition is a valuable technique means of authenticating a human being. In this paper, Face Recognition system for individual recognition and authentication using Principal Component Analysis (PCA) and Back Propagation Neural Network (BPNN) is planned. The dimensionality of face figure is reduced by PCA and the recognition is completed by the BPNN for face recognition. The method consists of a record of a set of facial patterns for each human being. The characteristic features of PCA called 'Eigen faces' are extracted from the stored images, which is merge with Back Propagation Neural Network for successive recognition of fresh images.*

**Keywords:** *Principal Component Analysis (PCA), Eigen Values, Eigen Vector, Back Propagation Neural Network (BPNN).*

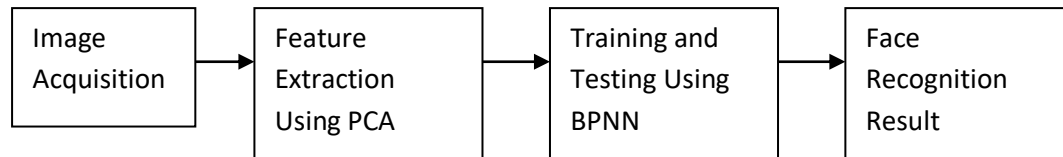
### INTRODUCTION

Now a days, its need to maintain the security of information or physical property is suitable more significant because of misplace or stolen the all essential information. As we heard about crimes of credit card frauds, misuse of ID cards or PIN numbers, computer hackers etc. The access code of Bank accounts and computer system frequently uses PIN's for recognition. By using appropriate PIN any person can access it as there is no authentication. When credit card or ATM card are stolen, an illegal user can frequently come up with accurate individual codes. Many public choose simply guessed PIN's or Passwords like birthday, phone numbers, child name, vehicle numbers etc. Thus face Recognition technology might resolve this difficulty as the face of owner is only his face no other can right to use his face. The scheme can then compare scans to records stored in middle or restricted database or on a smart card if it matches then scheme gives access. Face recognition has a huge quantity of applications, including security, human being authentication, Internet communication, and computer activity. Even though study in automatic face acknowledgment has been conducted since the 1960s, this difficulty is still mostly unsettled. Systems have been developed for face recognition and tracking, but consistent face acknowledgment still offers a huge challenge to computer visualization and pattern



acknowledgment researchers. There are a number of reasons for recent enlarged attention in face acknowledgment, including rising public concern for safety, the need for identity authentication in the digital planet, and the need for face analysis and modeling techniques in multimedia information management and computer activity.

The System involves three steps as shown in following Fig.



Generic Representation of a Face Recognition System

The issues of the plan and accomplishment of the Face Recognition System (FRS) can be grouped into two main categories. The first category is image processing and the second part is identification techniques. The image processing category consists of Face image acquisition techniques and the second category consists of the artificial intelligence which is composed by PCA and Back Propagation Neural Network. Face image acquired in the first step by web cam, digital camera or using scanner is fed as an input to PCA, which converts the input image to low dimensional image and calculates its Euclidian distance. This Euclidian distance is subsequently fed as a contribution to Back-propagation Neural System.

### Algorithms:

#### 1. PCA (Principal Component Analysis)

Principal component analysis (PCA) is a statistical method that uses an orthogonal conversion. The PCA approach is used to decrease the dimension of the information by means of information compression basics and reveals the most valuable low dimensional structure of facial patterns. This decrease in dimensions removes information that is not useful and specifically decomposes the face structure which involves conversion of number of probable correlated variables into a smaller number of orthogonal (uncorrelated) components known as Principal Components. Each face image may be represented as a weighted sum (feature vector) of the Eigen faces, which are stored in a 1-D array. The test picture can be constructed via these weighted sums of Eigen faces. When a test image is given, the weights are computed by projecting the image upon Eigen face vectors. The distance involving the weighted vectors of the investigation picture and that of the database pictures are then compared. Thus one can restructure original image with the help of Eigen faces so that it matches the desired image.

### PCA Algorithms:

Let the training set of images be  $I_1, I_2, \dots, I_N$  the average face of the set is defined by

$$\Psi = 1/N \sum_{i=1}^N I_i$$

Every face differs from the average by vector

$$\Phi_i = I_i - \Psi$$

Where  $i=1, \dots, N$

The co- variance matrix is formed by

$$C = A \cdot A^T$$

Where the matrix A is given by,

$$A = [\Phi_1, \Phi_2, \dots, \Phi_N]$$

This set of large vectors is then subject to principal component analysis, which seeks a set of  $M$  orthonormal vectors. To obtain a weight vector  $W$  of contributions of individual Eigen-faces to a facial image, the face image is transformed into its Eigen-face components projected onto the face space by a simple operation.

$$W_k = u_k^t \Phi$$

For  $k=1, \dots, N'$ , Where  $N' \leq N$  is the number of Eigen-faces used for the recognition. The weights form vector  $W = [w_1, w_2, \dots, w_n]$  that describes the contribution of each Eigen-face in representing the face image, treating the Eigen-faces as a basis set for face images. The simplest method for determining which face provides the best description of an unknown input facial image is to find the image  $k$  that minimizes the Euclidean distance  $\epsilon_k$ .

$$\epsilon_k = \|(\Omega - \Omega_k)\|^2$$

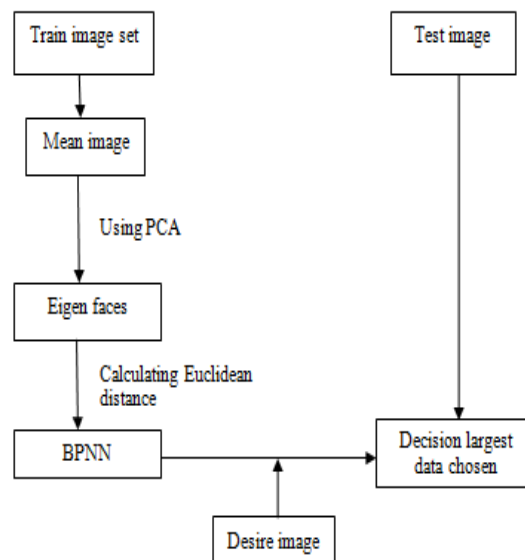
Where  $W_k$  is a weight vector describing the  $k_{th}$  face from the training set. It is this Euclidean distance that is given as an input to the neural networks

### 2. Back Propagation Neural Network (BPNN):

The back propagation (BPNN) algorithm is a multi-layer network using a weight modification based on the sigmoid function, like the delta rule. According to the back-propagation Network (BPN) algorithm, is a fully feed forward network connection. The activation travels in a path from input layer to the output layer and the units in one layer are all joined to every unit in the next layer. Mainly, back-propagation algorithm consists of two sweeps of the network which are the forward sweep and the backward sweeps. Forward sweep defines the network from the input layer to the output layer, in which it propagates the input vectors through the network to provide

outputs at the output layer in the end. During the forward sweep, the weights of the networks are all fixed. The backward sweep hence defines system from the output level to the input level, where it is similar to forward sweep apart from that the mistake values are propagated back through the system. This is done in order to establish how the weights are to be changed during the training, in which the weights are all adjusted in accordance of an error correction rule where the actual response of the network is subtracted from the target response to produce an error signal.

#### Flow Chart For PCA and BPNN Face Recognition System



Complete process of PCA and BPNN face recognition system

#### CONCLUSION

This work represents that the face acknowledgment system using PCA for feature extraction and BPNN for image categorization and acknowledgment provides a high accurateness rate and fast calculation. By choosing PCA as the feature selection technique, the space dimension can be reduced. PCA combined with BPNN works superior than the individual PCA, done on the basis of the presentation of the system which is considered by varying the quantity of faces of each theme in the training and test faces. The acknowledgment performance increases due to the increase in face pictures in the training set. This is because more sample images can distinguish the classes of the subject's superior in the face space. Hence it is concluded that this method has an acceptance ratio of more than 90% and the execution time of only a few seconds.

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## CORPORATE SOCIAL RESPONSIBILITY: A NEED

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### ABSTRACT

*In Today's era customers hold companies to a higher standard. They're looking for more than just material products or quality services when choosing a company to work with: Nine in 10 customers expect companies to not only make a profit, but also work responsibly to address social and environmental issues, according to a study by Cone Communications. Eighty-four percent of global consumers also said they seek out responsible products whenever possible. Knowing how significant social responsibility is to their customers, several companies now focus on and run-through a few wide categories of corporate social responsibility (CSR).*

*This paper examines how CSR is aggressively needed to the business? And will give the potential benefits and advantages of the Corporate Social Responsibility towards the business.*

*Keywords: CSR, customers, business*

### INTRODUCTION

In Today's era customers hold companies to a higher standard. They're looking for more than just material products or quality services when choosing a company to work with: Nine in 10 customers expect companies to not only make a profit, but also work responsibly to address social and environmental issues, according to a study by Cone Communications. Eighty-four percent of global consumers also said they seek out responsible products whenever possible. Knowing how significant social responsibility is to their customers, several companies now focus on and run-through a few wide categories of corporate social responsibility (CSR).

CSR is the commitment of businesses to contribute to sustainable economic development working with employees, their families, the local community and society at large to improve their quality of life in ways that are both for business and good for international development. (World Bank, 24 March 2004).

CSR requires companies to acknowledge that they should be publicly accountable not only for their financial performance but also for their social and environmental record. CSR encompasses the extent to which companies should promote human rights, democracy, community improvement and sustainable development objectives throughout the world. (Confederation of British Industry, 2001)

### WHAT IS CSR?

CSR is an extended model of corporate governance based on the fiduciary duties owed to all the firm's investors. CSR is about how companies manage the business procedures to produce an overall positive impact on the society. CSR is the responsibility of corporations to go above and beyond what the law requires them to do. CSR is the responsibility of corporations to contribute to a better society and cleaner environment.

## TRIPPLE BOTTOM LINE CONCEPTS OF CSR

### 1. Economic Responsibility (profit)

- Financial profit, economic growth and asset creation.
- Economic impact through business processes such as outsourcing, knowledge innovation and social investments.
- Monetary support for political parties.
- Stock exchange activities including insider trading.
- Economic regulation and tax incentives.
- Intellectual property rights, patents, and trademarks etc.
- Antitrust and competition.
- State contracts and state subsidies.

### 2. Social Responsibilities (People)

- Labor rights: Slave, forced, child labor, non-discrimination, equal opportunities, minimum wages, health & safety.
- Right to work: Protection against unjustified dismissals, vocational training / guidance.
- Right to hold opinions: Freedom of expression, thought, conscience and religion.
- Right to Privacy: Drug testing, Personal information, Surveillance etc. Cultural rights. Rights to take part in political life.
- Right to family life.

### 3. Environmental Responsibility (Planet)

- UN convention on biodiversity: Ex situ & In situ conservation & use of genetic material & technology transfer.
- Use and handling of genetically modified organisms.
- Greenhouse gas emissions and global warming.
- Soil & water contamination.
- Treatment and reduction of waste water.
- Eco-efficiency.
- Recycling and reuse of materials.
- Protection of forest resources.

## WHY CSR IS AGGRESSIVELY NEEDED TODAY?

CSR as a policy is becoming progressively important for India today because of three recognizable trends:

1. **Changing social expectations:** customers and society in general expect more from the companies whose products they buy.
2. **Increasing prosperity:** Within developed nations this is true but also in comparison to developing nations. Wealthy consumers can afford to pick and choose the products they buy.
3. **Globalization:** Increasing influence of the media sees any mistakes by companies brought immediately to the attention of the public.

### **Business Benefits of CSR**

The nature of benefits of CSR for any organization can vary depending on the nature of the venture. The business case for CSR within a company will likely rest on one or more of these arguments.

#### **1. Human resources**

A CSR programme can be a benefit to recruitment and retention, mainly within the competitive graduate student market. During an interview, potential recruits often ask about a firm's CSR policy, and having an all-inclusive policy can give an advantage.

#### **2. Risk management**

Central part of many corporate strategies is to Managing risk. Reputation that it takes decades to build up can be broke in hours through many incidents for example corruption scandalous or environmental accident. These can draw not needed attention from regulators, courts, governments & media. These risks can be offsets by building a authentic culture of doing the correct thing within a corporation.

#### **3. Brand differentiation**

Company's striving for a unique selling proposition in crowded market places. This can be a reason for separating them from the competition in the minds of consumers. In building customer loyalty based on distinctive ethical values CSR can play a vital role.

#### **4. License to operate**

Corporation is keen to avoid interfering in their business through taxation. By taking substantive voluntary steps, they can pursuit governments that they are taking issues such as health & safety, diversity, or the environment seriously as good corporate citizen for positive impact on the environment.

5. CSR increases the quality of products and services.

6. CSR is benefited for the company reputation and brand image.

### **CSR towards sustainable Waste Management**

- To achieve the goal of cleaner environment, need to use sustainable packaging materials made of recyclable plastics instead of PVC plastics.
- For achieving the goal of zero-waste in order to reduce or to make the productive use of waste by emphasizing on recycling.

In India there are number of companies who do CSR. The CSR study of 2015 finds that many companies have climbed up operations in CSR and are seeing at it as a priority. Mahindra and Mahindra lead the pack. Compared to the 2013 study (Mahindra and Mahindra was at 3<sup>rd</sup> rank) it has jumped two ranks. But in 2016 Tata Steel Ltd leads the pack. Top 10 Indian companies who are doing CSR according to the sustainability report of 2016.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Tata Steel Ltd.                   | <input type="checkbox"/> Tata Power Company Ltd. | <input type="checkbox"/> UltraTech Cement Ltd. |
| <input type="checkbox"/> Mahindra& Mahindra Ltd.           | <input type="checkbox"/> Tata Motors Ltd.        | <input type="checkbox"/> Tata Chemicals Ltd.   |
| <input type="checkbox"/> ITC Ltd.                          | <input type="checkbox"/> Shree Cements Ltd.      | <input type="checkbox"/> Larsen& Toubro Ltd.   |
| <input type="checkbox"/> Bharat Petroleum Corporation Ltd. |  |  |

## CONCLUSION

In today's digital, fast speed world, each business, small or big, needs to have a CSR program in place to gain the trust of the customers who are important to the business or organization. CSR is the heart and soul of modern corporations and is an important standard for corporate governance. CSR is an indispensable mechanism for increased corporate accountability, profitability and environmental sustainability. CSR is the pole star for modern corporations in order to maintain the integrity of moral fabrics both inside and outside the corporation while conducting socially responsible business. Hence the researcher concludes that Corporate Social Responsibility is a need of today's digital, fast speed world.

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## USE OF ENGLISH LANGUAGE IN SALMAN RUSHDIE'S *MIDNIGHT'S CHILDREN*

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Magic realist writers use a heightened language in their magic realist writings. The Indian magic realist critic P. Indira Devi points out in her book *Salman Rushdie and Magic Realism* (2011), “Magic realist novelists use heightened language in their works” (86). They do not follow the conventional language. Instead, they use their own words in the English language from their mother tongues. In this regard Devi says, “They have incorporated many words from their mother tongues into English” (86). Rushdie uses heightened language in the novel. He does not follow the conventional path of English language in the novel. He brings code-switching, code-mixing, new sentences, colloquialism and rhetorical language in the novel to display his own heightened language in the novel. Therefore, his language is labelled as “Rushdiesque” (86). In his famous book *Imaginary Homelands: Essay and Criticism (1981-1991)* (1991), Rushdie argues:

We can't simply use the language in the way the British did: it needs remarking for our own purpose. Those of us who use English do so in spite of our ambiguity towards it, or perhaps because of that, perhaps because we find in that linguistic struggle a reflection of other struggles taking place in the real world, struggles between the cultures within ourselves and the influences at work upon our societies. To conquer English may be to complete the process of making ourselves free. (19)

Rushdie contributes to “establish a wider ethnocentric base for the English language by creating a magical and humorous Indian blend of English” (86). His language increases the power of the thematic critique. In the novel, the author brings equality “at the forces of nationalism in India and Pakistan” (86). A writer Agenes Scot Langeland in his well-known article “Rushdie's Language” comments, “The total effect of Rushdie's linguistic techniques is to mould a vibrant prose whose positive tone makes language a bridge between cultures, enabling a new process of enculturation to take place in the west” (21).

Rushdie makes use of code-switching in the novel. Therefore, some critics consider that Rushdie's language is “chutnification” (87). Code-switching means words of mother tongue are used in another language. The novelist uses some Hindi words in the novel for the chutnification and code-switching in the English language. Some Hindi words are “YAAAAAAA!” (61), “EEYAAAH!” (61), “Talaag! Talaag! Talaag!” (79), “Ha. Na and Arre” (222), “Hai Ram!” (196), “bike!” (257), “baba” (333), “Badmash!” (348), “Shahbaz” (408), “chhi-chhi” (413), “the Kala Pul” (428), “Wha!Wha!” (437), “thai! thai!” (515) and “Sun 'n' Sand” (636). In the novel, we

also find a number of Hindi words. They are “*Nadirnadirnadirnadirnadir*” (222), “*Ho Chi Minh*” (557) and “*kkrikk-khrikk*” (519). Rushdie also coins Urdu words in the novel. They are “*budda*” (487) and “*funtoosh*” (388). His words are very fantastic. They give a sense of Indianness. His words are very different in the novel rather than the conventional words.

The reader also comes across the use of code-mixing in the novel. Code-mixing means the sentences of the mother tongue are used in another language. Here Rushdie uses the sentences of his mother tongue Hindi into English language. They are “*Ekkkkk-thoo!*” (486), “*Ka-dang! Ka-pow!*” (484), “*Soo che? Saru che! Danda le ke maru che!*” (265) and “*Om Hare Khusro Hare Khusrovand Om*” (373). Rushdie brings the Hindi sentences in the English language, because he wants to display the Indian identity to the English speakers through the fantastic sentences.

Rushdie does not follow the conventional grammatical English sentences. By using hyphen, he creates new sentences in the novel. They are “I’m not sure – Mr Methwold, ah – what exactly you mean by . . .” (127); “Wee Willie Winkie – incapable of song – squats in . . . for a chair” (155); “His obsession with the venom of the banded krait – *bungarus faciatus* – was becoming legendary” (188); “Such as – yes, why not – mammoth – trunked, Ganesh – nose as I am – perhaps, the Elephant” (270); “The nuclear physicist Dubash . . . statuette – a female nude – and . . . singing boys” (374) and “In Arabia – *Arabia Desert* – at the time . . . and Khalid ibn Sinan” (423). In syntax creation, he produces new sentences with hyphen. His syntax is new rather than the conventional syntax. Through the fantastic syntax, he wants to give the postcolonial sense. If he uses the conventional syntax, the reader will get the colonized sense. Therefore, he uses new sentences to give the postcolonial experiences in the novel.

Regarding language in the novel, Rushdie’s colloquialism is noteworthy here. He uses a typical style of colloquialism. There are some examples of the use of colloquialism by Rushdie in the novel: “No, that won’t do” (589); “No! – But I must” (589); “No, I can’t prove it, no not of it” (614); “God knows what” (39); “God knows what else” (65); “Come see everything . . . Come see, Come see!” (73); “Don’t don’t do it don’t do!” (161) and “faster faster faster” (190). By using the colloquial language, the reader gets the idea of day to day English language in India.

In the novel, the reader confronts with his mastery over language. For the use of the effective language, Rushdie applies various linguistic devices. They appeal to the reader’s mind effectively. Therefore, the novel also deals with the elements of rhetoric. We have a relevant example when Brigadier-General Dyer orders to shoot the Indians. In the second chapter “*Mercurochrome*”, the narrator Saleem says, “As Brigadier Dyer issue a command . . . Good shooting, Dyer tells his men, we have done a jolly good thing” (42). Saleem resides there for “understatement rather than melodramatic rhetoric” (88). There is Dyer’s unemotional statement which brings

inhumanity in the novel. It shows that the colonial rulers do not have any emotion and sympathy about victims. Through the language, the writer brings a colonial experience.

Thus Rushdie uses code-switching, code-mixing, new syntax, colloquialism and rhetorical device for his language in the novel. He creates very fantastic and different language. He uses multicultural language in the novel. A critic, C. Kanaganayakam in his article "Myth and Fabulosity in *Midnight's Children*" expresses:

Rushdie's manipulation of language seems less concerned with verisimilitude and more involved with defamiliarising . . . potential tragedy to comedy and generally drawing attention to itself. We observe his idiosyncratic use of dashes erratic punctuation, combination of words like "Whatsistname" and "talldarkandhandsome", and the gratuitous introduction of Urdu terms which distance the experience and control the response of the reader. There is, for instance, the betrayal of Nadir by Emerald. This episode has all the potential to be molded into an expression of the erosion of family loyalties. But the whole effect is subverted by the note left by the fleeing Nadir, which merely states "Talaq ! Talaq ! Talaq !"(62). The use of exclamation marks, the recourse to Urdu, and the highly melodramatic gesture of leaving a note to emphasise the humour rather than the pathos of the moment. (74) His use of fantastic language reflects the Indian context. It unfolds the Indian life and colonial experiences.

A well-known critic, M. L. Raina, in his famous article "History as Pantomime" considers:

No Indian novelist has had the courage to handle English language with the gaiety and joyousness as Rushdie. *Midnight's Children* abundantly reveals his wizardry in making English cavort at will, now unleashing the beasts of sexuality, cynicism and even occasional nonsense to make short work of our congealed socialities, now rising to poetic sublimity in chronicling the decay of post independent India.

To Rushdie as to Guntur Grass and Milan Kundera the two contemporary novelists with whom he has obvious kinship, language not simply a means of compelling a world into being rich and exuberant, though this world is in spite of its sordidness; . . . , controls . . . it as human gesture steadily directed at a measure of freedom and moral rectitude against the lies brutality and deceit our hero experiences in the course of his picturesque wanderings across the Indian sub-continent (172). Rushdie perfectly uses language in which he shows Indian identity and culture in the novel.

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## WILLIAM WORDSWORTH AS A POET OF NATURE : AN ASSESSMENT

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### ABSTRACT

*William Wordsworth (1770-1850), born in the Lake District, was the son of attorney. He was educated first at Penrith and then at Hawkshead Grammar School. He joined St. John's College, Cambridge in 1787. In, 1798 -99, he visited Germany with his sister Dorothy and friend Coleridge. Both published a collection of poems called "Lyrical Ballads". Idealism, escapism, a return to God and to nature were some of the themes that characterized this kind of poetry.*

*"It is a well - known fact that William Wordsworth is considered the greatest poet of the countryside and of the life of nature in its physical as well as spiritual aspects. It was left to Wordsworth to reveal the inner soul of nature in his poems. Actually he is the high priest of nature. His contribution to the poetry of nature does not lie in the fact that he could give accurate and closely observed pictures of nature rich and minute in detail but in the fact that he elevated nature to heights of spiritual glory and made it a better teacher.*

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### INTRODUCTION

William Wordsworth took nature as a source of wisdom and moral health. He emphasized the moral influence of nature. He spiritualized nature and regarded her as a great moral teacher, as the best mother guardian and nurse of man. According to him, nature deeply influences human character. Wordsworth calls himself as, a worshiper of nature. He believes that there is a pre-existing harmony between the mind of man and nature. We know that Man and Nature, mind and the external world, are geared together and in union complete the motive principle of the universe. In the first stage, his love for nature was without any mystical and spiritual touch. In his youth he was attracted by the physical beauty of nature and he haunted the hills and the vales for the sake of angling, snaring birds, hunting and enjoying the lovely spectacles of nature's varied life. In the First period he loved nature with a passion which was all physical, without having any tinge of intellectual or philosophical association. the second stage, the period of the senses – it was the age of sweet sensations. He was thrilled and enchanted by the sights and sounds of nature the third stage, the period of the imagination: In this stage Wordsworth begins to find in the objects of nature a soul and a living spirit. He finds him in the shining of the stars, and he marks him in the flowering of the fields. This immanence of God in nature gives him mystic visions. The spirit of God is there in the hills and the light of the setting sun and wherever the poet may go he has vision of the divine spirit in the objects of nature.

### The Healing Power of Nature in William Wordsworth's Poetry

When going through William Wordsworth's poetry, we can note how far his passion for Nature is evident and multiple. Wordsworth's vision of nature as a source of literary inspiration. However, Wordsworth is concerned far less with the sensuous manifestations which delight most of the poets of Nature, than with the spiritual that he finds underlying these manifestations. It appears clearly that the divinization of nature, which began in the modern world at the Renaissance and

proceeded during the eighteenth century, culminates for English literature in Wordsworth. Unlike his contemporaries such as Coleridge, Byron, and Keats, Wordsworth has intellectualized Nature. Hence, the nickname “Prophet of Nature” is attributed to him and makes him not merely a poet of nature who is concerned less to marvel at its beauty than to exult at its inner significance.

In his poetry, Wordsworth has developed his literary vision of nature through various stages. In the first stage, the child Wordsworth looks upon nature as a source of and scene for animal pleasure like skating, riding, fishing and walking. In the second stage, Wordsworth develops a passion for a sensuous beauty of nature. Stage three refers to human-heartedness. All the aching joys and dizzy raptures came to an end with the poet’s experience of human suffering in France. The French Revolution opened his eyes and made him realize the dignity of the common man. This stage is followed by a final stage of the spiritual interpretation of nature. Wordsworth describes the circumstances under which a great change comes in his approach to nature.. Henceforth, he realizes a divine principle reigning in the heart of nature.

### **Bond between Nature and Man**

God created nature and then created man to preside over it. So the relationship between man and nature was established by God at the creation. Particularly, in his poetry, Wordsworth shows how human beings fit into the midst of the interplaying forces of nature. Wordsworth believes that there is a pre-existing harmony between the mid of man and nature.As it can be noted that interaction between man and nature is part of the general harmony and the stability of the world. Among the healing powers of nature treated by Wordsworth in his poetry, we note the communicative joy of nature which brings relief to man.

### **Nature as a Source of Joy**

For Wordsworth, the nature is not only lively, but it is also blissful. Wordsworth’s faith that nature is an expression of joy which the author should celebrate and infuse into the reader. It is undeniable that the joyful character of nature contributes to reinforce man’s state of mind and helps him feel better. This communicative joy of nature is also interwoven with love and kindness in Wordsworth’s poetry.

### **Mystical Approach to Nature**

It is generally asserted that invisible supernatural forces inhabit and animate the world of nature. From this conception, are born notions such as mystic nursing plants, fighting evil plants, and lucky-charm plants. William Words worth’s poetry include the concept of mysticism. Wordsworth finds in the meadows and the woods and mountains the spiritual stimulus. As a more comprehensive poet, he wants to go beyond but not away from nature. Wordsworth was not only a poet, he was also a seer and mystic and a practical psychologist with an amazingly subtle mind and an unusual capacity for feeling. It was not the beauty of Nature which brought him joy and peace, but the life in Nature. He himself had caught a vision of that life.It is noticeable that Wordsworth’s ideal is to transcend the beauty of nature and view in it a mystic and living substance that heals the mind as well as the body. He is sure that everyone can share with him the same vision.

### **The Cathartic Powers of Nature**

In his poetry, Wordsworth shows how human beings, who are separated from all that in everyday humanity is disturbing or distressing, reach a well-being state. In fact, the calm and the silence of nature are for the disturbed and distressed person, a motive for relief and comfort. So catharsis could be interpreted as the process of releasing strong feelings and as a way of providing relief from anger, suffering, etc. Ultimately, cathartic power appears as psychotherapeutic capacity aiming at providing well-being to an individual. Many excerpts of Wordsworth's poems reveal the importance of the cathartic powers of nature in his poetry. The nature represents to Wordsworth, an important factor of moral and physical stabilization of a person in particular and harmonization of society in general. It is then suitable to acknowledge the cathartic power of nature. Finally, we can note that Wordsworth uses the word 'nature' as signifying the laws of health and the close relation between physical and mental well-being.

### **Nature's Teaching**

Wordsworth received the best part of his education from nature. In the first two books of this autobiographical poem we find that nature has been acting as a sort of glorified parent or schoolmistress. Wordsworth is not recommending an abandonment of books and learning, but is simply urging a restoration of the balance between book-learning and the direct inspirations of nature.

### **Universal Love in Nature**

Like other poets, with a religious determination to find design, order, and harmony everywhere in the universe, and to ignore everything that seems to contradict this providential interpretation. Wordsworth teaches a "deep lesson of love". In Wordsworth, the conviction of the universal presence of love in nature is equally characteristic of his writing in phases as distinct from one another.

Love, now a universal birth,  
From heart to heart is stealing,  
From earth to man, from man to earth:  
— It is the hour of feeling.  
One movement now may give us more  
Than years of toiling reason:  
Our minds shall drink at every pore  
The spirit of the season.  
Some silent laws our hearts will make,  
Which they shall long obey:  
We for the year to come may take  
Our temper from today.  
And from the blessed power that rolls  
About, below, above,  
We'll frame the measure of our souls:  
They shall be turned to love.

In Wordsworth's vision love exists in nature and man has only to solicit it in case of need. But Wordsworth believes that love, joy, and kindness cannot go without mystic forces in the natural world.

## CONCLUSION

Now to conclude the discussion, it can be said that William Wordsworth always admires, or worships nature. He regards nature mother, nurse, and guardian. Thus, nature has a healing power which for some may be merely outward doctrine, but for William Wordsworth nature is a true guide and mother in life. That is why he is a true worshiper of nature. Most of the poets and scholars call him a lover of mankind and nature. Most of his poems are based on natural scenes. This love leads him towards the nature. Here he adopts a humanistic approach in his friction and among all the poets of nature, his place comes first.

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# THE RATIONALITY BEHIND THE WIDENING OF GENDER GAP AND ITS IMPACT ON ACADEMIC PERFORMANCE OF FEMALE STUDENTS IN JIMMA UNIVERSITY (Beco Graduating Students)

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## ABSTRACT

*This paper focuses on the study of educational status of female students, As well as this study provides us sufficient and reliable statistical information on the rationality behind the widening of gender gap and its impact on academic performance of female students in Jimma University, Ethiopia (2008, BECO Graduating).*

*Acronyms:*

*BECO: college of Business and Economics CGPA: Cumulative grade point Average  
GPA: Grade Point average JU: Jimma University FPC: Finite Population  
Correction ESLCE: Ethiopian School Leaving Certificate Examination  
UNESCO: United Nation Economical, Social and Cultural Organization.*

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## INTRODUCTION

To distinguish the extent to which social divisions in gender between male and females are socially constructed we first have to discuss the issue of stratification by gender (inequality) and the theories which surround it. Before looking into the concepts of gender inequalities, we must first explore gender itself which is the division into two groups - men and women. 'Society shows us that gender is a system that privileges some men and disadvantages most women' (Davis, K. 2006) In sociological terms, it has been pointed out that: 'gender is a key factor that shapes social behaviour and social institutions.' and 'gender is 'understood culturally and theoretically as a dualism.' (Marsh et al, 216) Gender inequality is something that we often take for granted; it is accepted and seems so normal. These differences often seem invisible to us even though it happens in our everyday life in everything from employment and education to politics and the media without us being aware of it. Generally we believe that society changes our attitudes and views on life more than our biology.

## Objectives of the study

- 1) The rationality behind gender gap and its impact on academic performance of female student in Jimma University (BECO graduate 2008)
- 2) To know female enrolment rate and gender gaps
- 3) To develop a method for the improvement of female participation.
- 4) To contribute towards equitable distribution of resources to benefit both sexes.

## Significance of the study

This significance of the study is to solve gender gap in academic performance. But generally speaking, it provides possible suggestions for the rationality in the widening of gender gap, also it suggests some possible solutions and recommendations that help in narrowing this gender specific to Jimma university. (BECO).

### Scope of the study

This study was conducted to assess the rationality for widening the gender gap and its impact on academic performance. This study was only delimited on BECO graduating class students in 2008.

### Source of data

The study area is Jimma University which is found in Oromia region, Jimma town, South West Ethiopia. It is located at a distance of 352 km at the centre of Addis Ababa capital of Ethiopia.. Collected data types were in both primary and secondary data. The primary data through questionnaires and secondary data collected from published materials including official documents like CGPA of students. .

The total numbers of students in Beco campus are-N - and composed of five departments: Economics, Accounting, Banking, *and Management and Hotel& Tourism*. From these -n- samples were used from our study by using stratified sampling techniques

### Research methodology

Data collected through primary as well as secondary data collection methods. For sample selection stratified sampling procedure is used . to analyse the data descriptive statistics and inferential statistical analysis techniques are used

The primary objective of regression is to develop a regression model, to explain the relation between one or more variables in a given population. Multiple linear regressions contain two or more independent variables and one dependent variable. The general model for multiple linear regression analysis in which a response is related to a set of quantitative independent variables ( $x_i$ s) and dependent variable (Y). To test significance of overall multiple regression model, we use F test.

### Study variables

- a) Independent variable: Sex ,Class activity,Family education status,Family residence
- b) Dependent variable : -CGPA

### Hypothesis

There is no association between CGPA and independent variable  
( Sex, Class activity, Family education status , Family residence ) .

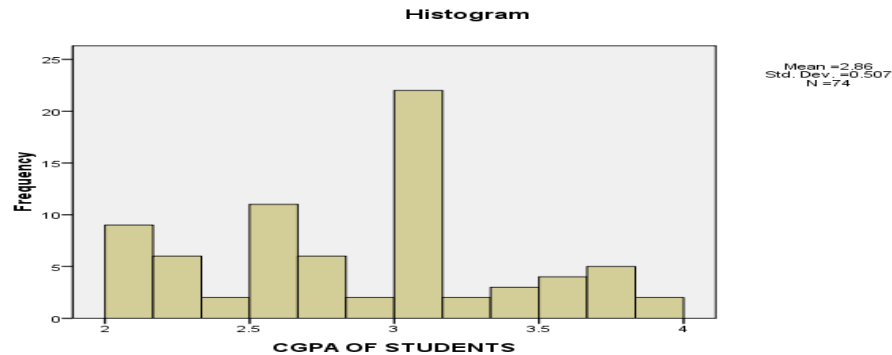
## RESULTS AND DISCUSSION :

### DESCRIPTIVE ANALYSIS

cgpa, sex of students, class activity, family education status and family residence.

	N	Range	Minimum	Maximum	Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
CGPA OF STUDENTS	74	2	2	4	.059	.507
ATTEND STUDENT CLASS	74	3.00	7.00	10.00		
FAMILY EDUCATION STATUS	74	1.00	11.00	12.00		
Valid N (listwise)	74					

The Range value indicate that the difference between the maximum value and minimum value of the observation in the data. The Minimum value indicates that the smallest value of the observation in the data. The Maximum value indicates that the largest value of the observation in the data. The Mean value indicates that the average value of the observation in the data. The Standard deviation value indicates that the dispersion of the observation in the data. The variance value indicates that the variation of the observation in the data.



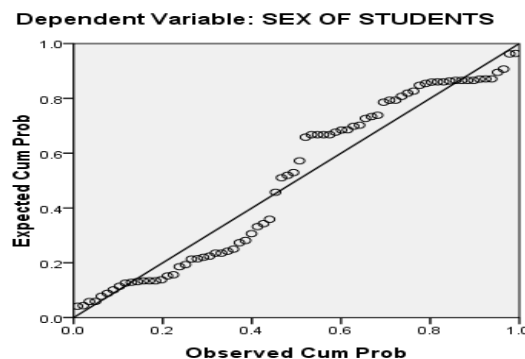
Histogram of cgpa of students.

From the above graph we describe that maximum cgpa value of 3 has highest frequency value compared to the others cgpa values in students and cgppa value of 3.2 and 3.4 have the same frequency values and finally the remains production values are equal frequencies in the data

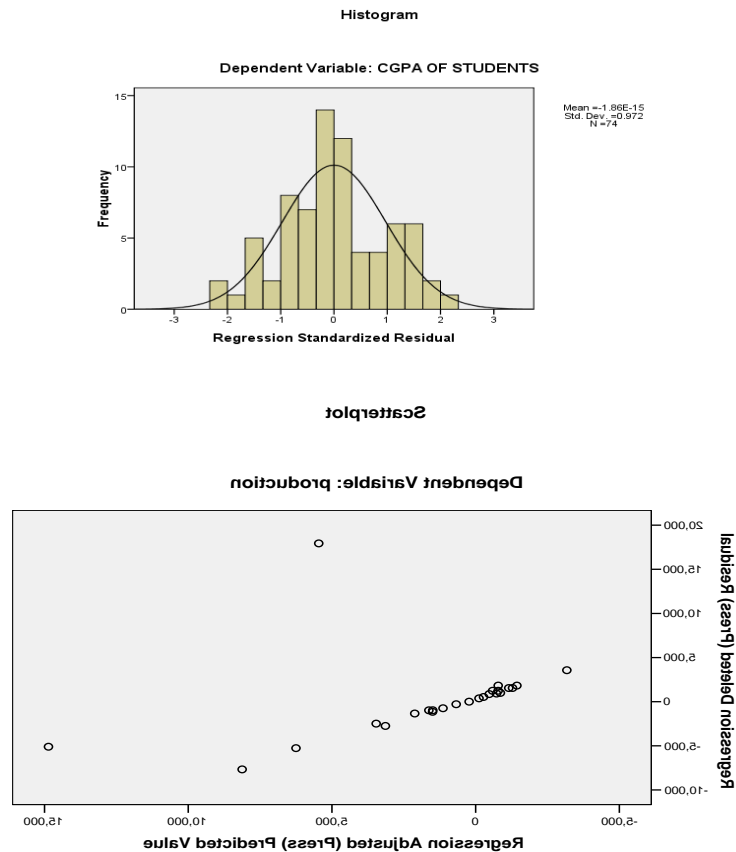
#### Assessing of Model Adequacy

It is important to analyze the regression model before inferences based on the model are undertaken. Checking normality assumption.

Normal P-P Plot of Regression Standardized Residual



From the above Normal p-p plot of Regression Standardized Residual the plot for the actual values approximately coincides with the line of expected values. Therefore, the residuals or error terms are normally distributed.



The above scatter plot indicates that, the scatter plot show linear trend, then our model show linearity assumption.

As we seen from the above Normal p-p plot of Regression Standardized Residual, the means of residuals are the idealized normal probability plots the scatter points lie approximately vertical straight line and our model ( $y = \beta_0 + \beta_1 X_1 + \beta_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$ ) is adequate according to model adequacy checking.

### Collinearity Diagnostics<sup>a</sup>

Dim Mod el	ensi on	Eigenval ue	Condition Index	Variance Proportions				
				(Consta nt)	SEX OF STUDEN TS	FAMILY RESIDEN CE	ATTEND STUDEN T CLASS	FAMILY EDUCATI ON STATUS
1	1	4.600	1.000	.00	.01	.00	.00	.00
	2	.385	3.455	.00	.93	.00	.00	.00
	3	.008	23.920	.00	.00	.35	.74	.00
	4	.005	29.445	.04	.02	.60	.20	.11
	5	.001	77.227	.96	.04	.05	.05	.89

a. Dependent Variable: CGPA

## Results of Multiple Regression Analysis

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.702	4	.675	2.903	.028 <sup>a</sup>
	Residual	16.053	69	.233		
	Total	18.755	73			

a. Predictors: (Constant), Family Education Status, Family Residence, Class Attendance , Sex Of Students

b. Dependent Variable: CGPA Of Students

To test significance of overall multiple regression model, we use F test statistic.

Hypothesis:

Is There is no significant effect of independent variables on the dependent variable.

Level of significance:  $\alpha=0.05$  Test statistic is  $F=2.903$

Decision rule Reject hypothesis, since p-value is less than  $\alpha$  value i.e.  $0.028 < 0.05$ .

We conclude that the overall regression model is statistically significant, that means at least one of the parameters or coefficients of explanatory variables are different from zero.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.638	1.577		3.576	.001
SEX OF STUDENTS	.358	.117	.354	3.073	.003
FAMILY RESIDENCE	-.005	.116	-.005	-.047	.963
ATTEND STUDENT CLASS	.005	.071	.007	.064	.949
FAMILY EDUCATION STATUS	-.262	.119	-.253	-2.195	.031

a. Dependent Variable: CGPA OF STUDENTS

The fitted model for cgpa, sex, family residenceis, class activity ,family education status is:-

**CGPA=5.638+.358 sex-.005 family residenceis +.005 class activity +-.262 family education status.**

$\beta_0=5.638$  indictes that the value of cgpa when the explanatory variables (sex, family residencies, class activity and family education status) assume are zero.  $\beta_0$  is positive indicate that there is effect of independent variables(sex, family residencies, class activity and family education status ) on the dependent variable (cgpa)

$\beta_1$  is greater than zero this indicates that there is positive(direct)relationship between cgpa and sex of students, and  $\beta_1 = .358$  indicates that the cgpa increased by 0.358 when the use sex is increased by a unit keeping the other independent variables are constants.

$\beta_2$  is less than zero this indicates that there is negative(indirect)relationship between cgpa and family residence and  $\beta_2 = -.005$  indicates that the cgpa decreased by -.005 when the use of family residence is decreased by a unit keeping the other independent variables are constants.

$\beta_3$  is greater than zero this indicates that there is positive(direct) relationship between cgpa and class activity and  $\beta_3 = 0.005$  indicates that the cgpa increased by 0.005 when the class activity is increased by a unit keeping the other independent variables are constants.

$\beta_4$  less than zero this indicates that there is negative(indirect) relationship between cgpa and family education status and  $\beta_4 = -.262$  indicates that the cgpa decreased by -.262 when family education status decreased by a unit keeping the other independent variables are constants.

Hypothesis test significance of individual explanatory variables in the model, we use t-test.

#### **Test for sex of students**

Null hypothesis: **sex of students** has no significant effect on cgpa.

Level of significance:  $\alpha = 0.05$

Test statistics t

Decision rule Reject  $H_0$  since p-value is less than  $\alpha$  value i.e.  $0.001 < 0.05$

We conclude that the sex is statistically significant i.e.the parametre is diffirent from zero.

#### **Test for family residence**

Null hypothesis: family residence has significant effect on cgpa.

Alternative hypothesis: family has no significant effect on cgpa.

Level of significance:  $\alpha = 0.05$

**Test statistics t**

Decision rule fail to Reject  $H_0$  since p-value is greater than  $\alpha$  value i.e.  $0.963 > 0.05$

We counclue that the family residence is statistically no significant i.e.the parametre is differ from zero.

#### **Test for class activity**

Null hypothesis: class activity has significant effect on cgpa

Alternative hypothesis: class activity has no significant effect on cgpa.

Level of significance:  $\alpha = 0.05$

Test statistics t

Decision rule fail to Reject  $H_0$  since p-value is less than  $\alpha$  value i.e.  $0.949 > 0.05$

We counclue that the class activity is statistically no significant i.e.the parametre is differ from zero.

#### **Test for family education status**

Null hypothesis : family education status has no significant effect on cgpa.

Alternative hypothesis: family education status has significant effect on cgpa.

Level of significance:  $\alpha = 0.05$

Test statistics t

Decision rule Reject  $H_0$  since  $p$ -value is less than  $\alpha$  value i.e.  $0.031 < 0.05$   
 We conclude that the family education status is statistically significant i.e. the parameter is different from zero.

### The Significant fitted Regression Model is

$CGPA = 5.638 + .358 \text{ sex} - .005 \text{ family residence} + .005 \text{ class activity} + .262 \text{ Family Education}$

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.380 <sup>a</sup>	.144	.094	.482

a. predictors: (constant), family education status, family residence, attend student class, sex of students

b. Dependent Variable: cgpa of students

### INTERPRETATION

The value of  $R=0.380$  indicates that there is a weak relationship between response variable (CGPA) and explanatory variables (sex, family residence, class activity and family education status). The value of  $R^2=0.144$  indicates that 14.4% of the variation in CGPA is explained by explanatory variables (sex, family residence, class activity and family education status). The value  $R$ -square indicates that high variance is shared by the independent variables and dependent variable. Since the regression model is well fitted. The value of adjusted  $R$  square = 0.094 indicates that about 9.4% of variance in the CGPA is the goodness of fit of the models with different numbers of explanatory variables (sex, family residence, class activity, family education status).

### Pearson Correlation Coefficient

Correlations						
		CGPA of Students	Sex Of Students	Family Residence	Attend Student Class	Family Education Status
Pearson Correlation	Cgpa Of Students	1.000	.290	-.006	.005	-.164
	Sex Of Students	.290	1.000	-.004	-.026	.251
	Family Residence	-.006	-.004	1.000	.106	.002
	Attend Student Class	.005	-.026	.106	1.000	-.031
	Family Education Status	-.164	.251	.002	-.031	1.000
Sig. (1-tailed)	CGPA Of Students	.	.006	.479	.482	.081
	Sex Students	.006	.	.487	.412	.015
	Family Residence	.479	.487	.	.184	.495
	Attend Student Class	.482	.412	.184	.	.396
	Family Education Status	.081	.015	.495	.396	.
N	Cgpa Of Students	74	74	74	74	74
	Sex Of Students	74	74	74	74	74
	Family Residence	74	74	74	74	74
	Attend Student Class	74	74	74	74	74
	Family Education Status	74	74	74	74	74

From the above table we understand that there is positive relationship between cgpa of student and sex of students that is .290.

There is weak negative relationship between cgpa of student and family residences of those students that is -.006.

There is weak positive relationship between cgpa of student and class activity,i.e .005

There is weak negative relationship between cgpa of students and family education status,i.e 0-.164.

There is weak negative relationship between sex of student and family residence of those student,i.e-.004

There is weak negative relationship between sex of student and class activity of those students -0.026.

There is weak positive relationship between sex of student and family education status of students is 0.251.

There is weak positive relationship between family residence and family education status is 0.002.

There is weak negative relationship between family educational status and class activity-.031.

#### 4.5 Results of Analysis of Variance (ANOVA)

##### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.702	4	.675	2.903	.028 <sup>a</sup>
	Residual	16.053	69	.233		
	Total	18.755	73			

a. Predictors: (Constant), Family Education Status, Family Residence, Attend Student Class, Sex Of Students

b. Dependent Variable: CGPA of Students

The appropriate hypotheses to test the equality of treatment means is there is no equality of mean treatment effect of cgpa.

Departement	Economics	Accounting	Banking	Management	Hotel and Tourism	Total
Male	3.07	2.7636	2.728	3.54	3.025	15.1266
Female	2.977	3.174	3.214	3.225	3.45	16.04
Total	6.047	5.9376	5.942	6.765	6.475	31.1666

So as to find the expected mean CGPA from the actual mean CGPA we use the formula as

Table 16: Expectation means CGPA of each dep't.

Departement	Accounting	Economics	Banking	management	Hotel and Tourism
Male	2.936	2.88	2.884	3.283	3.143
Female	3.112	3.05	3.052	3.4816	3.332



$$x_{cal}^2 = \sum_{i=1}^2 \sum_{j=1}^f \frac{(a_{ij} - E_{ij})^2}{E_{ij}}$$

$$x_{cal}^2 = \frac{(3.07 - 2.936)^2}{2.936} + \frac{(2.7636 - 2.88)^2}{2.88} + \dots + \frac{(3.45 - 3.332)^2}{3.332}$$

$$x_{cal}^2 = 0.042325 \approx 0.0423$$

**Discussion:-** since  $x_{cal}^2 = 0.0423 < x^2 0.05 = 0.745$ , we accept the hypothesis

**Conclusion:-** there is association between gender (sex) and academic performance.

$$s_m^2 = \frac{\sum_{i=1}^{22} fi(xi - \bar{x})^2}{\sum_{i=1}^{22} fi - 1} \equiv 0.2487049$$

From the above table, we can calculate the variation between them

That is:-

$$sf^2 = \frac{\sum_{i=1}^{22} fi(xi - \bar{x})^2}{\sum_{i=1}^{22} fi - 1} \equiv 0.125538$$

#### Pooled variance between male and female

Pooled variance is a variation which occurs between males and females CGPA, can be calculated as

$$S^2_{Pooled} = \frac{(nm - 1)Sm^2 + (nf - 1)S^2f}{nm + nf - 2}$$

$$= \frac{(41)(0.248049) + (31)(0.12554)}{(42 + 32) - 2} = 0.196$$

Therefore, the above variance indicates that there is high vary in CGPA among male students relative to female students. A pooled variance is small as compared to male student variance, but it is larger than female variance in CGPA. This pooled variance indicates that there is a strong variation among female and male students in academic performance.

#### CONCLUSION

To sum up the investigation, that is performance of female students relatively compared to males, girls have equal intelligence, knowledge, capacity and ability to boys. But due to several problems they are less successful in academic field. they doesn't have confidence on their performance so that they hesitate to ask questions for their teachers in the class and out side the class even if they have doubts and unclear questions.

From the investigation:

- ♣ Most respondents are male students.
- ♣ The majority of FBE graduating students were age between 23 and 25
- ♣ Most of the respondents were assigned to their department by their chance.
- ♣ as we see most of students attend class and reading in library.
- ♣ The majority of respondents parent were educated.
- ♣ Most of FBE graduating students were not agree on the intelligent of female students.

- ♣ The CGPA of female in each interval is less than male students.
- Instructors should increase female interactions by asking questions and preparing tutorial class.
- It is advisable for them to read in the library, in the space and any other silence place.
- Higher administrative class personal of the respective faculty and other faculty in the campus should prepare class and invite the willing body that facilitates affirmative action's to help them

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## INDIAN ECONOMIC DEVELOPMENT: PAST TO PRESENT

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### 1. INTRODUCTION TO ECONOMIC DEVELOPMENT

The first Five-year Plan was launched in 1951 and 12 subsequent Five Year Plans (FYP) were formulated. In India for the smooth functioning of the economy, planning plays an important role. The Planning Commission of India has been working with the responsibility of the creation, development and execution of India's five year plans. India's five year plans are also supervised by the Planning commission. From centralized planning system, since 1991 the Indian economy is moving towards indicative planning where the Planning Commission concerns itself with the building of a long-term strategic vision of the future and decide on priorities of nation. It works out sectorial targets and provides promotional stimulus to the economy to grow in the desired direction. It also plays an integrative role in the development of an all-inclusive approach to the policy formulation in critical areas of human and economic development. In the social sector, schemes that require coordination and synthesis like rural health, drinking water, rural energy needs, literacy and environment protection have yet to be subjected to coordinated policy formulation. In January 2015, the Government of India notified the formation of National Institution for Transforming India (NITI Aayog) with modification in functioning in place of Planning Commission of India.

Table 1.1 THE GROWTH PERFORMANCE OF THE FIVE YEAR PLANS (% PER ANNUM)			
Sr No	Plan Period	Actual Growth Rate in Terms Of GDP at Factor Cost	Target GDP
1	1 <sup>st</sup> FYP	3.6	2.1
2	2 <sup>nd</sup> FYP	4.3	4.5
3	3 <sup>rd</sup> FYP	2.8	5.6
4	Annual Plans (1966-69)	-3.9	--
5	4 <sup>th</sup> FYP	3.3	5.7
6	5 <sup>th</sup> FYP	4.8	4.4
7	Annual Plan/ Rolling Plan (1979-80)	-5.2	--
8	6 <sup>th</sup> FYP	5.7	5.2
9	7 <sup>th</sup> FYP	6	5
10	Annual Plan (1990-91)	-3.4	--
11	8 <sup>th</sup> FYP	6.8	5.6
12	9 <sup>th</sup> FYP	5.4	6.5

13	10 <sup>th</sup> FYP	7.6	8
14	11 <sup>th</sup> FYP	8	9
15	12 <sup>th</sup> FYP	7.2	9
Source: Planning Commission of India (2014 - 15)			

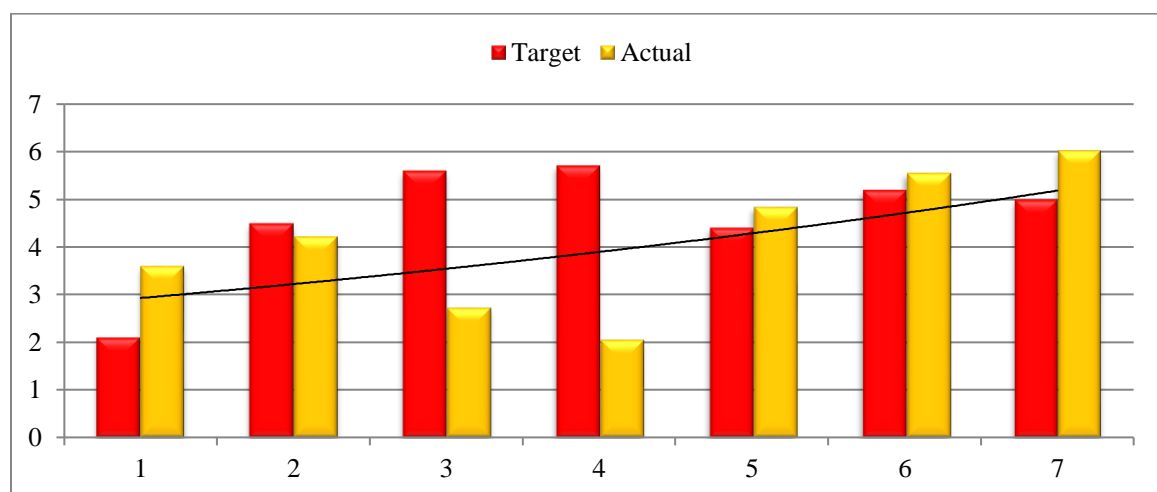
## 2. PAST OF INDIAN ECONOMY

**TABLE: 2.1: GROWTH PERFORMANCE IN THE FIVE YEAR PLANS  
(per cent per annum)**

Sr. No	Plans (Year)	Target	Actual	Difference
1	First Plan (1951-56)	2.1	3.6	1.5
2	Second Plan (1956-61)	4.5	4.21	-0.29
3	Third Plan (1961-66)	5.6	2.72	-2.88
4	Fourth Plan (1969-74)	5.7	2.05	-3.65
5	Fifth Plan (1974-79)	4.4	4.83	0.43
6	Sixth Plan (1980-85)	5.2	5.54	0.34
7	Seventh Plan (1985-90)	5	6.02	1.02

Source: GOI, (2010), Economic Survey 2009-2010, New Delhi

The economic planning first began in India in 1930s under the British period. After India gained independence, a formal model of planning was adopted, and the planning commission. The Planning Commission was set up on 15 March 1950. After the independence there were many changes that have taken place in almost all sectors of the Indian economy. During the period 1947 – 1991, India was following a mixed economy combining the features of capitalism and socialism. This resulted in the intervention policies by the Government substituting the imports that failed to take advantage of the post war expansion of trade, followed by that in 1991.

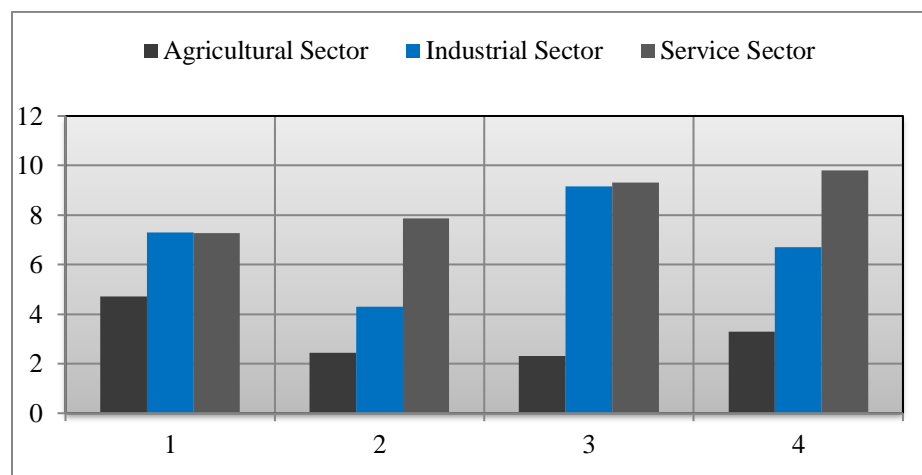


### 3. NEW PHASE OF INDIAN ECONOMY (NEP/ LPG)

The financial year 1991 of India was a crucial turning point in history of economic policy because the India's development strategy faced the macroeconomic crisis. As result the global institutions such as IMF and World Banking India initiated multiple steps of reforms deviating from historical development strategy and .The New Economic Policy (NEP) announced by the Government of India in June 1991 The phase of New Economic Planning of India's development strategy is known as liberalization, privatization and globalization (LPG). The liberalization primarily were concerned with to accelerate industrial Growth and to attract inflows of foreign investment to finance infrastructure development. After the 1991 there were many changes that have taken place in almost all sectors in the liberalized period of the Indian economy.

The development strategy of successive Five Year Plans includes improving the capabilities and standard of living of the population by provision of employment, food security, basic services such as health and education.

<b>Table: 3. 1: Sectoral Growth in NEP, (8<sup>th</sup> Plan to 11<sup>th</sup> Plan), % / annum</b>				
No	Plans	Agricultural Sector	Industrial Sector	Service Sector
1	8 <sup>th</sup> Plan	4.72	7.29	7.28
2	9 <sup>th</sup> Plan	2.44	4.29	7.87
3	10 <sup>th</sup> Plan	2.3	9.17	9.3
4	11 <sup>th</sup> Plan	3.3	6.69	9.8



India's Five Year Plans approach to development strategy attempted to achieve higher standards of living through creation of necessary institutions, framing the appropriate policies, and through state participation. Five Year Plans strategy remained broadly unchanged until the mid-1980.

The government of India launched a number of poverty alleviation programmes these are: Integrated Rural Development Programme (IRDP), Rural Landless Employment Generation Programme (RLEGP), National Rural Employment Programme (NREP) are

the notable examples. Also the relative emphasis on different sectors of the economy was changed in different Five Year Plan periods. Under the Mixed Economic Development Model, the Indian economy broadly kept closed for international trade and finance up to 1990.

In 1991, India faced serious foreign exchange crisis, the country had to undertake a series of economic reforms in the form of internal and external liberalization and structural reforms like privatization of public sector enterprises. These steps were expected to improve domestic and global competitiveness of Indian economy. It is time to have a hard look at the results achieved so far and discuss the policy and executive actions required to benefit from the negotiations and ward off / correct the adverse trends if any, (Kumar Krishna, 2015).

The Planning Commission of India, the National Development Council (NDC) declared 12<sup>th</sup> Five Year Plan for the country from 2012 to 2017. The stated vision of the Plan Document is “of India moving forward in a way that would ensure a broad-based improvement in living standards of all sections of the people through a growth process which is faster than in the past, more inclusive and also more environmentally sustainable”. This mantra of “faster, sustainable and more inclusive growth” is indeed ideal and laudable.

#### **4. TODAY’S INCLUSIVE DEVELOPMENT OF INDIAN ECONOMY**

Development planning in the country saw the adoption of 'inclusive growth' as a slogan with the 11<sup>th</sup> Five Year Plan (2007-08 to 2011-12). The term, it seems, is here to stay as the Draft Approach Paper to the 12 Five Year Plan is also titled 'Faster, Sustainable and More Inclusive Growth'.

The 12<sup>th</sup> Five Year Plan (2012) stated that the inclusiveness is more difficult to assess, because inclusiveness is a multidimensional concept. Inclusive growth should result in lower incidence of poverty, broad-based and significant improvement in health outcomes, universal access for children to school, increased access to higher education and improved standards of education, including skill development. It should also be reflected in better opportunities for both wage employment and livelihood, and in improvement in provision of basic amenities like water, electricity, roads, sanitation and housing. Particular attention needs to be paid to the needs of the SC/ST and OBC population. Women and children constitute a group which accounts for 70% of the population and deserves special attention in terms of the reach of relevant schemes in many sectors. Minorities and other excluded groups also need special programmes to bring them into the mainstream. To achieve inclusiveness in all these dimensions requires multiple interventions, and success depends not only on introducing new policies and government programmes, but on institutional and attitudinal changes brought about, which take time. A comprehensive assessment of outcomes on all these fronts during the Eleventh Plan is not possible at this point, because the data for recent years is still not available. However, available evidence suggests that there have been significant gains on many of these fronts, even though there are shortfalls in some areas on which further work is needed, (Planning Commission, 2011, pp 1-2) 12<sup>th</sup> Five Year Plan observed that an important consequence of the focus on inclusion during the Eleventh Plan has been heightened awareness about inclusiveness and empowerment amongst people. A greater desire to

access information about the rights and entitlements made available by law and policy, and eagerness to demand accountability from the public delivery systems augurs well for the future, (Planning Commission, 2011, pp 1-2)

## 5. PRESENT SCENARIO OF DEVELOPMENT

According to the 12<sup>th</sup> Five Year Plan documents the Eleventh Five Year Plan (2007-08 to 2011-12) had aimed at achieving faster and more inclusive growth. Rapid GDP growth, targeted at 9.0 per cent per annum, was regarded necessary for two reasons:

1. to generate the income and employment opportunities that were needed for improving living standards for the bulk of the population
2. second, to generate the resources needed for financing social sector programmes, aimed at reducing poverty and enabling inclusiveness.

The economy has performed well on the growth front, averaging 8.2 per cent in the first four years. Growth in 2011-12, the final year of the Eleventh Plan was originally projected at around 9.0 per cent continuing the strong rebound from the crisis, which saw an 8.5 per cent growth in 2010-11. Instead, the economy actually slowed down somewhat in 2011-12 compared to the previous year – a phenomenon common to all major economies reflecting the fact that 2010 was a rebound from depressed levels in 2009. Growth in 2011-12 is likely to be around 8.0 per cent. The economy is therefore, likely to achieve an average GDP growth of around 8.2 per cent over the Eleventh Plan period, which is lower than the 9.0 per cent targeted originally, but higher than the 7.8 per cent achieved in the Tenth Plan. This implies a nearly 35 per cent increase in per-capita GDP during this period. It has also led to a substantial increase in government revenues, both at the Centre and the States, resulting in a significant step-up of resources for the programmes aimed at inclusiveness. A healthy increase in aggregate savings and investment rates, particularly in the private sector, testifies to the strength of our economy as it enters the Twelfth Plan period.

The acceleration in the growth in the Eleventh Plan period compared with the Tenth Plan is modest, but it is nevertheless a good performance, given the fact that a severe global economic crisis depressed growth in two of these five years, and also that in the year 2009 India had the weakest monsoon in three decades. The slowdown in 2011-12 is a matter of concern, but can be reversed if the investment climate is turned around and fiscal discipline is strengthened.

## 6. CONCLUSION

The Economic policy is framed growth oriented based on the globalization of markets. Emphasis is on the removal of market barriers in the various sectors, the same presently experienced in telecom market, natural resources market, aviation market of India. In last 65 year the Indian economy had experienced variety of central and state governments economic policies, and in last 25 years experienced the reforms concerned with market oriented economic policies, social welfare policies, based on the principles of liberalization, privatization and globalization (LPG), however India's main socio-economic problems remain unresolved like poverty, unemployment, health, education, etc. The Indian Economy successfully completed 11 Five Year Plans and 12<sup>th</sup> Five Year Plan is in progress for the period 2012-2017. In January 2015, the Government notified

the formation of National Institution for Transforming India (NITI Aayog) in place of Planning Commission of India.

The paper concludes with the challenges before the economy is to combine economic sustainable environment friendly growth with economic equity and social justice in 21<sup>st</sup> century.

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## WELCOME TO THE FUTURE OF E-COMMERCE IN INDIA

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### ABSTRACT

*The E-Commerce market is blooming and self-confident for strong growth in Asia. There are thespians that made a good start. Their achievement depends on their indulgent of the market and offering various types of features. This article gives us an overview of the future of E-Commerce in India and discusses the future growth parts in India's E-Commerce. We may also find out various facts & factors that would be essential for the future growth of E-Commerce in India. And it will also represent the various opportunities for retailers, wholesalers, producers, traders, manufacturers, and for other various people. In this article, we found out that, the Overall E-Commerce will increase exponentially in coming few years in the evolving market of India.*

### INTRODUCTION

The E-commerce Industry in India has come to a very long way since its initial days. The market has matured and new performers have entered the market space. In the existing vibrant scenario, E-Commerce market in the B2C space is increasing in demand as well as in the collection of services. The changeover to online purchasing from traditional purchasing is taking a long time in the Indian market. E-Commerce includes not only buying and selling goods over Internet, but also various business processes within individual organizations that supports the goal. As with E-Commerce, E-Business (electronic business) also has a number of different definitions and is used in a number of different surroundings.

### CONCEPTS AND DEFINITIONS

E-Commerce refers to an extensive range of online business activities for goods and services. It also relates to "any form of business transaction in which the revelries interact electronically rather than by meeting personally." A more wide-ranging definition of E-Commerce: E-Commerce is the usage of electronic communications and digitalized information processing technology in business transactions to create, transform, and redefine relationships for valued creation between or among organizations, and between two organizations and individuals.

**Growth of Internet Habitual Customers:** Internet habitual consumers are rapidly growing in India. An Internet habitual consumer is a consumer who is adept and comfortable conducting complex tasks on the Internet. With growing niche of Internet habitual customers, e-tailing shall grow at a faster pace. Online portals for social e-commerce for fashion enthusiasts are an added advantage to these Internet habitual fashion customers that let users post pictures of their outfits, which are then surfaced and showcased to others, who are also given details of where they can go to buy them — both online and at offline outlets near them.

## **DIFFERENT TYPE OF E-COMMERCE:**

The major different types of E-Commerce are:

Business to Business (B2B);  
 Business to Consumer (B2C);  
 Business to Government (B2G);  
 Consumer to Consumer (C2C);  
 Mobile Commerce (M-Commerce).

## **E-COMMERCE IN INDIA**

The Indian retail industry witnessed a bolstered growth curve after the advent of e-commerce and its impact on the fashion industry is very eminent. Among the several significant changes that the industry has witnessed in recent years the fact that businesses are embracing technology and innovation at a pace unfamiliar to date is a testament to the country's evolving retail market. For developing countries like India, E-Commerce offers considerable opportunities. E-Commerce in India is still in growing stage, but even the most-gloomy projection indicates a thrive. It is believed that low cost of personal computers, a growing installed base for Internet use and an increasingly competitive Internet Service Provider (ISP) market will help fuel E-Commerce growth in Asia's second most populated nation. The first E-Commerce site in India was "rediff.com". It was one of the most marketed portals for both Indian residential and non-Indian residential. It provided a wealth of Indian-related business news, a reach engine, E-Commerce and web solution services. The past 2 years have been seeing a rise in the number of companies enabling E-Commerce technologies and the internet in India. Major Indian portal sites have also shifted towards E-Commerce instead of depending on advertising revenues.

The web communities built around these portal sites with content have been effectively targeted to sell everything from event and mouse tickets to the grocery and computers. The main in this services being Rediff.com and the net and India plaza with started a shopping section In spite of RBI regulation, low internet usage E-Commerce sites have popped up everywhere selling things like groceries, bakery items, books, audio and video cassettes, computers, gifts, etc. None of the major players have been discouraged by the low PC penetration and credit card.

The Indian retail market is expected to grow at CAGR of 13% to reach US \$1,080 billion in 2020 with current market size of US \$585 billion. The share of apparel in Indian market is 8%. Organized apparel retail contributes to 21% of the total apparel retail while organized lifestyle contribution in total lifestyle retail varies from 32% in footwear to 49% in watches.

Indian fashion retail market has witnessed several significant changes in recent years, which indicate the country's evolving fashion retail market. One of the significant changes is advancing online retail or e-tail of fashion products across the country. The current online retail accounts to about 1.2% of total retail market.

### **THE FUTURE OF E-COMMERCE IN INDIA:**

India is developing rapidly and if development is to be calculated, how can we ignore the role of E-Commerce in it. The internet user base in India might still be a mere 100 million which is much lesser when compared to its infiltration in the US or UK but it is surely expanding at a startling rate. The number of new entrants in this sphere is rising daily and with growth rate reaching its zenith it can be presumed that in years to come, customary retailers will feel the need to switch to online business. Insights into increasing demand for broadband services, rising standards of living, availability of wider product ranges, reduced prices and busy lifestyles reveal this fact more prominently thereby giving way to online deals on gift vouchers. Going by the statistics, the E-Commerce market in India was worth about \$2.5 billion in 2009. It rose to \$8.5 billion by 2011 thus, portraying a definite surge in the last two years. According to a statement released by the Internet and Mobile Association of India (IAMAI), these figures would reach up to \$12 billion by 2012! To understand this scenario, we can divide E-Commerce into three broad categories which include physical services, physical goods and virtual goods. Another category that is gradually making its mark is the Local commerce (couponing, yellow pages, classifieds etc.) which offers significant overlaps with E-Commerce. The 1st category of physical services is definitely the major contributor which includes travel ticketing, jobs, matrimonial and event management websites. With travel sites accounting for 75% of all E-Commerce industries! It provides attractive deals too.

The second category of physical goods is the one currently gaining considerable attention. Thanks to the propaganda created by new startups/stores being launched daily. Leaders in this division are Flipkart, Infibeam, Homeshop18, Indiatimes, Naaptol, Letsbuy etc. each of these, which offers everything from mobile phones to pet food.

The third and final category of virtual goods and gift vouchers like online music, software's, movies, games, Taj Hotel gift vouchers, Reebok gift vouchers, Pizza Hut gift vouchers etc. have been relatively lagging behind in India as compared to Europe and America, chiefly due to fake concerns and the social perspective of Indians. But the scenario is expected to change with the digital downloads links expected to grow in the Indian E-Commerce market due to the explosion of mobile devices and the services available over the Internet at special discounts.

Certain unique attributes of the E-Commerce industry in India such as cash on delivery mode of payment and direct imports that lower costs considerably are probably going to bring about a speedy growth in this industry in years to come.

According to the latest research by Forrester, a leading global research and advisory firm, the E-Commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% in between 2012-2016. The report, titled "Asia Pacific Online Retail Forecast, 2011 To 2016," has been issued by Forrester Research Inc. Analyst Zia Daniell Wigder, with Steven Noble, Vikram Sehgal and Lily Varon.

E-Commerce in India to explode in 2012, Indian E-Shoppers will have a good time getting great deals and services online. A recent pan-India report released by Com Score Inc. reveals that online shopping in India has touched a growth rate of 18% and is only likely to grow further. The report found that nearly 60% of citizens in India visited a retail site in November 2011, with the number of online shoppers increasing by 18% in the past year. E-commerce can become an essential part of sales plan while it is one of

the inexpensive medium to reach out the new markets, if applied successfully, it offers a smart way of growth & doing E-Commerce attribute to the successful application to carefully understanding the products & services, customers and the business process is easy to use system to extend the business on the web.

A new report by the Boston Consulting Group says online retail in India could be a \$84-billion industry by 2016, more than 10 times its worth in 2010, and it will account for 4.5% of total retail.

The E-Commerce platform maximizes its reach to the potential customers and provides them with a convenient, satisfying & secure shopping experience.

### **SEGMENTS THAT RECORDS GROWTH:**

Online channels are playing an important role of interacting with consumers of unexplored markets. The journey of online spending that started with an increasing number of buyers of travel and holiday plans in the last era has now extended to an increase in spends on household appliances and luxury products. While segments like attire and luxury products have registered unparalleled growth in 2011, jewelry, electronic appliances and hardware products have shown promising growth trends as well. "Indian consumers are showing greater appetite to transact online, fuelling the E-Commerce boom," said Anuj Kumar, CEO, Affle.

The report also found that coupon sites are rapidly gaining popularity, with 16.5% of the Indian online population visiting the category in November 2011, 27.2 million online users in India aged 15 and older accessed the retail category from a home or work computer, an increase of 18% from the previous year, as consumers continue to turn to the web to shop for and purchase items and retailers continue to increase their online visibility through energetic marketing movements.

Increase in shoppers of the coupon sites indicate that pricing is playing the role of catalyst in bringing more and more shoppers online. Many of these shoppers have shown affinity towards affordable online goods, which was priced lesser than the market price. Some of the largest retail subcategories revealed that the coupons category was the largest with 7.6 million visitors as consumers rapidly adopt daily deal sites. Consumer electronics ranked next with 7.1 million visitors, growing at 12% over the previous year, while 5.8 million online users visited comparison shopping sites, an increase of 25% from the previous year.

### **INDIA'S VISIONS IN E-COMMERCE:**

#### **1. OPPORTUNITY FOR RETAILERS:**

A retailer can save his/her existence by linking his business with the online distribution. By doing so, they can avail their market much additional information about various things to the consumers, meet electronic orders and be in touch with the customers all the time. Therefore, E-Commerce is a good opportunity.

#### **2. OPPORTUNITY FOR WHOLESALE/DISTRIBUTOR:**

In the world of Ecommerce the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their goods to the retailers and the consumers. In such a situation those wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on-line.

### 3. OPPORTUNITY FOR PRODUCERS:

Producers can take advantages of e-commerce by linking themselves with on-line, by giving better information about their products to the other links in the business chain and by having a brand identity.

### 4. OPPORTUNITY FOR PEOPLE:

As more people are getting linked with E-Commerce, the demand for the Centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish to take advantage of it can establish cyber and have their benefits.

### ESSENTIAL FACTORS FOR GROWTH OF E-COMMERCE IN INDIA:

- ☐ Customer Convenience: By providing Cash on delivery payment option service to consumers.
- ☐ Replacement Guarantee: Should Offer 30 day replacement guarantee to their consumers.
- ☐ Reach: Enabling mobile-capable sites and supporting M-Commerce services.
- ☐ Location based services: Since clients these days are always on the move, promoting the right product at the right time and location becomes an essential part.
- ☐ Price comparison: Providers offering instant price comparison are highly popular amongst the price sensible consumers.
- ☐ Right content: Getting the right content and targeting consumers with crisp and relevant information is of highest importance to users on the move.
- ☐ Shipment option: Low cost shipment should be there. The convenience of collecting orders post work while returning home should be there.
- ☐ Logistical challenges: In India, the topographical spread throws logistical challenges. The kind of products being offered by providers should determine the logistics planning.
- ☐ Quick Service: Timely service provided by the company.
- ☐ Terms and condition: T & C should be clear & realistic.
- ☐ Legal challenges: There should be legal requirement of generating invoices for online transactions
- ☐ Quality: The product quality should be same as shown on the portal.
- ☐ Customer care centre: A dedicated 24/7 customer care Centre should be there.
- ☐ Multiple payment options: Standard credit cards, debit cards and bank payment options should be there.

### EXPERTS VIEW ABOUT THE FUTURE GROWTH OF E-COMMERCE IN INDIA:

Leading E-Commerce portals in the country include Flipkart.com, Futurebazaar.com, Ebay.in, Homeshop18.com, Indiaplaza.com, Starcj.com, Amazon.com, Fashionandyou.com, Rediffshopping.com., inkfruit.com, myntra.com, futurebazaar.com, yebhi.com, zoomin.com, Snapdeal.com and hushbabies.com.

Internet on mobile phones and E-Commerce are set to lead the trend in the IT sector, Google India Managing Director Rajan Anandan said on June 2012. Speaking at the 13th annual Conference at the Indian Institute of Management, Ahmedabad (IIM-A) here, Anandan identified trends such as mobile internet, social networking, E-Commerce and internet video as being the most important trends for any technology company to take advantage of.

"We have seen 80-90% growth in traffic month on month over the last three quarters. We have been gradually increasing the speed of hiring and over the next six months, we will add about 500 people," Snapdeal Chief Executive Director Kunal Behl said.

"With the growing E-Commerce industry in the country and major international players entering the market, the number of job offers would certainly look up," E-Commerce firm Homeshop18.com CEO and founder Sandeep Malhotra said.

The online retail segment is expected to report strong growth in the coming years owing to growing Internet consumer base thanks to increasing use of smartphones, laptops/desktops and availability of Internet in the furthest part of the country. "E-Commerce space is a thriving space as Internet audience are likely to double in the next two-three years and this industry will require talent from various sectors like technology, product, analytics, general management talent, merchandising and marketing, sourcing" online retailer Fashionandyou.com co-founder and CEO Pearl Uppal said.

Another E-Commerce player HomeShop18.com has grown by over 70% in headcount terms in 2011 over the last year and is further controlled to grow by a similar percentage this year, including an augmentation of the technology team.

Meanwhile, the E-Commerce sector is fast hiring. The best talent available in the country and this placement season saw E-Commerce companies recruiting big numbers at premier institutions like the Indian Institutes of Management (IIMs) and Indian Institute of Technology (IITs). According to a report by industry body Assocham, online retail segment is likely to be worth Rs 7,000 crore by 2015 due to rising broadband availability and increasing Internet infiltration, from the Rs 2,000 crore at present. It is growing at an annual rate of 35%.

## CONCLUSION

The future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the explosion of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be the same as shown on the portal, dedicated 24/7 customer care centre should be there. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Retailers meet electronic orders and should be in touch with the customers all the time. Wholesalers can take advantage of E-Commerce who are capable of establishing workers with reputed producers and linking their business with the online. Producers can also link themselves online, by giving better information about their products to the other links in the business chain and by having a brand identity. As more people are getting linked with E-commerce, the demand for Centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish the online retail segment is expected to report strong growth in the coming years owing to growing Internet consumer base thanks to increasing use of smartphones, laptops/desktops and availability of Internet in the outmost part of the country.



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## THE FUTURE OF HUMAN RESOURCE MANAGEMENT: CHALLENGES & OPPORTUNITIES

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### ABSTRACT

*Today, the field of Human Resource Management (HR) is experiencing many pressures for change. Shifts in the financial system, globalization, domestic diversity, and technology have shaped new demands for organizations, and propelled the field in various completely new directions. However, we consider that these challenges also generate several opportunities for HR and organizations as a whole. Thus, the main aim of this article are to (a) look at some of the challenges and opportunities that ought to influence the future of HR, and (b) give an general idea of the topic. We also think implications for future research and practice in the field.*

**Keywords:** *Future of human resource management; Globalization; Knowledge economy; Diversity; Technology*

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### INTRODUCTION

It is understood that the challenges and new opportunities will pressure the future of HR, and the primary purpose of this article is to examine various factors that will affect forthcoming changes in HR. In this article, we assess several of the key forces that are presenting challenges for HR research and practice. Consistent with the arguments above, organizations, and the field of HR, are facing a number of pressures that will modify the goals of organizations and change the nature of HR processes and practices. In the discussion below, we consider how transformations in the economy, globalization, domestic diversity, and technology will foster new approaches to HR.

Challenge is always balanced by opportunity. Today's extensive market volatility, coupled with layoffs, talent shortages and fast shifts in technology, points to heightened challenges for human resources (HR) organizations. While appropriately leveraging HR has been a key topic of discussion for the past decade, organizations still struggle with how to make this strategic shift as a department.

### Meaning of Human Resource

William R. Tracey, in *The Human Resources Glossary*, defines Human Resources as: "The people that staff and operate an organization," as contrasted with the financial and material resources of an organization. A Human Resource is a single person or employee within your organization.

The resource that resides in the knowledge, skills, and motivation of people are called as Human Resource. Human resource is the least mobile of the four factors of production, and (under right conditions) it improves with age and experience, which no other resource can do. It is therefore regarded as the scarcest and most crucial productive resource that creates the largest and longest lasting advantage for an organization.

## ROLE OF HUMAN RESOURCE

The HR role focus on three major areas

1. **People processes** - People processes refer to the service life cycle that employees engage continuing assistance and support, to when they ultimately leave. HR's role is to ensure that there is excellence throughout this cycle. Many of the people processes, especially in from when they are brought into the company, developed, paid and receive the more administrative ones, are now being done by external suppliers. However, HR is expected to ensure excellence will continue even if HR is playing a vendor management role.
2. **Organizational processes** - The second area covers value-added organizational processes. For example, HR is expected to contribute to the organization by creating a learning process where people can share their experiences of what works and what does not work. HR is also expected to enable employees and managers to be more resilient through the application of technology and self management processes. Finally, there is a strong expectation for HR, through coaching and consulting, to enable organizational capability and effectiveness. These roles may not be strategic, but they are value-added.
3. **Business transformation** - In this area HR works at the strategic level. They help the company deal with issues and gain its competitive position within the marketplace. There are a number of strategic alternatives that HR may focus on, such as, organizational culture, change management, alignment between business and HR, the cost of the human capital, etc. Typically, most Human Resources organizations have the bandwidth to tackle only one or two of the strategic issues that are most pertinent to the organization. The challenge for today's HR then will be to determine which of the organization's strategic initiatives it will address.

Human Resources is also the organizational function that deals with the people and issues related to people such as compensation, hiring, performance management, and training.

## OPPORTUNITIES / EVOLUTION IN HR

Human resources have rapidly become one of a business's most respected and important departments. A company is only as good as its people, and HR departments are responsible for bringing in and retaining that talent.

As with nearly every job function, the HR field has changed dramatically in the last decade, primarily due to technology.

### **1. HR processes will become automated and cloud-based**

In the last decade, advertising and communications technology underwent a cloud revolution. Now, HR technology is easily spreading up, and functions like recruiting, hiring, on boarding and training are happening completely in the cloud.

"According to KPMG's 2016 Global HR Transformation Survey, 42 percent of organizations plan to put back existing on-premises HR systems with cloud-based ones," said Don Charlton, founder and chief product officer of recruiting software Jazz. "HR's move to the cloud has created new opportunities to develop inventive tools to eliminate unnecessary tasks."

"We're seeing more of our clients utilizing cloud technology and social media to automate the on boarding practice and appoint employees very early, and often, as they come into the organization," added Michael Pires, CEO and president of Jet Pay, a provider of HR and payroll services. "Believe it or not, employee retention begins before a new employee shows up for the first day of work."

Charlton noted that new automated HR tools can provide round-the-clock responses to candidate inquiries, collect data for intuitive candidate profiles, and give users easy access to platforms that keep the hiring team connected throughout the hiring process. Kara Silverman, director at Small Girls PR, agreed that automation is the way of the future for HR processes because it gives employees, particularly tech-savvy millennials, and the opportunity to manage their benefits online, any time and from anywhere.

### **2. User experience will become a top priority**

Customer technology today tends to focus on "delighting" the user, and people have come to wait for this smooth, streamlined interaction with all the tech tools they use, said Leela Srinivasan, CMO of applicant-tracking software Lever. There is a wide gap between how traditional, legacy HR technology operates, and the experience that users actually want, and people are fed up, she said.

"The latest HR technology takes account of this important shift in user expectations," Srinivasan said. "It factors in design thinking to understand what users are trying to accomplish and why. It also recognizes that sometimes less is more, and it reduces clutter with a view to streamlining processes."

### **3. Recruiting will remain personalized and candidate-centric**

Recruiting has become more personal, Charlton said, and therefore, the interviewing process must be more strategic. "What benefits are you offering that differentiate your company from your competitor?" he said.

Technology makes it easy to stay in touch quickly, but you have to remember to personalize [the experience] to build relationships with candidates, Its noted that modern companies recognize the power of making recruiting a strategic competitive advantage, rather than writing it off as an administrative process. "They are willing to invest in tools that give them an edge, and their team embrace a role that goes way beyond order-taking," she said.

#### **4. HR will continue to evolve into "human capital management"**

Over the last several years, the field of HR has become less about following rote management and record-keeping processes, and more about the strategic execution of human capital management (HCM), Pires said. This evolution is continuing today, and will shape the culture and operations of tomorrow's businesses.

"The first wave of this transition was driven by the need to better organize, track and report employee information," Pires said. "The next wave is a meaningful shift toward leveraging various technology solutions, information and data to make better, more strategic decisions about talent, organizational readiness, succession planning and culture to help drive better business performance and results."

Leverant noted that employee engagement via HR technology will continue to be top of mind for employers, especially when it comes to engaging millennials.

### **HR CHALLENGES IN THE COMING YEARS**

#### **1) Retaining and Rewarding Talented Candidates:**

Around 59% seasoned HR professionals believe that in the next few years, major battle will be retaining talented and well-performing [candidates](#). Moreover, it is going to become even worse to recognize and reward the real performers as the market competitiveness is growing and that needs more collaborated efforts to establish loyalty among [employees](#).

#### **2) Developing Future Leaders:**

With growing options for top performing candidates, employers are in a great jitty over how will they build the future pillars of the organization. The rising employee turnover rate is giving [recruiters](#) really a tough time with implementing practices to enhance employee engagement and make them stay for long in the organization. Over 52% HR people have a serious concern over building next generation organizational leaders.

#### **3) Establishing Healthy and Cooperative Corporate Culture:**

[Corporate culture](#) has become one of the deciding factors lately. Elevating market demands makes companies work more to grow, expand and sustain within the volatile market scenarios. This, thus directly or indirectly affects the organizational [culture](#), as every resource is over-occupied with loads of work that may affect the healthy work culture at office leading more to clashes or office chaos.

#### **4) Attracting Top Talent to Organization:**

During any job interview, a candidate's job is to sell himself to the recruiters. Similarly, the recruiters also need to sell themselves before the candidate. It is now more important as the talent shortage is making every organization strive to bring in the best talent and become the most preferred choice among available options. Around 36% recruiters feel that it is the need of the hour to establish a corporate culture that will attract best candidates to your organization.

#### **5) Elevating Human Capital Investments:**

Around two-fifth of HR professionals indicate that the biggest challenge for the coming decade will be acquiring human capital and optimizing human capital investments. On deeply analyzing the challenges, one thing that is clear is that the most difficult challenge that'll crop up is retaining [good employees](#) and attracting best candidates. This entails that HR professionals need to develop talent management tactics that can effectively contribute in attracting, retaining and rewarding top performing employees. But what the organizations can do for countering this skills shortage and ensure that they find right candidates? *Here are the major responses to this...*

#### **6) Flexible Work Arrangements:**

Millennials just love it! The coming generation of employees emphasizes on working in flexible set-ups and the major concern must be kept on giving results and not on working in a traditional 9 to 6 set-up. This does not disrupts the company decorum or discipline, it will just allow individuals to work the way they want and exhibit [better productivity](#). Even 40% HR pros believe that this can be a winning factor.

#### **7) Clear & Transparent Work Culture & Open Leadership:**

Employees demand it greatly, but are seen rarely! That's a fact! Maximum organizations fail to establish a culture of clear and transparent work communication or open leadership that somewhere affects the employee morale and his dedication to work. 37% have indicated that if communication barriers are removed, then the organization can attract more candidates.

#### **8) Career Advancement Opportunities for Employees:**

If the company takes employee career development seriously and strives to work for it as well, then definitely you can shine out over your competitors who are also looking to grab [talented prospects](#) for the same jobs. Around 26% professionals have indicated this as a problem and major factor for increased attrition rate.

#### **9) Better Compensations:**

Undoubtedly, *money matters*! If you have a start performer, you need to take good care of the compensation you offer. These days' employers are largely playing on this factor with awarding employees lucrative reward packages and attracting more talent towards them. Thus, recruiters need to fold up their sleeves to attract the real talent to themselves to [stay ahead of their counterparts](#).

Recruitment processes are the first interface of candidates with the company and this need to be the best of all. The employer must sell the organization to the candidate and the boarding candidate must also feel elated on joining the same. Apart from other factors, one is that of technology upgraded-ness. Now is the time of the cloud and one has to be up on technology as every candidate wants to get smoother recruitment application and processing. An effective [Recruitment Management System](#) must be there that can take care of channelized processing from application to on-boarding while the HR people can work on other retention and acquisition tactics!

## CONCLUSION

Enduring challenge for human resource professionals is business stability of an organization and it is known that company should not be reliant on precise individual; loss of capable team members can have adverse impact on employee morale. Employees may have difficulties in tolerating the substitute of main staff from external sources, and an unanticipated shift can cause work disruptions and crises in customer engagements. To survive from these sudden changes and prevent adjustment issues, HR must be active in succession planning. Human resource staff must recognize, groom, provide exposure and add work responsibilities to core personnel.

To summarize, future challenges of human resource are continuing because of changing workforce demographics and diversities, competing in international environment, technological changes, eliminating the employee skill gap, developing human capital lifelong learning and organizational learning and accomplishing societal goal through organization.

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